

## **PRESS RELEASE**

### **Kenya Airways Wins Awards at the Kenya E-commerce Awards**

**Nairobi, 30 August 2021** – National carrier Kenya Airways (KQ) has been named Best in Ecommerce-Lifestyle and the Travel Brand category at this year's Kenya E-commerce Awards.

The Kenya Ecommerce Awards, an annual awards ceremony first launched in 2019, celebrates the best brands in Kenya's digital commerce and marketplaces space. These awards aim to maximize marketing efforts for companies through advocating for their e-commerce platforms, engaging companies' audiences through nomination, voting and recognition, and offering a networking opportunity for companies by meeting key decision-makers for business.

To maintain leadership in the industry, the airline has continued to reinforce its digital strategy and approach to modernize and customize air travel experiences. The carrier has scaled products and services available on the website, including the enhanced booking experience, our revamped mobile application, the digitization of health and travel requirements through Trusted Travel and our chatbot service.

Kenya Airways recognition in these awards is a clear demonstration of the airline's commitment to delivering world-class service through its efforts in building a seamless, navigable, consumer-friendly e-Commerce website that is kenya-airways.com.

Commenting on the awards, Julius Thairu, Ag Chief Commercial and Customer Experience Officer at Kenya Airways, stated that "The awards demonstrate our commitment to improving our guest's experience during this most challenging period the air travel industry has experienced. [KD1] This award is an acknowledgement of the hard work that our team continues to engage in to make a positive difference and set world-class standards across all our touch points with our customers."

This year's third annual award ceremony took place with 40 categories and 500 nominees in attendance.

**-ENDS-**

### **About Kenya Airways**

About Kenya Airways (<https://www.kenya-airways.com/ca/en/>)

Kenya Airways, a member of the Sky Team Alliance, is a leading African airline flying to 41 destinations worldwide, 34 of which are in Africa and carries over four million passengers annually. In 2020 KQ was named Africa's Leading Airline by the World Travel Awards. It continues to modernize its fleet with its 32 aircraft being some of the youngest in Africa. This includes its flagship B787 Dreamliner aircraft. Kenya Airways services cargo flights including London, Amsterdam, Guangzhou, Sharjah, Mumbai and over 25 intra-Africa routes in addition to its passenger network. The on-board service is renowned 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 visit [www.kenya-airways.com](http://www.kenya-airways.com)

**For media queries contact:**

Rehema Kahurananga - Kenya Airways: [Rehema.Kahurananga@kenya-airways.com](mailto:Rehema.Kahurananga@kenya-airways.com)

Grace Wahu - Edelman: [Grace.Wahu@edelman.com](mailto:Grace.Wahu@edelman.com)