

# K.A.H.C

## Activity Updates



### 3<sup>RD</sup> QUARTER 2023

#### 19th KAHC Symposium and Charity Golf Tournament

The Association held its 19<sup>th</sup> Annual Symposium and Charity Golf Tournament on 22<sup>nd</sup> to 24<sup>th</sup> June 2023 at Sarova Whitesands Beach Resort and Spa & Nyali Golf Club. Here below please find a link to the event's report for further details.

[View Symposium Report](#)

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# International Labour Conference 2023



The Association participated in the **111<sup>th</sup> International Labour Conference** on 5<sup>th</sup> to 16<sup>th</sup> 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 Tanzania) 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 low-

er, 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.

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### 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](#)

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### 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 Amb. 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*



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

## Cushioning the Tourism Industry workshop

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 Ambassador 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=4lNjpZtzrJ7uwwp>
- <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/fygTO_E_dko?si=xq71fLZ5afXYQe4s)
- [https://youtu.be/1fLw\\_xtvsgU?si=mLUdzuF2JEyR9Ym1](https://youtu.be/1fLw_xtvsgU?si=mLUdzuF2JEyR9Ym1)
- <https://x.com/ubctvuganda/status/1702244633701495284?t=JLMWYh2o-5trcqDR9E9jLw&s=08>
- <https://twitter.com/UgandaMFA/status/1701899680907395271?t=klprOaCgRh2eOSR-7OnUjw&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 Sharif 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 world 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. Oloolta 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/bWFrEm_pfnQ?si=NXzR91pC7J9Qfg0A)
- <https://youtu.be/slzU2lLzbJM?si=Lot98CyGfBT9Um27>
- <https://youtu.be/yNZm2lRQ7tI?si=21HxVPAy1z3BVjt5>
- [https://youtu.be/YcZM7fXhI\\_A?si=13R1ruaVvl2VoJj](https://youtu.be/YcZM7fXhI_A?si=13R1ruaVvl2VoJj)
- <https://youtu.be/UaLzfO8A1Xk?si=REK6dl64MRDTKmtc>

## Customer Service Week

To mark our customer week celebrations, we organized a special breakfast meeting for KAHC GROs & FOs in North-coast 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 Mwahunga (Jacaranda Hotels) and Mbithe Wambua (Fairmont) also participated and gave key insights as panelists.



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