



KAHC : June 2022

Media Coverage Report

**Print Media**



**DATE :** 17/06/2022

**Publication:** Daily Nation

**Title:** Brookside now turns to hotels in growth strategy

**AVE (Kshs):** 536,400

**PR Value:** 1,609,200

PEOPLE DAILY / Friday, June 17, 2022

## Brookside taps hoteliers in market expansion strategy

by Jacktone Lawi  
@PeopleDailyKe

Milk processor Brookside Dairy has partnered with a national hoteliers' lobby to increase the uptake of its products as it eyes a bigger slice of the local dairy market. The partnership with Kenya Association of Hotelkeepers and Caterers (KAHC) seeks to further enhance company's market share in the dairy products category.

Elias Ocholla, Brookside Dairy's director of sales said product supplies to hotels and catering outlets in the country constitute a core sales segment in the processor's market consolidation strategy, adding that it will continue to prioritise supply orders from members of the hoteliers' lobby. The processor, he added, is keen on a symbiotic approach to its business engagement with members of the hotelkeepers' association.

"In spite of challenges brought about by disruptions at the height of the Covid-19 pandemic over the past two years, we continue to work with hotels and catering outlets by promptly servicing their product supply demands," said Ocholla who spoke at this year's KAHC symposium in Mombasa yesterday.



symposium in Mombasa yesterday.

"In the post-Covid recovery period, characterised by a gradual business bounce-back, we continue to honour our part of the bargain by maintaining the usual supply of our quality products to hotels across the country," Ocholla said in a speech read on his behalf by a sales manager with the firm, Anne Miranjil.

Milk processor Brookside Dairy is looking to tap on the consistency of the hospitality sector to grow its share of the local dairy market. The official, who presented a cash donation of Sh1 million and product samples and merchandise worth Sh700,000 to support this year's hoteliers' symposium, however, said drought witnessed in the first two quarters of the year had depressed milk production across key supply sheds in the country.

**DATE :** 17/06/2022

**Publication:** People Daily

**Title:** Brookside taps hoteliers in market expansion strategy

**AVE (Kshs):** 355,000

**PR Value:** 1,065,000



**DATE : 17/06/2022**

**Publication: The Standard**

**Title: Milk firm eyes more supplies to hoteliers in expansion strategy.**

**AVE (Kshs): 298,080**

**PR Value: 894,240**



16 BUSINESS HUB



### Holidaymakers told to brace for prices rise

by Harrison Kiria and Otteria Sando

Holidaymakers should be ready to brace for higher travel costs owing to the rising cost of energy and a general surge in the cost of living in the country, a hotelkeepers' lobby has said.

The industry players say they are contemplating a review rates of hotel tariffs as an interim effort amid wider the inflation in the country.

Kenya Association of Hotelkeepers and Caterers (KAHC) chief executive Mike Mwachira (pictured) said he has no option but to transfer the cost burden to consumers.

"When you look at the price of fuel and power it is soaring so, a lot, it is too high for hotel to hotels to operate, and therefore we will have to opt than than to increase tariffs so as to survive," he said, speaking on the sidelines of the 2022 tourism conference in Mombasa. Mwachira asked the government to adjust the cost of energy to suit the sector.

"Anything that goes up in the hotel must make a profit for the hotel owners, so with the increase of inflation, we will have no choice but to increase the cost of services," he added.

#### Review contracts

The players are also asking the government to review contracts of charter airlines that more international flights can land directly to Mombasa with foreign tourists.

"We are asking the government to allow charter airlines that offer direct flights to land in Mombasa, directly, this will not affect our airline because it will increase the market for the airline," he said.

Mwachira said the government needs to rethink policies that will at the moment restrict the cost of fueling and other services in a travel.

With open skies plans now a distant dream, passengers will continue to pay heavily for air tickets as countries move to restrict them as a way to a rise to cushion their local airlines from competition.

This has proved as the hotel industry has been challenged to embrace new modes of marketing to tap into the revenue from international visitors during this economically challenging time.

Labour chief and tourism secretary Jackson Kalia said the sector is moving towards an upward trajectory thanks to a surge in diversity products. "We should be able to focus on marketing and advertising targeting the domestic market to stimulate so that people can spend on it," said Kalia.

DATE : 17/06/2022

Publication: People Daily

Title: Holidaymakers told to brace for prices rise.

AVE (Kshs): 250,000

PR Value: 1,000,000

## BRIEFLY

### Hospitality sector to take four more years to recover from Covid crisis

It will take at least four years for the hospitality industry to fully recover from Covid-19 shocks, according to players. Kenya Association of Hotelkeepers and Caterers chairman Chris Musau said it is expensive to maintain facilities, citing electricity, water and laundry bills, as well as kitchen equipment, as among the most expensive utility costs. Winnie Atieno

**DATE :** 19/06/2022

**Publication:** Sunday Nation

**Title:** Hospitality sector to take four more years to recover from Covid crisis.

**AVE (Kshs):** 178,800

**PR Value:** 536,400



DATE : 20/06/2022

Publication: The Standard

Title: Tourism players call for policy on flexible working schedule.

AVE (Kshs): 894,000

PR Value: 2,682,000





**DATE :** 20/06/2022

**Publication:** Business Daily

**Title:** Brookside eyes hotels in market expansion strategy

**AVE (Kshs):** 295,600

**PR Value:** 886,800

Briefing

**GOLF. WASIKE, 14,  
FLOORS VETERANS**

■ Fourteen year-old Fidel Wasike stunned experienced golfers to emerge the overall winner at the par 71 Nyali Golf and Country Club, on Saturday. Handicap 28 Wasike returned an excellent score of 45 stableford points to take the overall lead in the 2022 Kenya Association of Hotelkeepers and Caterers (KAHC) Golf day, beating a team of 172 golfers at the day-long tournament. "This win will boost my form ahead of the Golf Examinations in the UK." **[Ernest Ndunda]**

**DATE :** 20/06/2022

**Publication:** The Standard

**Title:** Wasike, 14, floors veterans

**AVE (Kshs):** 124,400

**PR Value:** 373,200

# Broadcast Media

TV



**DATE :** 16/06/2022

**Station:** Citizen TV

**Title:** Tourism at the Coast

**SOV:** 2 minute 26 seconds

**AVE (Kshs):** 1,621,875

**PR Value:** 4,865,625



**DATE :** 16/06/2022

**Station:** Kameme TV

**Title:** Tourism Status in Kenya

**SOV:** 7 minute 45 seconds

**AVE (Kshs):** 1,296,480

**PR Value:** 3,889,440



**DATE :** 16/06/2022

**Station:** KBC TV

**Title:** Rebuilding Tourism

**SOV:** 3 minute 43 seconds

**AVE (Kshs):** 902,360

**PR Value:** 2,707,080



**DATE :** 16/06/2022

**Station:** TV47

**Title:** Hoteliers Conference in Mombasa

**SOV:** 5 minute 45 seconds

**AVE (Kshs):** 786,780

**PR Value:** 2,360,340





**DATE :** 16/06/2022

**Station:** Pwani TV

**Title:** Tourism Stakeholders Symposium

**SOV:** 5 minute 07 seconds

**AVE (Kshs):** 728,000

**PR Value:** 2,184,000



**DATE :** 16/06/2022

**Station:** KBC TV

**Title:** Marketing Tourism

**SOV:** 2 minute 11 seconds

**AVE (Kshs):** 530,800

**PR Value:** 1,592,400



**DATE :** 16/06/2022

**Station:** K24

**Title:** Tourism status in Kenya

**SOV:** 3 minute 12 seconds

**AVE (Kshs):** 406,800

**PR Value:** 1,220,400



**DATE :** 16/06/2022

**Station:** Milome TV

**Title:** Tourism Stakeholders Meeting

**SOV:** 2 minute 11 seconds

**AVE (Kshs):** 221,000

**PR Value:** 663,000

**Radio**



**DATE :** 20/06/2022

**Station:** Milele Fm

**Title:** Tourism Symposium

**SOV:** 1 minute 02 seconds

**AVE (Kshs):** 27,100

**PR Value:** 81,300



**DATE :** 20/06/2022

**Station:** Radio Taifa

**Title:** KAHC Symposium

**SOV:** 1 minute 23 seconds

**AVE (Kshs):** 68,760

**PR Value:** 206,280



**DATE :** 20/06/2022

**Station:** KBC GS

**Title:** KAHC Symposium

**SOV:** 1 minute 03 seconds

**AVE (Kshs):** 53,600

**PR Value:** 160,800





**DATE :** 20/06/2022

**Station:** Radio Kaya

**Title:** Hoteliers hold Symposium in Mombasa

**SOV:** 3 minute 58 seconds

**AVE (Kshs):** 95,900

**PR Value:** 287,700



**DATE :** 20/06/2022

**Station:** Pwani Fm

**Title:** Tourism Stakeholders'  
Symposium

**SOV:** 1 minute 23 seconds

**AVE (Kshs):** 24,100

**PR Value:** 72,300



**DATE :** 20/06/2022

**Station:** Radio Citizen

**Title:** Tourism post-Covid Recovery

**SOV:** 52 seconds

**AVE (Kshs):** 95,400

**PR Value:** 286,200

**Online Media**



**KBC Channel1 News**  
@KBCChannel1

Members speak on challenges facing the hospitality sector, including the need to build a local market that is resilient and will support the tourism industry, due to uncertainties such as Covid-19. ^MM

**COUNTDOWN**  
HH MM SS  
2:03 161 views www.kbc.co.ke

**BUSINESS CHECK**

11:01:59 NOW

12:41 PM · Jun 16, 2022 · TweetDeck

**DATE :** 16/06/2022

**Publication:** KBC – Twitter

**Title:** Rebuilding Tourism

**Link:**

<https://twitter.com/KBCChannel1/status/1537369850720526339>

**AVE (Kshs):** 180,500

**PR Value:** 541,500



**DATE :** 16/06/2022

**Publication:** KBC – YouTube

**Title:** Rebuilding Tourism | Members speak on challenges facing the hospitality sector

**Link:**

<https://www.youtube.com/watch?v=3FJKF3T-RSU>

**AVE (Kshs):** 160,400

**PR Value:** 481,200



**DATE :** 16/06/2022

**Publication:** Citizen TV – YouTube

**Title:** Hotel operators warn of hiked rates for holiday makers

**Link:**

<https://www.youtube.com/watch?v=0Rvwuxtwi68>

**AVE (Kshs):** 160,400

**PR Value:** 481,200



Milome TV  
June 10 at 11:51 AM · 1st

Rituroki mar jochi magawa e pacho ka obago romo e magawa ma Whitesands man ka cho wadi nam chumbi, kama ghwak exil yore mag bero weche limbe e pacho kaa.

Choro ma kamano ooi tod kemo kaka,

1. CocaCola
2. Dabani
3. Amokide
4. Magici Kenya
5. Dstv
6. Novacom
7. International hotel and tourism
8. Tourism Fund
10. Koyu's walk cottage
11. eabi

#MilomeTV  
#DunniCwandaMagima  
#Kutokungu  
#KenyaRepublic  
#Authoribory  
#OrubvUg  
#NewsDesk  
#MilomeTVOnSet  
#2022



**DATE : 16/06/2022**

**Publication: Milome TV – Facebook**

**Link:**

**[https://mobile.facebook.com/story.php?story\\_fbid=356316889936423&id=100066743437563&refsrc=deprecated&\\_rdr](https://mobile.facebook.com/story.php?story_fbid=356316889936423&id=100066743437563&refsrc=deprecated&_rdr)**

**AVE (Kshs): 180,500**

**PR Value: 541,500**



COMMERCE

## Brookside taps hoteliers in market expansion strategy

Friday, June 17th, 2022 02:50 | By Jacktone Lawi



Milk processor Brookside Dairy is looking to tap on the consistency of the hospitality sector to grow its share of the local dairy market.

**DATE :** 17/06/2022

**Publication:** People Daily Online

**Title:** Brookside taps Hoteliers in market expansion strategy

**Link:**

<https://www.pd.co.ke/commerce/brookside-taps-hoteliers-in-market-expansion-strategy-133011/>

**AVE (Kshs):** 85,000

**PR Value:** 255,000

COMMERCE

## Holidaymakers told to brace for prices rise

Friday, June 17th, 2022 04:30 | By Harrison Kivuku and People Reporter



**DATE :** 17/06/2022

**Publication:** People Daily Online

**Title:** Holidaymakers told to brace for prices rise

**Link:**

<https://www.pd.co.ke/commerce/holidaymakers-told-to-brace-for-prices-rise-133015/>

**AVE (Kshs):** 85,000

**PR Value:** 255,000



**DATE :** 17/06/2022

**Publication:** Pwani TV - YouTube

**Title:** Mkao wa wadau wa Utalii  
Pwani

**Link:**

<https://www.youtube.com/watch?v=8SiAX0mSdLs>

**AVE (Kshs):** 160,400

**PR Value:** 481,200

**REVIVING INDUSTRY**

## We're losing to Tanzania, tourism players cry out

*They say direct flights to Mombasa will aid the already ailing sector.*

**In Summary**

- The government had previously allowed international airlines to land in the region. However, some of those contracts are yet to be renewed.
- They players say calls for more direct flights to Mombasa are not in any way to harm the national carrier Kenya Airways which is still struggling.



Labour Chief Administrative Secretary Jackson Mwayoka with RCHC chairperson Chris Mutai and CEO Mdie

**DATE :** 17/06/2022

**Publication:** The Star Online

**Title:** We're losing to Tanzania, tourism players cry out

**Link:** <https://www.the-star.co.ke/counties/coast/2022-06-17-were-losing-to-tanzania-tourism-players-cry-out/>

**AVE (Kshs):** 105,600

**PR Value:** 316,800



Milome TV  
June 19 at 4:02 PM · 49

Rwanda ariye jiriki magawa e pachi ka, cileko rona arar ndain sde karane gibahe e magawa ma Whilesanda ma ka dho tusha nam chumzi. kama gikwaki yora mag bere wehe limbe e pachi ka  
Rombo onogo orumo g tuki mag golf ma bende ne obagi e aap ma Nyali Golf Club.

Cheruo ma kamano ne odri kod kembe buora kaka:

1. Chari Cole
2. Dagan
3. Eropesika
4. Murgat Kenya
5. Dole
6. Naceem
7. International Hotel and tourism
8. Tourism Fund
10. Kenya Association
11. EBI

#MilomeTV  
#OgandaMungira  
#SachinKumar  
#RamogiRepublic  
#Akiwumi  
#MungiraJug  
#NewsDesk  
#MungiraMungira  
©2022



**DATE : 18/06/2022**

**Publication: Milome TV - Facebook**

**Link:**

**<https://www.youtube.com/watch?v=3FJKF3T-RSU>**

**AVE (Kshs): 180,500**

**PR Value: 541,500**

KNA



## Gov't Working To Revive Tourism Sector From Covid-19 Shocks



KNA1 | June 18, 2022 | Counties, Historic Photos, Mombasa, Tourism

The government will work with all partners in the tourism sector to bring in measures that will help the industry recover from the effects of Covid 19, said the Labour and Social Protection Chief Administrative Secretary Jackson Kalla.

**DATE :** 18/06/2022

**Publication:** KNA

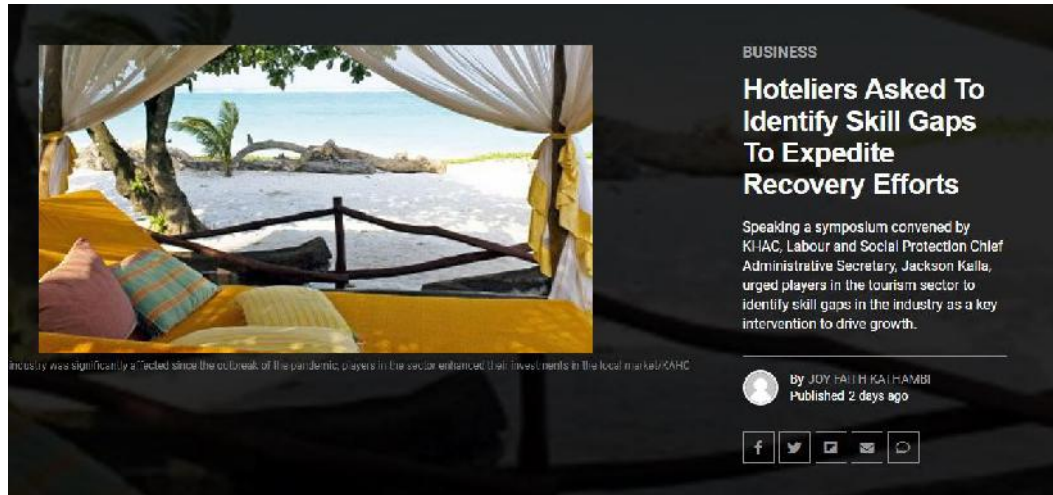
**Title:** Gov't Working To Revive Tourism Sector From Covid-19 Shocks

**Link:**

<https://www.kenyanews.go.ke/govt-working-to-revive-tourism-sector-from-covid-19-shocks/>

**AVE (Kshs):** 78,500

**PR Value:** 235,500



**DATE :** 19/06/2022

**Publication:** Capital FM

**Title:** Hoteliers Asked To Identify Skill Gaps To Expedite Recovery Efforts

**Link:**  
<https://www.capitalfm.co.ke/news/2022/06/hoteliers-asked-to-identify-skill-gaps-to-expedite-recovery-efforts/>

**AVE (Kshs):** 165,000

**PR Value:** 495,000

Home / Counties / Coast

## Tourism players call for policy on flexible working schedule

COAST

By Philip Mwakio | Jun 20th 2022 | 3 min read



A tourist takes a camel ride at Diani Beach Hotel in Kwale County. [Maarufu Mohamed, Standard]

**DATE :** 20/06/2022

**Publication:** The Standard

**Title:** Tourism players call for policy on flexible working schedule

**Link:**

<https://www.standardmedia.co.ke/coast/article/2001448370/tourism-players-call-for-policy-on-flexible-working-schedule>

**AVE (Kshs):** 124,400

**PR Value:** 373,200



## Kenya: Hoteliers Asked to Identify Skill Gaps to Expedite Recovery Efforts



19 JUNE 2022

By Joy Faith Kathambi

Nairobi — Government has challenged Kenya Association of Hotelkeepers And Caterers (KHAC) to engage the National Industry Training Authority (NITA) in a bid to develop a solid recovery action plan for the sector.

Speaking a symposium convened by KHAC, Labour and Social Protection Chief Administrative Secretary, Jackson Kalla, urged players in the tourism sector to identify skill gaps in the industry as a key intervention to drive growth.

He challenged hoteliers to conduct skill audits to identify skill gaps in the industry.

While encouraging the partnership, he urged members of the industry to work with NITA to develop a curriculum that addresses the needs of the industry while underscoring the importance of the Recognition of Prior Learning framework by NITA. This he said, was a move to acknowledge the importance of the informal labour sector.

"The government has come up with ways to tap in the skills of those with no formal education. Here the experience also matters in terms of being absorbed into the job," he said.

Kalla acknowledged containment measures put in place by the government to curb COVID-19 infections adversely affected various sectors of the economy, with the tourism industry being one of the hardest hit sectors.

He said that although the industry had been hard hit, it is critical that players in the sector learn from the COVID-19 experience in order to build resilience.

Kallas' sentiments were echoed by KHAC CEO and NITA Board Director, Mike Macharia.

Macharia emphasized the need for tourism stakeholders to plug in and develop innovative strategies to rebuild the tourism sector in all spheres.

**DATE :** 19/06/2022

**Publication:** AllAfrica/ Capital FM

**Title:** Kenya: Hoteliers Asked to Identify Skill Gaps to Expedite Recovery Efforts

**Link:**

<https://allafrica.com/stories/202206200160.html>

**AVE (Kshs):** 124,400

**PR Value:** 373,200

## Tourism players call for policy on flexible working schedule



standardmedia.co.ke - Philip Mwakio • 1d

Covid-19 pandemic severely affected a number of traditional tourism and hospitality activities and processes.

Read more on [standardmedia.co.ke](https://www.standardmedia.co.ke)

#FLEXIBLEWORKING #TOURISM #TRAVELNEWS #LIFESTYLE #HOSPITALITY



The Standard flipped this story into The Standard . 1d

**DATE :** 20/06/2022

**Publication:** The Standard- Flipboard

**Title:** Tourism players call for policy on flexible working schedule

**Link:**

<https://www.standardmedia.co.ke/coast/article/2001448370/tourism-players-call-for-policy-on-flexible-working-schedule>

**AVE (Kshs):** 68,400

**PR Value:** 205,200



[Handing over the Sh1 million cheque is Mulicho Kenya Managing Director, Nancy Mabui to the Chief Executive Officer, Mike Mwachane. Photo/courtesy]

DStv Business offered a KSh1 million sponsorship to support the Kenya Association of Hotelkeepers and Caterers (KAHC) Symposium as well as the annual KAHC golf tournament held at the prestigious Nyali Golf Club held from 15-18th June 2022.

**DATE :** 19/06/2022

**Publication:** Jambo News Network

**Title:** Dstv offer 1 million support to KAHC golf tournament

**Link:**  
<https://www.jambonewsnetwork.com/news/business/dstv-offer-1-million-support-to-kahc-golf-tournament/>

**AVE (Kshs):** 78,500

**PR Value:** 235,500



HOME NEWS LIFESTYLE GALLERY HEAD ON INTERNATIONAL

Home » News » Sports » WANGARI WINS AT RUIRU WHILE WASIKE TAKES LEAD AT NYALI-GOLF

NEWS SPOTS

## WANGARI WINS AT RUIRU WHILE WASIKE TAKES LEAD AT NYALI-GOLF

By Harame Ali - 20/06/2022 34 0

f t p s in o



[Chanelle Wangari, the overall winner of the Ruiru Ladies 2022 Open makes a swing. Photo/Courtesy]

Youngster Chanelle Wangari carded 72 gross to emerge the overall winner of the Ruiru Ladies 2022 Open Tournament played at Ruiru Sports Club on Saturday.

**DATE : 20/06/2022**

**Publication:** Jambo News Network

**Title:** Wangari wins at Ruiru while Wasike takes lead at Nyali-Golf

**Link:**

<https://www.jambonewsnetwork.com/news/sports/wangari-wins-at-ruiru-while-wasike-takes-lead-at-nyali-golf/>

**AVE (Kshs): 78,500**

**PR Value: 235,500**

**June 2022**

**ADVERTISING VALUE**

**PR VALUE**

<b>Print - 8 hits</b>	<b>Ksh 2,932,280</b>	<b>Ksh 8, 796,840</b>
<b>TV - 8 hits</b>	<b>Ksh 6,494,095</b>	<b>Ksh 19,482,285</b>
<b>Radio - 6 hits</b>	<b>Ksh 364,860</b>	<b>Ksh 1,094,580</b>
<b>Online - 16 hits</b>	<b>Ksh 2,016,000</b>	<b>Ksh 6,048,000</b>
<b>Total - 38 hits</b>	<b>Ksh 11,807,235</b>	<b>Ksh 35,421,705</b>