



PRESS RELEASE

Kenya Airways and Serena Hotels unveil partnership to enrich members' travel experiences

Nairobi, 8th December 2023- Kenya Airways and Serena Hotels have announced a new partnership for members of their respective loyalty programs, Asante Rewards and Serena Prestige Club, with a range of benefits to make their travel experiences richer and more rewarding.

In this partnership Kenya Airways elite plus platinum and gold Asante Rewards members will now have lifetime platinum status membership in Serena Loyalty program prestige club whereas the Silver elite Asante members will now enjoy Gold status in Serena prestige club.

Members of both programs will enjoy discounted offers on food, beverage accommodation and flights. Kenya Airways has an offer extending 10% discount off flights available on KQ.com to its loyalty members valid until 15th May 2024 whereas Serena has extended festive offers of up to 18% on accommodation valid to 15th Jan and on food and beverage valid until 31st March.

Kenya Airways, Chief Commercial and Customer Officer, Julius Thairu commented: "This partnership aims to delight our customers with complimentary offers throughout their journeys and travels across Africa to make the entire travel journey smoother, more rewarding, and undoubtedly more exciting."

He added: "By merging the unparalleled services of Kenya Airways with the exclusive perks of Serena hotels Loyalty Program, we are embarking on a journey to redefine convenience, luxury, and reward for our cherished customers."

This collaboration with Kenya Airways aligns with Serena Hotels' strategy to build business partnerships that enable the Group, a premium East African hospitality player, to build connections and to meet its business objectives whilst creating memorable experiences for its loyal clients. Serena Hotels and Kenya Airways will be able to leverage on each entity's strengths, offering a harmonious blend of exclusive privileges, seamless travel experiences, and unforgettable stays.

Through this collaboration, Serena Prestige Club extends a warm welcome to Asante Rewards members, inviting them to enjoy memorable experiences at Serena City Hotels in Nairobi, Kampala, Dar es Salaam, Kigali, Maputo, and Goma. Preferential discounts at the hotels' Food and Beverage outlets are available for Ruby, Silver, and Gold Asante Rewards members. Gold and Platinum Asante Rewards members in addition to the food and beverage discounts, can also enjoy special accommodation offers.

Rosemary Mugambi, Sales and Marketing Director, Serena Hotels, Africa commented: It is said that when two elephants fight, it is the grass that suffers. We say that when two leading players come together to partner, the ultimate winners are our loyal clients!"

Kenya Airways Asante Rewards program was launched earlier in the year as an appreciation of customer loyalty by the airline. It allows customers to get greater value from their flying experience in form of



redeemable points which can be earned from flights operated by Kenya Airways or any of its partners such as Serena.

Through the Asante Rewards Loyalty Program, Kenya Airways customers can redeem their points for benefits such as reward ticket flights, seat upgrades, extra baggage allowance, priority services, seat selections and many more rewards.

The introduction of Asante Rewards was in response to the need for a loyalty program curated with the African market and dynamics in mind. This was also in line with the airline's commitment to innovate and develop products and services that ensure an enhanced and delightful customer end-to-end experience.

The Asante Rewards Loyalty Program offers customers four tiers which they can grow into as they accrue their points. These are: Silver, Ruby, Gold, and Platinum each offering unique benefits and privileges to ensure customers have a more rewarding experience when traveling with Kenya Airways.

Members earn points every time they fly with Kenya Airways or its partners. Members earn points on all qualifying fares and products on Kenya Airways. The number of points earned depends on destination, fare type and class of travel.

Points reflect in a members account within 24 hours after a flight. All customers are awarded with 1000 points automatically on enrolment.

About Serena Hotels

Serena Hotels offers quality accommodation in a collection of 22 up-market hotels, safari lodges, camps and resorts within 7 countries in the Eastern Africa region (Kenya, Tanzania, Zanzibar, Uganda, Rwanda, Mozambique and DR Congo) and 11 properties in Asia (Afghanistan, Pakistan and Tajikistan). These properties are strategically located to offer exciting circuits for guests in some of the most exquisite and prime locations in Eastern Africa and Asia. With a focus on product, service standards and guest satisfaction, Serena Hotels continues in its quest to be the hotel of choice for the discerning traveler providing guests with quality accommodation, conference and holiday solutions. Serena takes pride in the level of personal care and warmth of welcome that it extends to its guests. Each Serena property is designed to complement its environment while nurturing the landscape, culture, and community that surrounds it. The Serena Group leads the industry in East African eco-awareness and eco-policy implementation.

The Serena Prestige Club is the brand's loyalty program that aims to inspire loyal members to derive maximum value from their travel and stays at Serena Hotels. Within this exclusive club, members are accorded royal treatment, and their patronage is met with distinguished recognition, accompanied by a host of special benefits tailored to enhance their travel experiences.

About Kenya Airways

Kenya Airways, a member of the Sky Team Alliance, is a leading African airline flying to 42 destinations worldwide, 35 of which are in Africa. In 2022 the World Travel Awards recognized KQ as Africa's Leading Airline, Africa's Leading Airline Brand, Africa's Leading Airline - Business Class, and Africa's Leading Inflight Magazine (Msafiri). In 2023 KQ was awarded Best Airline Staff in Africa at the prestigious Skytrax World Airline Awards. KQ's fleet comprises of wide-body Boeing aircraft that includes its flagship B787 Dreamliner and narrow-body Embraer E190 aircraft.

The on-board service is renowned worldwide and the lie-flat business class seat on the wide body aircraft is consistently voted among the world's top 10. Kenya Airways takes pride in being at the forefront of connecting Africa



to the World and the World to Africa through its hub at the new ultra-modern Terminal 1A at the Jomo Kenyatta International Airport in Nairobi.

For more information go to www.kenya-airways.com or call our 24-hour Customer Services Desk: +254 20 327 4747, Twitter: @KenyaAirways, Facebook: KenyaAirways, Instagram: OfficialKenyaAirways

For media enquiries, please contact:

Kenya Airways Corporate Communications:

- Kanyingi.kuria@kenya-airways.com
- Corporate.communications@kenya-airways.com

