



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

Advocacy Report

1st Quarter 2025

In this issue:

1. KAHC & KUDHEIHA CBA NEGOTIATIONS
2. NATIONAL TOURISM STRATEGY MEETING
3. KWS TRIPARTITE STAKEHOLDERS FORUM
4. TOURISM FUND – GRADUATION OF HOSPITALITY AND TOURISM TRAINEES
5. SEVERIN CRAFTSMAN GRADUATION CEREMONY
6. TRAINING ON PRINCIPLES OF SITE SECURITY SURVEY COURSE
7. STAKEHOLDER CONSULTATION ON KWALE COUNTY BEACH MANAGEMENT BILL, 2020
8. RECRUITMENT AND VISIT TO MEMBERS
9. PRESENTATION OF SUBMISSIONS ON THE NATIONAL TOURISM POLICY AND TOURISM BILL
10. REGIONAL CONSULTATIVE MEETING TO DEVELOP A REGIONAL SERVICES POLICY ADVOCACY AGENDA AND MECHANISMS FOR INSTITUTIONALIZED DIALOGUE AND ADVOCACY
11. CONSULTATIVE MEETING WITH TREASURY CABINET SECRETARY AND THE BOARD OF FKE
12. MEETING WITH PRINCIPAL SECRETARY TOURISM IN MOMBASA
13. BLUE POST HOTEL CBA NEGOTIATIONS
14. TOURISM REGULATORY AUTHORITY (TRA) ACCREDITATION AWARD CEREMONY
15. FKE PRESS CONFERENCE ON COST OF LIVING
16. KENYA TOURISM FEDERATION (KTF) MEETING WITH CS TOURISM
17. NATIONAL MICE STRATEGY VALIDATION CONSULTATIVE FORUM
18. KAHC FINANCE CONFERENCE

1. KAHC & KUDHEIHA CBA NEGOTIATIONS

The Association and the Union finalised the CBA in February 2025. The parties released a Joint communique that was shared with the members, advising them on what to expect in the new CBA. The CBA is currently being registered at the Employment and Labour Relations Court and once the process is complete the document will be shared with the members.



2. NATIONAL TOURISM STRATEGY MEETING

The Association participated in the formulation of the National Tourism Strategy, which was organized by the Ministry of Tourism.

The forum was officiated by the PS Tourism, Mr. John Ololtuaa. The meeting was held in January at Lake Naivasha Resort.



3. KWS TRIPARTITE STAKEHOLDERS FORUM

We participated in an industry stakeholder forum by KWS at the KWS Club House. During the forum the stakeholders were taken through the new regulations for access and conservation of National Parks, Reserves and Sanctuaries. At the same time the forum gathered inputs and feedback on the making of new regulations for access and conservation of the parks, reserves and sanctuaries. There was also conversation on the review of the current conservation fees.



4. TOURISM FUND – GRADUATION OF HOSPITALITY AND TOURISM TRAINEES

The Tourism Fund led a training for hospitality workers in partnership with Kenya Coast National polytechnic on different programs; animation, barista, events operations, food and beverage production, food and beverage services, front office operations, housekeeping and laundry operations, spa and wellness, mixology and pastry and baking course.

A total number of 432 trainees in coast region were trained.



A notable number of Associations and Hotel Managers were present; Mr. Victor Shitakha, KCTA Chairman, Mr. Samson Some, TF Chairman, Mr. Jeff Mukolwe, GM Baobab Beach resort and Spa and Dr. Sam Ikwaye, EO-Coast.



5. SEVERIN CRAFTSMAN GRADUATION CEREMONY

The Severin craftsman graduation of class of 2024 was held at Severin Sea Lodge on 24th January 2025. Dr. Sam Ikwaye, EO -Coast represented the Association at the event.

The Severin craft man center offers vocational training for electricians, plumbers carpenters, masons and welders with a strong emphasis on practical, hand on training following the German dual system, an apprenticeship program where theory and practice go hand in hand.

In partnership with the Tui Kenya Foundation, the center has built a second workshop and secured financing for the third year under Tui Academy Kenya. The Chief Guest was Ambassador Sebastian Groth, Ambassador of the Federal Republic of Germany.



6. TRAINING ON PRINCIPLES OF SITE SECURITY SURVEY COURSE

The British High Commission (BHC) in partnership with Kenya Tourism Federation (KTF) held a 5- day training, from 27th January 2025 to 31st January 2025 for various KTF member association representatives.

We were represented by Eddah Soi, our Coast Membership Officer, at the forum.

The training was insightful and had an in-depth look at the tasks and areas that are overlooked in security checks and how a thorough step by step process can be used to ensure site security.



PRINCIPLES OF SITE SECURITY SURVEYS COURSE
BAHARI BEACH HOTEL | MOMBASA | 27TH - 31ST JANUARY 2025
Kenya Tourism Federation

7. STAKEHOLDER CONSULTATION ON KWALE COUNTY BEACH MANAGEMENT BILL, 2020

KAHC together with other Associations met in Diani, Kwale County, to advance the proposed draft Kwale County Beach Management Bill, 2020.

The Bill was finalized in 2020 and went through local tourism stakeholders' validation.

The purpose of the meeting held in January 2025 was to facilitate stakeholder review of the Kwale County Beach Management Bill, 2020 in order to update the Bill, taking into consideration emerging issues related to beach management.

The meeting observed that there have been leadership changes, especially among the beach operators' local organizations.

This implied that most of the leaders who participated during the period when the Bill was being developed were not in leadership now. It was therefore important to update all participants on the on-goings related to the Bill so that their participation and input may be optimal.

Participants were taken through the background of the meeting and the development of the Kwale County Beach Management Bill, 2020.

To advance the Bill further, the following actions were adopted:

- Engage with county executive through the Governor's office on viability of sponsoring the Bill by the county executive. This would be done through:
 - ⇒ Holding in-person briefing meeting with the Governor
 - ⇒ Organizing a workshop with county officials
- Engage with county assembly through office of the Speaker and key Members of County Assembly who would be champions of beach management that would support the Bill.

This would be done through:

- ⇒ Holding in-person briefing meeting with the Speaker and Chairpersons of the relevant committees
- ⇒ Organizing a workshop with county assembly relevant committees and officials

- Engage on further advocacy on beach management by targeting diverse stakeholders
- Engage with national government's Ministry of Tourism on development of a national law on beach management
- Update the Bill, where necessary

For full details see coverage links below:

- ⇒ [On Facebook](#)
- ⇒ [Shafaqna: Kenya](#)
- ⇒ [KenyaNews.go.ke](#)
- ⇒ [YouTube: Citizen TV](#)
- ⇒ [Citizen TV: on X](#)
- ⇒ [Nation Africa](#)
- ⇒ [YouTube: KBC News](#)

8. RECRUITMENT AND VISIT TO MEMBERS

We held a discussion with Strathmore University aimed at exploring potential partnership opportunities with the institution. The parties intend to come up with a memorandum outlining key areas of interest and collaboration. We had a courtesy call visit to Somerset Hotel, where we met with the HR Manager, Mr. Doglous Wakhanu and the



9. PRESENTATION OF SUBMISSIONS ON THE NATIONAL TOURISM POLICY AND TOURISM BILL

We made submissions in relation to the proposed National Tourism Policy (2025) and Tourism (Amendment) Bill 2024. We presented our memorandum at the forum that was held at KICC in March.

10. REGIONAL CONSULTATIVE MEETING TO DEVELOP A REGIONAL SERVICES POLICY ADVOCACY AGENDA AND MECHANISMS FOR INSTITUTIONALIZED DIALOGUE AND ADVOCACY

KAHC represented KTF at a regional consultative meeting on the development of a regional service policy advocacy agenda and mechanisms to institutionalize dialogue and advocacy. The event brought together regional players from the private sector under the banner of East African Business Council (EABC). The meeting was held at Kabira Country Club, Kampala.



11. CONSULTATIVE MEETING WITH TREASURY CABINET SECRETARY AND THE BOARD OF FKE

The FKE Management Board, led by National President Dr. Gilda Odera and Executive Director and CEO Ms. Jacqueline Mugo, EBS, held a consultative meeting with the Cabinet Secretary for National Treasury and Economic Planning, Hon. FCPA John Mbadi Ng'ongo, EGH.

The two parties discussed the current state of the business environment and the necessary tax reforms to enhance enterprise performance and reduce the cost of living for Kenyan citizens. The key issues discussed included:

1. The 2025/2026 Budget
2. Lowering of high taxes
3. Addressing the National Debt Challenge
4. Enhancement of Air Transport
5. Supporting Agriculture production and export
6. Leveraging on Business Processes Outsourcing
7. Supporting the tea, flower, security and manufacturing sector
8. Enhanced Air Access for Kenya's Tourism.



12. MEETING WITH PRINCIPAL SECRETARY TOURISM IN MOMBASA

The EO Coast accompanied the Chief Officer Tourism, Mombasa County for a meeting with the PS, Tourism, John Oloftuaa to discuss tourism development programs by the Ministry and areas of cooperation.



13. BLUE POST HOTEL CBA NEGOTIATIONS

The Association participated in the CBA negotiations between Blue Post Hotel and KHAWU, where a two-year CBA was agreed among the parties.

14. TOURISM REGULATORY AUTHORITY (TRA) ACCREDITATION AWARD CEREMONY

We participated in the accreditation ceremony for hotels in Nairobi, Kiambu and Kajiado counties. The event took place at The Edge Convention Center in South C, Nairobi, and was attended by tourism industry stakeholders. Congratulations to all the members who were awarded at the event.

[More Information](#)

15. FKE PRESS CONFERENCE ON COST OF LIVING

The Association addressed a press conference under the banner of FKE and expressed the members concerns regarding the high cost of living, nevertheless we also acknowledged the gains made in our sector over the past year. We requested Government to fast track the payment of pending bills among other issues.



16. KENYA TOURISM FEDERATION (KTF) MEETING WITH CS TOURISM

We had a meeting with CS Tourism, Rebecca Miano, under the umbrella of KTF. The KAHC delegation was led by the National Chairman, Chris Musau, also in attendance was Board Member, Mugo Maringa and Roberto Marini, a member from Ocean Beach Resort, Malindi. We discussed areas of cooperation in marketing and identified key actions. The CS reiterated her commitment and that of government to support the growth of our sector.



17. NATIONAL MICE STRATEGY VALIDATION CONSULTATIVE FORUM

We attended the above forum, where our CEO Mike Macharia made submissions on the strategy on behalf of the members. MICE is set to be a key driver of tourism and the Association is ready to work with KICC to see the attainment of this strategy.



18. KAHC FINANCE CONFERENCE

The Association held its 5th Annual Finance conference in March at Sandies Tropical Village Resort in Malindi. In attendance at the forum were KAHC Board members led by the Chairman, Mr. Chris Musau, who hosted a welcome cocktail at Kilili Baharani, in honor of the Finance Managers and Malindi Watamu Region members.

Kindly follow the below link to access the presentations, photos and videos for the forum

Photos and Presentations ([Google Drive](#))





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