

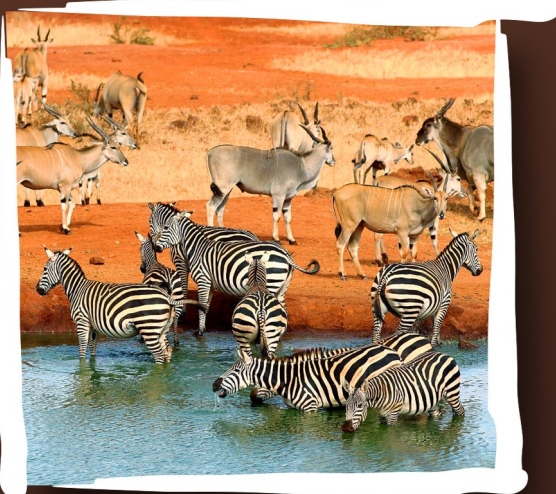


Making Kenya's hospitality globally competitive
KENYA ASSOCIATION OF HOTEL KEEPERS & CATERERS

ADVOCACY & ENGAGEMENT ACTIVITIES

2023

www.kahc.co.ke



Message from the C.E.O



Dear Members and Stakeholders,

As we approach the end of this remarkable year, I am thrilled to reflect on the collective achievements and meaningful engagements that have defined our journey as Kenya Association of Hotelkeepers and Caterers.

Throughout the year, our commitment to excellence and collaboration has been unwavering. We successfully launched initiatives to enhance the overall guest experience, from implementing innovative technologies to elevating service standards. Our efforts to foster sustainability within our industry have gained significant traction, with numerous members embracing eco-friendly practices and contributing to the global conversation on responsible tourism.

Our advocacy efforts have seen positive outcomes, with impactful dialogues and partnerships established to address industry challenges. From navigating the evolving landscape of travel restrictions to collaborating with local communities, we've showcased the resilience and adaptability of our member hotels.

Engaging with our diverse membership has been a highlight, with events, seminars, and networking opportunities fostering a sense of camaraderie and shared learning. The feedback received from our members has been instrumental in shaping our strategic initiatives, ensuring that we continue to serve as a valuable resource for the hospitality sector.

Looking ahead, we are excited about the opportunities that the coming year holds. As an association, we remain committed to championing the interests of our members, fostering innovation, and navigating the ever-changing dynamics of the hospitality industry.

I extend my heartfelt appreciation to each member, partner, and stakeholder for their dedication and collaborative spirit. Together, we have achieved great milestones, and I am confident that our collective efforts will continue to shape the future of our vibrant industry.

Wishing you all a joyful holiday season and a prosperous New Year 2024.

With regards,

A handwritten signature in black ink that reads "Mike Macharia". The signature is fluid and cursive, with the first letters of "Mike" and "Macharia" being notably larger and more stylized.

Mike Macharia

CEO, KAHC

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1st Quarter

2023

Green Tour Project

The GreenTour Kenya Project is a 2nd Phase "Switch Africa Green" project with European Union funding that was implemented jointly by European Centre for Eco and Agro Tourism (ECEAT), Ecotourism Kenya (EK), the Kenya Association of Tour Operators (KATO).

After a four-year implementation period, the Project came to an end in December 2022 and the Project Management Team invited the Association to the closing ceremony to be held on Thursday, 15th December 2022 from 6:00 pm at the Sarova Panafric Hotel, Nairobi.

A key highlight of the closing ceremony was receipt of the "Policy Paper on Tourism Sustainability in Kenya" which was commissioned by the Greentour Kenya Project to identify shortcomings in sustainable tourism development in Kenya.

KAHC was a partner in the Greentour Project as well as contributed towards the development of this Policy Paper.

Meeting with the Cabinet Secretary

The KAHC Board Members in January 2023 paid a courtesy call to Cabinet Minister, Hon Peninah Malonza. The Board presented a raft of issues for consideration by the CS as she settles into her new role.

Here below are some of the issues that were discussed: -

- Flight frequencies to JKIA and MIAM
- Per diem Classification of Towns and Cities
- Hotel Classification and Grading
- Government and Agencies utilizing our facilities
- Kenya Utalii College
- KICC and MICE Business
- Pending Bills
- Beach Traders
- Current Covid-19 situation with China
- Tourism Parastatal Boards
- E-Visa Payments
- Marketing
- Work Permits Committee
- KAHC Annual Symposium
- Business Environment in the Cities
- Hotel Business Financing

We will keep you updated on the outcome of the discussions.

International data privacy day celebrations held at KICC on 26th - 27th January 2023

The office of the Data Protection Commission (ODPC) is a personal data regulatory office whose key mandate is to regulate the processing of personal data, protect the privacy of individuals and provide data subjects with rights and remedies to protect their personal data.

The data privacy day is an international event that occurs every year on 28th January.

The purpose of data privacy day is to raise awareness and promote the right to personal data privacy and provide an opportunity to reflect and share data protection best practices and emerging issues in data protection.

To commemorate the day the office of the Data Protection Commissioner held a data privacy conference on 26th and 27th January 2023. The theme of the event was "Promoting Data Privacy in a Digitally Transformed Economy."

The Chief Guest at the celebrations was the President H.E. Dr. William Ruto.

The Association as well as other stakeholders were also given a free exhibition stand where they were able to show case their products and services.

Regional and national meetings of the panel of experts on the review of the EAC classification criteria for tourism accommodation establishments and restaurants.

The Association through the East African Tourism Platform participated in the ongoing review of the EAC classification criteria for hotels and restaurants.

A meeting was held in December in Mombasa where the team was able to validate three criteria; Motels, Restaurants and Boutique hotels.

In the next meeting the team will validate the assessment tools, guidelines and a criteria for conventions and conference facilities. We will keep you updated on the outcome of the discussions.

Induction of quality assurance auditors for Tourism Regulatory Authority in preparation for assessment

The Tourism Regulatory Authority developed a quality tool to measure compliance with the National Minimum Standards for accommodation and catering facilities. The Authority plans to induct the last group of auditors in preparation for accreditation and assessment in Mt. Kenya region. The induction took place from 27th February to 3rd March 2023 at Naivasha.

The Association participated in the induction and took the participants through the following areas: Kitchen layout & organization, food safety & hygiene, safety & security, and Hospitality facility design and layout-premises & operation requirements.

Invitation to participate in industry expert technical committee meeting on sustainability standards.

Tourism Regulatory Authority in view of its mandate to formulate guidelines and prescribe measures for sustainable tourism throughout the country, has initiated the process of developing the sustainability standards for Tourism subsector & sustainability standards for hospitality subsector so as to outline the minimum standards in aiding sustainable tourism development.

The Authority set up a technical committee to assist in the development of these standards and KAHC was identified as one of the key actors to provide technical advice while developing these standards.

We will keep you updated on the development of these standards.

BRITAM Trustees Conference

The Association being a registered member of the BRITAM umbrella pension scheme was invited to participate in the BRITAM Pension Trustees conference held in South Coast in the month of February. Among the topical areas of discussion was the NSSF Act and regulations. The trustees were taken through the impact of the NSSF Act on the occupational pension schemes and what is needed to safeguard the pension savings of the members.

Diani Municipality Board

The association has been engaging the Kwale county government in coming up with Diani Municipality strategic plan 2022-2027. It is expected that the new status translate into better planning and organization of Diani as a tourism destination.

CBA 2023—2024 Negotiations

As you are aware, our CBA process was heavily affected by the Covid-19 pandemic in 2020 and left us in a situation where we had to seek ways of survival through various joint communiques with the unions.

As a result, our next CBA cycle which was meant to commence in 2021 and cover 2022 was suspended in order to allow members to recover from the effects of Covid-19.

In this regard, we extended the life of the 2019/2020 CBA till the end of 2022 and agreed to review our position after the August elections.

We took a lot of factors such as the cost of financing incurred by our members during the pandemic, the rate of inflation between 2020 and 2021 was given as 21% by the Kenya Government.

The current Consumer Price Index in Kenya stands at 9.6% with food inflation at a runaway rate of 15.6%.as well as the investments that members had to make to mitigate the effects of the pandemic as well as the fact that inflation also affects businesses, to come up with an agreement of a 10% increase in general wages and the same figure for house allowance for the year 2023.

Thereafter we went ahead to discuss 2024 figures and all pending matters, in a series of meetings held in January and February 2023.

To this end we are happy to announce that the CBA negotiations are now complete and document is undergoing the registration process. We will keep you updated and share the document as soon as its registered.

Mombasa Finance Bill 2022/2023

The Association engaged the county government of Mombasa in objecting punitive and discriminatory clauses that required members to pay a percentage of the revenues as county taxes.

The deliberations championed by the Vice Chairman led to the shelving of the clauses by the county government of Mombasa.

Appointment of coast E.O to Mombasa county liquor board

In the recent appointments by HE. Governor. Nasir, the coast E.O has been appointed to serve on the liquor board for a period of 3 years. This appointment will help members in processing liquor license and regulatory issues.

Celebration of World Turtle Day



The E.O Coast joined the Tourism, Wildlife and Heritage Cabinet Secretary Peninah Malonza in unveiling the sea turtle conservation protocol in Mombasa. In a move to mobilise the community to conserve sea turtles, the CS also participated in a beach clean-up exercise along the shores of the Indian Ocean.

The cleanups have become institutionalized by all members units where monthly cleanups (every last Saturday of the month) are undertaken and is all aimed at creating awareness on ocean pollution and gets rid of litter dropped by members of the public, which threatens the life of the marine ecosystems.

Pilot launch of hotel animators course

The association in partnership with Boma International Hospitality College BIHC,

We are in partnership with the Business and BIHC & SwahiliPot implemented a 3 month dual vocational training program in Mombasa for certification in Hotel Animation, Leisure and Recreational studies for 30 youth aged between 18-35 years who are 'Not in Employment, Education, Training (NEET)', under the 'The Global Opportunity Youth Network (GOYN) initiative.

Meeting with C.S. Labour

The CEO together with members of the FKE board held a meeting Labour CS, Hon. Florence Bore. The outstanding matter of NSSF contributions was discussed at length and the CS promised to give feedback to the team.



2nd Quarter

2023

Utalii college nairobi refresher courses closing ceremony

The association attended the Kenya Utalii College Nairobi region refresher courses closing ceremony held on 5th May 2023 at the College, Chief Guest at the event was our Cabinet Secretary, Hon. Peninah Malonza.

KAHC Finance Conference

The KAHC Finance Conference was held on 23rd and 24th April 2023 at Mnarani Beach Club, in Kilifi. The Chief Guest at the conference was Ms. Particia Odeng, Acting MD, KICC

The following topics were covered at the conference:

1. Pension administration and the NSSF Act
2. Tax Invoice Management System (TIMS)-Post Implementation Critique- Wins and Challenges
3. NITA levy
4. NOVACOM Systems
5. Tax exposure areas in the hospitality industry
6. Effective emotional leadership
7. Hospitality Industry CBA
8. Feedback that Counts
9. Tax Advocacy

Global resilience workshop at Kenyatta University

The CEO represented KAHC at the Global Resilience Workshop at Kenyatta University which was presided over by CS Malonza and PS Oloo. We gave our perspective regarding crisis management and resilience in the tourism industry.

KAHC MOMBASA MEMBERS COCKTAIL

After our last board meeting in Mombasa, we held a successful members' cocktail which was created very good rapport between members.

KAHC & KUDHEIHA HR CONFERENCE

The 6th Human Resource Conference was held on 18th and 19th May 2023 at Bamburi Beach Hotel. The conference was attended by over eighty participants drawn from the Union and KAHC Human Resource Managers. The theme of the conference was "21st Century Human Resource Practices in the Hospitality Industry".

The following topics were covered during the conference:

1. The Effects of Climate Change on Employment in the Hospitality Industry.
2. The Impact of Precarious Work on the Hospitality Industry.
3. Pension Administration
4. Implementation of the NSSF Act.
5. Employee Wellness Programs
6. Implementation of the new CBA.
7. NITA Levy
8. Employee Engagement

Our Coast Region Chairman, Francis Msengeti, gave the closing remarks at the conference.

COURTESY CALL TO DIRECTOR GENERAL TOURISM REGULATORY AUTHORITY (TRA)

The CEO accompanied by the Nairobi Region Chairperson, Dr. Florence Njau, had a courtesy call with the new Director General of TRA, Mr. Nibert Talam.

They discussed various matters touching on the mandate of the Regulator, such as Hotel Classification & Star Rating, Quality Assurance, Standard formulation and also Duty Exemption for hotels.

The parties agreed to cooperate and work together to regulate the industry in order to enhance the standards of the destination.

KTB and Industry Workshops

We held two meetings with Kenya Tourism Board, one with the management team in a half day workshop at KICC and one with the new board of directors at Mercure Hotel in Nairobi.

At both meetings, the industry was concerned with the KTB strategy and wanted to get more in terms of the direction that KTB is taking in destination marketing.

Our National Chairman, Nairobi Region Chair and other board members were present at the engagements.

MEETING WITH SENATE COMMITTEE CHAIRMEN

Under the auspices of KEPISA, the CEO attended a meeting with all Senate Committee Chairmen in Mombasa.

Various issues were discussed and the CEO was privileged to make presentations to the committee regarding increased air access to both JKIA and MIAM as well as the emerging labour issues in Kenya particularly the proposed amendment of the Employment Act by Senate.

We also discussed the proposed finance bill and the potential impact on businesses and the proposed NHIF contributions. We requested Senate to drop the Employment Act amendment as well as the NHIF requirement for employer contributions and also seek ways of rejecting the finance bill.

APPOINTMENT TO THE NSSF BOARD

The National Labour Board was reconstituted after a period of almost two years and the CEO was appointed as one of the employers' representative on the board.

APPOINTMENT TO THE NATIONAL LABOUR BOARD

The CEO was appointed to the NSSF Board as a representative of employers.

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

H.E the President, Dr. William Ruto hosted a delegation from FKE at State House. The purpose of the meeting was to discuss the proposed finance bill in order to find a way forward together with stakeholders.

The hospitality fraternity was represented by one of our board members, Mr. Jimi Kariuki as well as the CEO. We took the opportunity to highlight the importance of increased air access into Kenya and particularly the case of Turkish, KLM, BA and Qatar airlines.

We also discussed the finance bill and a committee comprising of the government and private sector was set up to provide advise to the President.

MEETING WITH PS OLOOTUA AND INDUSTRY CAS'S

Under KTF, we paid a courtesy call to Tourism PS Olootua and discussed various areas of cooperation. We also presented a matrix of issues that we felt needed the attention of the Ministry.

MEETING WITH PARLIAMENTARY COMMITTEE ON LABOUR

The CEO attended a meeting with the Parliamentary Committee on Labour in Mombasa and repeated our calls for the abandonment of the proposed amendment to the Employment Act. We also expressed our deep concerns regarding the proposed Finance Bill.



3rd Quarter

2023

International Labour Conference 2023



The Association participated in the **111th International Labour Conference** on 5th to 16th June 2023 in Geneva, Switzerland. We actively participated in the committee on standard setting where a new standard was set on Apprenticeships. Kenya as a member state of the International Labour Organization will adopt these standards as part of the Kenyan Labour Laws.

Our President, H.E. Dr. William Ruto also attended the conference and had an opportunity to make a speech at the plenary during the World of Work summit that was held during the Conference. We also had the pleasure of being invited to attend a luncheon in honour of the President at the Kenyan Embassy in Geneva.

Here below are links to the discussions and also to the Apprenticeship standard passed at the session.

- [Recommendations concerning quality apprenticeships](#)
- [Event Review](#)

Cushioning the Tourism Industry workshop

The Association attended a workshop by the Global Tourism Resilience and Crisis Management Centre in June aimed at exploring ways to cushion the industry during crisis.

The meeting discussed possible fiscal, financial and technical support to tourism enterprises and employees during times of crisis.

The necessary legislation to prevent bankruptcy, address liquidity shortages and promote job retention. This will enable the Centre to come up with policies and programs to assist the industry during crisis periods.

Presentation of the Utalii College MDPs 2023

The Association made a presentation at this year's Management Development Programs session in July.

The topic of the presentation was "*The Future of the accommodation sector in Kenya post-Covid -19 Era, Lesson learned and the way forward.*"

In attendance were 35 managers from various establishments in the country.

AFCTA Consultative Workshop on Guided Trade Initiatives

The Guided Trade Initiative is an initiative by the AFCTA secretariat aimed at kick starting meaningful trading among the partner states.

It is in this regard that the Association was invited to attend a workshop by the State Department of Trade to discuss countries that Kenya would like to venture in and also to trade with.

The sectors that were identified were Tourism, Finance, Business Services, Communication and Transport.

The opportunities available are in the following countries; CEMA (Cameroon, Congo, Gabon, Equatorial Guinea, Central African Republic and Chad) EAC (Kenya, Uganda, Rwanda, Burundi and Tanza-

nia) Djibouti, DRC, Eswatini, Lesotho, Malawi, Mauritius, Namibia, Seychelles, Zambia and Zimbabwe. These countries have presented Schedules of Specific Commitments for consideration.

We urge members that are interested in setting up hotels and restaurants in these countries/regions to reach out to the secretariat so that we can engage the Department of Trade further on this matter.

Validation Forum on Review of KWS National Parks, Reserves & Sanctuaries Conservation Fees

Kenya Wildlife Service (KWS), on 17th August 2023, held a forum of diverse stakeholders in the tourism, hospitality, travel, and wildlife industry to deliberate on the park fees pricing adjustments. Some of the concerns raised were:

- The need to be considerate of the price increment given the seasonality and timelines proposed. A start date of July 2024 or wishfully January 2025 was proposed for the new tariffs. Instant price hikes majorly affect Nairobi National Park, Amboseli, and Lake Nakuru.
- Consideration of gradual price increments as opposed to instant – in some cases double – increase noted in the new fees table.
- Prioritization of Kenyan and East African citizens as opposed to residents – Africans from other regional blocs and global tourists.

- It was noted that comparatively Tanzania, Zambia, Zimbabwe, and South Africa fees are relatively lower, being some of the main competitors in the regional and global tourism space, there would be need to set competitive prices.
- Nairobi National Park – Kenyan and EAC citizens fees proposed for a review to Ksh.1,500 to the proposed rate of Ksh.2,000 per person.
- The easy access given to taxi and self-drive vehicles to the park was questioned and marked for regulation by the relevant authorities.

The Director General, assured the industry of a review of the park fees in consideration of the raised concerns. In return to the conservation fee increments, Director General promised improvement of services to increase customer satisfaction in various capacities.

Stakeholders Meeting with Narok County Governor

The Association attended a stakeholder's forum by Narok County. The purpose of the forum was to discuss the implementation plan for the Maasai Mara Management Plan, part of this will be an increase in the park fees.

KTF is engaging the County on the park fees matter and the period for the tickets. The Secretariat shared a report with the details of the meeting discussions with the members on email.

Kenya Parks Investors' forum

Kenya Wildlife Service (KWS), held an inaugural Kenya Parks Investment Forum themed "Invest in Kenya Parks where Nature and Community Meet Opportunities." The forum was graced by the then Cabinet Secretary (CS) Tourism, Wildlife, and Heritage Hon. Peninah Malonza.

The forum aimed to provide information to potential investors on opportunities to invest in KWS facilities. Some of the opportunities presented were development of eco-friendly lodges, tented camps, restaurants, bandas, camping sites among others.

To learn more about the Investment opportunities, the lease terms and investment process, find the soft version of the prospectus on this link. [VIEW PROSPECTUS](#)

E-Citizen Induction Forum

Kenya Wildlife Service (KWS) held an E-citizen Induction Forum with Tourism stakeholders with the aim of training and demonstrating to stakeholders how the e-citizen platform works and how to successfully apply for park tickets online.

Following the unending concerns of stakeholders, KWS in collaboration with other relevant authorities formed a committee to forward all sector specific issues working closely with KWS, Treasury, and E-citizen to make sure the platform is as user-friendly as possible.

A help desk was also recommended to be stationed at KWS to settle concerns raised by stakeholders.

Consultative Meeting on Hotel Accommodation for the Africa Climate Summit (ACS) and Africa Climate Week (ACW)

The Cabinet Secretary held a meeting with Nairobi Hotels to share thoughts on the general preparedness of the industry ahead of the Africa Climate Summit held on 4th to 6th September 2023 at KICC. Kenya hosted this year's Africa Climate Week in partnership with the UN Framework Convention on Climate Change (UNFCCC) from 4th to 8th September 2023.

In attendance at the meeting was CS Tourism, PS Tourism, Tourism Secretary, Parliamentary Committee on Tourism and Wildlife members and Chairperson, KAHC Nairobi Region Chairperson- Dr. Florence Njau, KAHC CEO, Nairobi Region KAHC Members, CEOs of various Government Agencies, CEO KATO, CEO KTF among other stakeholders.

The meeting agreed on the following:

- There is need to hold regular meetings with stakeholders to discuss issues affecting the industry.
- Parliamentary Committee on Tourism and Wildlife is ready to support the industry by lobbying for funding, legislation and policy.
- The industry should always aim at giving a magical experience to the guests that come into the country.
- Mapping of Kenya's attractions was on going in collaboration with the Counties and this would be showcased in due course.
- The industry would collectively market the sector, both the Government and the Industry had a role to play.
- Government will aggressively look into the matter of regulation of the tourism industry and especially look into AirBnBs.

Beach Clean-Up Exercise



Hoteliers engage on joint monthly scheduled beach clean-up activities and hotel fronts clean-ups, as part of a CSR and creating public awareness on importance of conservation and promotion of a clean beach.

The collected trash is weighed to determine the quantity collected, public participation is encouraged.

Pic A. beach clean-up team Severin and Team Plaza



Pic B. Team Whitesands and Team Travellers

Regional Engagements

The Coast Region had the privilege to host the KAHC CEO Mr. Mike Macharia to the tour of the region. The team had an opportunity to engage members through regional meetings and visits to member units across the region.

In Kilifi, the team lead by the CEO engaged members on the effects of VAT Act 2023 on businesses. They response to questions and offered clarifications to members on the new CBA with KUDHEIHA. In the same meeting, members received a presentation from the Uganda Ambassador to Kenya Ambs. Paul and shared highlights in to the forth coming media launch and conference in Diani.

Also in attendance was the Kilifi county branch boss Mr. Zablou, who confirmed that due to good labour relations there where no pending matters for arbitration before CDC. Members were urged to take advantage of the Ugandan market to further develop and grow inter regional business.

Members were encouraged to regularly attend association programs, events and meetings and reach out to the secretariat through emails and other platforms to seek timely clarifications and updates.

We also had regional engagements in Nairobi where we visited members as we continue with our outreach.



Pic showing Kilifi Members Regional meeting held at Ocean Beach hotel 04.09.2023



Regional Engagements

Call for Partnerships with Hoteliers

Mr. Charles, KAA Diani Airport manager engaged members on the progress of infrastructure development in the region including the expansion of the Diani airport runway.

To enhance timely updates, the teams agreed to form a WhatsApp group under KAHC to update members on critical issues affecting the Airport and operations.

Hon. Mutua, the CECM in charge of Tourism Updated members on the ongoing infrastructure development programs in the county and reaffirmed the county government's commitment to working with the stakeholders to promote tourism in the county.

He promised to take the lead in re looking at the stalled beach management bill for Kwale County. The meeting agreed to hold regular structured meetings on various topical issues in form of round table sessions.

Diani members held a further meeting with Hon. Chirema Kombo, Deputy governor, held at Neptune Convention Centre on Friday 22nd September, 2023. The Deputy Governor was represented by the CECM Tourism.

The meeting considered the Status of the Tourism Industry, Challenges experienced by the hoteliers, Partnerships with County Government and a way forward where members expressed concern that the county leadership needed to consider supporting and investing in tourism as the mainstay of the region.

It was agreed that the County Government should do their part to support the devolved functions as well as complement the National government to enhance harnessing the potential of destination Diani including destination marketing and promotion.

To enable synergy, the county government undertook to strive to work hand in hand with stakeholders and eliminate apparent disconnections that continue to draw the sector back.

They agreed to put in place to foster closer working relationship between sector stakeholders with periodic meetings to assess the progress made.



Hill Park Team led by Director Joseph Wanjui and General Manager Reuben Kagai.



Pic showing KAHC south coast region members meeting at Neptune Convention Centre, Diani on 08.09.23



2nd Meeting KAHC Southcoast Hoteliers with Hon. Mutua, CECM Tourism Kwale County held at Neptune Convention centre, Diani on 22.09.2023

Media launch Uganda-Kenya Coast Tourism Conference in Diani

The association members across the region joined other stakeholders for a successful media launch for the 2nd conference to take place from 13th -14th November, 2023

at Paradise Beach Resort & Spa in Diani-Kwale County,

Under the theme "Consolidating networks, synergies and diversity to maximize the tourism potential between Uganda and Kenya coastal region."



Mr. Vikram Korla, Regional Director of Operations, Neptune Hotels, sharing a handshake with Amb. Paul from Uganda Consulate during the Media launch for the upcoming Uganda conference in November 23.

Members were reminded to register for the event and support the farm trip by Uganda tour operators in promotion of the region.

- <https://youtu.be/rJcyNMLnTkY?si=4INjpZztrJ7uwwp>
- <https://youtu.be/mJDxQeiCSpl?si=pk-cBmJU4Hbz1qh3>
- <https://www.kbc.co.ke/kenya-uganda-band-together-to-promote-each-others-tourism-sectors/>
- https://youtu.be/fygTO_E_dko?si=xq71fLZ5afXYQe4s
- https://youtu.be/1fLw_xtvsgU?si=mLUdzuF2JEyR9Ym1
- <https://x.com/ubctvuganda/status/1702244633701495284?t=JLMWYh2o-5trcaDR9E9jLw&s=08>
- <https://twitter.com/UgandaMFA/status/1701899680907395271?t=kLprOaCgRh2eOSR-70nUjw&s=08>
- <https://softpower.ug/second-uganda-kenya-coast-tourism-conference-farm-trip-launched-in-kenya/>

World Tourism Day Celebrations in Mombasa and Embu

The tourism industry in Mombasa participated in a commemorative walk and hosted a breakfast Meeting with HE Governor Abdulsammad Sharrif Nassir where the commitment to push for more direct flights to Mombasa was discussed.

The engagements between the county government of Mombasa and tourism industry stakeholders were among the highlights of the word tourism day celebrations. The rich discussions among stakeholders revealed a substantive degree of convergence and common ground among stakeholders and County Government.

One of the resolutions was tasked to the department of tourism to establish a team of industry experts to work with the county government to facilitate the harnessing of expertise and experiences within the county to guide tourism development in the County.

This team will play a significant role in bringing together a critical mass of relevant actors to work collaboratively and strategically through an open and inclusive participatory process to rejuvenate the tourism industry in Mombasa.

With an immediate focus on programs targeting business expansion in Mombasa, and focus on short term programs between now and December, 2023, as well as institute long term strategies that will reposition Mombasa County as a preferred Tourism and Investment Destination.

We also joined CS Malonza, P.S. Oloolua and the Governor of Meru H.E. Mbarire for the chapter celebrations in Meru. Below are links to media:

- https://youtu.be/bWFrEm_pfnQ?si=NXzR91pC7J9Qfg0A
- <https://youtu.be/slzU2lLzbJM?si=Lot98CyGfBT9Um27>
- <https://youtu.be/yNZm2lRQ7tI?si=21HxVPAy1z3BVjt5>
- https://youtu.be/YcZM7fxHl_A?si=13R1ruaVv12VoJj

Customer Service Week

To mark our customer week celebrations, we organized a special breakfast meeting for KAHC GROs & FOs in Northcoast region to discuss on various issues that would enhance customer experience in the coastal region.

Our aim is to ensure safety of our guests, conservation of our environment and coastal guest experience.

Ms Lucieta, HRM Travellers made remarks on the role of GROs & FOs, she mentioned an additional factor to guest relation services, a hotel GRO/ FO as a data analyst, this involves use of data analytics skills and tools to improve the guest experience and satisfaction of the hotel.



Picture of KAHC Guest Relations Officers & Front Office personnel posing for a photo. Also in the photo is Ms. Lucieta, HRM travellers breakfast meeting at travellers beach hotel, 06.10.2023

Engagement with Strathmore Business School

The CEO was invited to give a keynote address to Masters Students, Visitors and members of the Academia at Strathmore University's School of Hospitality. Some members including Mtana Mwachunga (Jacaranda Hotels) and Mbithe Wambua (Fairmont) also participated and gave key insights as panelists.



19th KAHC Symposium and Charity Golf Tournament

The Association held its 19th Annual Symposium and Charity Golf Tournament on 22nd to 24th June 2023 at Sarova Whitesands Beach Resort and Spa & Nyali Golf Club.

[Click / Tap here to view symposium report.](#)



4th Quarter

2023



Consultative meeting between Ministry of Tourism and Wildlife and KAHC

KAHC Board led by National Vice Chairman Wasike Wasike met with the CS Tourism & Wildlife Hon Dr. Alfred Mutua with his team comprising of PS Tourism John Oloolua and others.

The team held very good discussions around key areas to increase tourism numbers as well as support for the industry.

See event photos next page

Key Issues:

The main issues revolved around:

1. Increased air access into Kenyan airports
2. Increased marketing funds for KTB,
3. e-Visa issues
4. Kenya Utalii College
5. Government pending bills
6. Beach traders and
7. Representation on parastatal boards



KAHC Team from left: Finance Officer Lawrence Wafula, KAHC Board Treasurer Catherine Murage, KAHC National Vice Chairman Wasike Wasike, KAHC CEO Mike Macharia and KAHC Board Member Mugo Maringa



Tourism & Wildlife C.S. Hon Dr Alfred Mutua with Tourism PS John Oloo





Stakeholder delegation engagement with Kenya Tourism Board

Before the meeting with CS Tourism, KAHC CEO Mike Macharia was part of a stakeholders delegation that engaged with the top leadership of Kenya Tourism Board in discussions around KTB's new strategic plan.

Members gave valuable input that will enrich the draft document which was very well thought out. We will update you as soon the strategy is published.



Magical Kenya Travel Expo 2023



Kenya Tourism Board (KTB) held the Magical Kenya Travel Expo (MKTE) and East Africa Regional Tourism Expo (EARTE) 2023, hosted by KTB on November 20th to 22nd 2023, at the Kenyatta International Convention Centre (KICC).

Alongside the MKTE, Kenya also hosted the third edition of the East Africa Regional Tourism Expo (EARTE). The EARTE is a regional travel fair, hosted by the East African Community partner states on a rotational basis.

Our CEO was a moderator at one of the panel discussions on: ***"The influence of evolving technology on the tourism sector."***



World Travel Market

The Association took part in this year's event from 5th to 7th November in London. We had an opportunity to network and discuss business opportunities.



TRA Strategic plan

The Association attended a validation workshop, held at Bomas of Kenya, by TRA for their strategic plan 2023-2027. The aim of the plan is to create a conducive business environment that will foster the growth of the industry.



Diaspora Conference

The Association participated and was a panelist through our CEO at the recent Diaspora conference held at KICC.

At the forum we spoke on the theme: **Diaspora Investment in Real Estate: Tourism Accommodation, Restaurant and Amusement parks.**

Boma International Hospitality College (BIHC) Graduation

The CEO attended the 7th graduation ceremony of the college held on 30th November 2023.



Meeting with ILO Secretary General

The CEO through the FKE Board had a meeting in Nairobi with the ILO Secretary General, Mr. Gilbert Hounbo. The meeting discussed the support needed by enterprises, capacity building for employers organisations, productivity, skills and the importance of strong social dialogue and plans for the global coalition for social justice.



Presentation of Memo on Employment (Amendment) Bill to Parliamentary Committee on Labour

The Association through our CEO was present at the presentation of a memo by FKE on the Employment (Amendment) Bill 2022, to the Parliamentary Departmental Committee on Labour.

FKE opposes the bill because it represents radical changes to the Employment Act 2007, that will curtail the right to manage enterprises



Meeting of the technical experts on the classification criteria for accommodation facilities and restaurants



The Association on invitation of the East African Tourism Platform (EATP) participated in the meeting that was aimed at finalizing the code of conduct for Assessors and assessment sheets for the EAC Classification of tourist accommodation establishments, restaurants and convention centres.



Thereafter the Sectorial Council on Tourism and Wildlife Management adopted the classification criteria, assessment sheets and code of conduct. This means that the Ministers in the EAC region have endorsed these documents to be used in the next classification exercise, once it is announced in the respective partner states.

Magical Kenya Signature Experience

We attended the award ceremony of the Magical Kenya Signature Experiences 2023. The guest of honour at the function was the PS Tourism, John Olotuua. The event awarded 18 experiences, some of those feted were our members Basecamp Explorer and Saltlick Safari Lodge. KAHC was also recognised for their participation as an External Evaluator of the Experiences. We urge more members to participate in this program to reap from the benefits that accrue from the marketing platform offered by KTB.

The list of the 2023-2025 collection can be found using this link

<https://www.magicalkenya.com/mkse/new-signature-experiences/>



Eco Warrior Awards



The Association attended and was a sponsor at the 2023 Eco Warrior Awards held at Trademark Hotel, the theme for this year's event was "Sustainable Tourism: A Brighter Future for People, Planet and Profit. The event aims at putting on the focus the tourism industry players who have demonstrated notable achievements in the pursuit of sustainable tourism in their operations. They have shown dedication to safeguarding Kenya's stunning natural landscapes, engaging local communities and building the local economy in their respective award sub-categories.

The following members emerged winners at the event:

Addressing Climate Change Through Adaptation & Mitigation Sub-Category

- Mara Serena Safari Lodge - WINNER
- Kilaguni Serena Safari Lodge –1st RUNNERS UP

Promoting Biodiversity Conservation Subcategory sponsored by the Kenya Association of Hotel Keepers & Caterers.

- Serena Beach Resort and Spa -WINNER
- Governors' Camp Collection –1st RUNNERS UP
- Saruni Rhino -2nd RUNNERS UP

Promoting Heritage & Cultural Integration Sub-Category

- Serena Beach Resort and Spa -WINNER
- Basecamp Maasai Mara –1st RUNNERS UP
- Sarova Lionhill Game Lodge 2nd RUNNERS UP Promoting Local Economies Sub-Category
- Basecamp Maasai Mara -WINNER
- Elewana Elephant Pepper Camp Maasai Mara -2nd RUNNERS UP

Congratulations to all the winners. For more details on the event please visit <https://ecotourismkenya.org/ecowarrioraward/>

Tourism Regulatory Authority Standards.

As you may be aware, the Tourism Regulatory Authority was established with the aim of regulating the Tourism Industry. Part of its mandate requires them to formulate guidelines and prescribe measures for sustainable tourism throughout the country.

To this end the Association was invited to participate as members of a technical committee to discuss the standards. The following are the new standards being discussed:

- Universal Access standard for the tourism and hospitality sector
- Tourism Destination Management standards

A draft copy of the two standards was shared with the members for their comments. We will keep you updated on the way forward on the two standards as we continue to represent the Association in the committee.

Digitalization of the EAC Classification criteria for hotels

The Tourism Regulatory Authority has the mandate to carry out standardization of the hotels. In order to do this, the Regulator is using the EAC Classification Criteria and a quality audit tool for accreditation. To prepare for these activities, TRA carried out a pilot classification and accreditation exercise for the automation of the exercise.

The Association secretariat and some of our members in Nairobi took part in the exercise.

International Hotel & Tourism Institute Graduation

The Association was a guest at the 13th IHTI graduation that took place at Nairobi Hospital Convention Centre.

The Secretariat presented an award for the Best Overall BTEC HND Hospitality Management Student.



Employer of the Year Awards

Federation of Kenya Employers, and the Kenyan business community came together on October 6th, 2023 for an evening of glamour, recognition, and celebration at the Employer of the Year Awards Gala Dinner 2023. Hosted at the Safari Park Hotel, Nairobi, the event honored outstanding employers who have demonstrated a commitment to excellence in workplace practices and is meant to set the benchmark for workplace standards in Kenya.

For more details please visit:

<https://eya-kenya.org/>





Happy Holidays

As we approach the holiday season, we wish to express our sincere gratitude for your dedication, collaboration and partnership. Your contributions have been the driving force behind our success, and we look forward to continued achievements in the coming year.

May this festive season bring you and your families moments of joy, warmth, and celebration.

Wishing you and your loved ones a Merry Christmas and a New Year 2024 filled with prosperity, growth, and shared successes.



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