

AGA KHAN DEVELOPMENT NETWORK

Press Release

For Immediate Release

Travel "Oscars" for Serena hotels in Africa



Nairobi, Kenya, 25 October 2013 - Serena hotels received six awards, including “Africa’s leading Hotel Brand”, at the 20th edition of the World Travel Awards, which are considered by many to be the “Oscars” of the travel industry.

In addition to “Africa’s Leading Hotel Brand”, Serena hotels also won “Leading Eco Hotel of the Year 2013” for the Amboseli Serena Safari Lodge; “Rwanda’s Leading Hotel 2013” for the Kigali Serena (an award it also won last year); “Kenya’s Leading Business Hotel 2013” for the Nairobi Serena Hotel; “Uganda’s Leading Hotel 2013” for Kampala Serena Hotel; and “Tanzania’s Leading Hotel 2013” for the Dar es Salaam Serena Hotel.

Serena Hotels are part of the Aga Khan Fund for Economic Development (AKFED), which makes bold but calculated investments as a way of stimulating further investment and development. Beginning in the 1970s with four hotels, it has gone on to pioneer culturally and environmentally appropriate tourism in parts of the world that have often lacked sufficient foreign direct investment. It currently operates 35 hotels, lodges and tented camps in Africa (Kenya, Tanzania, Uganda, Mozambique and Rwanda) and Asia (Afghanistan, Pakistan and Tajikistan).

Mahmud Janmohamed, the director of the Serena hotels, said, “Our main function, as part of the Aga Khan Development Network, is to help the emerging economies of the region grow, so these World Travel Awards confirm that the quality of our products and services meet the standards required by investors, officials and tourists. We are committed to doing our part to attract investment, provide space for exchange and host tourists who come to see the many wonders of Africa.”

Graham E. Cooke, President and Founder, World Travel Awards said: “We are proud to have held these Awards in Nairobi after recent events, to not only show support for the Kenya Tourism Board but Africa as a premier tourist destination that creates jobs and drives a significant part of each country’s GDP. Africa is a very competitive region for our World Travel Awards, and these winners continue to serve as an example of the most luxurious and innovative brands with unique hospitality products and services. Tonight’s recipients strive to set the highest possible bar to raise the standards of excellence in travel and tourism and it has been an honour to hold our ceremony here in Kenya, regarded as one of the most beautiful countries in the world.”

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