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Kenya's upswing is good news all round

elcome to the latest edition of Reflections the in-room and corporate magazine of the Mada Group.

For those unfamiliar with our brand, Mada Hotels is one of East Africa's largest hotel groups, with properties in Kenya, Uganda and Tanzania. These properties comprise a mix of city centre hotels, beach and leisure resorts and safari camps. In addition, Mada, through its subsidiary Adventures Aloft, is the region's biggest operator of hot air balloons, with bases in both Kenya and Tanzania.

Tourism in East Africa can sometimes feel like a roller coaster ride, but I am delighted to report that Kenya bounced back in 2018 with a respectable increase in numbers for both the safari circuit and the beach. And it was good to see the arrival of new charter and scheduled flights serving the coast. An increase in domestic tourism has been an added bonus and Mada Hotels is proud that all our properties enjoy great popularity in the local market.

We are now seeing the positive results of Kenya Airways' direct flights to New York and even easier movement within Kenya thanks to the SGR's Madaraka Express train service between Nairobi and Mombasa. Tourists are now even coming to Kilima Safari Camp in Amboseli via the SGR (Standard Gauge Railway) and we offer transfer services from the Emali/ Kibwezi station to the camp.

Our upgrade at Fig Tree Camp has been really well received and we have now increased our superior Ngaboli tents at Fig Tree from 10 to 48. All our superior Ngaboli tents offer spectacular views over the Talek River.





























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Foreword

New family tents and public areas at Balloon Camp Tarangire will open this year, too, offering clients a better experience of this truly fabulous park.

The Kampala Nile Resort will open this year. Although the project has taken us a little longer than we had planned, we are really pleased with the new development and the resort will be one of Uganda's finest properties, attracting both business and leisure travellers.

Elsewhere, Mada is making great progress with the new Zanzibar project, where construction is going as planned, and our island resort property is scheduled to open in December 2019.

Meanwhile, Adventures Aloft remains the region's leading balloon company, offering flights over the Masai Mara, Tarangire National Park, the Serengeti and, hopefully this year, in the Ngorongoro.

Finally, our real success over the years is really built on the service we offer our clients and for that I really am proud of our Mada team, who serve our clients with passion and fantastic African hospitality.



Tinu Mhajan
Chief Executive
Mada Group









Next stop, Zanzibar

Our Michamvi property in Zanzibar is developing as per our expectations and is set to be one of Zanzibar's classic resort hotels. In a beautiful setting on the east coast, with 500 metres of beach frontage, the property is designed to offer clients a full experience of East Africa's most popular island resort. This 100-room property will offer a choice of specialty restaurants as well as beauty and spa facilities, all with spectacular, cliff-high views over the ocean. Opening date: December 2019.



Mada on the move – come and meet us!

Mada Hotels will be attending a series of travel shows around the world in 2019 showcasing the whole Mada portfolio. For appointments and further information, please email sales@madahotels.com.

SHOW	PLACE	DATES
I.T.B BERLIN	BERLIN	6TH - 10TH MARCH 2019
HOLIDAY FAIR	SARIT - NAIROBI	27TH - 31ST MARCH 2019
WTM AFRICA	CAPE TOWN	10TH - 12TH APRIL 2019
INDABA	DURBAN	7TH - 9TH MAY 2019
KILI / KARIBU FAIR	ARUSHA - TANZANIA	31ST MAY - 2ND JUNE 2019
MAGICAL KENYA TRAVEL	KICC - NAIROBI	2ND - 4TH OCT 2019
GET AWAY	SARIT CENTRE - NAIROBI	1ST - 3RD NOV 2019
WTM LONDON	LONDON	4TH - 6TH NOV 2019







Yoga and the mountain

Kilima Safari Camp has been the destination of choice for the Africa Yoga Project, which has held its annual retreat in Amboseli for the last couple of years. The vast open area of Kilima Safari Camp, together with the magical backdrop of Mount Kilimanjaro, offer the perfect setting for yoga enthusiasts.



New fleet of vehicles for Mada safari camps

Mada Hotels has acquired a new fleet of Toyota Land Cruiser safari vehicles for both Fig Tree Camp Masai Mara and Kilima Safari Camp Amboseli. The new vehicles are modified to safari specifications to make them ideal for game viewing.

Irene Mwobobia of Toyota Kenya with Bhaskar Vadlamani of Mada Hotels at the official handover.

Kampala Nile Resort to open

Kampala Nile Resort is set to open this year. Although the project has taken a little longer than anticipated, it has been worth the wait. Located in the Namanve Business Park, the resort is only 8 km from the centre of Kampala and only 45 minutes from the airport via the new Entebbe Expressway. The property will offer 125 quest rooms in a setting of lush gardens and freshwater springs. Facilities include a range of deluxe accommodation, conference facilities, a health spa and a string of recreational facilities.



Karibu kwa Kiswahili!

A language that inspires culture and friendship

f there is one thing that binds the nations of the African Great Lakes region together, it is the Swahili language - the lingua franca of Tanz ania, Kenya, Uganda and northern Mozambique as well as the islands of Zanzibar and Comoros and parts of the Democratic Republic of Congo and Malawi. Indeed, the area they inhabit is often referred to as the Swahili Coast.

Said to be the easiest African language for English-speakers to learn, Swahili has a Bantu core but has borrowed many words from Arabic.

Culture

It's no surprise that the Swahili language, with its long history, has given rise to a distinctive Swahili culture that expresses itself not only in literature but also in music, arts and crafts.

bear witness to a single cultural tradition dating back to the ninth century. The Swahili language and culture developed side by side with the spread of Islam in East Africa. In recent times there have been excavations at coastal sites in Kilwa, Mali ndi, Gedi, Pate, Comoros and Zanzibar. It is clear that coral stone, typically used as a building material by Arabs and Persians, was also used by farming and fishing communities along the Swahili Coast. Along with the development of trade between East Africa and the Arab world there was a steady increase in Islamic influence during the 12th century and this, in turn, led to greater integration between the African and Arab traditions, creating a distinctive Swahili culture. In addition to this, Arab merchants married local women, so that an Arab-African Swahili culture sprang up in Kenya and Tanzania, later spreading to Mozambique.

Mediaeval sites along the Swahili Coast



The early Swahili city-states followed Islam but were politically independent. Their chief exports were ebony, gold, ivory, salt, sandalwood – and human slaves. With the coming of Portuguese colonists in the 16th century, these city-states began to decline and the old commerce between Africa and Asia petered out.

There are many examples of Swahili culture in modern times.

Literature

Swahili literature is classified into riwaya (the novel), tamthilia (drama) and ushairi (poetry). In the past, tales were told in spoken form. It was not until the 1940s that written Swahili fiction began to develop. Early novelists wrote in dialects such as Lamu, Tanga and Mombasa, but modern literature is published in standardised Swahili

Swahili poetry is generally derived from Arabic poetry and is still written in the traditional manner. Poems are often published in local newspapers and used in taraab songs and musical theatre in Zanzibar and on the Swahili Coast











The most typical Swahili music genre is taarab (or tarabu), sung in the Swahili language with Arab- and Indian-influenced melodies and orchestration. In modern times, different types of Swahili music have emerged such as muziki wa dansi, afropop and bongo flava.

Food

Swahili cuisine is influenced by Indian and Arabic cooking. Fish, tropical fruits and exotic spices are common aspects of the Swahili diet.



The Swahili language

Swahili, also known as Kiswahili (meaning 'language of the Swahili people'), is a Bantu language and the first language of the Swahili people. The total number of native and second-language Swahili speakers is put at between 50 and 100 million. Swahili is one of the working languages of the African Union and is officially recognised as a lingua franca of the East African Community.

Swahili has been erroneously described as a mixed language because of its many Arabic-derived words and because, historically, the Swahili people were Muslims. However, the Arabic influence is limited to words borrowed since 1500, while the grammar and syntax of Swahili are typically Bantu.

The Swahili language was originally written in Arabic script, with the earliest known documents dating from 1711. The language is now written in the Roman alphabet introduced by Christian missionaries and colonial administrators.

An idea whose time has come...

Out-of-town business park draws in big-name tenants - including latest Mada Group hotel

t's a fact of life that good ideas don't always get the early traction they deserve. There's usually a period of healthy scepticism before a new concept gains acceptance and something tangible takes shape.

What's more, nobody wants to be an early adopter who gets it wrong. Much better, it seems, to let someone else make the mistakes or put their toe in the water.

And in many ways this is the story of the Kampala Industrial and Business Park (KIBP), located just outside the capital at Namanve.

In 1997 there was an Act of Parliament to degazette 362 hectares of national eucalyptus forest in order to create the business park – Uganda's first and, to date, largest such industrial area. The KIBP was then developed by the semi-autonomous Uganda Investto develop 22 such parks throughout the nation. Many years would pass with many would-be investors remaining on the sidelines, reluctant to commit to what was something new for the Ugandan industrial

Progress

Initially, attracting tenants to the site proved difficult and many saw Namanve as little more than a white elephant rather than an exciting greenfield site for their business. Slowly and over time, however, the merits of a large modern industrial area close to Kampala began to take hold. Then, in next to no time, Namanve became full to capacity and has since had to expand to cope with demand.

UIA announced in 2018 that all the land in the industrial park had been allocated to some

cent were Ugandan and the rest foreignowned. By that time, the park's size had grown to 890 hectares with over 30 factories in operation, including Century Bottling (the local Coca-Cola franchisee), Threeways Shipping (part of Uganda's Bro Group) and

Today, these companies are among the park's big-name tenants:

Leaf Tobacco & Commodities. Another 80 or

more were in the construction phase, while

120 were undertaking feasibility studies.

- Roofings Rolling Mills, with over 2,000 employees at its plant
- Uganda's second-largest cement manufacturer, Lafarge-owned Hima Cement, which operates a warehouse and distribution centre
- Agri-commodity supplier Export Trading Company (U)
- Victoria Seeds, an agro solutions company
- Kyagalanyi Coffee, a leading coffee processor and exporter

At the same time, one of those to spot the attractiveness of Namanye was the Mada Group, which made the decision some time ago to build its second Ugandan property within the business park. The Kampala Nile Resort is due to open in May 2019. Once

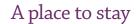








completed, the property will comprise 125 guest rooms and in various categories, including two penthouse apartments. The Kampala Nile Resort will be perfect for clients with business in the Namanve and Mukono areas. Being away from the city centre, the hotel will be most suited for conferences, meetings and seminars. There will be 10 conference rooms and other facilities including a gym and spa, tennis courts and a special team-building multi-sport arena.



Building a hotel in an industrial area may seem a strange idea, but those businesses located in Namanve clearly need somewhere convenient for visitors to stay. This point was made by Mada chief executive Tinu Mhajan: "When the government introduced the idea of the Namanve business park, we were immediately interested in the idea. Kampala Nile Resort will be the first quality hotel of its kind in Namanve. The business park has attracted many of Uganda's premier businesses and we were always confident that these companies would require the services of a quality hospitality company. We were also informed that the Namanve, with the new Entebbe expressway, would be easily accessible for clients coming into Uganda without going through Kampala city centre."



They'll be coming round the mountain...

An exciting challenge is due to take place on 13 April on the lower slopes of Mount Kilimanjaro.



t was in 2011 that Chris Angell set out to host a mountain bike challenge to support the Amboseli National Park and its ecosystem and to encourage coexistence between the Maasai communities and the local wildlife.

Eight years on, the Kilimanjaro 7 to 3 Mountain Bike Challenge has grown, with over 120 participants taking part in last year's event.

The event is so much more than a single mountain bike race, however. It includes a series of weekend-wide events, from leisurely cycle rides down the mountain to multiple children's races. The challenge takes its name from the altitude of the races. During their run down the mountain, cyclists plummet from 7,000 to 3,000 ft in 35 km – hence '7 to 3'.

The official Kilimanjaro 7 to 3 challenge sees participants start out at 4,500 ft and loop around on a circular 60 km route up to 7,000 ft, down to 3000 ft and back up to the original starting point. It's a strenuous challenge that

typically involves a bit of serious training by the successful participants. Professional cyclists also take part.

Eighth race

The eighth annual race will commence at 7 am on Saturday, 13 April. In the evening, once the race is over and participants have had a chance to cool down, attendees will gather for a sundowner under the snow-covered peaks paired with a campfire and dinner at the base Elerai Conservancy. On the Sunday morning, participants can expect another exciting day of events including children's races and fun runs for all ages and abilities.

Close to the Elerai Conservancy is Mada Hotels' Kilima Safari Camp, which offers participants an ideal place to stay during the Kilimanjaro 7 to 3 event, providing a peaceful base during an exciting but strenuous weekend. The property is set in 360 acres of Amboseli's national park with breathtaking views of the mountain. Read more about Kilima Safari Camp on Page 55























Other events at Kilimanjaro 7 to 3

- 35 km downhill bike race
- Adults' 10 km run
- Half marathon (new)
- 5 km social run
- Six years old and under 5 km run
- 10 years and under 10 km run
- Children's 5 km cycle ride
- Where to stay: Kilma Safari Camp

For more information about Kilimanjaro 7 to 3 in 2019 and 2020, please contact Chris Angell on chrisangell42@gmail.com or visit www.kilimanjaro7to3.com













enya is known to safari enthusiasts around the world for its Big Five – but what about its marine life? In fact, Kenya has an astonishing array of marine life that has led to an ever-growing dolphin and whale watching sector. A main focus of this activity is the small coastal town of Watamu, just north of Mombasa.

Whale spotting was first recognised as a spectator sport in the Watamu area in the early 1990s. Tourists came from near and far to witness the humpback whale migration which sees hundreds of the mammals travel each year from the Southern Ocean along the coast of East Africa to reach the tropical waters off Kenya where they can breed safely. This makes for a spectacular scene to rival the great wildebeest migration.

Growing activity

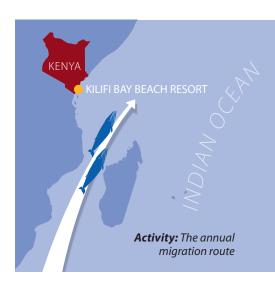
Since whale watching took off in the 1990s, the activity has grown considerably thanks to media coverage, particularly in recent years. Last year the Ministry of Tourism & Wildlife ran a campaign entitled The Twin Migration which aims to promote the double annual migration of land animals and sea creatures by encouraging tourists to first of all experience the wildebeest migration in the Mara and then head to Watamu to witness the humpback whale migration. Tourism Secretary Najib Balala has striven to promote tourism in the area and in 2016 he relaunched the Ocean Sports Tourism project covering activities like skydiving, windsurfing, snorkelling and scuba diving in the Malindi and Watamu areas. In turn, this increased the popularity of whale watching as a spectator sport.

Top hotels in the area such as the five-star Hemingways Watamu have sought to encourage whale watching by drawing up a 'must see' list for visitors that gives high prominence to the migration. In 2012 Hemingways Watamu became the first facility in the country to offer whale watching excursions as well as supporting research through Kenya Wildlife Service and the Watamu Marine Association.

In Kenya, the whale migration has been closely monitored since 2011, with 550 whales spotted in 2013 and 390 in 2017. Throughout last year, reports indicated that the migration had been more numerous than in previous years. Both specialist divers and members of the public reported sightings in five new areas including Vipingo, Lamu and Diani. In addition, past years have seen no more than 70 reports of individual whales in the area, but in 2018 there were 201 reports in peak season – 582 in total between July and November. This soaring increase has led to what experts have described as 'whale fever' - a nationwide demand for whale watching opportunities. Watching services have reportedly had no choice but to turn eager customers away because they are fully booked and Hemingway's Watamu has been organising up to three trips a day to meet demand.

Just south of Watamu lie two of Mada's properties, Kilifi Bay Beach resort and Baobab Sea Lodge in Kilifi. Both are located about an hour's drive from Watamu and provide a perfect base for exploring the area. No stay would be complete without a day trip to witness the spectacular whale migration.

Learn more about the properties on pages 43 and 46.



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The Big Five Series consists of Toyota Kenya's Land Cruiser V8, Prado, Hilux Double Cab, Fortuner and RAV4, with each one of these models promising the user a unique experience.

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With a heritage dating back many decades, the Prado has consistently set high standards while building a legacy with its off-road performance. First produced in 1984, the Prado continues to provide a rare blend of luxury and complex styling.

'Go anywhere' and 'ready for action' are some of the experiences promised by the Toyota Fortuner. The bold face, sleek profile, stylish wheels and neat rear profile of the Fortuner all add up to a sleek and elegant SUV.

The Hilux Double Cab has a body style to suit all needs. Whether for work or play, it's the perfect vehicle. With a new dimension for pick-up technology, the Hilux is equipped with a range of innovative technology, designed to build a presence as bold as your next task.

The new RAV4 is right on time for your next adventure. The rugged looks, sportier feel, enhanced compatibility and improved fuel economy of this compact SUV make for a worry-free ownership experience.

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Nairobi: new gateway to Africa

Kenya's capital has a population of around 3.5 million. It's not large for a modern global city – yet Nairobi has become just that.

that the city is a great contender in the race to become Africa's preferred gateway. The city is rapidly improving its digital infrastructure and becoming a technological hub for the continent. In turn, this has led to malls, hotels and businesses popping up all around as Nairobi strives to stay ahead of the race.

Nairobi is known to have a very supportive legislative and policy environment for businesses based on technology, including the telecom and banking sectors. This, combined with the oil and gas boom taking place in East Africa and the ever-growing focus on geopolitics, means the city is very attractive to investors and businesses looking to relocate. In 2017 Nairobi was

listed among the leading regional destinations for Fortune 500 companies looking to establish international headquarters. Among international organisations and companies with their African headquarters in Nairobi are the United Nations, Canadian-owned BlackBerry Ltd, Coca-Cola and the Japanese car company Toyota.

Airline industry

Africa's airline industry, too, is expanding across the globe. Kenya's latest achievement in the industry happened in October 2018 when Kenya Airways announced that it would be offering non-stop flights to New York – East Africa's first direct air link with the United States. The new 15-hour flights operate from Jomo Kenyatta International Airport in Nairobi to JFK in New York. This new service is a sign of exciting times ahead for Kenya, fitting in





well with the airline industry's plans to attract high-end and corporate tourism traffic from across the world to all parts of Africa. Kenya Airway's decision follows a recent increase in travel from the US. In 2017 it was up 17 per cent on the previous year with a total of 114,507 arrivals according to Kenya's Ministry of Tourism.

Railway system

Not only is the airline industry expanding its routes, but so is Kenya's railway system. A recently completed standard gauge railway (SGR) now connects Mombasa with Nairobi. This 300-mile line runs parallel to the defunct narrow-gauge Uganda Railway, completed in 1901 under British rule. The Mombasa to Nairobi SGR will connect with other standard gauge lines being built in East Africa. Built at a cost of US\$ 3.6 billion, it is Kenya's most costly infrastructure project since the country gained independence in 1963. The main contractor, China Road and Bridge Corporation, hired 25,000 Kenyans to work on the project. The new rail service, known as the Madaraka Express, officially opened on 31 May 2017 with the first ticket being purchased on Madaraka Day (1 June).

The expansion of Nairobi has led to an increase in both domestic and international







tourism since 2015. In response, the city has seen the opening of new hotels each year and in 2017 PricewaterhouseCoopers reported that over a dozen new hotels were due to open in Kenya, with most hotel companies looking to locate in Nairobi. They include top brands such as Marriott, Ramada and Sheraton. The past year has seen the opening of Swiss brand Mövenpick's five-star property in the Westlands district, which has proved popular with tourists. The Pinnacle, also known as Pinnacle Towers, is due to open in 2021. It will provide office space as well as a new five-star property, the Upper Hill Hilton Hotel. When it opens to the public, this brand-new Hilton property, 70 storeys high, will officially be the tallest hotel in Africa. The Pinnacle will also provide Nairobi with luxury one-, two- and three-bedroom apartments.



With the population of Nairobi set to double to 7 million by 2023 and car ownership rising from a quarter to a half of households by 2025, there is a need to expand the road system to cope. At the end of 2018 Transport Secretary James Macharia unveiled a project aimed at reducing traffic jams by creating a ring road with four link roads. This includes improving the Ngong and Outer Ring roads while also expanding Lang'ata Road. In February 2019 the new 28 km Southern Bypass, linking two major roads – Kikuyu and Mombasa – was officially opened by President Uhuru Kenyatta and his Tanzanian counterpart, John Magufuli. Mr Kenyatta said this would provide a durable solution to traffic congestion in Nairobi.



The Mara River – a key transnational eco-system

WWF encourages communities to take better care of precious Mara River resource

ater scarcity is an ongoing problem in parts of Kenya. In the Mara River basin, water is a precious resource that supports both people and nature.

A crucial role in the conservation of the Mara ecosystem is played by the World Wide Fund for Nature (WWF), which has been working in the Mara River basin for over a decade. Good water stewardship is high on the agenda for the WWF, which says tackling the water challenge is the first step out of poverty. This is an initiative strongly supported by the Mada Group.

When the dry season kicks in, the problem of water scarcity can create an issue. An example is provided by Kingasunye Reyia, a mother of four, who may have to walk more than 6 km each day in the dry season in search of water.

Lifeline

The 395 km long Mara River is a key element of the Mara ecosystem, providing a lifeline for the landscape's rich biodiversity. It also sustains the annual wildebeest migration, widely regarded as the world's greatest wildlife migration phenomenon, while some call it the eighth wonder of the world. The river also supports the livelihoods of over 1.1 million people in both Kenya and Tanzania.

Unfortunately, and is the case in many places elsewhere, there are some concerns about







the river, mostly caused by human activities and by changes in rainfall patterns, and these can impinge on both water quality and water flow.

To encourage good water stewardship in the Mara River, an event was held at Kilgoris Deb Primary School in Trans Mara last September with the theme of 'Upstream and downstream – Mara connects us all'. It was a rallying cry for everyone involved to work together to conserve the Mara River Basin.

Initiatives

At the event, WWF Kenya and WWF Tanzania took the opportunity to show people the transboundary initiatives that have been put in place in the Mara basin over the years in collaboration with communities, government agencies and partners. The event was also attended by people from the water resource users' associations of Kenya and Tanzania and from the Narok County Natural Resource Network

Some of the initiatives undertaken by the WWF in the Mada basin include:

- Working with riparian farmers in the upper catchment to embrace conservation agriculture along the Mara River. This has led to a reduction in soil erosion, increased productivity and improved food security.
- Reducing mercury pollution from smallscale gold miners – a WWF priority in the Mara River Basin in Tanzania. The WWF has supported the construction of a mercury retention pond, 800 metres from the Mara River, to be used by the miners.
- Tackling the water challenge and supporting livelihoods through water provision, protection, education and research.
- Working with communities to improve access and share the benefits in the Mau Forest complex, the source of the Mara River





Landmark bridge over Nile offers new benefits

n impressive new landmark in Uganda – one with national and regional significance – has been taking shape in Jinja. This remarkable structure is the aptly named Source of the Nile Bridge, which was officially opened for pedestrian and road traffic in October 2018.

With a length of 525 metres, this handsome new cable-stay bridge is currently the longest in East Africa (although due to be overtaken by the recently commissioned 680 metre long Kigamboni Bridge in Tanzania). It crosses the Victoria Nile at Njeru, a suburb of Jinja.

The road crossing at Jinja is a key part of the Northern Corridor highway linking the Indian Ocean at Mombasa to the Atlantic Ocean at Matadi in the Democratic Republic of Congo. As a vital link in the overland route between Kampala and Mombasa, the new bridge provides an economic lifeline for landlocked Uganda. The old Nalubaale Bridge, commissioned in 1954, has outlived its expected lifespan and is said to be in a poor structural condition.

Jinja Nile Resort

The Source of the Nile Bridge also gives improved access to the Mada Group's luxurious Jinja Nile Resort, located on the Victoria Nile just 4 km from Jinja. Spread over 30 acres of gardens, the 140-room resort offers magnificent views of the river and its rich fauna.

Jinja's new bridge is 22.9 metres in width and carries a four-lane dual highway with



pedestrian sidewalks. The bridge cost US\$
112 million to construct of which 80 per cent
was financed by the Japanese International
Cooperation Agency (JICA). It was built by the
Japanese contractor Zenitaka Corporation
in partnership with South Korea's Hyundai
Engineering & Construction Co.

The President of Uganda, Yoweri Museveni, who commissioned the new bridge on 18 October, said it was expected to last for 120 years.

Eye-catching design

The Source of the Nile Bridge has an eyecatching design in concrete and steel of which the main features are its pylon towers in the shape of an inverted letter Y. According to project engineer Dr Hiroshi Akiyama, the stay cables allow the girder to support the weight of passenger and vehicle traffic weight, while the towers are fitted with lightning arresters to protect the structure in a thunderstorm.

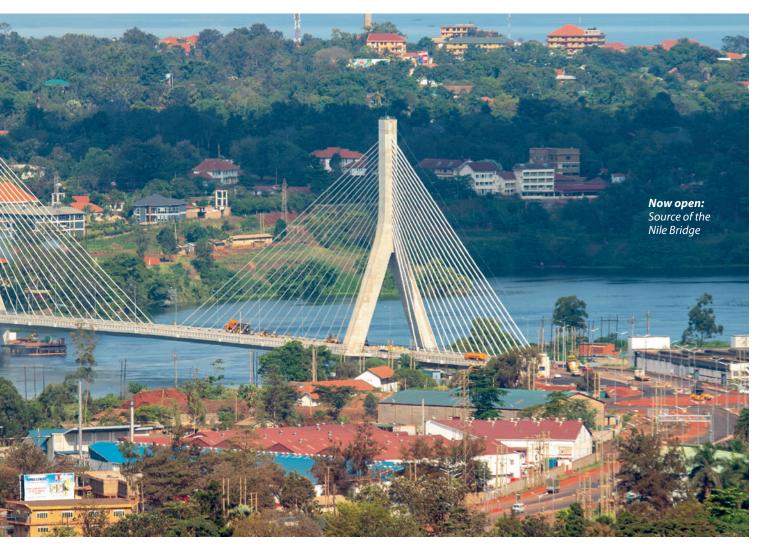
Construction of the new bridge was completed in four years by a 67 per cent Ugandan technical staff.





JICA president Shinichi Kitaoka said Japan's latest technology had been used in the engineering of this bridge and its distinctive features would benefit the whole region. "The technology used here will inform future projects in Uganda and Africa," he said.











Kenyan Runners



n September last year Eliud
Kipchoge became the fastest
marathon runner of all time when
he won the Berlin Marathon in a
blistering 2 hrs, 1 min, 39 secs. The
34-year-old Kenyan had previously
won gold in the marathon at the 2016
Rio Olympics – the same Olympics in
which Kenyans won no fewer than six
gold medals for track events – three
of them going to women – as well
as six silvers and a bronze in various

Just three years previously, at the Berlin Marathon in 2013, Kipchoge had finished second behind fellow Kenyan runner Wilson Kipsang, who set what was then a world record time of 2:03:23. What's even more remarkable is that, in that same marathon, Kenyan runners took third, fourth and fifth

track and field events.

places, while Kenyan women were placed first, second and fourth.

There is no question that Kenya, with a population of around 49 million, dominates the world in competitive running. Look at any international long-distance race from the past 30 years or so and the chances are that 70 to 80 per cent of the winners will be from Kenya.

Theories

So why should this be? Various theories have been advanced, some of them plausible, some far-fetched and some downright controversial. There is no question that a healthy diet and a vigorous exercise regime will go a long way towards producing first-class runners – hence the great success of Sweden's professional runners back in the 1980s before Kenya began to dominate.

There is also the undeniable fact that Kenya's best runners tend to come from high-altitude communities in the Rift Valley, which may have given them a key advantage in terms of their oxygen intake - the so-called VO2 Max rating. In addition, Kenyan runners typically have an exceptionally low body mass index (BMI), which some academics have attributed to a childhood spent walking or running between home and school each day. In reality, however, there doesn't appear to be much scientific evidence to support the link between lifestyle and such key attributes as VO2 Max and BMI. One waggish commentator asked why, if slim people from high-altitude communities are such naturally good runners, we haven't seen any star performers from Switzerland or Nepal.

The intriguing question about why Kenya dominates long-distance running has led









to theories that verge on the controversial. A few years ago the American sports journalist and writer David Epstein published a book called 'The Sports Gene' in which he examines "the science of extraordinary athletic performance". Epstein was intrigued by the fact that almost all of Kenya's top runners are members of the Kalenjin tribe, numbering around 5 million. At the time of publication of his book, Epstein said: "There are 17 American men in history of have run under 2:10 in the marathon. There were 32 Kalenjin who did it in October of 2011"

Others who have studied the Kalenjin tribe have pointed to such factors as high-starch diet, altitude and socio-economics. But Epstein is convinced there is something genetically different about the Kalenjin that makes them so outstanding. Quite simply,

it's to do with the shape of their bodies. In common with other Nilotic tribes living near the equator, the Kalenjin have exceptionally thin ankles and calves. This is crucially important in running, says Epstein, because the human leg is like a pendulum: the more weight you have at a distance from the centre of gravity, the more difficult it is to swing that pendulum.

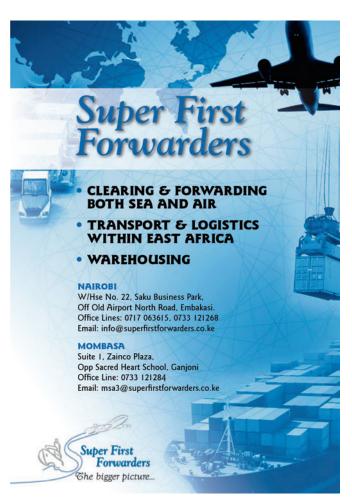
Studies

This thinking is borne out by two separate, European-led studies in a small region in western Kenya which found that young men there appeared to have a physical advantage that is common to their community. One of the researchers described the Kenyan physical differences as "bird-like" and noted that these traits would make them more efficient runners, especially over long distances.

Another controversial theory about the Kalenjin is they can cope with the 'pain barrier' better than other athletes because of a tradition of stoicism that wouldn't shame the people of Sparta in ancient Greece. According to this theory, the young Kalenjin was conditioned to remain stoical and unflinching when subjected to pain as part of his initiation rites. What is on record is that, at the 1968 Olympics in Mexico City, the Kalenjin runner Kipchoge Keino won gold in the 1,500 metres in spite of a gallbladder infection that would have made it very painful to breathe hard.

Whatever the explanation, there is no question that Kenyans' remarkable ability on the running track will continue to thrill not only their huge army of home supporters but also lovers of the sport around the world.









Meet the Mada team



Shadrack Bugo Chengo Head chef at Hotel La Mada

Shadrack has worked for Hotel La Mada as a chef for eight years. His main responsibilities include getting the kitchen staff to work as a team to create the best dishes they can for guests. He spends his time making sure that standards are constantly maintained and that his staff are able to work under pressure to fulfil their goals.

Hearing positive feedback from customers is a highlight of his job. Sometimes, though, clients order dishes that are beyond their menus and this can be a challenge for the chefs, he says.

Shadrack is a religious man and is married with two children. When not at work he stays with family.

Cliff Adede

Guest relations and front office administrator at Baobab Sea Lodge

Cliff is involved in customer care services. He is in charge of checking guests check in and out and making sure they have a pleasant stay. He has worked for Mada for over seven years.

His duties include receiving and sorting the day's mail, preparing guest

inventories, planning shifts with his colleagues and answering, screening and forwarding incoming calls at Baobab Sea Lodge.

He says the most enjoyable part of his job is interacting with guests from all over the world and learning about different cultures. He finds handling guest complaints a difficult aspect, but does his best to ensure they leave satisfied.

Cliff is married. Away from work, he enjoys a good book, watching TV and biking.



Allen Lin

Lighting consultant at Mada Hotels



Allen has worked for Mada Hotels for the past five years. Although he has his own business, he considers himself very much part of the Mada family.

As lighting consultant, Allen works closely with chief executive Tinu Mhajan to determine Mada's lighting requirements and offer suggestions and options on light fittings.

His main role is to understand what Mada requires and then look at what the options available. He has wide experience with Chinese lighting companies and is able to offer the Mada Group a choice of quality products.

What Allen enjoys most about his job is seeing the passion that the

management team at Mada share. Mada builds its own properties and is clear about its expectations; but there is always scope for new options and better power-saving technology and this requires Allen to keep abreast of new innovations.

He says the most challenging aspect of being Mada's lighting consultant is how fast-paced the industry is, constantly providing new options and better power-saving technology.

Allen is a husband and a father, which he says are his true passion in life. Despite his heavy work schedule, he makes time to spend with his family.







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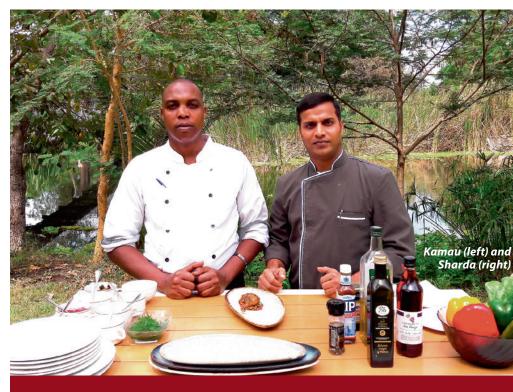
Anderson Kamau

Head chef at Hunters Lodge

Anderson has been head chef at Hunters Lodge in Koboko for around seven years. He strives to ensure that the food served to customers during their stay is perfect. This includes getting the right colour combination on the plate, checking the sauce consistency is spot-on and making sure the food reaches the customer at the correct temperature. He is also in charge of administrative duties in the kitchen.

Anderson's favourite part of the job is hearing positive feedback from customers who will be returning to try out more of his dishes. He finds his job challenging at times, particularly as he has a lot of responsibilities, but he uses his rich experience in the cooking business to push through.

Anderson is married with three children. His oldest is a second-year student at Kenyatta University. His other two children are aged seven and six. When he isn't working, Anderson enjoys looking for antiques, reading books and watching movies.



Sumesh ShardaGroup executive chef at Hunters Lodge

Sumesh has worked for Mada Hotels as a group executive chef for nearly three years. His main role is to plan and direct food preparation and culinary activities for all of Mada Hotels. He also changes food menus and adds new dishes to meet guest's expectations.

His day to day responsibilities include pricing menu items, ensuring the kitchen and surrounding areas are clean and

hiring and training new kitchen staff. Sumesh also does auditing and studies hard to stay on top of the culinary trends and techniques.

He loves his job and enjoys the freedom of work as he can create new recipes according to local and international availabilities following the latest food vogue. he takes challenges as new opportunities.

Sumesh is single but plans on marrying, and he has a mother and younger brother back in India. When he isn't working in the kitchen, Sumesh enjoys photography, internet surfing and listening to music.

Tipape Ole Makoine Guest relations

Tipape has worked for nine years in guest relations at Mada Hotels. His main role is to welcome guests with refreshing drinks and towels and escort them to their rooms as well as following up to check they are comfortable and satisfied with their stay.

He particularly enjoys providing guests with information about the Amboseli ecosystem and the best routes

for a scenic nature walk. The most challenging aspect of his role is when guests arrive eager to see the distant peak of Mount Kilimanjaro only to find it hidden by clouds.

Tipape has a wife and five sons. In his spare time he enjoys watching wildlife, farming and keeping livestock. His hobbies include both watching and playing football.





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Pendo Chai

Housekeeping at Kilifi Bay Beach Resort

Pendo has been with Mada Hotels for 12 years. Her role is to make sure rooms are kept clean and comfortable for guests as well as updating reception about the status of rooms and any special attention guests may need. Her day-to-day responsibilities include making sure rooms are spotlessly clean and up to the highest standard.

Pendo says the best thing about being part of the housekeeping team at Kilifi Bay Beach Resort is when guests appreciate the service provided. She finds her job can be tricky, though, when the hotel is full and guests want to extend their stay.

Pendo is married with a daughter. She enjoys making new friends and learning new things. When off duty, she likes to watch football and is a big Manchester United fan.



Hiram Mwangi Driver guide

Hiram has been a driver guide for Mada Hotels for 16 years. His role is to pick up guests from the airstrip and drop them at the hotel. He also takes guests on game driving safaris during their stay. His main responsibilities include making sure the vehicles are always in good condition ready for safaris a pick-up/drop-offs. He also has to have good knowledge of the flora and fauna of the Maasai Mara game reserve so he can educate guests.

Hiram enjoys meeting new guests from all over the world and learning about different lifestyles and cultures. He sometimes finds driving difficult during the wet season as finding animals on game drives proves difficult.

He is married and spends most of his time with his family. When he isn't at work, Hiram enjoys birdwatching.

Laizer Siindiyo Vaavae

Camp guide at Balloon Camp Tarangire

Laizer has been a camp guide at Balloon Camp Tarangire for six years. He spends his time taking guests around the camp and briefing them on the facilities and what they should expect during their stay.

His responsibilities include receiving guests on arrival and giving new guests a lecture on Maasai culture. He also deals with guest security to ensure a trouble-free stay. Laizer particularly enjoys meeting new people and teaching them about African culture and the Balloon Camp. He finds it hard to interact with guests who don't speak Swahili or English but tries his best.

Laizer is married with eight children. He always visits his family on his days off.



Outside of work, Fred enjoys watching news on various TV channels to acquaint himself with current affairs that may influence the trend of business. When Arsenal football team are playing, all his attention is on them. He is married to a Kenyan and has five children – one studying in Canada and another in the United States.

Fred Ameny Ogwang

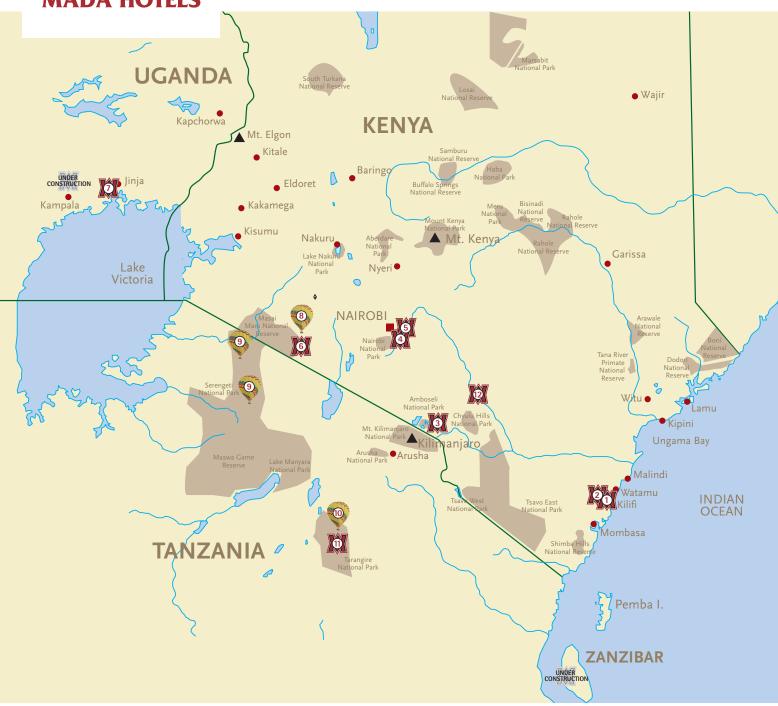
Events and conference manager at Jinja Nile Resort

Fred has worked for Mada Hotels for 20 years and is in charge of organising events and conferences at Jinja Nile Resort. He manages the marketing side of Mada Hotels in Uganda and finds daily interactions with all kinds of people the most enjoyable aspect of his job.

Fred says that the ever-growing competition in the market can make his job challenging at times, calling for the deployment of various marketing strategies on a daily basis.

MADA HOTELS

The Mada Family

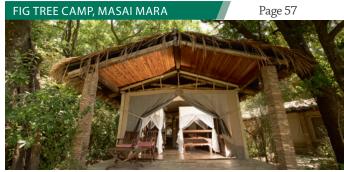


he Mada Hotels group comprises nine properties – seven in Kenya and one each in Uganda and Tanzania. Two further properties are under construction in Uganda and Zanzibar. In addition, the group operates balloon flights from locations in both Kenya and Tanzania.

The current Mada properties consist of tented camps in the Masai Mara, Amboseli and Tarangire; a pair of oceanfront hotels in Kilifi; two city hotels in Nairobi; a resort in Jinja; and a lodge located just off the Nairobi-Mombasa highway.

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

























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A trip in a hot air balloon offers you an alternative way to experience the wildlife and ecosystems of East Africa. The company operates from four bases across Tanzania and Kenya: the Masai Mara, Tarangire and two bases in the Serengeti. These top locations provide an outstanding opportunity to witness a range of spectacular sights.

In 2019, Adventures Aloft plans to begin flights in the Ngorongoro Conservation area with flights near Olduvai Gauge and flying towards the Ndutu plains of the Serengeti.

Experienced balloon pilots with over 1,000 hours of flying time, along with their crew, are there to make sure that each flight runs as smoothly as possible. Take-off is always around 6.30 am as this is the best time to experience the sights and sounds of Africa's wildlife as it awakes. Each flight lasts about an hour, with every route thoroughly planned before take-off. Once back on the ground, guests can expect to tuck into a champagnestyle breakfast as they chat about their safari.

Adventures Aloft has a completely safe record, which means peace of mind for customers when they opt for a balloon safari. The company aims to operate eco-friendly flights with a minimal impact on the environment and its wildlife. In return, Adventures Aloft asks its customers to adhere to an eco-friendly code of conduct.

Tarangire

Balloon operations in Tarangire began in 2010 with a 12-person capacity Cameron A-315 balloon.

Flights can be taken from Tarangire Sopa Lodge. The speed and direction of the balloon are dictated by the wind, so there is no set route, although flights tend to follow the meandering Tarangire River. The advantage here is that guests can view animals standing in the river as well as moving to and from it.

After the flight, breakfast is served on the riverbank in the shade of the famous baobab trees before guests are driven back to their accommodation or drop-off point, with more opportunities to see animals on the way.

Due to the popularity of the Tarangire balloon flights, quests are strongly advised to book in









advance to avoid disappointment. This can be done directly through Adventures Aloft or via a tour operator or a member of staff at their own camp.

Masai Mara

Adventures Aloft has been operating hot air balloon flights in the Masai Mara National Reserve, Kenya's most precious jewel, for over 25 years. The flight gives guests an opportunity to experience the rich wildlife and spectaculars landscapes of the park from aloft. A balloon safari in the Mara is one of the best ways to view the annual wildebeest and zebra migration, deemed one of the seven wonders of the modern world.

Flights commence at 06.30 each day from Fig Tree Camp, with transfers available to and from most camps and lodges in the area for those not staying at the Mada property.

Serengeti

Adventures Aloft operates six A-415 Cameroon balloons with a total capacity of 96 passengers from its bases at Togoro and Kogatende in the Serengeti. Togoro is a wideopen plain while Kogatende is close to the Mara River.

The Serengeti is an ideal place to view the Big Five and is a top safari destination in its own right.





Soaring over the Serengeti

Balloon flights operate from two sites in the Serengeti – Togoro and Kogatende. Togoro is a wide, open plain in the northern Serengeti, while Kogatende is close to the Mara River and the border with Kenya. The Kogatende base is the company's newest operation, opening up the area to ballooning operations as a way to view this magnificent area of the Serengeti.

The Serengeti is a world-class safari destination and a great place to spot elephant herds and the 'Big Five'.



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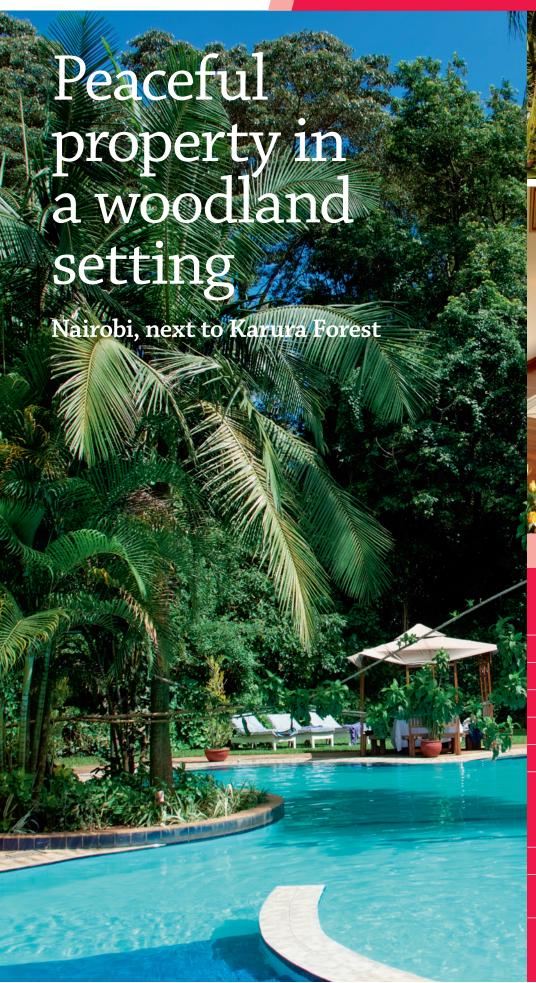
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FACT FILE

HOTEL LA MADA

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

ENTERTAINMENT: Live bands

NEARBY ATTRACTIONS: Karura Forest

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

Hotel La Mada

otel La Mada is located right next to Karura, an urban forest in the Kenyan capital.

The hotel offers four-star luxury with a contemporary ambience and modern style. It has 35 spacious en-suite guest rooms – 25 doubles, six twins and four executive suites. Classic wooden beds are offset by bright white linen for a classy and stylish feel.

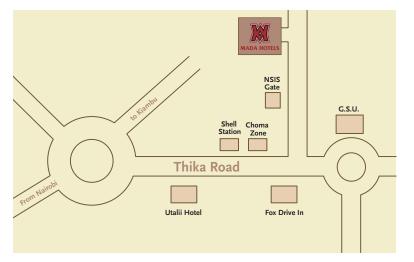
Guests at La Mada have a choice of two eateries: the à la carte restaurant, serving fine food in elegant surroundings, and the Lion's Den, serving more casual food such as barbecue lunches. A coffee shop and pool bar are available, too, offering delicious refreshments.

For those who want to relax and unwind, the hotel has a swimming pool in a shady area.

La Mada Hotel is the perfect accommodation option for business guests wanting to stay out of town for meetings and conferences. The property is equipped with four conference halls and an executive boardroom furnished with LCD projectors, computers and a secretarial and photocopying service. Special events can be hosted in the Lion's Den restaurant, with the option of cocktails and live band entertainment.

Other amenities for the convenience of guests include free Wi-Fi and an airport shuttle.



















LOCATION		
HOTEL LA MADA		
	DISTANCE	ESTIMATED TIME
CITY CENTRE	10 km	15 to 20 mins
JKIA	25 km	20 to 40 mins
WILSON AIRPORT	18 km	25 to 35 mins



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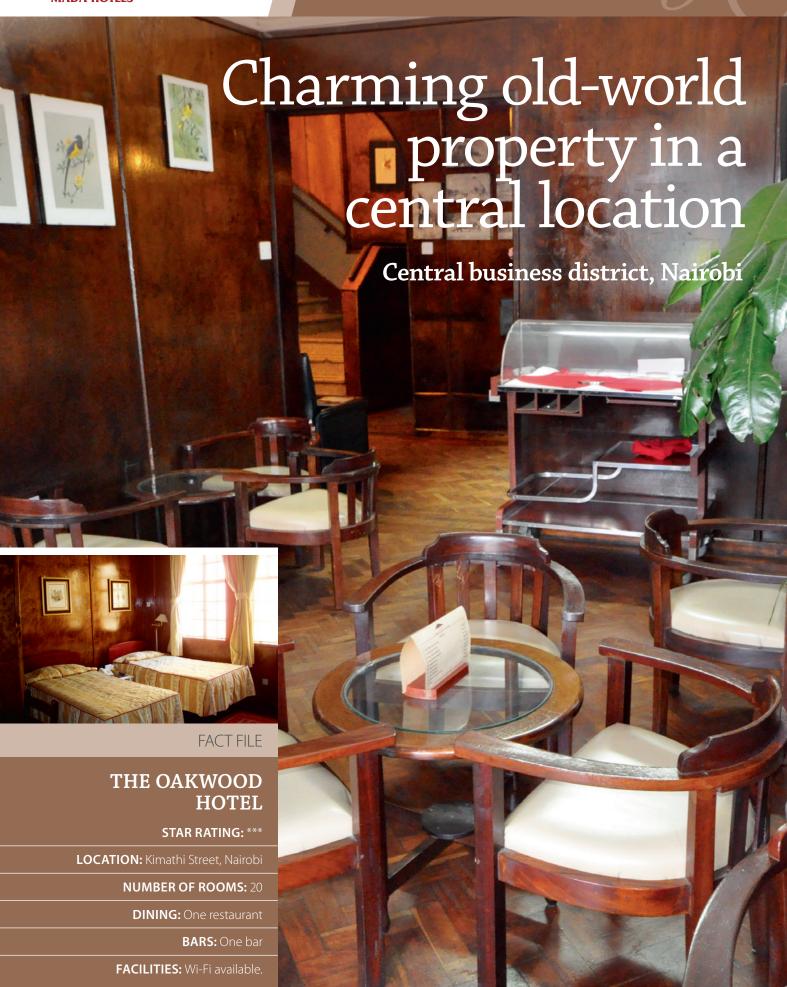
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The Oakwood Hotel

ocated in the heart of Nairobi's business district, The Oakwood Hotel is ideal for those wanting to experience the buzz of Kenya's exciting capital while staying at one of the country's most charming hotels.

The Oakwood can be found in the Elite House building, formerly known as Livingstone House, dating back to the colonial 1950s. The hotel retains its original architecture and this, combined with a recent sympathetic refurbishment, makes it a comfortable as well as convenient place to stay. Among the hotel's original features is the manually operated Otis lift with its periodstyle open-cage design.

Oakwood

The name Oakwood derives from the traditional wood panelling that helps create such a warm and special atmosphere. The property has 20 self-contained rooms, all with telephone, TV, in-house video, mini fridge and tea and coffee facilities.

The hotel bar has a balcony overlooking busy Kimathi Street below, while the on-site à la carte restaurant serves delicious food and drinks and is popular with guests of all ages. A sumptuous full English breakfast is included in the room rate.



The hotel is located near the railway station, giving ready access to other towns and cities, particularly with the new high-speed Nairobi-Mombasa line. There is also a wide range of bars and restaurants in the area.

For those travelling on business, The Oakwood Hotel offers a range of facilities, including Wi-Fi and free parking (not always easily available in the surrounding area).





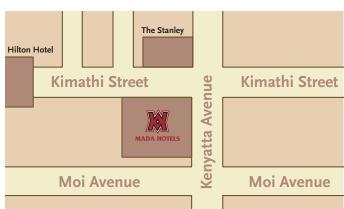












LOCATION			
The Oakwood Hotel			
	DISTANCE	ESTIMATED TIME	
CITY CENTRENo distance		N/A	
JKIA	12 km	20 to 30 mins	
WILSON AIRPORT	8 km	20 mins	



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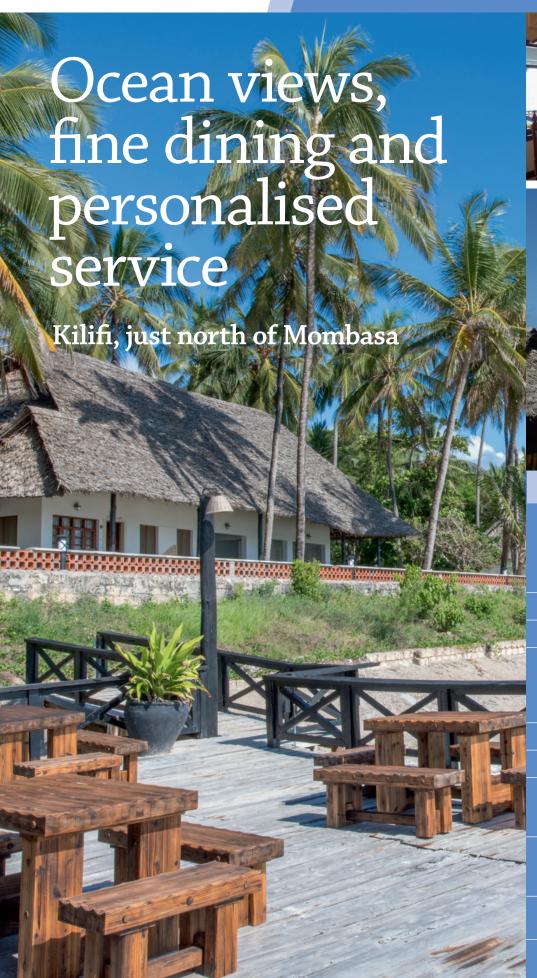


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FACT FILE

KILIFI BAY BEACH RESORT

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.

Kilifi Bay Beach Resort

long Kilifi's spectacular beach lies just two hotels, the Kilifi Bay Beach Resort and the Baobab Beach Resort – both of which are owned by Mada Hotels.

Situated on the white sand of Kilifi and surrounded by 26,000 square metres of tropical gardens, Kilifi Bay Beach Resort is a tranquil retreat that provides total relaxation in an exclusive location. The four-star resort offers personalised service and a laid-back atmosphere to give quests a complete break.

The property comprises 50 rooms equipped with TV, telephone and free Wi-Fi, each with its own private balcony where guests can relax with an ocean view. Two swimming pools surrounded by greenery are available for guest use and there is a complimentary on-site massage service.

Restaurant

The main restaurant serves buffet breakfasts, light lunches and evening meals with a menu of international cuisine available. There are themed nights throughout the week as well as delicious barbecues. In addition to the main restaurant, the resort has a Japanese restaurant called Teppanyaki with a focus on Asian seafood. There is a bar in the lounge

reception area, ideal for a pre-dinner cocktail, and a pool bar, where guests can relax in the sun with a refreshing drink. In addition to snacks and drinks, the pool bar serves a special dinner each Saturday evening.

The hotel has its own boat, the 'Baobella', which departs throughout the day on scenic excursions in Kilifi Creek, with soft drinks and snacks available on board. From the beach, there is a choice of water sports that include snorkelling, diving and canoeing.

In addition to guests looking for relaxation, Kilifi Bay Beach Resort is ideal for these travelling on business. Facilities include PA systems, LCD projectors and computers, with trained staff on hand to cater for large groups of delegates. The tranquil seaside atmosphere is ideal for business meetings and conferences. A range of activities is available for conference attendees including special functions such as beach dinners, day trips to Malindi and beach cocktail parties.



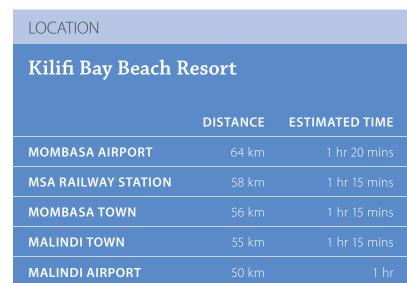














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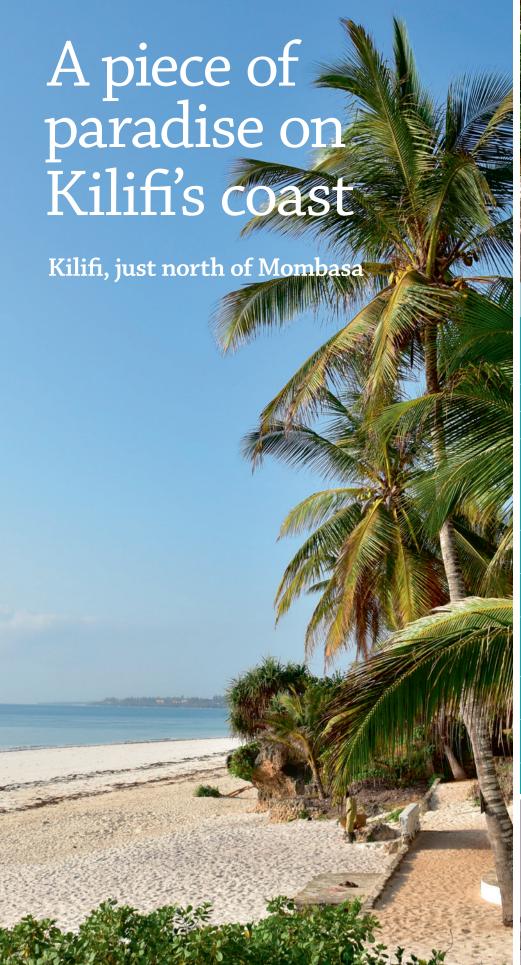




STAR









FACT FILE

BAOBAB SEA LODGE

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

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.



Baobab Sea Lodge

et in seven idyllic acres with 60 acres of fabulous ocean frontage, Baobab Sea Lodge is a perfect boutique beach getaway on the Kenyan coast at a budget-friendly price.

Situated just north of Mombasa, the property is close to the largely undiscovered coastal town of Kilifi, midway between Mombasa and Malindi. This small, picturesque town has a good selection of markets, shops and restaurants. Adding to the resort's growing sophistication and desirability are the many large houses which are located just outside Kilifi, overlooking the ocean and dotted along Kilifi Creek.



Baobab Sea Lodge has 30 tastefully refurbished rooms in a contemporary Swahili style with every amenity including a free massage service for guests. The lodge is renowned for its delicious array of seafood. Conveniently, guests can opt for tailor-made meal plans ranging from all-inclusive in the main restaurant to basic bed and breakfast for those who want to try some of the local restaurants.

Each week there are themed evenings that include acrobatics, discos, live music and traditional African dancers. If you're looking for a more tranquil atmosphere, there are





two on-site bars where you can enjoy a quiet cocktail. There is also a TV lounge.

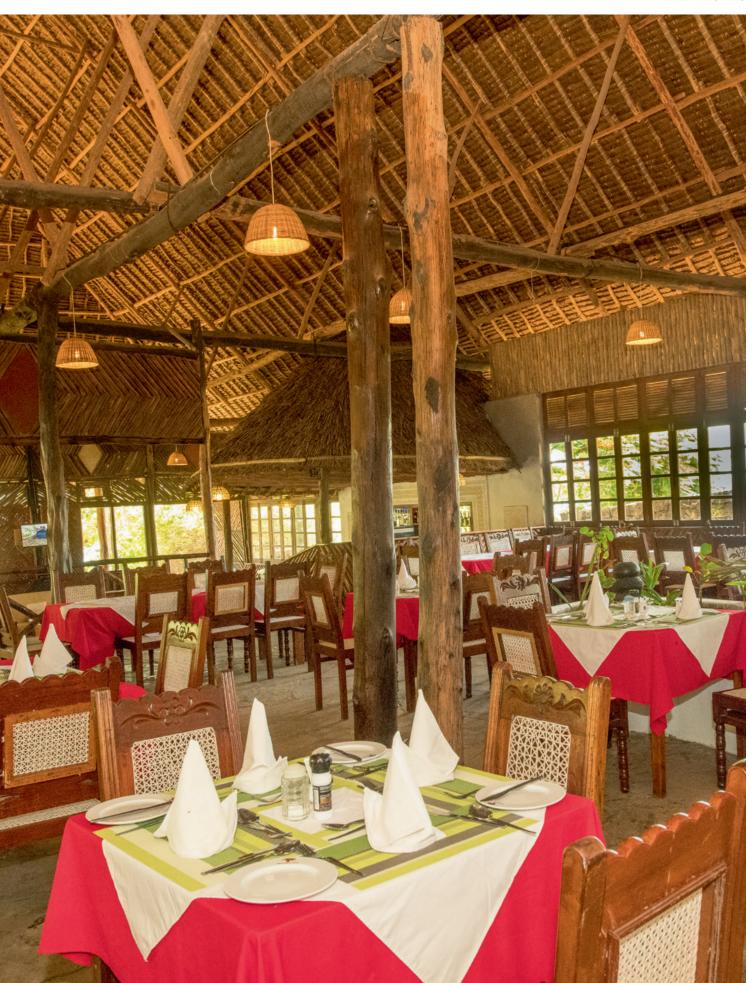
For active guests, there is a wide choice of water sports such as snorkelling, deepsea fishing, windsurfing, scuba diving and canoeing as well as trips in a glass-bottomed boat. Mada's own boat, the 'Baobella', is available for excursions around the delightful creek.

Baobab Sea Lodge is an ideal conference venue. It features a theatre-style room that can accommodate up to 200 people. Lavish banquets, both inside and outside, can also be arranged.



LOCATION		
Baobab Sea lodge		
	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



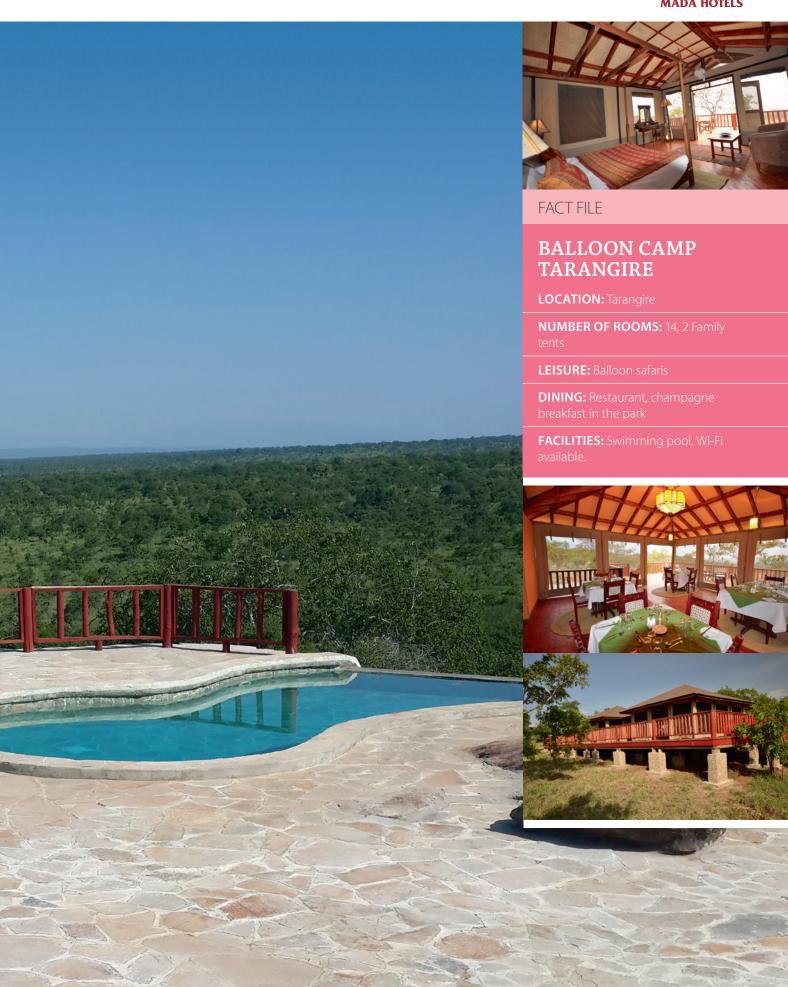


An adventurous luxury escape

Tarangire National Park







Balloon Camp Tarangire

alloon Camp is an intimate 10-tent boutique-style camp located on Boundary Hill in the spectacular Tarangire National Park. The camp provides guests with broad vistas across this unique national park.

Its luxurious tents are provided with supremely comfortable king-sized four-poster beds and roomy bathrooms. Each tent is raised on stilts and has a spacious veranda with magnificent views over Tarangire's baobab landscape.

As the name suggests, the camp is the base for balloon operations by Mada sister company Adventures Aloft. These balloon flights depart each morning at 06.30 and last for about an hour. On landing, passengers are served a full English bush breakfast accompanied by champagne or a cocktail, on an impromptu site by the Tarangire River. After breakfast, guests are driven back to their camp or lodge. This journey takes the form of a game drive, with an extra chance to

view the wildlife. To complete the experience, each passenger receives a certificate to commemorate the flight.

Camp's pool

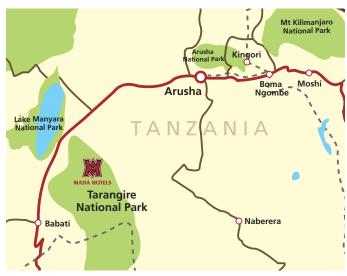
After their morning's adventure, guests can take a refreshing dip in the camp's pool, with its distinctive setting upon a rock, and enjoy a mouthwatering drink at the pool bar. Later, there's the prospect of a tasty evening meal and after-dinner cocktails in the lounge bar.

Both morning and evening game drives in the park in a 4x4 vehicle can be arranged.

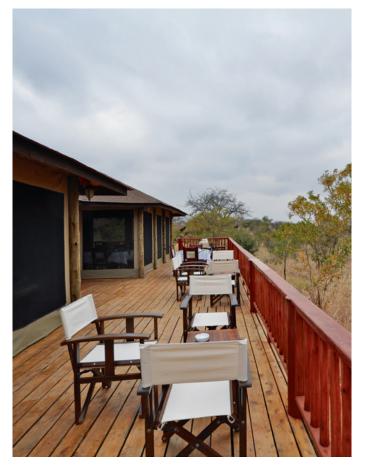






















FACT FILE

Fig Tree Camp

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 Wilson or Mombasa.

Fig Tree Camp

Situated on the banks of the Talek River in the renowned Masai Mara National Reserve, Fig Tree Camp offers its guests 48 recently renovated Ngamboli tents in a top location.

This classic-style camp offers 38 traditional safari tents as well as 10 superior recently renovated Ngamboli tents. Each safari tent comes with a modern bathroom and wonderful views over the Talek River and the national reserve. There are also 32 delightful garden chalets, each with a private balcony.

Meals

Guests will find breakfast, lunch and dinner included in the room rate at Fig Tree Camp, with all meals served in the main dining area. Meals comprise a generous buffet with a wide choice. For a more exclusive experience, you can opt for a moonlit champagne bush dinner. The camp's restaurant hosts themed nights during the week. There are two bars on site, ideal for a sundowner or pre-dinner cocktail after a day spent in the bush.

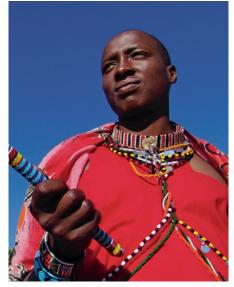
Fig Tree Camp offers a range of activities, from the thrilling to the relaxing. The camp is close to Mada Hotels' Adventure Aloft balloon operations base, so guests have an opportunity to enjoy a magical hot air balloon flight during their stay. With daily departures, the unbeatable sights and sounds of the Mara during the morning flight are not to be missed, while a champagne breakfast awaits each guest upon landing.





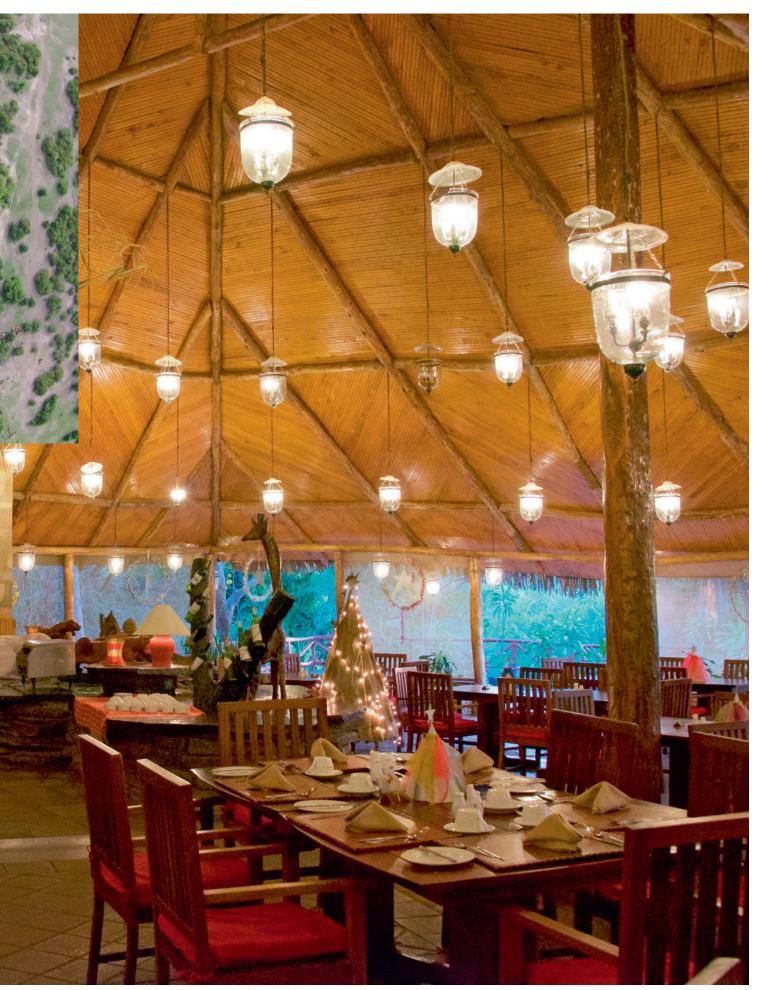
Those in search of a less dramatic activity can benefit from their visit to the Mara by going on informative game walks led by knowledgeable Maasai morans as well as by attending lectures by naturalists. Game drives in the national reserve in 4x4 vehicles accompanied by professional guides are also available, while the camp's swimming pool is a good place to relax and cool off.

Conference facilities are available at Fig Tree Camp, offering a chance for meetings in a unique bush setting. Facilities include LCD projectors, computers and secretarial services.



LOCATION		
Fig Tree Camp		
	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







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Amboseli National Park

CAMP



FACT FILE

KILIMA SAFARI

LOCATION: Amboseli National Park

NUMBER OF ROOMS: 72

LEISURE: Game drives and nature

DINING: Restaurant and bush dinners

CONFERENCING: Hall for 10 to









n terms of location, Kilima Safari Camp is one of the best in Kenya, set in 360 acres of Amboseli National Park with spectacular views of Mount Kilimanjaro.

The camp is made up of 50 tastefully furnished classic safari tents, 10 spacious superior tents and 12 luxury lodge rooms. Each type of accommodation is perfectly positioned to capture the imposing presence of Africa's highest mountain.

There is a waterhole, close to the camp and visible from every guest room, where a variety of animals and birds come to drink. There is also a chance to view some of Amboseli's vast herds of elephant – around 1,500 in total – from a 4x4 vehicle. Knowledgeable Mada guides are on hand to ensure that guests get the most out of their safari. In addition, Maasai morans will take guests on game walks while a local naturalist gives information about the environment.

A unique feature of Kilima Safari Camp is the three-storey Kibo Lounge, a lookout tower offering fine views of Mount Kilimanjaro, and the surrounding national park.

Dining

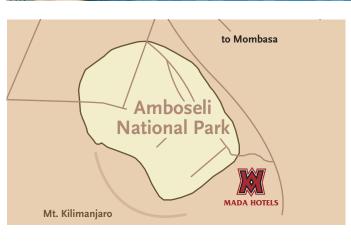
Guests have a chance to dine under the stars, while the camp's on-site restaurant offers hearty breakfasts, healthy buffet lunches and delicious evening meals.

Guests wanting to relax and unwind can schedule a massage with a well-trained therapist while the elaborate swimming pool is ideal for a refreshing dip after a morning game drive.

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







LOCATION				
Kilima Safari Camp				
	DISTANCE	ESTIMATED TIME		
NAIROBI	235 km	4 hrs		
NAMANGA	80 km	2 hrs		
AMBOSELI AIRSTRI	P 12 km	20 mins		









FACT FILE

JINJA NILE RESORT

STAR RATING: ****

LOCATION: 4 km from Jinja

NUMBER OF ROOMS: 140

LEISURE: Gym, health club,

DINING: Four restaurants plus two

BARS: Five bars

CONFERENCING: Three halls for

ENTERTAINMENT: Weekend discos

NEARBY ATTRACTIONS: Nine-hole

OTHER FACILITIES: Children's

Jinja Nile Resort

ocated in one of the nation's key tourism spots, Jinja Nile Resort is also deemed one of the top-rated properties in Uganda, with spectacular views over the River Nile.

The resort is ideal for all types of guests, from business travellers to tourists. The out-of-town retreat is spread over 30 acres of well-manicured gardens, with lawns, swaying palm trees and tropical plants creating a tranquil atmosphere.

The resort's main restaurant, Nile Palace, seats up to 150 guests and has a terrace overlooking the river. Set upon a high cliff, the eatery offers exquisite food that makes it an ideal venue for special events. The resort has two other restaurants as well as four bars. A conference dining room and independent bar are there to cater for attendees at MICE events. For other business guests there are three conference halls plus three meeting rooms and a boardroom. Secretarial services are available.

For relaxation, guest can enjoy the health and fitness club, which features Italian Technogym equipment as well as a sauna, steam bath and massage room. For large events and outdoor concerts, the resort has a river-facing amphitheatre that can accommodate up to 3,000 people.

Those looking for a taste of Jinja's high-adrenalin activities, white water rafting and bungee jumping are available from the resort.

Colonial style

The property has been constructed in a colonial style, with all 140 guest rooms designed to provide spectacular river views from private balconies. For an extra-special stay, residential and honeymoon suites are available.



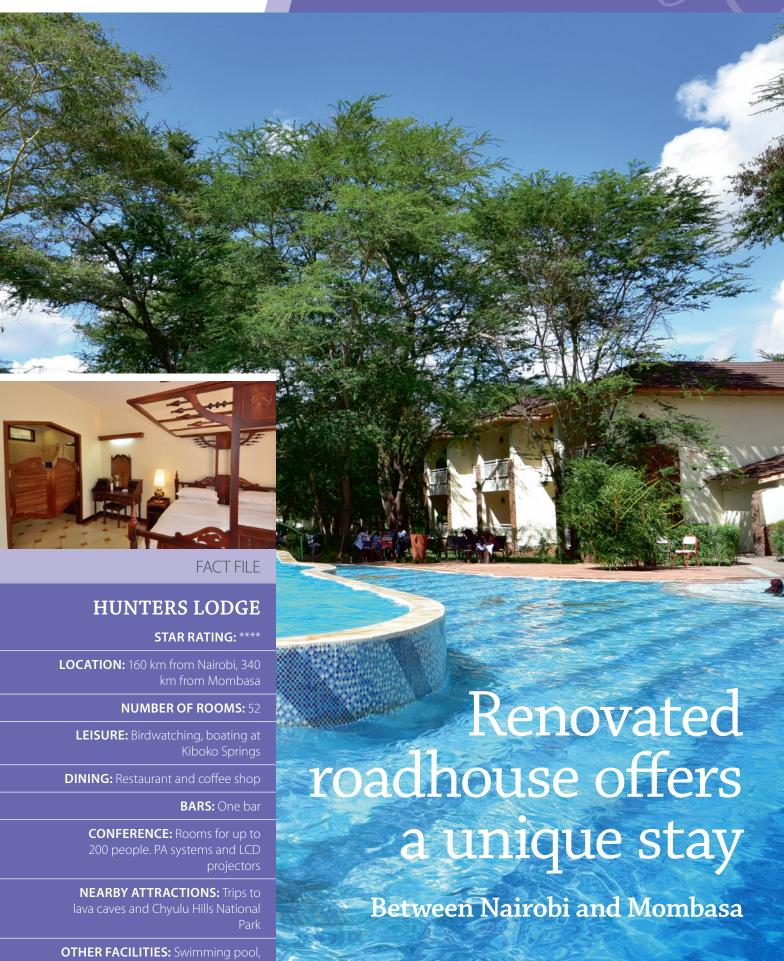


Jinja Nile Resort DISTANCE ESTIMATED TIME ENTEBBE AIRPORT 120 km 2 hrs KAMPALA 80 km 1 hr 30 mins JINJA TOWN 4 km 15 mins MALABA 135 km 2 hrs









Hunters Lodge

unters Lodge, a famous stopover on the long road between Mombasa and Nairobi, was established in 1958 by the Scottish author and hunter John Alexander Hunter.

Located approximately midway between the two cities, Hunters Lodge was reopened in 2014 after being fully restored by Mada Hotels. The lodge now offers top-quality accommodation that combines standard camping facilities with modern features in a traditional colonial style.

Previously, the lodge had provided only modest accommodation and basic camping facilities. Renovations began in 2012 and included 40 new rooms in addition to the existing 12 as well as a state-of-the-art conference centre for Nairobi-based companies and organisations seeking a quiet retreat out of town. As well as having an ideal location for conferences, Hunters Lodge is well positioned for those travelling to and from the coast to do a spot of shopping.

Kiboko Springs

Located at Kiboko Springs, some 160 km from Nairobi, the lodge is set in 25 acres of beautiful gardens and surrounded by unspoilt countryside. The area is home to over 100 bird species, so guests have an opportunity to try their hand at birdwatching.

J.A. Hunter, who built the original lodge in the 1950s, was one of the most prolific big game hunters of his era. He later turned to wildlife conservation as well as writing about

his adventures and, of course, becoming involved in the hospitality sector. Following his death in 1963, the lodge was run by his wife Hilda and their sons.

Business was booming at Hunters Lodge back in the 1960s and 70s, when no trip between Nairobi and Mombasa would be complete without a stopover, either for breakfast on the outward journey or for tea on the return leg. Following a period of decline in the lodge's fortunes, Mada Hotels took the decision to revitalise this landmark property and win back customers by offering attractive business and lunch menus while also providing a range of amenities and services for those making the long road journey. As a result, Hunters Lodge has once again become a quality stopover for travellers.

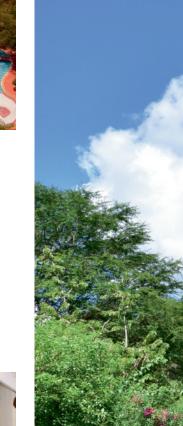






Hunters Lodge - Kiboko

DISTANCE ESTIMATED TIME NAIROBI 160 KM **MOMBASA** 340 KM















Hunters spiced baked chicken



Directions

- · Remove chicken skin and clean well.
- Marinate the chicken with garlic, onion powder, ginger powder, paprika, light soy sauce, rice vinegar, black pepper, chopped coriander, seasoning powder, salt, sugar, cooking oil and sesame oil.
- Store the marinated chicken in the fridge for at least four hours or preferably overnight.
- Grease the oil on a charcoal grill and cook the marinated chicken both sides until browned and crispy, and the inside is cooked through.
- Serve hot with plain steamed rice.

Tip: You may grill it in a tandoor oven or bake in the oven at 375F for about 15-20 minutes or until cooked well.

Warm broccoli & potato salad

INGREDIENTS

150 g broccoli florets

2 small potatoes

2 garlic clove julienne

½ teaspoon lime juice

2 leaves sweet basil

1 sprig thyme

1/4 teaspoon chili flakes

½ teaspoon balsamic vinegar

1/4 teaspoon cracked black pepper

1 spoon extra virgin olive oil

Salt to taste

Garnish:

Dill flowers, Basil flowers, Dried garlic, Dehydrated onion

Directions

- · Blanch broccoli in salted water.
- Cut potatoes into slices. Place in a large bowl and drizzle oil. Sprinkle salt and cracked black pepper, toss to coat. Arrange potatoes in a single layer in a baking tray.
- Bake at 350°F for 20-25 minutes or until golden brown.
- Heat the olive oil in a frying pan over medium to high heat.
- Sauté garlic in the oil until it starts to become tender. Add broccoli and fry about 3 to 4 minutes. Sprinkle chili flakes, basil and thyme and toss twice. Drizzle balsamic vinegar and mix well, add baked crispy potato slices and toss well again.
- Remove from heat and finish with salt and lemon juice.
- Serve warm and garnish with dill, basil flowers, dehydrated onion and dried garlic



INGREDIENTS

- 2 chicken legs
- 2 cloves garlic, minced
- ½ teaspoon onion powder
- 1/4 teaspoon ginger powder
- ½ teaspoon paprika
- ¼ teaspoon chicken seasoning powder
- ½ teaspoon rice vinegar
- 1 teaspoon light soy sauce
- 1/4 teaspoon cracked black pepper
- 1 tablespoon chopped coriander
- 2 tablespoons cooking oil
- 1/4 teaspoon sesame oil
- ¼ teaspoon sugar
- Salt to taste
- Charcoal grill for cooking



Orange Paloma Fizz (The Peace)

Directions

To make Rosemary Simple Syrup:

- Mix the water and sugar together in a pot and add rosemary.
- Bring to a simmer and cook until all the sugar is dissolved (about 3 minutes).
- Strain into a small resalable container and allow the mixture to cool completely.

To make the drink:

- Put the orange juice and grenadine together then add rosemary syrup in a Tom Collins glass. Stir to mix.
- Fill glass with ice and top off with bitter lemon soda.
- Garnish with a sprig of rosemary and a slice of yellow orange.

INGREDIENTS

For the Rosemary Syrup:

50 g sugar

60 ml water

1 sprig fresh rosemary, coarsely chopped

For the Drink:

60 ml orange juice

30 ml grenadine

2 tablespoons rosemary simple syrup

158 ml bitter lemon soda water

1 fresh rosemary sprig for garnish

Yellow orange slice for garnish

Crushed ice for topping









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