



SERENA HOTELS

SAFARI LODGES AND CAMPS
HOTELS • RESORTS

PRESS RELEASE

Amboseli Serena Safari Lodge Kenya, wins at the 2017 Skål International Sustainable Tourism Awards in the Community and Government Projects category.

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5th from left; Mr. Anil Nair of Nijhawan Group receiving the award on behalf of Serena Hotels

Amboseli Serena Safari Lodge's Kimana's Women's Group Economic Development Initiative has emerged the winner of the 2017 Skål International Sustainable Tourism Award. The lodge won in the Community and Government Projects category during the opening ceremony of the 78th Skål World Congress held in Hyderabad, India.

Skål International's mission is to promote the development of responsible, sustainable and universally accessible tourism. And this award acknowledges best practices in the tourism industry around the globe. Amboseli Serena Safari Lodge was recognized for supporting small scale women farmers' through the Kimana's Women's Group; move up the value chain from primary farming to participation in the supply chain of Serena Hotels.

Mr. Mahmud Janmohamed, Managing Director, Serena Hotels, says, "We are honoured to be awarded for our efforts to elevate the lives of our surrounding communities. Economic development and community empowerment is imperative in running a sustainable business."

Amboseli Serena Safari Lodge has worked with Kimana's Women's Group to turn their previously subsistence farming projects into viable businesses. This was achieved through training them on best practices and quality standards to turn the project into a source of livelihood. Serena Hotels plans to replicate this supply chain model in Tsavo and Mara regions where the hotel has safari lodges.

Winners were selected by a panel of independent judges based on a variety of criteria including contribution to the conservation of nature, cultural heritage conservation, community involvement, innovation and creativity, and educational features.

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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