



SERENA HOTELS

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PRESS RELEASE

Serena Beach Resort & Spa, Mombasa and Sweetwaters Serena Camp, Nanyuki Win at the Kenya Ecowarrior Awards

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Serena Hotels is pleased to announce that Serena Beach Resort & Spa (SBRS) located in Mombasa, Kenya won the “Best Eco-Rated Facility of 2016 - Hotel” Award and Sweetwaters Serena Camp took the first runner up position under the “Best Eco-Rated Facility 2016 – Camps” category at the recently held Kenya Ecowarrior Awards Gala Dinner. The award ceremony took place on Friday, October 14th 2016 in Nairobi and was hosted by Ecotourism Kenya, an organization that promotes responsible tourism practices within the tourism industry. This was the 11th annual Ecowarrior Awards Ceremony – an award that recognizes innovation and leadership in responsible tourism. The finalists consist of tourism initiatives from within Kenya that enhance social-cultural, economic and ecological sustainability in their operations.

This has been a gratifying year for Serena Beach Resort & Spa as the property obtained the Gold Eco-Rating Certification from Ecotourism Kenya in May 2016. Serena Beach Resort & Spa is only one of the several Serena Hotels’ properties in Kenya that is Gold Eco-Rating certified. Lake Elmenteita Serena Camp and Sweetwaters Serena Camp are also included in this list.

Serena Beach Resort & Spa strives to ensure it follows best practices and surpasses environmental standards. Along with implementing sustainable business practices in daily operations, the Resort has placed a large focus on conservation projects along the Mombasa coast. For the past 23 years, Serena Beach Resort & Spa's Sea Turtle Conservation Project has helped protect over 408 sea turtle nests and over 52,524 sea turtle eggs. The Resort also trains local community members on sea turtle protection through offering environmental education opportunities and training. Moreover, a weekly lecture is held at the property every Tuesday to educate guests and local communities on the importance of sea turtle conservation.

For over 13 years, the Serena Beach Resort & Spa's Butterfly Conservation Project has helped hatch over 53,084 butterflies and protect 65 different butterfly species. The Butterfly Park located within the property is open to all, such as guests and local community members, to visit and learn more about butterfly conservation and Serena Hotels' efforts in conservation.

Serena Beach Resort & Spa is located along the coast of Mombasa, Kenya and was one of the first Serena Hotels properties in the 1970's. Fringed by white beaches, and shaded by coconut palms, the silver ribbon of the Swahili coastline offers the ultimate tropical paradise. Bright white against the blue sky, set in extensive tropical gardens, the architecture of Serena Beach Hotel & Spa replicates the winding lanes and colourful market places of a traditional 13th century Swahili town.

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 leads the industry in East African eco-awareness and eco-policy implementation.

Serena's hotels, safari lodges, camps and resorts distinguish themselves through their contribution to the local economies, their good governance, the training of skilled manpower, the involvement of craft industries and through sensitive conservation of the surrounding areas. This includes placing priority on the hiring and training of nationals in the locations in which Serena Operates.

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