



SERENA HOTELS

SAFARI LODGES AND CAMPS  
HOTELS • RESORTS

## PRESS RELEASE

### SERENA BEACH MULTI AWARD WINNER

20 /09/2017

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(**Fatuma Hirsi Mohamed CBS**, Principal Secretary, Ministry of Tourism presents the award to **LIFE UNDER WATER** to Regional Sales and Marketing Director Rosemary Mugambi and **Janelle Deniset** Special Projects Officer, Serena Hotels.)

Serena Beach Resort & Spa is happy to have been announced the winner of the **SDG 14: LIFE UNDER WATER** award for its turtle conservation project at this year's just concluded Eco Warrior Awards. The Turtle Hatchery project has been carefully nurtured over the last 14 years and has helped protect over 55,000 sea turtle eggs and over 400 sea turtle nests.

This year's awards focused on how businesses in Kenya are contributing to the uptake of the United Nations Sustainable Development Goals (SDGs). Ecotourism Kenya through the Ecowarrior awards seeks to identify businesses that have been able to translate the SDGs into their operations and can positively demonstrate and report tangible outcomes in their operations and impact on people, the planet as well as profits.

In addition the Resort also has a Butterfly Conservation Project that hosts a Butterfly Park located within the facility which is open to guests and local community who can get to learn more about butterfly conservation and Serena Hotels' efforts in conservation.

Serena Hotels is progressively undertaking initiatives that enhance its social-cultural, economic, ecological and sustainable tourism business practices.

In addition Kilaguni Serena Safari Lodge in Tsavo National Park came up as 2nd Runners up in recognition of their commitment and significant investment in renewable solar energy and reduction in its carbon footprint keeping in line with **SDG 13: Climate Action**

For more information on Serena's CSR initiatives please visit [www.serenahotels.com](http://www.serenahotels.com)

## CERTIFICATE OF EXCELLENCE - THANKS TO SERENA BEACH RESORT & SPA LOYAL CLIENTS



Serena Beach Resort and Spa has been awarded the much-coveted **TripAdvisor Certificate of Excellence** in service delivery. The award takes into account the quality and quantity of the customer reviews submitted to TripAdvisor over a 12-month period and reflects the fact that the hotel has achieved the remarkable accolade of having registered at least four out of five positive reviews during this period. Speaking of the award, *Mr. Mahmud Janmohamed*, *Managing Director – Serena Hotels*, thanked Serena’s loyal clients and said that he could wish for no better praise than theirs. He also thanked the staff and Management of Serena Beach Resort and Spa for their hard work and observed that the award reflected Serena’s commitment to maintaining the excellence of its brand with particular reference to the unwavering delivery of optimized service. “We remain committed to continually ensuring consistency and upholding the highest standards of service so that the excellence of our product and service wins its rightful market share.”

Truly, Serena Beach Resort & Spa is swimming its way to excellence.

### **Contact Information:**

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