



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

# Advocacy Report

1st Quarter 2026



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## 1. FEDERATION OF KENYA EMPLOYERS (FKE) BREAKS GROUND ON NEW OFFICE BLOCK

The CEO, Mike Macharia, was present as 1st Vice Chairman of the Federation of Kenya Employers when the Federation broke ground on Waajiri House, marking the start of construction for its new headquarters. A vision that was first conceived in 2016.

This member-driven and member-approved project represents a long-standing vision to establish a permanent home for employers in Kenya. It will not only strengthen FKE's financial sustainability and enhance service delivery but also provide a modern, professional home for employers.



**Employers' lobby breaks ground on new office block**

Federation of Kenya Employers President Gilda Odera (left), Executive Director and CEO Jacqueline Mugo (centre), and FKE Strategy, HR and Development Committee Chairman Michael Macharia cut a cake after the groundbreaking ceremony for the Waajiri House headquarters in Nairobi yesterday.

LUCY WANJIRI@KICD

## 2. THE 4TH GLOBAL TOURISM RESILIENCE CONFERENCE AND EXPO 2026

The conference took place in February at the Kenyatta International Convention Centre (KICC), Tsavo Ballroom in Nairobi, Kenya. Mike Macharia, KAHC CEO, was a panelist at the forum, where he shared his insights on translating tourism strategies into local resilience through community empowerment and sustainability.

The sessions culminated in a gala dinner at Safari Park Hotel, featuring Kenyan cuisine, cultural performances, and networking opportunities. This celebratory gathering reinforced the themes of resilience and partnership.

The three-day conference successfully brought together policymakers, industry leaders, and innovators to share strategies for building a sustainable, adaptable, and robust tourism economy. The panels and gala dinner collectively underscored the importance of collaboration, innovation, and community engagement in advancing resilience for the future.



## 3. NATIONAL SOCIAL SECURITY FUND (NSSF) AGM



The CEO, Mike Macharia, who is also a board member of NSSF attended the 8th AGM held in February at Safari Park Hotel. The Guest of Honour at the event was Hon. Musalia Mudavadi, Prime Cabinet Secretary. The Fund reported a record 17% return on members' savings, a significant increase from the previous year's return of 11%.

[More Details \(The Star\)](#)

At the same time, the CEO, Mike Macharia, participated in a media interview with Citizen TV, Sunday Live, on social security and economic growth.

[View Coverage \(YouTube\)](#)

#### 4. FAIRVIEW REBRANDS

The CEO, Mike Macharia, officiated at the launch of Fairview Hotel's entry into the world of luxury brand, Vignette. Fairview becomes the first hotel in Africa to be branded as Vignette, and joins a very unique group of hotels in the luxury brand space. We congratulate Fairview for achieving this milestone. The Chief Guest was PS Tourism, Hon John Ololtuaa. Also present was PS Correctional Services Dr. Salome Beacco.





## 5. FAIRVIEW REBRANDS



The CEO, Mike Macharia, who is a Board member of the Chamber, attended a conference by the organization on behalf of the Association.

## 6. TOURISM REGULATORY AUTHORITY TECHNICAL COMMITTEE ON RESTAURANT STANDARDS

The Association participated in a technical committee on the formulation of standards for the accreditation of restaurants. We were ably represented by Leonard Ngugi, GM, Carnivore Restaurant and James Maina, F&B Manager, Trademark Hotel.

## 7. WILDLIFE CLUBS OF KENYA (WCK) 5 -YEAR STRATEGIC PLAN LAUNCH



The Association attended the launch of WCK's 2025-2030 strategic plan. The strategy is built on four strategic pillars that will guide how the organization engages with its members, partners and communities in the areas of Partnerships, Innovation, Mentoring and Quality position. The launch was presided over by the WCK board, with the chief guest being PS for Wildlife, Silvia Museiya, and Vihiga Governor Wilberforce Otchilo.

## 8. STAKEHOLDER ENGAGEMENT MEETING ON REPOSITIONING KENYA BRAND THROUGH TOURISM



The Ministry of Tourism and Wildlife, State Department for Tourism, convened a stakeholder engagement meeting at the Kenya International Convention Centre (KICC). The meeting brought together key stakeholders from the tourism, travel, and hospitality sectors, alongside relevant Government Agencies.

The objective of the meeting was to deliberate on the proposed tourism rebranding strategy and explore avenues for enhanced collaboration with industry stakeholders. A commissioned task force committee led the presentation and discussions, emphasizing the need to position Kenya as an all-year-round destination under the narrative “*Magical Kenya – The Origin of Wonder.*” The strategy aims to drive economic growth, market diversification, and employment creation within the tourism sector.

## 9. TOURISM REGULATORY AUTHORITY TECHNICAL COMMITTEE ON RESTAURANT STANDARDS

The EAC Assessors Training program, for Kenyan Assessors, was held at the beginning of the year, at Kenya Utalii College and Utalii Hotel in Nairobi, Kenya. The program was spearheaded by the Tourism Regulatory Authority, in partnership with the East African Community, as part of the regional partner states efforts to promote East Africa as a competitive tourist destination. The training sought to add to the pool of existing Assessors and to build the capacity of the existing Assessors. The country trained 30 new assessors drawn from both the private and public sectors.

The scope of the training encompassed a broad range of topics in relation to the EAC grading and classification standards such as quality assurance, policy and legal frameworks; physical aspects of classifiable establishments; social economic and environmental sustainability aspects in the criteria; hotel operations and services; Human Resource management, safety and security, professional ethics and specific tenets of the new and revised EAC classification criteria for categories including hotels, resorts, lodges, motels, tented camps, boutiques, restaurants and convention centers.

In order to ensure effective delivery, an array of approaches and training methodologies was applied. These included lectures, PowerPoint presentations, videos, case studies, field exposures, group discussions, plenary sessions, guest speakers and peer-to-peer learning.

Dr. Sam Ikwaye, EO-Coast, represented the Association as an EAC Certified Hotel Assessor, and Dr. Leah Ng’ang’a, Administration Manager, was a facilitator at the Training as an EAC Certified Hotel Assessment Trainer and EAC Certified Hotel Assessor. TRA and the Ministry intend to carry out Hotel Assessment/Classification in the year. We will keep you posted on any updates on this matter.

## 10. ENERGY & PETROLEUM REGULATORY AUTHORITY (EPRA)

We attended a CEO's breakfast meeting by EPRA in Nairobi. The theme of the forum was “Pathways towards reduction of cost of energy in the production and service industry.” At the forum, we discussed matters relating to the electricity tariff and its impact on businesses, energy audits and challenges in the adoption of renewable energy sources.

In its response, EPRA stated that it was working on a review of the tariff, and the industry as a key stakeholder would be engaged when the exercise takes off. EPRA also indicated that they were available to offer technical guidance to the industry on the implementation of renewable energy resources and the energy audit process.

## 11. KABETE POLYTECHNIC GRADUATION

The Association attended the 6th Graduation Ceremony, following the institution's official invitation. The event was graced by Dr Julius Ogambo, Cabinet Secretary for Education, alongside other senior government dignitaries from the education sector, underscoring the importance of the occasion.

During the ceremony, the management of Kabete National Polytechnic expressed appreciation for the Association's continued partnership and collaboration, reaffirming the value of our engagement in supporting the institution's academic and developmental goals.

## 12. MEMORANDUM OF AGREEMENT BETWEEN KENYA UTALII COLLEGE AND ACCOR HOSPITALITY GROUP

Kenya Utalii College finalized a working memorandum between the college and Accor Hotels. Courtesy of the memorandum, hospitality students will be exposed to Accor hospitality brands by way of internships and placements, thus building the capacity of the destination's hospitality industry. The association was in attendance at the signing ceremony as an endorsement of this and such other partnerships that go to enhance the global competitiveness of the industry.



## 13. BREAKFAST MEETING FOR AFRICA URBAN FORUM (AUF 2026) PLANNING MEETING

The association, together with members from the Nairobi region, was part of the planning meeting for the Africa Urban Forum happening in April 2026. The breakfast meeting was hosted by the State Department for Housing and Urban Development (SDHUD) at the Mövenpick Hotel. In the forum, hotels were guided on what is expected of them as part of their qualification to be recommended as hosts for the expected large number of delegates attending the conference. The event is expected to take place at the KICC on 8th- 10th April 2026.

## 14. UPDATES ON THE CONSTRUCTION OF MOMBASA BERTH19B AND ASSOCIATED INFRASTRUCTURE

The KAHC Coast Region Chairman, Sven Kampa and the EO, Dr. Sam Ikwaye advanced the association's position at a stakeholders engagement forum where Kenya Ports Authority is currently undertaking the construction of a new berthing facility (Berth 19B) and a container yard that will require sand harvesting, dredging and dumping of material within the tourism sensitive and award winning Diani beach area.

The association leadership expressed dissatisfaction with the team due to possible socio-economic and environmental concerns, as evidenced by previous similar activities. KAHC, on behalf of the tourism industry, has sought an audience with the leadership of KPA to explore ways of safeguarding and preserving the status of the award winning diani beach.

## 15. KAHC FINANCE CONFERENCE

The Association held its 6th Annual Finance conference at Voi Wildlife Lodge. Chief Guest at the forum was Deputy Governor, Taita Taveta, Christine Kilalo, on behalf of the Governor. We are currently working on the conference report and will share it in due course. Below is a link to the photos and videos of the forum.

[View Full Photo Gallery](#)





## 16. COURTESY CALL TO NAS



KAHC Secretariat had a meeting with the General Manager, NAS, Francois Pujo and the Human Resource Manager, Doris Njoroge, where we discussed the benefits of membership and areas of collaboration.

## 17. ENGAGEMENT WITH THE WORLD BANK GROUP

The KAHC Coast Region Chairman, Sven Kampa and the EO, Dr. Sam Ikwaye held engagements with a team from the world bank who were in the county to conduct a Country Private Sector Diagnostic (CPSD) in Kenya, a joint World Bank–IFC initiative that focused on identifying targeted, sector-level reforms that can be undertaken in the near term to unlock private investment.

The analysis included deep dives on coastal tourism, but the mission also focused on tropical fruits (avocado and mango), and medical consumables. As part of the deep dive on coastal tourism, the Coast region Chairman and his delegation highlighted key constraints preventing additional private investment, including regulatory, infrastructure, market, and operational barriers affecting investor confidence and expansion decisions, as well as highlighted possible deterrents affecting entry or limiting hospitality firms' ability to operate and expand.

We hope that from the engagements, the final recommendations to the government will be well-grounded in industry realities and reflect private sector experience as well as help inform the development of a focused set of practical, near-term policy reforms to be presented to the government, aimed at improving the investment and operating environment in Kenya's coast.



## 18. SHORT COURSE STANDARD DEVELOPMENT WORKSHOP

Dr. Sam Ikwaye, the Coast EO on behalf of the tourism sector participated in the Kenya Blue Economy Skills Training (KBEST) Programme Workshop on Short Course Standards (SCS) scheduled from 24th–26th March 2026. The workshop convened key stakeholders, including TVET institutions, industry representatives, and regulatory bodies, to collaboratively deliberate on the development and operationalisation of Short Course Standards within the TVET ecosystem.

The key objectives of the workshop included

- Drafting the Terms of Reference (TOR) for the Short Course Standards Technical Working Group, defining the mandate, deliverables, timelines, and quality assurance mechanisms for SCS
- Developing a draft Short Course Standards Framework (including duration, entry requirements, stackability, and RPL considerations)
- Reviewing alignment with KNQF processes.
- Identifying potential pilot short courses within the Blue Economy sector

The EO's role in the program was to offer technical guidance to ensure the framework aligns with national standards and policy direction for the tourism and hospitality industry towards strengthening skills development within the Blue Economy sector. TVETA is guiding this session to strengthen a coordinated, system-wide approach to the development, alignment, and implementation of Short Course Standards within the broader TVET and KNQF ecosystem. Key focus included:

- Strategic positioning of SCS within KNQF
- Regulatory alignment and system coherence
- Design principles, including RPL and progression pathways
- Governance models and realistic implementation timelines
- Strengths already present within Kenya's TVET system



## 19. BEACH CLEAN UPS

Employees and guests from different hotels along Shanzu Beach, Bamburi Beach and Nyali Beach participate in monthly beach cleanup exercises. An exercise that has been institutionalised among KAHC members since 2023 on the 1st Saturday of the month.



## 20. PROGRESS ON ERADICATION OF THE INDIAN HOUSE CROW

The coast region has made serious inroads into the crow population through the crow no more, an eradication program of the invasive Indian house crow. A total of 90,247 House Crows were counted as being controlled in 2025, but we recognise this to be a conservative estimate, and in reality, the number is more like 120,000.

We thank all the KAHC members and partners who have been supporting the campaign through designations of employees to support with pre-baiting, as well as donations of the baits and cash.

Many hotels are recording very low to zero numbers of crows within the hotels, a situation that has seen the return of other bird species in some zones. The campaign now moves to communities and neighbourhoods, with the tourism industry reaching out to other sectors for sustained support.

We encourage all stakeholders to support the campaign by reporting crow concentrations, making a regular donation and volunteering time and other resources to sustain the gains.

[View coverage \(YouTube\)](#)

## **21. APPOINTMENTS**

We are pleased to announce the appointment of Mr. Hillary Siele as Director of the Mombasa County Liquor Licensing Board to represent KAHC in line with provisions of Section 4 of the Mombasa County Liquor Licensing Act 2024. Mr. Siele is the current General Manager in charge of Travellers Beach Hotel and Spa.

Dr. Sam Ikwaye, EO-Coast, was also appointed as Chairperson /lead of the committee on feasibility and design of beach management levy for sustainable beach management in Mombasa County. Other member institutions in the committee include TRA, SKAL-Kenya Coast, KATO, KATA, KCTA, and Beach Operators. The committee is mandated to assess the feasibility of a dedicated beach management levy and to propose an implementable framework for its introduction, governance, collection and utilisation to sustainably manage the public beaches in the county.

Cathrine Murage, KAHC National Treasurer/Finance Chairperson, was appointed to the position of Finance Director, East Africa, & Beyond Group. This is the first time that a Kenyan has been appointed to this position, and this makes us very proud as the KAHC family.

We take this opportunity to congratulate all the appointees and wish them success in their new roles.

## **22. SABAKI WATER AND SANITATION PROJECT VIRTUAL STAKEHOLDERS MEETING**

An online stakeholders' meeting was held to discuss the Sabaki Water and Sanitation Project, bringing together KAHC, the County Government of Mombasa, hotel operators, project partners, and other key stakeholders from the Coast region. The project is currently at the stakeholder consultation stage, with the hospitality sector engaged to provide input on water and sanitation needs. Expectations are for improved and more reliable water and sanitation services for the Coast region as the project advances. KAHC was given the mandate to circulate and do a follow-up on the project questionnaire tool, which was filled out by KAHC Coast members.

## **22. INTERNATIONAL DATA PROTECTION CONFERENCE HELD AT PRIDE INN PARADISE BEACH RESORT & SPA**

KAHC attended the Data Privacy Conference 2026, held at the Pride Inn Paradise Beach Resort & Spa in Mombasa. Organised by the Office of the Data Protection Commissioner (ODPC) under the theme "Trust the Data, Drive the Future," the conference focused on the intersection of emerging technologies like AI and the legal requirements of the Data Protection Act.

A key highlight for the hospitality sector was the launch of the "Data Without Borders" report by CS William Kabongo, which outlines new frameworks for cross-border data flows—critical for international hotel bookings and guest data management. The discussions emphasised that for KAHC members, data compliance is no longer just a legal hurdle but a strategic asset in building guest trust and securing the digital tourism ecosystem.

## **24. STAKEHOLDER CONSULTATIVE MEETING FOR THE OCTOPUS MANAGEMENT AND HARVEST STRATEGY**

KAHC attended a consultative meeting regarding The Nature Conservancy's (TNC) Octopus management initiative, which centres on the implementation of temporary reef closures to restore marine stocks and improve coastal livelihoods.

The project utilises science-based management tools, such as Fish Path, to empower local Beach Management Units (BMUs) in coordinating 3–4 month "no-take" periods that allow octopus populations to reach peak maturity and weight. For KAHC members, this project establishes a high-quality, sustainable seafood value chain that directly supports the "Farm-to-Plate" (or Sea-to-Plate) movement, providing hotels with a consistent supply of ethically sourced produce while fostering stronger economic ties with local fishing communities.

## 25. MURANGA UNIVERSITY ANNUAL CULTURAL FOOD FAIR

The KAHC Nairobi Region Chairperson, Dr. Florence Njau, represented the Association at Murang'a University's 3rd Annual Cultural Food Fair. The theme of the event, "Culture, Cuisine and Tourism," sparked rich and timely conversations on how Kenya can position itself as a competitive global destination.

The event was graced by industry stakeholders and the University's senior leadership.

A key highlight was the expert panel discussion, which explored the powerful intersection between culture, cuisine, and tourism. Panelists emphasized that culture and cuisine are not just complementary elements, but core assets in shaping authentic and competitive tourism experiences. There was strong consensus that Kenya's rich and diverse heritage remains underutilized and requires better packaging, storytelling, and collaboration between counties, institutions, and the private sector.

Discussions also addressed the growing potential of Kenyan cuisine as a global tourism product, with opportunities in food festivals, culinary trails, and farm-to-table experiences. At the same time, the importance of preserving authenticity while avoiding cultural commodification was underscored.





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