

PRESS RELEASE

SERENA HOTELS WINS GLOBALBEST PRACTICES AWARD



From L-R: Peter Wennekes, CINET President/CEO and Shenin Virji, Business Planning & Analysis Manager, Serena Hotels Africa at the Global Best Practices Awards 2022 Ceremony, Milan, Italy.

October 21, 2022, Milan, Italy - During the 4th edition of the Global Best Practices Awards 2022, Mara Serena Safari Lodge received the 'Country Best Practices Award 2022 Kenya'. The independent international jury recognized the Lodge for its outstanding approach to professional textile care through eco-friendly, sustainable and energy efficient laundry services.

The appointed jury awards points to the nominees under the criteria of quality; sustainability; business model and service concept; and innovation. Those with the highest points become the winners of the Country Best Practice Award.

Mara Serena Safari Lodge, built in the 1970s within the Masai Mara Game Reserve is not only a 'one-of-a-kind getaway', but a leading-edge example of how clean, renewable energy independence can be successfully achieved through the installation of off-grid Solar PV systems, to minimise negative impact in a fragile environment.

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



SERENA HOTELS

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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.

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 the Global Best Practices Awards 2022

The Global Best Practices Awards (GBPAP) 2022 demonstrates extraordinary professional laundry & dry-cleaning showcases around the world. Participants promote key issues of Professional Textile Care, with special attention to new business models and new market opportunities after Corona, focusing on Sustainability, Hygiene, Digitization, and Innovation.

The award program is organized by CINET (originally Comité International De L'Entretien du Textile). CINET – the International Committee of Textile Care was formed in the early 1980s through the merger of a Northern European and a Southern European textile care association. CINET is a non-profit organization.

Goals of CINET:

- Creation of an international network to improve the exchange of information in the sector.
- Promotion of exemplary processes (best practices) with regard to quality and sustainability as well as the promotion of innovations.
- Identify, represent and promote the interests of industry in the areas of environment, technology, marketing, taxes, law and regulation.
- Initiate, form and implement projects that promote the textile care industry.

To work on these goals CINET executes a yearly research agenda and offers an International Certification Program on best practices through step-by-step e-learning, workshops, and on-the-job training. This leads to accredited (CERTEX®) or non-accredited (CERCLEAN®) certification with ISO and EN (hygiene) standards.

The CINET board engaged National Associations and International Suppliers who nominated over 100 companies from 30 different countries for this prestigious award.

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