



SERENA HOTELS

SAFARI LODGES AND CAMPS
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PRESS RELEASE:

SERENA HOTELS RANK THIRD AT THE 2022 SKAL INTERNATIONAL SUSTAINABLE TOURISM AWARDS IN CROATIA



Left: A Human-size Chess Board made of 2,512 recycled flip flops that were disposed off on the beach and were repurposed to make the pieces. Right: Sea turtle hatchlings emerge from their nest

On 14 October 2022, during the opening ceremony of the 81st Skål World Congress in Croatia, Serena Hotels was recognized for its participation in the 2022 Skål International Sustainable Tourism Awards. Under the ‘Marine and Coastal’ category, Serena Beach Resort and Spa presented its contribution towards the endangered sea turtle conservation program. The award criteria covered carbon offsetting and climate change mitigation.—

The judges ranked Serena Beach Resort and Spa’s initiatives third out of ten international entries -and commended The Serena Beach Resort and Spa for its support towards Sustainability, which is exemplary.

Serena Beach Resort & Spa’s Sea Turtle Conservation initiative has released over 62,868 turtle hatchlings into the ocean over the last 29 years. The Resort initiatives are used to promote the importance of environmental responsibility, marine conservation, and the impact of marine debris and plastic pollution. Serena Hotels Africa continues to innovatively engage in initiatives that promotes sustainable tourism through best practices on the social, environmental and economic development fronts.

About Tourism Promotion Services (TPS), Serena Hotels

Serena Hotels offers quality accommodation in a collection of 22 up-market hotels, safari lodges, camps and resorts within 7 countries in the Eastern Africa region (Kenya, Tanzania, Zanzibar, Uganda, Rwanda, Mozambique and DR Congo) and 11 properties in Asia (Afghanistan, Pakistan and Tajikistan). These properties are strategically located to offer exciting circuits for guests in some of the most exquisite and prime locations in Eastern Africa and Asia. With a focus on product, service standards and guest satisfaction, Serena Hotels continues in its quest to be the hotel of choice for the discerning traveler providing guests with quality accommodation, conference and holiday solutions.



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Serena takes pride in the level of personal care and warmth of welcome that it extends to its guests. Each Serena property is designed to complement its environment, while nurturing the landscape, culture and community that surrounds it. The Serena Group leads the industry in East African eco-awareness and eco-policy implementation.

About Skål International Sustainable Tourism Awards

Founded in 1934, Skål International is the only professional organization promoting global tourism and friendship, uniting all sectors of the tourism industry. The Skål International Sustainable Tourism Awards are geared towards enhancing the visibility and granting recognition to entities from the Travel and Tourism industry. The awards have been giving recognition and highlighting best practices to entities in the tourism industry for the last 21 years.

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