



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

# 2025 ANNUAL ADVOCACY REPORT



## END OF YEAR REMARKS FROM THE C.E.O



**Mike Macharia**  
C.E.O

**Dear Valued Members and Stakeholders,**

As we close out 2025, I want to take a moment to reflect on what has been an extraordinary year for our association and the hospitality industry we proudly represent.

This year, our advocacy efforts have reached new heights across multiple fronts. We successfully engaged with policymakers on critical issues affecting our sector, including labor market challenges, regulatory reform, and sustainable tourism development. Our voice has been heard in parliamentary committees, ministerial roundtables, and at the highest levels of government, ensuring that the hotel industry's perspectives shape the policies that impact our businesses daily.

On the events front, we organized our most successful annual symposium to date, bringing together industry leaders, government officials, and tourism stakeholders. Our quarterly regional forums fostered meaningful dialogue between urban and rural hospitality operators. These gatherings have not only strengthened our network but have also generated actionable insights that are already transforming how we operate.

Beyond traditional advocacy, we've deepened our partnerships with tourism boards, business associations, and international hotel associations. These collaborations have opened new opportunities for knowledge exchange, joint marketing initiatives, and coordinated policy advocacy that amplifies our collective impact.

Looking ahead to 2026, I see tremendous opportunities on the horizon. Our advocacy agenda will focus on enhancing destination accessibility, advancing digital transformation across the sector, and positioning our sector as a leader in regenerative tourism practices.

We're also developing a new member services platform that will provide enhanced market intelligence, benchmarking tools, and direct access to industry expertise. And we'll continue to be your strongest advocate, your trusted partner, and your voice in the conversations that shape our industry's future.

Thank you for your continued trust, engagement, and commitment to excellence. Together, we've achieved remarkable things in 2025, and I'm confident that 2026 will bring even greater successes.

**Wishing you, your staff, and your families a wonderful holiday season and a prosperous new year 2026.**

*Mike Macharia*



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**1st Quarter 2025**



## 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](#))





**2nd Quarter 2025**



## 19. FUTURE LEADERS FORUM

The inaugural East Africa edition of the Future Leaders Challenge (FLC) convened on 28-29 April at Strathmore University, marking a milestone moment for the region's hospitality and tourism sector. Designed as a strategic platform to bridge education, industry, and government, the FLC convenes students, educators, policymakers, and business leaders to address the evolving needs of the tourism and hospitality workforce.

Initiated by Game Changers Learning and Development and for the East Africa edition in Partnership with Strathmore University and Boma International Hospitality College the event is centered on the question of how digital transformation is reshaping workforce needs in East Africa, the challenge invited top final-year students from universities across the region to respond with bold, actionable ideas — positioning talent development at the heart of innovation and resilience.

Our CEO made a presentation at the official Welcome Dinner at the Movenpick Hotel & Residences Nairobi, and also at the forum at Strathmore University.





At the same forum, the CEO met with the PS Tourism, Uganda, who was accompanied by the Principal Uganda International Hospitality School, the Dean School of Engineering at Strathmore and the CEO of Uganda Hotel Owners Association.



## 20. BOMA INTERNATIONAL HOSPITALITY COLLEGE (BIHC)

The College signed a Memorandum of Understanding with Uganda International Hospitality School. The PS Tourism from Uganda represented the Government while our CEO, who is also the College's Board Chair, represented the College.





The College also celebrated its 10th Anniversary since its inception in 2015. Over the 10-year period the college has trained over 6,000 graduates and upskilled more than 2,400 industry professionals. The college has also seen a growth in its revenue from 17.8 million when it started to surpass the 3 billion mark in 2024. The College is also recognized as a Centre of Excellence in hospitality and culinary arts by Technical and Vocational Education and Training Authority (TVETA)

**Coverage links:**

- [Coverage on X](#)
- [Coverage on Standard Media](#)





## 21. TECHNICAL AND VOCATIONAL EDUCATION AND TRAINING CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION COUNCIL (TVET CDACC) ASSESSMENTS

The Association is a member of the Tourism and Hospitality Sector Skills Committee under the Ministry of Labour. In this regard, we were selected to participate in verification of practical assessments to ascertain candidates meet TVET CDACC Tourism and Hospitality skills requirements. We sampled five TVET institutions in Nairobi and submitted a report on areas of improvement in order to enable the institutions produce students suitable for the Tourism and Hospitality employment market.

## 22. LABOUR DAY CELEBRATIONS

Under the auspice of FKE, we attended this year's Labour Day celebrations held at Uhuru Gardens. The FKE team was led by the Chairperson, Dr. Gilda Odera, the Vice President, Mike Macharia and the Executive Director, Jacqueline Mugo. The Guest of Honour at the celebrations was the President H.E. William Ruto.





## 23. COURTESY CALL TO AEROCLUB

We had a courtesy visit to Aero Club where we met with the General Manager, Angelique Libese and her team. We had discussions on areas of collaboration between the two parties.



## 24. WORKSHOP ON AFCTA REGULATORY FRAMEWORK FOR TRADE AND TRANSPORT

The State Department for Trade in conjunction with GIZ hosted a workshop in Machakos. The purpose of the workshop was to review the draft regulatory frameworks on trade and tourism under the AFCTA.

The key objective of the workshop was to strengthen the technical capacity of stakeholders, collect informed recommendations, identify sectoral challenges, and propose regulatory improvements aimed at fostering regional integration.

The main goal of the regulatory frameworks is to harmonize regulations, promote efficient and sustainable intra-Africa trade, encourage investment, and support infrastructure development.





## 25. NAS CBA NEGOTIATIONS

We successfully completed the negotiations of a two-year CBA with KUDHEIHA for NAS in May. The CBA is a supplementary of the main CBA and is negotiated separately due to the unique nature of NAS operations, which is an airline caterer and differs in processes from the hotel business.

## 26. INTERNATIONAL CHAMBER OF COMMERCE (ICC)

The CEO was appointed to join the International Chamber of Commerce Board for a period of three years. This is a body whose main purpose is to advocate for business at an international level which is in line with the strategic objectives that the Association adopted last year. This will be very beneficial to the sector.



## 27. TRA SELF SERVICE ACCOMODATION STANDARDS

We participated in a technical committee workshop on the development of a standard for self-service accommodation facilities, in Naivasha. The document is aimed at regulating “AirBnB” facilities in the country. We will share the final copy of the document as soon as it is finalized.



## 28. MAGICAL KENYA TRAVEL EXPO (MKTE)

We attended the official launch of the Magical Kenya Travel Expo (MKTE) 2025 at the Radisson Blu Hotel in Nairobi as part of preparations for the upcoming Magical Kenya Travel Expo (MKTE) 2025 organized by Kenya Tourism Board (KTB).

The event was graced by Hon. John Ololuaa, the Principal Secretary in the State Department for Tourism and brought together tourism stakeholders from County Governments, the private sector, development partners, senior officials from the Ministry of Tourism and Wildlife, and other key players in the industry.

In attendance was our Board member Dr. Florence Njau, and Dr. Leah Ng'ang'a from the Secretariat.

The 2025 edition, themed “Magical Kenya: Unlocking Africa’s Potential through Sustainable Tourism Growth, is scheduled for October 1st to 3rd at Uhuru Gardens, Nairobi. MKTE is set to bring together thousands of tourism professionals, exhibitors, and international buyers from across the globe.

The event also saw the unveiling of the Destination Travel Magazine “Magical Kenya: The Ultimate Adventure” showcasing Kenya’s rich culture, diverse wildlife, warm people, and breathtaking landscapes.

**View video** (Citizen TV on Youtube)





## 29. IMEX FRANKFURT 2025

We participated in IMEX Frankfurt, which is a meetings, events and incentive travel industry event that is held annually. It is a forum where planners connect with suppliers from across the world, building powerful working relationships to create better events, meetings and experiences. This is the first time the Association was participating in the event and we managed to send a team of 10 companies to the event and trust that the numbers will grow as we go along.

We held meetings with buyers who are interested in the Kenyan meetings product. The Chair of Parliament's Committee on Tourism & Wildlife Hon. Kareke Mbiuki also came to meet with the exhibitors. We were also honoured by a visit by the Deputy Head of Mission, Kenya to Germany Ambassador Kipkosgei Toroitich.









### 30. TRA AWARDING CEREMONY HELD AT PRIDEINN PARADISE

The Tourism Regulatory Authority (TRA) invited various tourism industry players to the National Tourism Excellence Awarding ceremony. The accreditation exercise is to guide conformity to National minimum standards required for accommodation and catering services provision. Various members were awarded plaques for the different star rating, Gold, Silver & Bronze, as displayed in the photo below. The guest of honor was Hon. John Oloitua, PS Ministry of Tourism and Wildlife.



### 31. GENDER DIALOGUE ON POLICY AND PRACTICE IN TVETs

KAHC was represented in The Gender Dialogue on Policy and Practice in TVETs meeting together with diverse group of stakeholders from the TVET sector.

The main objective was:

- To raise awareness and deepen understanding of gender and inclusion in TVETs;
- To disseminate findings from the KBEST Gender Analysis Report. (*Status of Gender and Disability Mainstreaming in Kenyan TVET institutions*);
- To engage stakeholders in identifying practical ways to strengthen gender responsiveness in TVETs.

The Challenges Identified were;

- Gender stereotypes discouraging women from enrolling in male-dominated TVET programs like marine engineering, welding;
- Limited capacity and understanding among TVET staff on how to implement gender-responsive policies; Infrastructure limitations, such as a lack of gender-sensitive facilities like child care facilities in these institutions.

The recommendation and the way forward was to Build the capacity of TVET staff and administrators on gender mainstreaming and inclusive practices; Improve facilities and resources to support a safe and inclusive learning environment for all students; Establish mentorship and role-model programs to support girls and women in non-traditional trades.

Stakeholders committed to using the findings from the KBEST (Kenya Blue Economy Skills Training) Gender Analysis Report as a roadmap for future action, and to promoting gender equality as a cornerstone for sustainable development in the TVET sector.



## 32. KAHC REGIONAL MEETINGS; SOUTH COAST REGION HELD AT LEOPARD BEACH RESORT AND NORTH COAST REGION HELD AT PLAZA BEACH HOTEL

The south coast region members met, Powertrip air conditioners made a presentation on energy saving solutions and beneficial costs to hotels. Samba sports team led by Ali made a presentation and requested for support from the members on the upcoming Diani beach zero campaign to be held on 8th June, interested members were to contact the team directly.



Prof. Marina, a tourism researcher based in the UK made a presentation to both the South coast region and North coast region members on recycling waste into profit. She mentioned of case studies of communities turning 'trash into cash' that is, recycling tins and making beaded key holders for sale.



On the agenda also was south coast regional elections, which had the following outcome;

- i) Sven Kampa, Director Diani sea resort and sea lodge was nominated as the incoming Coast Region Chairman and south coast region chairman
- ii) Pauline Nduva, GM Diani sea resort and sea lodge was nominated as the CDC Chairman for coast region.
- iii) Alphaxad Chege, GM Serena beach resort and spa was nominated as the North Coast regional chairman.



### 33. LIQUOR STAKEHOLDERS BREAKFAST MEETING HELD AT SAPPHIRE HOTEL

The Mombasa county government, department of tourism and liquor board members held a stakeholder engagement on business mode, challenges faced and opportune measures for the business growth., Mombasa county to will conduct in-house training for customer friendly officers. A working business tri-relationship was encouraged involving the county, stakeholder and distributor for a seamless business. Some of the KAHC members were issued their licenses including other stakeholders present.

### 34. ECOTOURISM KENYA (EK) STRATEGIC PLAN LAUNCH

We participated in the above event held at Sarova Panafric in May. EK launched a five-year strategic plan 2024-2029, that is aimed at promoting sustainable tourism and climate resilient practices in Kenya and beyond.



### 35. MEETING WITH INTERNATIONAL FINANCE CORPORATION (IFC)

We held a meeting with IFC following an invitation by Sopa Lodges, with whom they are partnering on some of their projects. During our meeting, we discussed areas of collaboration with the organization and areas of value to our members.



## 36. CHINA KENYA ACROBATIC EXCHANGE

The Association attended and witnessed the celebration of 40 Years of China-Kenya Acrobatic Exchange at Braeburn Theatre, Nairobi.

The Braeburn Theatre in Nairobi was alive with energy, artistry, and cultural brilliance as it hosted the China-Kenya Tourism Season and Special Performance marking the 40th Anniversary of China-Kenya Acrobatic Exchanges. This grand occasion was a testament to the enduring partnership between Kenya and China, and was jointly hosted by the Ministry of Gender, Culture, Arts and Heritage, the Ministry of Tourism and Wildlife, the Chinese Ministry of Culture and Tourism, and the Chinese Embassy in Kenya.

The event brought together talented acrobats from both nations, showcasing mesmerizing performances that reflected decades of collaboration, cultural fusion, and artistic mastery. Beyond entertainment, this celebration reinforced the deep cultural ties between Kenya and China, highlighting their commitment to fostering cultural exchange and tourism.

## 37. SENIOR LEADERSHIP DEVELOPMENT SEMINAR

The secretariat participated in the senior leadership seminar organized by the Institute of Certified Public Accountants of Kenya (ICPAK) at the Conrad Centennial Marina Bay in Singapore. As part of the ongoing collaboration between ICPAK and KAHC, the association was represented by the Finance Manager during the conference.



*(L-R) KAHC Finance Manager Lawrence Maoto, Incoming ICPAK Chairman Prof. Elizabeth Kalunda, outgoing ICPAK Chairman CPA Philip Kakai, and CPA GraceAnne from AAR on the sidelines of the Senior Leadership Development Seminar at Conrad Centennial Marina Bay Sands Resort, Singapore*



### 38. MEETING WITH SINGAPORE HIGH COMMISSIONER TO KENYA

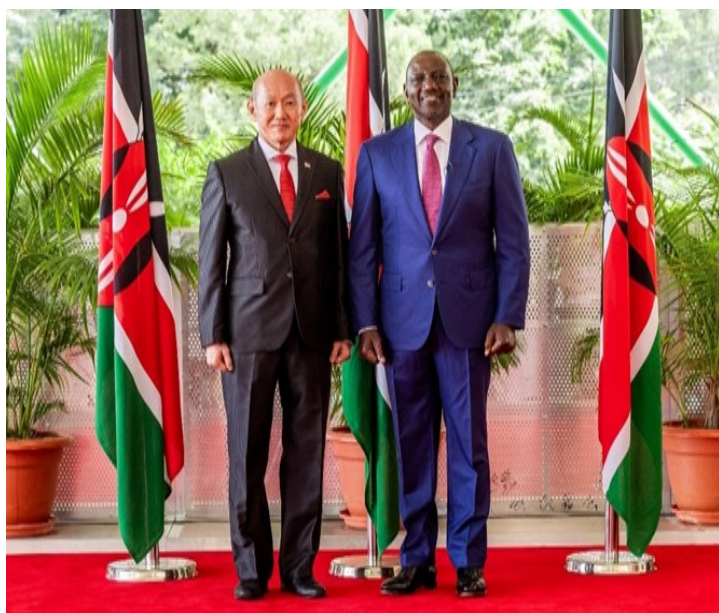
The senior leadership seminar was graced by the incoming Singapore high commissioner to Kenya. The two countries have not had formal diplomatic relations, and this is the first attempt by Singapore to establish this as part of the country's strategic relations with Africa.

The High Commissioner reminisced on the historical economic relationship between Kenya and Singapore and promised to look at the existing gaps in foreign relations between the two states, including exploring the possibility of having direct flights between Nairobi and Singapore.

The Commissioner presented his papers to President William Ruto on 4th June 2025 at Statehouse Nairobi, signaling the intentionality between the two countries.



*Top: ICPAK Chairman CPA Philip Kakai, Council members and delegates with the incoming high commissioner of Singapore to Kenya, Dr. Kan Yaw Kiong and the Institute of Singapore Chartered Accountants (ISCA) CEO Ms. Fann Kor.*



*Left: Dr. Kan Yaw Kiong with His Excellency President William Ruto at Statehouse Nairobi after presenting his papers.*



## 39. 113TH INTERNATIONAL LABOUR CONFERENCE 2025

KAHC attended the 113th International Labour Conference in Geneva, Switzerland, from June 2nd to 13th, 2025. Our CEO, Mike Macharia, and Admin Manager, Dr. Leah Ng'ang'a, represented members in important discussions at the conference.

We represented the members in the formulation of a new convention and recommendation on biological hazards in the working environment, and discussions on promoting transition towards formality. These efforts are key to ensuring safer and more formal working environments in Kenya's hospitality industry

We also participated in the International Organization of Employers AGM, chaired by Jacqueline Mugo, Executive Director of the Federation of Kenya Employers (FKE).

At the same forum we attended the AGM of Business Africa, which is an organization that advocates for a conducive business environment for African businesses. Business Africa secretariat is based and run in Kenya at FKE. The Executive Director, FKE, Jacqueline Mugo, was re-elected to serve as the Secretary General. We engaged with leaders from different global and African organizations as well as leadership from Kenya Labour sector led by PS, Labour, Shadrack Mwadime.









## 40. INTERNATIONAL SOCIAL SECURITY ASSOCIATION (ISSA) TECHNICAL SEMINAR

The CEO attended the above event, which was officially opened by, CS Labour, Dr. Alfred Mutua. The forum draws delegates from across Africa, including Uganda, Tanzania, Eswatini, Burundi, and Namibia. NSSF Kenya is the proud host of this vital dialogue on shaping the future of social protection in Africa.



## 41. KENYA PRIVATE SECTOR ALLIANCE (KEPSA) 21ST ANNUAL GENERAL MEETING

This year's AGM marked the retirement of our CEO from the KEPSA board, following six years of service. We are grateful to him for his service and for representing the industry on the board. KTF Chair Fred Odek was appointed to the board at the same meeting, and we would like to congratulate him as he takes up the position.





## 42. PROMOTING GOLF TOURISM IN KENYA

We attended a golf stakeholders forum by KTB at Villa Rosa Kempinski. The purpose of the meeting was to discuss ways of increasing tourism numbers and figures through golf.

### Coverage Links

- **Boosting Golf Tourism in Kenya** (*Citizen TV Youtube*)
- **Washikadau wa gofu wahimizwa kukumbatia mbinu za Utalii** (*KBC Sports—Youtube*)

## 43. BOMA INTERNATIONAL HOSPITALITY COLLEGE (BIHC) GRADUATION

KAHC CEO, who is also the Chairman of the Board, presided over the 9th commencement ceremony of the college held on 20th June 2025 at the college. The event was also a celebration of the College's 10th anniversary, highlighting a decade of excellence in hospitality education.

### Coverage Links

- **BIHC Revenue Grows by sh 3bn to sh 15b in 10yrs** (*Capital FM Business*)
- **Stakeholders call for marketing of traditional and popular Kenyan foods** (*KBC Business—Youtube*)





**3rd Quarter 2025**



## 44. KAHC SYMPOSIUM 2025

The 21st Annual KAHC Symposium and Charity Golf Tournament was held at Sarova Whitesands Beach Resort & Spa, 26th - 27th June 2025 with the theme: Towards 5 Million. The event brought together over 140 delegates representing a dynamic cross-section of the hospitality industry including government, private sector, academia, sponsors and tourism practitioners to deliberate on strategies for propelling Kenya towards the national target of five (5) million international tourist arrivals by 2027.

**Please find below the link to the Symposium 2024 Report.**

### 2024 KAHC Symposium Report

*This is also available on our website.*

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## 45. TV INTERVIEW ON DOMESTIC TOURISM

The CEO, Mike Macharia, participated in a KBC TV interview on Domestic Tourism, see here below the link to the interview:

[View on YouTube](#)

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## 46. STAKEHOLDER ENGAGEMENT FORUM: RUNWAY 17/35 RESURFACING PROJECT

We participated in a stakeholder engagement forum held on July 25, 2025, at the Silvermoon Hotel, Malindi, to discuss the upcoming runway resurfacing project (Runway 17/35) at Malindi Airport. The project is expected to be completed within 8 months, followed by a 12-month defects liability period. The scope of works includes:

- I. Milling of the worn-out Asphalt Concrete wearing course.
- II. Laying of a new Asphalt Concrete wearing course.
- III. Pavement marking.

To minimize disruption, the work will be carried out in phases with Notams (Notices to Airmen) issued as each phase progresses. To ensure minimal interference with airport operations, the contractor will work nightly from 9:00 PM to 9:00 AM. The airport will remain fully operational daily from 9:00 AM to 9:00 PM, accommodating all scheduled flights. Airport Manager Ms. Christine will facilitate monthly meetings with stakeholders to provide progress updates.

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## 47. 7TH MEETING OF THE SUB- COMMITTEE ON REGULATORY FRAMEWORKS

We participated in a virtual meeting on invitation by the Ministry of Trade and Investment on behalf of the African Continental Free Trade Area (AfCTA) secretariat. The purpose of the forum was to consider the draft regulatory

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## 48. CONSULTATIVE FORUM ON FINANCIAL PRODUCTS FOR THE TOURISM SECTOR

We participated in a sector-based meeting by Kenya Development Corporation (KDC) focused on identifying and developing financial products tailored to the unique needs of the sector. We shared our insights and experiences, and these will help to shape viable and inclusive sector-based financial solutions.



## 49. CONFERENCE VISIT TO PORTUGAL

The Association sponsored Dr. Sam Ikwaye, Executive Officer, Coast, to attend the 12th Advances in Hospitality and Tourism Marketing and Management forum, which was held on 30 June- 04 July 2025 University of the Algarve Faro, Portugal. He presented three papers at the forum as follows:

- Alternative accommodation service products in Kenya: prospects and challenges
- Stakeholder involvement and their perception towards hospitality and tourism industry performance in Kenya
- The influence of collectivist and power distance cultures on leadership style and employees' organizational commitment: the case of small hospitality enterprises in Kenya



## 50. KTB WEBINAR ON WEST AFRICA

We participated in a webinar by KTB with the theme: Mastering the West African Market. West Africa continues to present strong potential for Kenya's tourism sector, with Nigeria and Ghana standing out as priority markets due to their economic scale, growing populations, and increasing outbound travel demand.



## 51. CONSULTATIVE MEETING WITH CS TOURISM & WILDLIFE, HON. REBECCA MIANO

KAHC members engaged with the CS Tourism & Wildlife, Hon Rebecca Miano as a follow up to our discussions at the symposium last week. The CS was accompanied by Tourism PS, John Oloituaa, the CEO's of KTB, TF, TRI, TRA, TPF, Utalii College and KWS.

On our side we had board members Ken Ayoti (representing the National Chairman), Francis Msengeti and Dr. Florence Njau with a host of investors and GM's from various member organizations. The members were able to express their concerns in plenary after which the CS responded to all our queries. Some of the issues addressed were as follows:-

- Status of tourism in terms of expected arrivals by end of 2025 and the targeted 5 million visitors
- Increase in air access into Kenya particularly Turkish Airlines, TUI and Qatar
- Access to affordable finance for investments in the industry
- Investment opportunities for MICE
- Ministry of Tourism & Wildlife marketing plans for the country e.g. WTM, Magical Kenya Travel Expo, IMEX, ITB and other trade opportunities
- Pending Bills
- PPP's

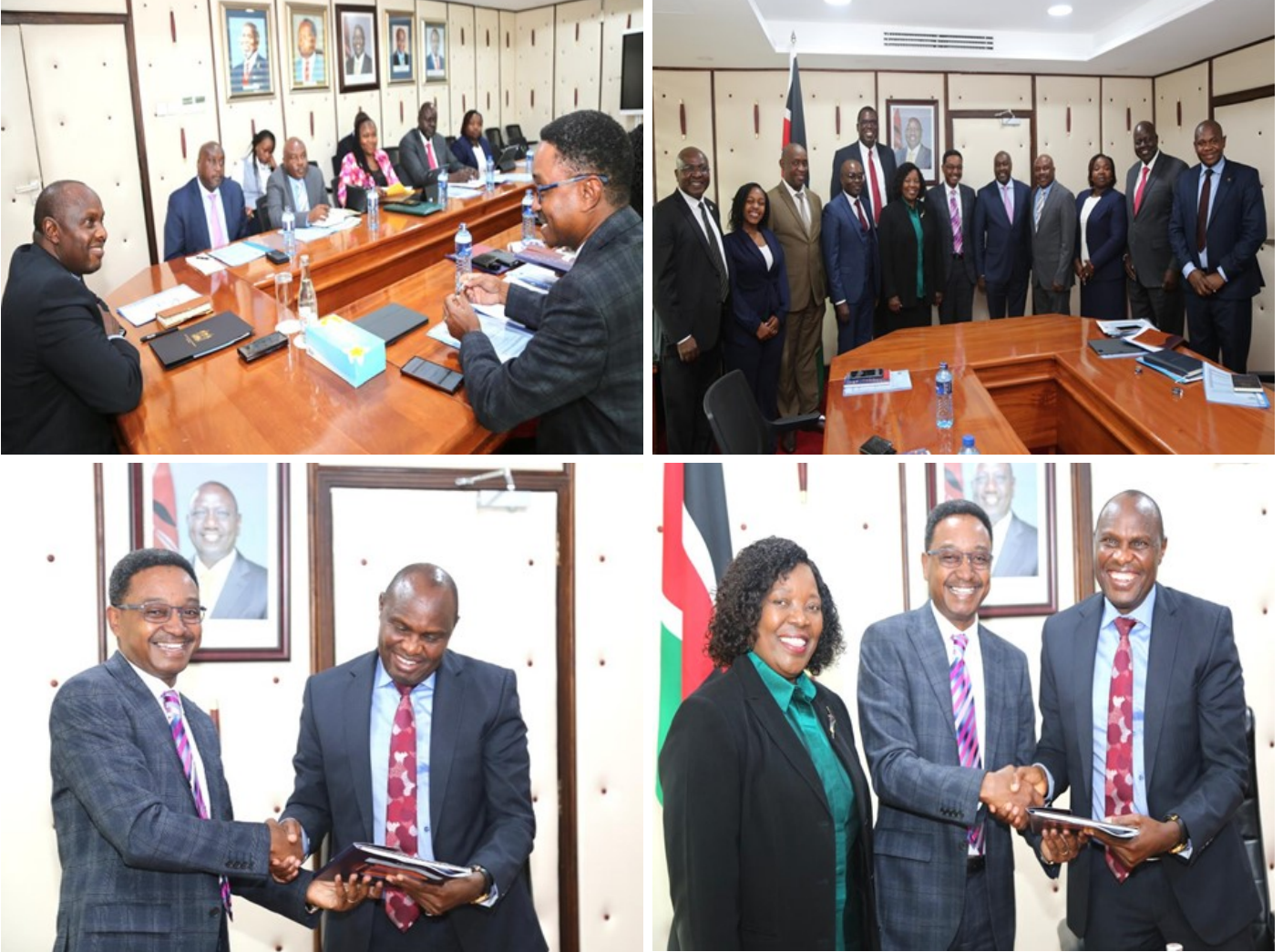
CS informed us that the issue of TUI Netherlands had been sorted out. She also promised to assist us in collecting our pending bills. We were also informed that KTB was starting a campaign dubbed "Hapa ni Home" which promotes peace and youth employment. In conclusion, all members present felt that this was a very useful engagement and we agreed to have regular engagements with the CS.





## 52. FKE MEETING WITH HEAD OF PUBLIC SERVICE

The CEO, Mike Macharia, who is also the First Vice Chairman of FKE led a delegation from FKE to a meeting with the Head of Public Service Mr. Felix Kosgei. They discussed areas of development for the industry and touched on growth opportunities for tourism especially air access and reduced cost of business. The Head of Public Service challenged the Federation to take the lead in employment creation particularly for the youth.



## 53. NATIONAL TOURISM COMPETITIONS

The Kenya Utalii College National Tourism Competitions (NTC) is an annual event that is organized in conjunction with the Tourism Industry Liaison Committee to showcase and enhance excellence in the hospitality and tourism sectors.

The competitions foster professionalism, creativity, and innovation by having industry professionals compete in categories like culinary arts, food and beverage service, and guest relations. We participated in the competitions as observers and also gave a speech on behalf of the KUC Industry Liaison Committee Chairman during the award ceremony.

[Click here to view the event on YouTube](#) (KBC Channel)



## 54. HOSPITALITY DUAL TRAINING EXCHANGE VISIT WITH GIZ

We held a meeting with a team from GIZ, BSZ Erding (*a vocational training centre in Germany*) and DEHOGA Bavaria (German Hotel and Restaurant Association – Bavaria) where we discussed implementation of the Hospitality Dual Training Programme, drawing on best practices from the German education system as well as areas to foster mutual learning and exchange.



## 55. INVITATION TO THE LAUNCH OF THE NATIONAL POLICY FOR THE PREVENTION, MANAGEMENT AND CONTROL OF ALCOHOL, DRUGS AND SUBSTANCE ABUSE, 2025

We participated in the Launch of the above policy at Radisson Blu in July. Below is the link to the policy.

[National Drugs Policy 2025](#)

## 56. SENSITIZATION MEETING ON ELECTRONIC TRAVELER HEALTH SURVEILLANCE TOOL

The Association was represented in a sensitization meeting on the Electronic Traveler Health Surveillance Tool (ETHST) Stakeholder Advocacy and Outreach held at Sarova Woodlands, Nakuru, from 2nd to 3rd September 2025. The meeting was planned and convened by the State Department for Public Health and Professional Standards, Port Health Services, in collaboration with development partners ICAP.

The objective of the meeting was to engage key stakeholders in understanding the ETHST platform, its role in strengthening public health surveillance at points of entry, and strategies for effective advocacy and outreach. Participants included representatives from health, immigration, transport, ICT, and development partners.

The forum recommended:

- Strengthening of stakeholder coordination and capacity building
- Ensuring interoperability with existing health and border control systems
- Developing targeted communication strategies for public sensitization

The sensitization meeting was a timely and strategic initiative that underscored the importance of digital tools in enhancing health security.





## 57. AFRICAN EMPLOYERS SUMMIT

The Federation of Kenya Employers (FKE), in partnership with BUSINESSAfrica Employers' Confederation, the International Labour Organization (ILO), and the International Organization of Employers (IOE), held the Africa Employers' Summit themed: "Empowering Business to Advance Social Justice"

This landmark high-level summit brought together CEOs, employers' organizations, private sector leaders, policy-makers, and development partners from across the continent to shape the future of business and work in Africa.

The event was officially opened by the Deputy President, Prof. Kithure Kindiki. our CEO, Mike Macharia, also gave closing remarks on behalf of the Federation on the final day which was officially closed by CS Labour and Social Security, Dr. Alfred Mutua.





## 58. 8TH KAHC & KUDHEIHA HUMAN RESOURCE CONFERENCE

The event was held at Jacaranda Indian Ocean Beach Resort on 18th and 19th September 2025. The theme of the event was: *Building A Resilient Workforce in The Hospitality Industry*. The speakers and topics were as follows:

Welcome Remarks	Mike Macharia, CEO, KAHC
Official Opening	Sven Kampa, Chairman, KAHC Coast region
KAHC & KUDHEIHA CBA 2025-2028	Samuel Gathogo, Chairman, Joint Negotiation Committee.
Strategic Ethical Leadership in the Hospitality Industry	Irene Kimacia, Head of Corporate Affairs & Communications, IHRM
The Role of Artificial Intelligence in Human Resource Management	Samuel Kingori, Founder & CEO, Buildwise Consulting Limited
Employee Accommodation Standards in the Hospitality Industry	Fredrick Omondi, Director, Standards and Quality Assurance, TRA
Managing Gender Based Violence and Sexual Harassment at the Workplace	Hon. Ivy Wasike, Principal Magistrate, Kilifi Law Courts.
Succession Planning	Ms. Wendy Wangari Kinyanjui, Advocate, N. Kinyanjui & Company Advocates
The Role of HR Practice in Building a Resilient Workforce in the Hospitality Industry	CHRP Catherine Mwangi, Kate and Kates Consultancy Company Limited
Closing Remarks	Hon. Monica Mbaru, Judge, Employment and Labour Relations Court

We are working on the conference report and will share it as soon as it is ready.







## 59. TECHNICAL SUB COMMITTEE MEETING ON BEACH MANAGEMENT STANDARDS

The Association is a member of the technical committee on the development of Beach Management standards by Tourism Regulatory Authority. We participated in a three-day consultative forum with Beach Operators and other stakeholders at Mombasa Beach to incorporate stakeholder views and conclude on the document.

*We will share the final document as soon as it is finalised.*



## 60. NATIONAL SECTOR SKILLS COMMITTEE

The State Department for Labour and Skills Development, under the Ministry of Labour and Social Protection, is mandated to establish Sector Skills Councils in accordance with Executive Order No. 1 of 2025.

In line with this mandate, 14 National Sector Skills Committees (NSSCs) have been constituted, one of which is Hospitality and Tourism.

We are members of the Executive Panel on Hospitality and Tourism Sector skills and so far have been involved in the formulation of draft sectoral National Occupational Standards (NOS) guided by international benchmarks.

To this end, we participated in a national skills committee meeting on Hospitality and Tourism where we discussed:

- Constitution of Executive Panels for the Sub-Sector Skills Committees.
- Mapping of Master Crafts Persons (MCPs) within each sub-sector committee. This will support the creation of a comprehensive MCP database, essential for validating the National Occupational Standards.
- Review of timelines and deliverables for validated National Occupational Standards.

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## 61. CLOSED-DOOR MINISTERIAL ROUNDTABLE - AFRICA SKILLS FOR JOBS POLICY ACADEMY

We participated in a closed-door Roundtable organized as part of the Africa Skills for Jobs Policy Academy. The session brought together a small group of CEOs, Ministers, and World Bank leadership to have an honest conversation about the skills challenges constraining growth in your sector.

The session was chaired by Mamta Murthi, Vice President for People Vice Presidency, World Bank and Ndiame Diop, Regional Vice President for Eastern and Southern Africa, World Bank. Also present at the forum was our CS, Tourism & Wildlife, Rebecca Miano.

We made a presentation on the skills gaps in the sector and how we are managing them, and what we need in terms of skills partnerships to realize that growth potential.

The discussion focused on practical solutions and the insights will directly inform policy recommendations across the region.





## 62. MKTE 2025

We attended the official opening of the 15th Edition of the Magical Kenya Travel Expo (MKTE) and Africa Tourism Investment Forum (ATIF) at Uhuru Gardens. The event was officiated by Deputy President Prof. Kithure Kindiki who was accompanied by CS Tourism & Wildlife Ms. Rebecca Miano and other tourism stakeholders. The event took place from 1st - 3rd October 2025 with the theme: *Sustainable Tourism Growth: Unlocking African Potential*.



## 63. COPYRIGHT MEETING AND PROGRESS ON PAVRISK

KAHC together with other stakeholders have been engaging and attending meetings with CMOS over the years on music tariff payable by the industry. Recently, KAHC developed and submitted a Policy Position Paper (PPP) proposing joint collection of license fees and the levying of music license fees as a percentage of the Single Business Permit (SPB) fee and are awaiting the approval by KECOBO through the legal processes. We encourage members to wait for the final gazette tariff and advisory from KAHC before honoring any invoices for payment of music royalties.

## 64. PUBLIC PARTICIPATION ON THE WILDLIFE CONSERVATION AND MANAGEMENT (ACCESS AND CONSERVATION) (FEES)

We participated in the validation forum that took place on Thursday, 11th September 2025 at Kenyatta International Convention Centre (KICC) Amphitheatre

The documents discussed can be accessed through the link <https://kws.go.ke/ppf/>.

After the public participation forum, the fees were approved and abruptly increased. Through KTF the matter is now in court. Members are urged to contribute towards the legal fees as per the request sent out through KTF.



## 65. KENYA COAST TOURISM INVESTMENT CONFERENCE

The Coast Region Chairman Sven Kampa, together with EO Coast, Dr. Sam Ikwaye attended a panel session on Unlocking Coastal Tourism Investment Opportunities at the Kenya Coast Tourism Investment Conference, organized by the Ministry of Tourism & Wildlife and the Kenya Tourism Board (KTB) at Sarova Whitesands Beach Resort and Spa, Mombasa. The event preceded the Magical Kenya Travel Expo and served as a key platform for strategic dialogue and engagement with stakeholders in Kenya's coastal tourism sector. The Chief Guest at the event was the Cabinet Secretary for Tourism and Wildlife, Hon. Rebecca Miano, EGH.

The conference featured discussions and showcased investment opportunities, alongside presentations on policy interventions aimed at unlocking the full potential of Kenya's coastal tourism economy. It brought together property owners, investors, representatives from national and county governments, tourism associations, the private sector, and development partners to share insights, explore solutions, and strengthen partnerships for the sustainable growth and revitalization of the Kenya Coast as a competitive tourism destination.



## 66. COCKTAIL AT PARK INN RADISSON

The CEO, Mike Macharia, attended a cocktail at Park Inn Radisson. Hosted by Dominic Prendergast, GM and Carsten Wappler, Owner Representative. Present also was the Austrian Ambassador to Kenya among other dignitaries.





**4th Quarter 2025**



## **67. THE 4TH UGANDA-KENYA COAST TOURISM CONFERENCE**

The conference was held on 27th -28th October 2025 at Ocean Beach Resort, Malindi. The forum was preceded by Fam-trips & excursions for delegates from Uganda in the Kilifi, Kwale, Taita-Taveta and Mombasa regions as from 23rd to 26th October 2025. The activity was supported by KAHC members through complementary accommodation to the delegates. The theme of the event was: “Leveraging Youth, innovation and technology for responsive and inclusive tourism”. Dr. Sam Ikwaye, EO-Coast, made a presentation on “Smart tourism service experiences- Innovative placement solutions” in a panel discussion on tech-based Tourism during the conference.

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## **68. ICZM COMMITTEE MEETING HELD ON FRIDAY 31ST OCTOBER AT KENYA MARINE AND FISHERIES RESEARCH INSTITUTE HEADQUARTERS, MOMBASA**

We attended a meeting of the Integrated Coastal Zone Management committee held at Kenya Marine and Fisheries Research Institute (KMFRI) in Mombasa on 31st October 2025. KAHC was appointed to the reconstituted committee. The Committee is domiciled at NEMA.

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## **69. NATIONAL DROUGHT MANAGEMENT AUTHORITY MEETING IN KILIFI COUNTY**

The Association attended the above forum whose aim was to identify the sectors that were affected by drought in the country, identify interventions and select the best response to the drought.

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## **70. TOURISM REGULATORY AUTHORITY (TRA) ANNUAL STATUS REPORT**

The Tourism Act 2011 requires the TRA to undertake, annually, an assessment and audit of tourism activities and services, measures and initiatives at the national level and prepare and publish an annual national tourism sector status report, in consultation with the Minister and relevant lead agencies. The report will then be tabled before the National Assembly. As major players in the Tourism Industry, we participated in a half-day validation workshop at Utalii Hotel, where we gave our comments on the report..

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## **71. PRIVATE SECTOR ENGAGEMENT SESSION ON TOURISM, RECREATION, CULTURE, AND HERITAGE**

The Government of Kenya, with support from the World Bank, is implementing the Kenya Marine Fisheries and Socio-economic Development Project (KEMFSED), a five-year initiative to strengthen the Blue Economy. A key component of this project is the development of a Marine Spatial Plan (MSP) to guide sustainable, inclusive, and equitable use of marine and coastal resources. Within this framework, tourism, recreation, culture, and heritage are critical thematic areas.

In this regard we attended a private sector engagement session on tourism, recreation, culture, and heritage held on 25th November 2025 at the North Coast Beach Hotel in Kilifi County, as part of the nationwide consultation process to develop Kenya’s Marine Spatial Plan (MSP). We gave our insights on the current state of tourism and related cultural and recreational activities along Kenya’s coastline.



## 72. EMPLOYMENT PROMOTION FOR WOMEN FOR THE GREEN TRANSFORMATION IN AFRICA (WE4D)

We participated in a public-private dialogue on technical and vocational education and training for skills development in the tourism sector in Kenya. The dialogue was facilitated by Mascontour and Tierranjeni Africa Limited in collaboration with partners and was held in Mombasa in November.

The dialogue was conducted within the framework of the GIZ Employment Promotion for Women for the green transformation in Africa program, which aims to improve the employment and economic situation of women, especially in companies that are driving the green transformation, with a strong emphasis on sustainable development.

At the forum, we participated in a panel discussion on TVET and Tourism skills development landscape, where we gave the current state of Hospitality-related TVET training, industry skills demands and pathways for stronger collaboration between employers and training institutions.





## 73. GRADUATIONS

### BOMA INTERNATIONAL HOSPITALITY COLLEGE

On 14th November 2025, CEO, Mike Macharia, who is also the Chairman of the Board of Boma International Hospitality College, presided over the 2025 graduation. The ceremony recognized 292 graduates from 10 nations.





## INTERNATIONAL HOTEL & TOURISM INSTITUTE (IHTI)

On 27th November 2025, the college celebrated 20 years of delivering world-class hospitality education and the 15th graduation ceremony. The chief guest at the event was KAHC Board Member and Heritage Hotels Director of Operations, Mr. Wasike Wasike. The secretariat was also represented by Joyce Maina, our Administrative Assistant.



View summary on YouTube:

[IHTI Graduation Ceremony](#)



## UTALII COLLEGE

We participated in the Kenya Utalii College 49th Graduation Ceremony held at the college on Thursday, December 4, 2025, celebrating the Class of 2025. Chief Guest at the event was Cabinet Secretary, Tourism and Wildlife, Rebecca Miano.

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## KENYA COAST NATIONAL POLYTECHNIC

We attended the 6th graduation ceremony, which was held on 11th December 2025. The theme was 'Turning skills into real-world solutions for a better tomorrow.' The Chief Guest was Hon Julius Migos Ogamba, Cabinet Secretary for Education, who sent a representative.

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## 74. SAFARI PARK HOTEL CHRISTMAS TREE LIGHTING

We were delighted to be part of the Christmas tree lighting celebration held in November at Safari Park Hotel. It was a wonderful evening celebrating hospitality and the spirit of the season.



## 75. TECHNICAL AND VOCATIONAL EDUCATION AND TRAINING CURRICULUM DEVELOPMENT (TVET CDACC) VERIFICATION OF PRACTICAL ASSESSMENTS AND PORTFOLIO OF EVIDENCE FOR THE NOV/DEC SERIES

The Association is part of the Tourism and Hospitality Sector Skills Committee under the Ministry of Labour. To this end, we were chosen to help verify practical assessments to ensure candidates satisfy TVET CDACC Tourism and Hospitality skills standards. We sampled five TVET institutions in Nairobi and provided a report highlighting areas for improvement, aiming to help these institutions better prepare students for careers in Tourism and Hospitality.

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## 76. TRANSFORM AFRICA NETWORK

We participated in the Inaugural Transform Africa Network convened by the Strathmore Business School. This premier gathering brought together forward-thinking leaders, innovators, and business owners from across the African continent. Guided by the theme: “For Hearts and Minds That Call Africa Home,” the event provided a unique platform for meaningful dialogue, collaboration, and the co-creation of solutions for Africa’s transformation.



## 77. WORLD TRAVEL MARKET (WTM) 2025

The CEO, Mike Macharia, participated in the event which took place on November 4th to November 6th, 2025, at ExCeL London, bringing together global travel professionals for networking and business discussions under the theme "Reimagining Travel in a Changing World."



## **78. MEETING BY KIPPRA AT KENYA SCHOOL OF GOVERNMENT - 19th NOVEMBER 2025**

The meeting focused on several key areas regarding the regulation of the importation, exportation, transportation, refining, storage, and sale of petroleum. Other topics discussed included the renewal, modification, and issuance of licenses and permits. Key stakeholders in this process include the government, boat users, Beach Management Units (BMUs), and other important entities such as the Maritime Authority and the Kenya Ports Authority.

The development of these regulations aims to facilitate decision-making regarding the country's marine activities while safeguarding the environment.

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## **79. NATIONAL TOURISM PRODUCT AND EXPERIENCE MAPPING [KWALE COUNTY]**

The meeting focused on the ongoing efforts to map national tourism products and experiences.

The Core Mapping Objectives were:

- To develop an integrated focus on our products.
- To market unknown products apart from the common, well-established ones.
- To achieve sustainable tourism and growth.

The meeting successfully identified key tourism products and experiences in Kwale County, highlighting their unique selling points and the challenge of promoting minor attractions. The need to stimulate off-peak season travel through cultural and sporting events was emphasized. The Ministry of Tourism in Kwale also mentioned that previously they picked the Maji Moto attraction, which they have currently mapped and are now working on the accessibility in terms of road networks leading to the attraction.

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## **80. THE AFRICAN UNION INTER-AFRICAN BUREAU FOR ANIMAL RESOURCES (AU-IBAR)**

We attended the Closure Workshop of the Conserving Aquatic Biodiversity in African Blue Economy project - Technical Session 2nd to 3rd December and the High-Level Steering Committee Dialogue on 4th December, 2025. The overall objective of the Project is to enhance the policy environment, regulatory frameworks and institutional capacities of African Union Member States and Regional Economic Communities to sustainably utilize and conserve aquatic biodiversity and ecosystems.

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## **81. WEZESHA DADA, YOUTH ALIVE KENYA (YAK) PROJECT**

KAHC COAST partnered with KUDHEIHA and other stakeholders at the launch of the project. YAK is a national youth-serving and youth-led organisation dedicated to empowering young people to realise their full potential through advocacy, capacity building, and partnerships. Guided by its mission to advance the well-being and active participation of youth, YAK implements transformative programs that champion gender equality, human rights, and economic empowerment for marginalised communities.

YAK was embarking on a new three-year initiative, Wezesha Dada, aimed at economically empowering 540 young women and girls aged 18–35 in the informal settlements of Muoroto and Kibarani, Mombasa County. The project focuses on equipping young women engaged in both paid and unpaid care work with essential skills, financial inclusion, and employment opportunities, fostering resilience, dignity, and sustainable livelihoods within the care economy.



## 82. FAREWELL DINNER FOR AMBASSADOR PAUL MUKUMBYA -CONSUL GENERAL

We participated in a farewell party for Ambassador Paul Mukumbya, whose tour of duty to the Kenya Coast and as a top diplomat has come to an end. During his period at the Kenyan Coast, he was credited with the promotion of the Uganda-Kenya Coast Partnership



## 83. JAMHURI TOURISM WEEK

The CEO, Mike Macharia, was a member of the planning committee for the Jamhuri Week, whose theme was Tourism. In light of this, we participated in a discussion centred on preparations for the week which was themed; Tourism, Wildlife and MICE. The forum was held at Nairobi Serena.







During the Jamhuri week, which was held on 8th -12th December 2025 at KICC, the CEO, Mike Macharia, moderated a conversation on strengthening Kenya's MICE competitiveness.

The theme was positioning Kenya as Africa's Premier MICE Hub.





At the same forum, our Administration Manager, Dr. Leah Ng'ang'a, was a panelist in a discussion on regulatory reform, coordination and governance. The theme of the discussion was: Building a coherent efficient tourism governance framework.



Our Administrative Assistant, Joyce Maina, represented us at our stand at the venue, where she engaged stakeholders and showcased our commitment to excellence in the hospitality industry.







On Thursday 11th December 2025, we participated in the Presidential stakeholder engagements, in which the President, H.E. Dr. William Ruto, launched the following activities and products: Hotel classification, National Wildlife Census Report and Kenya Tourist Passport. The President also got an opportunity to engage the sector on various matters in a town hall session.





We participated in the Tourism Excellence Awards and Gala Dinner held on 11th December 2025 at KICC. The awards aim at recognising outstanding contributions in tourism, performance, innovation and sustainability in the sector. The awards are intended to inspire stakeholders to uphold quality service for the ultimate customer experience, adopt innovation and responsible tourism practices and position Kenya as a leading global destination. The Chief Guest at the event was CS Tourism & Wildlife, Hon. Rebecca Miano.



View more on the Jamhuri Week coverage on Youtube:

- [JKL Live: Tourism—The Dreams Ahead \[Part 1\]](#)
- [JKL Live: Tourism – The Dreams Ahead \[Part 2\]](#)
- [Kenya's tourism sector booms 5 years after COVID-19, driving economic growth – Mike Macharia](#)



## 84. MEDIA ENGAGEMENTS

We participated in more media engagements covered below online:

- Youth and innovation will shape the next frontier of regional tourism [CAPITAL FM]
- Youth and innovation will shape the next frontier of regional tourism [BUSINESS NOW]
- Youth and innovation will shape the next frontier of regional tourism [SOKO DIRECTORY]
- Youth and innovation will shape the next frontier of regional tourism [BUSINESS WATCH]
- Objections to the recent changes to the park-entry payment system.
- Eradicating the Indian House crow





# Happy Holidays

Dear Members, as we approach the end of another remarkable year, we want to extend our warmest season's greetings to you and your teams who work tirelessly to deliver exceptional hospitality every single day.

This festive season is a time to celebrate not only the achievements we've accomplished together but also the resilience, dedication, and spirit of collaboration that define our industry.

May your establishments be filled with joy and warmth during this special time, and may you find moments of rest and renewal with your loved ones.

As we look forward to 2026, we're grateful for your continued partnership and excited about the opportunities that lie ahead.

**From all of us at KAHC, we wish you a Merry Christmas, happy holidays, and a prosperous New Year 2026 filled with success, good health, and memorable moments with family and friends.**



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