



SERENA HOTELS

SAFARI LODGES AND CAMPS
HOTELS • RESORTS

PRESS RELEASE

SERENA HOTELS WIN SEVEN TITLES AT THE WORLD TRAVEL AWARDS 2017

12th October 2017



Serena Hotels scoops seven awards, including category titles of *Leading Hotel Brand in four East African countries* at the Africa Edition of the 2017 World Travel Awards held in Kigali, Rwanda.

According to the Wall Street Journal, the World Travel Awards is regarded as the “Oscars” of the travel industry and recognizes commitment to excellence across all sectors of the global tourism and travel industry.

Serena Hotels clinched the following awards:

- 1.) **Mozambique’s Leading Hotel Brand 2017:** Polana Serena Hotel
- 2.) **Mozambique’s Leading Hotel Suite 2017:** Presidential Suite at Polana Serena Hotel
- 3.) **Rwanda’s Leading Hotel 2017:** Kigali Serena Hotel
- 4.) **Rwanda’s Leading Hotel Suite 2017:** Presidential Suite at Kigali Serena Hotel
- 5.) **Uganda’s Leading Hotel 2017:** Kampala Serena Hotel-a member of the *Leading Hotels of the World*
- 6.) **Uganda’s Leading Hotel Suite 2017:** Presidential Suite at Lake Victoria Serena Golf Resort & Spa
- 7.) **Zanzibar Leading Hotel 2017:** Zanzibar Serena Hotel

Mr. Mahmud Jan Mohamed, Managing Director, Serena Hotels, Africa remarked, “We are honoured to be recognized for these awards which demonstrate the level to which our guests and partners uphold our brand. We attribute our win to our unwavering commitment to meet the needs of our guests by offering

exceptional experiences through quality product and services and through the outstanding commitment of our staff. We would like to extend our gratitude to our partners, business suppliers and our staff. ”

These awards are just but a few awards Serena Hotels has won this year. This is proof of the devotion put to providing unmatched guest experiences and quality services across all our properties. Serena goes ‘beyond the boundaries of industry excellence’ and it is indeed a testament that the ‘best is getting better’.

Mara Serena Safari Lodge (MSSL) has not been left behind as it has been nominated on a global scale for the prestigious *World’s Leading Safari Resort* at the 24th World Travel Awards 2017.

Not only is this safari lodge advantaged to be in one of the most popular and ‘all year round’ safari destinations in Africa, Magical Kenya, but also famous for its unique location, with breath-taking views of the Wildebeest Migration which takes place at the doorstep of the Lodge. Indigenous design, architecture and local materials at MSSL inspired from the Maasai community are integrated with the most modern amenities such as a swimming pool, a wellness gym and spa, complemented by exceptional service.

To vote for Mara Serena Safari Lodge as the “*World’s Leading Safari Resort*” at the 24th World Travel Awards 2017, we would be grateful if you can take some time to vote using the link: <https://www.worldtravelawards.com/award-worlds-leading-safari-resort-2017>

MANAGEMENT

Tourism Promotion Services (TPS), Serena Hotels

Serena Hotels offers quality accommodation in a collection of 24 up-market hotels, safari lodges, camps and resorts within 6 countries in the Eastern Africa region (Kenya, Tanzania, Zanzibar, Uganda, Rwanda and Mozambique) and 11 properties in Asia (Afghanistan, Pakistan and Tajikistan). These properties are strategically located to offer exciting circuits for guests in some of the most exquisite and prime locations in Eastern Africa and Asia. With a focus on product, service standards and guest satisfaction, Serena Hotels continues in its quest to be the hotel of choice for the discerning traveller providing guests with quality accommodation, conference and holiday solutions.

Serena takes pride in the level of personal care and warmth of welcome that it extends to its guests. Each Serena property is designed to complement its environment, while nurturing the landscape, culture and community that surrounds it. The Serena Group stands out in East African eco-awareness and eco-policy implementation.

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