



FOR IMMEDIATE RELEASE

Kenya Airways Relaunches KQ Holidays, Offering Personalized Getaways Across the Globe

Nairobi, Kenya - Thursday, July 18, 2024, Kenya Airways (KQ) has relaunched KQ Holidays, an online platform that will specialize in offering personalized getaways to iconic destinations around the world, using Kenya Airways flights. Through the KQ Holidays platform, customers can create, book, and pay for tailor-made holiday packages in real-time.

To celebrate the relaunch, customers can enjoy special introductory offers which include: KES 8,000 off for every KES 100,000 spent; USD 100 off for every USD 1,000 spent, and GBP 100 off for every GBP 1,000 spent, on their customized trips valid until July 21, 2024.

"The new KQ Holidays platform is a significant step forward in providing comprehensive travel solutions," states Allan Kilavuka, Kenya Airways Group Managing Director and CEO. "We understand the diverse needs of modern travelers and have designed this platform for a seamless and personalized holiday planning experience."

The relaunch is encapsulated in the campaign slogan, "My Kind of Holiday - A Click Away." This theme underscores the platform's commitment to delivering personalized and easy-to-use travel planning services. Whether travelers are seeking adventure, relaxation, cultural immersion, or luxury - KQ Holidays ensures that their dream holiday is just a click away.

"The new KQ Holidays is not just an update, it is a complete overhaul of how we plan our travels," says Julius Thairu, Chief Commercial and Customer Officer at Kenya Airways. "We are saying goodbye to the days of juggling multiple websites and endless comparisons while also cementing our commitment to personalized and hassle-free travel planning."

The initial phase of the relaunch will highlight 12 exciting destinations: Mombasa, Nairobi, New York, Johannesburg, Cape Town, Victoria Falls, Paris, Dubai, Zanzibar, Kilimanjaro, Dar es Salaam, and Mumbai; ushering in a new era of personalized and seamless travel planning.

With KQ Holidays, Kenya Airways expands its role from being a leading airline to becoming a comprehensive travel solutions provider. The platform is structured to cater to a diverse array of travellers, including solo adventurers, families, couples and groups- all eager to explore Africa and beyond.

"We understand that people travel for different reasons," explained the Chief Commercial and Customer Officer and KQ. "Some seek adventure, others relaxation, and many simply want to explore the world. KQ Holidays caters to all these dreams and more, offering a diverse range of experiences for every traveller."

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About Kenya Airways

Anchored on our promise of a delightful experience with a caring African touch; Kenya Airways, a member of the Sky Team Alliance, is a leading African airline flying to 45 destinations worldwide, 37 of which are in Africa. Kenya Airways fleet comprises of wide-body Boeing aircrafts including its flagship B787 Dreamliner and narrow-body Embraer E190 aircraft.

At Kenya Airways, we pride ourselves in delivering world-class customer experience to our customers while ensuring that we uphold the strictest safety requirements. This commitment, tied in with our integrity and accountability values ensures that our customers can travel carefree and happily aboard the Pride of Africa. In 2023, Kenya Airways was awarded the Best Airline Staff in Africa at the prestigious Skytrax World Airline Awards.

Kenya Airways is on a mission to propel Africa's prosperity by connecting its people, cultures and markets. To achieve this, we continue to focus on the profitable expansion of our networks through a combination of direct access and alliances with other carriers. We are committed to being Africa's preferred and sustainable aviation group by promoting sustainable environmental, social and governance factors.

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

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