



Making Kenya's hospitality globally competitive
KENYA ASSOCIATION OF HOTEL KEEPERS

2024 ANNUAL ADVOCACY REPORT



END OF YEAR REMARKS FROM THE C.E.O



Mike Macharia
C.E.O

Dear Members and Stakeholders,

On behalf of the Board of Directors and the entire KAHC Family, we send you very warm greetings and trust you are well. As we wrap up this exceptional year, I'm delighted to share my thoughts on what we've accomplished together as KAHC.

2024 was landmark year for KAHC. We would like to take this opportunity to thank you very much for your unwavering support which saw us celebrate our 80th birthday and marking 20 years of a sustained KAHC Annual Symposium.

We also embarked on the development of a very ambitious strategy that is set to run for the next 10 years, a first in the country and within the various economic sectors. This strategy which was adopted at our AGM in June, sets very high targets and attempts to make the hospitality industry a leader, not only in tourism but also in the entire economic spectrum.

We are seeking to continue the discharge of our mandate hinged on the pillars of Advocacy, Industrial Relations, Marketing, Capacity Building, Representation and the creation of a very strong Common Bond amongst members. Tremendous progress has been recorded over the years on these pillars which have positioned the association as a strong voice for the hospitality industry.

Going into the new year 2025, we expect to build on the milestones that have been achieved over the years while strengthening the areas where members have the need to feel and experience our services.

We value and continue to appreciate your support to the Association's activities and take this opportunity to wish you brisk business horizons during the festive season and a prosperous new year.

Wishing you, your staff, and your families a wonderful holiday season and a prosperous new year 2025.

Mike Macharia



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2024

FIRST QUARTER





1. MEETING WITH THE PRESIDENT, H.E. DR. WILLIAM RUTO

The Association engaged with the President H.E. Dr. William Ruto, with a team from KEPSA. Our CEO, Mike Macharia and Jimmi Kariuki, MD Sarova & KAHC Board Member, represented the Tourism Industry where we discussed various issues such as Air Access (especially Turkish Airlines), park fees, beach operators and the ETA.

A second meeting was held two weeks later as a follow up to the first meeting and other cross cutting issues were presented to the President, the issue of pending bills was also discussed.





2. TRA ACCREDITATION AWARDS IN MT. KENYA

Tourism Regulatory Authority conducted Quality Audits for Accommodation and Catering enterprises in Mt. Kenya region and its environs including Baringo, Nyandarua, Nakuru and Isiolo Counties.

The purpose of the audits was to ascertain the level of conformity to the set National Minimum Standards for accreditation and award of quality mark under the National Accreditation Scheme.

In this regard the Association attended an award ceremony on 9th February, 2024 at Nokras Riverine, in Muranga County. The Chief Guest at the event was PS, Tourism, John Oloituaa.

Here below is the summary of results:

Accreditation	Marks in percentage	Facilities
Gold	70 and above	63
Silver	69-65	64
Bronze	54-45	41
Non accredited	Below 45	122
Total		390

Fairmont Mount Kenya Safari Club emerged as the facility with the highest marks in the exercise. All the facilities that received Gold Accreditation will be considered for the classification exercise.

We congratulate all our members who were awarded at the ceremony. TRA will continue with the exercise in all the other regions of the country, on dates to be communicated in due course.



3. CONSULTATIVE MEETING WITH KEDIPA MEMBERS OF PARLIAMENT ON IMPROVING ACCESSIBILITY IN HOSPITALITY SECTOR

Westminster Foundation Democracy and the Kenya Disability Parliamentary Association (KEDIPA) invited the Association in Naivasha for a consultative meeting towards improving accessibility in the hospitality sector especially for Persons With Disabilities (PWDs).

At the forum the parties discussed ways to work together to achieve inclusivity for Persons With Disability in the industry.



4. KAHC STRATEGIC PLAN EMPLOYEE RETREAT

The Secretariat had a retreat in the month of March at Sandies Tropical Village, Malindi, with the aim of discussing the upcoming KAHC strategic plan 2024-2029. At the forum the Employees discussed the direction that they felt that the Association should take for prosperity.



5. KAHC FINANCE CONFERENCE

The 4th Finance Conference was held on 21st and 22nd March 2024 at the Medina Palms Resort. The event brought together finance managers/financial controllers with the aim of discussing matters touching on their operations. Here below are some of the speakers at the forum:

1. FCPA Robert Waruiru	Tax Lawyer
2. Ms. Hakamba Wangwe	The Head of ETIMS project at KRA
3. Mr. Paul Njuguna	Data protection expert with hospitality background
4. Mr. Erick Karani	The Group CEO of Jacaranda Hotels
5. CPA Fredrick Tito	Aaro Systems
6. Mr. Boniface Nyoike	Life Coach
7. FCPA Prof. Nicholas	ICPAK Officials

The two-day forum also included a cocktail on day 1 and an excursion of day 2. We are currently finalizing on a report on the event and this shall be shared with the members in due course.



6. MEETING WITH CHAIRMAN OF ICPAK

KAHC Finance Committee led by the Chairperson, Cathrine Murage met with the National Chairman ICPAK, CPA, Philip Kakai, where they discussed areas of collaboration and their participation in the Annual KAHC Finance Conference.



7. PS TOURISM THANKSGIVING CEREMONY

The Association attended a thanksgiving prayer service to celebrate the appointment of our PS Tourism, John Ololtuaa. The event was held on 17th February 2024 at Enoosaen Ildolisho Village, Transmara West.

The Chief Guest at the event was the President, H.E. Dr. William Ruto. At the same time a tree growing exercise was launched, in line with the presidential directive of growing 15billion trees by 2030.



8. COURTESY CALL TO MEMBERS

The Secretariat had a meeting with the new Cluster General Manager for Fairmont The Norfolk and Fairmont Mara Safari Club – Nils Rothbarth and his team, where we discussed areas of collaboration.

We also had a meeting with the management of Ashnil Hotels, led by their Chairman Mr. Suresh Soffat and their MD Rajan Bandari.



9. COMPLIANCE, ANTI-CORRUPTION AND ETHICS IN AFRICA CONFERENCE, 19-21 OF FEBRUARY 2024, NAIROBI, KENYA

The Association attended a two-day conference by Middle East and Africa Compliance Association in partnership with the Blue Company on Compliance, Anti-Corruption and Ethics in Africa. In the two day forum the participants had an opportunity to bench mark on compliance practices and discuss how to set up programs in organizations on anti corruption and anti bribery as well as how to mitigate third party and new emerging risks.

10. KUC REFRESHER COURSE GRADUATION

The Association attended the Nairobi Region refresher course graduation ceremony held on 28th March 2024 at Utalii college. There was a total of 600 graduates at the ceremony. The Chief Guest was Tonney Muiruri, Chairman Kenya Utalii College Liaison Committee.



2024

SECOND QUARTER



11. TRA REGULATIONS PUBLIC FORUM

We attended a stakeholders' forum held in Nairobi at Bomas of Kenya on the new TRA Regulations (Tourism Enterprises) where the CEO presented our submissions on the new regulations. We will keep you updated on any new developments on the regulations.



12. NAIROBI COUNTY TOURISM POLICY FOCUS GROUP MEETING

We participated in the development of a tourism policy for Nairobi County in April. The forum was held at Hennessis Hotel—Nairobi.



13. LABOUR DAY CELEBRATIONS 2024

The CEO was present at this year's Labour Day celebrations held at Uhuru Garden. During the event, the President announced a 6% increment on minimum wage. The CS Labour, FKE and COTU were asked to sit and work out modalities of activating the industry wage councils.



14. MAGICAL KENYA SIGNATURE AFFILIATES

The Association participated in a breakfast meeting held in honor of Magical Kenya Signature Affiliates at Norfolk Hotel in April. During the forum the Association was honored for its participation as an Auditor in the exercise. The country currently has 61 signature experiences.



15. CBA NEGOTIATIONS FOR GOLF HOTEL KAKAMEGA

Following a directive by SRC requiring that Government managed hotels undertake separate CBAs in line with the Public Service and SRC Manuals. The Association represented Golf Hotel, who is a member of the Association, as Spokesperson, in a CBA negotiation with KUDHEIHA. The team successfully concluded the negotiations on 21st May 2024.



16. COURTESY CALL TO MEMBERS

The Secretariat had a meeting with the General Manager for JW Marriott, Nairobi Mr. Eben Nel and their Director of Human Resources Jacqueline Odero. We also had a meeting with the new GM of Fairview, Kaliq Essop and his team. We discussed areas of collaboration with the members and they pledged to support the Association in achieving its mandate.



17. FKE AND ITCILO SIGN MOU TO ADVANCE INDUSTRIAL RELATIONS IN KENYA

The Federation of Kenya Employers (FKE) and the International Training Centre of the International Labour Organization, Turin – Italy (ITCILO) on May 13, 2024 officially signed a Memorandum of Understanding (MOU) at FKE HQ, Nairobi, Kenya.

This collaboration introduces the International Postgraduate Certificate in Industrial Relations in Kenya, which will be facilitated by FKE Faculty and the International Labour Organization (ILO). The program's holistic curriculum includes Physical Classes in Kenya, Virtual Classes by ILO Faculty, and Physical Classes in Turin, Italy, providing participants with a comprehensive career enhancement tailored for success in the global labor market.

The MOU was signed by Ms. Jacqueline Mugo, EBS, Executive Director & CEO of FKE, and Mr. Paulo Salvai, ILO Program Director in Turin, Italy.



18. FEDERATION OF KENYA EMPLOYERS AGM

The Federation held its 65th National Annual General Meeting on 29th May 2024. At the meeting our CEO, Mike Macharia, was elected 1st National Vice Chairman of the Federation. Dr. Gilda Odera was appointed President and is the first female President of the organization.

19. THE EAC CLASSIFICATION— TRAINING OF TRAINERS PROGRAM

The EAC Criteria for Accommodation facilities has been going through review, and was approved by the Council of Ministers of the EAC for implementation. Ahead of the beginning of the implementation, the EAC secretariat requested partner states to identify trainers who would undergo a train the trainer's program.

To this end the training was held on 3rd to 5th May 2024 at Pride Inn Paradise, where the trainees were taken through the new classification criteria, code of conduct for assessors, and pedagogy skills. In light of this, Dr. Leah Ng'ang'a, our Admin, who is also a certified EAC Hotel Assessor, was identified to represent the private sector in the training.

Kenya will have three trainers two from Government and one from private sector. They will work with TRA to facilitate training for the new Assessors and also training for the industry.



20. INTERNATIONAL ORGANIZATION OF EMPLOYERS (IOE) PRESIDENCY

The IOE, elected Mrs. Jacqueline Mugo, FKE, Executive Director, as its President for a 3-year term. Mrs Mugo is the First African woman to be appointed to this role. The IOE is a body that fights and advocates for the interests of employers and business in international policy debates.

21. INTERNATIONAL LABOUR CONFERENCE 2024

The Association participated in the International Labour Conference that was held on 3rd June-14th June 2024 at Geneva. During the forum the Association participated in several committee meetings including; Standard Setting committee, which is in the process of formulating a new convention on Biological Hazards at the workplace; Committee on Application of Standards which listens to cases pertaining to non-implementation of conventions by member states of the ILO. Here below is a link to this year's conference:

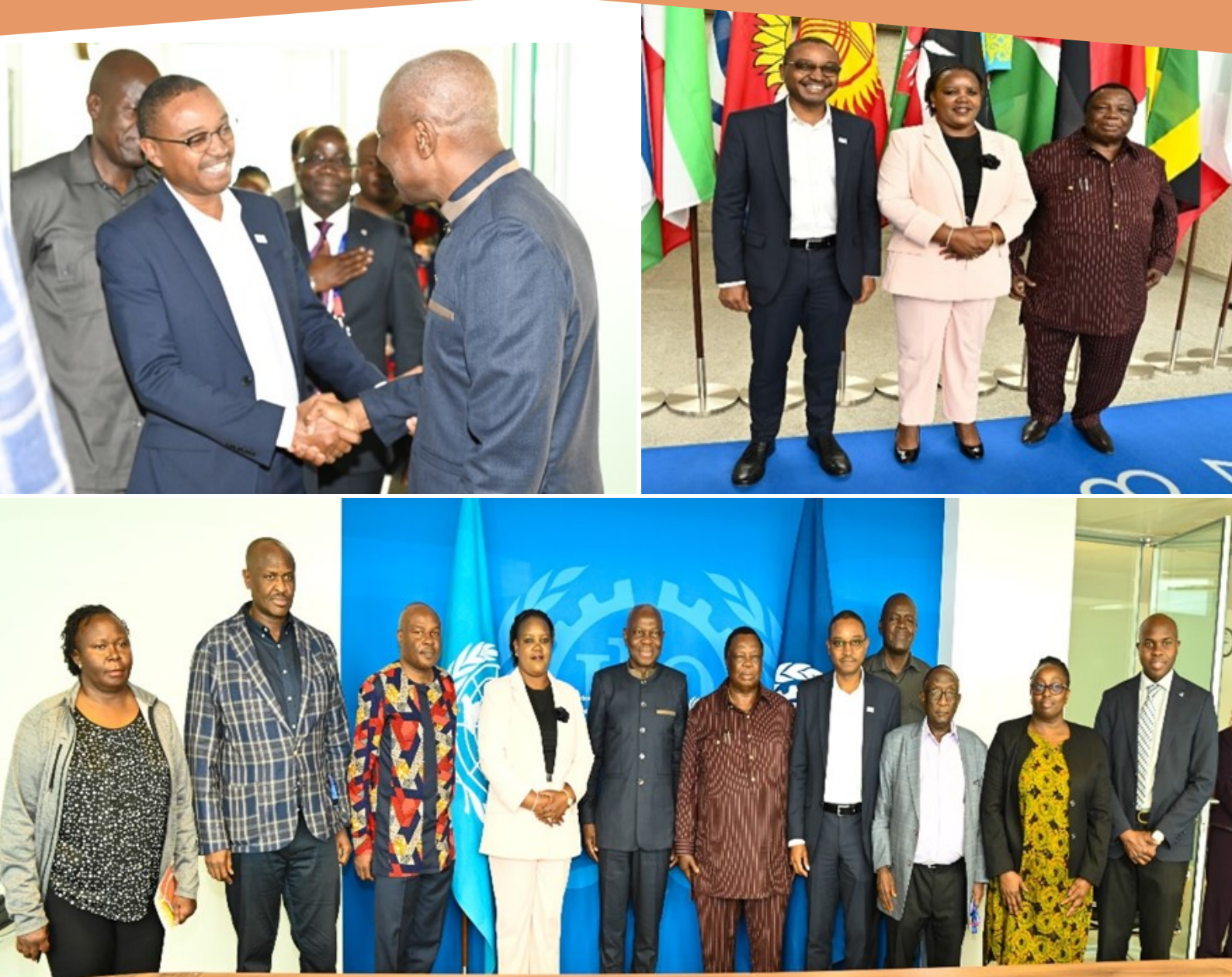
<https://www.ilo.org/meetings-and-events/international-labour-conference>



We also had an opportunity to attend the inaugural forum on the Global Coalition for Social Justice, which is a forum aimed at fostering multilateral cooperation and accelerating the attainment of Sustainability Development Goals. The Chief Guest at the forum was the Brazilian President, Mr. Luiz da Silva.

<https://social-justice-coalition.ilo.org/about>

On the sidelines of the ILC Conference, our CEO, had an opportunity to attend a meeting between the Kenyan Delegation, led by CS Labour, Ms. Florence Bore and the ILO Director General, Mr. Gilbert Hounbo.



We also met the President of the Mozambique Hotel Owners Association Mr. Vasco Manhica and the SG of the Dockworkers Union of Mozambique, on the sidelines of the ILO Conference. The Association would like to sign an MOU with KAHC so that we can help them build capacity at their Secretariat and also share ideas on increasing their tourism numbers.



22. KAHC BOARD RETREAT ON THE STRATEGIC PLAN

The KAHC Board had a one-day retreat on 22nd May at Hilton Garden Inn, with the aim of discussing the upcoming KAHC strategic plan. At the forum the Board discussed and adopted the direction that that the Association should take.



23. SENIOR LEADERSHIP DEVELOPMENT SEMINAR

KAHC was represented by the Association's Finance Officer at the senior leadership development seminar organized by the Institute of Certified Public Accountants of Kenya (ICPAK) in Istanbul, Turkey. The seminar brought together heads of finance from both public and private institutions to underscore the Finance function role in effective leadership. Interactions were made with members of the Parliamentary Public Accounts Committee, The Controller of Budget Dr. Margaret Nyakango and ICPAK Council members.

The seminar was opened by the Kenyan Ambassador to Turkey, Amb. Leonard Boiyo who took delegates through the Turkish economy and its Tourism industry and what Kenya stands to learn and benefit from the opportunities offered by the republic of Turkiye.



24. KEPSA 20TH AGM

KEPSA hosted its 20th Annual General Meeting (AGM) at Two Rivers in Nairobi. This year's AGM marked over two decades of KEPSA's leadership in the private sector and in implementing programs that have fostered business growth and contributed to the country's socioeconomic development.

The event also featured an interactive question-and-answer session among KEPSA Members and the leadership. Further the leadership, which includes KAHK CEO, Mike Macharia, who is the Director Tourism and Labour, held a press conference to engage the media. They addressed the public-private dialogue wins, notably, a series of major victories in shaping the Finance Bill 2024 following the advocacy efforts with the three arms of the Government.



25. KEPSA'S LEADERSHIP TRAINING ON ADVOCACY AND PUBLIC PRIVATE DIALOGUE

The CEO was a facilitator at the above, half day forum, that was held at Sarova Panafric on 28th May 2024.



26. GRAND OPENING OF PULLMAN AND MERCURE HOTELS

The CEO, attended the grand opening of Pullman and Mercure Hotels in Upper Hill on 20th June 2024. The event was presided over by PS Tourism John Ololuaa, Pullman GM Gerard Moutou, the investor (Kasada Capital Management) represented by Managing Partner Olivier Grant and KTB's Betty Ichan.



2024

THIRD QUARTER



27. KAHC SYMPOSIUM & CHARITY GOLF TOURNAMENT AND AGM

The Association held the event at Neptune Beach Resort & Spa and Leisure Golf Club.

During the AGM Mr. Chris Musau and Mr. Jimi Kariuki were elected un opposed to be the Chairman and Vice Chairman of the Association respectively.

Please find below the link to the Symposium 2024 Report.

2024 KAHC Symposium Report

This is also available on our website.

28. COLLABORATIVE MEETING WITH K.T.B

The CEO attended a collaborative meeting with Kenya Tourism Board. KTB presented their key marketing initiatives plan, including exploring new international markets and diversifying offerings with Adventure Tourism and MICE. Additionally, the implementation of sustainable tourism practices,

addressing industry challenges to enhance resilience, and coordinating upcoming events and campaigns were discussed. The meeting concluded with an agreement to hold regular and multi-agency engagement sessions to ensure continuous progress and collaboration.



29. TVET AT 100 CELEBRATIONS

We participated at the TVET @ 100 Celebrations held in July. The event was organized by the Ministry of Education through the state department for Technical Vocational Education and Training (TVET). The event was held at Kabete National Polytechnic and was graced by the President, His Excellency

Hon. Dr. William Ruto. The objective of the celebrations was to position the TVET sector to effectively respond to labour market and societal needs for enhanced employability, decent work, entrepreneurship and lifelong learning.

30. COURTESY CALL BY UGANDA CONSULATE IN MOMBASA

The Consulate General of Uganda in Mombasa, Ambassador Paul Mukumbya and his team paid us a courtesy call at our office in Nairobi. We discussed ways of increasing visitor traffic from Uganda as well as that of Kenyans visiting Uganda. In our symposium in June, where he was a guest speaker, he urged Kenyan businesses to invest in Uganda.

Amb. Mukumbya is planning a fam trip and conference in November for Kenyan businesses and would like us to participate. The fam trip takes place from 18th to 19th November while the conference follows on 20th and 21st November. The government of Uganda together with partners will accommodate most of the costs excluding air fare.



The Ambassador also paid a courtesy call to the Coast Chairman, Francis Msengeti, ahead of their impending fam trips and conference and requested support from Coast members for the upcoming activities.



31. KEPSA ROUND TABLES

The CEO had the opportunity to attend Kepsa's round table discussions with the Chief Justice, Martha Koome and the Judiciary team at Trademark Hotel on Tue 16th July. The session focused on topical issues around the judiciary and proposed some actions. The CEO facilitated one of the discussions.



In addition, still under Kepsa, we attended an EAC Round Table with the new Secretary General of the EAC. Furthermore, we had a round table with US Ambassador, Meg Whitman.

32. KENYA UTALII COLLEGE NATIONAL TOURISM COMPETITIONS

KAHC CEO was the Chief Guest at this year's National Tourism Competitions held at Utalii College. In addition, through our membership to the KUC Liaison Committee we were invited to participate in the role of competition observers. This role was created to ensure that the competitions are done in a fair and transparent manner.



33. NORTH COAST MEETING WITH KENHA AND CEC TOURISM

The Association held the meeting at Sarova Whitesands Beach Resort. The session was attended by both members and non-members, Mombasa County Chief Officer for Tourism and KENHA Supervising Engineer of the Mombasa- Mtwapa highway.

It was agreed that:

- Mombasa County Chief Officer to liaise with County-departments to develop a compliance check-list for hotels to easily understand their compliance requirements.
- The Indian Crow eradication project to continue but no definite date was given as to when the chemicals will be procured.
- Hotels to plug-in to benefit from the up-coming Rugby festival
- KENHA to work closely with hotels on the design of the signages on the highway.
- Service lanes to be properly maintained for easy accessibility to hotels in Bamburi and Shanzu stretch.



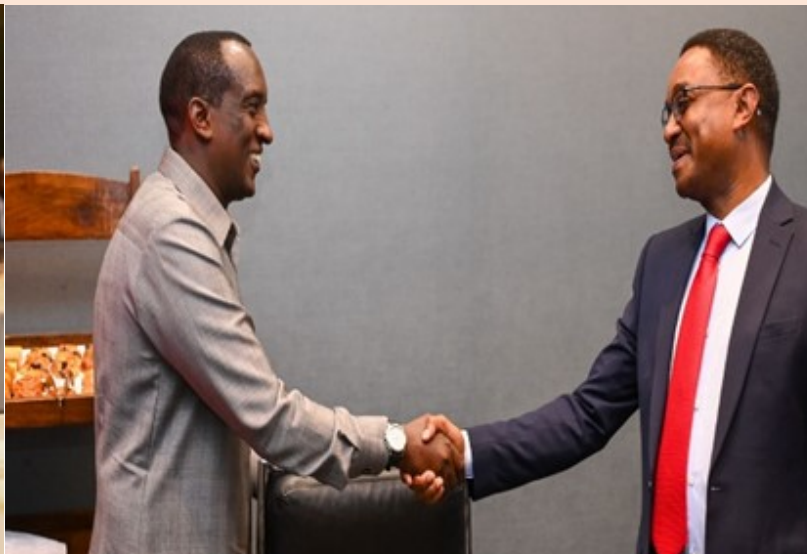
Ms. Pauline Oginga - C.O Tourism Mombasa County, Eng. Gichuru- The KENHA Supervising Engineer of the Mombasa - Mtwapa Highway, Mr. Francis Msengeti the Coast Region Chairman and Mr. Walter Reif - KAHK Board Member.

34. DRIFTWOOD RUGBY MOMBASA CIRCUIT MEETING

We participated in a meeting with the Deputy Director Tourism Mombasa County for the above event that was scheduled to take place in September. At the forum the parties discussed areas of collaboration.

35. KCB POWER TALKS

The CEO was a panelist at the KCB Power Talks Series themed "Redefining The Future of Tourism and Hospitality". The session was hosted by KCB CEO Paul Russo and his team. The Chief Guest was Tourism PS John Oloituaa. Narok Governor Ole Ntutu made some remarks as well. In the panel was KTB CEO, June Chepkemei, Mara Conservancy's Brian Heath and Ole Sereni and Emara's Bobby Jandu. A very good number of our members were present including Ashnil Hotels, Sarova Hotels, Tribe and Trademark, Ole Sereni, Eka and Ol Tukai amongst others. Discussions were held around KCB's support to the industry as well as government interventions



36. COURTESY VISITS TO MEMBERS AND RECRUITMENT OF NON-MEMBERS IN COAST REGION

The coast secretariat made a courtesy call to several members and also engaged some non-members with the aim of recruiting them.



We also attended Malindi Watamu General Manager's luncheon forum held at Ocean Beach Resort



37. COURTESY CALL TO CS LABOUR, DR. ALFRED MUTUA

The CEO met the CS Labour Dr. Alfred Mutua to discuss issues related to the Labour Sector. The PS Labour, Hon Mwadime was present. Our team was led by the FKE National President, Dr Gilda Odera, the FKE CEO Jacqueline Mugo and myself (FKE National Vice President). We discussed the high cost of doing business due to the introduction of multiple levies and taxes, the setting up of wages councils and alignment to best practices under the ILO. The CS is very keen to advance the sector and agreed to be hosting a quarterly meeting with stakeholders.



38. KAHC & KUDHEIHA HUMAN RESOURCE CONFERENCE

The Conference was held on 19th and 20th September at Mnarani Club. The event brought together Human Resource Managers from KAHC membership and Union officials from KUDHEIHA. The theme for this year's event was "Empowering Excellence: Transforming the Human Resource Practice in the Hospitality Industry."

The following were the topics and speakers at the event:

1. Welcome Remarks, Mike Macharia, CEO, KAHC
2. Official Opening, Maureen Awour, Chairperson, KAHC Malindi & Watamu region
3. Managing Millennials and Gen Zs in the Workplace, Jeff Mukolwe, General Manager, Baobab Beach Resort.
4. People and Productivity, Elphas Were, Consultant.
5. Data Protection in the Context of the Hospitality Industry, Collette Akwana, CIPP/E Partner, CMS, Daly Inamdar Advocates LLP
6. Total Quality Life, Boniface Nyoike, Motivational Speaker
7. Managing Employee Exit, Hon. Ivy Wasike, Principal Magistrate, Kilifi Law Courts.
8. Retirement Planning, Tom Kiptanui, Director Market Conduct and Industry Development, RBA
9. Mental Health and Wellness, Dr. Stephen Wahome, Psychological Health Services
10. Closing Remarks, Albert Njeru, Secretary General, KUDHEIHA

The conference included a reception cocktail at the end of day one of the event.

We are currently working on the report for the forum and will avail this as soon as its complete.



39. REFORMS ON THE POLICY FRAMEWORK FOR TRADE NEGOTIATIONS AND IMPLEMENTATION OF INTERNATIONAL TRADE AGREEMENTS

We attended an online meeting for stakeholders by the Ministry of Investments Trade & Industry to discuss the upcoming reforms to trade policies in the country. These reforms aim at modernizing the approach to international trade negotiations, enhance the implementation of international trade agreements and create an enabling environment for both domestic and foreign investments to thrive.

40. WEBINAR ON THE 2ND EDITION OF THE BAROMETER ON TRADE IN SERVICES IN THE EAST AFRICAN COMMUNITY

We participated in the above webinar by East African Business Council (EABC) The goal of the forum was to validate the Second edition of the Barometer.

The Barometer evaluates key trends in service sector performance, including GDP contribution, employment rates and export trade, It reviews the state of market openness, considering the revised schedule for the progressive liberalization of trade in services commitment under the Common Market Protocol and AfCFTA. It also analyses the restrictiveness of services trade environment and tracks regional progress in advancing the EACs trade in service agenda.

Tourism is one of the service sectors covered in the barometer as well as other sectors such as road and air transport, distribution services, communication, professional services among others.

41. UN WORLD TOURISM DAY CELEBRATIONS IN KISUMU

The United Nations World Tourism Day, is an annual event celebrated across 160 UN member states. The day has been celebrated since 1980. This global observance is championed by the United Nations Tourism, a UN specialized agency with a central mandate to promote responsible, sustainable, and universally accessible tourism.

The theme for the UN World Tourism Day 2024 is "**Tourism and Peace.**" This year's global celebrations were held in Tbilisi, Georgia, In Kenya, tourism week, was held in Kisumu County and focused on raising awareness and promoting both domestic and international tourism. The CEO was a guest speaker under the thematic theme; safety & security and emergency response within the tourism sector, in addition he was a panelist in two panels on; Tourism as a catalyst for peace and Harnessing opportunities for tourism growth.

42. BOMA HOSPITALITY CURRICULUM REVIEW AND MEETING WITH TRA

The CEO participated in the Boma Hospitality College curriculum review. The CEO and the National Chairman had an engagement with the TRA DG and one of their board members to discuss Hotel Assessment and Classification matters.

43. JOINT NEGOTIATION MEETING

KUDHEIHA and KAHK held a meeting to dissect the implementation of the current CBA. The current CBA will expire at the end of this year. We will begin discussions on the new CBA in the coming months. We will keep you posted on the outcome of the discussions.

44. REPRESENTATION IN THE WORK PERMITS COMMITTEE AND NATIONAL LABOUR BOARD

We continue to represent members in the work permits committee, and are having more regular meetings to avoid delay of issuance of permits. The CEO represents the members through FKE, in the National Labour Board. A National Labour Board meeting was held to discuss the 6% minimum wage increase, that was issued by the President on Labour day. During the forum the members escalated the matter to CS Mutua, and this was discussed during the courtesy visit highlighted in this report.

45. MEETING WITH KWALE MEMBERS

The Association held a 3rd quarter regional meeting in Kwale. In attendance were both county and national government officials as well as national government agencies, KENHA and KAA. Inactive members were also invited to the forum in a bid to encourage them to regularize their membership.

Members were keen to know the completion dates and marking of the partly opened Dongo Kundu bypass including ceiling works and signages. KeNHA's Eng. Omuono observed that project was being rolled out in phases and that completion of final works will be on signages and enhancement of street lights. He confirmed that measurers had been taken to ensure security of the lighting infrastructure.

The County Commissioner and the entire county security team present assured members that plans were at an advanced stage for the region to host this year's Mashujaa day celebrations to be held in Kwale. The CECM gave a detailed account of the ongoing beach access opening programs in the region. He confirmed that the department was prioritizing the enactment of the beach management legislation to help bring order on the beach.

46. PARTICIPATION IN CURRICULUM HARMONIZATION

The Coast Secretariat coordinated over 40 industry experts to help in the harmonisation of Occupational Standards in the area of Culinary Arts, Baking and House-Keeping at Kenya Coast National Polytechnic. This was in response to the massive transformation and reforms to Technical Vocational Education and Training (TVET) in Kenya aimed at enhancing the quality, relevance, and effectiveness of technical and vocational education.

Part of the reforms has been the change in curriculum from traditional knowledge-based curriculum to Competency Based Education and Training (CBET) Curriculum, which is skill based. Additionally, National Polytechnics have been mandated to develop relevant CBET Curriculum, implement and offer certificates for various qualifications.

Over 400 Occupational Standards had been developed to facilitate development of curriculum.

However, these occupational standards across different sectors and industries needed to be harmonized. Harmonization of occupational standards is essential for ensuring consistency, comparability, and transferability of skills and qualifications, thereby enhancing the mobility of labor and improving employment prospects for TVET graduates.

KAHC through its huge and talented pool of staff was tasked to work with KCNP- Kenya Coast National Polytechnic to harmonize 47 Occupational Standards in Hospitality, Tourism and Marine sectors.

47. MKTE 2024

The event took place on October 2nd to 4th, 2024 at the Uhuru Gardens National Monument. The forum was officially opened by the President, His Excellency Hon. Dr. William Ruto. The CEO represented us at the event and visited several of the KAHC members stands.





48. KAHK PARTICIPATES IN FEASIBILITY STUDY—BUS RAPID TRANSPORT— ON WATER

The Go Blue Project Result Area 2 “Connecting People, Cities and the Ocean: Innovative Land-Sea Planning and Management for a Sustainable and Resilient Kenyan Coast” is jointly implemented by the United Nations Human Settlements Programme (UN-Habitat) and the United Nations Environment Programme (UNEP with funding from the European Union (EU).

The coverage area is the coastal counties of Kilifi, Kwale, Lamu, Mombasa, Taita Taveta and Tana River. The Go Blue Project aims at enhancing land-sea planning and management by addressing key socio-economic and environmental challenges while stimulating benefits from the blue economy. By promoting the economic growth of coastal urban residents and the preservation of coastal and marine resources, the Project seeks to assist in Kenya’s transition to a sustainable blue economy.

Mombasa, one of the six coastal counties, is the main gateway city to landlocked countries in East and Central Africa via the port of Mombasa and the Northern Corridor. Rapid population growth and sprawl, the continued rise in private car ownership and an inadequate public transport system are all contributing to congestion and lack of a high-quality public transport system.

As a result of these challenges, the county government developed a County Public Transport Service Plan for a potential Bus Rapid Transport (BRT) network. The county has begun planning Non-Motorized Transport infrastructure to encourage active transport modes. In addition, the County Governor, H.E Abdullswamad Sherrif Nassir, requested UN-Habitat to support the county in conducting a Full Feasibility Study (FFS) on coastal and harbour Passenger Water Transport for Mombasa County.

The FFS was to enable the county to understand the potential of the Coastal & harbour water transport system to unlock the existing and projected public transport challenges and enable the movement of passengers and freight. Other than providing economical and environmentally friendly competition for road transport, the Coastal and Harbour water transport system is expected to share a large volume of traffic in the coastal belt.

49. WORLD TOURISM WEEK CELEBRATIONS IN MOMBASA

The Coast region has one iconic mode of transportation that stands out – the Tuktuk. These compact, three-wheeled vehicles have become an integral part of Mombasa's transportation landscape, offering a unique and convenient way to navigate the city's winding streets and vibrant neighborhoods.

To climax the world tourism day celebrations, stakeholders in the Mombasa Tourism Council launched the inaugural exciting and engaging Tuktuk Event. The Association hopes to work with other stakeholders to identify and package new experiences in an effort to keep the region vibrant and competitive.

50. GOVERNOR’S ROUND-TABLE MEETING IN KWALE

The Association members attended the Kwale county business community round table on 30th September, 2024 in Diani. The Chief Guest was H.E. Fatuma Achani, Governor, Kwale County. The Association through the EO and the leadership highlighted the need to advocate for Air accessibility to allow more direct flights into the region.

We will work together towards enactment of the Kwale county beach management bill, get county government support to advocate against the impending sand harvesting for port expansion and work together with other stakeholders and counties in an ongoing initiative to eradicate the Indian house crow in the region.

51. KBEST 03-04 OCCUPATIONAL STANDARDS HARMONIZATION PARTNERSHIP

The Coast secretariat was represented at the Kenya Blue Economy Skills Training Program (KBEST) and occupational Standards Harmonization program in Mombasa where Canadian partners with relevant industry partners and workers representatives met to discuss blue economy occupational standards and curriculum development, industry attachment, mentoring of trainees/students/graduates and strategies for engagement with employers in the blue economy sub-sectors. It is also expected to add to the new experiences for tourists visiting the region.

Priority Sectors selected on basis of Labour Market Analysis:

- Tourism and hospitality
- Marine transport and maritime shipping
- Ship and boat building and rehabilitation
- Port services
- Sustainable fishing and aquaculture
- Trades
- Interventions
- Building capacity of TVET institutions in gender-responsive curriculum development and pedagogy
- Recognition of prior learning assessments
- Working with institutions to increase women's leadership and participation in decision-making
- Establishing gender-responsive student and career services
- Creating more accessible and inclusive spaces
- Enhancing targeted support such as peer counselling and mentorship, especially for women and girls
- Wrap-around financial support
- Blue economy ambassadors/spokespeople in each region
- Community outreach with civil society and women's rights organizations.

Areas of presentation:

1. Employers' perception of Kenyan Blue Economy (BE) TVET graduates specifically in the hospitality and tourism sub-sector.
2. Relevance of existing Kenyan TVET occupational standards and curriculum to the Kenyan and global job market
3. Availability of internship/mentorship opportunities for trainees taking Blue Economy courses with a focus on hospitality and tourism sub-sector.
4. Pathways to jobs and opportunities for Kenyan TVET graduates in the international hospitality and tourism job market including cruise ships.

52. MEETING WITH TOURISM P.S.

PS met the Mombasa Tourism Council members led by the CECM for the Department of Tourism, Culture & Trade, Mombasa County Mohammed Osman. They deliberated on issues of tourism promotion among them leveraging on Mombasa old Town and Mama Ngina Water Front.

They also discussed the upcoming UN World Tourism Day to be celebrated on 27th September, 2024. Present during the meeting was the Council Chairman Dr. Sam Ikwaye, Council member Patrick Kamanga and Senior officials from the State Department for Tourism.



53. INTERNATIONAL COASTAL CLEAN-UP (ICC) EVENT

KAHC joined other tourism stakeholders including various organizations and schools in participating in the annual beach clean-up event organized by Kenya Conservation of aquatic resources. The event was held on 21st September 2024 at Jomo Kenyatta Public Beach.

The aim was to sensitize the public on the need to ensure the conservation of Aquatic life through beach litter collection, art and poetry competitions and various talks on the environmental conservation through maintaining a litter free beach area.

54. MEETING ON GUIDED TRADE INITIATIVE ON TRADE IN TOURISM SERVICES

The Association participated in the above online meeting held by the AFCTA Secretariat. The objective was to outline the potential and importance of the Tourism Sector as a formidable driver of economic growth. In addition, the meeting aimed at presenting a summary of commitments in the tourism sector to the state parties and tourism stakeholders. The summary highlighted new markets, access opportunities, matchmarking opportunities and areas where new financial direct investments

from AFCTA can flow. Members who would like to take advantage of these opportunities presented by AFCTA Secretariat, please contact us so that we can connect you to them. The opportunities available are in the following countries; CEMA (Cameroon, Congo, Gabon, Equatorial Guinea, Central African Republic and Chad) EAC (Kenya, Uganda, Rwanda, Burundi and Tanzania) Djibouti, DRC, Eswatini, Lesotho, Malawi, Mauritius, Namibia, Seychelles, Zambia and Zimbabwe.

2024

FOURTH QUARTER



55. 2024 ECOWARRIOR AWARDS

We participated and sponsored this year's Ecowarrior Awards, hosted by Ecotourism Kenya, on October 17th, 2024 at Emara Olesereni. With the theme "Realizing Sustainable Development Goals Through Sustainable Tourism," the event recognized and celebrated trailblazers leading the way in promoting sustainable practices across various sectors. The Chief Guest was the Principal Secretary, Ministry of Tourism and Wildlife, Hon. John Ololuaa.

We congratulate the members that participated in the awards, and would like to recognize the following that emerged winners: -

- a. Recognition for Leading Accommodation Facility in Conservation of Aquatic Life-Serena Beach Resort and Spa
- b. Leading Accommodation Facility in Conservation of Terrestrial Ecosystems-Governors' Mugie House
- c. Leading Accommodation Facility in Promoting Viable Tourism Practices-Saruni Wild
- d. Leading Training Institution Ensuring Inclusive & Equitable Quality Education-Boma International Hospitality College



56. LADHA ZA AFRICA AWARD CEREMONY

Ladha za Africa is a culinary competition by Boma International Hospitality College that celebrates African cuisine, innovation and collaboration. The competition is a wonderful opportunity for the participants to demonstrate their skills, interact with peers from across the region, and gain invaluable experience in the field of culinary arts and restaurant service.

Our CEO was one of the guests at the award ceremony on 18th October 2024 at the College. Also at the event was Cabinet Secretary for Tourism and Wildlife, Rebecca Miano and Principal Secretary, John Ololuaa respectively.



57. KTB MARKET DEVELOPMENT REPRESENTATIVES (MDRs) SUMMIT

We participated in the above Summit, where KTB had enlisted and invited the Market Development Representatives from priority key source markets namely: North America, India, China, United Kingdom and key European Countries (France, Germany and Italy) to explain to the industry how they intend to increase visitor numbers.

During the summit the stakeholders were able to engage the MDRs and gain insights into each source market's outlook. This will guide KTB in decision-making and strategy development.

58. BUSINESS AND HUMAN RIGHTS FORUM

The CEO addressed the International Organization of Employers (IOE) at UN, Gigiri in October. The theme of the meeting was “*Business and Human Rights.*”



59. KAHC & KUDHEIHA CBA NEGOTIATIONS

On 20th and 21st November, 2024, a joint meeting was held between representatives of KAHC and KUDHEIHA to conduct CBA negotiations. Subsequently the parties released a joint communique, which was shared with the members, covering: - effective date, entry level wages, general wages and house allowance.

The negotiations will resume on 21st and 22nd January, 2025, where discussion on the remaining clauses will be concluded.

60. KEPSA PANEL DISCUSSION ON KEY COMPETITIVE DRIVERS

The CEO was a panelist in a discussion on key competitive drivers, focusing on logistics and infrastructure, the cost and availability of utilities, and labour productivity. The discussion sought to reform Kenya's business environment by addressing these drivers to foster sustainable economic growth and position Kenya as a globally competitive economy. This was then followed by a plenary where participants from both sides collectively discussed and queried the issues raised in the panel to explore solutions and the best way forward.



61. CORPORATE SOCIAL RESPONSIBILITY (CSR) ACTIVITIES

During the year, the Association participated and sponsored activities by the Rotary Club of Karen, Rotary Club of Muthaiga, Palmhouse Foundation, Starehe School and Nairobi Hospice.

62. GRADUATIONS

We have attended several graduations in this quarter of the year. This include: - Boma International Hospitality College (BIHC), Kenya Utalii College, Kabete National Polytechnic and International Hospitality & Tourism Institute (IHTI).

As part of our CSR we have been supporting a student from KCA University, taking a degree in Finance and he successfully graduated in November.





63. EVACUATION SUPPORT TRAINING BY REDCROSS AND IOM, 11TH -15TH NOVEMBER 2024 AT BAHARI BEACH HOTEL

We participated in the above conference, whose primary focus was how to manage crises and disasters, particularly in flood-affected areas, with a specific emphasis on the City of Mombasa.

The training highlighted the inter-sectoral nature of emergency response, incorporating recent knowledge aimed at better protecting and addressing the needs of displaced populations in camp settings.

Key topics included the essential actions required to foster meaningful engagement within a site and the planning and coordination necessary among different sectors and agencies. Additionally, the training aimed to improve dialogue among various stakeholders, including actors in the cluster system, national authorities, early recovery teams, and development organizations, to enhance humanitarian responses for internally displaced persons (IDPs) outside of camps.

64. ENGAGEMENTS WITH STRATHMORE UNIVERSITY

The CEO was a guest speaker at Strathmore School of Hospitality, where he addressed students in their 4th and 5th year. We also participated in an Events and MICE roundtable, an event that brought together the Events and MICE (Meetings, Incentives, Conferences and Exhibitions) industry leaders to discuss current trends, best practices, and growth opportunities in the MICE landscape.



65. BIG SHIP LIMITED, BLUEBIZ STAKEHOLDERS MEETING ON 13TH DECEMBER 2024 AT WHITE RHINO HOTEL, TUDOR

We participated in the above forum whose aim was to sensitize stakeholders on the blue biz program, which is designed to support communities, foster sustainable tourism practices and provide beneficial impact to the environment. Interested stakeholders were invited to partner with Big Ship for the project.

66. WORLD TRAVEL MARKET(WTM) 2024

We participated in this year's event which was held at the Excel Centre in London, UK and which brought together key tourism industry players and media from around the world. This year, the event was held 5th-7th November 2024 and was attended by 40 Kenyan companies.

The Cabinet Secretary for Tourism and Wildlife, Rebecca Miano visited the Kenya Stand and spent two days engaging with all stand participants where a host of issues were discussed.

We held a meeting with the Kenya High Commissioner to the UK, H.E. Catherine Wahome and discussed areas of cooperation between the High Commission and the tourism industry. Top on the list was the revival of the number of visitors from the UK.

We also had meetings with tour operators who were seeking partnerships with Kenyan operators. At the same time, we held meetings with our members on the stands; Movenpick, Pullman, Jacaranda, Serena, Sarova, Weston, Hilton Garden Inn, Panari Hotels, and Safari Park Hotel.



67. BUSINESS LEISURE TOURISM STRATEGY RETREAT



Business tourism contributes 24% of total tourist arrivals into Kenya. According to the Tourism Research Institute, over 700 international conferences and over 7,000 local conferences were held in Kenya in 2023.

With the new ambitious targets set for tourism arrivals, the Kenya Tourism Board (KTB) sought to exploit the potential for growth in this sector and the opportunity to establish Kenya as a leading Business Tourism destination in Africa.

To this end, the Association was invited to attend a two-day retreat, where we participated in: - Developing a comprehensive B-Leisure Tourism Strategy -create a roadmap for the growth and development of the sector, identifying key opportunities and challenges. Developing a detailed work plan- to implement the B-Leisure Tourism Strategy, outlining specific actions, timelines, and responsibilities.



68. NATIONAL SECTOR SKILLS COMMITTEE CAPACITY BUILDING

The Association attended a workshop by the State Department for Labour and Skills development with the support of ILO organized to capacity build and strengthening the governance of National Skills Committees. We were selected to be part of the committees, specifically Tourism and Hospitality whose role will be to ensure that education and training programs are relevant to the needs of the labour market.



69. COURTESY CALL TO MEMBERS

The Secretariat visited the new Maanzoni 680 Hotel, for lunch, courtesy of our Chairman. Congratulations to the Chairman, Chris Musau, for making an entry into Nairobi's Hospitality sector.



The CEO was also a guest at Sarova Stanley Hotel, courtesy of the General Manager, Ronnie Kithinji, during the Christmas lighting ceremony at the hotel.



We also paid a courtesy call to Vetlab Sports Club, who have recently joined our membership, we had a discussion with the management team, led by the General Manager, Dan Mutahi, where we discussed areas of collaboration with the Association.



70. MEETING WITH NEW COMMANDANT TOURIST POLICE UNIT (TPU)

Nairobi Security Managers had a meeting with the new TPU Commandant, Joseph Ole Napeiyan, who paid the team a courtesy call, during their monthly security meeting. The Commandant, was also joined by Kilimani OCPD, Kobia Baru. The team had a discussion on areas of partnership and how to foster security in the sector.



71. MINISTRY OF TOURISM STRATEGIC PLAN LAUNCH

The secretariat attended the launch of the Ministry of Tourism & Wildlife strategic plan which was held at KICC. The event was officiated by the CS Tourism, Rebecca Miano, also present were PS Tourism and PS Wildlife, CEOs & Chairpersons of Parastatals and CEOs of Associations.



72. THIRD UGANDA KENYA COAST TOURISM CONFERENCE

The third Uganda-Kenya Coast Tourism Conference was held on 20th-21st November 2024 under the theme of “The Uganda-Kenya Coast Tourism Partnership: Promoting job creation, inclusiveness and sustainability”. It was preceded by a Golf Tournament on the 9th November 2024 at Kampala Golf Club, and Familiarization (Fam) Trips for tourism stakeholders from Kenya, including; tour operators, agents, influencers, hoteliers, which took place from 10th to 19th November 2024.

The conference featured insightful panel discussions. Our EO Coast participated in one of the panels themed “Harnessing integrated skills systems as a driver for memorable travel experiences” Jeff Mukolwe, General Manager Baobab Beach Resort and Spa, was also part of the panel.

The conference highlighted the strategies being employed to achieve regional growth and integration including: joint promotion strategies between Uganda and Kenya Coast, enhancing awareness about the complementarity between the two destinations and the tourism products they offer, exploring investment opportunities in the tourism sector in Uganda, providing a platform for networking, learning and information sharing, promoting sports tourism and equipping the key tourism players from Uganda and the Kenya coastal region with first-hand experiences of the key tourism attractions so that they are in a position to market these attraction. Over the period, the following key remarkable achievements of the conference were noted as: improved awareness which would lead to increased number of tourists, synergies built and trust enhanced between Uganda and Kenya Tour Agents, and information sharing improved with a target of one million tourists visiting the two countries per year.

The conference concluded with a commitment to enhance collaboration and partnerships by both Government and Private Sector players towards regional tourism promotion. The 4th Uganda-Kenya Coastal Tourism Conference will be held in Kilifi County in Kenya in November 2025.



73. CLIMATE CHANGE IMPACT ON THE TOURISM INDUSTRY COMMITTEE

The Tourism Research Institute carried out a situational analysis on the adoption of sustainable best practices, evaluation of the impact of climate change in the industry and design of appropriate climate responses in line with global benchmarks. The study highlighted significant challenges, posed by climate change. In order to implement the findings, the Institute convened a committee to develop a road map for implementation and oversee the execution. In this regard, the Association was invited to be a member of the committee and attended a retreat in Naivasha to craft the road map.



74. SUBMISSION TO THE PARLIAMENTARY COMMITTEE ON FINANCE AND NATIONAL PLANNING

We made submissions to the Parliamentary Finance and National Planning Committee on the Tax Procedures (Amendment) Bill, Tax Laws (Amendment) Bill 2024 and Business Laws (Amendment) Bill 2024 in November 2024. The industry proposition was against the imposition of VAT on locally assembled vehicles for transportation of tourists and VAT on goods for construction of tourism facilities.

The memorandum resulted from a member sensitization forum organized by the Association for Heads of Finance from member establishments on the impact of the proposals contained in the Bills.



Happy Holidays

As we enter the holiday season, we are reminded of what makes our industry truly special – our ability to create memorable moments for others while supporting each other as a community.

Whether you're serving holiday feasts, hosting family gatherings, or providing a warm welcome to travelers far from home, you embody the true spirit of hospitality. During this festive time, I hope you'll take a moment to celebrate your own achievements and enjoy precious time with loved ones. Your dedication throughout the year has earned you this moment of joy and reflection.

Wishing you and your loved ones a Merry Christmas and a New Year 2025 filled with prosperity, growth, and shared successes.



Making Kenya's hospitality globally competitive
KENYA ASSOCIATION OF HOTEL KEEPERS & CATERERS