

**Serena Hotels Showcases World Leading Best Practice**  
**At Travel & Tourism Awards**

**Serena Hotels** was selected by the **World Travel and Tourism Council** as a **finalist** in the **Global Tourism Business Award category** at the **Tourism for Tomorrow Awards 2008** of the 8<sup>th</sup> Global Travel & Tourism Summit on 21 April, 2008 in Dubai, United Arab Emirates. The Awards, organized in association with Travelport, represent the highest accolade for best practice in travel and tourism, aimed at recognizing and promoting the world's leading examples of sustainable tourism development. Serena Hotels was one of 12 finalists from applicants from over 40 countries in the four categories of the Tourism for Tomorrow Awards and the only hotel group in Africa selected.

Speaking after the award ceremony, Mr. Mahmud Janmohamed, Managing Director Serena Hotels said “Serena Hotels enjoys a long-established reputation for the highest standards of comfort and service within environments that meticulously promote indigenous architectural, craft and cultural traditions. We are committed to developing projects that pay the highest regard to sustainable environmental concerns, while promoting the interests of local communities and also practicing the highest levels of business ethics. This recognition represents a significant achievement and one which we are proud to have been a part of”.

An international committee of 12 experts and internationally recognized leaders in sustainable tourism judged the Tourism for Tomorrow Awards. Costas Christ, Chairman of Judges, noted that twenty years ago sustainable tourism was just an idea, now it is entering the Travel & Tourism mainstream as more companies embrace new innovations demonstrating environmentally-friendly operations, a commitment to safeguarding the cultural and natural heritage of our planet, and addressing poverty alleviation through enlightened business practices.

The Serena Hotels product is underpinned by a stunning range of properties in Kenya, Tanzania, Zanzibar, Mozambique, Uganda, Rwanda, Afghanistan, Pakistan and Tajikistan, all of which complement their environment and showcase cutting-edge design and interior comfort. Serena Hotels enjoys the reputation of being an industry leader due to its commitment to developing tourism that is in harmony with the natural and often fragile environment. This is reflected in the essence of the Company’s corporate mission that ***we must conserve rather than exploit nature!***

This recognition continues Serena Hotels track record of having received numerous environmental commendations and awards from various tourism bodies and travelers who have experienced the Serena product and voted through prestigious trade publications awards. In East Africa, the Serena Group has been voted the ‘Most Respected Company’ in East Africa for tourism for five years consecutively.

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