



SERENA HOTELS

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## PRESS RELEASE

# SERENA HOTELS RECOGNISED FOR EXCEPTIONAL LEADERSHIP IN MARINE CONSERVATION AT THE ECO WARRIOR AWARDS 2022



*Serena Hotels, Africa Management Team and Marsden Nzaro, Head of Guest Activities at Serena Beach Resort & Spa were presented with the Eco Warrior Award by Ms. Judy Kepher-Gona (left), Chief Judge and Mr. Steve Itela (right), CEO of Conservation Alliance of Kenya. Ms. Edith Alusa (third from the right), CEO Eco-Tourism Kenya was also present.*

**On Thursday 27th, October 2022**, Serena Beach Resort and Spa, Mombasa, Kenya was recognized for its exceptional leadership as the ‘Best Accommodation in Support of Marine Conservation’ at the 15th Edition of the Eco Warrior Awards Gala Dinner Ceremony held in Nairobi. Under the theme ‘Rethinking Tourism: Celebrating Changemakers’, the recipients of the Eco Warrior Awards were recognised and celebrated for being changemakers through their consistency, resilience, and innovation on the economic, socio-cultural, and environmental fronts. Serena Beach Resort & Spa’s Sea Turtle Conservation initiative has released over 62,868 turtle hatchlings into the ocean over the last 29 years, and through its community participatory and incentive program has turned fishermen who were previously poachers of turtles and their eggs into protectors. The Resort has several initiatives that are used to promote the importance of environmental responsibility, marine conservation, and the impact of marine debris and plastic pollution.

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### 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 Eco Warrior Awards**

This award is designed to recognize, encourage and applaud leadership and innovation in tourism business planning, development and management centered on community participation. The award scheme is championed by Ecotourism Kenya which also established the Eco-Rating Certification Scheme, a sustainable tourism certification program that aims to promote responsible tourism in Kenya.

The Eco Warrior Awards resumed this year with the theme: 'Rethinking Tourism: Celebrating Change makers'. The goal was to highlight innovative tourism practitioners in the Kenyan tourism sector who embrace and conquer challenges while striving to make long-lasting changes that benefit them and others. Tourism professionals who excel in striking a balance between the economic, socio-cultural, and environmental needs of their tourism business, were the target of this prize.

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### **Contact Information:**

For more information, contact Serena Hotels at:

Tel: +254 (20) 284 2000, (020) 284 2244

Email: [marketing.kenya@serenahotels.com](mailto:marketing.kenya@serenahotels.com) | Website: [www.serenahotels.com](http://www.serenahotels.com)

**Facebook:** Serena Hotels | **Twitter:** @Serenahotels | **Instagram:** Serenahotels | **Blog:** [www.theserenaexperience.com](http://www.theserenaexperience.com)

### **For press inquiries contact:**

James Manyeki - Marketing and Communications Manager

Telephone: 0734699277 - Email: [James.manyeki@serenahotels.com](mailto:James.manyeki@serenahotels.com)