



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

Advocacy Report

Third Quarter 2025

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1. 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.

2. 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](#)

3. 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.

4. 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

5. 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.

6. 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



7. 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.

8. 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.



9. 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.



10. 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)

11. 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.



12. 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](#)

13. 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.



14. 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.



15. 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.





16. 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.

17. 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.

18. 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.



19. 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*.



20. 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.

21. 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.

22. 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.



23. 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.





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