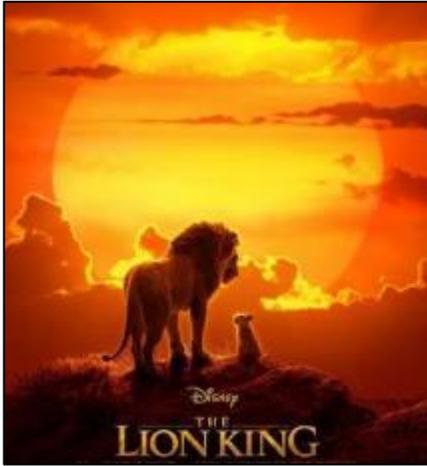




THE LION KING REMAKE SET TO BE A ROARING SUCCESS



Images from Disney's official [Instagram](#)

Serena service at Kirawira Serena Camp

The world is abuzz with anticipation of Disney's new remake of the iconic classic, The Lion King. If the official trailer is anything to go by, this summer blockbuster, due for UK release on 19 July 2019, is set to be a CGI triumph and roaring success! The characters are so believable and realistic you would be forgiven for wondering if Africa's wildlife have really started to talk! The classic 1994 "coming-of-age" cartoon was the highest-grossing hand-drawn animated movie ever made with an intimidating list of over 35 awards including numerous Academy, Golden Globe, BAFTA and Grammy Awards. Now, 25 years later, The Lion King is having new life breathed into it for fresh audiences under Director Jon Favreau (famous for his successful 2016 adaptation of The Jungle Book) using pioneering photo-realistic computer animation technology and virtual production including virtual-reality headsets and avatars. Key roles include James Earl Jones reprising his unmistakable voice of King Mufasa, with Donald Glover as the adult Simba, Billy Eichner as Timon, Seth Rogen as Pumbaa and Beyoncé as Nala - to name but a few highlights of the star-studded ensemble.

With the movie setting, characters and story inspired by the pride lands of Kenya's Maasai Mara and the endless savannah plains, gorges and sunsets of Tanzania's Serengeti, it is hoped that, like in 1994, the movie will result in a surge of visitors to East Africa. Kids will love seeing their heroes from "near reality" actually in the flesh! If you stay at Kirawira Serena Camp in Tanzania you can hum along to the Swahili inspired "hakuna matata" as you sip on a Kirawira Dik Dik cocktail (white rum, pineapple and orange) or child-friendly Bees Nectar cocktail as the sun sets over the horizon in true "Out of Africa" style. If you stay at Mara Serena Safari Lodge in Kenya - built on the spot where HRH Prince Charles once pitched a tent to enjoy the views over the famous Mara River with a ringside seat to all the drama of the Migration, you can now enjoy a new 3-hour hike "off the beaten track" at Ololoolo escarpment that forms the western boundary of the Mara triangle, including several tracks that were used by the Germans during WW1. For more information on this and other signature Serena experiences, visit www.serenahotels.com



THIS IS THE GREATEST SHOW!

The world's most anticipated wildlife spectacle - the Annual Great Migration has arrived early!

Over 700,000 wildebeest have already been spotted on the plains of Maasai Mara - with Mara Serena Safari Lodge, positioned right inside the Mara Triangle, offering ringside-seats to all the action as the herds attempt to cross the Mara River with predators in hot pursuit. Follow Serena's social media platforms for updates on the migration as it unfolds. [Instagram](#) / [Facebook](#) / [Twitter](#)

HEALING EARTH DEBUTS IN TANZANIA

Serena recently announced the debut of the holistic [Healing Earth](#) Spa Concept across all its Tanzania properties.

Healing Earth's products are "inspired by nature but perfected by science" - renowned for their restorative healing powers harnessed from Africa's rich natural resources. Products are organic and free from synthetic fragrances, colorants, petro chemicals, DEA, preservatives and parabens.

Healing Earth's bio-identical active ingredients, organic essential oils, Fairtrade botanicals and shea butters include Kalahari Melon for hydration, Mongongo Nut for detoxification, Coffee, Cinnamon & Orange for sculpting and Marula & Neroli for luxurious relaxation and sensual indulgence.

Staff have been trained and a thoughtfully crafted transformative spa menu has been developed to offer the highest level of personalization.

The concept will also be rolled out to Serena's Kenyan properties by 2020.



WORLD TRAVEL AWARDS

Serena Hotels was delighted to win 6 awards at the 26th World Travel Awards held on 1st June in Mauritius:

- Mozambique's Leading Hotel: Polana Serena Hotel
- Mozambique's Leading Hotel Suite: Presidential Suite at Polana Serena
- Rwanda's Leading Hotel: Kigali Serena Hotel
- Uganda's Leading Hotel: Kampala Serena Hotel
- Uganda's Leading Hotel Suite: Presidential Suite at Lake Victoria Serena Resort



Serena continues to curate and create unique, one-of-a-kind signature experiences at various properties in the five African countries where the leading African hospitality brand has presence.

Kigali Serena Hotel for instance supports the Sustainable Growers Non-Profit Program that helps transform women coffee growers into professional suppliers of specialty coffee. Every cup served at Kigali Serena Hotel contributes to helping over 30,000 Rwandan women farmers advance their expertise.

Serena Hotels, thanks loyal guests, valued business partners and committed staff without whom winning the awards would not be possible.

SPICING UP THE FOODIE SCENE IN NAIROBI

Foodie Alert! 'Herbs & Spices' is a brand-new restaurant on the ground floor of the Nairobi Serena Hotel with indoor and outdoor seating areas. The menu is bursting with flavours of South East Asia and most of the ingredients are locally sourced. The trendy bar on the terrace serves cocktails, craft gins and Japanese whiskies and is "the place to be seen". Warm friendly staff and excellent service come as standard at any Serena dining experience.



SELOUS REOPENS & 2020 PACKAGES

Selous Serena Camp and Serena Mivumo River Lodge have undergone some soft refurbishments during their annual closure and are now open for guests with an elevated look and feel, whilst still blending seamlessly into the surrounding bush.

While game drives are a popular way to explore Selous, boat safaris give guests an added opportunity to discover the mighty Rufiji River as they spot the aquatic and terrestrial wildlife.

Contact info@ethosmarketing.co.uk for the 2020 Selous packages.

OL PEJETA GOES COMPLETELY CASHLESS

Please note that Ol Pejeta Conservancy has gone completely cashless and has no provision for cash payments at any of their gates. If there is no other alternative, cash payments will incur an additional 30% surcharge. To avoid any issues, kindly pre-pay via bank transfer or Mastercard/Visa direct to Ol Pejeta Conservancy or via Serena Hotels with the relevant booking reference.

Ol Pejeta is one of Kenya's most noteworthy conservancies and home to the 'Big Five' (elephant, rhino, lion, buffalo and leopard). Activities include day and night guided game drives, lion tracking, horse riding with rhino and a visit to the rhino info centre as well as guided bush walks and scenic ravine river bird walks. There is also watercolour painting, archery and numerous other activities. Stay with Serena at Sweetwaters Serena Camp or Ol Pejeta House to see the last two remaining female northern white rhinos and the rescued chimps at the Jane Goodall Chimpanzee sanctuary.



TURNING THE TIDE ON PLASTIC

Kenya recently announced they will ban all single-use plastics in its protected areas ie its national parks, forests and beaches from June 2020.

Rwanda banned all plastic bags over a decade ago. Kenya's Government then banned all single-use plastic bags back in 2017 - with heavy penalties including 4 years in prison or a fine of \$38,000. Tanzania has now joined the efforts too with their own bag ban.

For Serena, striving to be eco-friendly is certainly not a new concept! Sustainable Tourism practices are an intrinsic part of Serena's day-to-day operations and have been for many, many years. Conscious efforts to reduce single-use plastic at the 24 Serena properties in Africa have been implemented in a phased manner since 2016, including eliminating plastic straws and single use bags and replacing amenities bottles with dispensers. Serena Beach Resort & Spa also assists with monthly beach clean-ups in collaboration with Kenya Wildlife Service.



In 2017, Serena Beach Resort & Spa recycled 2,512 flip-flops into a 'Walk-In Chess Board' based on the theme 'Marine Life Vs Life Cycle of a Butterfly' based on their conservation projects.



GOOD GORILLA NEWS

Thanks to joint conservation efforts from the wildlife authorities of Uganda, Rwanda and the Republic of Congo, Mountain Gorillas have officially been moved from being Critically Endangered to Endangered on the IUCN Red List of Threatened Species. The 2008 Mountain Gorilla population was estimated to be around 680 individuals, but 2018 estimates show this has increased to over 1,000! Uganda has recently habituated 2 new gorilla families bringing the number of habituated families to 19 and 152 permits available per day. The Pearl of Africa is definitely worth the hype! Gorilla trekking combines well with the R&R of a “lake break” at Lake Victoria Serena.

SAVE WATER. PLANT A TREE. BE THE CHANGE

Serena Hotels remains sensitive towards improving and preserving the environment in which it operates in line with the goals set out by the UN Development Programme, with transformational initiatives such as **Tree Planting and Sustainable Water Management**.

Over the last 16 years, **Serena has planted 415,000 trees per annum which translates to 6.64 million trees across East Africa**, with a major portion being in Kenya. Studies show that a mature tree can consume 21.8 Kgs of carbon dioxide in a year and therefore, Serena’s tree planting initiative has sequestered approximately 2,537,608 tons of carbon dioxide over the last 16-years from the environment thus helping to alleviate the impact of climate change.

Serena also has an extensive range of water saving measures in place. These include more efficient laundry and dishwashing formulations, phased investment in bio-digesters and phased installation of desalination plants at the Serena Lodges and Camps. The majority of the communities in which we operate lack access to clean drinking water and are thus, exposed to a wide range of water-borne diseases. Over the last 10 years, Serena has provided surrounding communities at Amboseli Serena (Kenya) and Lake Manyara (Tanzania) with clean drinking water. **Approximately 23,765 beneficiaries and 12,500 of their livestock per annum have benefited from this initiative.** We invite you to join our initiatives to help save the environment.



Before



After

POLANA SERENA HOTEL

Mozambique boasts miles of beautiful coastline, extraordinary coral reefs and clear warm waters for diving and other water sports. Its rich mix of Portuguese, Indian and Arab cultures and history also ensures a unique cultural immersion experience. The ‘Grand Dame’ of Maputo, Polana Serena Hotel and the newly refurbished Polana Mar is the best place to base yourself for an exciting Maputo tour like no other. It also has a fantastic Maisha spa and a kids’ club.

To read more about what the Polana Serena is doing in terms of sustainable business practises and their eco ambitions going forward please read this recent review by Melissa Hobson on [ECOPHILES](#)



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