



MADA HOTELS

Reflections

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ISSUE 9

ALPHA ANTELOPES

Strut their stuff at Fig Tree

A BRIGHT IDEA

Lighting up the Amboseli

THE BAOBAB

Magical upside down tree

BIRDWATCHING

There's magic in the air

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MADA HOTELS

Outlook is bright for region's tourism


Welcome to the latest edition of 'Reflections' – the in-room and corporate magazine of the Mada Group.

The Mada Group is active in three East African countries – Kenya, Uganda and Tanzania – and we operate a range of hotels, lodges and camps. In addition, we fly hot air balloons in both Kenya and Tanzania.

The region has experienced some difficulties in the recent past; but I am pleased to report that East Africa's tourism industry is fast recovering and Mada aims to be at the heart of this dramatically improving outlook.

Our optimism is founded on developments in Kenya where, like others in the local tourism sector, I am absolutely delighted that the new Cabinet Secretary at the Ministry of Tourism, the Hon. Najib Balala, has wisely chosen to reduce what were high national park fees and to cut the cost of Kenyan visas for children. I am convinced that these two key measures will have a positive impact on tourism numbers visiting Kenya in 2016.

In terms of our own group, the response to the recently renovated Hunters Lodge has been nothing short of excellent and this famous old landmark is now back to



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FOREWORD

its best. Hunters Lodge is the perfect 'away from it all' conference venue and Kenyans are happy that a quality property is now available once again and easily reached via the Nairobi-Mombasa highway. While on the tourism circuit, it's a perfect link between Amboseli and Tsavo. Our fantastic new suspension bridge (see full story on Pages 24 and 25) will be an exciting addition to the property.

One of the highlights of 2015 was being able to partner past Kilima Safari Camp client Yatendra Agrawal and to be so thrillingly involved in the Amboseli solar lamps project. Seeing Maasai villages glow with light as a result of their new access to renewable power really is a wonderful step forward for the local community.

We were also delighted to once again assist Jakob Bro-Jørgensen with his research work at Fig Tree. We are convinced that this kind of research is key in regard to conservation efforts in the Mara.

Confident

In Uganda, our Jinja Nile Resort had another very successful year and we are now more confident than ever that, once completed, our new hotel in Kampala's Namanwe district will be a big success. Construction work at Namanwe is proceeding on schedule.

Over in Tanzania, our Balloon Camp is now rightly thought of as one of Tarangire's signature properties. And our Adventures Aloft balloon safaris in Tarangire and Serengeti have been particularly successful, with the Kogatende balloon flight, in particular, now regarded by many as one of the finest balloon flight paths anywhere in the world.

Yet, at the end of the day, Mada's success is based on a combination of operating from superb and unique locations and the ever-improving quality of our hospitality. The people behind the Mada name are our most valuable asset and we have highlighted just a few of them in this issue.

We hope you enjoy your stay with Mada.



Tinu Mhajan
Chief Executive
Mada Group



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ONLINE EASE FOR JINJA NILE RESORT GUESTS

Jinja Nile Resort is now using the renowned IDS Hospitality Software, which allows the resort to provide an even better service to clients.

This software enables guests to book online and creates a customer database with individual client preferences. Using the new system, guests can enjoy faster check-in and check-out procedures and can even make hotel bookings from their cell phones.



Mada Hotels plans to extend the software to other Mada properties in the coming year.

GOOD PROGRESS ON KAMPALA PROPERTY

Building work is on schedule for the new Mada Hotels property in Kampala. The ground floor is ready and the partition walls are in place.

Located on the Kampala-Jinja road, the new Mada property will comprise 80 guest rooms and 14 conference halls set in five acres.

Namanwe promises to be the new business centre of Kampala. For business travellers, the new bypass road, close to Entebbe, will provide quicker access to and from the international airport.



NEW BRIDGE IS KEY FEATURE OF HUNTERS LODGE

The latest attraction at Hunters Lodge is a 34 metre long suspension bridge over the Kiboko Springs.

The new bridge allows guests to explore the lush gardens and rich birdlife of the property.

This attractive piece of engineering completes the renovation and building programme at Hunters Lodge that began in 2014.



ADVENTURES ALOFT SPREADS ITS WINGS

The expansion of Adventures Aloft balloon safaris from Kenya to Tanzania has been a great success.

From its initial base in Tarangire National Park, the company has extended its operations to the world-famous Serengeti.

Adventures Aloft now operates flights from its central Serengeti base at Togoro and also from Kogatende, on the banks of the Mara River in northern Serengeti.

The company has a fleet of three 16-seat balloons and one 12-seat balloon which fly daily from the three bases.



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It's tough going in the wild East

TWO-NATION RALLY IS ULTIMATE TEST
FOR CLASSIC CARS AND THEIR DRIVERS



All East African Safari Rally pictures courtesy
of Anwar Sidi Photography 2016



Right: Tackling the rally's tricky terrain

It's one of East Africa's most enduring spectacles – one that continues to attract a combination of the wealthy, the cavalier, the adventure-seeking and those with a sense of derring-do to participate in this annual event.

Run in various forms and guises since 1953, the East African Safari Rally is something of a noisy and colourful throwback to the region's colonial past, yet this dusty dash through Kenya and Tanzania is one that attracts competitors year after year, eager to pit their driving skills against everything the bush can throw at them.

Today, the original Safari Rally is effectively split in two. Out-and-out purists tend to favour the East African Classic Safari Rally, which is restricted to two-wheel-drive cars built before 1978. Meanwhile, somewhat confusingly, there is a non-classic version known as the KCB Safari Rally, which is a World Rally Championship-type event. (It lost its WRC accreditation in 2012 but hopes to regain by 2017).

In fact, the Classic Safari Rally is arguably the more interesting and exciting of the two events as the older-style cars (and their older-style drivers) take on some of the world's trickiest terrain in an arduous series of long, tough stages.

Given the brutal driving conditions and the venerable age of the cars, it's a wonder that anybody actually finishes. According to event manager Ashok Bhalla, however: "Our regulations allow for the fact that if competitors have problems with their cars then they can miss a day, carry out repairs and rejoin the next day – having taken a penalty, of course. Only non-finishers are those who may have crashed and the cars beyond repair."

Competitors

So, improbably, about 95 per cent of competitors who start actually make it to the finish. A total of 46 cars crossed the line in 2015.

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consulting engineer and also offers such services as designing, planning, supervision and management of various engineering works.

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To emphasize the gruelling nature of the classic rally, this event is held over nine long days including Day 5, which is a rest day. The cars cover a total distance of about 3,800 km of which about 2,000 km is competitive.

The average WRC-sanctioned event these days comprises 15 to 25 comparatively short stages held over a three-days period. And, let's not forget, those WRC competitors are driving new and mostly factory-prepared cars, not relics from a bygone age of motor sport. It's the same with the KCB rally in East Africa, where drivers cover just 300 competitive kilometres in three days; whereas the classic drivers average 250 competitive km every day for eight days.

In 2015 Sweden's legendary Stig Blomqvist took the chequered flag – his first in this event – in a Porsche 911. And it was Porsche that dominated all the podium positions in 2015 and eight of the top 10 spots.

Dominance

Ashok explains the reasons for the marque's dominance and the involvement of the two main Porsche 911 preparation specialists, the UK's Tuthill Porsche and BMA of Belgium:

"Tuthill and BMA have been entering most of the classic rallies and have probably learnt over the years to prepare cars to suit African conditions."

In fact, Richard Tuthill, of Tuthill Porsche, prepared no fewer than 12 Porsche 911s for the 2015 event.

Rallying may not be the most obvious of spectator sports. The remoteness of the 3,800 km route clearly limits viewing opportunities. Yet Ashok estimates that around 1,000 people witness the start and finish. "There is no

estimate of how many people see the cars on the route, being such a long event. But my rough guess would be about 50,000 people see the rally on the entire route."

The Classic Rally straddles Kenya and Tanzania, starting from the centre of Nairobi and embracing parts of Mount Kenya, northern Tanzania, the Kenyan coast and Tsavo, often passing through vast stretches of privately owned land.

As anyone who has crossed the border between the countries can testify, it takes time and experience to negotiate. But the organisers seem to have got the crossing off to a fine art. Explains Ashok: "I make arrangements with the border customs and immigration to facilitate quick crossing. It hardly takes rally cars just one minute to cross the borders."

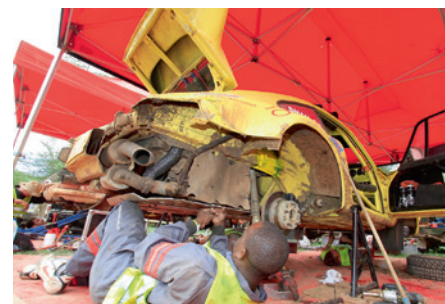
At the same time, Ashok has an areas coordinator in Tanzania who assists with all the local logistics and arrangements. "The route survey is carried out by me, both in Kenya and Tanzania. The government and police authorities in Tanzania are very cooperative."

While there is fierce but friendly rivalry between the drivers, this is still very much a fun event and it's as social as it is competitive. They enjoy a few beers together each evening – and especially at the end, when the nine days of 'bush bashing' are over.

So roll on the 2016 event in November, when it will be interesting to see if Porsche continues to dominate the podium.



Below Classic cars on a classic race



Above: Winners Stig Blomqvist and Stephane Pivot

THE MADA CONNECTION

Mada Hotel's historical involvement in and links with the Classic Safari Rally should not be underestimated. Says Mada's Tinu Mhajan: "For a few of the last events – I think the last three or four – the rally has been using Kilima Safari Camp. The route takes the drivers right through Amboseli National Park and the drivers then have a night's stay in a few of the local properties before proceeding on route. The rally also goes through the Kilifi and this year they also used our Kilifi Bay Beach Resort for overnight accommodation. I don't know the exact route of the rally, but some of the organisers also used Hunters Lodge in between stages."



‘Alpha’ antelopes

strut their stuff



ELAND RESEARCH PROJECT AT FIG TREE CAMP

Researchers based at Fig Tree Camp in the Masai Mara National Reserve have discovered that male elands use a system of 'status badges' that include changes in face colouring and clicking knee-joints to assert their dominance. Kirsten Alexander reports.

An exciting feature of Mada Hotels' Fig Tree Camp in the Masai Mara National Reserve is the opportunity for guests to see the highly distinctive antelope known as the eland.

Eland are the largest species of antelope in the world, with males weighing up to 1,000 kg and reaching up to 1.8 metres at shoulder height. There are two main types: common and giant. The giant eland is found in South Sudan, Central African Republic, Cameroon and Chad, while the common eland can be seen across eastern and southern Africa, including in the Masai Mara.

Orphaned

Fig Tree Camp is no stranger to eland, as just two years ago it became home to an orphaned baby eland called Naserian. The calf had run into a herd of cows that were being looked after by a group of Maasai boys after her mother was killed by a lion. Naserian was rescued and taken to Fig Tree to be looked after by gardener Ole Silantoi and is now leading a safe and happy life in the Mada-owned camp.

In addition to Naserian, Fig Tree Camp has played host to a research project, led by Jakob Bro-Jørgensen, investigating the Masai Mara elands. Jakob set up the Mara Herbivore Research Project at Fig Tree Camp in 1999 and began studying the communication methods of both eland and topi antelopes.



Above: Studying elands in the Masai Mara





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While researching topi in the Mara, he noticed how relaxed the eland were in that area compared with those he had studied in Cameroon. He decided this would be a good place to begin a detailed study of eland behaviour.

The aim of the study was to investigate the signalling system of the male eland. In particular, the researchers wanted to find out whether changes in facial features and a peculiar knee-clicking sound were, indeed, used as signals. If so, this would be a rare example of a 'status badge' in a mammal. In terms of facial features, the researchers focused on the face-mask (dark pattern on the face), dewlap (flap of skin beneath the neck) and face-brush (hair on the face of a male eland).

Observation

The study covered parts of the Masai Mara National Reserve (where Fig Tree Camp is found) and the Olare Orok, Motorogi and Naboisho conservancies. The number of eland in this area was estimated to be 400, providing a good basis for the research.

Each observation of a male eland was noted, with records made of GPS location, sex-age composition and identity of individuals (based on their distinctive stripe pattern, ear nicks, scars and any abnormalities of tails and horns). Each eland was photographed, where possible, to aid identification.

Jakob and his team collected data only during the wet season – from February to May – every year from 2005 to 2013. The wet season is important for the study as it overlaps with the peak of the mating season. Data was recorded on a total of 266 days over the eight-year period.

Results

From this research, Jakob and his colleagues arrived at some interesting conclusions.

Firstly, the pitch of the knee-click corresponds to the size of the eland bull; so, the deeper the click, the larger the eland and therefore

the better he is at fighting. This is particularly attractive to a female who wishes to mate, as the signals show who is better at fighting off the other males. They suggest that the clicking sound is made by a tendon flicking over a bone in the front leg as the pitch varies with size. Therefore, smaller eland have shorter tendons, producing a higher-pitched sound than larger bulls, who have longer tendons. This is a rare example of a non-vocal signal in a mammal, another being the chest-beating of silverback gorillas.

Secondly, more dominant male elands also have darker face-masks. Interestingly, however, these face-masks can change colour over the course of time, depending on the social status of the bull.

For example, if they lose dominance, the colour can fade from dark brown or black to a light colour or white. This does work in reverse, however, with the faces of low-dominance bulls becoming darker if they ascend to a more dominant position within the herd. This is one of just a few examples of research into visual status badges in mammals, with most examples coming from birds, fish, insects and lizards.



Jakob Bro-Jørgensen

The studies have given Jakob unforgettable memories. "I never get tired of the company of the elands," he says. "They are peaceful and gentle animals, although occasionally fights can be very violent and dramatic when two bulls weighing up to a ton interlock their horns and try to flick each other over. Following their nomadic movements all over the African savannah is a pure adventure. You never know what the day will bring."

Right: More than just a handsome face





There's magic in the air at Mada

FOR THOSE WHO'D RATHER SEE
A BLUE QUAIL THAN A BUFFALO...

*I*t's estimated that about 15 per cent of those who travel to Africa for a safari-type holiday don't actually go there to marvel at the continent's wildlife.

No, this significant and often rather well-heeled group of travellers come to train their powerful binoculars and impressive telephoto lenses elsewhere – and it's mostly skywards. These unusual folk are birders.

Now, these birders may also take a passing interest in lions and leopards and might even be mildly curious about elephants and hippos; but even if they saw none of East Africa's finest creatures they would not be disappointed.



Then there are others who are repeat safari visitors. To begin with, their attention is focused on the more obvious big beasts of the savannah. But each time they return to the region, they are more and more drawn to the birdlife as their focus of interest. They soon realise that it's much harder to identify birds

It's the sheer variety of bird species that makes East Africa so highly regarded as a destination by those who enjoy birding

BIRDWATCHING

than animals. And there are so many hundreds of different birds out there to tick off the 'must see' list. In fact, there is a certain cachet to having a knowledge of Africa's birds.

Of course, this phenomenon is not confined to Africa; but so many of Africa's bird species seem to rejoice in exotic names. Who could fail to be intrigued by birds with monikers such as white-spotted flufftail, western bronze-naped pigeon, black-lored babbler, bare-faced go-away bird, rufous-crowned roller and (my particular favourite) the scaly-breasted illadopsis?

Rare

It's the sheer variety of bird species that makes East Africa so highly regarded as a destination by those who enjoy birding – especially the so-called 'twitchers' who are willing to travel long distances just to glimpse a rare or unusually located bird.

A visit to the world's largest birding event, the UK's annual Rutland Bird Fair, held in August, will confirm the amazing popularity of this hobby. Representatives of the tourism boards of Kenya, Tanzania and Uganda make a point of attending this event in order to remind the enthusiasts – often retired people, often big spenders – of the avian delights of their home countries.

It's worth pointing out, too, that Uganda is probably the world's ultimate birding paradise, with over 1,060 known species including two endemics.

Those at Mada are equally aware of the importance of birders as a niche clientele, and many of Mada's establishments are in prime birdwatching territory. Below is a list of birds that guests might hope to see when staying at selected Mada properties:



BAOBAB BEACH RESORT AND KILIFI BEACH RESORT

There are over 100 species in and around Kilifi Creek including fish eagles, kingfishers, herons and sacred ibis.

JINJA NILE RESORT

In keeping with Uganda's pre-eminent position as one of the world's top bird-watching destinations, visitors to Jinja might hope to see the following: African darter, common bulbul, pink-backed pelican, yellow-billed kite, red bishop, reed cormorant, white-breasted cormorant, grey crowned crane, pied crow, Egyptian goose, hamerkop, grey heron, great egret, cattle egret, little egret, African grey hornbill, black-and-white-casqued hornbill, Abyssinian ground hornbill, African sacred ibis, hadeda ibis, pied kingfisher, woodland kingfisher, white-browed robin-chat, great white pelican, African open bill, marabou stork, crimson-breasted shrike, northern double-collared sunbird, eastern plantain-eater, Ross's turaco, African pied wagtail, Cape wagtail and yellow-mantled weaver.

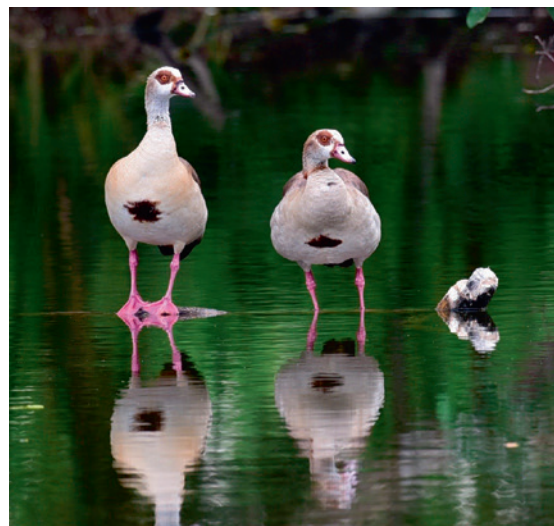
FIG TREE CAMP

Seven globally threatened species have been recorded here. They are the Madagascar pond heron, pallid harrier, Jackson's widowbird, red-throated tit, grey-crested helmet shrike, corncrake and lesser kestrel. Regionally threatened species include the western banded snake eagle, Ayres's hawk-eagle, African darter, saddle-billed stork, white-headed vulture, martial eagle, crowned eagle, the rare blue quail, yellow-billed oxpecker, great egret, African finfoot, Denham's bustard, Pel's fishing owl and Baillon's crane.

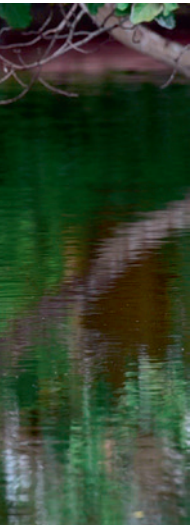
More than 500 other bird species are known to occur, including 12 species of cisticola and 53 raptors. Grassland birds are especially well represented, while a large number of Palearctic migrants winter in the area including the Caspian plover and white stork.

BALLOON CAMP, TARANGIRE

Here guests may expect to see three endangered bird species: the rufous-tailed weaver, ashy starling and yellow-collared lovebird.



Above: A selection of birds guests might see while staying at a Mada property



Many of Mada's establishments are in prime birdwatching territory

‘Upside down’ tree has its own special magic

The iconic baobab tree is a staple feature of the African landscape. Even if you had never heard its name (it is also known as the *Adansonia*), you will no doubt have seen this strange tree with its root-like branches starting far off the ground above a long and exceptionally thick trunk.

Legend has it that the tree was plucked from the ground by the gods and turned upside down as a punishment for its arrogance. Whether you believe the legend or not, the baobab has a well deserved reputation not just for its appearance but also for its fruit, which is being hailed as a ‘superfruit’, full of vitamins and goodness.

Two of the nine types of *Adansonia* tree are native to mainland Africa. The *Adansonia digitata* is common across western, north-eastern, central and southern Africa, while the *Adansonia kilima* is found in eastern and southern Africa. The latter type of baobab is the one that grows in Kenya and Tanzania. Examples can be seen in the vicinity of Mada properties such as Balloon Camp and

Adventures Aloft in Tarangire; Kilifi Bay Beach Resort; and, of course, Baobab Sea Lodge, also in Kilifi.

The baobab’s distinctive appearance makes it one of the most recognisable trees in Africa, with its thick trunk – used to store water to cope with droughts – and root-like branches reaching up to 30 metres into the sky. The largest baobab circumference ever recorded, a staggering 47 metres, can be found in Limpopo Province, South Africa. It is not uncommon for the larger trunks to be turned into something more than just a tree when hollow. For example, an ancient baobab in Zimbabwe is apparently big enough to provide shelter for more than 40 people inside its hollow trunk. And in Australia, a large baobab tree was used as a prison because of its magnificent size.

Superfood

The fruit of the baobab resembles a long green coconut, with velvety skin and a powdery white interior. Hailed as a superfood because of its impressive Vitamin C and fibre content, the baobab fruit is gaining in popu-

larity in Europe and America, where it is sold in its natural powdery form, and is a popular ingredient for a vitamin boost. The powder itself has a unique flavour, slightly citrusy with hints of vanilla, and can be added to drinks, smoothies, yoghurts and even food recipes to add a hint of subtle flavour and a lot of goodness.

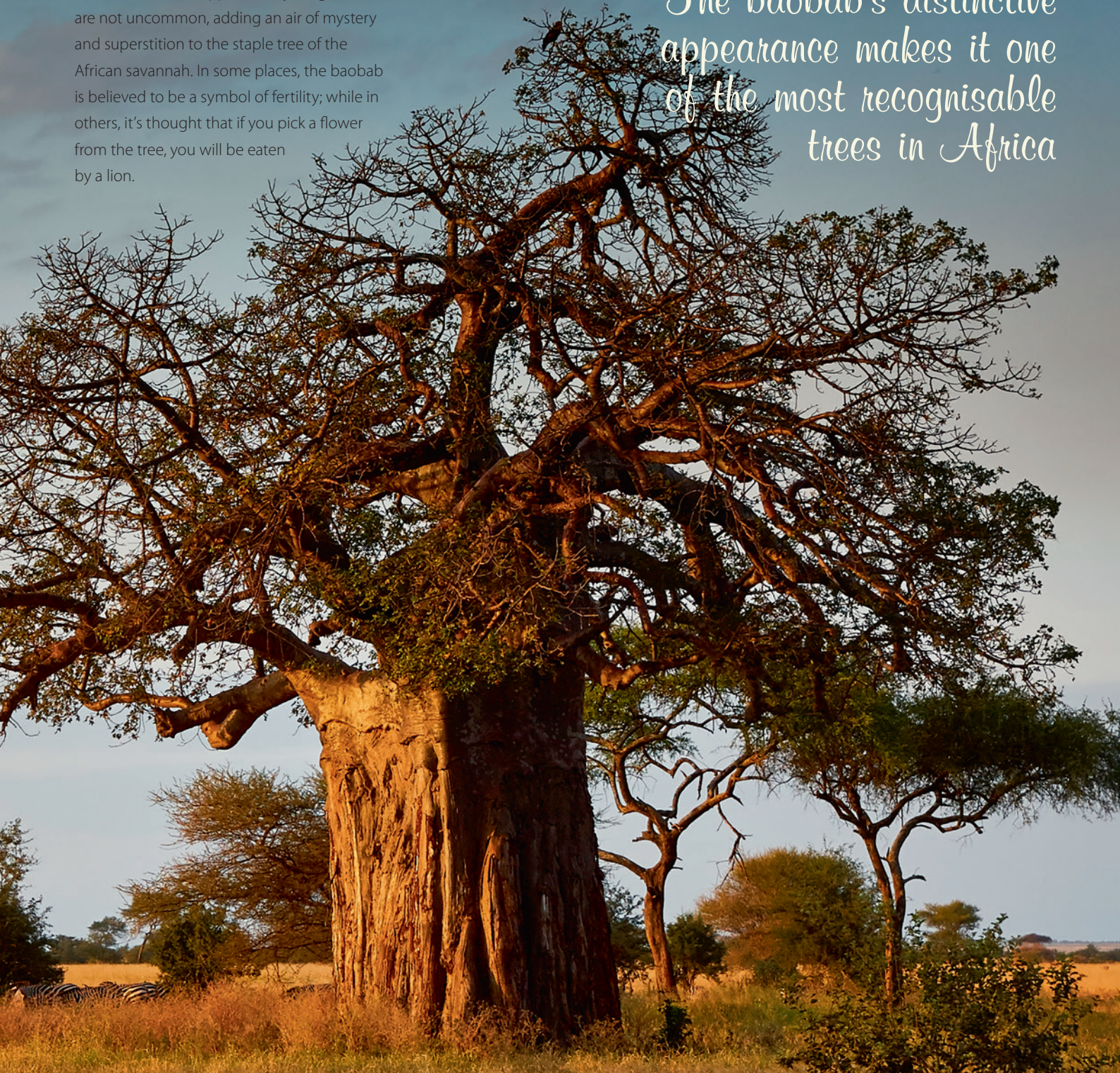
As well as producing great-tasting superfood powder, the baobab tree plays an important part in the place where it grows and is vital for wildlife in the area. Birds nest in its root-like branches, while animals such as baboons feast on the fruit and bats help to pollinate the flowers. African honey bees, too, use its hollows as a home for their hives.

Such an unusual-looking tree comes with a long list of legends and myths, including the suggestion that it was turned upside down as a punishment for being vain. Stories of ghostly pythons



and a tree with an appetite for young ladies are not uncommon, adding an air of mystery and superstition to the staple tree of the African savannah. In some places, the baobab is believed to be a symbol of fertility; while in others, it's thought that if you pick a flower from the tree, you will be eaten by a lion.

The baobab's distinctive appearance makes it one of the most recognisable trees in Africa



Guest's bright idea is a winner

MADA WORKS WITH ECO EXPERT FROM INDIA TO BRING SOLAR LIGHT TO VILLAGES

The charitable trust EcoSolutions has been bringing light to villages all over India for many years, providing disadvantaged people with solar-powered LED lighting systems when access to electricity is scarce or completely unavailable.

On a recent trip to Amboseli National Park, staying at the Mada-owned Kilima Safari Camp with his family, EcoSolutions founder Yatendra Agrawal noticed similarities between the Indian villages and rural communities in East Africa and decided to take action. In partnership with Mada Hotels, EcoSolutions began a mission to light up rural Kenya.

On arriving in Nairobi and travelling to Kilima Safari Camp, Yatendra noticed that the local manyattas had no electricity. "I requested the hotel staff to take me to a nearby village. On seeing the cow-dung-plastered homes of the villagers, it was very apparent to me that there was a desperate need to provide solar lamps," says Yatendra. He spoke to the villagers and explained the benefits of solar lamps and it was clear they could make a huge difference to the local

community. So Yatendra started his plan of action to bring light to these villages.

"I showed the Mada hotel employees the lamp that I was carrying from India and told them to give it to the village for a night and get feedback from them," says Yatendra. Next day, the feedback was overwhelmingly positive and practically everyone expressed a desire to get their hands on a solar lamp. The next step was to speak to Tinu Mhajan, chief executive of Mada Hotels, about the plan to supply as many people as possible with a solar lamp.

Positive

"On returning from India, I contacted the Mada Group and almost immediately got a positive response from Tinu," says Yatendra. "I mentioned to him how we could light up all of the villages around Amboseli National Park. I said I would pay for the lamps. He would get them collected from the Nairobi warehouse and then ask the hotel team to distribute them to different villages." The trucks that carry food supplies to Kilima Safari Camp were the perfect option to pick up the lamps from the warehouse and take them to the hotel to be distributed among the local communities.

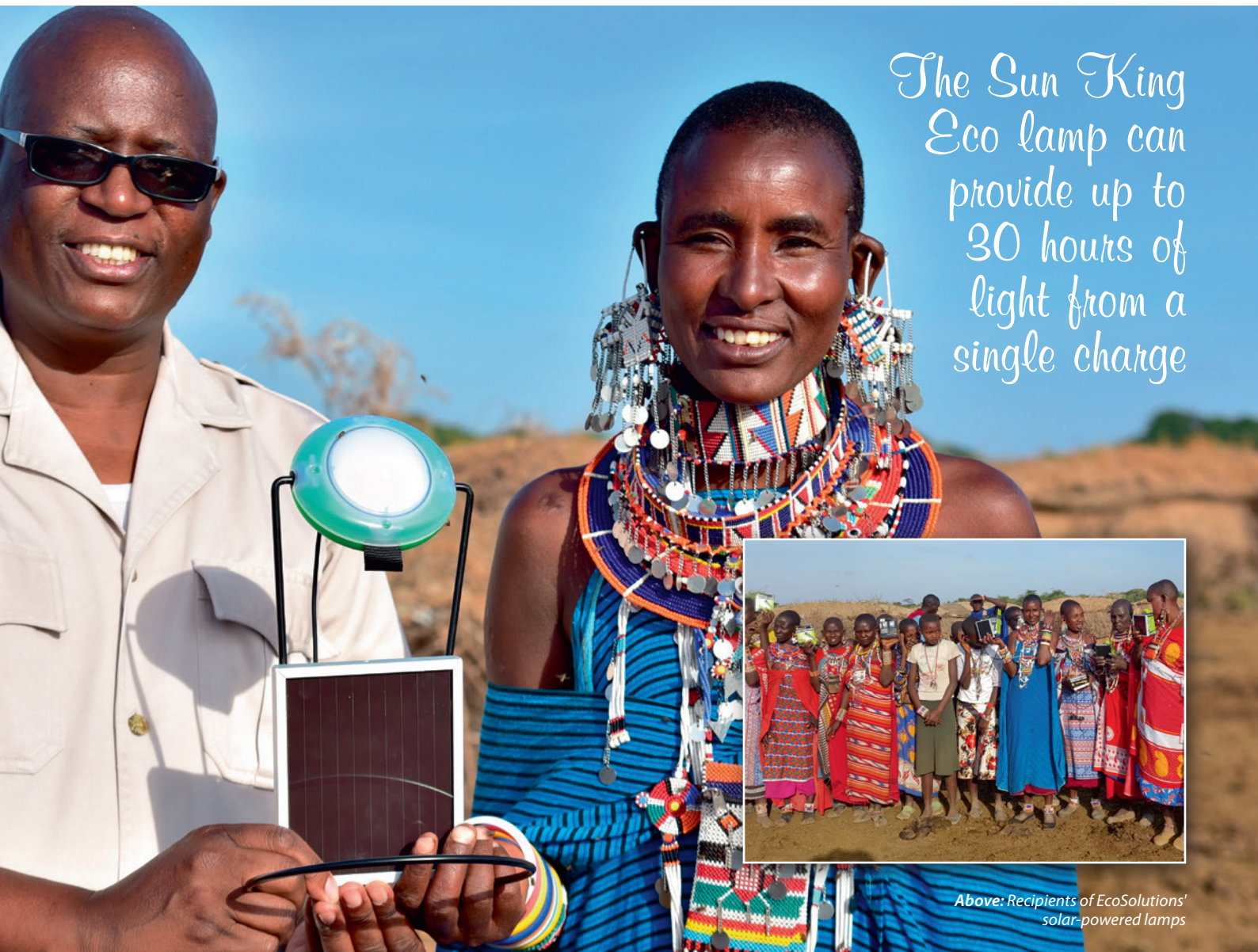


Above: Peter Mugi, General Manager at Kilima Safari Camp, presents locals with Sun King Eco lamps



Left: Lighting up manyattas





*The Sun King
Eco lamp can
provide up to
30 hours of
light from a
single charge*

Above: Recipients of EcoSolutions' solar-powered lamps

Although Yatendra had identified some communities in need of solar lamps en route to Kilima Camp, he had a novel way of identifying others and working out how many lamps they would need. "By zooming into Google Earth maps, you can identify the rooftops of huts in each village," he says. "These can be counted on the computer screen and, assuming we give one lamp per hut, we can get a fairly good estimate of the number of lamps required."

Once this information had been passed on to Tinu, the lamps arrived at Kilima Camp and the process of distribution began. "The joy of giving light to each household is unbounded," says Yatendra. "We hope to cover the northern part of Kenya, which is also a remote region with desert-type conditions and less economic activity."

Back in Amboseli, however, a total of 660 Sun King Eco lamps have been distributed across 20 manyattas in the national park.

Successful

The lamps that Yatendra has been supplying for the past seven years are produced by Greenlight Planet and they have proved very successful in remote areas where there is typically an abundance of sunlight. The solar panels can even charge in cloudy conditions, so in theory they should work all year round. Greenlight Planet produces a range of solar lamps to suit different needs. The Sun King Eco light that was chosen for the manyattas around Amboseli can provide up to 30 hours of light from a single charge. Glowing twice as bright as kerosene – without any dangerous fumes – and with a five-year

battery life, the solar lights are safe, efficient and long-lasting. They are also extremely resilient and built to last even in tough environments, so they can be left out all day to charge without worry.

Yatendra hopes that, after the success of the solar lamp project in Kenya, he will be able to start work on a low-cost gravity-based water filtration system that can be easily installed in a plastic bucket. Clean drinking water is also a problem in rural Kenya, and Yatendra has successfully used a similar system in many parts of India affected by iron and fluoride contamination in water.

Yatendra is based in Mumbai, India.
Web: www.ecosolutionsngo.org
Email: yatendra.agarwal@gmail.com
India cell: +91 8080 182356

Landmark lodge gets stylish new feature

Its construction is unlikely to make the 'Guinness Book of World Records' or even to grace the front pages of Kenya's national newspapers.

But the completion of any suspension bridge is clearly a cause for celebration and a chance for everyone to marvel at another tremendous feat of engineering, no matter on what scale.

So the opening of Mada Hotels' very own bridge of this particular type in February 2016 was indeed a momentous occasion. The bridge in question has been installed at the group's recently renovated Hunters Lodge and replaces an older and more rudimentary structure.

The property is ideally located on the key Nairobi-Mombasa Highway, providing a handy stopover for long-distance drivers as well as an increasingly popular venue for conferences.

Concept

Mada turned to an old friend of the Mhajan family, Peter Cellini, to come up with the concept, make the drawings and calculate the loads and tolerances. Peter has previously been involved in the design, construction and renovation of many group properties and in the past he worked closely with the late father of current Mada Group chief executive Tinu Mhajan.

FIG TREE HAD IT FIRST

Bridge construction is not new to the Mada Group. In the 1980s a steel bridge was built specifically for Fig Tree Camp, saving guests a 12 km detour when entering the Masai Mara National Reserve via the Talek Gate. The Fig Tree bridge spans the Talek River, part of the boundary of the reserve. This iconic structure has survived many a flood and the impact of floating trees. The bridge allows guests to access all parts of the reserve with relative ease. Fig Tree's central location makes it ideal for game drives, both south to the Mara River and north towards the new conservation areas.



Left: The new bridge at Hunter's Lodge



All steel fabrication work was undertaken at the busy Mada workshop in Nairobi, as was the decorative carving on the stand-up timber poles.

With a length of 34 metres, the new bridge spans the Kiboko Springs. It can be adjusted as water levels dictate by means of four backstays on each of the upright poles. Local hard-wearing blue gum timber has been used for the flooring.

Access

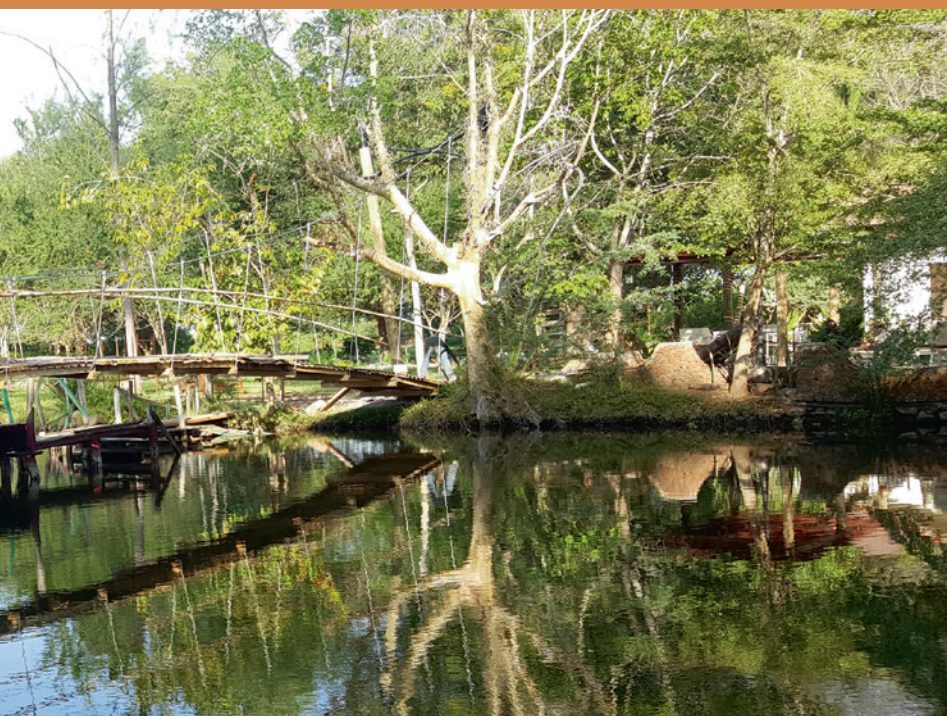
Reassuringly, the main support cables are 20 mm thick while the handrail and other secondary cables are 10 mm.

Says Tinu: "The bridge creates access to the garden, on the other side of Kiboko Springs, which has plenty of fruit trees and birdlife." He said the new footbridge would allow hotel guests and clients to enjoy the beauty of the springs and the rest of the property.

So while this is not the exactly the world's longest suspension bridge – that particular accolade is held by the 1,991-metre Akashi Kaikyo Bridge in Japan – it's an important development for Mada Hotels as well as an attractive new feature at Hunters Lodge.



Left: Mr. Peter Cellini, Bridge Designer and Consultant



NEW BRIDGE OVER NILE

In Uganda, a new bridge is under construction that will improve access to Mada's Jinja Nile Resort. Admittedly, this particular bridge is not being built or designed by the Mada Group. In fact, this is a US\$ 125 million project by the Uganda National Roads Authority, financed largely by the Japanese government. The New Jinja Bridge is 525 metres in length and spans the White Nile. When complete, it will form part of the proposed 82 km Kampala-Jinja Expressway, which will dramatically cut journey times between the Ugandan capital and the nation's main industrial area.

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MEET THE MADA TEAM

'The tick behind the tock'



MADA HOTELS

SARAH ALUNGAT

Marketing manager, Jinja Nile Resort

Sarah joined the Mada team 15 years ago in 2001. In her busy and varied role, Sarah is in charge of marketing and selling Mada Hotels. She works to expand the company database by identifying potential clients and introducing them to Mada's facilities. She also strives to maintain good relations with clients through customer care and

satisfaction. Sarah is involved with various marketing packages including advertisements that promote Mada Hotels to existing and potential clients.

Among the many aspects of her job, what does Sarah enjoy best? "I enjoy mostly meeting different people from all walks of life, and diverse characters," she says. "This, in turn, has taught me how to handle different people, from the polite customer to more complicated queries."

The unstable economy in Uganda has proved slightly challenging, however, and Sarah says this has had an effect on business, but things are now looking up.

Sarah is married to Dr Oselle Paul and together they have four children: two boys and two girls. She enjoys spending time relaxing with her family.



“ I enjoy mostly meeting different people from all walks of life, and diverse characters”



HACKSON KERIKA

Guest relations officer, Kilima Safari Camp

Hackson began working for Mada Hotels in 2012 and is the guest relations officer at Kilima Safari Camp in Amboseli. This role requires Hackson to interact with clients by welcoming them to the camp when they arrive. He will then guide them to their rooms and make sure they are happy and comfortable as well as being satisfied with the food and drink on offer. Hackson also gives lectures on the Amboseli ecosystem and conducts tours and walks around the park.

According to Hackson, the most enjoyable part of his role at Kilima Safari Camp is reading the positive comments and feedback on the TripAdvisor website from guests who have enjoyed their stay at Mada Hotels.

He says the job can be challenging – for example, when guests insist that they see Kilimanjaro on a cloudy day, as this is not always possible.

Hackson is happily married and has a son. His hobbies include reading extensively and he hopes to study for a hospitality and tourism management degree at the University of Nairobi.



ANDERSON KENGA BULUSHI

Bar attendant, Hunter's Lodge

Anderson has worked for Mada Hotels for seven years as a bar attendant at Hunter's Lodge. Within this role, Anderson has four main responsibilities: making sure the restaurants are ready for guests; ensuring there is enough stock for the restaurants; checking that all clients are satisfied with the services offered; and interacting with customers in a courteous and pleasant manner. Anderson's favourite part of his job is providing customers with excellent service, by listening and paying close attention to their needs.

There are a few challenges along the way, however, and Anderson is trying to find a balance between quality and quantity. "I am a person that wants to accomplish as much as possible," he says. "But I realised that this affects the quality, so I am working on finding the right balance."

Outside of work, Anderson enjoys making new friends and learning new things. He is married with five children.

“ I am a person that wants to accomplish as much as possible **”**



CHARLES NYAMU

Manager, Oakwood Hotel

Charles is in charge of the day-to-day running of hotel operations at Nairobi's Oakwood Hotel, where he has worked for two years.

The most enjoyable part of his role is reading positive feedback from customers, especially when they say 'Asante sana' ('Thank you very much') in response to good service.

Happily married with two sons, Charles also has a brother and two sisters. He enjoys making new friends and entertaining guests, which he says is always a joy.

ALICE WANGUI GITHAIGA

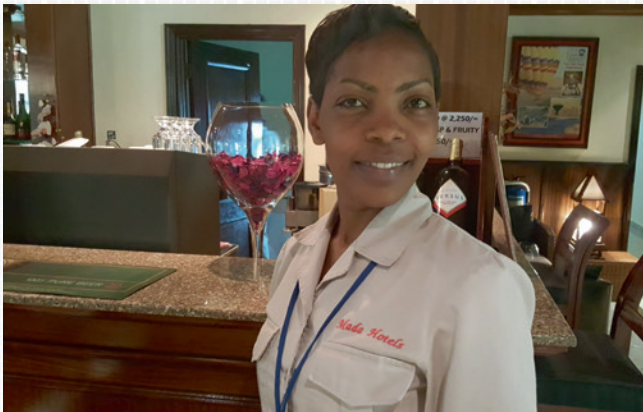
Reservationist, Hotel La Mada

Alice began working for Hotel La Mada three and a half years ago. As a reservationist, she has many responsibilities. They include dealing with hotel reservations and room bookings, negotiating rates, guest relations, preparing bills, taking payments and corresponding with guests by telephone and email.

She enjoys interacting with people from different cultures and backgrounds, as well as endeavouring to satisfy client preferences.

It can be challenging in busy periods when there are a lot of bookings to handle. She also has to deal with clients who speak different languages.

The proud mother of a baby boy, Alice loves dancing, travelling and watching documentaries.



EMMANUEL WAMBUA

*Front office administrator,
Kilifi Bay Beach Resort*

Emmanuel has been working for Mada Hotels for almost a decade after joining in 2007.

As front office administrator, his role is focused on customer relations, which includes handling bookings and inquiries, communicating with clients via email and also managing reservations.

Emmanuel says the most enjoyable aspect of his job is being able to handle guest complaints and solve them effectively and amicably. Guests from all over the world visit Kilifi Bay Beach Resort, and Emmanuel says it can sometimes be challenging as he may not understand each language spoken by the guests. Emmanuel is married with two children and his favourite hobby is football.



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JAGTAR SINGH

*Construction manager,
Namanwe Project in Kampala*

Jagtar has been working for Mada Hotels for 13 years.

In his role as construction manager at the new Namanwe Project in Kampala, he has many responsibilities. They include developing the programme of work and strategy for the project.

Jagtar must also prepare the site and liaise with other construction professionals such as architects, engineers, buyers, estimators and surveyors before work can begin. Planning ahead is vital for Jagtar to prevent problems before they occur – for example, planning the delivery and storage of equipment and materials.

Jagtar oversees the running of several projects and communicates with a range of people including clients, subcontractors, suppliers, the public and also the workforce.

His favourite part of the job is being able to see and touch the projects he has been coordinating and working on. It is a very rewarding role, says Jagtar, but working in different conditions can be demanding, and every day there is a new challenge. Making people work and keeping them happy can be challenging, he says.

Outside of work, Jagtar is married with two children. He enjoys swimming and travelling to new places for fun.

DAVID KINSELLA

*Chief pilot, Adventures Aloft Balloon
Safaris, Masai Mara*

David has been working at Mada Hotels for 21 months as a pilot with the Masai Mara branch of Adventures Aloft.

His main responsibilities in this role are to ensure the safety of passengers, by managing the pilots, and making sure the guests receive excellent service. If any balloons become damaged, it is David's job to inspect and oversee any repairs. He is also in charge of the paperwork to the Kenya Civil Aviation Authority in relation to safety.

David's favourite part of this role is flying over the Masai Mara with six other pilots and knowing they are all doing a great job.

He says it can be challenging to manage the pilots and make sure they enjoy their jobs, as well as ensuring passenger safety.

David is married with six children. Sometimes it can be hard staying away from the family for too long, he says. In his spare time he enjoys practising yoga and playing volleyball.



“ Sometimes it can be
hard staying away from the
family for too long”

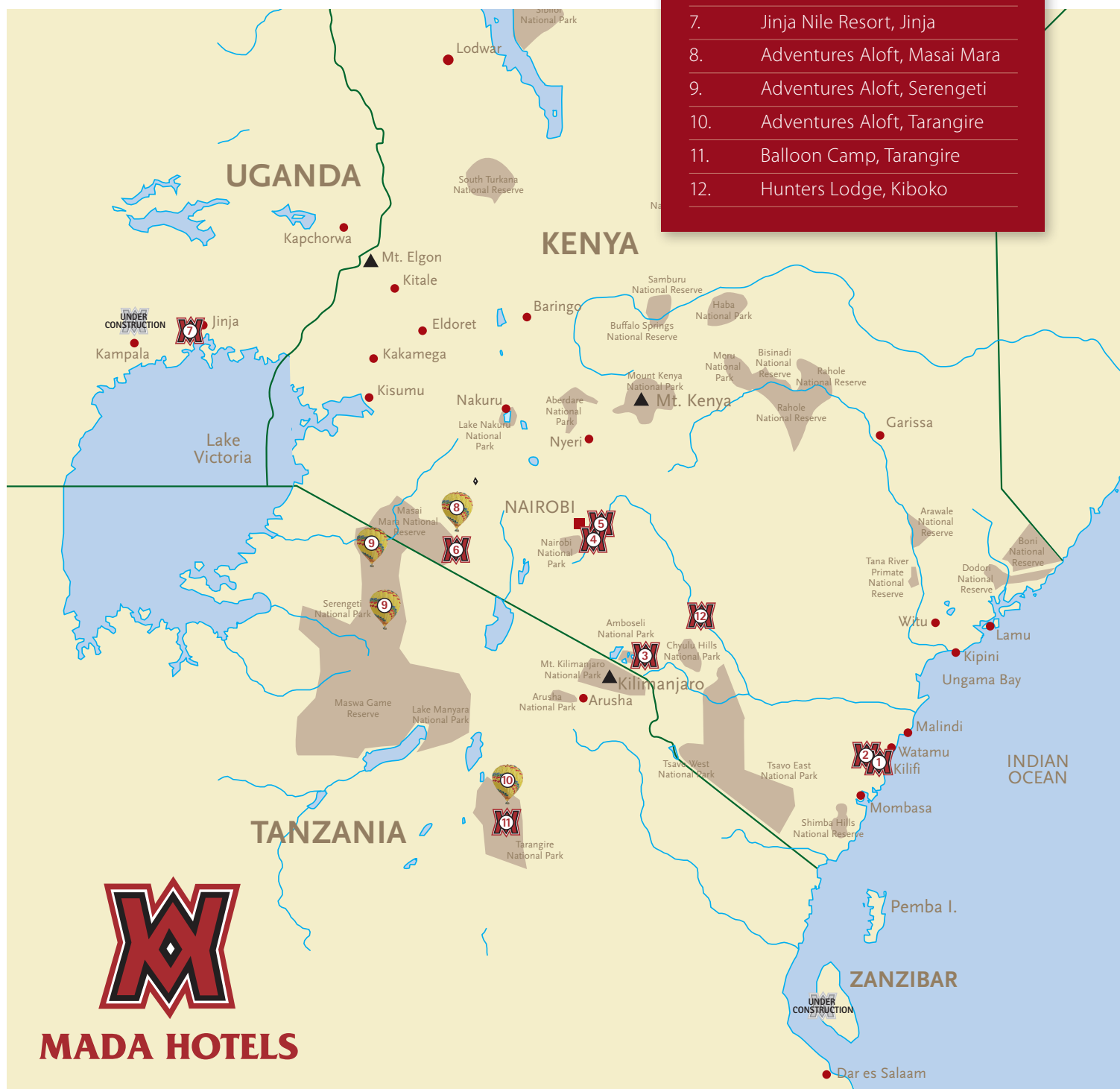
THE MADA FAMILY

The Mada Hotels group comprises nine properties – seven in Kenya and one each in both Uganda and Tanzania. Two further properties are under construction in Uganda and Zanzibar. In addition, the group operates balloons from locations in both Kenya and Tanzania.

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

LOCATIONS

1. Kilifi Bay Beach Resort, Kilifi
2. Baobab Sea Lodge, Kilifi
3. Kilima Safari Camp, Amboseli
4. The Oakwood Hotel, Nairobi
5. Hotel La Mada, Nairobi
6. Fig Tree Camp, Masai Mara
7. Jinja Nile Resort, Jinja
8. Adventures Aloft, Masai Mara
9. Adventures Aloft, Serengeti
10. Adventures Aloft, Tarangire
11. Balloon Camp, Tarangire
12. Hunters Lodge, Kiboko





Kilifi Bay Beach Resort, Kilifi

1

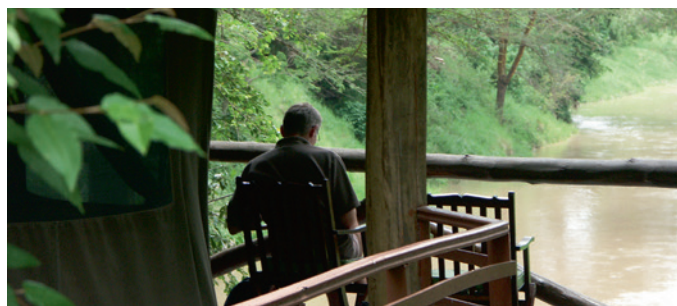


Fig Tree Camp, Masai Mara

6



Baobab Sea Lodge, Kilifi

2



Jinja Nile Resort, Jinja

7



Kilima Safari Camp, Amboseli

3



Adventures Aloft, Masai Mara, Serengeti and Tarangire

8/9/10



The Oakwood Hotel, Nairobi

4



Balloon Camp, Tarangire

11



Hotel La Mada, Nairobi

5



Hunters Lodge, Kiboko

12

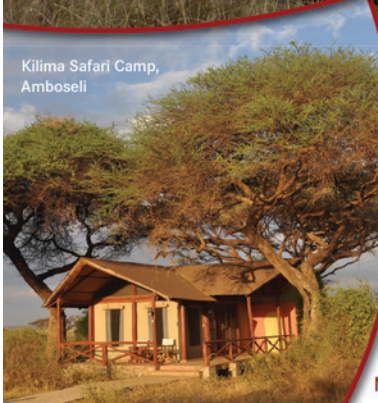
Fig Tree Camp, Masai Mara



Adventures Aloft
Balloon Safaris, Masai
Mara, Serengeti
and Tarangire



Kilima Safari Camp,
Amboseli



Jinja Nile Resort,
Uganda



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Adventures Aloft Balloon Safaris

FACT FILE

LOCATIONS: Masai Mara,
Tarangire, Serengeti

FLEET: Nine 16 capacity A-415
Cameron Balloons , Three 12
Capacity A-315 Cameron Balloons

DEPARTS: 06.30am

FLIGHT DURATION: Around
one hour

ADDITIONAL SERVICES:

Champagne Breakfast on
landing. Transfer to and
from accommodation in the
National Parks. Certificate to
commemorate your flight

With over 25 years' experience of providing out-of-this-world balloon safaris, Adventures Aloft excels in giving clients an unforgettable experience and a different view of the safari world.

The company employs a team of experienced pilots with a perfect safety record, plus

a larger team of knowledgeable and skilled staff who make the operations possible.

Every balloon flight is planned precisely, usually departing at 06.30 and lasting for about an hour. Guests can enjoy the early-morning delights of Africa before returning to land and enjoying a champagne-style breakfast with butler service, an open bar and a full

ADVENTURES ALOFT BALLOON SAFARIS



FLOATING ABOVE THE BAOBABS – TARANGIRE

Operations in Tarangire began in 2010 using an A-415 Cameron balloon with a capacity of 16 passengers.

Guests are collected from lodges and camps in the park by company staff and taken to the launch site, ready for take-off at sunrise. Flights are weather-dependent, so the location may be altered in the event of bad weather.

The balloons don't follow a strict path, because the wind determines the exact route, but they tend to follow the Tarangire River as it meanders through the park. This unique vantage point allows guests to gaze down on the animals as they go to the river to drink and cool off.

After the flight, breakfast is served on the river bank, with panoramic views and a cooling breeze in the shade of the baobab trees. Tour guides then drive the guests back to their camp, lodge or drop-off point, with an opportunity to view the wild animals on the way.

Bookings should be made in advance to avoid disappointment as the balloon flights are very popular. Guests can book either through Adventures Aloft directly or via a tour operator or staff at their own camp.





...a weightless
feeling that creates
a sense of freedom
and tranquillity

English breakfast. Guests receive a certificate to commemorate their flight before enjoying a game drive en route back to camp.

Freedom

Travelling in a hot air balloon gives passengers a weightless feeling and a sense of freedom and tranquillity. Adventures Aloft has proven to be hugely popular, and two new sites were opened in the Serengeti in June 2013 to cater for increasing demand.

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

BEST VIEW OF THE MARA MIGRATION – MASAI MARA

Adventures Aloft has been creating memorable balloon safaris in the Masai Mara National Reserve for almost 20 years and is now flying seven balloons in Kenya on a daily basis with a total capacity of 108 passengers.

Balloon safaris are the best way to view the annual wildebeest migration that makes the Mara so famous and exciting. No matter what time of the year, there are always spectacular views across the reserve.

There are daily flights from Fig Tree Camp, departing at around 06.30. For guests not staying at these this resort, a transfer service is available to and from most of the camps and lodges in and around the Mara.

Adventures Aloft has, between Kenya and Tanzania, a fleet of Cameron balloons consisting of nine A-415 balloons with a capacity of 16 passengers each and three A-315 balloon for 12 passengers.

Intimate property in a woodland setting

*...unwind by going for a
swim in the large pool
and enjoying the tranquil
surroundings*





In the lush greenness of Karura Forest lies La Mada, a four-star boutique hotel with a lot to offer. Set in seven acres of woodland, and just 8 km from the centre of Nairobi, La Mada is a perfect place to escape from the city's bustle.

The hotel itself is intimate, friendly and luxurious. With 35 exclusive en-suite guest rooms – 25 double rooms, six twin rooms and four executive suites – there is an excellent choice to suit guests' needs. All rooms are furnished with large wooden beds and crisp white linen and towels for that touch of class.

When it comes to cuisine, La Mada offers a choice of top quality dining options at its two eateries. The à la carte dining room offers fine food in an elegant venue while the Lion's Den Restaurant, nestled in the forest, offers delicious barbecue lunches. There is a quaint coffee shop for an afternoon beverage as well as a pool bar serving refreshing drinks in a beautiful setting.

Hotel La Mada FACT FILE

STAR RATING: ****

LOCATION: Thika Road, Nairobi

NUMBER OF ROOMS: 35

LEISURE: Swimming pool

DINING: Two restaurants

BARS: Pool bar

CONFERENCING: Four halls for 10 to 380 people; meeting room and boardroom; PA systems and LCD projectors

ENTERTAINMENT:
Live bands

NEARBY ATTRACTIONS: Karura Forest

OTHER FACILITIES: Airport shuttle service, business centre, Wi-Fi, curio shop

HOTEL LA MADA

Hotel La Mada LOCATION

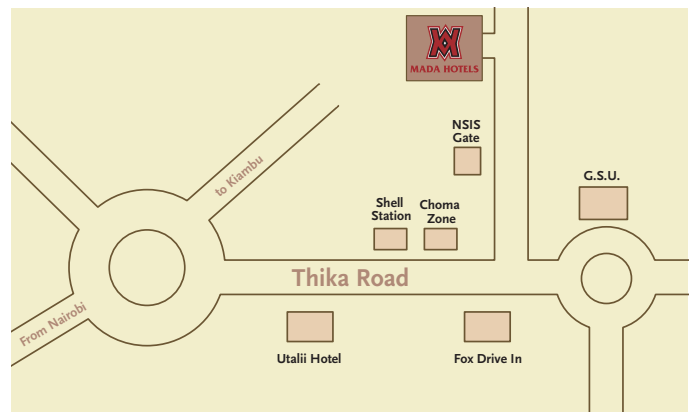
	DISTANCE	ESTIMATED TIME
CITY CENTRE	10 KM	15-20 MINS
JKIA	25 KM	20-40 MINS
WILSON AIRPORT	18 KM	25-35 MINS

Guests can relax and unwind by going for a swim in the large pool and enjoying the tranquil surroundings. Other facilities include an airport shuttle service and free Wi-Fi to keep guests fully connected.

Conferences

Thanks to its close proximity to Nairobi, coupled with beautiful forest surroundings, La Mada is a popular venue for business meetings and conferences. The hotel is well equipped for business needs with a choice of four conference halls and an executive boardroom equipped with LCD projectors, computers and a secretarial and photocopying service. When meetings have finished, staff are on hand to organise special events in the Lion's Den Restaurant as well as cocktails and live band entertainment.

La Mada is a popular venue for business meetings and conferences





Old-world charm with modern comforts

The Oakwood Hotel, with its ideal location in the centre of Nairobi, offers the perfect venue for guests who want to experience the charms and busy nightlife of Kenya's capital.

The Oakwood is located in the Elite House building, formerly Livingstone House. Dating from the 1950s, the building retains its colonial architecture and this, combined with a recent refurbishment, makes it an appealing – as well as a comfortable and convenient – place to stay. Among the



The Oakwood Hotel 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

original features is the manually operated Otis lift with its open-cage design.

The hotel gets its name from the traditional wood decorations and furnishings that help to create a warm and homely atmosphere. There are 20 self-contained rooms, all with telephone, TV, in-house video, mini fridge and tea/coffee facilities.

Traditional

Guests can enjoy food and drink in the stylish bar and restaurant, with its à la carte menu. To set guests up the day, a traditional full English breakfast is included in the room rate.

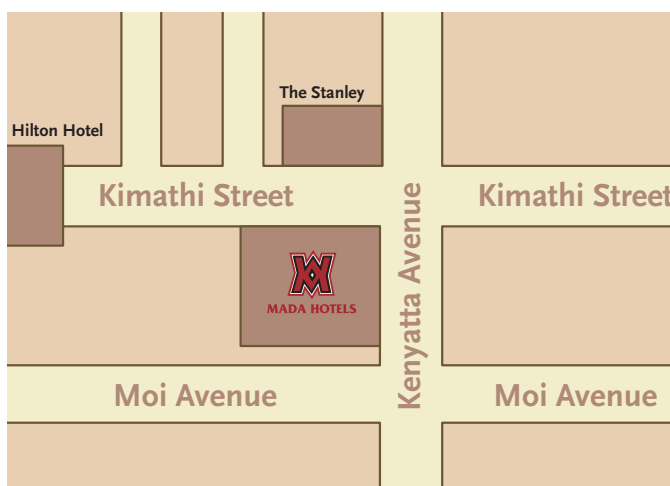
For business meetings, the Oakwood offers a range of facilities including Wi-Fi and free parking.

The property is ideally located for the business district and is close to the railway station, giving ready access to other major towns and cities. There is a wide choice of bars, restaurants and evening entertainment in the surrounding area. Guests can experience all that Nairobi has to offer and see why it is one of Africa's most exciting cities.



The Oakwood Hotel LOCATION

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



Kilifi Bay Beach Resort FACT FILE

STAR RATING: ****

LOCATION: Kilifi

NUMBER OF ROOMS: 50

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

DINING: Two restaurants

BARS: Three bars

CONFERENCING: Facilities for 10 to 100 delegates. PA systems and LCD projectors

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

NEARBY ATTRACTIONS: Kilifi Harbour and Creek

OTHER FACILITIES: Massage service, Wi-Fi available



*Fine dining,
water sports and
great views*



KILIFI BAY BEACH RESORT

As the only hotel on a stretch of beautiful beach, the four-star Kilifi Bay Beach Resort offers guests total peace and relaxation.

This exclusive resort offers unspoilt panoramic views of the Indian Ocean across the white sandy beaches of Kilifi. The gardens surrounding the property are filled with shady palm trees and a cool breeze blows in from the ocean. The buildings and guest accommodation have been refurbished with fresh, modern interiors.

The hotel offers a truly personalised service. There are only 50 rooms, each with a private balcony where guests can relax with a book or a sundowner and enjoy the view. A free massage service is available and there is a choice of two swimming pools.

Sumptuous

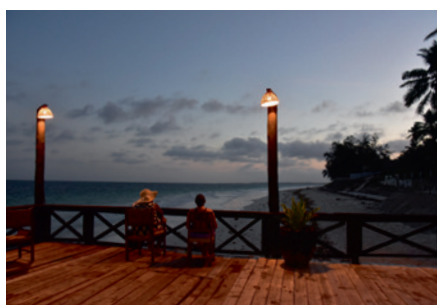
The main restaurant serves buffet breakfasts, light lunches and sumptuous evening meals. The dinner menu features international cuisine. There are themed nights throughout the week as well as delicious barbecues. The Teppanyaki Restaurant offers Japanese cuisine and delicious seafood. On the beach, the Coconut Bar serves a selection of drinks and snacks throughout the day. The resort has two more bar areas: one in the lounge





reception area, perfect for pre-dinner cocktails, and a pool bar, where guests can relax in the sun with a refreshing beverage.

The hotel's own boat, the 'Baobella', departs throughout the day on scenic excursions through Kilifi Creek. Soft drinks and snacks are provided on board. Guests also have a choice of water sports such as snorkelling, diving and canoeing, all available from the beach.



In addition to leisure facilities, the resort is a well established conference venue, with trained staff on hand to cater for large groups. The quiet atmosphere is ideal for business meetings and conferences. A range of activities is available for special functions, including beach dinners, day trips to Malindi and beach cocktail parties.

Kilifi Bay Beach Resort 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

Boutique hotel offers ultimate in relaxation

Set in seven acres of tropical gardens with 60 metres of ocean front, Baobab Sea Lodge is the ideal spot to relax, soak up the sun and enjoy the magical Kenyan coast.

This welcoming boutique hotel is located in the old coastal town of Kilifi, halfway between Mombasa and Malindi. The small and picturesque town has a good range of facilities including fruit markets, small shops, two banks, a post office, a pharmacy and a hospital. In addition, Kilifi has many grand houses alongside the creek and overlooking the ocean.

Baobab Sea Lodge has 30 recently refurbished guest rooms offering maximum luxury and guest comfort. When it comes to dining, every meal is fresh and delicious. Guests can choose a meal plan to suit their needs, from all-inclusive to basic B&B, so you can eat in the hotel as often or as little as you wish.

Music

The main restaurant offers a choice of good cuisine. There are theme nights throughout the week, including acrobatics, discos, live music and traditional African dancers.



Baobab Sea Lodge

FACT FILE

STAR RATING: ***

LOCATION: Kilifi

NUMBER OF ROOMS: 30

LEISURE: Two swimming pools (one for children), tennis, snorkelling, windsurfing, scuba diving, glass-bottomed boat, game fishing and creek cruises

DINING: One restaurant, banquets on request

BARS: Two bars and a swim-up pool bar

CONFERENCING: Room for 10 to 60 delegates, PA systems, LCD projector and computers

ENTERTAINMENT: Live music, theme nights and traditional African shows

NEARBY ATTRACTIONS: Kilifi Harbour, Kilifi Creek, fruit markets

OTHER FACILITIES: Wi-Fi available





...relax and enjoy
the magical
Kenyan coast



BAOBAB SEA LODGE



For those who prefer a more tranquil evening, there are two bars where guests can enjoy a quiet cocktail, plus a TV lounge where you can catch up on the news.

Water sports

All guests can take advantage of the hotel's free massage service. For more active types, there is a wide choice of water sports including snorkelling, deepsea fishing, wind-surfing, scuba diving and canoeing as well as a glass-bottomed boat if you prefer not to

get your feet wet. The hotel's own boat, the 'Baobella', is available for excursions around the picturesque Kilifi Creek.

The Baobab Sea Lodge is a perfect venue for conferences thanks to its theatre-style room, accommodating up to 200 people. Banquets can also be arranged, either indoors or outdoors.



Baobab Sea lodge 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

Luxury at every level



Balloon Camp Tarangire FACT FILE

LOCATION: Tarangire

NUMBER OF ROOMS: 10

LEISURE: Balloon safaris

DINING: Restaurant, champagne breakfast in the park

FACILITIES: Swimming pool, Wi-Fi available

BALLOON CAMP TARANGIRE



Balloon Camp is a luxurious boutique-style property located in the heart of Tarangire National Park. The camp sits on Boundary Hill, where guests can experience spectacular views over the national park – views that cannot be improved on except by taking to the skies in a wonderful balloon safari.

Spacious

Accommodation at Balloon Camp consists of 10 grand safari tents, each with a king-sized four-poster bed and a large open-plan bathroom. Each tent is raised on stilts and

has a spacious veranda from which guests can enjoy the spectacular sunsets and the wonderful views of Tarangire.

The main attraction of the camp, however, is the hot air balloon safaris, which depart daily from a nearby take-off area close to Tarangire Sopa Lodge. The balloon safaris are run by the Mada-owned company Adventures Aloft, which has years of experience in creating memorable balloon adventures for clients. Typically, flights depart at 06.30 and last for around one hour. On landing, the balloon crew sets up a full English breakfast – complete with Bloody Mary cocktails and cham-





Balloon Camp Tarangire LOCATION

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



pagne – on a site by the Tarangire River. To complete the adventure, each passenger receives a certificate as a memento of the flight. After breakfast, guests can enjoy a game drive en route to the lodge or main gate.

Gourmet

In addition to balloon safaris, guests can go on game drives throughout the park in one of the camp's impressive fleet of 4x4 vehicles. After a busy day in the national park, guests can enjoy a gourmet evening meal before retiring to the lounge bar, where coffee, whisky and other drinks are served.



FIG TREE CAMP

Fig Tree Camp FACT FILE

LOCATION: Masai Mara National Reserve

NUMBER OF ROOMS: 80

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

DINING: Buffet-style restaurant, bush dinners

BARS: Two bars and a tree-house coffee deck

CONFERENCING: Two rooms for 10 to 100 delegates. PA systems and LCD projectors

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

ACCESS: Guests can fly in from either Nairobi or Mombasa



There are game walks led by Maasai morans and 4x4 tours

Deluxe property in the heart of Masai Mara

Fig Tree Camp is located in the heart of the Masai Mara National Reserve, on the bank of the Talek River, making it a very special place for guests to enjoy the picturesque surroundings of the park.

The camp offers 38 classic safari tents and 10 superior Ngamboli tents, with single and double beds and a private patio by the river. For those who want a more luxurious travel-

ling experience, there are 32 garden chalets available with private balconies.

Breakfast, lunch and dinner are included in the room rates, with all meals served in the main dining area. At each meal there is a generous buffet with a wide selection of food. In the evenings, local Maasai perform for guests after dinner, providing a unique example of their singing and dancing. For a more exclusive experience, guests can opt for



FIG TREE CAMP



a moonlit bush dinner with champagne. It all adds up to a memorable evening.

Guests at Fig Tree Camp have ample opportunity to learn more about the local area. There are lectures by naturalists, game walks led by Maasai morans and 4x4 tours of the surrounding area conducted by professional guides in the camp's own vehicles.

Private

Conference facilities have recently been added to Fig Tree Camp, offering the chance to hold your special get-together in a private retreat with a safari setting. Equipment includes LCD projectors, computers and a secretarial service.



Fig Tree Camp LOCATION

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



Luxury property with mountain views

Kilima Safari Camp

FACT FILE

LOCATION: Amboseli
National Park

NUMBER OF ROOMS: 72

LEISURE: Game drives and
nature walks

DINING: Restaurant and bush
dinners

CONFERENCING: Hall for 10 to
300 delegates; meeting room
and boardroom; PA systems and
LCD projectors

ENTERTAINMENT: Guest
lectures

NEARBY ATTRACTIONS: Mount
Kilimanjaro

OTHER FACILITIES: Doctor on
call 24/7, massage, excursions,
Wi-Fi



KILIMA SAFARI CAMP

Kilima Safari Camp is set in 420 acres in Amboseli National Park with wonderful views of Mount Kilimanjaro. Guests have an excellent choice when it comes to accommodation. There are 72 rooms to choose from, with 50 classic safari tents, 10 superior tents and 12 luxury lodge rooms.

From each room, guests can see a variety of animals and birds as they come to drink at the nearby waterhole. For a closer view, guests are taken on game drives in comfort and style in one of the camp's 4x4 vehicles. With their deep local knowledge, the driver guides will ensure that clients get the best out of their safari.

Aside from the classic game drives, Maasai morans are on hand to take clients on game walks, while a local naturalist gives free lectures about the local environment.

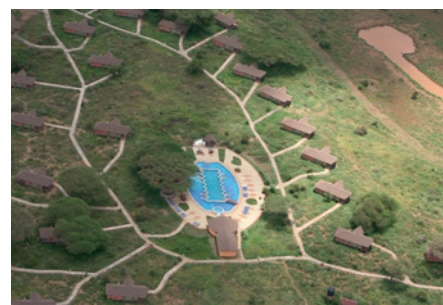
Refreshing

For guests who want to relax and unwind, a massage room is available with therapists on hand. There is also an ornate swimming pool, perfect for a refreshing dip after a morning game drive.

Guests at Kilima Safari Camp can enjoy dinner under the stars, a truly magical experience. There is also a fine restaurant serving hearty breakfasts, buffet lunches and delicious evening meals.

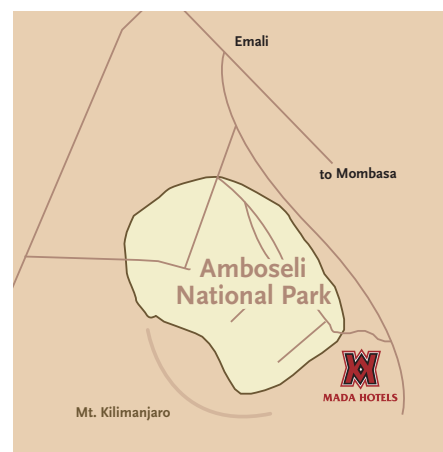


In the centre of the dining room is the three-storey Kibo Lounge



In the centre of the dining room is the three-storey Kibo Lounge. A high point for guests in more ways than one, it is actually a look-out tower offering superb views of Mount Kilimanjaro, the national park and the waterholes. Guests can watch the sunrise with a morning cappuccino or star-gaze with an after-dinner drink.

The camp also now features a conference hall, making it an ideal venue for retreats and seminars.



Kilima Safari Camp LOCATION

	DISTANCE	ESTIMATED TIME
NAIROBI	235 KM	4 HRS
NAMANGA	80 KM	2 HRS
AMBOSELI AIRSTRIP	24 KM	40 MINS



*First-rate hospitality
with Nile views*



Voted 'Best Weekend Getaway' and 'Best Country Hotel in Uganda' by Travel News magazine, it is hard to find a reason not to visit Jinja Nile Resort.

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

Popular with business travellers and tourists alike, the resort covers some 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 provide guests with the best Nile-facing views.

Refreshments

The elegant main restaurant seats up to 150 guests and has a terrace with excellent views. The spacious conference dining room is located near the conference halls, thus ensuring a fast and efficient service for delegates. There is also an independent bar serving refreshments to conference and workshop attendees.

On a 20 metre high cliff overlooking the river is the Nile Palace restaurant and bar. Its

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 tennis court

DINING: Four restaurants plus two private dining rooms

BARS: Five bars

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

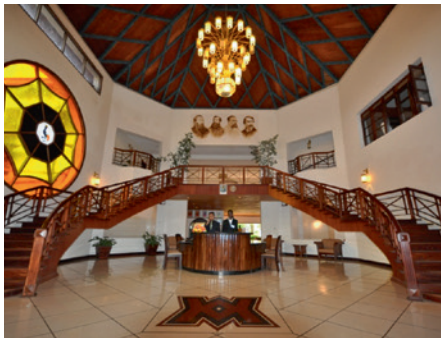
ENTERTAINMENT: Weekend discos

NEARBY ATTRACTIONS: Nine-hole golf course

OTHER FACILITIES: Children's park, nanny service, gift shop, Wi-Fi available



JINJA NILE RESORT



unique location, combined with exquisite food, has made the Nile Palace a favourite venue for special events.

For relaxation, guests can enjoy the health club, which features Italian-made Technogym equipment as well as a sauna, a steam bath and a massage room.

Boardroom

For business guests, there are three conference halls plus three meeting rooms and a boardroom.

For larger events and outdoor concerts, the resort has a river-facing amphitheatre with a total capacity of 3,000 people.

Guests can enjoy the health club, which features Italian-made Technogym equipment



Jinja Nile Resort 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



Renovations give new life to roadhouse

Built in 1958 by a legendary safari enthusiast, Hunters Lodge has been restored to its former glory by Mada Hotels.

The property, which reopened in 2014, offers beautiful new accommodation along with top-class dining facilities.

Renovation and refurbishment began in 2012 after the lodge was acquired by Mada Hotels. The existing 12 rooms were enlarged and a further 40 rooms were added, as well as a new conference centre.

Traditionally the lodge – a well-known stopover on the road from Nairobi to

Hunters Lodge FACT FILE

STAR RATING: ****

LOCATION: 160 km from Nairobi, 340 km from Mombasa

NUMBER OF ROOMS: 52

LEISURE: Birdwatching, boating at Kiboko Springs

DINING: Restaurant and coffee shop

BARS: One bar

CONFERCING: Rooms for up to 200 people. PA systems and LCD projectors

NEARBY ATTRACTIONS: Trips to lava caves and Chyulu Hills National Park

OTHER FACILITIES: Swimming pool, Wi-Fi available

HUNTERS LODGE



Mombasa – has offered good, reasonably priced accommodation and inexpensive camping. Mada Hotels has managed to preserve its original charm while renovating the property and giving the building a more contemporary feel.

The lodge is located at Kiboko Springs, about 160 km from Nairobi on the Mombasa road. Set in 25 acres of lush gardens and surrounded by beautiful countryside, the lodge is the perfect place for birdwatchers, with over 100 bird species in the area.

J.A. Hunter, who built the original lodge, was widely regarded as one of the greatest professional big game hunters of his generation. He became famous in the 1950s through his best-selling books about his safaris and other adventures. The lodge was run by his wife Hilda and their sons David and Dennis.

Stopover

Back in the days when the original lodge was still new, no trip to the coast would be complete without a stopover there, either for



breakfast on the outward journey or for a cup of tea or a glass of beer on the return leg.

Mada Hotels has breathed new life into this once-popular venue. Its aim has been to win back visitors to the lodge by offering attractive business and lunch menus while also providing a range of amenities for those making the long road journey between Nairobi and the coast.

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

Hunters Lodge - Kiboko LOCATION

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



BAVARIAN PORK RIBS Schmeckt gut!

BY CHEF JUMA JONAH

Prep time: 20 mins (including overnight refrigeration)

Cook time: 4 hrs

Ready in: 16 hrs 20 mins

Ingredients:

- 1 cup brown sugar
- ½ cup fajita seasoning (such as Fiesta)
- 2 tablespoons Hungarian sweet paprika
- 2 rack pork spare ribs, fat trimmed
- 1 cup beer
- 3 cloves garlic, minced
- 1 tablespoon honey
- 3 tablespoons Worcestershire sauce
- 1 tablespoon prepared brown mustard

Directions:

1. Mix the fajita seasoning, paprika and brown sugar in a bowl, rub the ribs in the mixture and refrigerate overnight.
2. Preheat the oven to 250 degrees. Mix the beer, garlic, honey, Worcestershire sauce and mustard in a bowl.
3. Place the rib on an aluminium foil, meaty side up. Divide beer mixture evenly into each packet. Cover them with another foil tightly and place them on a baking sheet.
4. Bake until tender. Drain the drippings in a saucepan. Simmer the drippings until it thickens and brush it onto the ribs.
5. Preheat the oven broiler and place the oven rack about 6 inches from the heat source.
6. Place the ribs into the oven until sauce is caramelised.



Skin Deep Splash Drink

A juice with REAL values

INGREDIENTS:

- Crisp red apples 4 pcs
- Pixie oranges 2 pcs
- Freshly grown organic carrots 2 pcs
- A quarter of a green cabbage
- A quarter of a red cabbage

PREP TIME: 4 minutes

SERVES: 1 long glass

METHOD: Wash, chop and peel all fruits and vegetables and soak in 4 cubes of ice to keep cold. Get all the bite-sized ingredients through a juice blender, adding a small piece of peeled ginger through the mixer. Strain and serve while chilled.

Green Energy

A drink to keep you fighting fit and feeling fine

INGREDIENTS:

- Fresh crisp green apples 4 pieces
- Long crisp organic celery sticks
- Small organic ginger piece
- Freshly grown mint 4 sprigs

PREP TIME: 4 minutes

SERVES: 1 long glass

METHOD: Wash and chop all fruits and vegetables and sprinkle with lemon juice. Add 4 cubes of ice to keep cold. Blend into a puree in a juice blender and serve with a thicker straw so as to benefit from the pulp energy of the greens. Serve chilled.



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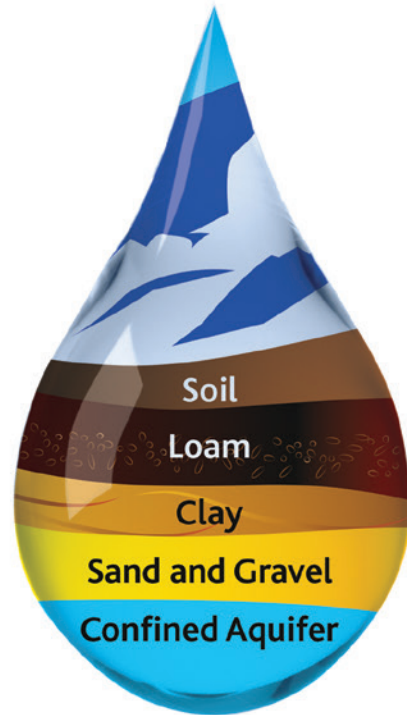
Nature creates the difference

Rwenzori Pure Natural Mineral Water's story is one that's untainted, beginning with the water's journey seeping through the earth's core, being enriched by minerals along the way and finally arriving at the surface, purified.

It's a process that we do not try to replicate, because that's the purity of nature. All we do is filter it 6 times to deliver its goodness in a bottle.

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AWARD 2015



KACITA QUALITY
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UGANDA'S TOP
BRANDS 2014



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