



Making Kenya's hospitality globally competitive

KENYA ASSOCIATION OF HOTEL KEEPERS

SOCIAL MEDIA RECAP

From April- Aug 2021

By Zeynab Ali



Interview on KTN News

Topic: Tourism Sector Recovery.
How hotels are coping with the regulations set up by the ministry of health.

Date: Aug 5th

Link:
<https://www.youtube.com/watch?v=w1BVgaCVuN4>

Impressions - 328

Impressions Value-17, 384

Engagement - 12



Interview on KTN News

“We encourage all Tourism members to please get their staff vaccinated says Mike Macharia”

Impressions - 653

Impressions Value-34,609Kshs

Engagement - 33

New Magical Kenya book provides Covid safety guidelines



Ministry of Tourism and Wildlife Cabinet Secretary Najib Balala holds a copy of the 'Magical Kenya Tourism and Travel, Health and Safety' protocols for the new normal at the ministry offices in Nairobi yesterday. The guidelines will streamline how the hospitality sector operates to curb Covid-19 spread. With him is Kenya Association of Hotel Keepers and Caterers Chief Executive Officer Macharia Muthondu.

Nation Newspaper Article

Topic: New Magical Kenya Book Provides Covid Safety Guidelines

Impressions - 192

Impressions Value- 10,176 Kshs

Engagement - 18

Meeting should take place with a maximum of 30 says
Hon. @tunajibu. Restaurants to close at 9pm and not
7pm.



CS Balala says hotels, restaurants to close at 9pm

CS Balala says hotels, restaurants to close at 9pm

Balala: Meetings can happen of up to 30 peopleGovt warns touris...

youtube.com

Interview on Citizen News

Topic: CS Balala says hotels, restaurants to close at 9pm

Date: Aug 5th

Link:https://www.youtube.com/watch?v=j1TLph_icjs

Impressions - 123

Impressions Value- 6519kshs

Engagement - 5



KAHC Kenya @KAHC_Kenya · Aug 5

Players in the Hospitality Industry not observing Covid protocols will lose their license. More on this on @KTNNewsKE



Players in the Hospitality industry found guilty of not observing...
#Kenya #KTNNews #KTNPrimePlayers in the Hospitality industry found guilty of not observing covid-19 protocols to lose licenceWatch ...
youtube.com

Interview on KTN News

Topic: Players in the Hospitality industry found guilty of not observing covid-19 protocols to lose license.

Link:

<https://www.youtube.com/watch?v=Fd7CpTj3psA>

Impressions - 120

Impressions Value- 6,360

Engagement - 4



We were the first industry to develop the a complete & comprehensive Magical Kenya safe travel protocols.



METROPOL BUSINESS NEWS @ 1

METROPOL BUSINESS NEWS @ 1

youtube.com

Interview on Metropol News

Topic: Tourism Protocol

Dated: Aug 9th

Link:

<https://www.youtube.com/watch?v=s0QSUJACKSE>

Impressions - 175

Impressions Value- 9,275Kshs

Engagement - 4



Interview on Metropol News

Topic: Kenya's Tourism Comeback amid the pandemic

Dated: 11th Aug 2021

Link:

<https://www.youtube.com/watch?v=LJpknIQHZuc>

Impressions - 490

Impressions Value- 25,970 Kshs

Engagement - 19

You Retweeted

Mike Macharia @MikeMacharia11 · Apr 27

Afternoon re: Tourism with @Ashleymazuri on @KTNNewsKE Bottomline Africa: COVID-19 disruption youtu.be/tG9ymKInxWw via @YouTube @mohammedhersi @KAHC_Kenya @KTF_Kenya @TourismEA



Bottomline Africa: COVID-19 disruption

#Kenya #KTNNews #KTNPrimeSUBSCRIBE to our YouTube channel for more great videos: <https://www.youtube.com/Follow us on Twitter...> [youtube.com](https://www.youtube.com)

Interview on KTN

Topic: Bottomline Africa: COVID-19 disruption

Date: 27th April

Link:
<https://www.youtube.com/watch?v=tG9ymKInxWw>

KAHC Kenya @KAHC_Kenya · May 5

Tourism players ramp up promotions, move out to lure customers.



Open for Business: Tourism players ramp up promotions, move out t...
#Kenya #KTNNews #KTNPrime Hotels and restaurants are on a
promotion drive following the lifting of the lockdown measures in fiv...
[youtube.com](https://www.youtube.com/watch?v=5DDrr1WLWzk)

Interview on KTN

Topic: Open for Business: Tourism players ramp up promotions, move out to lure customers

Date: May 3rd

Link:

<https://www.youtube.com/watch?v=5DDrr1WLWzk>

Impressions - 141

Impressions Value- 7,473Kshs

Engagement - 1

KAHC Kenya @KAHC_Kenya · May 5

CEO @MikeMacharia11 discussing hoteliers survival amid Covid-19 in Kenya with Allan Aoko



Hoteliers survival amid Covid-19 in Kenya

Host; Allan AokoGuest; Mike Macharia - C.E.O, Kenya Association of Hotel Keepers and CaterersConnect with KBC Business;Subscribe t...

youtube.com

Interview on KBC

Topic: Hoteliers survival amid Covid-19 in Kenya

Date: May 3th

Link:

<https://www.youtube.com/watch?v=9ARmHWZEAU0>

Impressions - 119

Impressions Value- 6,307 Kshs

Engagement - 2

KAHC Kenya @KAHC_Kenya · May 5

CEO @MikeMacharia11 @citizentvkenya to discuss vaccination of tourism sector players begin in Mombasa.



Vaccination of tourism sector players begin in Mombasa
Vaccination of tourism sector players begin in MombasaExercise
targeting 3,000 employees in the sector
[youtube.com](https://www.youtube.com/watch?v=dw8_IS1eQmQ)

Interview on Citizen

Topic: Vaccination of tourism sector players begin in Mombasa

Date: May 4th

Link:
https://www.youtube.com/watch?v=dw8_IS1eQmQ

Impressions – 139

Impressions Value- 7,367 Kshs

Engagement -3

TV Interview

Citizen TV (Day Break)

Date: 5th May

Topic: Kenya-Tanzania trade deals (part 1)

Link:

<https://www.youtube.com/watch?v=N1V3JURDZqY>

Impressions – 138

Impressions Value- 7314 Kshs

Engagement –18

KAHC Kenya @KAHC_Kenya · May 6

Check out @MikeMacharia11 discussion on @citizentvkenya on Kenya-Tanzania trade deals (Part 1)



DAY BREAK | Kenya-Tanzania trade deals (part 1)

[youtube.com](https://www.youtube.com/watch?v=N1V3JURDZqY)

TV Interview

Citizen TV (Day Break)

Date: 5th May

Topic: Kenya-Tanzania trade deals (part 2)

Link:
https://www.youtube.com/watch?v=n_6e-fFqCkE



DAY BREAK | Kenya-Tanzania trade deals (part 2)

TV Interview

Citizen TV (Day Break)

Date: 5th May

Topic: Kenya-Tanzania trade deals (part 3)

Link:

https://www.youtube.com/watch?v=n_6e-fFqCkE

Impressions – 158

Impressions Value- 8374 Ksh

Engagement –3

KAHC Kenya @KAHC_Kenya · May 7

"Make it easier for people to move. This will create opportunities and we will see a lot of investors. The strength of a common market is intense."

Says @MikeMacharia11 on @citizentvkenya



DAY BREAK | Kenya-Tanzania trade deals (part 3)

[youtube.com](https://www.youtube.com/watch?v=n_6e-fFqCkE)

KAHC Kenya @KAHC_Kenya · May 31

Happy Madaraka Day!!



Celebratory Posts

Happy Madaraka Day

Impressions -138

Impressions Value- 7314 Ksh

Engagement - 2

KAHC Kenya @KAHC_Kenya · Apr 13

Wishing all our Muslim brothers and sisters a month full of happiness and good deeds. Ramadan Kareem



Celebratory Posts

Happy Ramadan

Impressions -227

Impressions Value- 12031 Ksh

Engagement - 2

You Retweeted



RiverwoodKe @KeRiverwood · Jun 6

Today the #mcm spotlight is on @MikeMacharia11. The CEO, Kenya Association of Hotelkeepers and Caterers @KAHC_Kenya. A thought leader in the #hospitality and #tourism sector with a passion for highlighting hoteliers needs and concerns. #hospitalityindustry #leadership



You and 2 others



Appreciation Posts from Industry Players

RiverwoodKe @KeRiverwood · Jun 6

Replying to @KeRiverwood

He is also a level headed leader and a problem solver always seeking to find the best solution that benefits hoteliers within the country. For that kind of leadership, we celebrate you @MikeMacharia11.

#hospitalityindustry #tourism #leadership #RiverwoodCommunications

revoking it entirely is welcome.

Mike Macharia, the Chief Executive Officer, Kenya Association of Hotel Keepers and Caterers (KAHC)

The tourism industry has been one of the hardest hit by the coronavirus pandemic. This saw scores of hotels shut with their mainstay

— tourism, events and conferences — drying up owing to travel restrictions and other measures meant to curb coronavirus spread.

Mike Macharia, the chief executive of Kenya Association of Hotel Keepers and Caterers, said that last year's stimulus package that was in the Budget bode well for the industry but it should be revised.

"Last year's stimulus packages really worked well and we are satisfied with what the government did. Unfortunately, most of the interventions lasted until December 2020 and it would be quite useful to extend them since the industry is still suffering.

"Our expectations would be a revision of the stimulus package, particularly an allocation for operational support. Last year we got Sh3 billion for renovations which was utilised,

chief exec Providers current st taxation doing bu offered to "Carrer placed on chain — fr to mobile the en she

K t ti s le Rv "T per cen duty on d

Recentl and incor providers burden es the sector

"Prior digital tax about 92. have look few mont how am l on 7.5 per

Accordi not make ing new ti



Hope and fear of captains of industry on the Sh3.66tr Budget

By Peter Ngunjiri
The Standard

As Kenya's 100th birthday celebrations are in full swing, the industry captains of industry are expressing mixed feelings about the Sh3.66tr Budget. Some are optimistic, while others are pessimistic.

The industry captains of industry are expressing mixed feelings about the Sh3.66tr Budget. Some are optimistic, while others are pessimistic.

The industry captains of industry are expressing mixed feelings about the Sh3.66tr Budget. Some are optimistic, while others are pessimistic.

The industry captains of industry are expressing mixed feelings about the Sh3.66tr Budget. Some are optimistic, while others are pessimistic.

The industry captains of industry are expressing mixed feelings about the Sh3.66tr Budget. Some are optimistic, while others are pessimistic.



People are seen in a public setting, possibly a market or a community event.



The effect of the Budget on the industry is expected to be mixed.

The industry captains of industry are expressing mixed feelings about the Sh3.66tr Budget. Some are optimistic, while others are pessimistic.

The industry captains of industry are expressing mixed feelings about the Sh3.66tr Budget. Some are optimistic, while others are pessimistic.

The industry captains of industry are expressing mixed feelings about the Sh3.66tr Budget. Some are optimistic, while others are pessimistic.

The industry captains of industry are expressing mixed feelings about the Sh3.66tr Budget. Some are optimistic, while others are pessimistic.

The industry captains of industry are expressing mixed feelings about the Sh3.66tr Budget. Some are optimistic, while others are pessimistic.

The industry captains of industry are expressing mixed feelings about the Sh3.66tr Budget. Some are optimistic, while others are pessimistic.

The industry captains of industry are expressing mixed feelings about the Sh3.66tr Budget. Some are optimistic, while others are pessimistic.

The industry captains of industry are expressing mixed feelings about the Sh3.66tr Budget. Some are optimistic, while others are pessimistic.

The industry captains of industry are expressing mixed feelings about the Sh3.66tr Budget. Some are optimistic, while others are pessimistic.

The industry captains of industry are expressing mixed feelings about the Sh3.66tr Budget. Some are optimistic, while others are pessimistic.

The industry captains of industry are expressing mixed feelings about the Sh3.66tr Budget. Some are optimistic, while others are pessimistic.

The industry captains of industry are expressing mixed feelings about the Sh3.66tr Budget. Some are optimistic, while others are pessimistic.

The industry captains of industry are expressing mixed feelings about the Sh3.66tr Budget. Some are optimistic, while others are pessimistic.

The industry captains of industry are expressing mixed feelings about the Sh3.66tr Budget. Some are optimistic, while others are pessimistic.

The industry captains of industry are expressing mixed feelings about the Sh3.66tr Budget. Some are optimistic, while others are pessimistic.

The industry captains of industry are expressing mixed feelings about the Sh3.66tr Budget. Some are optimistic, while others are pessimistic.

The Standard newspaper feature

Topic: Hope and Fear of captains of industry on the Ksh 3.66tr budget

Date: 10th June

Impressions – 327

Impressions Value- 17331 Ksh

Engagement - 56