



SERENA HOTELS

SAFARI LODGES AND CAMPS
HOTELS • RESORTS

Serena 2019 News Highlights

THE ENGLANDS EXPLORE KENYA (#2)

Amanda has done her blog about the second part of her family's Kenyan Adventure last summer - picking up from her previous blog about doing their safari by the Madaraka Express.

Check out their beach experience at **Serena Beach Hotel & Spa** – including exciting encounters with butterflies, newborn turtle hatchlings and even a camel or two!

Read her blog here <https://www.ethosmarketing.co.uk/blog/>



SPICING UP THE FOODIE SCENE IN NAIROBI

Foodie Alert! There's a new restaurant opening soon at The Nairobi Serena Hotel. Serena's chefs are eager to spice things up in Kenya's capital when they unveil their brand-new urban Pan-Asian themed, 'Herbs & Spice' Restaurant going by the name 'H&S'. Strategically poised on the ground floor of the newly refurbished wing of the hotel, this restaurant's style and décor will be minimalist and aimed at the trendy set. The menu will be bursting with flavours and most of the ingredients will be locally sourced. Warm friendly staff and excellent service come as standard at any Serena dining experience. Watch this space for the official opening and Serena's incredible launch offers!



SELOUS GETS A SOFT MAKEOVER

Selous Serena Camp and Serena Mivumo River Lodge have undergone some fantastic soft refurbishments including new rugs, newly upholstered sofas, stools and chairs and some new mattresses amongst many other things. More exciting changes are also on the cards during their upcoming closure - to ensure, when the camps reopen after the rainy season in June, that guests continue to enjoy their "in the wild" experience in complete, uncompromising comfort. The refurbishments have already elevated the look and feel of the camps, whilst ensuring they still blend seamlessly into the surrounding bush.

REMEMBERING SUDAN

19th March 2019 marked one-year since the devastating death of our beloved Sudan - the last male northern white rhino on the planet. His passing rendered the species functionally extinct; and served as a shocking reminder of the disastrous impact of short-sighted human greed. Sudan certainly left an empty space at Ol Pejeta Conservancy, but it is no longer about mourning his death. Now, we celebrate his life and legacy, using his story to raise awareness and create champions for wildlife all over the world.



Scientists are still hoping to save the species with IVF using the sperm from a northern white rhino and an egg from a southern white rhino, and then transferring this embryo to surrogate rhinos, and we'll be keeping you updated on the latest advances.

In the meantime, there are ways you can help keep Sudan's memory alive and help raise vital funds for rhino conservation. For instance, Ocean Sole Africa, a Kenya based upcycling company, are turning flip-flop pollution into inspiring art to promote marine conservation and create employment opportunities in underdeveloped communities. They have partnered with Ol Pejeta to make limited edition models of Sudan out of washed-up flip flops – with 50% of the profits going towards the protection of African rhino. They hope to raise U\$50,000. To find out more visit [Ol Pejeta's website](#).



TURNING THE TIDE ON PLASTIC

Everyone's talking about eliminating plastic at the moment - although 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.

The UN Environment Clean Seas initiative held a plastic pollution awareness drive in January 2019 that saw **Serena Beach Resort & Spa and Zanzibar Serena Hotel** play a pivotal role in creating a plastic-free East African coastline.

Below are a few of the changes Serena Beach Resort & Spa made to protect the coastline last year:

- Eliminated 52,746 small guest amenities bottles replaced by dispensers
- Eliminated 23,134 plastic water bottles from meeting rooms.
- Eliminated 12,000 plastic straws.
- Eliminated 81,000 single use bags.
- Monthly beach clean-ups in collaboration with Kenya Wildlife Service.

Serena was also delighted to support with the UN-backed 'Flipflop' Expedition which created a dhow made of waste plastic and discarded flip-flops and set sail from Mombasa to Zanzibar. After 14 days of sailing, it docked at Zanzibar Serena Hotel where more awareness activities were held with dignitaries. Please note that Zanzibar now has strictly banned bringing any single-use plastics or bags to the island.



In 2017, Serena Beach Resort & Spa used similar material as the 'Flipflop' Dhow - recycling 2,512 flip-flops into a 'Walk-In Chess Board' based on the theme 'Marine Life Vs Life Cycle of a Butterfly' based on our conservation projects.



Staff at Zanzibar Serena Hotel sail on the first dhow made of waste plastics and discarded flip flops





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

March 21st and 22nd, marked International Day of Forests and World Water Day respectively. 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 fantastic 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, our 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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For more information: Claire Roadley (PR Manager) on claire@ethosmarketing.co.uk / 01403 243619