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ENRICHING LIFE'S JOURNEYS

DECEMBER 2024-JANUARY 2025 | ISSUE 188

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# msafiri

## ENRICHING LIFE'S JOURNEYS

MSAFIRI IS THE OFFICIAL MAGAZINE OF  
KENYA AIRWAYS – THE PRIDE OF AFRICA

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# karibu

## DEAR READER

Welcome aboard your flight with Kenya Airways. Reflecting on 2024, I'm pleased to say there is much to be proud of. In the last issue of *msafiri*, we reported a half-year profit after tax for the first time in 10 years – a strong endorsement of our strategic turnaround plan, Project Kifaru.

Throughout the last 12 months, sustainability and safety have remained the foundation of everything we do. As well as taking part in the SkyTeam Aviation Challenge (encouraging airlines to operate most sustainably), we have recently received certification from the European Union Aviation Safety Agency to show that we meet the safety and environmental protection requirements set by the EU.

Kenya Airways will be chair of the African Airlines Association (AFRAA) in 2025. Founded in Ghana in 1968, AFRAA is the leading trade association of airlines in Africa, all with the vision of creating a sustainable, interconnected and affordable aviation industry.

Other exciting developments include our new online platform, KQ Holidays, which you can read about in this issue. We've also launched the Asante Executive Hub at the Kenyatta International Convention Centre in Nairobi – a first-of-its-kind government travel centre designed to offer one-stop travel solutions for government and private sector executive travellers.

Enjoy your flight, and thank you for flying the Pride of Africa.

*Allan*

**ALLAN KILAVUKA** GROUP MANAGING DIRECTOR AND CHIEF EXECUTIVE OFFICER, KENYA AIRWAYS

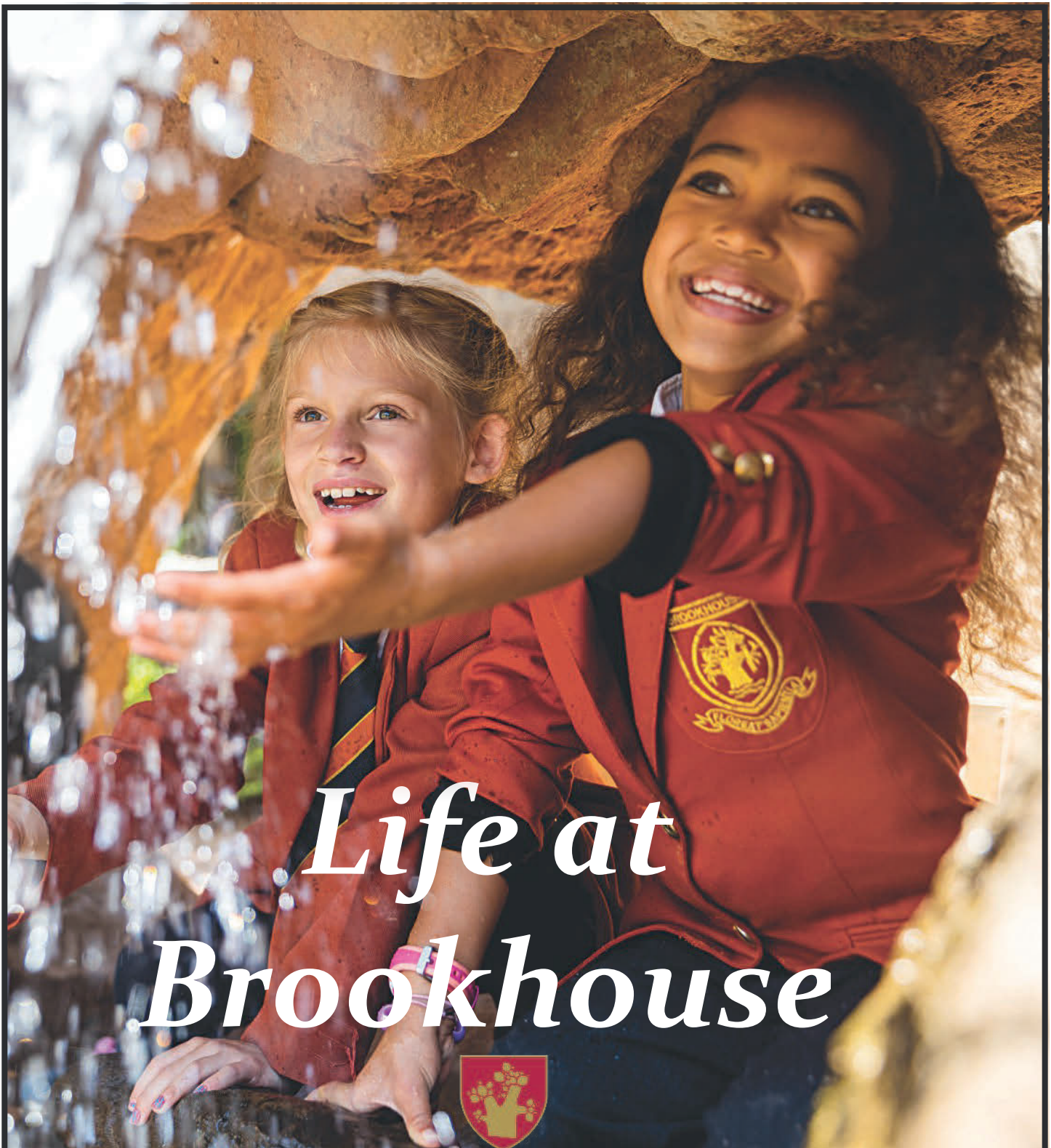
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## WORLD TRAVEL AWARDS 2024

Kenya Airways won Africa's Leading Airline, Africa's Leading Airline – Business Class, Africa's Leading Airline Brand and Africa's Leading Inflight Magazine for *msafiri* at the 2024 World Travel Awards.







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# CONTENTS

ISSUE 188 | DECEMBER 2024 - JANUARY 2025



**We're in holiday-planning mode in this issue of *msafiri* with a bumper feature dedicated to 12 amazing destinations you can visit with KQ Holidays. Inspiration from p36...**

**8 TALK OF THE TOWN**

Do you get Gen Z?

**10 LIFE**

It's all about happiness

**12 TRAILBLAZERS**

Meet three travel gurus

**14 FOOD**

James Rogoi picks five local foods to try in Kenya

**16 EARTH MATTERS**

Meet Rebecca Miano, Kenya's new Cabinet Secretary responsible for tourism and wildlife



**18 BOOKS**

Nigerian writers that should be on your to-read list

**20 PEOPLE**

The colourful world of a Tingatinga artist from Tanzania

**22 PORTFOLIO**

Our favourite images from the Comedy Wildlife Photography Awards

**KUSAFIRI 67**

Route map, destination guides, fleet information, healthy travel, behind-the-scenes insight and news from Kenya Airways



## FEATURES

28

# SOUTH AFRICA

ARE YOU READY FOR AN ULTRA EVENT? SOUTH AFRICA HAS LOADS TO CHOOSE FROM



32







**32 ELEPHANTS**  
Behind the scenes of  
the Elephant Queen tour

**62 BUSINESS**  
How to make your new  
business venture profitable

**36**  
**DREAM  
DESTINATIONS**  
26 pages of holiday  
inspiration, from  
New York to Mumbai







## VIRTUAL REALITY

# WHAT GEN Z TAUGHT GEN WAZEE

The mid-year Gen Z-led demos in Kenya chiefly revolved around issues of politics and governance. Flipside is, the young people who took to the physical and social media streets taught Gen Wazee several lessons. Wazee is the Swahili plural word for elders.

## THE REVOLUTION WILL BE TWEETED

The Gen Z protests were mobilised virtually. To most Wazee, meetings are done the old-fashioned way: physically. Our kids took our phones and, with the touch of a few buttons, did things that were totally alien to us – like causing whole revolutions.

“Hey, how did you do that?” this digital migrant asked his digital native daughter after she fiddled with his

## ONE OF THE FIRST THINGS MOST WAZEE WANT TO KNOW ABOUT THEIR CHILDREN'S FRIENDS IS WHICH TRIBE THEY COME FROM. IT'S INSTINCTUAL

phone and made several alien features pop up. Folks, I'm in class. I'm being taught basic phone lessons by my daughter. Hard to believe I've owned this phone for several years.

## IT'S NOT A CRIME TO LOL DURING PROTESTS

Though the Gen Zs were addressing serious issues, some young content creators took comic videos of their interactions with cops. Which not only broke the ice, but also made cops LOL.

To Gen Wazee, protests are as serious as, um, dementia. “Don't these kids know we're not supposed to laugh at such times?” I thought. “And laughing with cops is a crime.”

“You can meme them, though,” my daughter said, like she'd read my mind.

“I can't mimic them,” I complained.

She sighed. “It's meme; not mimic.”

My bad. I've been forced to take remedial social media lessons.

## THINK OUTSIDE THE TRIBE BOX

No other segment of society has been accused of perpetuating tribal prejudices more than Gen Wazee. But Gen Zs broke tribal barriers, as they marched as one.

One of the first things most Wazee want to know about their children's friends is which tribe they come from. It's an instinctual reaction, passed down from our forebears. But since the demos, my kids have forced me to have a paradigm shift; their friends are Kenyan. Period.

“Dad?” my son saw right through me. “Why do you want to know my friend's surname?”

Crickets.

## WE ARE ALL LEADERS

Since independence, Kenyan politics have revolved around individuals and personalities. Initially, Gen Zs took flack from some Wazee because they were perceived as leaderless and thus directionless.

But Gen Wazee ate their own words when they realised their kids had rewritten the rulebook. Plus, some were using our words against us. My daughter reminded me how, since she was in primary school, I always encouraged her to vie for leadership positions.

“Dad,” my daughter explained. “I'm just being an obedient daughter.”

Talk about creating a monster generation.

## CIVICS IGNORANCE IS NO DEFENSE

The biggest catalyst for the demos was the 2024 Finance Bill, which proposed a raft of measures to increase taxes.

“Our kids have buried their heads in their phones,” Gen Wazee used to gripe. “They don't know what's happening in the country.”

This erroneous perception changed when Gen Zs showed that, for the most part, it's the old salts who were behind the curve. I was taken aback when my kids schooled me about some aspects of the unpopular bill.

Me? I've learnt lessons. Nowadays, whenever I see my kids' heads buried in phones, I brush up on my civics knowledge. I'm not taking chances. Not with these kids who, if you give a gadget, will take the government.







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## NOTES TO MY FUTURE BETTER SELF

# 3 THINGS ABOUT HAPPINESS I WISH I KNEW EARLIER

Happiness is not only good for your mental wellbeing but your physical health as well

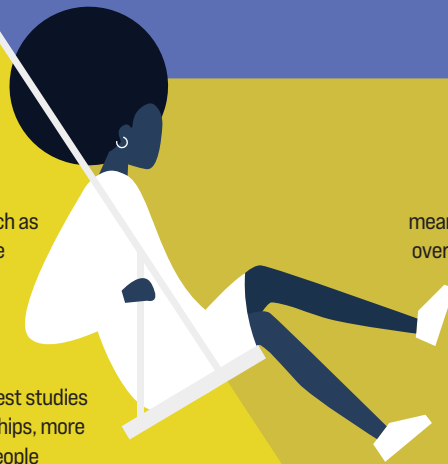
**Why the fuss about happiness? And why does it seem so elusive in today's world? Can money buy happiness? If so, why do some of the richest people around us appear so unhappy, while some poor ones seem to be living rich, full and meaningful lives?**

### HAPPINESS CAN BE LEARNED AND NATURED

Genetic factors have an important role in our characteristics. Research has shown that between 30-40 per cent of happiness is directly or indirectly determined by our genes while the remaining 60-70 per cent is affected by factors we can control such as our state of mind and how we perceive and lead our lives in our various environments. This means that we can shape and build our happiness. No one owes you your happiness. The Harvard study, one of the world's longest studies of adult life, found that close relationships, more than fame or wealth, are what keep people happy throughout their lives. We should therefore be intentional on nurturing happiness by ensuring our lives are meaningful and by forming and maintaining strong, healthy relationships.

**'If you want to live a happy life, tie it to a goal, not to people or things.'**

ALBERT EINSTEIN



### THE PURSUIT AND ATTAINMENT OF PLEASURE RARELY LEADS TO HAPPINESS

Many people are caught up in the vicious cycle of hedonic adaptation: desiring and chasing that new, nice thing (remember that new bicycle? How about the hot new car?), thinking it will increase our happiness. We then experience a 'high' when we get it, until it no longer excites us and the pleasure-high we had experienced on its attainment dips, after which we start chasing after the newer, nicer

things all over again. In this fast-paced world of ever-changing fashion, daily hot-out-of-the-oven technology, coupled with the pressure of comparison and competition fuelled by social media, it is important to have a clear distinction between momentary pleasure and long-term contentment. Fleeting pleasures can uplift your mood and take you to the top of the world, but they are not a reflection of a meaningful, happy life. Happiness can be elusive if you look for it in the wrong places.

### ADHAMA YA MTU HUTOKA KWAKE MWENYEW.

YOU BECOME WHAT YOU WANT TO BECOME.

(SWAHILI PROVERB)

### DO NOT BE DELUSIONAL ABOUT HAPPINESS

Whereas it is important to try to live a happy, meaningful, altruistic and productive life, obsessing over happiness can be counter-productive as it can lead to anxiety and sadness, hence reducing your chances of happiness. Negative feelings like sorrow, anger, fear and mistrust are part of our daily lives and should not make you feel like a failure. The most fulfilling relationships like parenthood, friendship, marriage and even successful careers have their doses of painful experiences that call for endurance. Do not use social media to gauge your worth either. Just because someone posts pictures portraying they are happy doesn't mean they are. And even if that is the case, what makes them happy might not give you meaning or fulfilment. Focus on your journey and your purpose.

**How happy is your country?** The happiest country in the world in 2024 is Finland, which has topped the chart for the seventh year in a row! For the past 22 years, the World Happiness Report has analysed Gallup world polling data (a survey of more than 100 questions for adults tracking important issues such as access to shelter, food, health, education, finances, migration, relationships and freedom of expression from 160 countries globally) to estimate the happiness levels of countries. How did your country rank?



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## TRAVEL GURUS

East Africa has been safari country ever since the days of the early explorers and settlers. While the tourism industry has been headlined by veteran operators for decades, a new crop of young entrepreneurs is leaving its mark on the industry

### Naomi Kamau

WORLD OF NANA ADVENTURES, KENYA  
 WORLD OF NANA ADVENTURES.CO.KE

Naomi Kamau did not know how challenging running a tour firm during the Covid-19 pandemic (and in the days after) would be. One day, she embedded herself with traffic police officers manning a road intersection and handed out her business pamphlets to motorists in the hope that some would respond.

"Some did," she recalls. "We even closed a few deals. You must do whatever it takes to get on with it. That is what resilience is all about."

Naomi's home near Nairobi National Park meant she grew up in close proximity to wildlife. She was an active member of local wildlife clubs. In college, she studied linguistics and tourism, graduating in 2013. "Everything seemed aligned for a career in tourism," she says.

Upon graduating, Naomi had a brief stint working for the government as a

digital communications researcher, then a digital marketing manager at Fairmont Norfolk, one of the oldest hotels in Kenya.

Enter Covid-19 in 2020 and hotels closed. "I turned the knowledge gained in my previous assignments into a travel blog. It is this blog that morphed into a travel company," she says.

What does it take to craft interesting itineraries? "You must be good at networking with all players, including airlines. And you do not need to own tour vehicles but work on contractual basis with vehicle owners," she says.

Tourism, she adds, is a dynamic, innovative industry where you can create your own product. "You can do cultural tourism, get guests to ride in matatus (Kenya's colourful public buses), eat in local hotels and sleep in private homes."







**Zena Mshana**

**YOUR HOLIDAY ABROAD, TANZANIA**  
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When Zena decided to start a tour company in 2021 at the height of Covid-19, some doubted her. But she felt confident.

“The greater the risk, the bigger the reward. Tanzania was open for those who wanted to get away,” says Zena. “We had an opportunity to capture the market, make mistakes, get back up and grow.”

Her passion for tourism stemmed from her educational stint in Europe where she studied finance and accounting. “We travelled a lot within Europe. As an African child, I got the urge to prove that similar intra-Africa travel was possible,” she says.

**“Being a woman, you have to work twice as hard and hold many meetings in order for people to take you seriously”**

Since then, Zena has crafted tour packages for family groups, especially from landlocked countries who may never have had a chance to enjoy the beautiful beaches of her home country.

But it has not all been smooth sailing for Zena who initially struggled to get her skin in the game.

“There are those who thought I would tire out soon, especially when competing with established brands. Being a woman, you have to work twice as hard and hold many meetings in order for people to take you seriously,” she says.

Zena hopes to build more collaborative ventures with other women and youth to reach more source markets, especially in Asia.

In the meantime, she wants to delve deeper and tap into the tourism potential within Africa.

“The African market is vast. We are yet to scratch the surface.

A country like the Democratic Republic of Congo, for example, offers almost endless possibilities.”



**Joseph Wejuli**

**VALIANT SAFARIS, UGANDA**  
 VALIANTSAFARIS.COM

Joseph built a tour company out of the trust his lecturer at Makerere University (who ran a tour company) bestowed upon him. The lecturer admired Joseph’s leadership skills and felt he was the right man to assist him in running his travel business.

“If my lecturer had found in me some skillset he could use to run his tour company, why could I not give it a shot by creating my own one?” he thought. “After all, I had given him four years of selfless service.”

In 2017, two years after he left the job, Joseph registered his tour company and began operations in 2019.

“I began with two referrals from a former schoolmate, an American and Singaporean, who needed to track gorillas in the Bwindi Impenetrable Forest. We did not even have a bank account,” he says.

Joseph says it is not easy for a young person to get into the business due to huge capital investments, tedious processes and government certifications.

“Sometimes people don’t take you seriously because they think you will struggle. But do not focus on all that could go wrong. You need patience and persistence,” he says.

His clients have given him a chance to grow. “I now have all the right information and the right team to actualise my dream,” he says.

From two clients five years ago, he now ferries tourists from all over the world using his three off-road tour vehicles. He says: “As a young person, know your special skills and utilise them. I just started with the knowledge I had. I did not have much in the way of resources.”



**KENYA'S UNIQUE DELICACIES**

# TASTE OF TRADITION

Next time you're exploring Kenya, try these traditional foods for a true taste of local culture

## MUMI ▶

Mumi is catfish among the Luo people, who live near Lake Victoria, or Nam Lolwe as it's known in the western part of Kenya. The Luo, given their proximity to the lake, obviously have fish as one of their staples. Mumi is a periphery dish, not as prevalent as tilapia or Nile perch. Like its cousin the mudfish (kamongo), mumi burrow in the mud when water bodies recede during the dry season. To catch them, fishermen employ a simple but ingenious technique, pouring water on the surface before hitting the ground with sticks to give an impression of rain which drives the fish from their burrows. They're then easily caught. The fish are gutted, cut into small pieces and then salted and laid out in the sun to dry. This is followed by deep frying. Try it with a plate of ugali, a stew, or even with milk.

DIETMAR TEMPS/SHUTTERSTOCK.COM

## MURSIK ▶

When welcoming athletes home there's a ubiquitous gourd they sip from, mostly given to them by a spouse. It contains a fermented milk referred to as mursik by the Kalenjin community. Cow's milk is boiled and then cooled. The branches of a special tree are burnt and their coals ground inside a gourd known as sotet. The cooled milk is then added into the sotet, a cap is placed on top and then it is left to ferment in a warm environment for three to five days. The mursik is usually enjoyed with ugali, Kenya's staple food. Mursik was once served to potential in-laws after the completion of dowry negotiations, but nowadays it can be found in local restaurants. Ask for a tall glass when you see it on the menu, preferably chilled.



## MUKIMO

The Gikuyu people's love for potatoes is famous countrywide. They'll put potatoes in anything and everything! Small wonder then, that potatoes are an integral ingredient in arguably the most famous food export from the slopes of Mt Kenya – mukimo. Traditionally, this food was preserved in portions in a granary for easy access as a meal or snack. Mukimo requires a few basic ingredients: maize, pumpkin leaves and, of course, potato. The ingredients are boiled together in a pot. Once the potatoes are soft, the excess water is drained and the mixture pounded to a pulp for the final product. In the modern age, there are fancier options where black beans are added to the mix. For added flavour, mukimo can be fried in an onion mix. It slaps best (Kenyan's term for a tasty meal) with a stew of your choice.



## ◀ MAASAI BBQ

The Maasai people of Tanzania and Kenya hold onto their traditional way of life as nomads, living minimally, always ready to move in search of pasture for their herds of cattle. Their manyatta houses can be quickly set up or taken down. Maasai culture and their meat-eating ceremonies have long been an attraction to outsiders. Women are still largely excluded from these ceremonies which remain the

preserve of morans, warriors and older men in the community. For visitors, a goat is slaughtered outside the home or boma, the blood is saved and passed around to those present to sip. The kidneys are then offered to visitors and are eaten raw. A fire is started to roast the meat. Each of the men present brings their own knife for the ceremony. The meat is roasted on sticks and the ceremony is capped by downing a cup of bitter herbs. The Maasai say this drink helps in digesting the meat.







**The Gikuyu people:  
They'll put potatoes in  
anything and everything!**



### ◀ SWAHILI DISHES

The Kenyan coast has arguably the richest food culture in the country. Having served as a trading post for centuries, Mombasa and the coastal region has borrowed heavily from Indian, Arab and other cuisines. The Swahili people along Kenya's coast have localised pilau, biriani, chapatti and other dishes as their own. The street food culture is very vibrant – try grilled octopus and other seafood on the go. A great snack is mbaazi – pigeon peas prepared in coconut milk. It's sold on virtually every street corner and can be enjoyed with mahamri, a sweet breakfast bread.



CABINET SECRETARY REBECCA MIANO

# KENYA'S NEW VISION FOR TOURISM AND WILDLIFE

A new era has dawned for Kenya's tourism and wildlife sectors as newly appointed **Cabinet Secretary, Hon. Rebecca Miano**, steps into one of the country's most influential roles. With a bold vision and extensive experience in governance, law and environmental advocacy, Miano shared her plans with *msafiri* to elevate Kenya's status as a premier wildlife destination

## Q WHAT DRIVES YOU?

My passion lies in showcasing Kenya's incredible diversity – from its landscapes and wildlife to its rich cultural heritage. Whether it's the savannah teeming with wildlife, pristine beaches, or majestic mountains, Kenya has experiences that deserve to be shared with the world. Protecting our environment, conserving wildlife, and ensuring that local communities benefit from tourism are key priorities for me. I also want to create opportunities for youth, women, and people with disabilities to ensure the benefits of tourism are felt across the country.

I am deeply committed to making Kenya's tourism sector sustainable – not just in terms of economic growth, but also by positioning it as a top global destination through innovation and partnerships. Tourism has the power to transform lives, and I see it as a key driver of Kenya's prosperity.

At the same time, I am energised by the sector's potential. While tourism currently contributes about 10% to our GDP, I believe we can reach 25% with product diversification, improved infrastructure, and better marketing. As the sector grows, it will create more jobs, particularly for youth and vulnerable groups. I am inspired by the confidence of development partners and eager to make the sector vibrant and impactful.

## Q WHAT ARE YOUR TOP THREE PRIORITIES?

First, I want to diversify our tourism offerings to broaden Kenya's appeal while strengthening our wildlife economy. Although our iconic safaris and beach destinations are well-known, they leave us vulnerable to external shocks. To ensure sustainability, I aim to promote eco-tourism, adventure tourism, sports tourism, and cultural tourism.

Second, I am focused on leveraging technology by digitalising tourism services to enhance our global competitiveness. This includes optimising the National Tourism Portal and developing a Tourist App to enhance visitor experiences.

Third, I aim to position the wildlife economy as a vital driver of livelihoods and conservation efforts. This includes Human-Wildlife Conflicts (HWCs) and improving sector governance to

**My legacy will be one of enhanced coexistence between humans and wildlife, innovative conservation practices, and policies that safeguard our biodiversity for future generations**

ensure sustainable funding for tourism and wildlife initiatives.

Additionally, I want to engage young people as key agents of innovation and development, while promoting partnerships to strengthen governance and secure sustainable funding for the sector.

## Q HOW DO YOU ENVISAGE BALANCING SUSTAINABLE TOURISM WITH WILDLIFE CONSERVATION?

Kenya can be a global model for how tourism and conservation not only coexist but thrive together. Sustainable tourism must align

with wildlife conservation. We'll regulate tourism's environmental impact, ensuring that infrastructure development adheres to guidelines that protect habitats and limit visitor numbers in sensitive areas.

We'll also address biodiversity loss caused by climate change and habitat degradation. Our efforts will include habitat restoration, increasing connectivity between protected areas, and collaborating with local and global conservation organisations to preserve biodiversity as tourism flourishes.

## Q HOW DO YOU SEE COMMUNITIES BENEFITING DIRECTLY FROM TOURISM AND CONSERVATION?

Community-based tourism (CBT) and eco-tourism will be key to ensuring that tourism benefits local communities. I'm committed to creating revenue-sharing models that empower host communities, particularly those managing protected areas. We'll offer capacity-building programs and develop tourism products that involve locals in conservation efforts.

Communities will also benefit from direct employment in conservancies, lodges, campsites, guiding services, and the sale of cultural artefacts. Initiatives like Ushanga Kenya, for example, provide a platform for local artisans to sell their products, preserving cultural heritage while generating income.

We've also allocated resources to improve infrastructure and provide essentials, like water, to communities near wildlife areas. This helps mitigate HWCs while promoting tourism.

## Q WHAT INNOVATIVE SOLUTIONS ARE YOU EXPLORING TO ENSURE PEACEFUL COEXISTENCE BETWEEN COMMUNITIES AND WILDLIFE?

Human-wildlife conflict is one of the biggest challenges to conservation. To address this, we plan to enhance public education and awareness, expand wildlife barriers such as fences, and use advanced technologies like aerial surveillance and wildlife collaring to monitor animal movements. We're also





exploring solutions like virtual fences to keep wildlife within protected areas and minimise conflicts.

We'll restore degraded habitats and create alternative livelihoods for communities in conflict-prone areas through eco-tourism projects and carbon trading schemes. Additionally, fast-tracking compensation claims for HWC victims is a priority to ensure communities are compensated fairly.

**Q WHAT ARE YOUR PLANS TO ENSURE KENYA'S TOURISM INDUSTRY GROWS SUSTAINABLY?**

The tourism sector is vulnerable to climate change, with droughts

**Above:** The Hon. Rebecca Miano takes on her new role as the Kenyan Government's Cabinet Secretary for Tourism and Wildlife

affecting wildlife populations and flooding disrupting tourism activities. To ensure sustainability, we're promoting ecofriendly initiatives like ecolodges, plastic-free zones, and low-emission vehicles in our parks. We'll regulate off-road driving and other activities that could damage ecosystems, and instead promote lower-impact tourism products like birdwatching, hiking and cycling.

We are actively involved in climate change mitigation strategies such as tree planting and habitat restoration, and we'll encourage certification programs for businesses that meet international sustainability standards.

**Q WHAT LEGACY WOULD YOU LIKE TO LEAVE BEHIND?**

I envision a vibrant tourism sector that doubles its contribution to Kenya's GDP, expands conservation areas, and improves livelihoods for local communities. My legacy will be one of enhanced coexistence between humans and wildlife, innovative conservation practices, and policies that safeguard our biodiversity for future generations. Ultimately, I want to position Kenya as a global leader in both tourism and wildlife conservation, with a sustainable future that benefits both people and wildlife.





## 5 OF THE BEST

## NIGERIAN WORDSMITHS

Nigeria's literary talent is showcased in this selection of five outstanding authors and our pick of their best book



## OPEN CITY

TEJU COLE  
A classic of modern African literature, this is the book that announced Teju Cole as a major

global literary talent. *Open City* revolves around a worldly Nigerian intellectual called Julius who works as a doctor in New York. Over the course of the book, Julius thinks at length about the idea of home. He introduces us to his adopted country through the walks he takes in the city, and through conversations he has with the people around him. The conversations are highbrow and intellectual, whether in New York, with people from Nigeria, or when he travels outside the country. He is a person who reflects deeply about the things he cares about. Julius is very much a cosmopolitan, comfortable in different parts of the world. And yet things go wrong for him. He is mugged, he has difficult relationships with people he cares about, he is sometimes careless in his interactions. In *Open City*, we see sparks of the career Cole managed to fashion for himself after the book was published, and understand the draw he attracts whether as a novelist, an essayist, a photographer, critic, traveller or social media commentator. You won't find a clear narrative arc running through the book. What underpins the text is rather a constant mental excavation of what it means to be a person who cares deeply about how to define themselves.



## GHOSTROOTS

PEMI AGUDA

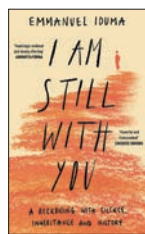
Ever since Aguda won the Writivism Short Story Prize in 2015, she has been marked as a true talent in the African literary scene. She mostly writes short stories, and they dazzle. Now, for her first book, *Ghostroots*, she presents a collection of her stories. Some of these have previously been published in magazines, while others appear in the collection for the first time. The stories are connected by Aguda's gift for writing about the macabre, whether it is the person in the first story who is inhabited by a murderous spirit, or a story like '24, Alhaji Williams Street', which delves into a string of mysterious and unexpected deaths that occur on the same street.



## NO LONGER AT EASE

CHINUA ACHEBE

Following on from Okwonkwo in his iconic *Things Fall Apart*, Achebe decided to write about Okwonkwo's grandson in this follow-up novel. The story picks up from when Obi, educated in England after his village fundraises for his school fees, returns to Nigeria, eager to start a progressive life for himself in a newly-independent Nigeria. However, he encounters several challenges that puncture the misty-eyed image he had of Nigeria. In Obi, Achebe presents to us both the challenges of postcolonialism to a country like Nigeria, as well as the eerie insider-outsider position Western-educated young people like Obi occupy when they return home.



## I AM STILL WITH YOU

EMMANUEL IDUMA

Iduma's third book is about the author's search for his uncle, after whom he is named, and who passed away in the Biafran war in the 1960s. Iduma spends the course of the memoir trying to track his uncle's fate, a difficult task made harder when, at the start of the book, the author's father passes away. Iduma's pen is deliberate and concise, but also tender in how he thinks about his family's history. Fans of Nigerian literature will enjoy the appearance of literary figures such as Iduma's wife, the novelist Ayobami Adebayo, with whom he shares his concerns about history keeping, and the poet Christopher Okigbo, who also died in the Biafran war.



## WHAT IT MEANS WHEN A MAN FALLS FROM THE SKY

LESLEY NNEKA ARIMAH

When this collection was published, it established Arimah as Africa's eminent short story writer. The stories in the collection swept through important short story awards such as the Caine Prize and the O. Henry Award, and appeared in several important literary magazines. The finest short stories in it are arguably the titular story, and *Who Will Greet You at Home*, which was published first in the *New Yorker*.





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### TINGATINGA ART

## AFRICA AT ITS MOST VIBRANT

Any visitor to Tanzania cannot fail to be captivated by the colourful abstract artwork known as Tingatinga. Meet one of the artists, **Abbas Mohammed Rafiki**

**Q WHAT ARE THE ORIGINS OF TINGATINGA ART?** The name Tingatinga comes from the founder of the style, Edward Saidi Tingatinga. He moved to Dar es Salaam and was unemployed. He was looking to earn some money, so he decided to try painting pictures and selling them to tourists visiting Tanzania. Edward used enamel paint (used on bicycles) and painted on old ceiling boards. He began selling his paintings in Morogoro at a shopping centre that was popular with tourists. They loved them. Edward Tingatinga's life was tragically cut short in 1972 when he was shot dead. He was only 40.

**Q TELL US ABOUT YOUR WORK** I belong to the Tingatinga Arts Cooperative Society (TACS). There are 100 artists in the cooperative. It was founded in honour of Edward Saidi Tingatinga and its aim is to continue his legacy and style. The cooperative also acts as a school for teaching artists how to develop their Tingatinga skills. It promotes and sells art locally and internationally, which helps the members of the cooperative earn a living.

**Q HOW DID TINGATINGA GROW INTO THE PAINTING STYLE WE KNOW AND LOVE TODAY?** Tingatinga art grew because we taught each other. If you have a son, an uncle or a sister perhaps, they would come to learn how to paint Tingatinga. My grandfather, Hashim Bushiri Mruta, was taught how to paint by Edward Saidi Tingatinga. After finishing high school, I went to live with him. He was the one who taught me how to paint Tingatinga art and I have also taught some of my relatives how to paint.

**Q DID YOU ALWAYS HAVE A TALENT FOR ART?** I had a talent for art, even when I was in school. I was already painting, but it wasn't Tingatinga style. I have always wanted to be an artist, even as a little boy. My passion has always been art. When my grandfather taught me how to paint Tingatinga, it was easy for me to understand the style. I have done a lot of exhibitions, in places like Japan and Taiwan. I went to South Africa for a year to study art. I was also invited to go to the UK for an exhibition in 2020, but because of the pandemic, I couldn't go. Being an artist has given me a lot of opportunities.

**Q WHAT INSPIRES YOU TO PAINT IN TINGATINGA STYLE** I paint using this style to show the world what we have in Tanzania. We have Kilimanjaro, we have Lake Tanganyika, we have national parks. I use Tingatinga to show the world how beautiful Tanzania is.

**Q YOU ARE ONE OF THE ARTISTS BEHIND THE CARTOONS AND VISUALS OF THE SHOW 'TINGATINGA TALES'. TELL US MORE...**

There was a woman called Claudia Lloyd, she used to travel a lot in Africa. She was learning Swahili and, in the process, she learnt our African stories and wanted to make them into a cartoon for TV. When she came to Tanzania, she came across Tingatinga art and loved how colourful it was. She wanted to use that style for the cartoon. I was one of the artists selected. I moved to Nairobi with another guy called John Kilaka and stayed there for three years working on *Tingatinga Tales*. They scanned the sketches of our paintings first and then gave





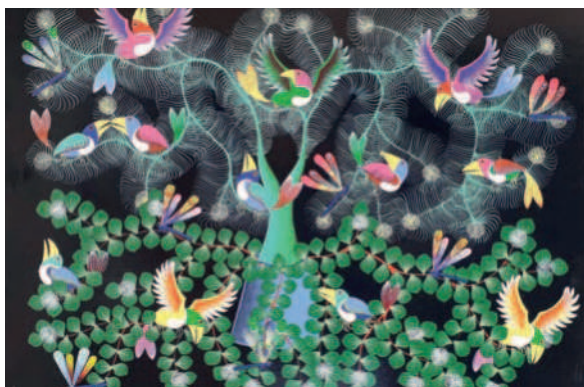
us back the sketches to colour them, then scanned them into a computer again to be made into a cartoon.

**Q WHAT ADVICE WOULD YOU GIVE SOMEONE WHO WANTS TO PURSUE ART?** If you want to become an artist, you will become one. It's in you. You have to take it seriously if you're going to have a future as an artist.



**THE WONDERFUL WORLD OF TINGATINGA:** Just some of the colourful designs and abstract depictions of African wildlife by Tingatinga artist Abbas Mohammed Rafiki

“ I use Tingatinga to show the world how beautiful Tanzania is ”





**PHOTOGRAPHS TO MAKE YOU SMILE****ANIMAL CRACKERS**

Here's our pick of the laugh-out-loud images from the latest Nikon Comedy Wildlife Awards

**T**he funniest wildlife photography competition in the world received a record number of hilarious entries, with just under 9,000 in total from 98 countries, all competing to win the top prize of a one-week safari with Alex Walker's Serian in Kenya's Maasai Mara. The awards were co-founded in 2015 by professional photographers Paul Joynson-Hicks and Tom Sullam to create a competition that fused exceptional wildlife photography and the positive power of humour in a bid to help promote the conservation of wildlife and habitats that our precious planet relies on.







### **Hello world!**

"This image was taken in a dark forest in the Netherlands. I like the tones of this autumn leaf. So warm. It was hard to take this image because of the fast-moving ant, but with a little help from a flashlight I was able to freeze the motion." ➔





**Nagging is a universal concept**

“On safari in Serengeti National Park in Tanzania we hung around a kopje of rocks because there were lion cubs being nursed when this action happened. I was just lucky enough to catch it.” ▶



SCOTT FRIER/NIKON COMEDY WILDLIFE AWARDS

**Wait – which Zebra is in front?**

“Shot in Kenya, I stayed focused on these two zebras as they started coming towards each other. I was expecting them to interact, nuzzle or maybe fight, but they coincidentally got aligned in a way to cause this beautiful optical illusion” ▶



SAROSH LODHI/NIKON COMEDY WILDLIFE AWARDS

**◀ The contemplative chimpanzee**

“This was shot in the jungles of Uganda, following a group of around 50 chimpanzees. This individual was obviously contemplating an important issue, on a day of realisation and reaffirmation of how close chimpanzees are to humans!”



ARVIND MOHANDAS/NIKON COMEDY WILDLIFE AWARDS

**I’m too sexy for my love**

“On one of our ‘lazy’ mornings we decided to stop by this pool in Mana Pools National Park, Zimbabwe. I got this idea to catch a portrait with water plants decorating a hippo’s head. It looked like the guy just got out of the hairdresser with a big smile on his face!” ▶





LESUE INCLEDDI/NIKON COMEDY WILDLIFE AWARDS

### Hide and seek ▲

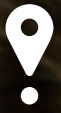
"We were on safari in Kenya and happened upon this beautiful female cheetah. A group of topi were keeping a pretty close eye her as she left messages for a potential partner on various trees. This shot makes me think that she is about to shout, "Ready or not, here I come!"



ARTUR STANKIEWICZ/NIKON COMEDY WILDLIFE AWARDS







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# THE BIG 9

IF COMPETING IN AN 'ULTRA' RUN, CYCLE, PADDLE OR SWIM IS ON YOUR BUCKET LIST THEN THERE'S NOWHERE MORE SPECTACULAR THAN SOUTH AFRICA

**South Africa is synonymous with sport and sporting heroes. But the national obsession goes way beyond the Boks and the Proteas. The country boasts some of the biggest, oldest and most iconic mass-participation events in the world, which attract both elite athletes and adventurous travellers alike. Here are 9 to add to your must-do list...**



## 1 AQUELLÉ MIDMAR MILE 6 FEBRUARY 2025

The world's largest open-water event attracts thousands of swimmers to the scenic Midmar Dam in KwaZulu-Natal every year for a fun, inclusive weekend on the water. Age and lack of experience are no barriers to entry: 91-year-old Lorna Cochran holds the record for the oldest finisher in the event's history, while her great-granddaughter Jessie-Clare Goodall, aged 8, is the youngest.







### 3 CAPE TOWN CYCLE TOUR 9 MARCH 2025

Riding the 109km Cycle Tour is a privilege: a chance to circumnavigate the beautiful Cape Peninsula when the roads are closed to vehicle traffic. The biggest timed bike race in the world, it's a fantastic way to get a feel for the very different personalities of the quaint villages of the eastern False Bay seaboard and the more rugged, Atlantic coastline. The support along the way makes you feel like an elite champion – even if you're in 30,000th place!

### 4 FREEDOM CHALLENGE RACE ACROSS SOUTH AFRICA 9 JUNE 2025

Taking place in mid-winter when the mountains of the interior are deep in snow, Race Across South Africa is a non-stop, self-supported, solo event through some of the country's most remote regions. There are no route markings and the use of cell phones and GPS is forbidden, so riders navigate by map, compass and narrative directions, with basic support stations providing accommodation and food along the way. Starting in KwaZulu-Natal and finishing 2150km later in the Western Cape, with a 26 day cut-off, this is not a race for the faint-hearted. →



### 2 RMB ULTRA-TRAIL CAPE TOWN®

21 NOVEMBER 2025

The 100 mile (160km) RMB Ultra-trail Cape Town® traverses the dramatic mountain chain of Table Mountain National Park, a World Heritage Site and one of the Natural Seven Wonders of the World. With 7516m of vertical ascent it's one for mountain goats.





## SOUTH AFRICA



**5 DUSI CANOE MARATHON 20 FEBRUARY 2025**  
Founded in 1951, the three-day, 120km Dusi Canoe Marathon in KwaZulu-Natal is the biggest canoeing event on the African continent. And it's not just the rapids that are challenging: paddlers shoulder their boats and run through thick bush and over steep hills on numerous portages to bypass un-runnable rapids and long loops in the river's course.

**6 IRONMAN SOUTH AFRICA 30 MARCH 2025**  
In 2025, Nelson Mandela Bay hosts the 20th anniversary party edition of Africa's most renowned triathlon, Isuzu Ironman South Africa African Championship. The legendary race showcases the breathtakingly scenic courses of one of the most epic Ironman destinations. It's certainly not for the faint-hearted, but if you have what it takes to swim 3.8km in the ocean, cycle 180km and finish with a 42.2km run then this is the extreme triathlon to do.



**7 COMRADES MARATHON 8 JUNE 2025**  
The big daddy of them all is the Comrades Marathon – a memorial to the South African soldiers killed fighting in World War 1 – conceived by Vic Clapham, who had endured a 2736km route march through German East Africa during the conflict. The hilly ultra-marathon between the coastal city of eThekweni, formerly Durban, and inland Pietermaritzburg (alternating between an 'up' and 'down' run) is a gruelling test of endurance, a





## 8 TWO OCEANS MARATHON 5 APRIL 2025

What started in 1970 as a training run for Cape Town, the Two Oceans Marathon is now the most spectacular ultra-marathon in the world, with the 13,000 places quickly selling out. The 26 starters in the inaugural event paid 50 cents for their entries; 15 finished the race which was won by Dirkie Steyn, running the course barefoot in 3:55:50. Kenyan Justin Kemboi Cheshire was a surprise winner of the 2018 race in 3:09:22. It was his first ultra-marathon, the first time he'd left Kenya and his first trip in an aeroplane!

## 9 ABSA CAPE EPIC 16 MARCH 2025

With its gnarly single track and ever-changing views The Untamed African MTB Stage Race showcases the rugged mountains and picturesque vineyards of the Cape Winelands. Over 600km, with 16,500m of climbing, it's not called the Epic for nothing. 🚴

rite of passage in South Africa that has spectators lining the 90km course.

In the first race Clapham forgot his starter gun and had to borrow a pistol from a policeman standing nearby! The following year, future Springbok Bill Payn ran the up-race in his rugby boots finishing a credible 8th in 10:56:00, though the Durban schoolmaster soon realised that the boots were 'not the ideal footwear'. Payn was sustained by bacon and eggs, curried chicken, several beers, a tumbler of 'near lethal' peach brandy and tea and cakes with his in-laws en route. Comrades is the stuff of legends.

WORDS: **FIONA MCINTOSH**  
PHOTOS: **FIONA MCINTOSH & SHAEN ADEY**





# The ELEPHANT Queen

IN THE HEART OF RURAL KENYA, AN EXTRAORDINARY OUTREACH PROGRAMME, THE ELEPHANT QUEEN, HAS BEEN MAKING WAVES, RESHAPING LOCAL ATTITUDES TOWARDS HUMAN-WILDLIFE COEXISTENCE, AND OFFERING A LIFELINE TO ONE OF AFRICA'S MOST ENDANGERED SPECIES—ELEPHANTS. THIS AWARD-WINNING INITIATIVE, AGAINST ALL ODDS, IS USING CREATIVITY AND EDUCATION TO INSPIRE COMMUNITIES TO RETHINK THEIR RELATIONSHIP WITH WILDLIFE, PROVIDING HOPE FOR THE FUTURE OF THESE MAJESTIC CREATURES. JOURNALIST KATE WEINBERG ATTENDED ONE OF THE MOVIE SCREENINGS IN SAMBURU, NORTHERN KENYA, AND SHARES HER EXPERIENCE.

By the time I arrive, it's pitch-dark, with a sliver of moon and no electric lights for miles. Rounding a dry riverbed, I'm struck by an unexpected sight: a vast movie screen illuminating the faces of a Samburu audience – children cross-legged in front, mothers nursing babies, and warriors in the back. A caravan of camels passes by, their wooden bells tocking gently. It feels as if a London West End cinema has fallen from the sky into this remote stretch of northern Kenya.

This is the work of The Elephant Queen Outreach, a traveling cinema and theatre project born from the award-winning feature-documentary, *The Elephant Queen*, which follows Athena, a matriarch elephant, leading her family on a journey in search of water. Although the film was a global hit, the filmmakers, Victoria Stone, Mark Deeble and Etienne Oliff, worried that those living at the frontline of human-wildlife interaction, like ↻

ALL PHOTOS: ETIENNE OLIFF, JEFF MUMBERU, SIMATIWA NGACHE, JANNA DEEBLE

This pic: Samburu women entranced by a film screening in Kasipo, Samburu









the Samburu, might never see it. So, they designed a pink, 4x4 live-aboard lorry, assembled an extraordinary team, packed an inflatable screen, puppets, and actors into the lorry and embarked on a nationwide tour, travelling to remote communities in Kenya to bring the film and a play that provokes debate on living with elephants.

The project's impact goes far beyond mere entertainment. On the first night the film offers a window into the elephants' emotional lives, forging an intimate connection between the audience and these majestic creatures. Athena's pain, grief, and resilience resonate deeply, drawing tears from many, myself included.

The next night, the audience engages with a powerful theatrical courtroom drama, written by playwright Lizzie Jago, in which Athena is put on trial for killing a child. The audience serves as the jury, debating the complexities of human-wildlife conflict. A mother, previously afraid of elephants, shifts her perspective and defends Athena, stating, "The father should have taken the child away, not charged at the elephant."

By the time the pink truck departs, the community has been immersed in a powerful narrative that has the potential to shift deep-rooted attitudes toward wildlife. In the Maasai Mara, one elder remarked, "We have lived with elephants all our lives, but it is only now that we truly understand them."

The audience are enraptured by the actors and the swaying elephant puppet. Opinions shift as the play challenges perceptions, making the case for coexistence. The audience are drawn in, to wrestle with the human-elephant conflict in real terms. The actors step into the crowd, gathering opinions and sparking conversations.

The power of storytelling in this setting is undeniable. The mobile cinema and theatre don't just entertain; they inform and provoke conversations that ripple through these communities long after the pink truck moves on. Director Victoria Stone calls it "a different approach to conservation," one that fosters understanding and dialogue. Ideas about wildlife conservation are planted, nurtured by the stories that connect humans and elephants.

Life on the road is equally transformative for the actors. Wes, one of the actors and puppeteers, joined the theatre after losing his mother to HIV. He saw first-hand how theatre could open up difficult conversations, and now, traveling across Kenya, he continues that mission: "We start a conversation which doesn't end when we leave."

The next morning, I pack up my tent and wonder about the deeper impact of these performances. Can stories truly make a difference? My thoughts are a tangled mix of eco-anxiety and hope. I'm a novelist from London, where my most dangerous wildlife encounter is with a fox rummaging through the bins. Yet here, in this remote wilderness, the stories being told feel urgent, vital, and real.

As we travel to the next village, the energy in the lorry is buoyant, full of laughter, teasing, and camaraderie. The challenges of being on the road are smoothed over by shared experiences, the rhythm of the journey, and the collective belief that stories can ignite change.

I think about the 130,000 people in the hundreds of schools and communities that the project has already reached. The stories they share are not just about elephants but about the people whose lives intersect with them daily. I wonder how the next generation will navigate the balance between modernity and tradition.

The night before I leave, the final performance is a triumph. The audience, once formal and cautious, is now engaged and opinionated. When the judge announces the verdict – Athena is innocent – cheers erupt. The actors join the crowd in a celebratory dance, swaying in time with the elephant puppets. The surreal juxtaposition of a modern cinema in the wilderness now feels natural, like the two worlds have merged.

As I leave, I think about the large pink truck making its way through the barren landscape, a beacon of hope. For a moment I close my eyes and imagine hundreds of pink trucks, kicking up clouds of dust - fanning out across the continent. In that moment, I realise it doesn't feel too much to think that stories can change the world, and wonder, perhaps, if they can also save it. 🌍



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**Far left, top to bottom:**  
 Samburu children at a theatre performance | A daytime show never fails to draw a crowd, as here in Aitong, Maasai Mara | Interactive theatre gives the opportunity to graphically depict human wildlife conflict | Empowering women and facilitating conversations is at the heart of the Outreach program | Giant Airscreens and surround-sound make for immensely powerful cinematic experiences

**Left, top to bottom:**  
 The dynamic Kenyan team of engagement, theatre, conservation and media specialists | The program travelled 24,000km, reaching 226 schools, 182 communities and over 130,000 people | Thousands of school children are immersed into the world of elephants near Amboseli

**THE ELEPHANT QUEEN TRUST IS A NON-PROFIT ORGANISATION SET UP BY VICTORIA STONE, MARK DEEBLE & ETIENNE OLIFF AND SUPPORTED BY SAVE THE ELEPHANTS AND BESTSELLER FOUNDATION. THEY WORK WITH MORE THAN 50 CONSERVANCY PARTNERS ACROSS KENYA. FOLLOW ON INSTAGRAM @ THEELEPHANTQUEENKENYA OR WWW.ELEPHANT.CO.KE.**

**The Emmy award-winning documentary, *The Elephant and the Termite*, by the same creative team behind *The Elephant Queen*, will kick off its nationwide outreach tour in Kenya starting March 2025, celebrating biodiversity and fostering coexistence.**



# dream

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# 01 MOMBASA

**Sometimes, places can forget what they are. In the case of Mombasa, it's an island that has long forgotten it's an island. However, the humid heat from the surrounding ocean undeniably has a pervasive influence on the city's history, fashion, architecture and cuisine**

## TOUCHDOWN

Mombasa has four sub-counties. You'll first arrive in Changamwe, a bustling working-class business area. As you enter Mombasa Island, one of the first things you'll notice, as you're shuttled through the city, is the two-toned colour scheme of the buildings – bright white walls with sky-blue finishes on the lintels and plinths. This quaint bicolour look on the low cityscape quickly fades as you pass through the central business district, where the city's dual identity begins to emerge. On the furthest side of the Island, by the beach, are historic sites such as Old Town and Fort Jesus. Across from Old Town, on the other side of the Island, is Kisauni, the suburban and resort-filled side of Mombasa you might expect from a coastal town. Likoni,

the third sub-county, is rarely mentioned but boasts the best beach – Shelly Beach.

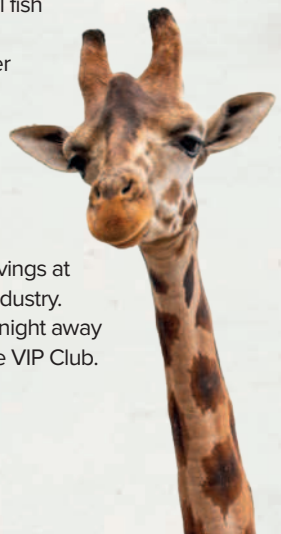
## DEFINING EXPERIENCE

A visit to Fort Jesus, although blasé to most locals, can never fail to take one's breath away on first interaction. It holds much of Kenya's history and its intertwining with the nation's colonial past. It has been a prison, a military base – and almost everything in between – during its 400-year-plus history.

## ESSENTIALS

**see** artisans work and display their creations at Bombolulu Coast Workshop where they produce some of the most

unique local crafts in the region. **eat** prawns Saint Tropez at Tamarin Dhow Restaurant. It's definitely worth a stop for all your culinary needs. **drink** mojitos at the Moonshine Beach Bar, where the balcony opens widely to the beach, making it so bright that it might be your only justifiable reason to ever don sunglasses indoors. **do** go snorkelling with guides at Mombasa Marine Park, which is teeming with colourful fish and Indian Ocean life. **watch** the sunset over the ocean from a traditional Swahili boat provided by Mombasa Dhow services. **buy** necklaces and ornamental wood carvings at Akamba Handicraft Industry. **nightlife** Dance the night away at the buzzing Volume VIP Club.







**Beach life:**  
Women carrying makuti (dried coconut palm fronds used as roofing material) on Kenya's south coast

**Below:**  
Beach paradise and delicious seafood

**Below, left:**  
Giraffes roam freely at Haller Park

**Below, far left:**  
Iconic Fort Jesus

NIGEL PAVITT/AWL-IMAGES.COM

## Action plan

### DAY 1

#### HISTORICAL SITES AND LOCAL CONNECTIONS

Start by going to Fort Jesus and Old Town, and ask a guide to explain the city's history to you. Afterwards, walk across Fort Jesus into Old Town, exploring on your own. End the day with a late lunch at Forodhani Restaurant in Old Town.

### DAY 2

#### COMMUNITY INTERACTIONS

Begin the day at Mombasa Marine Park. After that, have an early lunch at the Tamarind

Dhow Restaurant. As beautiful as it is, be sure to leave enough time to visit the Bombolulu Coast Workshop. The workshop primarily employs individuals living with disabilities, making it one of the most inspiring places you'll ever visit. It often ends up being the highlight of many people's visit to Mombasa. Next head to Haller Park, where giraffes roam freely and exhibit comical disinterest toward visitors. It's a great place to experience the sunset. Finally, spend your second night at

Volume VIP Club, which is usually packed with party-goers.

### DAY 3

#### WIND DOWN ON THE COAST

Start a slow day three with a relaxed brunch at Roberto's Italian Restaurant. Then head to Moonshine Beach Bar for more chilling. Don't forget a book – it tends to be rather quiet during the daytime. If you still have the energy left, round off your visit by boarding a Mombasa dhow and setting sail on a sunset cruise, listening to the crew play drums. ➔





# 02 NAIROBI

**Nairobi is a bustling cosmopolitan city that's also known as the 'green city in the sun'. Its pleasant climate offers a unique range of experiences, from countless outdoors exploration to an exciting nightlife**

## TOUCHDOWN

Kenya's capital city Nairobi gets its name from the Maasai phrase 'Enkare nyrobi', which means place of cool waters. The Nairobi River cuts through the city, connecting Nairobi National Park – teeming with wildlife – to the vibrant city centre. Visit the McMillan Memorial Library, Nairobi's oldest library, and the City Market. Take selfies at the roof-top of Kenyatta International Conference Centre, Kenya's most iconic building. Wander through the Nairobi Gallery, the Railway Museum and Nairobi National Museum. West of Nairobi is Karura Forest, perfect for picnics, long walks and bike rides. Further west of Nairobi is the Village Market with its wide variety of options for shopping and dining out. Go on a round trip into Nairobi's neighbourhoods in a matatu, a popular means of transport and also Nairobi's 'mobile street art'. Visit the Nairobi Arboretum and enjoy the nightlife at the Beer District in Westlands.

## DEFINING EXPERIENCE

Try Kenyan tea or coffee for breakfast, then tour Nairobi National Museum. For lunch head to Kilimani and pop in to Mama Oliech's, which is famous for

its fresh fish dishes. Stroll the 2.5km-long raised boardwalk at the Nairobi Safari Walk near the entrance to Nairobi National Park (it showcases various habitats) and then head out to the Nairobi Street Kitchen for a fun night out.

## ESSENTIALS

**see** the eclectic collection of art and fashion collected over decades, and drawn from different African countries at the African Heritage House.

**eat** the delectable range of dishes for meat lovers at Ankole Grill, and enjoy live performances of local music.

**drink** something cool at the funky Moov Café and Bistro.

**do** sign up for a cycling or hiking day-trip around Nairobi and its surroundings with Let's Drift to experience city life at a slower pace.

**watch** Kenyan movies at the Unseen Nairobi where there's also a rooftop bar and restaurant overlooking the Kilimani neighbourhood.

**buy** Kenyan tea and coffee, as well as souvenirs at Maasai Market.

**nightlife** Party at The Mist, Nairobi's hub of experimental music; techno, ambient, jazz, glitch and more at The Mall, Westlands.



WRESTOCK, INC./ALAMY STOCK PHOTO







HEIMS/AWL-IMAGES.COM

## Action plan

### DAY 1

#### ICONIC LANDMARKS AND CULTURAL IMMERSION

Start your tour at the rooftop of Nairobi's most iconic building, Kenyatta International Conference Centre. From here, you get a 360-degree view of the city; marvel at both the historical and the contemporary architecture in view. Head over to the Bomas of Kenya, for a showcase of Kenya's

diverse cultures through art, musical performances, food and a wide array of cultural artefacts from all regions of the country.

### DAY 2

#### WILDLIFE UP CLOSE

Start your day with an early morning game drive through the Nairobi National Park, keeping watch for everything from rhino and giraffe to lion and hyena. Take a picnic with you to enjoy in the park. Next,

meet the Rothschild's giraffes at the Giraffe Centre, then get close to crocodiles and snakes at the Snake Park, located within Nairobi National Museum. Finish your day with a feast at Carnivore.

### DAY 3

#### ARTS AND CRAFTS

Spend your final day touring Nairobi's art galleries: Kuona Trust, Nairobi Contemporary Art Institute, One Off Gallery, Circle Art,

and Banana Hill Art Gallery to name a few. Combine this with souvenir shopping at the Maasai Market where you can purchase unique handcrafted items such as bags, clothing, jewellery and paintings. ➔



GRANTOTUFO/SHUTTERSTOCK.COM

#### Above left:

Nairobi has several green spaces, including Uhuru Park and City Park where indigenous trees and Sykes monkeys can be found

#### Above:

An orphan elephant enjoys a mud bath at the Sheldrick Wildlife Trust rescue and rehabilitation centre

#### Far left:

A fire-eater adds some heat to a street performance

#### Far left:

Nairobi is bursting with galleries and markets

#### Below:

Rhino graze the grasslands of Nairobi National Park in plain sight of the city skyline





# 03 NEW YORK

**New York City, or the ‘Big Apple’, pulsates with energy and diversity. From Manhattan to Staten Island, Bronx to Brooklyn and Queens, the five boroughs making up the city are a kaleidoscope of colours, cultures and cuisine**

## TOUCHDOWN

Manhattan, the former Dutch seafarers’ trading post, is likely the first stop for a first-time visitor to New York. Here, the One World Observatory on the 102nd floor of One World Trade Centre offers a bird’s-eye view of Lower Manhattan. The 9/11 Memorial pays tribute to the nearly 3,000 people who died in terror attacks on 11 September 2001. From here, other attractions to explore include the Empire State Building, Times Square, Statue of Liberty, Central Park and Rockefeller Center. In Bronx, dive into the history of hip-hop or join Yankee fans for a game at the iconic Yankee Stadium. From Bronx, take a taxi or ride the subway to Brooklyn, New York’s most populous borough, home to 2.7 million people. Some of New York’s most famous attractions are found here, including The Brooklyn Museum

and Brooklyn Academy of Music. Need some rest? Prospect Park, Green-Wood Cemetery and the Brooklyn Botanic Garden are ideal choices.

## DEFINING EXPERIENCE

Walk across the Brooklyn Bridge. An engineering marvel, with Gothic arches and a delicate maze of cables, it was the longest suspension bridge in the world when it opened in 1883.



## ESSENTIALS

**see** Broadway shows such as the 1994 classic *The Lion King*.

**eat** chicken empanadas, filled with chopped rotisserie chicken, onions and tomato, at Claudy’s Kitchen in Bronx,

curated by Chef Claudia Berroa.

**drink** any of the 200 scotches crafted by veteran mixologists at Keens Steakhouse in Manhattan, surrounded by Abraham Lincoln memorabilia.

**do** visit the Metropolitan Museum, one of the largest and most comprehensive art museums in the world with over two million pieces of art spanning some 5,000 years.

**watch** the Midnight Moment, the world’s largest, longest-running digital art exhibition synchronised on 90 electronic billboards throughout Times Square nightly from 11:57pm to midnight.

**buy** ‘I Love New York’ souvenirs from Brooklyn Flea, a market described by *New York Times* as “one of the greatest urban experiences in New York”.

**nightlife** at the House of Yes, an old ice warehouse in Brooklyn with a massive neon arch-covered stage, colourful lights, balloons and gender-neutral bathrooms – and where the hippy backdrops are perfect for an impromptu photo shoot.

**Big city lights:** Manhattan at dusk with the Empire State Building (centre) and One World Trade Center in the distance

68100K72/SHUTTERSTOCK.COM



## Action plan

### DAY 1

#### EXPLORE THE HEART OF NEW YORK

New York Tourism says the best way to sample the city is by walking, whenever possible. With prior booking, start the day by visiting the 102nd floor of the Empire State Building in Manhattan for an elevated view of the financial district. Pay a visit to the Charging Bull statue as you walk along Wall Street. End the day by walking over the myriad bridges of Central Park – the setting for countless movies and TV shows.

### DAY 2

#### STATUE OF LIBERTY NATIONAL MONUMENT

Rise early for a visit to Liberty Island, home to the Statue of Liberty. Advance tickets are available from Statue City Cruises. Take a walk around the island while enjoying views across the harbour. Take a ferry to Ellis Island in the afternoon and learn about the history of American immigration. You can opt for the Staten Island ferry for more views of the Statue of Liberty and an evening view of the city skyline.

### DAY 3

#### PEER INTO QUEEN'S MUSEUMS

Spend the third day exploring Queen's museums, starting with the Queen's Museum in Flushing Meadows Corona Park. Try the diverse cuisine in Flushing district. In the afternoon, learn about Louis Armstrong's jazz exploits at Louis Armstrong House Museum. Socrates Sculpture Park in Long Island City has splendid views of the East River. End the day with the performing artists at Queen's Theatre. ➔



Top: Central Park covers 341 hectares and is the most visited urban park in the United States

Above: Bright city lights and billboards in Times Square – an iconic spot to visit in New York City

AMIZAMA/SHUTTERSTOCK.COM





**This pic:**  
A former power station, Orlando Towers have become a colourful landmark in Soweto – and a popular place for bungee jumping

**Right, top:**  
Boerewors (a spicy sausage) is a popular snack in South Africa

**Right, bottom:**  
Street performer and city skyline

FELIX UPOV/ALAMY STOCK PHOTO



# 04 JOHANNESBURG



**Johannesburg and its many monikers – such as Jo'burg, Jozi and Egoli (Place of Gold) – is a melting pot of cultures with a wide diversity in everything from linguistics and traditions to cuisine. A giant of African cities, Jozi has plenty to offer for a short visit**

## TOUCHDOWN

Jo'burg's history began in 1886 following the discovery of gold, but the subsequent apartheid era blighted the city's shine. But that dark cloud has had a silver lining with many apartheid-era institutions being today's key tourist attractions.

The Apartheid Museum at the corner of Northern Parkway and Gold Reef Road offers a window on the country's struggle. On the western end of Hillbrow stands the former prison complex, now the Constitutional Court of South Africa. Eight kilometres south of Jozi is Gold Reef City, an amusement park located on an old gold mine. To the Southwest is Soweto (South Western Townships) where much of the history about the freedom struggle was written. It's now a vibrant haven of culture and entertainment.

Jozi is not all about the past. Affluent suburbs to the north, including Rosebank and Sandton, are full of entertainment options, modern shopping malls and a multi-racial community. At Nelson Mandela Square in Sandton, a six-metre-tall sculpture of the famed freedom fighter by Kobus Hattingh and Jacob Maponyane looms large, while nearby The Butcher Shop and Grill offers one of the largest wine collections on the continent and a long family history to boot.

## DEFINING EXPERIENCE

Walk on Vilakazi Street, the only street in the world to have had two Nobel Peace Prize laureates – Nelson Mandela and Archbishop Desmond Tutu – as residents. Enjoy a guided tour of Nelson Mandela House where photos and other artefacts tell the story of the country's struggle.

## ESSENTIALS

**see** exhibitions at the Apartheid Museum for a real sense of the struggle that shaped South Africa.

**eat** boerewors, a grilled traditional South African sausage made of pork and beef seasoned with spices at Lucky Bean Guesthouse in Melville.

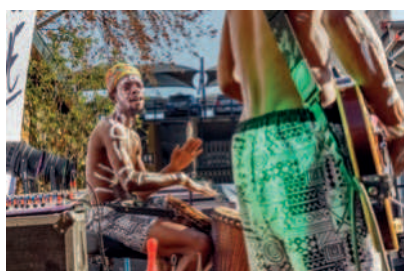
**drink** locally-crafted, full-bodied ale or crisp golden lager at Social On Main, a cocktail bar and kitchen in Bryanston.

**do** enjoy a history of gold mining in Gold Reef City, in addition to the thrill of a rollercoaster ride.

**watch** Orlando Pirates Football Club square it out with rivals at their home ground, Orlando Stadium in Soweto.

**buy** some crafts at Victoria Yards, a creative hub with art studios, workshops and a marketplace at 16 Viljoen Street.

**nightlife** While your time away at the trendy Anti Social Club (apparently the most social club) on Melville's 7th Street and enjoy the bright Asian-themed décor, a pint and music.



## Action plan

### DAY 1

#### CULTURAL CITY ATTRACTIONS

Catch Johannesburg's Hop-On-Hop-Off bus at the main departure point in Rosebank for an easy ride around key city attractions. Meander your way up Constitution Hill before hitting the inner city with its views of the Carlton Centre, Africa's tallest building. The Apartheid Museum and Gold Reef City are other key landmarks on the tour.

### DAY 2

#### SOWETO TOUR

Catch a taxi for the 30-minute drive to Soweto, 20km southwest of Johannesburg, for a historical, cultural and entertainment repertoire. While a visit to Mandela House on Vilakazi street should be on the cards, throw in a visit to Orlando Towers, decommissioned

cooling towers that offer bungee jumping and ziplining activities accentuated by music and dance. Spend the afternoon watching live performances at Soweto Theatre and listening to narrations about the township.

### DAY 3

#### SHOPPING EXPERIENCE

Visit Sandton City, described as 'Africa's richest square mile'. The mall offers a wide range of designer stores and global dining options. The rooftop pool and bar at the nearby Michelangelo Hotel is a good location to spend the afternoon with panoramic views of surrounding leafy suburbs. Catch the Sandton Gautrain to Rosebank for a quieter shopping experience at the African Craft Market featuring artefacts from several African countries. ➔







# 05 CAPE TOWN

**With its iconic mountain, beautiful sandy beaches, wildlife, wine farms, top-class restaurants, vibrant arts and cultural scene and sophisticated hospitality, South Africa's Mother City ticks everyone's boxes. It's well-gearred to tourists and remarkably good value**

## TOUCHDOWN

The first European settlement in South Africa, the 'Mother City' of Cape Town is a major seaport and the country's legislative capital. From the modern, high-rise Central Business District and reclaimed Waterfront the city extends north around Table Bay, east towards the Cape Winelands and south around the 1086m-high Table Mountain. The Constantia Winelands are on the mountain's eastern flanks; beyond that picturesque suburbs and small villages line the Cape Peninsula's False Bay seaboard towards Cape Point. Sea Point and trendy Clifton are at the toes of Signal Hill and Lion's Head, while Camps Bay, Hout Bay and the funky villages of Kommetjie and Scarborough hug the Peninsula's rugged Atlantic seaboard. Walking around the central area is easy; the MyCiTi bus serves the major suburbs



and there's a scenic, efficient train service down the eastern side of the Peninsula.

## DEFINING EXPERIENCE

Hike up Table Mountain and take the revolving cable car down. Celebrate with brunch and wine tasting in leafy Constantia, swim in the icy waters of Llandudno then catch the sunset in a Camps Bay beach bar before dining on the water's edge at the V&A Waterfront.

## ESSENTIALS

- see** the city spread out below you from the top of Table Mountain.
- eat** Hard to choose from the extraordinary array of top-notch, fine-dining experiences, but Pot Luck Club and Chef's Warehouse at Beau Constantia serve top tapas and have vistas to match.
- drink** some of the Cape's finest wines as you take in the panoramic views from the Silo Rooftop Bar.
- do** join a cooking tour around Bo-Kaap, the colourful Cape Malay area of Central Cape Town.
- watch** the African penguins waddling about at Boulder's Beach, Simonstown.
- buy** diamonds from the Diamond Museum at the Waterfront and African artefacts from Green Market Square.
- nightlife** Mingle with Capetonians in the funky bars of Bree Street, Kloof or the Camps Bay strip.



## Action plan

### DAY 1

#### TABLE MOUNTAIN

Take a guided hike or the cable car up Table Mountain for stunning views of the city. Celebrate with wine tasting and lunch at Groot Constantia then admire the Cape Floral Kingdom at Kirstenbosch Botanical Garden. Wander around the cobbled streets of historic Bo-Kaap, then soak up more African vibes with dinner at GOLD Restaurant.

### DAY 2

#### PENINSULA TOUR

Drive clockwise around the Peninsula stopping for a swim in St James' tidal pool, breakfast in Kalk Bay and penguin viewing at Boulder's Beach. Check out the lighthouses at Cape Point, then take Chapman's Peak Drive to Tintswalo Atlantic

for a late lunch. Book a sunset boat cruise or sundowners at the Twelve Apostles, then indulge in some retail therapy at the V&A Waterfront followed by a seafood extravaganza at Baia.

### DAY 3

#### THE WINELANDS

Climb Lion's Head for sunrise then head to the Cape Winelands for brunch and a tour of the fruit and vegetable gardens at Babylonstoren. Next take the wine tram through the vineyards to the heritage village of Franschoek for wine tasting and lunch. Admire the Cape Dutch architecture of Stellenbosch's old town and have a glass of bubbles in one of its pavement cafés before returning to Cape Town for dinner at La Colombe. ➔



WORDS: FIONA MCINTOSH

**Opposite, left to right:**

A short drive from the city centre you can mingle with African penguins at Boulders Beach; Cape Town's spectacular location at the foot of Table Mountain is best appreciated on a helicopter sightseeing tour; one of the city's most colourful districts is Bo-Kaap

**Below:**

Cape Town's best beaches can be found at Clifton, Camps Bay, Llandudno and Muizenberg





# 06 VICTORIA FALLS

**Dubbed the Heart of Adventure, Victoria Falls is arguably the wildest city on the planet, renowned for its white-water rafting, bungee jumping and other adrenaline activities. But it has so much more: outstanding game-viewing, history, culture, fabulous music, fun nightlife and friendly locals**

## TOUCHDOWN

A prosperous, funky, bohemian little city on Zimbabwe's border with Zambia, Victoria Falls boasts a range of accommodation facilities and tourist attractions in the central city and low-density residential suburbs, as well as safari lodges and higher-end, tented camps in the surrounding areas and the

Zambezi National Park. Its location on a river, within a national park, at the heart of one of the largest conservation areas on earth, ensures diverse, easily-accessible game viewing experiences, while the focus on green initiatives and wellness means it's clean, eco-friendly and tranquil. The Victoria Falls rainforest and Victoria

Falls are walking distance from the centre, the Bamba bus links the major tourist destinations, and you can explore the compact city and environs on an e-bike.

## DEFINING EXPERIENCE

Take a helicopter or microlight flight over the Falls, known locally as 'Mosi-Oa-Tunya' (the Smoke that Thunders) for a bird's eye view of the Zambezi River and its floodplain above the Falls, the spectacular chasm below and the power of the water as it tumbles down the sheer cliffs, creating rainbows in its spray.

**The smoke that thunders:**  
Victoria Falls is in full flow from February to May following the summer rains – but the natural wonder is spectacular at any time of the year



## ESSENTIALS

**see** Victoria Falls: the largest curtain of falling water on the planet, a World Heritage Site and one of the Seven Natural Wonders of the World.

**eat** at Three Monkeys which has a great vibe and seriously good food.

**drink** Zambezi Lager at The River Brewing Co, a cool microbrewery in the heart of the town.

**do** a sunset cruise on the Zambezi, watching wildlife at the water's edge.

**watch** Flying Bantu, one of Zimbabwe's top Afro Fusion bands.

**buy** world-famous Shona sculptures, created by artists such as Dominic Bendhura and Colleen Madamombe.

**nightlife** Dance the night away at Shoestrings Backpackers, which has DJs, great food and a local buzz.

## Action plan

### DAY 1

#### THE SCENE SETTER

Board the Bamba Tram for a nostalgic, sunrise game-viewing and orientation trip to the Victoria Falls Bridge, which links Zimbabwe and Zambia. Next, take a guided tour of the Victoria Falls, where the Zambezi River tumbles over basalt cliffs into the steep-sided Batoka Gorge. Grab a pizza or flame-grilled steak at Three Monkeys, then go for a game drive through the Zambezi National Park. Finish off with a sunset river cruise and dinner at the Palm River Hotel overlooking the Zambezi.

### DAY 2

#### HIGH ADRENALINE

If you're feeling brave, bungee jump off the Victoria Falls Bridge then take an exhilarating white-water rafting trip down the Batoka Gorge. (Voyeurs can enjoy a bird's eye view of the action from the bridge or over brunch

at The Lookout Cafe.) Take afternoon tea at the grand Victoria Falls Hotel, built by the British in 1904, or sign up for Hemingway's High Tea experience in the Zambezi National Park, then dinner and a show at Simunye.

### DAY 3

#### CATCH THE LOCAL VIBE

Kick start with a sunrise yoga and breakfast cruise. Then check out the stone and wood sculptures opposite the colourful women's market, and the cafes, galleries and craft shops of Elephant's Walk, where you can support conservation organisations by investing in some locally-made Mopane Snarewire Jewellery. Take a guided bicycle or village tour, feast on traditional Zimbabwean cuisine at Dusty Roads in Chinotimba Township, then sip craft beer at The River Brewing Co while listening to local bands. ➔





Ornate Parisian balconies



Sacred Heart of Montmartre



Eiffel Tower - the only way is up



Fountain at Place de la Concorde



The glass pyramid at the Louvre  
BELLENA / SHUTTERSTOCK.COM



Arc de Triomphe



# 07 PARIS

**With its celebrity landmarks – the Eiffel Tower, Arc de Triomphe and the Louvre, to name a few – museums and history aplenty, high-end shopping, flea markets and fabulous cuisine, the city of love will undoubtedly capture your heart**

## TOUCHDOWN

The French capital comprises 20 arrondissements (neighbourhoods) with the River Seine flowing through the middle and around two islands, Ile de la Cité (site of Notre Dame) and Ile St-Louis. The Left Bank (south of the river) is home to the iconic Eiffel Tower, Hôtel des Invalides (for Napoleon's tomb), the Catacombs and the vibrant Latin Quarter. On the Right Bank sits the flagship brands of the Champs-Élysées, with the Arc de Triomphe at one end and the Place de la Concorde (best known for hosting guillotining executions during the French Revolution) at the other, the Louvre, Père Lachaise Cemetery and the warren-like alleyways of Marais. Perched atop the 130m-high Butte de Montmartre to the north is the imposing Sacré-Cœur Basilica. A 20km train ride away, you'll find the golden splendour that is the Palace of Versailles.

## DEFINING EXPERIENCE

Cliché it may be, but no visit to Paris is complete without climbing the iron staircase to the 2nd level (115m) of the Eiffel Tower – or you can take the glass lift to the 3rd floor (276m) – for stunning views over the city. Return after dark to see the tower sparkle with 20,000 lights.

## ESSENTIALS

**see** the Catacombs, a labyrinth lined with the bones of over 6 million people, for a macabre, subterranean experience.

**eat** macarons (other pastries are available) at the renowned Ladurée bakery on rue Royale, founded in 1862.

**drink** an afternoon Pastis aperitif or a fruity Pinot Noir with your evening meal.

**do** check out the vintage clothing, art and oddities on offer at one of the world's largest flea markets, Marché aux Puces de Saint-Ouen.

**watch** the world go by sipping a sundowner with the locals at one of the many bars you can find along the banks of Canal Saint-Martin.

**buy** designer clothes, handbags and jewellery – you are in the fashion capital of the world, after all.

**nightlife** Try Pigalle, once the red-light district, it is now a long stretch of pubs, restaurants and theatres, including the famous Moulin Rouge.



La Maison Rose restaurant in Montmartre



Palace of Versailles

## Action plan

### DAY 1

#### THE BIG HITTERS

Start your day with a climb up the Eiffel Tower for breathtaking views of the capital. Soak up some history at the Place de la Concorde before heading up the brand-filled Champs-Élysées to the Arc de Triomphe. Head north to Montmartre and the Sacré-Cœur Basilica, more panoramic views and the cobblestone streets of Place du Tertre. End the day with a cruise on the Seine, passing the city's illuminated landmarks.

### DAY 2

#### ART OF THE CITY

Stroll through the picturesque Tuileries Garden to the Louvre, with its glass pyramid entrance, the *Mona Lisa* et al. Take in the Notre-Dame Cathedral before heading

over the river to the Hôtel des Invalides, which houses the impressive tomb of Napoleon. Finish up at Atelier des Lumières, an immersive light and sound show based on famous artworks, before relaxing with a beer at a bar along Canal Saint-Martin.

### DAY 3

#### VERSAILLES

Catch an early train to the Palace of Versailles, the opulent home of King Louis XIV and more. Enter the fabulous Hall of Mirrors where the peace treaty was signed following the Great War. Back in town, wander the Père Lachaise Cemetery, home to over a million graves, including Marcel Proust, Oscar Wilde and Jim Morrison. In the evening, unwind at a nearby classic Parisian brasserie. →





Traditional lamps hanging in the Spice Souk

# 08 DUBAI

The world's newest megacity, Dubai is home to some of the planet's most jaw-dropping contemporary attractions, while the city's older traditions are showcased in a memorable array of vibrant souks and traditional Arabian buildings

## TOUCHDOWN

Dubai is one of the world's most elongated cities, hugging the coast of the Arabian Gulf for over 50km. Flights land at the northern end of the metropolis, close to the old city centre, where you'll find the bustling districts of Bur Dubai and Deira, home to virtually all the city's historic attractions and museums, plus a string of busy souks. Heading south, the towering skyscrapers of Sheikh Zayed Road march down to the Burj Khalifa, the world's tallest building, and the vast Dubai Mall. Heading over to the coast from here, the rolling sands of Kite Beach run for several miles down to the iconic Burj al Arab hotel, past which you'll find the huge Palm Jumeirah artificial island and the massed high-rises of Dubai Marina, a futuristic city-within-the-city. The excellent Dubai metro connects most destinations.

## DEFINING EXPERIENCE

Explore Bur Dubai's traditional souk and the old wind-towered houses of

Shindagha and Al Fahidi, then catch an abra across the Creek and haggle for gold, spices and perfumes in the bustling bazaars of Deira before grabbing a meal at one of the district's shwarma cafes.

## ESSENTIALS

**see** Dubai spread out below from the observation deck of the Burj Khalifa.

**eat** classic Emirati food, blending Middle Eastern and Indian influences, at one of the increasing number of traditional restaurants springing up across the old centre of the city.

**drink** a sundowner at the gorgeous Bahri Bar, with dreamy views of the stunning Burj al Arab.

**do** take a 'sunset safari' out of the city for a memorable glimpse of Dubai's untamed desert hinterlands.

**watch** one of the regular shows at the spectacular Dubai Fountain, with watery jets and plumes dancing to a pumping soundtrack and spectacular light display.

**buy** anything from Arabian souvenirs to designer footwear at the gargantuan Dubai Mall.

**nightlife** Party under the stars at the spectacular outdoor Sky2.0 superclub.

## Action plan

### DAY 1

#### OLD-SCHOOL DUBAI

Take a guided walking tour through time-warped Al Fahidi Historical Neighbourhood and then explore the colourful shops of Bur Dubai Souk before grabbing lunch at the idyllic Arabian Tea House. After lunch make the brief but enjoyably breezy stroll along the Creekside waterfront and wander amongst the historic old buildings of Shindagha district, combined with a visit to the state-of-the-art Al Shindagha Museum, the ultimate introduction to the city's culture and history.

### DAY 2

#### LIFE AT THE TOP

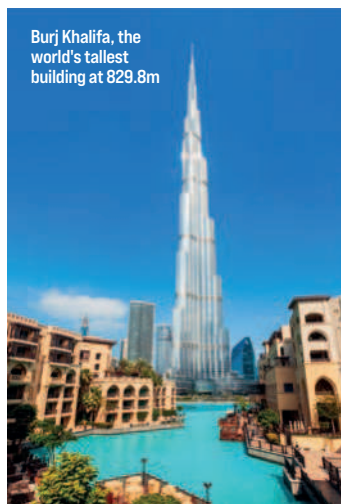
Walk down futuristic Sheikh Zayed Road, from the soaring

Emirates Towers, past the outlandish Museum of the Future and on to Downtown Dubai, then indulge in some serious retail therapy at the vast Dubai Mall. Head over to the pretty Souk al Bahar for lunch at the excellent Time Out Market, then ride up to the observation deck of the Burj Khalifa for one of the world's great views before returning to ground level and watching the spectacular Dubai Fountain fire into life as dusk falls.

### DAY 3

#### DUBAI FOR HEDONISTS

Spend the morning exploring the marina and beachfront at the high-rise Dubai Marina – maybe combining some sunbathing and watersports on the beach with shopping at the glitzy Marina Mall. Catch a cab up to the landmark Burj al Arab and indulge in a spectacular afternoon high tea in the hotel's extravagant atrium. Then head over to the adjacent Madinat Jumeirah for a sundowner at the Bahri Bar, followed by an evening meal at the gorgeous canal side Pai Thai restaurant. ➔







Exploring the souks for spices, gold, handicrafts, clothing and curios



Dubai continues to grow with artificial islands, new marinas, mega-resorts and futuristic skyscrapers





**Sail away:**  
Gliding across the turquoise shallows of the Indian Ocean in a traditional sailing dhow is the best way to appreciate the beauty of Zanzibar's coast

CLICKALPS/AWL-IMAGES.COM



# 09 ZANZIBAR

**Few place names are quite so evocative as Zanzibar. And this sumptuous 'Spice Island' truly does live up to expectations, with its blissful Indian Ocean beaches, dazzling coral reefs, lush tropical forests and absorbingly timeworn Stone Town**

## TOUCHDOWN

Lapped on all sides by the Indian Ocean, Zanzibar is a 1464km<sup>2</sup> reef-protected island situated 36km offshore of mainland Tanzania. Its urban centrepiece is Stone Town – a historic harbourfront enclave of traditional Swahili culture and architecture set within the larger sprawl of Zanzibar City – that stands on the west coast close to the island's only international airport. Elsewhere, Zanzibar is lined with modest Swahili fishing villages that have reinvented themselves as down-to-earth beach resorts in recent years. These include Nungwi and Kendwa in the far north, Matemwe and Kiwengwa in the northeast, and Paje and Jambiani in the southeast. The flattish interior incorporates tropical forests, the most important of which is protected in Jozani-Chwaka Bay National Park, as well as the famous clove plantations that earned Zanzibar the sobriquet 'Spice Island'.

## DEFINING EXPERIENCE

It's tempting to say the beaches. These

palm-lined swathes of soft white sand conform effortlessly to every paradisaical tourist brochure stereotype. But, more sombrely, no stay on Zanzibar would be complete without visiting the Anglican Cathedral, which stands on the former slave market and houses a deeply illuminating series of exhibits dedicated to the nefarious trade upon which the island built its wealth.

## ESSENTIALS

**see** the Freddie Mercury Museum, set in the double-storey house where the charismatic Queen frontman grew up.

**eat** flame-grilled prawn kebabs and other delicious seafood as you mingle with locals in the seafront night market at Forodhani Gardens.

**drink** coconut water, which is rich in antioxidants, and tastes even more delicious when drunk straight from a freshly decapitated fruit.

**do** go snorkelling or diving on the reefs of Mnemba Atoll, a dazzling introduction to the Indian Ocean's colourful corals and reef fish.

**watch** the sun set behind the billowing sails of wooden dhows as they cruise past Stone Town's Shangani seafront.

**buy** organic scrubs, oils and other cosmetics, handcrafted using locally grown spices and flowers, from the Mrembo Spa.

**nightlife** There's live Zanzibari-style taarab music or African jazz every Wednesday and Friday evening at the central Secret Garden.

## Action plan

### DAY 1

#### STONE TOWN

Stone Town is very safe to wander around independently. Start at the 17th-century Arab Fort, opposite Forodhani Gardens, then follow the seafront north to admire the House of Wonders, Palace Museum and Old Dispensary. Weave inland through a knot of atmospheric alleys and the old market to emerge at the Anglican Cathedral. In the afternoon, enjoy retail therapy along Hurumzi and Gizenga Streets, drop into the Freddie Mercury Museum, then sip seafront sundowners at the bustling Cape Town Fish Market.

### DAY 2

#### OFF TO SEA

Of several popular boat trips available from Zanzibar, a snorkelling or diving excursion to Mnemba

Atoll is particularly recommended. The coral formations and reef fish here are outrageously colourful, and you might well see dolphins or turtles on the way. Usually, the outing incorporates a seafood barbecue on a nearby beach.

### DAY 3

#### THE INTERIOR

A spice tour to one of the plantations around Kizimbani is both educational and fun, as you get to smell and touch a vast array of tropical spices, fruits and other plants. Most tours end with a Zanzibari lunch in a local home. In the afternoon, either chill out on the beach, or track a troop of endemic Kirik's red colobus monkeys and explore a wooden mangrove walkway in Jozani-Chwaka Bay National Park. ➔



# 10 KILIMANJARO

**Northern Tanzania's busiest international airport is the gateway to some of Africa's most compelling travel icons: not only Mount Kilimanjaro but also legendary safari destinations such as the Serengeti, Ngorongoro Crater and Lake Manyara**

## TOUCHDOWN

Kilimanjaro International Airport stands roughly midway along the main road connecting the cities of Moshi and Arusha. Around 40km east of the airport, Moshi – the capital of the Kilimanjaro Region – is a popular base for exhilarating five- to seven-day hikes to lofty Uhuru Peak, the highest point in Africa and the summit of the world's tallest freestanding mountain. Arusha, 50km west of the airport, is a green garden city set on the slopes of Mount Meru, which is Africa's fourth-highest mountain and the centrepiece of the underrated Arusha National Park. Arusha and its low-key domestic airport are popular springboards for road and fly-in visitors to Tanzania's superlative northern safari circuit. This includes Tarangire National Park (110km southwest of the city), Lake Manyara National Park (110km west), Ngorongoro Crater (190km west) and Serengeti National Park (240km west).

## DEFINING EXPERIENCE

The annual migration of two million wildebeest and other ungulates across the Serengeti Plains is arguably the world's greatest wildlife spectacle. Seasonal highlights include February's

wildebeest calving season, the explosive mass crossing of the Grumeti River in late June or early July, and the numerous smaller Mara River crossings that occur when the animals disperse into the north over August to October.

## ESSENTIALS

**see** the world's largest intact volcanic caldera, Ngorongoro Crater. The view from the rim – with ant-like formations of buffalo and wildebeest crossing the crater floor – is simply phenomenal.

**eat** street food in Arusha; try Khan's – a motor spares shop by day and BBQ specialising in Indian-style flame-grilled chicken at night.

**drink** a sundowner or two; there's only one way to decide whether a Serengeti beer on the Serengeti Plains beats a Kilimanjaro beer in view of the eponymous mountain. Try both!

**do** lace up your boots for the Shira Plateau Day Hike, starting at 3400m on the eastern slopes of Kilimanjaro. It's a wonderful taster for those who can't fit in a multi-day ascent to Uhuru Peak, the summit of Kilimanjaro.

**watch** the snow-capped peak of Kilimanjaro emerge from its daytime shroud of cloud.

Position yourself within eyeshot of the mountain towards dusk and with luck you'll see the summit.

**buy** tanzanite at Arusha's Tanzanite Experience – the best place to buy and learn about the valuable violet-blue gemstone unique to this part of northern Tanzania.

**nightlife** This takes on a whole other meaning in northern Tanzania's parks: lions roaring, hyenas whooping, owls hooting, nightjars trilling... pure magic!





## Action plan

### DAY 1-2

#### TARANGIRE AND LAKE MANYARA NATIONAL PARK

Try dedicating a day to each park. Tarangire is a dry-country reserve where immense elephant herds gather below

ancient baobab trees. Lake Manyara is renowned for its tree-climbing lions, which are seen with some regularity (no guarantees, though); it also boasts a magnificent location below the Rift Valley

Escarpment, and the birdlife is delightful.

### DAY 3

#### NGORONGORO CRATER

Ngorongoro Crater is a highlight of any Tanzania safari. Here you'll find the

world's densest populations of lion and spotted hyena, heftily-tusked elephant bulls and large herds of wildebeest and zebra. Countless flamingos can be seen on Lake Magadi, and there's a fair chance

of spotting the critically endangered black rhino. The scenery is spectacular, too, with the verdant crater walls rising 600m in all directions. A pre-breakfast start is recommended – it's the best time of day for wildlife viewing and tourist traffic increases later in the morning.

### DAY 4

#### SERENGETI NATIONAL PARK

Aim for at least three days in the Serengeti; longer if you want to explore a few different parts of this vast national park. Ideally your itinerary will include a couple of days in whichever area currently hosts the wildebeest migration (a seasonal thing) whilst also allowing you time to explore further afield. Wherever you go, Serengeti is superb big cat territory – lion, cheetah and leopard are all more than likely – and the volume of other plains wildlife is impressive. If your budget can handle it, a dawn hot-air balloon ride is an unforgettable experience. ➔

**Spotted on safari:**  
A family of four cheetah keep watch from a grassy mound in the Ngorongoro Crater Conservation Area

CHRISTIAN KOBER/AWL-IMAGES.COM





# 11 DAR ES SALAAM

**This slow-paced coastal Tanzanian city, fondly known as Dar, beckons with its pristine beaches, bustling local markets, bongo-flava music, vibrant restaurants and lively nightclubs. Add in the spice-packed local cuisine, and you'll find a destination full of flavour and charm.**

## TOUCHDOWN

Nestled along the Indian Ocean, Dar es Salaam is Tanzania's vibrant coastal city, blending rich history with modern charm. Its waterfront boasts the stunning 680m-long cable-suspension Kigamboni Bridge, which leads to the serene beaches of Kigamboni. The lively Kivukoni Fish Market offers a window into local life, while the National Museum highlights Tanzania's rich heritage. The Askari Monument, standing tall downtown, honours soldiers from World War I. In the leafy suburb of Oyster Bay, you will find art galleries, upscale dining and ocean views aplenty. For a cultural dive, Kariakoo Market bustles with stalls selling spices, colourful kanga fabrics and airy dera kaftans, perfect for the heat. Whether

you're exploring Dar's history on foot or bike, enjoying street food or soaking in the sun at Mbezi Beach, this city's dynamic energy and coastal beauty make it a must-visit destination in East Africa.

## DEFINING EXPERIENCE

Head to The Slipway on Yacht Club Road for a blend of shopping, dining and relaxation with a stunning ocean view. Located along the Msasani Peninsula, this complex invites you to browse local stores for unique souvenirs such as sisal-woven homeware at Refixit, a social enterprise, or hand-loomed pieces at Weaving Point. Enjoy fresh seafood at The Waterfront Restaurant, accompanied by live music on weekends, or sip cocktails while watching boats glide by. Slipway is also a gateway

to attractions like Bongoyo Island, ideal for a day trip, or the serene beaches of Coco Beach and Oyster Bay.

## ESSENTIALS

**see** plays, music shows, exhibitions and events featuring talented local artists at ASEDEVA in Kinondoni, renowned for its captivating cultural and art projects.

**eat** the freshest tuna, prawn pilipili and calamari at Samaki Samaki, a local favourite, with branches in Masaki, CBD and Mlimani City Mall.

**drink** a Too Cool cocktail (rum, blue curacao, pineapple juice, lemonade, grenadine) at Karambezi Café, where epic sunsets and live bands create an unforgettable evening.

**do** sunbathe at Mbezi Beach, a popular spot known for its powder-white sands and clear water, with a refreshing madafu (coconut water) in hand.

**watch** spectacular sunsets from a traditional dhow or yacht, taking in views of the coastline and harbour.

**buy** tailored suits for men at Geoffrey Jonathan Bespoke, which will have you feeling like James Bond.

**Catch of the day:** Traditional wooden boats crowded with fishermen arrive to offload their catch in the evening at Kivukoni Fish Market ANDY SOLOMAN/ALAMY STOCK PHOTO







Playing bao, a popular game of strategy

## Action plan

### DAY 2

#### LOCAL MARKETS

Wake up early on your first morning to wander Kivukoni Fish Market, where fishermen arrive before 7am on traditional dhows with their fresh catch in tow. Watch locals haggle for the best fish and enjoy freshly grilled seafood right on the spot. Just a short walk away, you'll find the exotic botanical garden on the harbourfront, perfect for a relaxing stroll. Next, head to Mwenge Woodcarvers Market, a treasure trove featuring nearly 80 stalls. At stall number 47, renowned for its stunning

ceremonial masks, the owner shares the captivating stories behind each piece.

### DAY 2

#### HISTORY AND ART

Kick off at the Tinga Tinga Arts Cooperative Society, where the vibrant, cartoon-like paintings of wildlife and nature – a style created in the 1960s by Edward Saidi Tingatinga – come to life. Pop into their gallery near Coco Beach to browse some incredible pieces, or even take a class from one of the artists. Next, make your way to Nafsi Art Space in Mikochoeni, a funky spot where old shipping

containers have been transformed into studios showcasing contemporary local art, live performances and community festivals – always buzzing with activity. To wrap up your day, head over to the Village Museum, an open-air venue that immerses you in the traditional lifestyles of various Tanzanian ethnic groups, complete with authentically constructed huts.

### DAY 3

#### BEACHES AND ISLAND HOPPING

Whether you're cruising with friends or unwinding on the shore, for your final

day in Dar, head to the breathtaking beaches and islands. Start with Mbudya and Bongoyo Islands, where powdery white sands and turquoise waters invite swimming and snorkelling. Coco Beach buzzes with bars and parties, though it can get crowded, while Mbezi Beach and Kigamboni Beach offer serene retreats. For families, Barra Beach is perfect on Sundays, and nearby, you'll find Msasani Peninsula, which is great for picnics and sunset views. Don't miss the hidden gem of the uninhibited Fungu Yasini, ideal for those seeking tranquility. ➔

**nightlife** Sweat it out at the rustic Wavuvi Kempu on Coco Beach, where the seafood in coconut sauce fuels lively parties that ignite after midnight, with a popular sunrise bash, Hello Jua, held every last Saturday of the month.





**Market value:** Fruit stalls line the narrow streets at Crawford Market in the bustling heart of Mumbai

PETER ADAMS/AWL-IMAGES.COM







# 12 MUMBAI

**India's commercial powerhouse and second largest city, Mumbai is one of the subcontinent's most compelling destinations, serving up a sensory overload of sights and experiences including time-warped colonial streetscapes, manic bazaars and some of the country's glitziest nightlife**

## TOUCHDOWN

Modern Mumbai (or Bombay, as older travellers may still think of it) is built on what were originally seven islands, long since fused into a single peninsula poking south into the Indian Ocean. The city centre lies close to the peninsula's southern tip, which is where you'll find the historic districts of Colaba and Fort, home to colonial-era landmarks including the vast Chhatrapati Shivaji Terminus and the landmark Gateway of India, starting point for the memorable boat trip out to beautiful Elephanta Island. South of here rise the cool modern high-rises of Nariman Point, while to the north are the pell-mell bazaar districts surrounding Crawford Market, and Marine Drive, which sweeps around Back Bay to reach the ever-popular Chowpatty Beach.

## DEFINING EXPERIENCE

Start with a coffee or chai in the famous Leopold Café, then wander down bustling Colaba Causeway to the grand sweep of Wellington Circle, ringed by landmark colonial buildings including the memorably Moorish-style Chhatrapati Shivaji (Prince of Wales) Museum. From here, it's a short walk to the famous Gateway to India and the opulent Taj Mahal Palace, the country's most famous hotel.

## ESSENTIALS

**see** the fabulously over-the-top Chhatrapati Shivaji Terminus, a baroque extravaganza of colonial architecture.

**eat** delicate Parsi-style biryanis at one of the city's celebrated 'Irani' cafes, such as Britannia & Company in Fort.

**drink** a sundowner overlooking the Gateway to India at the gorgeous Sea View Lounge in the Taj Mahal Palace.

**do** mingle with the crowds at one of Mumbai's lively beaches while enjoying a helping of the city's legendary bhel puri.

**watch** a Bollywood film at one of the city's classic old cinemas, such as the Regal in Colaba.

**buy** gorgeous Indian-style contemporary fashions at Fabindia in Kala Goda.

**nightlife** Party at the swanky bars and clubs along Juhu beach.

## Action plan

### DAY 1

#### COLONIAL BOMBAY

Start at the Gateway to India and explore bustling Colaba Causeway and the colonial landmarks of Wellington Circle before heading north up Oval Maiden, flanked by some of Mumbai's finest Victorian buildings. Continue east into Fort district, one of the city's most atmospheric old districts, stopping for lunch at Britannia & Company. From here continue north to the monumental Chhatrapati Shivaji Terminus and finish with a wander through Crawford Market.

### DAY 2


#### OUT AND ABOUT

Spend your morning visiting Elephanta Island, a memorably salty one-hour boat ride from the Gateway to India and home to some

of India's finest cave temples. Back on the mainland, catch a taxi to the Mahalakshmi Temple and nearby Haji Ali's Tomb. From there, wander back down the seafront to Chowpatty Beach, sampling some of the city's legendary street food while the sun sets over the bay.

### DAY 3

#### RICH AND POOR

Start with a guided tour of Dharavi, often described as 'the world's largest slum' – a memorable experience, offering glimpses into the remarkable lives of the area's million-odd residents. From here, it's a short ride to the beachside suburb of Juhu, dubbed the 'Beverly Hills of Bollywood', with lots of beach and plenty of great places to eat and drink, including the legendary Jacky Bhel Puri. 



# HOW TO MAKE YOUR NEW

Starting a new business is an exciting journey, but turning it profitable can be

## UNDERSTAND YOUR MARKET INSIDE AND OUT

Understanding your target audience, their needs and how they interact with competitors will help you position your product or service to best meet their expectations. Knowing the demographic information, preferences and spending habits of your potential customers allows you to refine your offerings and approach. Use surveys, social media analytics or focus groups to gather valuable insights. Tailoring your product or service to what customers want helps in establishing a loyal customer base, which is vital for profitability.

## EMBRACE DIGITAL MARKETING

Tactics such as social media advertising, search engine optimisation (SEO), email marketing and content marketing can significantly increase your visibility and attract new customers. SEO, for example, helps your business website rank higher in search engine results, making it easier for customers to find you. Social media marketing helps you engage directly with your target audience and build a community around your brand. Digital marketing is generally cost-effective and allows you to measure and optimise your efforts, leading to higher returns on investment (ROI).

## BUILD A STRONG BRAND

A strong brand goes beyond just a logo; it encompasses your business's identity, values and customer perception. Branding is what makes your business memorable and trusted by customers. To build a strong brand, define what makes your business unique and ensure that this message is consistently conveyed through all customer interactions, marketing materials, and even your website design. Having a brand that resonates with your target audience can lead to higher customer retention and word-of-mouth referrals, both of which are highly profitable.



## 02 FOCUS ON A UNIQUE VALUE PROPOSITION (UVP)

Every successful business has a strong UVP – the reason why customers should choose your product over others. Your UVP should communicate the specific benefits your customers will get, setting you apart from competitors. It could be anything from exceptional customer service, eco-friendly packaging or innovative technology. Your UVP should resonate with your target audience and be evident in all aspects of your business, from marketing to customer interactions. A strong UVP can draw in loyal customers and contribute to a stronger bottom line.

## 04 MANAGE CASH FLOW CAREFULLY

Cash flow is the lifeblood of any new business, so it's essential to manage it wisely. Start by preparing a budget and sticking to it, being mindful of unnecessary expenses that can quickly drain funds. Forecasting cash flow helps you anticipate any future financial issues, allowing you to make strategic decisions to avoid cash shortages. Using accounting software can help you track income and expenses in real-time, making it easier to understand the financial health of your business. When cash flow is well-managed, you can reinvest in growth opportunities rather than getting bogged down by financial problems.



# BUSINESS PROFITABLE...

challenging. Here are ten effective strategies to help your new business thrive

## PRIORITISE CUSTOMER SATISFACTION

Happy customers are more likely to become repeat buyers, refer others and leave positive reviews. Simple practices, like responding promptly to inquiries, personalising experiences, and following up post-purchase, can leave a lasting impression. Many businesses use Customer Relationship Management (CRM) systems to manage and nurture customer relationships efficiently. These systems help track interactions and make it easier to provide a seamless experience, leading to increased customer loyalty and profitability.

## CUT COSTS WITHOUT COMPROMISING QUALITY

Keeping expenses in check is crucial, but cutting costs should not come at the expense of quality.

Review your expenses regularly to identify areas where you can reduce costs. For instance, consider negotiating with suppliers for better deals, adopting automation for routine tasks, or outsourcing certain functions instead of hiring full-time employees. Ensure that these cost-cutting measures do not lower product or service quality, as this could harm your brand reputation. Efficiently managing expenses enables you to maintain a healthy profit margin.

## ADAPT AND INNOVATE

Regularly monitor industry trends, customer feedback and market conditions to identify opportunities for improvement or new offerings.

For example, if you notice a shift in customer preferences, consider adjusting your product line or marketing strategy to meet this new demand. Innovation doesn't always mean launching new products – it can also involve improving internal processes, introducing new marketing channels or offering unique customer experiences. Businesses that continuously adapt are more likely to stay profitable in the long term.

06

08

10

07

09

## INVEST IN EMPLOYEE TRAINING AND DEVELOPMENT

A well-trained team can work more effectively, provide better customer service and contribute to a positive company culture. Investing in employee training and development programs enhances their skills, which can lead to improved productivity and innovation. For example, training employees on upselling techniques can increase sales, while teaching them customer service skills can improve client retention. It's always a worthwhile investment.

## OPTIMISE PRICING STRATEGIES

Your pricing strategy can make or break your business's profitability. Research competitors and consider factors like production costs, perceived value and target audience purchasing power to determine a pricing model that balances affordability with profit margins. Some strategies to consider include value-based pricing, where prices reflect the value to the customer, or tiered pricing, which offers multiple pricing levels to attract different customer segments. Testing different pricing strategies can help you find the sweet spot that maximises both sales volume and profit.





# How to keep your CUSTOMERS HAPPY...

## 1 UNDERSTAND THEIR NEEDS

Understanding and anticipating customer needs is the cornerstone of customer satisfaction. Companies can achieve this by conducting regular surveys, interviews or focus groups to identify pain points and preferences. Customer Relationship Management (CRM) systems also help track customer interactions, allowing businesses to collect and analyse valuable data over time. When companies have a deep knowledge of their customers' needs, they can personalise their approach and offer tailored solutions, making customers feel valued and understood.

## 2 PROVIDE CONSISTENT AND RELIABLE SERVICE

Consistency in customer service builds trust. Customers are more likely to stay loyal to businesses that deliver a reliable experience, regardless of when or how they engage. Creating and sticking to service standards is essential here. For example, setting benchmarks for response times, maintaining product quality and ensuring that each customer interaction is friendly and professional can lead to a consistent experience. To guarantee reliability, businesses

should train their teams on service policies and empower employees to make quick decisions in customers' best interests.

## 3 RESPOND PROMPTLY TO FEEDBACK

Customer feedback, both positive and negative, is invaluable for improvement. Promptly acknowledging and acting on feedback shows that a company cares about customer opinions and is committed to continuous improvement. Addressing complaints or concerns quickly can often turn a potentially negative experience into a positive one. Follow up with customers after resolving their issues to ensure their satisfaction and encourage them to share additional thoughts. A feedback loop also allows customers to see their impact on the business, which boosts their trust and connection.

## 4 EMPOWER AND EDUCATE YOUR STAFF

A well-trained and empowered team is essential for high customer

satisfaction. Employees who understand the company's products, services, and customer service principles can effectively address queries, troubleshoot problems and provide accurate information. Companies should offer regular training sessions focused on communication skills, product knowledge and conflict resolution. Empowering employees to make decisions without waiting for managerial approval can reduce response times and lead to faster resolutions. When employees feel confident in their roles, customers notice the difference in the quality of service.

## 5 PERSONALISE THE CUSTOMER EXPERIENCE

Personalisation is a powerful tool for increasing satisfaction. Customers today expect brands to remember their preferences and interact with them in a personalised manner. This could be as simple as addressing them by name in communications or as sophisticated as tailoring product recommendations based on their purchase history. Using data and analytics, companies can gain insights into customer behaviours, enabling them to offer personalised promotions,



content and product suggestions. Personalised service makes customers feel recognised and appreciated, which enhances their overall satisfaction.

## 6 OFFER INCENTIVES AND REWARDS FOR LOYALTY

Recognising and rewarding loyalty is an effective way to keep customers happy and engaged. Loyalty programs, discounts, or exclusive offers for repeat customers can go a long way in showing appreciation. Small gestures, like offering birthday discounts or personalised thank-you messages, can also make customers feel special. For more engaged customers, setting up a tiered reward system, where benefits increase with loyalty, encourages them to stay with the brand and engage more frequently. Happy customers are more likely to become advocates, driving word-of-mouth marketing that benefits the brand. 

**Customer feedback, both positive and negative, is invaluable for improvement. Promptly acknowledging and acting on feedback shows that a company cares about customer opinions**



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# kusafiri

ALL YOU NEED FOR A SAFE & ENJOYABLE JOURNEY WITH US



## Guess where...

The jewelled chameleon, or *furcifer lateralis*, is endemic to this destination, inhabiting montane grassy savannah and heathland at heights of 1800m to 2600m. This island nation is renowned for its unique flora and fauna, including 50 species of a certain primate, as well as orchids, towering baobabs, varied landscapes and beautiful beaches. But in which country on Kenya Airways' network are we?

 TURN TO PAGE 80 FOR THE ANSWER

## KQ contents

### 68 KQ NEWS

World Travel Awards' wins;  
Key sustainability projects

### 74 ROUTES

Our network; Plus: three  
destinations to visit

### 76 DUTY FREE

On-board shopping

### 78 INFLIGHT ENTERTAINMENT

Your film highlights

### 80 SKYTEAM

Making connecting between  
member airlines easier

### 82 BUCKET LIST

Maasai Mara, Kenya





Above: The KQ team picked up four trophies at the WTA gala awards ceremony held in Kenya

# KQ RECOGNISED AS AFRICA'S LEADING AIRLINE

NATIONAL CARRIER WINS FOUR TITLES AT PRESTIGIOUS WORLD TRAVEL AWARDS

**Kenya Airways** picked up four trophies at this year's World Travel Awards (WTAs), including the coveted Africa's Leading Airline category. The carrier also scooped top prize for Africa's Leading Airline – Business Class, Africa's Leading Airline Brand and Africa's Leading Inflight Magazine for *msafiri*. This is the third consecutive year that KQ has been recognised as a world leading airline at the WTAs.

The awards, known as the 'Oscars of the travel industry', honour organisations that have

demonstrated innovation and dedication in providing exceptional travel experiences.

Speaking at the gala awards ceremony, held in October at the Diamonds Leisure Beach & Golf Resort in Diani Beach, Kenya, KQ group MD and CEO Allan Kilavuka said: "Winning this means so much to us, as it's not only a validation of our hard work and efforts but also serves as a motivation to continue striving for excellence. We soared beyond expectations, reaffirming our position as the Pride of Africa."



*msafiri*: voted Africa's leading inflight magazine



Left to right: Martin Gitonga, GM – brand and marketing; Julius Thairu, chief commercial and customer officer; and Irene Musyoki, marketing executive, celebrate KQ's success



01



02



1&2: Millicent Karanja, project manager, operations, explains how the pyro-diesel and water bottling plants will operate

3: (from 2nd left to right) Dr Brown Ondego, chair, Kenya Civil Aviation Authority; Mohammed Dhagar, permanent secretary, Ministry of Transport; Allan Kilavuka, group MD and CEO, KQ, and Caleb Kositany, chair, Kenya Airports Authority, at the unveiling of KQ's revamped Msafiri House

## FUTURE PROOFING

### KQ LAUNCHES THREE KEY SUSTAINABILITY AND OPERATIONAL EFFICIENCY PROJECTS

Kenya Airways has embarked on a journey of innovation and long-term sustainability with the launch of three strategic projects – a pyro-diesel plant, the expansion of its water bottling plant and the transformation of Msafiri House into a centralised operations hub.

KQ group MD and CEO Allan Kilavuka said: “These three bold projects align with Project Kifaru, our strategic recovery plan, which prioritises financial sustainability, customer focus and environmental responsibility. They also demonstrate the airline’s commitment to reducing its environmental footprint, improving operational efficiency and contributing

to Africa’s prosperity through responsible corporate practices.”

The water bottling and pyro-diesel plants are key to cutting costs and reducing reliance on traditional fossil fuels, while significantly lowering carbon emissions, explained George Kamal, COO at KQ.

“The water bottling plant, with a capacity to produce approximately 4500 litres per day, reduces Kenya Airways’ reliance on external suppliers and significantly lowers water procurement costs while generating additional revenue through potential water sales,” he said. “With a production capacity of 700 to 1000 litres of diesel, the pyro-diesel plant will make a tangible



03

impact on our operational costs, reducing fuel expenses and decreasing the environmental footprint of our ground operations. This means we are not just cutting costs for short-term gains, we are building a more resilient and sustainable future for Kenya Airways.”

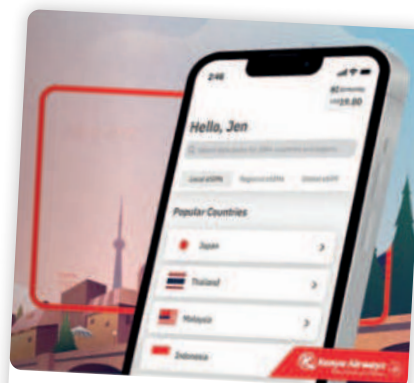
Meanwhile, KQ has transformed Msafiri House, near its headquarters at Embakasi, into a centralised operations control centre for its flight crew, inflight management and fleet management. This move will improve efficiency, streamline operations, enhance team collaboration and reduce travel time between departments, as well as provide additional training facilities.

## LOYALTY PROGRAMME

### ENROL AND SAVE. BECOME AN ASANTE REWARDS MEMBER AND UNLOCK A HOST OF BENEFITS

Join **Kenya Airways’ Asante Rewards** frequent flyer loyalty programme and, in addition to the usual benefits this brings – including reward flights – you’ll receive discounts on many products and services too, such as an 18% discount whenever you purchase an **Airalo e-Sim**. The easy-to-use e-Sim enables you to stay connected to your loved ones and business when travelling and provides instant internet access in over 200 destinations worldwide. Offer valid until 15 April 2025.

To enrol and enjoy exclusive Asante Rewards member discounts, including 10% off Kenya Airways flights, head to [asante.kenya-airways.com](https://asante.kenya-airways.com) or scan the barcode (right).



# 18% OFF



SCAN TO ENROL



# FLYING WITH THE CUSTOMER AT HEART

## REFLECTION ON CUSTOMER SERVICE WEEK 2024

**Kenya Airways** remains committed to redefining the air travel experience. From the moment you book your trip to the time you disembark, KQ strives to create a seamless and enjoyable experience.

The recent Customer Service Week gave guests the chance to experience the improvements the airline has made firsthand, such as the relaunched KQ Holidays platform, which enables travellers to book hotels and holiday activities all in

one place (see our special feature on pages 36-61); a revamped, easier-to-use booking system; a self-rebooking tool, which gives passengers the flexibility to rebook flights seamlessly; and the new Asante lounge and refurbished Simba and Pride lounges.

Beyond providing comfortable flights and exceptional service, Kenya Airways is dedicated to sustainable and environmentally conscious travel. Innovations in this



respect range from e-menus to biodegradable packaging and a farm-to-plate initiative, which supports sustainable local farming and reduces food miles.

Looking ahead, the airline recognises the growing need for connectivity, even

at 30,000 feet, and plans are underway to introduce Wi-Fi on board. It is also working on a 'follow my luggage' feature that will allow real-time baggage tracking, addressing one of the most common concerns of air travellers.

**Above:** As part of the Customer Service Week activities, group MD and CEO Allan Kilavuka discovered firsthand what it takes to serve as a member of KQ's cabin crew

## Inspiring women in aviation

Kenya Airways recently co-hosted this year's Girls in Aviation Day, alongside Women in Aviation, Kenya Chapter. The goal was simple: to help close the gender gap by inspiring the next generation of female aviators and STEM (science, technology, engineering and mathematics) leaders.

The airline welcomed over 50 girls, aged 8-18, from different backgrounds, exposing them to the world of aviation through hands-on activities, aircraft tours and mentoring from industry professionals.

"Girls in Aviation Day is not just about inspiring dreams, it's about building the pipeline of talent that will redefine the aviation industry," said Lois Mbewa, KQ's key account manager, Cargo. "These young girls are our future pilots, engineers and innovators, and we believe it's our responsibility to give them the opportunities they deserve."



**Left:** Some of the stars of the future at the Girls in Aviation Day

**Right:** Evelyn Nzongi, a first officer at Kenya Airways





## GETTING A FEEL FOR FLIGHT

In a world designed primarily for sight, experiencing something as visually captivating as aviation can seem like an unattainable dream for the visually impaired. However, a recent initiative between Kenya Airways and InABLE – a nonprofit Kenyan organisation that aims to empower people with disabilities – has broken that boundary, facilitating an immersive

experience into the world of aviation for students from Thika School for the Blind.

Over the years, the sounds of aircraft flying overhead stirred their curiosity. As one teacher remarked: “We normally hear the loud sounds of aeroplanes flying above, but we can’t see them. How big are they? Are they like trees? Are they like buildings? We are always left in wonder.”

Walking into KQ’s hangar, the students embarked on an adventure to experience aviation not through sight, but through sound and touch. People view aviation as a visual marvel – aircraft gliding through the sky, clouds swirling around them magically and the

rhythmic dance of lights on a runway.

Yet, these students showed vision is just one way of experiencing these wonders. By tracing the curves of plane and drone models, as well as the fuselage of real jets, with their hands, they brought

their understanding of aviation to life. These sensations allowed them to perceive an aircraft’s dimensions and details with a precision often missed by the eye.

Guided by KQ staff, the students explored the aircraft’s interior. Their fingers traced the contours of seats, overhead compartments and control panels. The highlight, though, was undoubtedly the cockpit. Led by a seasoned pilot, the students sat in the captain’s seat, their hands gliding over buttons, switches and dials. Their expressions shifted from wonder to determination. Some whispered aspirations of becoming pilots, while others soaked in the moment.

Grace Vihenda, head of Innovation and Sustainability at Kenya Airways, explained: “This visit isn’t just about exploring the mechanics of flight, it’s about inclusion. For far too long, aviation has been something that persons with disability have felt distanced from... By allowing these students to feel and interact with these magnificent machines, the boundaries that often limit them are cast aside.”

This visit highlighted that aviation is not restricted to sighted people. But more needs to be done to make the industry more accessible, and Kenya Airways is committed to leading the charge in this respect.



Above and left: Visually impaired students from the Thika School for the Blind get a hands-on look at the world of aviation with a visit to a hangar at Kenya Airways



## First flight under EASA certification

Kenya Airways has operated its first flight fully staffed by an accredited crew under the European Aviation Safety Agency (EASA). Flight KQ554 from Nairobi to Kinshasa on 13 September marked this milestone, which saw KQ join a select group of African carriers that have achieved this prestigious certification.

In total, 71 Kenya Airways staff have completed the rigorous training required to obtain the EASA Attestation Certificate, demonstrating their proficiency in managing safety and service functions on European-registered aircraft.

Pauline Kihara, head of In-Flight Services and Catering, said: “By aligning with one of the best regulatory frameworks in the world, we not only enhance the capabilities of our cabin crew but also strengthen the confidence of our passengers.”



Above: Kenya Airways' first fully EASA-certified crew takes off for Kinshasa





COURTESY OF PRESIDENTIAL PRESS SERVICE

## LOOK WHO'S ON BOARD

It was a pleasure to have Kenya's President William Ruto on board KQ, as he travelled to New York to attend the UN General Assembly conference 2024.








## New booking system

Kenya Airways has launched a revamped online booking platform, designed to deliver a faster, more intuitive and user-friendly experience for customers. The move builds on the successful launch of a new website last year.

Julius Thairu, KQ's chief commercial and customer officer, said technology was the key driver in ensuring exceptional customer service, and the new booking platform "delivers a significantly smoother online experience, streamlining everything from flight searches to booking, payment and check-in".

The improvements include a modern user interface, a mobile-first approach, smart price insights, a cart-centric experience and the elimination of frustrating session timeouts.

Concurrently, KQ has introduced a free online self-rebooking service, enabling guests to rebook themselves easily should their flight be cancelled or rescheduled without the need to call the contact centre.

PLANE SIGHT		No. OF PLANES	SEATS	SEAT PITCH	CRUISING SPEED	RANGE	MAX. TAKE-OFF WEIGHT
	Boeing 787 Dreamliner	9	Premier: 30 Economy: 204	Premier: 75" Economy: 32"	Mach 0.85 (1050kmh)	14,500km	227,930kg
	Boeing 737-800	8	Premier: 16 Economy: 129	Premier: 47" Economy: 32"	Mach 0.78 (963kmh)	5665km	79,015kg
	Embraer 190	13	Premier: 12 Economy: 84	Premier: 38" Economy: 31"	Mach 0.82 (1013kmh)	2935km	51,800kg
	Boeing 737-300F	2	N/A	N/A	Mach 0.745 (920kmh)	2200km	62,822kg
	Boeing 737-800F	2	N/A	N/A	Mach 0.789 (974kmh)	3695km	79,000





## KQ OPENS TRAVEL CENTRE AT KICC

Kenya Airways has launched **The Asante Executive Hub**, a first-of-its-kind government travel centre at Kenyatta International Convention Centre (KICC) in Nairobi. This unique hub is designed to offer one-stop travel solutions for government and private sector executive travellers, providing a comprehensive range of travel options.

At the launch event, group MD and CEO Allan Kilavuka reaffirmed KQ's commitment to excellence. "This hub positions us as the go-to partner for government travel management, bolstering our commitment to excellence and fostering a closer partnership with government officials," he said.

In the coming months, the hub will transition into a fully accredited IATA billing and settlement plan entity. This will allow KQ to offer expanded services, including ticketing services for other airlines, executive charter services and advanced online travel management.

**Above:** Mohammed Dhagar, permanent secretary, Ministry of Transport, and Allan Kilavuka, group MD and CEO, KQ, alongside other government officials at the official opening of the Asante Executive Hub

FUEL CAPACITY (LITRES)	THRUST PER ENGINE	WING SPAN	LENGTH	HEIGHT
126,903	69,800lb	60.1m	56.7m	16.9m
26,020	26,300lb	34.3m	39.5m	12.5m
16,153	18,820lb	28.72m	36.24m	10.57m
20,124	22,000lb	28.9m	32.2m	11.1m
26,025	24,000-27,000lb	35.8m	38m	12.54m

## FLIGHT NEWS



### NEW ROUTES

KQ now flies three times a week to Mauritius and four times weekly to Comoros. The frequency to Kigali, Rwanda, has increased to 25 times a week, while night flights from Zanzibar have risen to seven times a week. From 5 December to 4 January, the airline will run two extra weekly flights – on Thursdays and Saturdays – to New York to meet the increased demand during the holiday season. Meanwhile, operational challenges have necessitated the suspension of flights to Mogadishu, Somalia.



Fly more times per week to Zanzibar

### SOME AIRCRAFT HAVE SECRET BEDROOMS FOR FLIGHT CREW

**DID YOU KNOW?**

Flight attendants on long-distance flights often work long hours, sometimes up to 18 hours in a day. To help them stay alert and rested, some aircraft, such as the B787 Dreamliner, have special sleeping areas for the crew, usually accessed through a secret staircase.

### GET SOCIAL WITH US:

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**Kenya Airways**  
**routes**



**JOURNEY TIME FROM NAIROBI TO:**

Abidjan	5hrs 54min	Kilimanjaro	46min
Accra	5hrs 26min	Kinshasa	3hrs 20min
Addis Ababa	1hr 51min	Kisumu	49min
Amsterdam	8hrs 20min	Lagos	5hrs 0min
Antananarivo	3hrs 8min	Lilongwe	2hrs 10min
Bangui	3hrs 1min	Livingstone	3hrs 4min
Bangkok	8hrs 59min	London	8hrs 31min
Bujumbura	1hr 31min	Lubumbashi	2hrs 18min
Cape Town	5hrs 18min	Lusaka	2hrs 37min
Dakar	7hrs 47min	Maputo	3hrs 54min
Dar es Salaam	1hr 16min	Mauritius	4hrs 8min
Douala	4hrs 7min	Mombasa	59min
Dubai	4hrs 40min	Monrovia	6hrs 45min
Dzaoudzi	2hrs 20min	Moroni	2hrs 4min
Eldoret	48min	Mumbai	5hrs 49min
Entebbe	1hr 6min	Nampula	2hrs 19min
Freetown	7hrs 10min	Ndola	2hrs 21min
Guangzhou	10hrs 43min	New York	14hrs 26min
Harare	2hrs 47min	Paris	8hrs 7min
Johannesburg	3hrs 54min	Seychelles	2hrs 58min
Juba	1hr 33min	Victoria Falls	3hrs 6min
Kigali	1hr 23min	Zanzibar	1hr 12min

SOURCE: AIRMILES CALCULATOR.COM; DESTINATIONS AS AT 31 OCTOBER 2024



## Three places to visit

Celebrating the destinations that Kenya Airways flies to...

### BANGKOK, THAILAND

Think Bangkok, and temples and golden Buddhas spring to mind. But take some time to explore the city's floating markets – a kaleidoscope of colour and noise on its canals. While Damnoen Saduak, just outside the capital, is well worth a visit, there is an indoor version in the heart of the city, at the Iconsiam Mall, which offers an insight into this vibrant world.

YINGHUIJIU/SHUTTERSTOCK.COM



### LIGHT OF THE WORLD

Celebrations form a major part of Thai life, and the Yi Peng Lantern Festival in November is no exception. Head to Chiang Mai to catch this extraordinary site of floating lights in the sky.



### DAKAR, SENEGAL

Lake Retba, also known as Lac Rose (meaning 'Pink Lake') lies 35km north of Senegal's capital. The Instagram favourite's colouring is down to an abundance of *dunaliella salina* algae (usually green, it turns pink when exposed to high salinity) and a salt content that rivals the Dead Sea.



### KINSHASA, DR CONGO

Only found in forests south of the Congo River in the DRC, the bonobo's survival has been hampered by deforestation, poaching and years of civil unrest. But, 30km south of Kinshasa, Lola ya Bonobo sanctuary not only offers hope for the endangered ape but gives visitors the chance to see them in their semi-wild habitat. You can even overnight at an eco-lodge, once the retreat of former president Mobutu Sese Seko.



International routes

Domestic routes

Regional routes



## GIFT IDEAS

TREAT YOURSELF OR  
YOUR LOVED ONES...

### ADELPHI BEADED COSMETIC POUCH

The ultimate fusion of style and practicality, the Beaded Cosmetic Pouch brings a touch of luxury to your on-the-go beauty essentials. Ideal for fitting neatly into a handbag or suitcase. Handcrafted from full-grain Kenyan leather and adorned with intricate beading, the pouch contains a spacious main compartment with a large interior pocket. Dimensions: 23cm (W) x 14cm (H) x 5cm (D) (9in x 5.5in x 2in).



### FRAGRANCES

#### MICHAEL KORS POUR FEMME

Eau de Parfum 100ml

A floral-woody musk fragrance that's the essence of luxury, confidence and sensuality. Opening with delicious mandarin, pink peppercorn and blackcurrant, Michael Kors Pour Femme instantly tantalises and energises before leading to a refined and feminine bouquet of jasmine and rose at its heart. The sillage is given strength as a delicious blend of creamy vanilla, musk and woody patchouli leaves.

**FRAGRANCE NOTES:** Floral – Woody – Musk



BUY THE  
HIS AND  
HERS AND  
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#### MICHAEL KORS POUR HOMME

Eau de Parfum 100ml

Michael Kors Pour Homme is a refreshing fragrance with hidden depths that invigorates the soul like a bracing ocean spray. Delicate additions of bergamot, lavender, geranium and sage underline the aromatic and marine accords to add complexity to the scent, but keep it grounded in earthy notes. The dry-down of ambergris, patchouli and vetiver are soothing and provide the perfect full stop to this modern, masculine fragrance.

**FRAGRANCE NOTES:** Aromatic – Aquatic

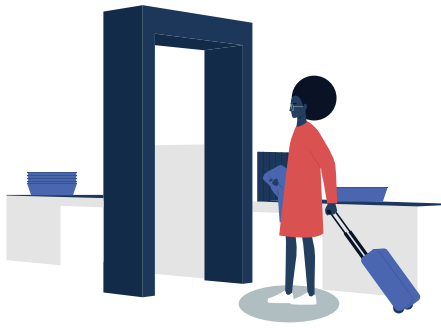
### BEAUTYPRO ON THE GLOW TRIO FACE MASK SET

3 x masks in set

A trio of luxury sheet masks – the perfect pamper to replenish, rehydrate and brighten your skin when on the go. The Vitamin C Brightening mask minimises the signs of tiredness and ageing by kick-starting collagen production to renew the skin. The Hyaluronic Acid Hydrating mask promotes hydration, ensuring your skin can efficiently renew cells, soothe redness and prevent breakouts. The Retinol Anti-Ageing mask's renewing formula helps to diminish fine lines, minimise inflammation, reduce pore size, even skin tone and protect from free radicals.







**JOHNNIE WALKER® GOLD LABEL RESERVE™**

1 litre

This specially blended scotch whisky is based on the uncompromising craftsmanship of today's master blender, plus seven generations of unbroken blending expertise. The flavour and character are paramount; drawn from an unrivalled palette to create this celebratory blend. It's an authentic whisky crafted for versatility – one that brings out the boldness in individuals who have both attitude and tenacity.



**WATCHES**

**TOMMY HILFINGER CASUAL MEN'S WATCH**

Meticulous design and functionality. The standout feature of this watch is its dimensional double-layer dial, with its matte sunray finish elevating its appearance. Watch case 44mm. Two-year international warranty.



**TOMMY HILFINGER CASUAL LADIES' WATCH**

Be bold, be on time. This sport lux watch features a multifunction movement with woven textured dial and screw details on the bezel. Versatile style on mesh bracelets with a fully crystal set bezel. Watch case 40mm. Two-year international warranty.

**PROMATE MOOD 5W SPEAKER**

Indulge in audio bliss with Mood, a 5W output Bluetooth V5.3 speaker that redefines audio excellence. You can listen to your favourite music via Bluetooth, TF card or USB, or hook it up directly via the auxiliary cable. Housed in an ultra mini-sized package, Mood lets you enjoy unlimited entertainment anywhere you go. 10m wireless range. IPX4 water-resistant. Up to six hours' continuous playtime.



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# KQ Cinema

Choose from a host of new on-board content – there are over 100 movies, 40 TV shows and 240 music tracks to enjoy



## HOLLYWOOD NEW RELEASES



### DEADPOOL & WOLVERINE

Deadpool (Ryan Reynolds) and Wolverine (Hugh Jackman) join forces in this wild, action-packed adventure that mixes their sharp wit, brutal combat skills and unexpected camaraderie. Expect plenty of

laugh-out-loud moments and high-stakes battles as the iconic anti-heroes face off against deadly foes.



### TWISTERS

Dive into the thrilling world of storm chasers in *Twisters*, where a daring team risks everything to study tornadoes up close. With heart-stopping scenes and the raw power of nature on full display, this action-packed adventure is a whirlwind of excitement from start to finish.



### FLY ME TO THE MOON

Sparks ignite between a savvy marketing executive (Scarlett Johansen) and a dedicated NASA official (Channing Tatum) amid the intense preparations for the Apollo 11 moon landing. As ambition and romance intertwine, this captivating film blends historical events with a charming love story, giving a fresh perspective on one of humanity's greatest achievements.







## INTERNATIONAL MOVIES



### A LITTLE SOMETHING EXTRA - UN P'TIT TRUC EN PLUS (French)

Directed by Artus, this is a heartwarming comedy-drama about a father and son on the run who take refuge in a summer camp for young adults with disabilities. Posing as a camper and his specialised educator, they face some unexpected challenges. What starts as a desperate escape becomes a transformative experience that changes their lives forever.



### SO LONG FOR LOVE (Chinese)

In this beautiful Chinese drama, Li Yan struggles with the loss of her father and resentment toward her mother, who chose to end his treatment. She finds solace in Ke Le, a puppy she believes embodies her father's spirit. As she navigates conflict, growth and loss, Li Yan learns to understand her mother's decision and says a final goodbye to Ke Le.



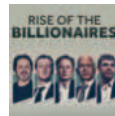
### YOUNG SHELDON

A delightful look at the early life of Sheldon Cooper of *Big Bang Theory*. The show follows nine-year-old Sheldon as he navigates high school while trying to fit into a world that doesn't quite understand him. Balancing his academic brilliance with family dynamics, Sheldon's quirks and intellect often lead to both comedic and heartwarming moments.



### YOU

Directed by Greg Berlanti and Sera Gamble, *You* follows Joe Goldberg (Penn Badgley), a charming yet obsessive bookstore manager who becomes dangerously fixated on those he falls in love with. Using social media and other methods to track his romantic interests, Joe's infatuation quickly turns into stalking and manipulation.



### RISE OF THE BILLIONAIRES

The show documents the incredible journeys of tech moguls such as Jeff Bezos, Elon Musk and Mark Zuckerberg, revealing how they built their empires and shaped the modern world. This gripping docuseries sheds light on the ambition, risks and controversies that marked their paths to success.



### FEVER PITCH: THE RISE OF THE PREMIER LEAGUE

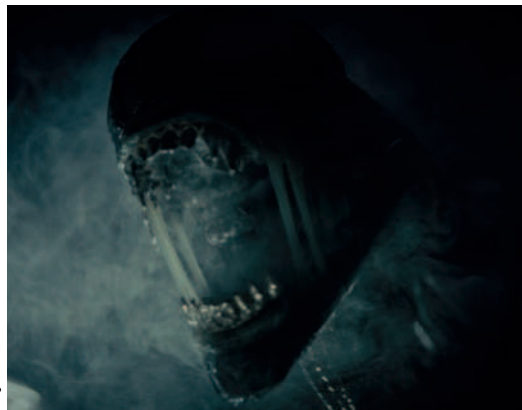
*Fever Pitch* dives into the incredible rise of the English Premier League. Through interviews with players, managers and industry insiders, the series explores the league's humble beginnings to its status as a global powerhouse, and includes iconic matches, rivalries and behind-the-scenes moments.



### ALIEN: ROMULUS

Humanity's eternal

battle with the terrifying Xenomorphs is back. This suspense-filled thriller pushes new boundaries of fear as a brave team confronts an unstoppable alien threat. Sci-fi fans will find themselves at the edge of their seats in this next chapter of the classic horror saga.







SkyTeam is a 19-member airline alliance. Find out more about news, services and upcoming events on [skyteam.com](http://skyteam.com)



## POWERING SLICKER TRAVEL

FROM SMOOTHER CHECK-INS TO REAL-TIME FLIGHT INFORMATION, SKYTEAM TECHNOLOGY IS MAKING CONNECTING BETWEEN MEMBER AIRLINES EASIER ACROSS OUR GLOBAL NETWORK

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First launched between members Delta Air Lines and Aeromexico in 2022, SkyTeam expects seamless check-in to be available across 95% of the network by the end of this year.

If you're flying on more than one SkyTeam member, this means you can check in digitally and get your boarding passes via your preferred airline's self-service channels – regardless of which airline is operating the flight.

If you are flying with hand baggage only, you can go straight to security without

needing to use a kiosk or see an agent, offering a faster airport experience.

### BETTER INFORMED

Another handy tool for journeys that include more than one member airline is SkyTeam's flight information technology or 'FLIFO'. This gives you the latest status on flights operated by all airlines in your itinerary.

SkyTeam provides a continuous data feed so airlines can share real-time information – including gate numbers, arrival and departure times – for flights operated by other

SkyTeam members via their own digital channels. With seamless access to information about your codeshare flights, you can manage your time at the airport better and find your onward connection more easily.

### AWARD-WINNING

Hand baggage allowances can vary, but SkyTeam's Carry-on Calculator takes the guesswork out of travel by telling you what you can bring on board when flying on more than one member airline. Simply enter your airlines and class of travel and the calculator does the rest with results based on the most restrictive policy.

SkyTeam's Carry-on Calculator recently scooped a coveted Skift IDEA Award. The world's leading travel news outlet, Skift's annual awards recognise achievement for excellence in design, creativity, and innovation in the travel industry.

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### Guess where answer (from page 67): **Madagascar**

The unique island of Madagascar, accessed via KQ flights to its capital Antananarivo – meaning city of a thousand – includes the jewelled chameleon among its many endemic species. The lizard is only found in an area that extends from Ankaratra, an extinct volcano, to Andringitra National Park in the central highlands → For more information about flights to Antananarivo, go to [www.kenya-airways.com](http://www.kenya-airways.com)



PROMOTIONAL EDITORIAL

# SHAPING KENYA'S DIGITAL FUTURE

## KONZA TECHNOPOLIS TOOK CENTRE STAGE AT THIS YEAR'S IASP WORLD CONFERENCE, SHOWCASING KENYA'S EMERGING ROLE IN GLOBAL INNOVATION

The 41st International Association of Science Parks and Areas of Innovation (IASP) World Conference, hosted by Konza Technopolis in Nairobi in September, served as a beacon of collaboration and innovation, driving forward the dialogue on the intersection of technology, entrepreneurship, and economic growth. This year's theme, 'Demographics, Entrepreneurship, and Technology: Defining the Frontiers of Future Economies,' set the tone for an exchange of ideas among leaders, researchers and innovators.

Konza Technopolis, in partnership with the Ministry of ICT and the Digital Economy, demonstrated its growing prominence as Africa's emerging tech hub. Known as 'Silicon Savannah', Konza was praised for nurturing startups, fostering partnerships and attracting

**Below (top to bottom):** Joseph Malingu (right) from KoTDA briefs H.E. Hon. Rigathi Gachagua during his visit to Konza's exhibition booth at the IASP Nairobi conference; KoTDA, led by the board chair Prof Raphael Munavu, handover the IASP Flag to delegates from Beijing as they receive hosting rights for the 42nd IASP Conference; Delegates enjoy 'A night under the stars' dinner and inspiring solutions awards ceremony at the Carnivore Grounds



investments. Its strategic focus on sustainability and inclusivity resonated throughout the event, underscoring its role in the local and global technology ecosystem.

Keynote speaker Ikalafeng Thebe gave an insightful address on 'A brand-led African renaissance', highlighting the power of branding in Africa's entrepreneurial and technological rise. He emphasised that strong brands drive innovation, growth and shape narratives that inspire the continent's future.

Among other notable speakers was Eng. John Tanui, principal secretary for ICT and the Digital Economy, who discussed Kenya's digital strategy and its alignment with the African Union's Agenda 2063. Tanui highlighted the role of technology in transforming public services and economic sectors across Africa.

The conference also marked IASP's four decades of advancing science parks and innovation hubs. As part of the festivities, two new awards were introduced: the Emerging Innovation Hub Award and the Sustainability in Science Parks Award, recognising outstanding contributions to global innovation ecosystems.

In the lead-up to the conference, Kenya Airways and Konza Technopolis also engaged in a sustainability initiative through a tree-planting event at the Konza Green Zone, planting over 200 indigenous trees as a commitment to environmental conservation. Delegates enjoyed a 15% discount on international flights with Kenya Airways and its SkyTeam Partners, while domestic travellers enjoyed a 7% discount.

Looking ahead, the conference revealed the 2025 edition would be hosted in Beijing, China, with France set to host the 2026 conference.

The conference's social events, such as the 'Night at the Museum' and 'Dinner Under the Stars', also provided attendees with cultural experiences and networking opportunities.

Konza Technopolis Development Authority (KoTDA) and IASP extended their appreciation to the event's sponsors, including Huawei, KCB, Z-Park, and the Ministry of ICT.

As the conference concluded, Konza reaffirmed its pivotal role in shaping Kenya's digital future and advancing global technology. The event leaves behind a legacy of innovation and collaboration as we look forward to the next conference in Beijing in 2025.





## FLOAT ABOVE THE MAASAI MARA

Imagine drifting above the plains of Kenya's premier wildlife reserve – the rising sun gilding the grasslands below you. Apart from the occasional roar of the burner from your hot-air balloon, all you can hear is a chorus of birdsong rising from the riverine woodlands that snake across the savannah. Occasionally, you spot wildlife: a sinuous line of wildebeest perhaps, or a peppering of buffalo or elephant. If you're lucky, you might spot lions. The plains are etched with a web of game trails – like the interconnected neurones of some giant living organism.

The sun rises higher and soon you are sinking back towards the earth. Hot-air ballooning over the Maasai Marsa not only offers a unique aerial perspective – it's also a dream adventure.



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