



SERENA HOTELS
SAFARI LODGES AND CAMPS
HOTELS • RESORTS

Serena June/July 2018 News Highlights



Lion cub Photo by Life Through a Lens Photography



New calf born at Ol Pejeta brings number of black rhino to a new high of 120.

NAIROBI SERENA: THE BIG REVEAL IS IMMINENT...

In December 2016 an extensive expansion and refurbishment program started at the **Nairobi Serena Hotel**. The past 18 months have seen an incredible transformation get underway and with phase one almost ready to be revealed - the hotel looks set to blow everyone away with its new look. Be on the lookout for some incredible reopening specials!



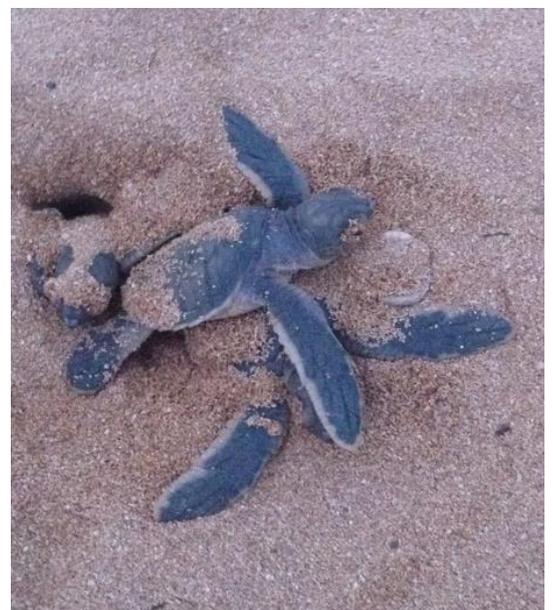
Just some of the changes guests can now enjoy are:

- New front of house areas including the entrance, lobby, porte cochere and reception
- A new Executive Floor of guest rooms with lounge.
- The Northern Wing's guest rooms have been remodelled and upgraded.
- A new specialty restaurant
- Fantastic new function and meeting rooms including a new ballroom
- A new carpark has been built for over 100 cars
- Revamped hair salon and guest shop
- Refitted back-of-house areas

SERENA BEACH: TURTLES AHOY

The team at Serena Beach Resort & Spa on Kenya's coastline has been very busy over the past few weeks overseeing the hatching of thousands of endangered baby turtles as well as ensuring their safe natural passage into the Indian Ocean off Shanzu Beach. Thousands of hatchlings make this otherwise perilous journey between April and October each year.

The team forms a protective wall around the hatchlings as they crawl from the safety of their caged nests to the ocean, protecting them from birds and other predators while the wall of eager people encourages them on. Serena has been spearheading efforts to save turtles including the Green Turtle, Hawks Bill and Leatherback along Mombasa's beaches for over 25 years now releasing well over 40,000 baby turtles over the years with a 95% success rate. The team also works closely with a group of local fishermen who report back on nests built in precarious positions so that the eggs at risk can be moved to the lodge's hatchery for secure breeding.



SERENA BEACH HOTEL & SPA

NEW WALKING TOURS

Serena Beach Resort and Spa recently introduced a new experience “Architectural, Cultural and Conservation Tours” which allows guests to learn more about the hotel. What makes it so special? It’s a 45-minute guided tour that tells all about how the design is a replica of Lamu Historic city, inspired by the Swahili culture, stories about some of the trees, wells, Swahili cultural artefacts, lamu doors, minarets etc and is offered free of charge. Guests enjoy a cup of Swahili coffee and Haluwa (snack), visit The Sokoni Market Place Restaurant, and then ends with the Turtle conservation project on the beach, Jahazi grill and a cold Coconut (Madafu) to quench the thirst after a long tour at the Moon Fountain.



You can read a first-hand account that was shared on [Life in Mombasa blog](#)

ETHIOPIAN FLIGHTS

Good news is that from July, Ethiopian Airlines will fly to Mombasa twice daily. This will be the only regional airline after RwandAir to operate flights from Mombasa to Addis Ababa.

EXPLORE KENYA BY RAIL



The Madaraka Express is a newly unveiled Standard Gauge railway offering a faster, safer and cheaper way to discover magical Kenya. The railway line connects Kenya’s capital city Nairobi to the coastal city of Mombasa and with nine stations along the way – allows you to stop enroute for a safari or two.

Serena is delighted to offer some fantastic new Madaraka Express packages - allowing visitors to combine one of Kenya’s most beautiful beaches, Shanzu at Serena Beach Resort & Spa with safaris at Amboseli Serena Safari Lodge and Kilaguni Serena Safari Lodge – all connected with a quick, easy and cost effective rail journey!

Amboseli National Park, famed for big herds of elephants and views of Mt. Kilimanjaro is accessible from the Emali terminal, where Amboseli Serena Safari Lodge awaits to make your bush experience as memorable as ever.

Tsavo West National Park offers exhilarating adventures in the “Land of Lions and Lava”. Arrive at Mtito Andei station, a two hour ride with Madaraka Express, and Serena will take guests from there to Kilaguni Serena Safari Lodge.

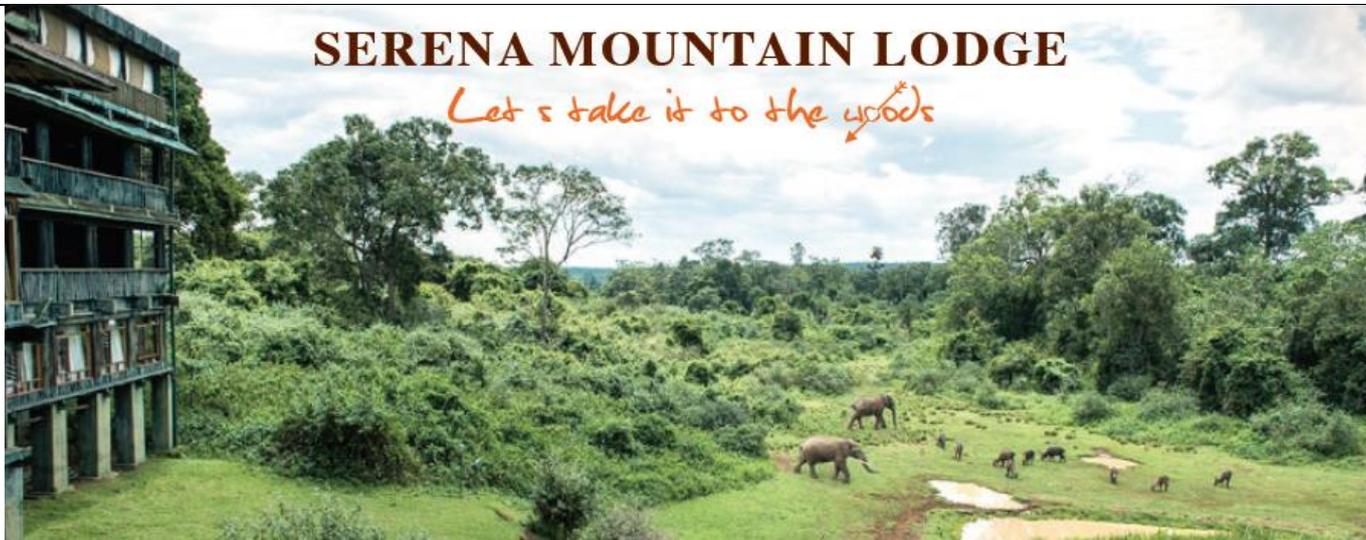
The Madaraka Express terminates at **Mombasa** where you can soak up the sun from our tropical paradise, Serena Beach Resort and Spa or immerse yourself in the Swahili culture.

If a cooler atmosphere is more of your liking, then head to **Mt. Kenya** region from Nairobi where you will find a quiet, serene ambience while on a nature walk at Serena Mountain Lodge or walk with the rhinos at Sweetwaters Serena Camp in Ol Pejeta Conservancy.

For more details on Serena’s packages and offers please visit <http://www.theserenaexperience.com/?p=1541>

SERENA MOUNTAIN LODGE

Let's take it to the woods



MOUNT KENYA - MAGIC & ADVENTURE AWAITS

Serena Mountain Lodge is a beautiful, rustic tree lodge set against a canopy of trees with breath-taking views over a busy watering hole with the magnificent Mt. Kenya as a backdrop. Although just 2 hour's drive from Nairobi, it's a great adventurer's getaway with some fantastic new activities on offer as well as a fully supervised Serena Kids Club. Highlights include:

- **Mt. Kenya Forest Walk** - a 2 hour guided walk including a "Dawa" stop - where we share the story of Kenya's independence, spot a variety of birds (400 species) and unique animals such as the colobus monkey, sykes monkey, olive baboon, giant forest hog, bush pig, genet cat, white-tailed mongoose and mole-rat.
- **Mt. Kenya Moorland hike** - a full day guided and informative hike across different forest vegetation and varying altitudes to get to the beautiful northern moorland tree cover with its unique flora and fauna.
- **Conquer Mt. Kenya** – a new activity for guests to climb Kenya's highest mountain (5,199 ft above sea level)
- **Bush Breakfasts in the forest**
- **Sundowners** at our rooftop bar overlooking the waterhole
- **Play your part in conservation** - Plant your own tree during your stay
- **From hook to plate** - Enjoy trout fishing and relax as our chef helps you prepare your catch of the day.
- **Day safari at Ol Pejeta Conservancy with a visit to Chimp and Rhino sanctuaries**
- **Enjoy a Serena signature massage**

SELOUS, TANZANIA

Pay for 2 and stay for 3: Reopening offer

Good news is that the rainy season is over in Tanzania's Selous and Selous Serena Camp and Serena Mivumo River Lodge have reopened. The bush is looking lush and green with wildlife aplenty. **Check out the June/July Reopening special offers [here](#).**

Did you know that The Selous is Africa's largest game reserve and is a World Heritage Site?

It's also home to the world's largest concentration of elephants. On top of these facts, you would be hard-stretched to find a more pristine wilderness anywhere.

Selous Serena Camp and Serena Mivumo River Lodge offer unforgettable accommodation that reflects the natural surroundings, personalised service and a wide range of activities - from sensational boat cruises on the Rufiji River to day or evening game drives and guided bird walks.



MIVUMO VILLA FOR FAMILIES

Do you have clients who want that extra dash of exclusivity for a group of friends or a multi-generational family in the Selous? Serena is offering their incredible Mivumo Villa at a reduced rate of just USD\$3,200 for the whole villa per night until the end of Dec 2018 (discounted from USD\$4,605).



This unique retreat, perched right on the Rufiji River, features an extensive timbered deck, inside and outside dining areas, a spacious lounge (complete with a water feature stream running through it!), elegant reception area, separate bar and private plunge pools. The villa comprises 3 double, ensuite bedrooms, each with its own viewing deck, sun loungers and rain shower. In addition to the 6 adults, 2 children (aged 12+) can be accommodated on rollaway beds. This villa rate also includes return road transfers to Stiegler's airstrip, full board accommodation, guided game walks, game drives in private open game vehicles, boat excursions & sundowners, a personal chef and staff, laundry, teas & coffees, soft drinks and a selection of wines, beers and spirits. To see more photos of the villa's rooms visit our [gallery](#)

RWANDA'S RISING STAR



Rwanda has recently been making headlines for:

- Signing a 3-year sponsorship deal with Arsenal FC intended to promote the country as a tourist destination,
- Ellen DeGeneres' visit to avidly endorse gorilla trekking
- Being named one of the top 8 fastest-growing economies globally

Rwanda is famous for its rolling hills and scenic beauty. Its capital, Kigali, is one of Africa's cleanest, safest and fastest growing cities, popular for business travellers, but also fast becoming a tourist hot spot. The country boasts incredible national parks such as Akagera National Park and Nyungwe Forest National Park while in Virunga you can go Gorilla Trekking or even climb its five volcanoes.

Stay with Serena at **Kigali Serena Hotel** and visit the Kigali Genocide Memorial that commemorates the country's tumultuous past.

Lake Kivu Serena Hotel is also a fantastic for those wanting to track gorillas at Volcanoes National Park without the hefty price tag of staying inside the park – with the added bonus of being able to relax and unwind on the beach upon your return or enjoy various water sports like kayaking, canoeing, windsurfing and paddling.

WORLD TRAVEL AWARDS 2018

Serena Hotels has yet again been nominated for this year's World Travel Awards. World Travel Awards is regarded as the 'Oscars' of the travel industry and recognizes commitment to excellence across all sectors of the global tourism and travel industry. We couldn't be more honoured to be nominated in 25 categories including the coveted Africa's Leading Hotel Brand 2018.

Please Vote for Us [HERE!](#)
Asante Sana

**WHO WINS, YOU
DECIDE...**





RHINOS FOR AFRICA AT OL PEJETA

They celebrate every black rhino born on Ol Pejeta in Kenya - but the birth of a male calf in May 2018 was cause for double celebration because Njoki's baby brought the total black rhino population on Ol Pejeta to 120 - the highest it's ever been. The conservancy is nearly at maximum black rhino ecological carrying capacity now, so they have secured the neighbouring Mutara ADC ranch to form the 20,000-acre Mutara Conservation Area, which is currently being fenced in preparation.



Guests can now explore the 600 acre endangered species enclosure on horseback. Confident riders can choose from a morning or afternoon 1 or 1.5 hour ride while less experienced riders can opt for a 30-minute ride on the open plains close to the stables. www.olpejetaconservancy.org

LAKE ELMENTEITA ADVENTURES

Most people head to Lake Elementeita in Kenya's famous Great Rift Valley to completely unwind and relax after a safari rather than the more traditional flop on a beach. One of the many benefits of this option is the wide range of activities on offer if you prefer to mix your chill with some adventure and thrill!

Discovering Kenya and Routes Adventures have produced [a fantastic video](#) of how guests can keep busy when they don't want to just relax as well as a great [blog](#). Serena has spared no expense to ensure this property has real "wow" factor for discerning guests wanting to explore the Soysambu Conservancy - just a two-hour drive from Nairobi. It boasts 24 luxury tents and a spectacular honeymoon suite. For more information visit [Serena's new website](#).



POLANA SERENA HOTEL

There are so MANY reasons to put the Polana Serena Hotel in Maputo top of your clients' bucket lists. Here's just a few of them:

- The landmark "Grande Dame" has refurbished its Polana Mar Wing with a fresh and contemporary style for those who prefer a more modern feel to the colonial-style main hotel. It has 66 rooms spread over 3 floors with Prime, Executive and Family rooms – most of which overlook the beautiful bay of Maputo.
- The vibrant and ethnic decor is inspired by local culture, art and nature and blends contemporary, modern feel with old world comfort.
- A new 'Serena Kids Club' has been created at the Polana Mar including a playroom with toys, games and a wide selection of children's movies.
- Decadent Maisha Health Club with secret garden and indoor pool.



CORPORATE SOCIAL RESPONSIBILITY

Serena has an amazing history of making a difference through its extensive CSR programme under the Aga Khan Foundation. Some of the achievements include:

- The Serena Beach Resort & Spa has over the last 20 years protected and released over 50,000 turtle hatchlings into the sea. Guests can participate, donate and enjoy weekly lectures. They also have a butterfly project that, since 2003, has bred over 348,984 butterflies covering 65 species.
- 'Plant a tree for Africa' – was started 25 years ago - an ambitious reforestation programme in cooperation with the Kenya Wildlife Service. To date over 70,000 indigenous trees have been planted just in Amboseli! Similar projects have been rolled out such as Ndakaini, Kampala Serena Hotel partnership with the World Wildlife Fund Uganda to plant trees in the Navugulu Forest Reserve, as well as the Kigali Serena Hotels tree planting venture, etc.
- Soap for Hope – recycling left over soap for children at the Kiboko Primary School near Lake Elementeita Serena.
- Numerous community initiatives including clinics, mobile libraries and lighting up the lives of orphans at Christmas

[READ THEIR LATEST CSR NEWSLETTER](#)

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