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Reflections



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18

CONTENTS

- 3** More reasons than ever to enjoy the Mada experience
- 4** Tribal legend of cattle that came from the sky
- 11** Kilima Springs: A source of pure enjoyment for Mada guests
- 14** Get your motor running – it's show time
- 18** John Hunter: Man who put the 'big' into game hunting
- 22** Climbing Kili: Don't climb harder – climb smarter
- 26** Kogatende: The Serengeti's secret corner
- 30** Orphans look to a brighter future
- 34** Meet the Mada Team – 'The tick behind the tock'
- 38** Mada News
- 41** The Mada family
- 43** Adventures Aloft
- 46** Hotel La Mada
- 49** The Oakwood Hotel
- 51** Kilifi Bay Beach Resort
- 54** Baobab Sea Lodge
- 57** Balloon Camp Tarangire
- 60** Fig Tree Camp
- 63** Kilima Safari Camp
- 66** Jinja Nile Resort
- 69** Hunters Lodge
- 72** What's cooking



26



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MORE REASONS THAN EVER TO ENJOY THE MADA EXPERIENCE

Welcome to the latest edition of *Reflections*, the in-room and corporate magazine of the Mada Hotels group.

The Mada group comprises hotels, camps and ballooning operations in three East African countries: Kenya, Uganda and Tanzania.

Since the last edition of this magazine was published in 2013, Mada Hotels has continued to grow, to expand and, I believe, to enhance our existing properties: that's two hotels in Nairobi, two hotels at the Kenyan coast, safari camps in the Masai Mara, Amboseli and Tarangire as well as a resort in Uganda.

During 2013 we added a new ballooning operation in the Serengeti, complementing our existing operations in Tarangire and across the border in the Masai Mara National Reserve. As a result, in 2014 we can have up to 11 balloons airborne above East Africa on any given day – more than any other company in the region.

We plan to create a new Balloon Camp in the Serengeti to add to our existing Balloon Camp Tarangire.

Work on the refurbishment of Hunters Lodge – once a landmark stopover for those travelling between Nairobi and the coast – is continuing apace and the property will reopen in 2014.

Construction

Further expansion is in the pipeline with plans to build a new hotel on Zanzibar's north coast. As yet, this property does not have a name. Another property, the Nile Resort Kampala, is currently under construction in Uganda.

As you can see in this issue, we have once again highlighted some of our key staff members. All our staff are there to make your stay as pleasurable as possible – some working behind the scenes while others will be familiar faces to our guests.



I hope you enjoy this issue of *Reflections*. Please write to me with any comments about the magazine or, more generally, about the Mada Hotels group.

Tinu Mahajan
Chief Executive,
Mada Hotels Group



MADA HOTELS



TRIBAL LEGEND OF CATTLE THAT CAME FROM THE SKY

'The Maasai live entirely on milk, butter, honey and the meat of black cattle, goats and sheep, having a great distaste for agriculture. They say that Enkai gave them all that exists in the way of cattle. They are dreaded as warriors, laying all waste with fire and sword.'

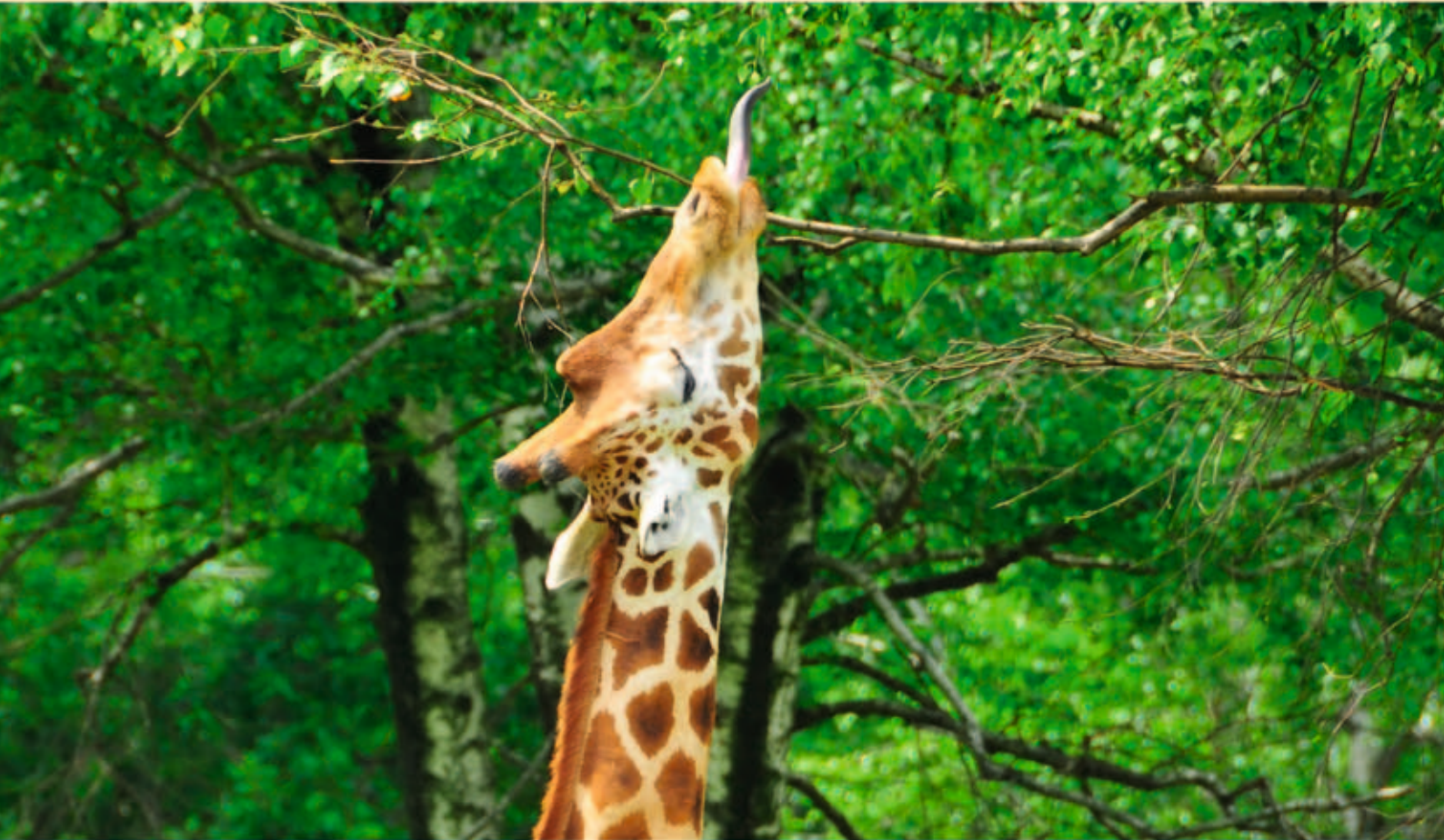
-- Dr Johann Ludwig Krapf (1810 to 1881), German missionary in East Africa, writing about the Maasai in 1860

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“The First Man gave into the keeping of Nadomong’e his herd of cattle”



There are hundreds of clans among the Maasai, each governed by a complex set of rules that control how they interact with each other. According to the Maasai, however, there was once only one clan. It was born at the dawn of time and lived in a huge crater or escarpment, now thought to be the Kerio Valley. It was in this crater that the First Man (sometimes known as Maasinta) married his First Wife, Nadomong’e, and built her a house on the right-hand side of his enclosure – a simple circle of brushwood fencing into which he herded his cattle at night.

Nadomong’e had three sons: Lokesen, founder of the Ilmakesen clan, Lelian, founder of the Ilmokelian clan and Losero, founder of the Iltaarresero clan. The First Man gave into the keeping of Nadomong’e his herd of cattle, which as luck would have it were all

rusty-brown in colour. Ever afterwards, therefore, the descendants of Nadomong’e were known as the Odo Mongi, or the people of the right hand and of the red-brown cattle.

In time, the First Man married again. This time, however, he built his second wife’s hut on the left-hand side of his enclosure; and into her safekeeping he gave a herd of jet-black cows. The second wife, named Narook-Ilmongi (the owner of the black cows), had two sons, Lukum, who founded the Ilukumaeclan, and Naiser, who founded the Ilaiserclan. And their descendants were known as the Orok-Kiteng, the people of the left-hand and of the black cows.

Vast tree

When the five clans were established, Enkai, the Sky God, saw how deeply the Maasai revered their cattle and decided that the time had come to put all the cows in the world into their safekeeping. Creating a vast tree whose twisting roots wound like serpents

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WHO ARE THE MAASAI?

Visually magnificent, the Maasai warrior with his scarlet 'Shuka' (blanket), beaded belt, dagger and intricately plaited hair remains one of the most enduring icons of East Africa. Thought to have migrated to Kenya and Tanzania from the lower valleys of the Nile, the Maasai are distinguished by their complex character, impeccable manners, impressive presence and almost mystical love of their cattle. Today, cattle are still the central pivots of Maasai life and "I hope your cattle are well" is the most common form of Maasai greeting. The milk and blood of their cattle also continue to be the preferred diet of the Maasai people, while the hides serve as mattresses, sandals, mats and clothing. Cattle also act as marriage bonds, while the social harmony of the group is maintained by a complex system of cattle fines.

between the earth and sky, he sent all his cattle down to the Maasai saying: "For now and for all time my cows are your cows, and you must take good care of them for me."

The five clans divided the cows of the world between themselves and each devised its own particular brand so that the cattle should not become mixed up. They also decreed that people of the same cattle brand should not marry so that their descendants might remain strong.

Divided

As the centuries rolled by, so the clans divided and sub-divided – some because of marriage, some because they grew too large, some because they wished to be called by another name. Then, as is the way of the world, some clans began to feel that they were stronger than others, braver than others, better than others. In the bitter wars that followed many clans were wiped out, many were absorbed by their conquerors

and many fled into the forests where they became known as the Ndorobo.

For all this, the Maasai have remained largely united by their love of cattle, their nomadic lifestyle, their language (known as Ol Maa) and their belief that life should be lived as a circular procession of colourful celebrations. Thus, their lifestyle has remained largely unchanged by the passage of time and, even today, as each new age group of young men arrives at maturity, they are divided into two groups: the right and the left; and the red-brown and the black.

Similarly, if a man mistakenly marries a girl from the same cattle brand as himself, he must pay a fine to 'wipe away the disgrace'.

Meanwhile, ask any Maasai about his cattle and he will tell you that they were given into his keeping by Enkai. He might also tell you that all the cattle in the world belong to the Maasai; but that it is taking slightly longer than expected to herd them all together.



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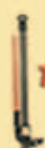


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KILIMA SPRINGS

A source of pure enjoyment for Mada guests

Having an idea is one thing; transforming this idea into reality is another.

It was in 2012 that Mada Hotels came up with the concept of producing its own bottled natural spring water. But rather than just accept that it might be a good idea, the group has now seen its scheme come to life.

Many hotels across East Africa – including, in the past, the Mada group itself – offer their own ‘branded’ water to guests. This bottled water is available in guest rooms, usually at no cost. But this water is supplied by a production company, which bottles it and applies the hotel’s own label.

Mada’s idea was on a different scale: a plan not only to bottle the water but to produce it from source. This source was a borehole at Kilima Safari Camp at the foot of Mount Kilimanjaro.

Quality

So what prompted such a plan? Mada Hotels chief executive Tinu Mhajan explains: “When building Kilima [five or six years ago] we immediately noticed the quality of the water. It tasted great and was located very close to the surface. What’s more, the water is directly from the slopes of Kilimanjaro. So it was clear that we were getting the best and purest possible water in the entire region.

“In 2013 it dawned upon us that our clients also needed to experience this great water – not only at Kilima Safari Camp but also at all Mada properties – and hence came the idea of the bottling plant.”



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The water supply is from a local borehole on the Kilima Safari Camp property. The water is pumped directly from the borehole spring to the plant. Bottling is done directly at source. Mada is the only company bottling water in the Kilima area.

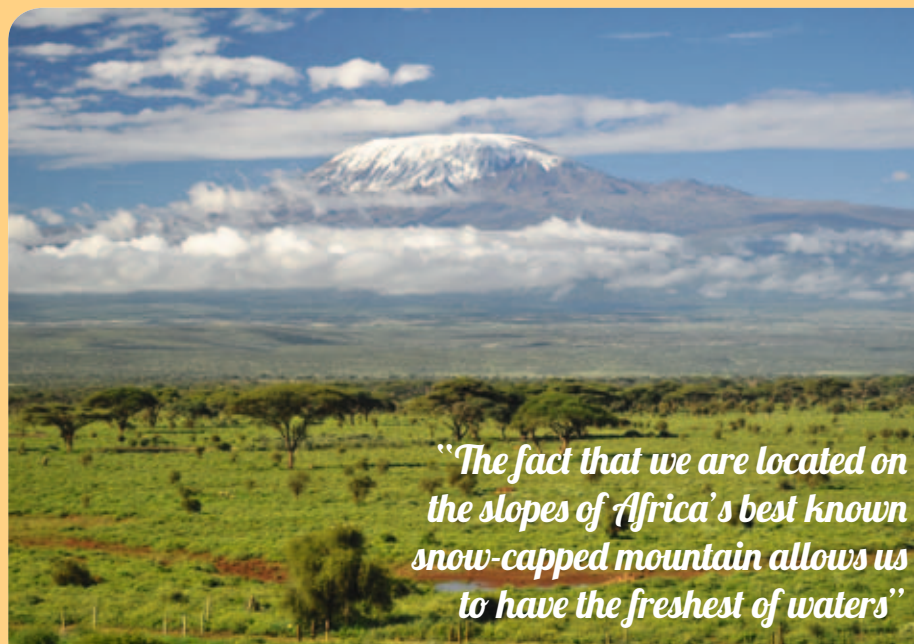
Tinu explains the plant's technicalities: "Ours is a commercial plant which is permanently fixed at Kilima. The bottling plant is complete with an extensive filtration system with an additional ultraviolet bacteria removal system. The water the plant produces has been fully approved by Kenya Bureau of Standards, which regularly inspects the facility and also tests the water.

"Apart from going through the filtration system, nothing is added to the water. We are providing the very best that Mother Nature has to offer directly with no additions or subtractions."

Creation

Now the creation of the bottling plant might be viewed as purely a money-saving operation; but this is not the case. As Tinu points out: "Our water is exclusively for Mada properties, so our production output is limited and our costs are actually higher than those of bigger commercial operations."

This is more about providing Mada Hotels with an exclusive, reliable and unique water source. "Mada's image is built on our properties and services," says Tinu. "We work in the most unique and special locations of East Africa. The Kilima bottling water project was an extension of our individuality and sharing what is special about Mada with our clients."



"The fact that we are located on the slopes of Africa's best known snow-capped mountain allows us to have the freshest of waters"

Clearly, this is special water from a special source. "The fact that we are located on the slopes of Africa's best known snow-capped mountain allows us to have the freshest of waters," says Tinu. "The water has a special taste to it which only comes from true purity."

Tinu confesses: "My favourite drink at the Kilima Bar is the Kilimanjaro Splash – a fresh Kilima Springs Water with a big wedge of lime and plenty of ice. By contrast, in the evenings, I just switch the lime wedge with a little Johnnie Walker Black Label."

The plan was always to offer Kilima Springs Water to other properties in the group and this is not without difficulty. "There are, of course, extra logistic costs involved in this as it was very easy in the past for our commercial water suppliers to deliver directly to our units," says Tinu. "But the drive here was not convenience or saving money; it was to get

this special product to our Mada clients.

However, we are not supplying our Jinja Nile Resort [in Uganda] due to the cross-border import and export issues, which make things a little more complicated."

At the same time, the water will not be sold to third parties and will remain for the exclusive consumption of Mada guests.

Of course, there are environmental concerns in regard to producing plastic bottles in a remote location such as Kilima. Mada Hotels is mindful of this. "We purchase all the consumables in Nairobi: labels, bottles, caps and the seal," says Tinu. "Our speciality is the water itself, and for a consumption of our size it makes little sense in blowing your own bottles. All bottle returns go back to Nairobi from all units on a regular basis for recycling."

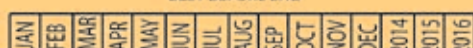
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CONCOURS OF CLASSICS IS A MAGNET FOR CAR AND BIKE LOVERS

GET YOUR MOTOR RUNNING – *it's show time*

Anyone who appreciates the power and the glory of classic cars and motorcycles will be steering a course for Nairobi this coming September for what is widely regarded as the classiest event in Kenya's motor sport calendar.

Each year, the Africa Concours d'Elegance draws hundreds of motorists and their families, not only from all over Kenya but also from neighbouring countries such as Tanzania and Uganda.

The 2014 Africa Concours d'Elegance, to be held at the Nairobi Racecourse on Sunday, 28 September, will be the latest in a long line of such events organised by the Alfa Romeo

Owners Club and funded by corporate sponsorship. The first Concours was held in 1971 to mark the Alfa Club's first anniversary and was limited to Alfa Romeo cars. Since then, however, the event has been open to all makes and models of cars, pick-ups, station wagons and motorcycles (made in or before 2012).

Polished

If previous events are anything to go by, this year's spectators can look forward to a wide array of handsome and highly polished machines. Typically, the Concours attracts a decent mix of newcomers and regular entrants who have exhibited their vehicles previously. Some of the rare cars entered in the past and expected at this year's event include a 1972 Alfa Romeo Montreal (entered by Robert Mutahi), a 1967 Alfa Romeo Sprint

(Gayling May), a 1951 Jaguar Mark V (Phoenix Aviation), a 1951 Rolls-Royce (Rajesh Lakhani) and a 1930 Ford Phaeton (Rashid Mughal).

There is also likely to be an impressive line-up of classic motorcycles by such legendary manufacturers as BMW, BSA, DKW, Douglas, Harley-Davidson, Honda, Matchless and Yamaha. Classes for motorcycles were introduced in the 1980s to widen the appeal of the Concours.

A highlight of the show is the grand parade, when proud exhibitors drive or ride their meticulously prepared machines down the judging line in front of the crowded grandstand at Nairobi Racecourse. One of the most engaging features of the Africa Concours d'Elegance is that the event is overwhelmingly attended by Africans, while about half of all the exhibitors are local African people, too. In addition to Kenyan exhibitors, the Concours typically attracts entrants from all over the world, including Australia, Europe and North America, as well as from other parts of Africa, most notably South Africa, Tanzania, Uganda and Zimbabwe.

Like Concours events all over the world, this one is highly competitive, with various prizes awarded to both cars and motorcycles, including 'overall winner'. For cars, the judging starts with an underside inspection on the Total Quartz ramp, followed by separate checks on the external finish, interior and engine of each vehicle. For bikes, a separate but similar judging procedure is followed.

PUTTING ON THE STYLE

The Concours d'Elegance has its origins in France in the heyday of horse-drawn carriages. Then, as now, the owners of expensive 'wheels' were proud of their fine possessions and couldn't wait to show them off. In Paris, on high days and holidays, it became a popular pastime for the aristocracy to parade their carriages in the parks and turn this 'concours d'elegance' (gathering of elegance) into a social occasion.

In more recent times, when carriages gave way to motor cars, the term 'concours d'elegance' became applied

to automotive events featuring the very best examples of so-called 'classic' cars, maintained and exhibited in pristine condition both mechanically and in terms of cabin and coachwork. Prizes were offered for the best exhibits across a range of categories, including motorcycles, thus giving the concours a highly competitive edge.

Today, there are concours events all round the world, attracting huge numbers of enthusiasts and providing owners of classic cars and bikes with a strong incentive to keep their vehicles in tip-top condition.



ABOVE: The 2013 CBA Africa Concours d'Elegance was won by this 1928 Ford Model A entered by Phoenix Aviation. By coincidence, the equivalent event in Uganda was also won by a 1928 Ford.

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ABOVE: Robert Mutahi's 1972 Alfa Romeo Montreal won the Most Meritorious Award at the 2013 CBA Africa Concours d'Elegance.

BELOW: This Toyota 86 was voted Best New Car by spectators at the CBA Africa Concours d'Elegance. Christine Apondi, marketing operations officer for Commercial Bank of Africa (CBA), presents the Best New Car trophy to Sachio Yotsukura, managing director of Toyota Kenya.



To ensure high standards of judging, the Concours entry list is limited to 70 cars and 40 motorcycles. Entries are accepted on a first come, first served basis.

Feature

A charming feature of the Africa Concours d'Elegance is that the event is traditionally attended each year by the Italian Ambassador to Kenya in his capacity as patron of the Alfa Romeo Owners' Club, in recognition

of the event's strong links with the famous Italian marque.

In addition to the Concours itself, the event will feature a Classic Car and Motorcycle Sale, giving owners of unwanted classics manufactured in or before 1989 an opportunity to sell them, regardless of condition. There is also an Auto Expo open to new vehicle franchise holders and agents for motoring accessories. For more information about the Concours, Classic Sale and Auto Expo, please contact:

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ON THE UGANDA TRAIL

The Alfa Romeo Owners Club is working closely with organisers of the third annual Uganda Vintage and Classic Auto Show, provisionally booked for Saturday, 5 July. It is hoped there will be a package deal for car competitors from Kenya.

The intention is to follow the example of motocross riders and rally drivers who regularly travel to Uganda to compete in events there. It is also hoped that Ugandan classic and vintage car enthusiasts will bring their machines to Nairobi for the Africa Concours d'Elegance.

By coincidence, last year's Uganda Vintage and Classic Auto Show and the CBA Africa Concours d'Elegance were both won by 1928 Ford Model A cars.



*If ever a man was born
to be a big game hunter
on the grand scale, it
was J.A. Hunter*

JOHN HUNTER

MAN WHO PUT THE 'BIG' INTO GAME HUNTING

The great white hunter has been portrayed so many times in novels and films that he has become a stereotype, a larger-than-life figure that over the years been caricatured (usually with a certain degree of affection and nostalgia) by comic writers and comedians.

Of course, no successful caricature can exist without a real-life original – and they didn't come much more original than John Alexander Hunter.

If ever a man was born to be a big game hunter on the grand scale, it was J.A. Hunter. Even his surname – a well-known clan name

in his native Scotland – seems to have been a natural part of his destiny. Built along the lines of a rugby full back, he looked the part of a rugged outdoorsman.

Colourful

During his colourful and event-filled life, J.A. Hunter not only tracked and shot hundreds of large animals – notably elephant and rhino – but also went on important expeditions, became an expert safari guide and game control officer, wrote a best-selling book about his experiences, and built an iconic property that is still thriving over half a century on.

Hunter was born in Dumfriesshire, in south-west Scotland, in 1887 and although his

father wanted him to be a farmer, he showed an early interest in hunting. In 1908, aged just 21, and armed with his father's old Purdey shotgun and a German-made Mauser rifle, he sailed for Africa, settling in British East Africa.

In the years that followed, J.A. honed his craft as a professional hunter and safari guide of no mean ability. His clients were an eclectic mix of people – ranging from titled Europeans to wealthy industrialists to ‘celebrity’ adventurers to ordinary tourists – all with a common passion for big game safaris and the thrill of the chase.

Today, of course, attitudes towards the hunting and killing of large animals is very different, however, in the 1920s and 1930s when colonial rule was at its height and J.A.

EXPLORING THE CRATER

J.A. Hunter earned a place in the fascinating history of the Ngorongoro Crater when he led the Livermore Expedition in 1923 that opened up the crater to European hunters. He was accompanied by the Boer War veteran A.P. de K. Fourie.

The crater is located in what was then Tanganyika, under British mandate since 1920. It had previously been visited by a number of Europeans, including the Austrian cartographer Oscar Baumann in 1892.

Five years after the Livermore Expedition, the crater was declared a Complete Reserve and then in 1930 the whole Ngorongoro and Serengeti area was declared a closed reserve. After the Second World War it became a national park.



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LEFT: The great man on safari in 1922

BELOW: Hunters Lodge in the late 1950s



Hunter was in the heyday of his career as a safari guide.

In later years, he became genuinely concerned about the threat of extinction hanging over some of the animals he had previously hunted and he began to support the conservation movement.

Nevertheless, the scale of J.A.'s activities is extraordinary. And, putting aside the ethical merits or otherwise of hunting, he proved himself to be a man of remarkable courage, tenacity and resourcefulness. At various times he held several world records for big game. He is credited with over 1,400 elephants; he led a group that killed approximately 1,000 rhinos in a single year; and in his writing he also describes the hunting of bongo in the Ituri Rainforest, lion in Maasailand and buffalo near Thomson's Falls.

Not all of these killings were in the name of sport. During much of his career he was a game control officer who was called upon to handle some of the most difficult assignments. He was a game ranger at the time when he shot dozens of rogue rhinos in the Makueni area at the behest of the Tanganyikan government. He also became chairman of Tanganyika National Parks.

Story-teller

It was during the 1950s that J.A.'s talent as a story-teller came to the fore when his second book, 'Hunter', published in 1952, was selected by the Book of the Month Club and became a best-seller. Several of his books were published in the 1950s, some autobiographical and some fictional, based on his life experiences. In one of them, 'Hunter's Tracks', he described his efforts to capture the head

of a gang of ivory poachers. His memoirs were enlivened, too, by his acquaintance with other famous hunters and adventurers, including Denys Finch Hatton, who was later portrayed by Robert Redford in the 1985 romantic film 'Out of Africa'.

Although his world view was inevitably shaped by his career as a colonialist, J.A. nevertheless displayed a heart-felt respect for the African people he encountered and worked with.

J.A. Hunter married Hilda Bunbury in 1918 and they had six children – Doreen, Sheila, Lesley, Gordon, Dennis and David.

It was in 1958 that J.A. built the Hunters Lodge Hotel at Makindu, on the main road between Nairobi and Mombasa. He died there, aged 75, in 1963.



CLIMBING KILI

Don't climb harder - climb smarter

~~~~~  
If you have ever thought about climbing Africa's highest mountain – perhaps while enjoying a sundowner at Mada's Kilima Safari Camp – then you have probably wondered what's involved in getting to the summit of Kilimanjaro.

It's fair to say that Kilimanjaro is more of a vigorous walk than a mountain ascent, so it is accessible to a broad range of trekkers. The youngest visitor to reach the summit was just seven and the oldest was a sprightly 85 years of age.

### *Congestion*

This accessibility has its downside, however. Kilimanjaro is such a popular climb that it suffers from 'congestion'. About 35,000 people attempt the climb each year, most of them during a 'window' of about 250 days. This means an average of 140 trekkers a day plus their 550 porters all heading in one direction in a comparatively short time-frame.

Luckily, not everyone takes the same route. In fact, there are at least 15 different routes to the summit, each with its pluses and minuses in terms of cost, time, difficulty and duration. Here is a quick summary of the most popular options:

**Marangu Route:** Amusingly known as the 'Coca-Cola Route', the Marangu was for several years the most popular but has now been relegated to second place by the Machame Route. With accommodation in huts, this is the least expensive option; and is also the best route during the rainy season in March and April.

On the debit side, it has the lowest success rate, with only about 65 per cent of climbers reaching the top. It is also more crowded, camping is not allowed, and there is a very steep rise in elevation on each day, thus increasing the risk of altitude sickness. The Marangu is the only route that uses the same way up and down.

*It's fair to say that Kilimanjaro  
is more of a vigorous walk than  
a mountain ascent*





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**Machame Route:** This is one of the most scenic, and most popular, of the Kilimanjaro routes. The climb starts with magnificent forests up to a ridge that leads through the moorland zones to the Shira Plateau. It then traverses beneath the glaciated precipices of the southern ice fields to join the Barafu Route to the summit. It is more difficult than the Marangu Route, however, and busy in peak season.

## Reputation

**Rongai Route:** The only route to approach Kilimanjaro from the north, the Rongai is one of the least frequented and has a reputation as a remote wilderness trail. However, it is the second easiest route. The approach to the mountain is from the less forested north side and the descent is by the Marangu Route. There are several variations associated with the Rongai including a longer route taking in Mawenzi Tarn at 4,330 metres. Climbers approach the mountain from the driest side, which gives the best chance of good weather. The ascent and descent are on opposite sides, so climbers can experience both sides of Kilimanjaro. But the Rongai is a less scenic route than the Machame.

**Shira Route:** This route approaches Kilimanjaro from the west and crosses the caldera of the Shira volcano before heading beneath the southern ice fields of Kibo. The route is seldom used by other trekkers and so the first two days on the mountain are less crowded than on most other routes. But when this

route meets up with the Machame trail it can get busy during the high season.

**Lemosho Route:** Remote and beautiful, but long and expensive (because of the extra days on the mountain), this route also approaches Kilimanjaro across the Shira Plateau. After beautiful forests and moorlands, it crosses the plateau to meet up with the Machame Route. Groups may be accompanied on the first day by an armed ranger as the forests around the Lemosho Glades are rich in buffalo, elephant and other game. On the plus side, there is plenty of time for acclimatisation and consequently a high likelihood of reaching the summit. But the Lemosho is expensive and has a slightly higher difficulty level than the Machame. When this route meets the Machame and Shira trails, it can become crowded on the last few days of a climb during the peak season. For many, the Lemosho-Western Breach-Crater route is the best.

## Shortest

**Umbwe Route:** The Umbwe has wonderful views and is one of the shortest routes to the Southern Glaciers and the Western Breach. It is probably the most scenic, non-technical route. Owing to the relatively fast ascent to higher altitude it can be quite taxing, but the rewards are plentiful. This route is rarely used and is suitable only for experienced climbers. Many trekkers reach the summit only after climbing for several hours, commencing at

midnight. They see the sun come up, line up for the obligatory photograph and then scramble back down. An alternative to this scenario is to camp at the Reusch Crater, just 90 minutes from the summit, have a 'leisurely' breakfast and then stroll to the Uhuru Peak



once the crowds have departed. This also allows time to enjoy other sights near the top such as the glaciers and the active volcanic ash pit. It is also possible to wait and watch the sun go down.

So what is all this going to cost? Well, the Western Breach route will set you back around US\$ 3,500 while the Machame is only US\$ 2,600 and the Marangu a snip at about US\$ 2,500. You pay your money and you take your choice.

*'Reflections' magazine would like to thank Kilibase Adventures for the company's assistance in putting this article together.*

*Owing to the relatively fast ascent to higher altitude it can be quite taxing, but the rewards are plentiful*





# Kogatende:

## THE SERENGETI'S SECRET CORNER

The Serengeti remains one of Africa's truly iconic national parks, comprising an impressive 30,000 sq km of rolling savanna. Across the border in Kenya, the Masai Mara National Reserve adds a further and contiguous 1,500 sq km to this vast protected area.

Taken together, this wildlife-rich transborder region attracts visitors from across the world and during the peak migration season it can get crowded with 4x4 vehicles and safari vans, all jostling for the prime spots to view game and the Mara River migration crossings. Yet it's still possible to find a quiet and rarely visited spot where animal sightings are good and where tourists are still few and far between. One of these secrets spots is Kogatende, right up in the north of the Serengeti, close to the Kenyan border.

Bisected by the meandering Mara River and off the beaten track, Kogatende is a section of the Serengeti famed for its top-end mobile and semi-mobile camps and for its big cats and even rhino. Kogatende is a clear favourite with regular visitors to the Serengeti, who acknowledge the area's beauty, serenity and high animal densities.


### *Airstrip*

Despite its location, it is easy to fly to this remote corner on a scheduled safari flight from Arusha thanks to the airstrip that serves this northern section of the Serengeti.

Kogatende is an especially good place to view the annual wildebeest migration. The herds arrive in July and they can be seen in large numbers until early November. The Mara River is home to noisy pods of anything up to 50 hippo. Large herds of giraffe are





A large herd of wildebeest is captured in the middle of a river crossing. The animals are densely packed, moving from the background towards the foreground. Their bodies are dark brown, and their heads are lowered as they wade through the water. The water is a muddy brown color, and there is a significant amount of white foam and spray kicked up by the animals' legs, indicating a fast-paced migration. The horns of the wildebeest are visible, some pointing upwards and others downwards. The overall scene conveys a sense of intense natural activity and movement.

*Kogatende is an especially good spot to view the annual wildebeest migration when the herds arrive in July and these can be seen in large numbers until early November*





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frequently sighted, while elephants, too, are there in abundance along with significant numbers of eland.

It is in this largely untouched part of the Serengeti that the Mada group has chosen to build a new balloon camp to complement and enhance its recently launched hot air ballooning operations. The new camp is scheduled to open in 2014.

## Balloon

Kogatende is, in fact, one of two Serengeti balloon bases, close to the Mara River, for the Mada group company Adventures Aloft. The other is at Togoro Plains. Adventures Aloft alternates between the two bases depending on the time of year and is one of only two companies licensed to operate balloons in the Serengeti.

As elsewhere in the Mara-Serengeti ecosystem, animal numbers vary with the seasons. The migratory herds coming north-

wards from July to September typically end up in an area known as the Lamai Triangle, just north of the Mara River and opposite Kogatende, a key refuge for migrating wildlife during the long dry season.

One of Africa's most perfect viewing places, the Lamai Triangle probably sees higher numbers of wildebeest and zebra than the Mara across the border and offers an alternative location in which to view the great annual migration.

Just south of the Mara River is the Kogatende ranger post, one of the area's few permanent manmade features. This part of the Serengeti was heavily poached in the 1950s and 1960s. The Lamai Triangle was added to the Serengeti National Park in 1965. The Kogatende post was installed to protect the Serengeti rangers and anti-poaching patrols.

So join those who really know the Serengeti and head for Kogatende. And, of course, take in a balloon ride with Adventures Aloft.





# ORPHANS LOOK TO A BRIGHTER FUTURE

– WITH HELP FROM MADA GUESTS







*One of the key aims of the Good Samaritan Orphanage is to give the children a good basic education that will enable them to make a better life for themselves*



**A**n orphanage on the north coast of Kenya has been giving hope and quality of life to hundreds of children for over 10 years – with a bit of help from the Mada Hotels group and its guests.

The Good Samaritan Children Orphanage was established at Kilifi, 56 km (35 miles) north of Mombasa, by Mwasaha Mwagambo and his wife Mnyazi Gonja Mumba, who wanted to do something to help orphans in the local area. They were concerned about the large number of children in Kilifi who had been orphaned as a result of difficult or even tragic family circumstances such as the

HIV virus, the break-up of families, and the general level of poverty in the local area.

The orphanage accommodates boys and girls aged from three to 17 years. They come not only from the Kilifi area but from all over Kenya. The orphanage, which currently has just over 70 children, is run by Mr and Mrs Mwagambo along with a 15-strong team of teachers and other staff. There are two dormitory blocks, one for boys and one for girls. Other facilities include a kitchen, classrooms and a playground.

### **Support**

The orphanage is funded through well-wishers and donors and one of its key supporters is the Mada Hotels group. Mada





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operates a programme in which resident guests at Kilifi Bay Beach Resort and Baobab Sea Lodge are introduced to the orphanage by hotel animators. The guests are invited to make donations either through direct funding or in the form of clothes, books and other items that will benefit the orphanage and the children.

## Choirs

In addition, the management of Mada Hotels organises musical programmes involving the children of the orphanage. The children are formed into choirs, which come along to the Mada properties and entertain the guests. This creates a good opportunity for interaction between the school management, the hotel and the guests.

Kilifi is a cosmopolitan town with a high incidence of HIV. There is widespread poverty, leading to school drop-outs, along with a



prevailing culture that allows early marriage. In addition, many local people are unable to get jobs because of their lack of education, thus adding to the downward spiral of poverty and family hardship.

One of the key aims of the Good Samaritan Orphanage is to give the children a good basic education that will enable them to make a better life for themselves than the previous generation was able to.





# MEET THE MADA TEAM

## 'The tick behind the tock'



**MADA HOTELS**



### **Bernard Kiko**

**Head carpenter, Mada Hotels**

Bernard Kiko has been working with Mada Hotels for 19 years.

He is responsible for organising daily work schedules, ensuring that projects are done thoroughly and on time, keeping the machines in efficient working order and making sure there is a good supply of materials. Bernard also supervises his junior staff to ensure they undertake their duties. He enjoys working with a "cooperative and hard-working" team.

Bernard was previously a foreman in a timber yard. "I saw it was time to try something different so I opted to change the path I was on and I ended up at Mada Hotels. It has been a good experience."

Bernard says he has learned a lot at Mada Hotels, including "new ideas, new designs in woodwork and advanced technology in wood engravings".

In his free time, Bernard likes to be with his family (he has nine children) and to listen to music. He also advises the younger generation on how to practise more technical work.

*"I saw it was time to try something different so I opted to change the path I was on"*

### **Edna Mapenzi Kikala**

**Head of massage, Kilifi Bay Beach Resort**

Edna has been with Mada Hotels for 13 years. She is responsible for taking the daily bookings for massage as well as for giving massage. The team she works with are "helpful, supportive and cooperative", says Edna.

She enjoys interacting with clients and making sure they are happy. Sometimes this requires a bit of diplomatic skill, as when "a client overtakes the other on their scheduled time of massage and I have to explain and calm them down".

Edna also gives advice to her trainees, especially young women, on "how to excel in life".

Edna is married with two boys. She likes to spend her free time with her family and doing the household chores. On Sunday she goes to church and visits her relatives.



*"Our team is helpful, supportive and cooperative"*



*"I express my ideas and findings and the management is keen to follow up"*



## Fredrick Muli

**Chief accountant and internal auditor,  
Head Office Accounts**

Fredrick Muli has been with Mada Hotels for 16 years. Before that he spent two years in the accounts payable department of Kenya Breweries. He was attracted to the hotel industry because of its "diverse accounts exposure".

His main responsibilities are cost control and ensuring that accounting and audit procedures are followed. He describes the team he works with as "young and very ambitious but honest accountants".

One of the most enjoyable aspects of working for Mada Hotels, says Fredrick, is that "I express my ideas and findings and the management is keen to follow up".

He says Mada provides "very good induction" for its staff as well as regular work-shops and seminars. He enjoys inducting new staff.

One of the main challenges, he says is "maintaining friendship at work without compromising on audit standards and procedures".

Fredrick has been married for 14 years and is a proud father of three daughters. In his free time he likes visiting his home village and he is also a deacon in the church.

## Phibby Nakiberu Natasha

**Executive system officer, Jinja Nile Resort**

Phibby joined the hotel industry because she "loves serving people and being involved in hospitality work". She has been with Mada Hotels for 14 years.

Her daily duties include administrative and secretarial work and dealing with reservation calls as well as taking care of the business centre.

Phibby describes the team she works with at Jinja Nile Resort as "hard-working, cooperative and passionate about what they do".

Like all Mada members of staff, Phibby has received training in various aspects of hotel work including personal grooming and "attitude transformation" as well as security awareness, customer care, hospitality and how to handle guests' complaints.

Phibby has five siblings and is married. In her free time she goes to church and "does personal development".



*"I love serving people and being involved in hospitality work"*

## Serkan Gul

**Hot air balloon pilot, Kogatende Serengeti**

Balloon captain Serkan Gul has been with Mada Hotels/Adventures Aloft since June 2013.

Serkan began working as a hot air balloon pilot in 2001. He has flown balloons at locations across Africa but says he has never seen a place quite like Kogatende. "I enjoy flying over the Mara River and during the flight we get to see hippo and crocodile," he says.

Serkan's daily duties involve checking that the balloon, basket and burner are all in tip-top order as well as keeping a close eye on the weather conditions.

Being based in the Serengeti means few opportunities for a night out. Nevertheless, Serkan enjoys nyama choma (roast meat) and visiting friends at other camps and lodges in the area.



*"I enjoy flying over the Mara River, seeing hippo and crocodile"*



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## Ranjit Singh

**Operations manager, Adventures Aloft Tanzania Ltd**

Ranjit Singh, who has been with Mada Hotels for three years, is responsible for "running daily operations in three units and marketing all our properties which are under me".

He enjoys team work and has plenty of praise for the "wonderful team working with me" because he can rely on "getting support every time when needed".

One of his tasks when he joined Mada was to build a balloon base and start flying balloon safaris in Kogatende and Togoro in the Serengeti National Park within six months, which Ranjit describes as "quite a big challenge to me".

Previously, he had started up a lodge in Tarangire National Park – "a very good experience because that was my first project in a national park".

Ranjit is confident that training at Mada is second to none, with balloon crew and other staff receiving instruction from senior managers and top pilots in order to "maintain our best quality".

Ranjit is married with two children, a girl and a boy, and likes to spend his free time with his family.

*"I am running daily operations in three units and marketing all our properties which are under me"*



## Schola Ochieng

### Sales and marketing, Mada Hotels

Schola Ochieng has been with Mada Hotels since 2007. Her previous experience includes working for Precision Air on the check-in counters and working as a sales representative for Zain and Safaricom.

Schola enjoys "interacting with people and trying to understand their point of view in the area of discussion".

In addition to sales and marketing, her duties at Mada include receiving calls and attending to clients who want availability, responding to emails, charting vouchers from agents, and making sure the hotel has all the bookings for the day.

A challenge for Schola is when there is an overbooking or when a client changes his or her flight details and unwilling to pay the cancellation charge.

She describes her colleagues as "cooperative and always willing to help when there is a problem".

Schola is one of a family of 10 consisting of five girls and five boys. In her free time she likes swimming, going for retreats with friends or just "lounging with my family". She also takes part in marketing events and expos.



"My colleagues are cooperative and always willing to help when there is a problem"

## Samson Odhiambo Agina

### Workshop manager, Head Office

Samson has been with Mada Hotels for 10 years, having previously worked for Project Furniture Ltd from 1999 to 2004 as production manager.

The core of his job is to supervise the maintenance of properties and to ensure that materials are purchased, stored and supplied on time to the various units. He keeps the directors informed and manages the staff in his department.

Samson has a very positive view of his work and its challenges. "I believe if you take responsibility, you have the power to change things. One of the important keys for me is to succeed and to have the discipline to do what I know I should do, even when I don't feel like doing it."

He believes in team work and values the work of his colleagues. "The whole Mada staff as a family is very dedicated, especially my maintenance staff," says Samson. "We have a basic need to understand and be understood. I listen to them, and for this they have given me a lot of support."

Joining the hotel industry was like a dream come true, he says. "It was one of the greatest feelings ever for me to join Mada Hotels, where I understand my own identity and place."

Samson is one of a family of six – three boys and three girls. In his free time he enjoys listening and dancing to rhumba music and watching football. "I am a big fan of Manchester United and Gor Mahia FC."



"I believe if you take responsibility, you have the power to change things"



## NAMANVE HOTEL PLAN FOR MADA

The Mada Hotels group will soon be expanding with a project for a new hotel in Uganda.

The Kampala Nile Resort, which will be Mada's second property in Uganda, will be located at the Kampala Industrial and Business Park in Namanve. The business park is one of the latest ventures initiated by the Government of Uganda.



The project has been divided into two phases; the first will consist of building the reception, bar, conference facilities and 80 guest rooms. Guests will be able to benefit from a spa and health centre as will local Kampala residents.

The second phase of the scheme will see the construction of 75 guest rooms and serviced apartments, of which three will be junior suites and two will be presidential suites. This will allow the hotel to accommodate 500 people.

Mada Hotel's latest edition will be built across 5.5 acres and set among tropical gardens, giving the resort the kind of tranquil atmosphere for which Mada is renowned.


Mada's Tinu Mhajan describes the intention behind the Namanve property: "Mada Hotels has been operating in Uganda for 15 years and, in that time, has established an excellent reputation.

The Namanve hotel will be a city property with all the amenities a business traveller is looking for. There was a strong demand for another property in that region so we have high hopes for our novice hotel."

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## JINJA WELCOMES UGANDA PRESIDENT TO NILE BRIDGE PROJECT LAUNCH

The President of Uganda, Yoweri Museveni, was welcomed to Jinja on 28 January 2014 by the general manager of the Jinja Nile Resort as well as by the Japan International Cooperation Agency and other stakeholders for the launch of the new Nile Bridge project.

The single-plane cable configuration will be the first of its type in Africa and will also be one of the continent's biggest bridges. The UGX 450 billion (US\$ 180 million) scheme will see the completion of a 525 metre bridge, which is being built by a joint venture between Zenitaka Corporation and Hyundai.

The scheme is expected to take four years to complete. Once finished, the bridge will provide a secure transport link as well as boosting Uganda's tourism and trade with other East African countries.

A Mada Hotels spokesman said it had been an honour to have President Yoweri Museveni visit Jinja. "It was a very exciting time for Mada Hotels as the managers of Oriental Consultants, Hyundai and Zenitaka all spent the night in our hotel as well. We are thrilled about the Jinja Nile bridge. It can only mean great things for Uganda."



## WORK UNDER WAY ON ZANZIBAR HOTEL



Building work has begun on a new Mada hotel located on the east coast of Zanzibar.

The site at Michamvi covers more than 25 acres and boasts nearly 500 metres of beachfront. Mada Hotels says the property will consist of 80 ocean-facing rooms, two swimming pools and a luxurious spa.

Zanzibar, also known as the 'Spice Island', is famous for its fascinating history, unique architecture and beautiful coastline. The latest Mada property has been designed with Swahili architecture in order to give clients a true East African experience.

Mada's Tinu Mhajan explains: "Zanzibar is one of East Africa's most popular coastal destinations – and for a good reason. The hotel will be situated next to one of the nicest beaches on the African coastline. We are very excited about the new Mada property at Michamvi, as it will highlight the best of the island."

Mada's new Zanzibar hotel is expected to be completed in September 2015.

## '50 TREASURES' OF KENYAN TOURISM

To celebrate the 50th anniversary of Kenya's independence, Mada Hotels invited travel agents and members of the trade to an exciting presentation at Hotel La Mada in Nairobi in August 2013.

Key speaker was the veteran German photographer Hartmut Fiebig, chairman of the 50 Treasures of Kenya Trust and Kenya's honorary ambassador for tourism.

Mr Fiebig gave a spectacular presentation on the theme of Kenya's top 50 tourism destinations. Mr Fiebig has a lot of experience, having previously given presentations at many European exhibitions including ITB Berlin fair, where he obtained his honorary ambassadorship.

The 50 Treasures display, however, was the first of its kind in Kenya. The show truly revealed the highlights of Kenya as a

tourism destination and was a perfect way to celebrate the country's golden jubilee.





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## MADA HOTELS

The operating properties comprise: tented camps in the Masai Mara, Amboseli and Tarangire, two Kenyan ocean-front hotels, two hotels in Nairobi, a resort in Jinja and a lodge off the Nairobi-Mombasa highway.

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In 2013, we created MARA Celebration, an ode to our history, a tribute to our heritage, a momento of our evolvement- a limited edition handmade sparkling wine boasting small delicate bubbles from secondary fermentation in the bottle.

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## ADVENTURES ALOFT: MASAI MARA | TARANGIRE | SERENGETI



# Up, up and away

passengers. Each flight is planned with precision so that all passengers have to do is enjoy the view. Since it began operating in the Masai Mara, the company has built a reputation for professional service.

### Popularity

Operations have expanded as a result of growing popularity. In 2010 the company began flights from Tarangire National Park and added a new balloon to its Masai Mara operations. Adventures Aloft began operations from two new sites in the Serengeti in June 2013.

Flights typically take off at 06.30. Guests rise early to freshen up and enjoy some coffee and cake. The hour-long flight offers a bird's-eye view of the landscape. A chase crew follows the balloon with equipment and ensures a smooth landing.



Adventures Aloft has been operating in East Africa for over 25 years. The company employs highly experienced pilots and has a perfect safety record. All pilots are commercially rated on the large-sized balloons used by the company. Thanks to the skills and knowledge of its staff, guests are able to relax and enjoy the flight, knowing they are in safe hands.

Travelling in a hot air balloon gives passengers a weightless feeling that creates a sense of freedom and tranquillity. Over the years, Adventures Aloft has become very good at creating memorable experiences for its





### FLOATING ABOVE THE BAOBABS

Using an A-415 Cameron balloon with a capacity of 16 passengers, Adventures Aloft began operating in Tarangire in 2010.

Company staff collect passengers from lodges and camps throughout the park and bring them to the launch site. Typically, flights take off at sunrise. Take-off sites can vary depending on the weather, but all are easily accessible.

The balloon's exact path is determined by the prevailing winds, but mostly follows the meandering Tarangire River. These flights offer passengers a unique opportunity to gaze down on the various wild animals as they come to drink and cool off by the river.

On landing, guests are served breakfast on the river bank and take time to enjoy panoramic views of the Tarangire River and the cool breeze through the baobab trees. After a hearty breakfast, guests are taken on a game drive en route back to their lodge or to the drop-off point, as agreed by the tour guide.

### EXPERTISE

In addition to the pilot, it takes a fleet of vehicles and several members of staff to make the flights run smoothly. The balloon crews have years of expertise and knowledge, thus helping to uphold the high standards that passengers expect from Adventures Aloft.

Bookings should be made in advance to avoid disappointment. Guests can either contact Adventures Aloft directly or book through a tour operator or via staff at their own camp.

After landing there is a champagne-style breakfast with butler service, an open bar serving Bloody Mary cocktails and a hearty English-style breakfast. All passengers receive a certificate as a memento of their flight. The morning's adventure is rounded off by a game drive back to camp.

Adventures Aloft abides by eco-friendly practices and all operations are carried out with minimal impact on the environment. The company expects its passengers to follow a similar code of conduct.







*Over the years, Adventures Aloft has become very good at creating memorable experiences for its passengers*

## BEST VIEW OF THE MARA MIGRATION

Adventures Aloft has been creating memorable balloon safaris in the Masai Mara National Reserve since 1997 and is now flying seven balloons in Kenya on a daily basis with a total capacity of 108 passengers.

Balloon safaris are the most outstanding way to see the annual wildebeest migration for which the Masai Mara is famous. Whatever the time of year, passengers are guaranteed a spectacular view across the reserve.

## DAILY FLIGHTS

There are daily flights from two separate locations, at Fig Tree Camp and Siana Springs Intrepids, departing at about 06.30. For guests not staying at those two resorts, Adventures Aloft offers a transfer service to and from most of the camps and lodges in and around the Mara.

The company has a fleet of Cameron balloons, consisting of six A-415 balloons with a flying capacity of 16 passengers each and one A-315 balloon carrying 12 passengers.



# *Peaceful haven in ideal spot*

---

*Set in seven wooded acres with a tranquil stream running through the grounds, this is a great place to relax and unwind*







**L**a Mada is a four-star boutique hotel surrounded by the lush Karura Forest, home to a rich birdlife and several monkey colonies. In fact, it is hard to believe that the hotel is just 8 km from the centre of Nairobi.

Set in seven acres of land with a tranquil stream running through the grounds, this is a great place to relax and unwind – ideal for those wishing to escape the noise and bustle of the city.

### *Spacious*

The hotel is intimate and friendly with many personal touches. It has just 35 guest rooms, comprising 25 double rooms, six twin rooms and four executive suites. All accommodation is luxuriously furnished with crisp white linen and towels, large wooden beds and spacious en-suite bathrooms.

Guests can choose from a variety of top quality cuisine at La Mada. In addition to the elegant à la carte dining room, there is the

## **FACT FILE**

**STAR RATING:** \*\*\*\*

**LOCATION:** Nairobi, Thika Road

**NUMBER OF ROOMS:** 35

**LEISURE:** Swimming pool

**DINING:** Two restaurants

**BARS:** Pool bar

**CONFERENCING:** Four conference halls for 10-380, meeting room and boardroom. PA systems and LCD projectors

**ENTERTAINMENT:** Live bands

**NEARBY ATTRACTIONS:** Karura Forest

**ADDITIONAL FACILITIES:** Curio shop, airport shuttle service, business centre and Wi-Fi available



## HOTEL LA MADA

Lion's Den Restaurant, located in the forest, which serves barbecue lunches. There is also a charming coffee shop, perfect for an afternoon beverage, while the pool bar serves refreshing drinks in a picturesque setting.

Thanks to its location, the hotel has become increasingly popular for business meetings and conferences. In response to demand and its growing popularity, there are now four conference halls. There is also a well equipped executive boardroom with LCD projectors, computers and a secretarial and photocopying service.

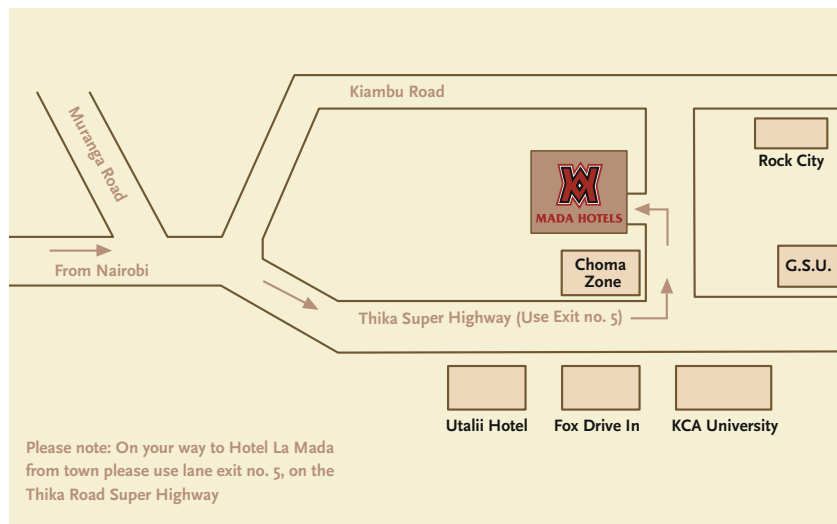
### Functions

Experienced staff are on hand to organise functions and make every conference a success. Activities include special events in the Lion's Den Restaurant, poolside cocktails and live band entertainment.

There is a range of facilities to make every guest's stay as relaxed as possible. For example, the large swimming pool is ideal for a revitalising swim, while the airport shuttle service helps take the stress away from travelling. In addition, there is free Wi-Fi to keep guests fully connected.

## LOCATION

|                | DISTANCE | ESTIMATED TIME |
|----------------|----------|----------------|
| CITY CENTRE    | 10 KM    | 15-20 MINS     |
| JKIA           | 25 KM    | 20-40 MINS     |
| WILSON AIRPORT | 18 KM    | 25-35 MINS     |





## THE OAKWOOD HOTEL



# *The perfect downtown location*

The Oakwood Hotel is a small, exclusive and perfectly located property. In fact, it's the ideal accommodation for guests who enjoy the hustle, bustle and non-stop night-life of Nairobi.

The Oakwood resides in the Elite House building, formerly Livingstone House. The property was built in the 1950s and although it maintains its colonial architecture it has recently been refurbished for the comfort and convenience of its guests. The hotel retains some of the original features, including the Otis lift, which is manually operated and has an open-cage design.

In the heart of the business district, the hotel has become increasingly popular with business travellers who want the convenience of a central location with all the benefits of a comfortable boutique hotel.

The hotel is great for easy connections and shuttle services to other major cities and towns in East Africa and near the railway station. Also in close proximity are the many bars, restaurants and evening entertainment that make Nairobi one of Africa's most exciting cities.

Aptly named, The Oakwood is decorated with traditional wood furnishings and fixtures that create a homely and warm atmosphere.

### FACT FILE

**STAR RATING: \*\*\***

**LOCATION:** Kimathi Street, Nairobi

**NUMBER OF ROOMS: 20**

**DINING:** One restaurant

**BARS:** One bar

**FACILITIES:** Wi-Fi available





# THE OAKWOOD HOTEL



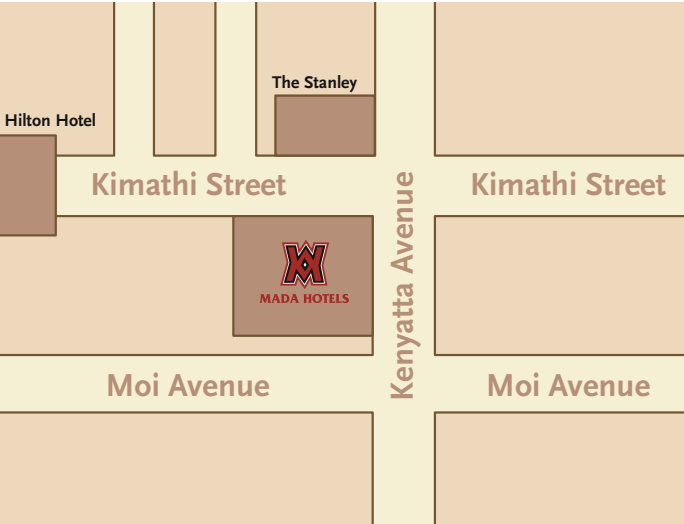
There are just 20 self-contained rooms, all with telephone, TV, in-house video, mini fridge and tea/coffee-making facilities.

The hotel has a stylish bar and a restaurant with an à la carte menu. A full traditional English breakfast is included in the room rate.

The Oakwood offers a wide range of facilities, including a business centre with Wi-Fi connection and parking (at an additional cost). There is also a laundry service for the convenience of guests.

# LOCATION

|                | DISTANCE | ESTIMATED TIME |
|----------------|----------|----------------|
| CITY CENTRE    | 0 KM     | 0 MINS         |
| JKIA           | 12 KM    | 20-30 MINS     |
| WILSON AIRPORT | 8 KM     | 20 MINS        |



*In close proximity are the many bars, restaurants and evening entertainment that make Nairobi one of Africa's most exciting cities*



## KILIFI BAY BEACH RESORT

# Exclusive Indian Ocean resort



Located on the white sandy beaches of Kilifi, the four-star Kilifi Bay Beach Resort is small and exclusive, with unspoilt panoramic views of the Indian Ocean. It is the only hotel on this beautiful stretch of beach, so guests can be assured of total peace and quiet during their stay.



The hotel gardens contain hundreds of palm trees creating shade while the cool breeze blows in from the ocean. All the buildings and guest accommodation have recently been refurbished and are painted white, while interiors are fresh and modern.

### Service

With only 50 rooms, the resort puts emphasis on personalised service, ensuring that all guests are well looked after during their stay. Each room has its own private balcony where guests can relax with a sundowner or just read a book.

To help guests unwind, a free massage service is available. There are also two swimming pools, perfect for a relaxing dip.

## FACT FILE

**STAR RATING:** \*\*\*\*

**LOCATION:** Kilifi

**NUMBER OF ROOMS:** 50

**LEISURE:** Two swimming pools, snorkelling, windsurfing, scuba diving, glass-bottom boat, big game fishing, cruises in the creek

**DINING:** Two restaurants

**BARS:** Three bars

**CONFERENCING:** Facilities for between 10-100 delegates. PA systems and LCD projectors

**ENTERTAINMENT:** Acrobatic shows, discos, live music and traditional African shows

**NEARBY ATTRACTIONS:** Kilifi Harbour and Creek

**ADDITIONAL FACILITIES:** Massage service, Wi-Fi available



## KILIFI BAY BEACH RESORT



*It is the only hotel on this beautiful stretch of beach, so guests can be assured of total peace and quiet during their stay*



## LOCATION

|                     | DISTANCE | ESTIMATED TIME |
|---------------------|----------|----------------|
| MOMBASA AIRPORT     | 64 KM    | 1 HR 20 MINS   |
| MSA RAILWAY STATION | 58 KM    | 1 HR 15 MINS   |
| MOMBASA TOWN        | 56 KM    | 1 HR 15 MINS   |
| MALINDI TOWN        | 55 KM    | 1 HR 15 MINS   |
| MALINDI AIRPORT     | 50 KM    | 1 HR           |



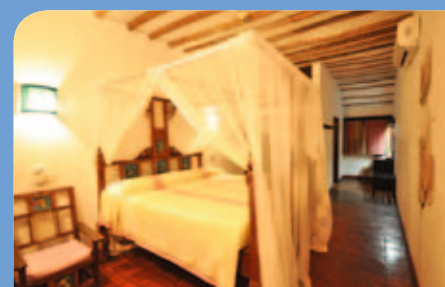
The main restaurant serves buffet breakfasts, light lunches and sumptuous evening meals. The dinner menu is a selection of international cuisine, with themed nights and barbecues throughout the week. In addition, the Tepenyaki restaurant offers an exotic mix of Japanese cuisine and delicious seafood.

The Coconut Bar on the beach serves snacks and drinks throughout the day. There are two further bar areas within the resort: one in the lounge reception area, popular for pre-dinner cocktails, and the Pool Bar, ideal for a refreshing beverage while guests relax and soak up the sun.

### Excursions

The hotel boat 'Baobella' departs throughout the day on scenic excursions through Kilifi Creek, with soft drinks and snacks provided. Other water sports include snorkelling, diving and canoeing, all of which are available from the beach.

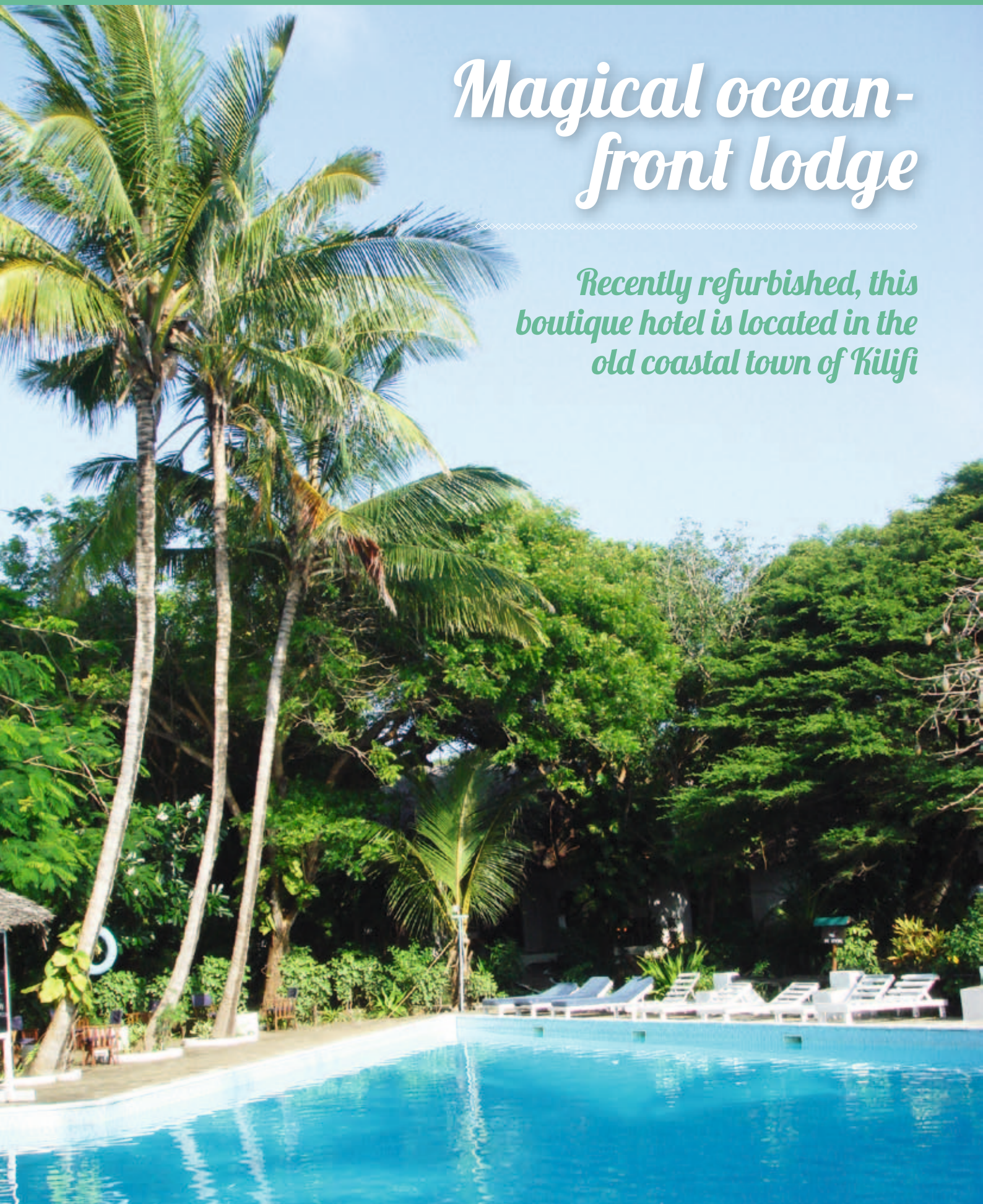
Kilifi Bay Resort is a well established conference venue. The atmosphere is quiet and the staff are trained to cater for large groups. Various activities are available for special functions, including beach dinners, day trips to Malindi and beach cocktail parties.





# *Magical ocean-front lodge*

*Recently refurbished, this boutique hotel is located in the old coastal town of Kilifi*





For guests who want to relax, soak up the sun and enjoy the magic of the Kenyan coast, the Baobab Sea Lodge, set in seven acres of tropical gardens with 60 metres of ocean frontage, is the ideal spot.

This recently refurbished boutique hotel is located in the old coastal town of Kilifi, halfway between Mombasa and Malindi. Kilifi is small, picturesque and self-sufficient, with fruit markets, small shops, two banks, a post office, a pharmacy and a hospital. Kilifi also has many grand houses, both alongside the creek and overlooking the ocean.

When it comes to dining at Baobab, every meal is fresh and unique. With meal plans from all-inclusive to basic bed-and-breakfast

available, guests can eat in the hotel as little or as often as they want. The main restaurant serves a variety of good-tasting cuisine and has themed nights with live entertainment throughout the week including acrobatics, discos, live music and traditional African shows with dancers. Guests who prefer a quieter and calmer evening may choose to have a cocktail in one of the two bars, or catch up on the latest news in the TV lounge.

### *Relaxation*

For the ultimate relaxation, visitors can enjoy a free massage, which is available to all hotel guests. More active types can enjoy the large variety of water sports on offer, including snorkelling, deepsea fishing, windsurfing, scuba diving, canoeing and

## FACT FILE

**STAR RATING: \*\*\***

**LOCATION: Kilifi**

**NUMBER OF ROOMS: 30**

**LEISURE:** Two swimming pools, including a children's pool, tennis, snorkelling, windsurfing, scuba diving, glass-bottom boat, game fishing and creek cruises

**DINING:** One restaurant, banquets on request

**BARS:** Two bars and a swim-up pool bar

**CONFERENCING:** Conference room for 10-60 delegates, public address systems, LCD projector and computers

**ENTERTAINMENT:** Live music, theme nights and traditional African shows

**NEARBY ATTRACTIONS:** Kilifi Harbour, Kilifi Creek, fruit markets, Wi-Fi available





# BAOBAB SEA LODGE

a glass-bottom boat. The hotel's boat, the 'Baobella', is also available for excursions in and around Kilifi Creek.

## Surprise

With so much on offer, it may come as a surprise that Baobab Sea Lodge has just 30 guest rooms. What's more, each of the rooms has recently been refurbished for maximum comfort. The philosophy here is 'quality not quantity' and guests are well attended by friendly and professional staff.

The Baobab Sea Lodge is a perfect venue for conferences with a theatre-style room available for up to 200 people. Banquets can also be arranged in either indoor or outdoor settings.

# LOCATION

|                     | DISTANCE | ESTIMATED TIME |
|---------------------|----------|----------------|
| MOMBASA AIRPORT     | 63 KM    | 1 HR 20 MINS   |
| MSA RAILWAY STATION | 55 KM    | 1 HR 15 MINS   |
| MOMBASA TOWN        | 53 KM    | 1 HR 15 MINS   |
| MALINDI TOWN        | 52 KM    | 1 HR 15 MINS   |
| MALINDI AIRPORT     | 47 KM    | 1 HR           |



*The philosophy here is 'quality not quantity' and guests are well attended by friendly and professional staff*





## BALLOON CAMP TARANGIRE

# High-end camp with its own balloons



### FACT FILE

**LOCATION:** Tarangire

**NUMBER OF ROOMS:** Ten

**LEISURE:** Balloon safaris

**DINING:** Restaurant / champagne breakfast in the park

**FACILITIES:** Wi-Fi available, swimming pool under construction

Balloon Camp, which opened in July 2011, is a luxurious boutique-style property in the heart of Tarangire National Park. Located on Boundary Hill, the camp offers spectacular views over the national park.

Here, as the name implies, guests can expect to enjoy the very best kind of balloon safari experience.

### Quality

The philosophy at Balloon Camp is one of quality over quantity. Accommodation consists of 10 grand safari tents with king-sized four-poster beds and large open-plan bathrooms. Each tent is raised on stilts with spacious verandas from which to enjoy Tarangire's famously beautiful sunsets.

Of course, the camp's main attraction is the availability of hot air balloon safaris. Flights depart daily from a take-off area near Tarangire Sopa Lodge. Operations are run by





## BALLOON CAMP TARANGIRE



*Each tent is raised on stilts  
with spacious verandas from  
which to enjoy Tarangire's  
beautiful sunsets*







## LOCATION

|               | DISTANCE | ESTIMATED TIME |
|---------------|----------|----------------|
| ARUSHA        | 115 KM   | 2 HRS          |
| KURO AIRSTRIP | 15 KM    | 30 MINS        |



the Mada-owned company Adventures Aloft, which has years of experience in creating memorable adventures for its clients.

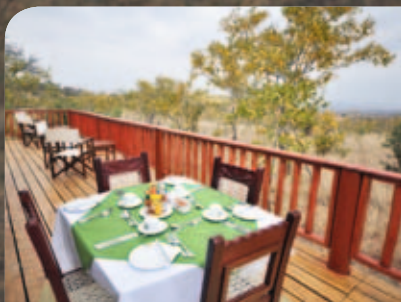
Flights typically take off at 06.30 and last for about an hour. On landing, the balloon crew sets up a full English breakfast, complete with Bloody Mary cocktails and champagne, on a site next to the Tarangire River. Each passenger then receives a certificate from the pilot as a memento of the flight. This special morning is rounded off by a game drive en route to the lodge or main gate.



## Impressive

An impressive fleet of 4x4 vehicles is stationed at the camp, allowing guests to enjoy game drives throughout the park.

In the evenings, guests are treated to a gourmet meal before retiring to the lounge bar where coffee, whisky and other drinks are served. A swimming pool is being added.





## FIG TREE CAMP

# *Traditional and iconic Mara camp*

*Fig Tree Camp also offers guests an in-depth understanding of the local area, with lectures by naturalists and game walks led by Maasai morans*







**G**uests at Fig Tree Camp, in the heart of the Masai Mara National Reserve, can expect a very special highlight to their holiday: the chance to enjoy a moonlit bush dinner with champagne.

Located on the banks of the Talek River, the camp has a fleet of 4x4 vehicles, all driven by professional guides with a fund of local knowledge who are always on hand to answer questions by guests.

Fig Tree Camp also offers guests an in-depth understanding of the local area, with lectures by naturalists and game walks led by Maasai morans.

### *Champagne*

Exclusive to Fig Tree, the moonlit champagne bush dinners are a truly magical, once-in-a-lifetime opportunity that involves a night game drive and a candle-lit barbecue dinner in a special conservation area.

Breakfast, lunch and dinner (all of which are inclusive in guests' room rates) are served in the main dining area. Each meal offers a huge

selection of food from a large buffet. Evenings are lively, with local Maasai to sing and dance for guests after their meal. The charming tree-house coffee deck is ideal for afternoon relaxation surrounded by trees and wildlife.

## **FACT FILE**

**LOCATION:** Masai Mara National Reserve

**NUMBER OF ROOMS:** 80

**LEISURE:** Balloon safaris, game drives, nature walks, massage service and a swimming pool

**DINING:** Buffet-style restaurant, bush dinners

**BARS:** Two bars and a tree-house coffee deck

**CONFERENCING:** Two conference rooms for 10-100 delegates. PA systems and LCD projectors

**ENTERTAINMENT:** Champagne bush dinners and guest lectures, Wi-Fi available

**ACCESS:** Guests can fly in from either Nairobi or Mombasa



# FIG TREE CAMP



In terms of accommodation there are 38 classic safari tents and 10 superior Ngamboli tents, all with single and double beds and private patio on the Talek River. Guests looking for a more luxurious travelling experience could choose to stay in one of the 32 garden chalets with private balconies.

New additions at Fig Tree Camp include conference facilities – perfect for those seeking a private retreat in a safari setting. Equipment includes LCD projectors, computers and a secretarial services.

## LOCATION

|                    | DISTANCE | ESTIMATED TIME |
|--------------------|----------|----------------|
| NAIROBI            | 240 KM   | 5 HRS          |
| NAROK              | 110 KM   | 2 HRS          |
| KEEKEROK AIRSTRIP  | 24 KM    | 40 MINS        |
| OL KIOMBO AIRSTRIP | 14 KM    | 30 MINS        |





## KILIMA SAFARI CAMP

# Super luxury tents with Kilimanjaro views



**K**ilima Safari Camp is set in 360 acres in Amboseli National Park and enjoys commanding views of Mount Kilimanjaro.

Guests have a fine choice of accommodation in the form of 50 classic safari tents, 10 superior tents and 12 luxury lodge rooms. From the comfort of their own room, guests can view the animals as they come to drink at the nearby waterhole, which attracts a wide variety of animals and birds.

Guests can enjoy game drives in comfort and style thanks to an impressive fleet of 4x4 vehicles. The professional driver guides are very knowledgeable, allowing clients to get the most from their safari experience.

Kilima Safari Camp offers a great selection of activities. In addition to classic game drives, Maasai morans are available to take clients on game walks, while a local naturalist offers free lectures about the local environment.

### *Relax and unwind*

Those looking to relax and unwind can make use of the massage room, which offers a variety of treatments. Alternatively, the ornate swimming pool is perfect for a refreshing dip after a morning game drive.

Kilima's culinary delights include moonlit bush dinners, a magical experience that offers guests the chance to dine under the stars in the Amboseli. The camp also has

## FACT FILE

**LOCATION:** Amboseli National Park

**NUMBER OF ROOMS:** 72

**LEISURE:** Game drives and nature walks

**DINING:** Restaurant and bush dinners

**CONFERENCING:** A conference hall for 10-300 delegates. Meeting room and boardroom. PA systems and LCD projectors

**ENTERTAINMENT:** Guest lectures

**NEARBY ATTRACTIONS:** Mount Kilimanjaro

**ADDITIONAL FACILITIES:** Resident nurse, massage, excursions, Wi-Fi available



## KILIMA SAFARI CAMP



*The camp has a strategic location with panoramic views of Mount Kilimanjaro*







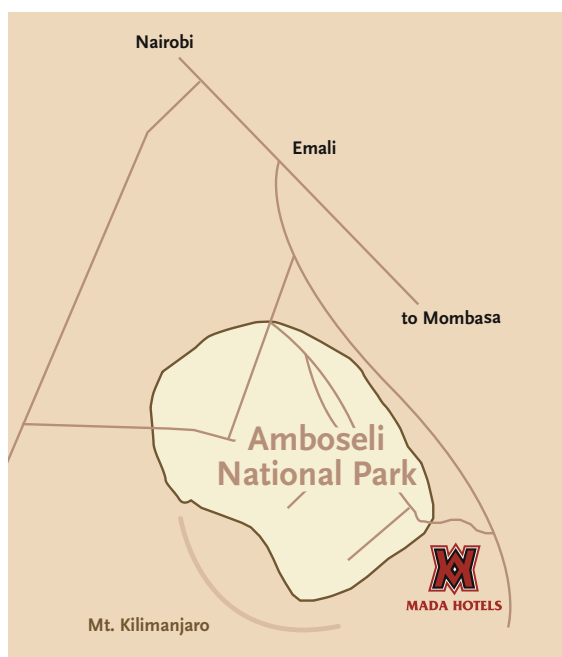
a fine restaurant serving a hearty breakfast, a buffet lunch and delicious evening meals.

For guests at Kilima, the three-storey Kibo Lounge is a true high point, in more ways than one. Situated in the centre of the dining room, the lounge is actually a look-out tower with splendid views of Mount Kilimanjaro, Amboseli National Park and the waterholes in front of the camp. This is a perfect place for guests to relax, watch the sunrise with a morning cappuccino or just gaze at the stars after dinner.

A new conference hall was added in 2013 making the property an ideal getaway for retreats and seminars.

## LOCATION

|                   | DISTANCE | ESTIMATED TIME |
|-------------------|----------|----------------|
| NAIROBI           | 235 KM   | 4 HRS          |
| NAMANGA           | 80 KM    | 2 HRS          |
| AMBOSELI AIRSTRIP | 12 KM    | 20 MINS        |





## JINJA NILE RESORT

# Perfect views across the Nile

Jinja Nile Resort has been voted 'Best Weekend Getaway' and 'Best Country Hotel in Uganda' by Travel News magazine for five years in a row – and the reasons are not hard to find.

Offering some of the finest accommodation and hospitality in Uganda, the resort has a strategic location with panoramic views of the River Nile.

Popular with both business travellers and tourists, the resort is spread over 75 acres of lush gardens with beautifully landscaped lawns, palm trees and tropical plants. All public areas and the colonial-style accommodation have been designed to give guests Nile-facing views.

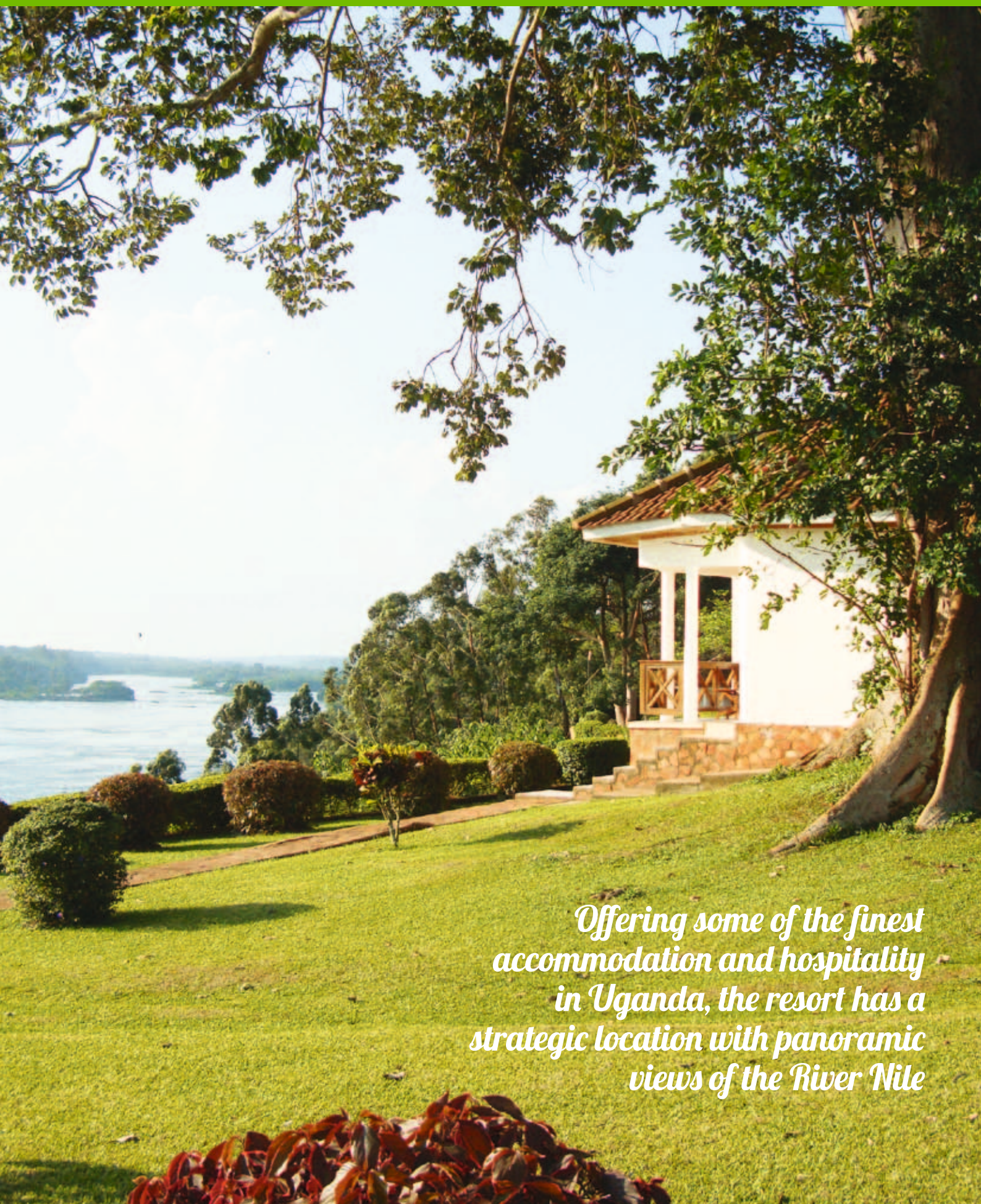
There are various dining options. The elegant main restaurant seats up to 150 guests at a time. It has a terrace overlooking the swimming pool and offers an excellent view of the River Nile and the surrounding countryside. The equally spacious Conference Dining Room is located near the conference halls for fast and efficient service to delegates. It has an independent bar for serving refreshments to conference and workshop attendees.

### *Unique location*

The Nile Palace is a restaurant and bar located on a 20 metre cliff over the river. With its unique location and exquisite food, the restaurant has become popular as a venue for special events.







*Offering some of the finest accommodation and hospitality in Uganda, the resort has a strategic location with panoramic views of the River Nile*



# JINJA NILE RESORT

## FACT FILE

**STAR RATING:** \*\*\*\*\*

**LOCATION:** 4 km from Jinja

**NUMBER OF ROOMS:** 140

**LEISURE:** Gym, health club, swimming pool, badminton, three pool tables, squash court, sauna, steam bath, massage service and a tennis court

**DINING:** Four restaurants, plus two private dining rooms

**BARS:** Five bars

**CONFERENCING:** Three conference halls for up to 500 delegates, three meeting rooms and a boardroom. PA systems and LCD projectors

**ENTERTAINMENT:** Weekend discos

**NEARBY ATTRACTIONS:** Nine-hole golf course

**ADDITIONAL FACILITIES:** Children's park, nannies and gift shop, Wi-Fi available

## LOCATION

|                 | DISTANCE | ESTIMATED TIME |
|-----------------|----------|----------------|
| ENTEBBE AIRPORT | 120 KM   | 2 HRS          |
| KAMPALA         | 80 KM    | 1 HR 30 MINS   |
| JINJA TOWN      | 4 KM     | 15 MINS        |
| MALABA          | 135 KM   | 2 HRS          |



The health club features Italian Technogym equipment as well as a sauna, a steam bath and a massage room.

In terms of business facilities, the resort has three conference halls, three meeting rooms and a boardroom. For larger events and outdoor concerts, Jinja Nile Resort has a large amphitheatre, facing the river, with a capacity of 3,000 people.





## HUNTERS LODGE

# Glory restored to travellers' favourite inn

This classic property, built in 1958 by one of Kenya's most famous safari enthusiasts, J.A. Hunter, has been restored to its former glory by Mada Hotels.

Hunters Lodge is due to open in August 2014 with beautiful new accommodation and top-class restaurant facilities.

A well-known stopover on the road from Nairobi to Mombasa, the lodge was acquired by Mada Hotels in 2012. Traditionally, it has offered good, reasonably priced accommodation and inexpensive camping. Now the property has been modernised and expanded to bring it into line with the high standards set by the Mada Group. A major

programme of refurbishment began in late 2012. This includes the renovation and enlargement of the existing 12 rooms and the addition of a further 40 rooms. The new-look lodge also features a new conference centre.

### Confident

In carrying out this renovation, Mada Hotels has been looking to preserve the original charm of Hunters Lodge while offering rooms with a contemporary style and top-quality amenities. Mada is confident that the new-look property blends perfectly with its surroundings.

The lodge is located at Kiboko Springs, about 160 km from Nairobi on the Mombasa

## FACT FILE

**STAR RATING:** \*\*\*\*

**LOCATION:** 160 km from Nairobi, 340 km from Mombasa

**NUMBER OF ROOMS:** 52

**LEISURE:** Birdwatching, boating in Kiboko Springs

**DINING:** Restaurant and coffee shop

**BARS:** One bar

**CONFERENCE:** Rooms for up to 200. PA systems and LCD projectors

**NEARBY ATTRACTIONS:** Trips to larva caves and Chyulu Hills National Park

**ADDITIONAL FACILITIES:** Swimming pool, Wi-Fi available



## HUNTERS LODGE



*The man who built the lodge was J.A. Hunter, one of the greatest professional big game hunters of his generation*



## LOCATION

|         | DISTANCE | ESTIMATED TIME |
|---------|----------|----------------|
| NAIROBI | 160 KM   | 2 HRS 15 MINS  |
| MOMBASA | 340 KM   | 5 HRS          |



Road. Set in 25 acres of lush gardens and surrounded by spectacular countryside, the lodge is a paradise for birdwatchers, with over 100 species of birds.

The man who built the lodge was J.A. Hunter, one of the greatest professional big game hunters of his generation (see Page 18). Hunter, who became famous in the 1950s through his best-selling books about his safaris and other adventures. It was run by his wife Hilda and their son David, who were later joined by another son, Dennis.

### Stopover

In the early days of Hunters Lodge, no trip to the coast was complete without a stopover there. The lodge provided a delightful breakfast stop – or a lunch stop for late starters – on the way down, and an ideal place to break for tea or a beer on the return journey.

In more recent times, however, the once-popular property had fallen into a decline. In acquiring the lodge, the Mada Group

set itself the task of turning things around through new investment, fresh ideas and better marketing.

Mada is looking to win back business to the lodge by offering attractive business and lunch menus while also providing a range of amenities for customers undertaking the six-hour drive between the Kenyan capital and the coast.

The hope is that, one again, Hunters Lodge will become the natural stopover for travellers on the Mombasa to Nairobi trail.





# WHAT'S COOKING

## *Oven Roast Poussin*

**BY SHADRACK BUGO CHENGO**  
HEAD CHEF, HOTEL LAMADA



### *Ingredients*

- 1 kg whole poussin
- 3 Brussels sprouts
- 2 medium-sized potatoes
- 1 carrot, chopped
- 2 asparagus to garnish
- 2 leeks to garnish
- 2 tbsp corn oil
- 50 g sugar snaps
- A pinch of fresh thyme, finely chopped
- A pinch of fresh rosemary, finely chopped
- 1 tsp lime juice
- ¼ tsp Spanish paprika
- ¼ tsp chopped garlic
- ¼ tsp ginger paste
- ¼ tsp salt & pepper

### *Preparation method*

1. Thoroughly mix the corn oil, thyme, paprika, garlic, ginger and rosemary together

in a medium-sized bowl, creating your marinade for the meat.

2. Add salt and pepper to taste.
3. Next, squeeze the fresh lemon juice into the mixture.
4. Soak the poussin in the marinade, making sure it's completely immersed. Cover with foil and leave in fridge for two to three hours. This will allow the meat to absorb the wonderful flavours from the herbs and spices.
5. Pre-heat oven to 180°C. When it is hot enough, transfer the poussin to the baking tray (with its juices) and slowly cook in the oven for one hour and 30 minutes.

6. While the poussin is roasting, simmer the vegetables in seasoned water until soft and serve alongside the meat.

### **KILIFI KANE COCKTAIL**

BY NICODEMUS MUSYOKA MIIO,  
COCKTAIL MIXER AT LA MADA



### **INGREDIENTS**

- 2 tbsp lemon juice
- Grenadine syrup
- ½ cup soda water
- ½ cup lemonade
- 1 tbsp Kenya Cane liqueur

### **METHOD**

1. Stir the lemon juice, grenadine syrup and Kenya Cane into a large glass.
2. Add some ice and top with an equal mixture of lemonade and soda water.
3. Present the cocktail with a peeling of lime or lemon skin.





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