



SERENA HOTELS

SAFARI LODGES AND CAMPS

HOTELS • RESORTS



Tourism Promotion Services (Tanzania) Limited is pleased to announce that it has been awarded a 33-year lease extension for Ngorongoro Serena Safari Lodge by the Ngorongoro Conservation Area Authority (NCAA). This significant agreement underscores a long-term commitment to sustainable tourism and conservation within the Ngorongoro Conservation Area, a UNESCO World Heritage Site.

Under this new lease agreement, Ngorongoro Serena Safari Lodge will continue to provide exceptional hospitality services while embracing innovative green energy solutions. This initiative aligns with global sustainability goals and the lodge's dedication to reducing its carbon footprint and environmental impact.

Commitment to Sustainability

Ngorongoro Serena Safari Lodge celebrated its connection to the national power grid, a milestone that will eliminate the lodge's reliance on diesel generators for power production. This significant development underscores the lodge's commitment to sustainability and environmental stewardship.

A Vision for the Future

"We are honoured to receive this 33-year lease extension from the Ngorongoro Conservation Area Authority," said Mr. Ashish Sharma, CEO of Serena Hotels, Africa. "This agreement allows us to further our commitment to sustainable tourism and conservation. We are excited to embark on this journey towards a greener and more sustainable future; the connection of this lodge to the national electricity grid (TANESCO) will stop our reliance on expensive diesel generators thereby reducing significantly our carbon footprint"

The Ngorongoro Serena Safari Lodge looks forward to continuing its legacy of excellence in hospitality while championing the principles of environmental stewardship and community engagement.