



SERENA HOTELS
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Travel Trade News

Kampala Serena Hotel Joins World's Finest Hotel Club



Kampala Serena Hotel is now a member of the Leading Hotels of the World, a prestigious luxury hospitality organization that represents the world's finest hotels, resorts and spas.

In order to be considered for inclusion, the Hotel had to undergo a rigorous inspection process encompassing 1,500 quality standards covering areas such as infrastructure, services offered, guest attention and staff excellence.

This accomplishment makes Kampala Serena Hotel the first and only member of the organization in Uganda and alongside Nairobi Serena Hotel in Kenya; the two Serena properties are currently the only 'Leading Hotels of the World' in the entire East and Central African region.

Multi million dollar expansion and refurbishment of the Polana Serena Hotel set to commence in January 2009.

The US \$ 25 million expansion and refurbishment of the Polana Serena Hotel is set to commence in the first week of January 2009. The programme will be managed in two phases:

Phase One will facilitate the refurbishment of the existing main buildings, pool deck, gardens, parking area and the construction of the Health Club and Spa.

During this period, the Polana Serena Hotel will be fully operational with 55 rooms at the Polana Mar of which 50 rooms overlook the Bay of Maputo. Guests will continue to enjoy Serena's hospitality with a full complement of staff, and all the other services and conveniences currently on offer at the Hotel.

Phase Two will involve the 'final touches' of Phase One and will include the renovation of the Aquarius Bar and the Polana Mar facilities.

During this period, the Polana Serena Hotel will operate with 87 refurbished rooms at the main building and 30 rooms at the Polana Mar.

Management would like to assure our guests that the disruption as a result of the refurbishment will be managed efficiently to ensure that the product and service meet your comfort and expectations during your stay at the Polana Serena Hotel.



View of new entrance into hotel



Sea View- Bar & Restaurant



New Room

An exciting new partnership between Serena Hotels and Ol Pejeta Conservancy

Renewing its commitment to sustainable tourism development within Kenya, Serena Hotels have signed a lease agreement with Ol Pejeta Ranching Limited. According to the US\$ 6 million agreement, Serena Hotels will lease a



portion of the 90,000 acre Conservancy, to construct an 18-room luxury tented camp worth US\$ 4 million and give the Conservancy's Ol Pejeta House which it continues to manage a US\$ 2 million refurbishment.

Signing on behalf of Serena Hotels, Managing Director Mr. Mahmud Jan Mohamed said 'this is a momentous occasion for both Serena Hotels and the Ol Pejeta Conservancy; by developing a new camp we will be able to attract more visitors to this spectacular private sanctuary'.

Boasting an astounding variety of animals, including the Big Five, the the Ol Pejeta Conservancy is the largest black rhino sanctuary in East Africa, and home to 43 orphaned chimpanzees at the Sweetwaters Chimpanzee Sanctuary. The reserve has long been the preferred retreat of wilderness and safari lovers alike. He further added 'with Serena's commitment and pioneering efforts in eco-friendly tourism and Ol Pejeta's remarkable conservation projects, this will be an ideal partnership which will serve to further protect our endangered ecosystem. We look forward to a continued prosperous affiliation'.

Royal Couple stays true to Serena

Her Majesty Queen Margrethe Alexandrine of Denmark and His Royal Highness the Prince Consort chose to keep it Serena during their 3 day visit to Tanzania. The royals stayed at Zanzibar Serena Inn during their official visit to the Island and later jetted off to Kirawira Luxury



Tented Camp for a 3 night private visit. During their stay at the camp, they were treated to sundowner cocktails, a bush dinner and several game drives within the Serengeti National game reserve.

They also took part in a tree planting ceremony where the queen planted a tamarind tree, the Prince Consort planted an African Marula tree and the Danish Ambassador a Falcon's Claw acacia tree.

Serena bags yet another ecotourism award

Serena Hotels have been declared winners of the 2008 Skål International Ecotourism Awards which highlight responsible tourism practices around the world. Serena Hotels won the award in the Global Corporate Establishments category which includes contributions made



towards the conservation of nature and the environment, the conservation of cultural heritage, community involvement and benefits, educational features and product innovation.

On receiving the award during a Skål luncheon that was held at the Nairobi Serena Hotel, Serena Hotels' Managing Director, Mahmud Jan Mohamed said "Serena Hotels enjoys a long- established reputation for responsible practices within the tourism industry. We are committed to creating unique and enriching experiences in a sustainable environment by developing projects that pay the highest regard to environmental concerns and to promoting the interests of local communities including their indigenous architecture, craft and cultural traditions. This award represents a significant achievement for us".

Skål International, the largest organization of travel and tourism professionals in the world, initiated the Ecotourism awards program in 2002 in an effort to encourage the conservation of the environment and to help promote sustainable practices in the tourism industry.

The award follows 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 for Serena's superlative experience.
