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ENRICHING LIFE'S JOURNEYS

JUNE-JULY 2024 | ISSUE 185

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msafiri

ENRICHING LIFE'S JOURNEYS
MSAFIRI IS THE OFFICIAL MAGAZINE OF
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karibu

DEAR READER

Welcome aboard your flight with Kenya Airways. There's lots of positive news to share with you in this issue of our award-winning inflight magazine. From mid-June, we will operate new flights between Nairobi and Maputo, flying to the Mozambique capital on Wednesdays, Fridays and Sundays. Read more about this dynamic city inside. We also have a feature on Eldoret where we resumed flights earlier this year as an important step towards post-pandemic recovery.

New York and Paris also feature in this truly global issue of *msafiri*. We have increased the number of weekly flights to both destinations to meet the growing appetite for travel to Kenya. And, of course, all eyes will be on Paris over the coming weeks when the city promises to host an unforgettable Olympic Games. Turn to page 44 for our feature on the venues and stars to watch out for.

In other news, the arrival of a new B738 Freighter, the second one this year, and the fourth in our cargo fleet, is a significant milestone in KQ Cargo's fleet expansion plans. We are confident the additional cargo aircraft will allow us to further increase our capacity and significantly increase our frequencies as we propel Africa's prosperity and connect its people, cultures and markets.

Allan

ALLAN KILAVUKA CHIEF EXECUTIVE OFFICER, KENYA AIRWAYS

PS: Did you know there's also a digital issue of *msafiri*, which can be read anytime, anywhere? To ensure you receive every issue, direct to your inbox, join our mailing list at www.msafirimag.com. The magazine is complimentary, so feel free to share it with your friends and family, and on social media.

WORLD TRAVEL AWARDS 2023

Kenya Airways won Africa's Leading Airline – Economy Class and Africa's Leading Inflight Magazine for *msafiri* at the 2023 World Travel Awards. The awards recognise travel excellence across the tourism industry.





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Seychelles one big wow

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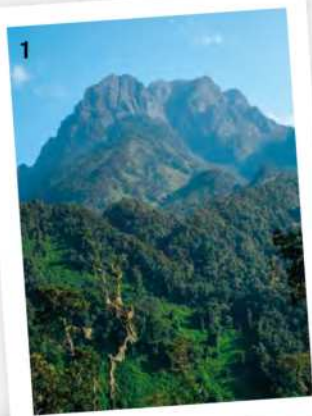
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SPECTACULAR
IMAGES OF THE
BIG APPLE BY
PHOTOGRAPHER
**FRANCESCO
IACOMINO**





1: Portal Peaks, Rwenzori Mountains; 2: Prince Daudi Kintu Wasajja of Buganda (middle) took part in last year's marathon; 3: Runners on the Kilembe trail half-marathon; 4: The striking flora of Rwenzori Mountains National Park



RWENZORI MARATHON

RACE ACROSS THE EQUATOR

Uganda is set to welcome runners from all over the world at the third Tusker Lite Rwenzori Marathon on 24 August 2024. This exciting event takes place in the foothills of the Rwenzori Mountains – the ‘Mountains of the Moon’ – in western Uganda, offering participants a challenging course in stunning scenery.

A world-class event certified by the World Athletics Federation, the Rwenzori Marathon is the only certified marathon in Uganda. Established to create positive social change in the Rwenzori region, it aims to promote healthy living, boost tourism and support local

communities through the power of running. It also hopes to highlight the beauty of the Rwenzori Mountains, a UNESCO World Heritage Site.

The race features both a full and half-marathon course, as well as a family 5km fun run. The route weaves through the foothills of the Rwenzori ranges, with far-reaching views towards Queen Elizabeth National Park. On a clear day, runners will be able to see Margherita Peak (5109m), Uganda’s highest point and the third-highest mountain in Africa. Those taking on the marathon will also cross the equator taking in both the northern and southern hemisphere in a single race.

Registration is open with tickets available for East African citizens and residents at UGX50,000 (US\$50 for international participants). Find out more: www.rwenzorimarathon.com



5: Marathon runners at the finish line
6: Lake Kitandara
7: Half-marathon runners leave the start line
This pic Rwenzori Marathon founder, Amos Wekesa, taking part in the full marathon



SO YOU WANT TO BE CREATIVE AND SUCCESSFUL?

THE ART OF BEING AN ARTIST

There's more to growing as an artist than being blessed with innate talent. It's a cocktail of different elements, says **Imou Eparis**, who asks five experts to name the one factor that fuels creativity

A few years ago, I discussed talent versus training with award-winning actress and co-founder of Shorts from Africa, Nyokabi Macharia. Although she highlighted the importance of training and talent to one's craft, she added a third factor to the mix: confidence.

"I think confidence is the one thing that will make you succeed," she says. "I've seen extremely talented people who lack the confidence to put themselves out there. And the less you put yourself out there, the less people get to know you and the less people are interested in you.

"For instance, in our local industry, some people do what some of us would consider ridiculous work when it comes to creativity, but because of the confidence they have in

easy to see people's criticism of your work as an insult; but it's not like they are saying your work is terrible, they are simply suggesting that your work might need a bit of improvement.

According to Anthony Onugba, the founder of Writers Space Africa, "If the feedback is done constructively, there will be lots of learning points and this will help the creative; but if it is not then it can kill the zeal in a creative. Feedback must have a purpose."

Most martial arts movies show us the importance of mentorship. The "grasshopper" becomes as skilled as their master. Mentorship is also an important aspect of growing as an artist. Stom Wabuko a poet, musician and author, credits most of his accomplishments to mentorship.

"I've seen extremely talented people who lack the confidence to put themselves out there. And the less you put yourself out there, the less people get to know you and the less people are interested in you"

what they're doing, people start buying into it and they start making it a thing. I think talent is a very small percentage of success. Confidence is a huge part of it."

The next factor I will touch on is community. We have grown up knowing that to succeed one must go it alone, but with a community, we are saying 'leave no man behind'. Marcus Douglas, a Kenyan stand-up comedian, believes community is important because it allows you to interact with like-minded people.

"If you're an artist, another artist would ideally better understand you than a person who's not in the artistic world. That gives you the freedom to be yourself. It also creates an environment that allows you to collaborate, network, explore, experiment and work with other artists and art forms. As a comedian, having that community gave me the freedom to be who I am, to explore my madness and not be scared."

When I started writing, my worst nightmare was having people read my work and tell me it was awful. The third factor in growing as an artist is being open to feedback. It's

"Elsaphan Njora is the guy who took me under his wing when I started. Through guidance, I got to learn how to write and perform. Right now, he's still the one I run to when I have concerns, questions or need guidance in my art. He's still a huge part of my artistic journey and him holding my hand has had a huge impact on me."

Finally, there is consistency. With consistency, one can achieve one's goals and create and break habits. "Consistency for artists builds reliability and trust," says Victor Muyekwe Chisaina, theatre practitioner and founder of Chisaina Arts. "If you are working on a product to give to an audience, the more you showcase your art form, the more people will be yearning for your work, but if you go silent for a very long time, people may forget you.

"Consistency also sharpens your skills and confidence because you get better and more confident if you do something repeatedly. You learn new concepts and you gain new skills. What could have been hard before becomes easy with consistency."



WORDS: IMOUEPARIS





NOTES TO MY FUTURE BETTER SELF

3 THINGS ABOUT COURAGE I WISH I KNEW EARLIER

How to face your fears and be the person you want to be

COURAGE IS THE COMPLEMENT OF FEAR

A person who does not fear cannot be courageous. A brave person is not someone who does not feel scared, but remembers their purpose and destination, acknowledges their fears and conquers them. It is doing what you are afraid to do. Courage propels one to act, thereby breeding confidence. Worry breeds inaction, which carries with it doubts, fear, stagnation and regret.



A hero is no braver than an ordinary man,
but he is brave five minutes longer

RALPH WALDO EMERSON

GOING IT ALONE

Sometimes courage will require that you walk away from familiar circles, crowds and routines, forcing you to swim alone in the deep waters. You either make the tough decision or forgo the growth, there is no sitting on the fence. Moreover, it is only you who deeply understands and appreciates why you want to do what you want to, where you want to go, what you want to be or who you want to be with. As you stand at the crossroads, only you can make the call. Your support system may help you with the logistics of the 'hows' and 'whats', but they will only come on board when the 'why' is truly clear to you. Be ready to walk a good distance of the journey alone; there are times when no one will understand your vision.



COURAGE IS A DECISION

Before facing your fears, you must make a choice to do so. You should choose between putting in the hard work and sleepless nights to achieve your dreams or settling for an easier, possibly less satisfying option. Choose between being misunderstood, ridiculed and ostracised or being accepted by a group that will not help you fulfil your purpose. Choose between investing more time and resources to achieve greater growth or walking a less stressful path with minimal growth.

Palipo waoga, mashujaa wa papo (SWAHILI PROVERB)

WHERE THERE ARE COWARDS, THE BRAVE ONES ARE ALSO PRESENT

DO IT AFRAID

You know where you want to be by X. You understand the challenges ahead and the sacrifices needed. You have acknowledged and dissected your fears and have decided to take the plunge. But there will be bumps of resistance, potholes of doubt and noises of distractors ahead. There will be days when, despite giving your all, you will still think you are not enough. Some days you will cruise along the highway. Some days you will be fatigued and tempted to give up. Keep moving. You must keep facing your fears. Keep doing it afraid. Nobody said we should only move after all the fears have gone away. They only said we should face them.

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DREAM BIG

Meet three African entrepreneurs who went beyond their comfort zones to transform their ideas into reality



Lucy Muchemi

MAVENS PLUMBERS, KENYA

FACEBOOK: MAVENS PLUMBERS LIMITED

Few women get into the trenches with pipes, wrenches and glue to work as plumbers. Lucy Muchemi is among those few who have dared to get into a sector long associated with macho men.

Muchemi is softly spoken with an easy smile, the only items giving her away being the safety helmet, steel cap boots and a yellow jacket – her attire on construction sites. Tees, elbows, nipples and unions are now part of her vocabulary.

In 2012, Muchemi and a friend opened a plumbing business with what she calls a “modest” capital investment of about Ksh100,000 (US\$765). The business made some returns, but things quickly went south.

“The business failed miserably because my partner and I were two

people with different visions,” she says. It wound up three years later.

In 2017, however, she opened Mavens Plumbers, an outfit that aspires to build professionalism in plumbing by using modern methods, as opposed to outdated practices rife within the sector in Kenya. To achieve this objective, Muchemi is a mentor at Swisscontact PropelA Dual

Apprenticeship, a programme aimed at revolutionising skills development and empowering individuals to excel in trades like plumbing and electrical work.

“We must inculcate the right work ethics in apprentices right from the start,” says Muchemi, whose key challenge is dealing with men on construction sites who find it awkward dealing with a female plumber. “Never compromise your standards as a woman, since those who value your services will deal with you for who you are.”





PaJohn Dadson

NATIVE ADVENTURES BY BENTSIFI, GHANA

FACEBOOK: PAJOHNBENTSIFIDADSON / WANGOWANGO

PaJohn Dadson's home in Accra, Ghana, was a dancing club of sorts where his parents hosted parties by the poolside with live bands entertaining guests almost every weekend.

During these parties, Dadson observed his father's industriousness as he catered for the guests. "He never sat down. He was always pointing out something to a waiter, a barman, the cook or my mum. My dad was happiest when he made others happy."

Dadson, a writer, soon developed a passion for hospitality, if only to exhibit the traits he saw in his father. His love of cooking led to him experimenting with various spices and herbs; he hosted his own mini soirées that served his dishes.

After school in 1991, Dadson began to write for a newspaper column in London, focusing on Ghana's arts and culture and targeting the African community in Britain. Four years later, he returned to Ghana to open the first privately owned visitor information resource bureau in the country.

"Later, I took some people on excursions after tagging along on a couple of professionally organised trips," says Dadson. "But then we would wait for hours at a restaurant for a meal. On one tour, I took along camping kitchen gear and some ingredients, and prepared meals for my guests after viewing the key attractions. We had fresh produce purchased along the way thus spending money within the local communities we visited."

Dadson's dream of taking along the kitchen on his tours was born! Often, his team grills marinated meat in addition to boiling tubers like yams, plantains and sweet potatoes as accompaniments. "This is a smart solution to one of the challenges of the tourism industry. I utilised my cooking skills on the bespoke itineraries for both foreign and domestic travellers, preparing delectable culinary offerings for the guests along the way," he says.

His dine-in-the-wild experience combined with exploration is evoking a palpable sense of happiness, which he calls "wango wango", or "happy happy" moments. "It's more than fun. It's about responsible and sustainable excursions that contribute to local life."

His dine-in-the-wild experience combined with exploration is evoking a palpable sense of happiness, which he calls "wango wango"

Vis Govender

EVERYTHING.INSURE AND FIRSEQUITY GROUP, SOUTH AFRICA

EVERYTHING.INSURE / FIRSEQUITY.CO.ZA

Necessity is the mother of invention and for Vis Govender, co-founder of Everything.Insure and chief executive officer for firstEquity Group, the traditional and bureaucratic practices in financial services provided the right incentives to reform the sector.

Govender spent most of his life in the insurance and banking sectors. Here, information sits in silos with customers spending inordinate amounts of time and resources sifting for the right options.

"This had to change," Govender told himself. "There has got to be a better way to do insurance."

In 2017, Govender assembled a team of like-minded professionals and disruptors who signed up for the ambitious project to bring insurance business into the digital realm. To simplify the insurance buying process, the team created a trusted digital insurance marketplace with features that would allow consumers to find, research, compare and buy complex insurance products anywhere in the world, anytime.

The result was Everything.Insure, the insurance digital solution launched in 2023. It was the first global platform to allow multi-quoting for all types of insurance, direct access to traditionally broker-only insurers, bring all insurance policies into one place regardless of insurer and full self-service throughout the lifecycle with no paperwork. And while there are other online quoting tools (and some multi-quoting tools), just a few allow one to buy insurance instantly online, fewer still that allow automated claims and almost none that enable all of these features across the insurance spectrum.

"This solution had to be a 'marketplace' or the 'Amazon of

insurance' because consumers don't want to visit different sites to check their prices and product features and do a manual comparison before picking one," says Govender.

But the innovation was not without challenges, as Govender states: "You can't have a marketplace without

"This solution had to be a 'marketplace' or the 'Amazon of insurance' because consumers don't want to visit different sites to check their prices and product features"

products. It was initially difficult to convince insurance providers that this could work and to trust us to digitise and list their products. And without any industry standards for integration and data exchange, we had to build bespoke integrations for each product provider. We also had to come up with a simple and easy-to-use user experience for untrained consumers unfamiliar with insurance technicalities."



INTERVIEW: CEO, MMWCA

NEW LEASE OF LIFE FOR THE MAASAI MARA

A ground-breaking new effort is underway to differentiate, reposition and raise the profile of the Greater Maasai Mara's unique wildlife, cultural heritage and tourism offering. We spoke to **Daniel Ole Sopia**, CEO of the Maasai Mara Wildlife Conservancies Association (MMWCA), to find out more...



THROUGH MARKETING CAMPAIGNS, WE AIM TO HIGHLIGHT EXTRAORDINARY ADVENTURES, LUXURY EXPERIENCES, CULTURAL IMMERSION AND FAMILY-FRIENDLY OFFERINGS



WHAT MADE THE MMWCA AND THE COUNTY GOVERNMENT OF NAROK DEVELOP THE ONE MARA BRAND INTEGRATED MARKETING STRATEGY?

We noticed several challenges hindering the Greater Maasai Mara ecosystem from realising its full potential as a world tourism destination, especially the lack of a unified marketing strategy, poor synergy among stakeholders, overcrowding during peak season and negative publicity. These issues undermined the long-term sustainability of conservation and visitor experience of the ecosystem. Recognising the need for a cohesive approach, our new framework

seeks to streamline messaging, harmonise marketing efforts, enhance collaboration, set standards and present a unified front to showcase the unique offerings of the ecosystem.

HOW WILL THE CONSOLIDATION OF THE MARA'S RICH BIODIVERSITY, TOURISM ATTRACTIONS AND CULTURAL HERITAGE POSITION THE DESTINATION?

Our vision is to give the Maasai Mara a new lease of life by repositioning it as an all-year and regenerative destination, emphasizing the interconnectedness of its biodiversity, cultural heritage and tourism attractions. At the core of the marketing strategy is the "Experience the Magic" aspiration that showcases Maasai Mara's allure and authenticity while demonstrating the symbiotic relationship that connects conservation, tourism and community livelihoods. Through marketing campaigns, we aim to highlight extraordinary adventures, luxury experiences, cultural immersion and family-friendly offerings. The goal is to encourage visitors to explore the Mara's richness throughout the year, fostering sustainability and the regeneration of natural resources.

HOW WILL THE NEW SYNERGIES AMONG THE VARIOUS STAKEHOLDERS DRIVING THE STRATEGY IMPACT BOTH CONSERVATION AND THE COMMUNITIES WITHIN THE ECOSYSTEM?

Collaboration lies at the heart of our destination strategy, and its positive outcomes are manifold. By fostering partnerships with local communities, government bodies, conservation partners and the tourism industry, we aim to create a shared vision for sustainable development. While reaffirming the position of the Mara as a UNESCO World Heritage Site, the new drive will also highlight community-led conservation initiatives, ensuring that local communities directly benefit from tourism activities. Additionally, collaborative efforts will lead to better





resource management, improved livelihoods and the preservation of cultural heritage, fostering a sense of pride and ownership among the Maasai and other local communities.

HOW DO YOU PLAN TO PROMOTE AND ENSURE RESPONSIBLE TOURISM?

Responsible tourism is indeed a core pillar of our initiative. We plan to promote responsible tourism through awareness campaigns, educational programmes, and the establishment of clear guidelines for the whole industry, including eco-rating and sustainable tourism codes. By

working closely with tour operators, accommodation providers and local communities, we will encourage practices that minimise environmental impacts, increase respect for wildlife and contribute positively to local cultures. Sustainable tourism practices will be actively promoted, ensuring that visitors leave a minimal footprint while maximizing the benefits to both the environment and the communities that live in the area.



WHAT WILL THE NEW MARA LOOK LIKE?

A RAISED MAASAI MA-OFILE, A SUSTAINABLE ECOSYSTEM, INCREASED REVENUE, MAGICAL PRODUCT OFFERINGS, LIFETIME EXPERIENCES AND UNIFIED EFFORTS. ULTIMATELY, THE SUSTAINED HEALTH OF THE ECOSYSTEM, POSITIVE COMMUNITY IMPACT AND GLOBAL RECOGNITION WILL SIGNIFY THE SUCCESS OF OUR COLLECTIVE ENDEAVOUR.





SPEAKING MY LANGUAGE

IT'S PAY-BACK TIME

Who would have thought repaying a debt to a mobile loan app could be so amusing?

If you live in Kenya and you're grinding managu – or even if you're waiting for to fall from heaven – you're familiar with the four-letter word that's giving many folks sleepless nights. (FYI: managu is a popular, non-starchy, bitter vegetable. All Kenyans swear by its nutritional and healing properties.)

Debt. That's the four-letter word I'm talking about. Debt is like tax; it finds you even when you think you're in a haven.

Recently, I was in a fix and needed quick cash. I did what many Kenyans do – get a loan from mobile apps. And then one wrong thing led to another. I didn't get the money in time to pay back the loan. That's when I learnt the hard way that debt, coupled with follow-ups – read 'threats' – can trigger heart issues, high sugar levels and chronic indigestion.

**THESE
LENDERS KNOW
THEIR THING.
AFTER COPS, THE
MOST FEARED
CREATURES
IN KENYA ARE
BEDBUGS. IF YOU
WANT A KENYAN
TO BREAK THE
MARATHON
RECORD, DON'T
USE PACESETTERS
JUST SHOUT:
"BEDBUGS!"**

YOU OWE ME

Even before they put money in your pocket, loan apps will perform a compulsory shakedown. Service charge. Transfer charge. Credit inquiry fee. We're-doing-you-a-big-favour fee. So-get-over-it fee.

And so it goes. Three and a quarter seconds after yours truly 'defaulted', threats started flooding my inbox...

Such as: "I wonder why an adult has to be pushed like a wheelbarrow to take up their responsibility. You know you're late making payments, but you've stuffed wax in your ears and you've become defiant like a goat's tail."

Hey world, adulting in Kenya can sometimes feel like rocket science. Elon, if you're reading this, save me a seat on the first Mars expedition. Heck, I'm a Kenyan. I don't mind standing all the way to the Red Planet. I'm as serious as a bedbug infestation. Speaking of which ...

"Josaya, you wonder why your house is full of cockroaches and bedbugs; that's a sign of poverty. It's because you've refused money that was supposed to get you out of poverty."

Ironic, right? Making a man feel poorer than a church mouse during a Covid-19 lockdown, yet still expecting him to pay.

These lenders know their thing. After cops, the most feared creatures in Kenya are bedbugs. If you want a Kenyan to break the marathon record, don't use pacesetters or state-of-the-art sneakers, just shout: "Bedbugs!"

THE N-WORD

I'd love to be a fly on the wall during strategy meetings at loan app companies. I'd bet my last six dollars they have a creative team called 'Stink Tank' that comes up with abuses.

Boss: "Hey, Tommy, what do you think we should call defaulters this time round?"

Tommy: "The N-word."

Boss: "Tommy, Tommy, Tommy; you know we can't use racial slurs."

Tommy: "Boss, I meant *nyang'au*."

Boss: "You're a genius, my man. In Swahili, *nyang'au* means hyena or a savage person. Get to work, savage team; tell those *nyang'aus* to stop being *nyang'aus*!"

Sometimes the joke's on them, though. In Ekegusii – the language of the Kisii – *nyang'au* means a 'wealthy young kid'.

THE DEBT PAID

Imagine if the World Bank and IMF contracted these pros to collect their debts. That would be hilarious.

Stink Tanks have different MOs. One is threatening to call everyone in your phone book. The plan is to embarrass you. Well, this will backfire in Africa.

Mr President: "You threatened to call my fellow presidents, to do what exactly? Be my guest, my friend: We're all in the same WhatsApp group!"

I know you're wondering how much I owed my saviours-turned-tormentors. 900m shillings. That's right. 6.92m US dollars. The m stands for miniscule.

These lenders can cause a brother to 'leave ugali' (that's slang for 'death') before his time. Now, folks, because I've paid my debt, allow me to savour my managu, tripe and ugali in peace and keep heart issues, high blood sugar and indigestion at bay.





AUTHOR PROFILE

BESSIE HEAD

Considered one of Botswana's most influential writers, Bessie Head's novels focussed on the everyday lives and struggles of ordinary people



MARU

Despite being born in South Africa, Bessie Head moved to Botswana in 1964 and was granted

citizenship there 15 years later. She lived in poverty for most of her life. However, just before her death in 1986, she began to receive the kind of renown as a writer that would have cushioned her from poverty. Before she died, she told her agent: "My beautiful books are going to live beyond my lifetime."

And live they have. *Maru*, one of her most important, is the story of Margaret, a San girl whose mother dies during childbirth and whose father abandons her. She excels in school and, after university, gets a job as a teacher in a village. There, she finds a mentor in Dikeledi, a fellow teacher who urges her to take pride in the community she is from. At the same time, two influential men in the village fall in love with her: the sexually promiscuous Moleka who sleeps with a different woman every night; and Maru, heir to the leadership of the village who, despite being besotted with Margaret, still keeps San people as slaves.

The novel explores the difficult questions of racism in post-colonial Botswana, the sexism faced by women in different strands of society, as well as the status of the San in Botswana. The relationship between Margaret and Dikeledi stays strong, despite all the turmoil happening in the village.



WHEN RAIN CLOUDS GATHER

First published in 1968, *When Rain Clouds Gather* was Head's first book. Its protagonist, Makehaya, like its writer, has escaped to Botswana from apartheid South Africa. Unlike Head, Makehaya has entered his new country illegally and he settles in a town whose population, for most of the year, is comprised almost entirely of women – the men spend most of the year herding their cattle far from the town. Above the town hover some clouds. These seem rain-bearing, but it never rains, and it is from them that the novel derives its title.



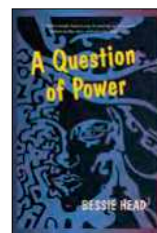
THE CARDINALS

Although it was published posthumously, this is the first book Head ever wrote, and is the only one in her body of work that is set in her home country. In *The Cardinals*, her craftwork is not yet fully formed, but in her characters, we catch glimpses of the themes that she was obsessed with in her writing. There is Mouse, a woman who was abandoned by her parents and is quiet and shy, but wants to be a writer. Then there is Johnny, an older colleague who takes her under his wing, guides her in her writing and falls in love with her.



A WOMAN ALONE

Published four years after her demise, *A Woman Alone* is a collection of essays and autobiographical sketches from Head's life. It cuts across genres and has writing that is a mixture of literary and journalistic. In this book, we see the breadth of her intellectual interests – the "miserable history of the Great Trek"; the simplicity of village life; South African urban life in Cape Town; the colonial history of Botswana and the name it had before independence, Bechuanaland; and the status of women in her adopted country.



A QUESTION OF POWER

Published in 1973, this novel is based on Head's own life. Just like Head herself, the protagonist is a single mother who flees to Botswana from South Africa. Her mother was a mentally-disturbed white woman who had a relationship with a poor black man before ending up being locked up in an asylum. In Botswana, she lives in Motabeng, a tiny rural community, trying to become a writer, and there she gradually finds herself overwhelmed by her schizophrenia.

I am building a stairway to the stars. I have the authority to take the whole of mankind up there with me. That is why I write.

BESSIE HEAD



INSPIRATION

GREEN SHOOTS

H. E. Peter Maddens, the Belgium Ambassador to Kenya, reveals how a safari camp in the Maasai Mara was the inspiration for making the Belgian Embassy in Nairobi net-zero

My wife and I have two millennial sons who, like all adolescents, went through a phase of thinking they knew better than their parents. With one big difference compared to my generation's adolescents, our kids really did know (some) things better than we did when it comes to climate change and sustainability. They created an undeniable consciousness.

When an ambassador arrives in a posting (like I did in August 2021), there are a couple of circles of contacts that they insert themselves into to start building the network that will be the centre of their universe, a most important tool for the job. One of those is the compatriots, the diaspora. That is how I met Loïc and Valéry – an amazing Belgian couple who had a most impactful idea: build their Emboo River Camp to be the first net-zero safari camp in the Maasai Mara.

When you visit the camp, they show you the installations that make their camp carbon neutral: the

solar panels, the batteries, the water capture and recycling, the hydroponic vegetable gardens, the biodigesters for gas, the battery-powered (solar-power recharged) safari vehicles and, most impactfully, the pride with which the whole Emboo team lives and breathes the sustainability mantra the camp is built on.

The one thing that I kept thinking while Loïc was showing me around his place was: "Our 'businesses' are totally different, but our infrastructure is the same: I think we can do this carbon-neutral thing at the Embassy too."

By September of 2022, the Foreign Ministry in Brussels was on board and appropriated the necessary funds so that we found ourselves empowered to go full steam ahead. And we had a great deadline to boot: Belgium would also be holding the rotating EU Presidency in the first half of 2024 giving us visibility that was too good to pass up.

Following a tender process, a consortium of Kenyan companies retrofitted the whole Embassy – the

Above:
Fred Mwithiga and Nicole Ndungu (Vertical Gardens), Peter Maddens (Ambassador of Belgium in Kenya), Loïc Amado (co-founder Emboo) in front of a vertical garden in the colours of Belgium's flag

A CONSORTIUM OF KENYAN COMPANIES RETROFITTED THE WHOLE EMBASSY... TO BE THE FIRST BELGIAN EMBASSY IN THE WORLD AND THE FIRST EMBASSY IN NAIROBI TO OPERATE ON A CARBON-NEUTRAL BASIS

office and the residence are on the same plot – to be the first Belgian Embassy in the world and the first Embassy in Nairobi to operate on a carbon-neutral basis.

Solar panels, batteries and EV chargers were installed at the residence and the office. Rainwater harvesting and waste-water recycling systems were built. Biodigesters produce biogas for the kitchen (fed with our kitchen waste and unsold produce from a grocery store in our neighbourhood). Gardens were built to provide the kitchen with all our vegetables and herbs. And, finally we purchased an electric vehicle that we will be charging with a solar car port, which was set up in the parking lot at the Embassy.

This isn't a spectacularly big project. Kenya already gets 90+% of its electricity from sustainable, carbon-neutral sources. This project goes beyond that, though. It is not just electricity, biogas, water recycling and capture or on-site production of vegetables. It is also about raising awareness with our staff and clients about how everyone can do their part. But because of the visibility an embassy inevitably has, I want to think that we can show what is possible and show that if every individual does what he/she can, we can make the difference my millennial kids made me want to make.

We took our inspiration from a camp in the bush and we made it happen at a posh residence in the city. Every dwelling or installation in between those two extremes can copy all or part of what we've done here. Because if we want to fight climate change, the macro-battle, the big things like wind farms and geothermal plants and solar radiation modification, can only be successful if the little guys, the individual small businesses, the residential houses, the affordable apartment complexes, do their bit too. That is the impact we want to have, that we must have.



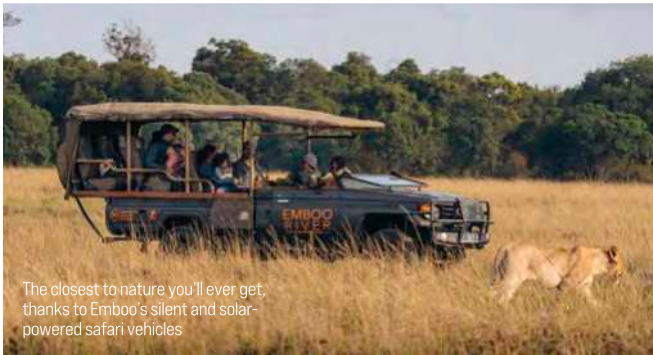
WORDS: PETER MADDENS



Above right: Farm-to-fork meals thanks to hydroponic gardens at the Belgian Embassy and Emboo River Camp

Above left: One of Emboo's guides in the Maasai Mara

This pic: This is not just a safari; it's a new chapter in travel. Welcome to Emboo



The closest to nature you'll ever get, thanks to Emboo's silent and solar-powered safari vehicles



Solar panels on the Belgian Embassy in Nairobi



GADGETS FOR GETTING ORGANISED

ORDER OUT OF CHAOS

Eight gadgets that will make you feel more organised than Marie Kondo...

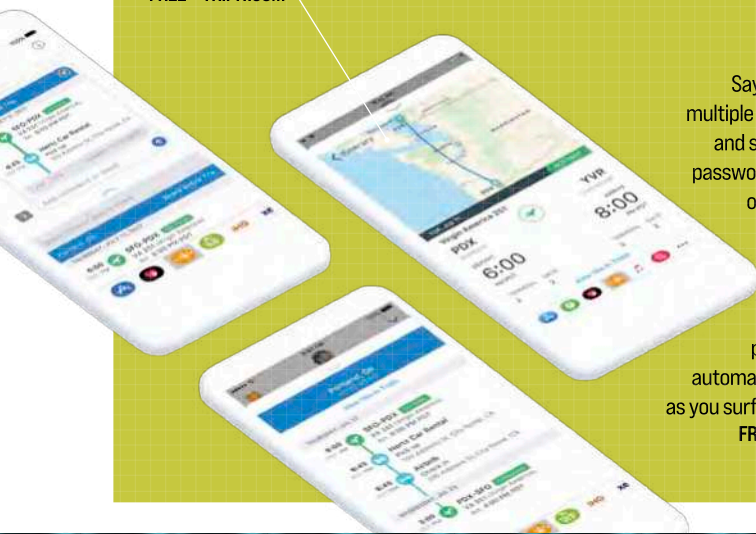
01 BELKIN BOOST CHARGE PRO 3-IN-1 WIRELESS CHARGER WITH MAGSAFE

Fed up with having to borrow other peoples' chargers? This sleek, stylish all-in-one charging station keeps all your Apple devices topped up and ready to go. The built-in MagSafe tech juices up an iPhone 12 or later, while the Apple Watch charger ensures that your watch is ready to go when you wake up. There's even a separate charging spot for your AirPods. A great addition to any nightstand and (potentially) the end of dreaded 'low battery' warnings. **US\$130 • AMAZON.COM**



02 TRIPIT

Triplt is a travel app that helps travellers stay stress-free while on the go. Simply forward all of your travel confirmation emails to Triplt and the app magically creates a master itinerary for your trip, including flight, hotel, car rental and activity reservations. Not only will you benefit from having all your travel plans in one place, you'll be able to check real-time flight alerts, see alternate flight options and share your itinerary with others. After all, life is about the journey – not just the destination. **FREE • TRIPIT.COM**



03 LOGITECH MX KEYS MINI

The MX Keys Mini is the ultimate wireless keyboard for travellers, commuters and hybrid workers. It boasts ergonomically designed keys for comfortable, responsive typing with shortcuts to help you speed through tasks. Best of all, the 'easy-switch' tech lets it switch seamlessly between your devices (phone, keyboard, laptop, smart TV, etc) and up your typing game. **US\$100 • LOGITECH.COM**

04 1PASSWORD

Say goodbye to the chaos of juggling multiple passwords, sensitive information and scraps of paper with this excellent password management app. It keeps you organised and secure by storing all your passwords in one place. Better yet, once you've set it up, you only need to remember one master password! The app uses Face ID to automatically fill in your login information as you surf the internet for added efficiency. **FROM US\$36 A YEAR • 1PASSWORD.COM**



05 ECHO SHOW 8

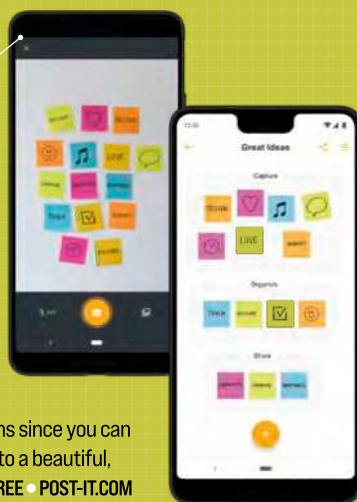
Can't afford to hire a personal assistant? Amazon's latest Echo Show puts the power of Alexa at your fingertips. Amazon's famous voice-controlled AI listens to your every command and answers (just about) any question, too. You can use the 8-inch HD display to plan your week's meals, create to-do lists on the fly or use your voice to manage your calendar. Just say: "Alexa, set an alarm to remind me to post dad's birthday card on Wednesday." Phew. Family fall-out avoided.

US\$130 • [AMAZON.COM](https://www.amazon.com)



06 POST-IT PLUS APP

The humble sticky note has gone digital! The Post-it Plus app (iOS/Android) takes the world's oldest organisational tool to new electronic heights by giving users the option to photograph up to 200 Post-it notes. You can then group, move or share them with ease. The app is a must for brainstorming sessions since you can turn those jumbled-up ideas into a beautiful, clean grid with a few swipes.



07 THREE BY THREE SEATTLE DRAWER ORGANISER PACK

Overcrowded desk? The Three by Three Seattle Drawer Organiser Pack is a set of three clear acrylic organisers, perfect for keeping office supplies and personal items tidy. The removable dividers allow you to customise each organiser to fit your needs while the compact size makes it a great addition to any workspace. A practical and affordable way to banish clutter.

FROM US\$18 • [AMAZON.COM](https://www.amazon.com)



08 SAMSUNG GALAXY WATCH6

Samsung's latest Galaxy smartwatch is packed with features that will keep you on top of your schedule. The built-in calendar with reminders means you can easily keep track of appointments and deadlines while notifications for incoming calls, messages and emails will ensure you never miss an update. It's also great at tracking your sleep and fitness, so you can make the most of every moment of your free time.

FROM US\$299 • [SAMSUNG.COM](https://www.samsung.com)







FIVE OF THE BEST

MALAWI HIGHLIGHTS

Often overlooked as a tourism destination, Malawi truly has everything and more – wildlife, hiking, beaches, friendly people and, of course, an enormous lake. You can be watching lions in the morning and snorkelling with cichlids in the afternoon, walking on plateaus or just chilling on the lakeshore, not to mention fishing, kayaking, tea estates, river safaris, cycling, playing golf...



DIETMAR TEMPS/SHUTTERSTOCK

01
LIWONDE
NATIONAL
PARK

02
LIKOMA
ISLAND

03
NKHOTAKOTA
WILDLIFE
RESERVE

04
NYIKA
NATIONAL
PARK

05
MT
MULANJE







01

◀▼ **CALL OF THE WILD:
LIWONDE NATIONAL PARK**

Float down the majestic Shire River on a boat safari, manoeuvring between hippo and crocs. Marvel at elephant, waterbuck, birds aplenty – including cormorants, storks and kingfishers – vervet monkey, and even hyena, sharing the same patch of grassy bank. Head out in a safari vehicle past enormous termite mounds and through the thick undergrowth where you will more than likely encounter elephant thrashing their way through the bush. Keep an eye out for lion, which have recently been reintroduced to the park; or just relax on your deck overlooking the water, while warthog play close by. ➔



02

PARADISE FOUND: LIKOMA ISLAND ▼▶

No visit to Malawi is complete without time spent at the lake. While the southern shores offer white-sand, water sports and relaxation aplenty – and even otter spotting at the appropriately named Otter Point in Cape Maclear – Likoma Island in the north, just off Mozambique, has all this and more. Slip straight from your villa deck into the clear blue water and snorkel over underwater rock mountains, chasing myriad brightly coloured fish; from the beach, take a paddle board or kayak out onto the calm surface as African fish eagles soar overhead. Then enjoy an ice-cold Kuche Kuche as you watch the sun go down over the lake.



WALKING WITH ELEPHANTS: NKHOTAKOTA WILDLIFE RESERVE ▼

The relocation of 520 elephants and some 2000 other animals, including sable and kudu, in recent years has rejuvenated Nkhotakota, which had been reduced to a wildlife void by poaching. Walk through the forest with African Parks rangers, who have an endless supply of myths, legends and bush skills to impart. Take a drink break – or a sundowner on an afternoon game drive – sitting on the bank of the roaring Bua River, overlooking a waterfall that sweeps across its width. You may spot a lone croc seeking refuge on an island.



03



04

CHILLING OUT: NYIKA NATIONAL PARK ▲

Malawi's oldest and largest national park offers an altogether different safari experience. With the Nyika Plateau rising above 2500m, the air is cooler up here. Expect rolling hills, grasslands and wildflowers. Game drives, walking safaris, mountain biking, fly-fishing and telling stories by the flickering flames of the lodge fireplace are the order of the day. Wind your way between zebra and antelope, across narrow bridges over streams and past mini-lakes on a leisurely walk before resting on a rock at Chosi View with its 360-degree panorama of the ungulate-rich plains.



◀ POINT OF VIEW: MT MULANJE

Known locally as *Chilumba mu mlengalenga* (Island in the sky), Mt Mulanje, at 3002m high, is the tallest mountain in Malawi. Formed by magma eruptions 130 million years ago, Mulanje is surrounded by grassland valleys, wooded plateaus and forests, providing a vibrant green vista. Hike among its foothills or head for its highest point, Sapatwa Peak, for dramatic, endless views. Wander through tea estates, past cedar trees, through caves and tunnels, stop to admire waterfalls, swim in cool pools and look out for klipspringer bounding across the rocks.

05



NAMAQUALAND

SLOW DOWN AND SMELL THE FLOWERS

In spring, the rugged mountains and flat plains of South Africa's Namaqualand explode into a kaleidoscope of brilliant colours, attracting visitors from all over the world. Driving through the region is mesmerising, but to really appreciate the breathtaking floral phenomenon you need to get out of your vehicle. Here's how...

Pink perfection:
Candelabra flowers burst through the arid soils of Namaqualand



ALL PHOTOS: FIONA MONTOSH & SHAWN ADEY



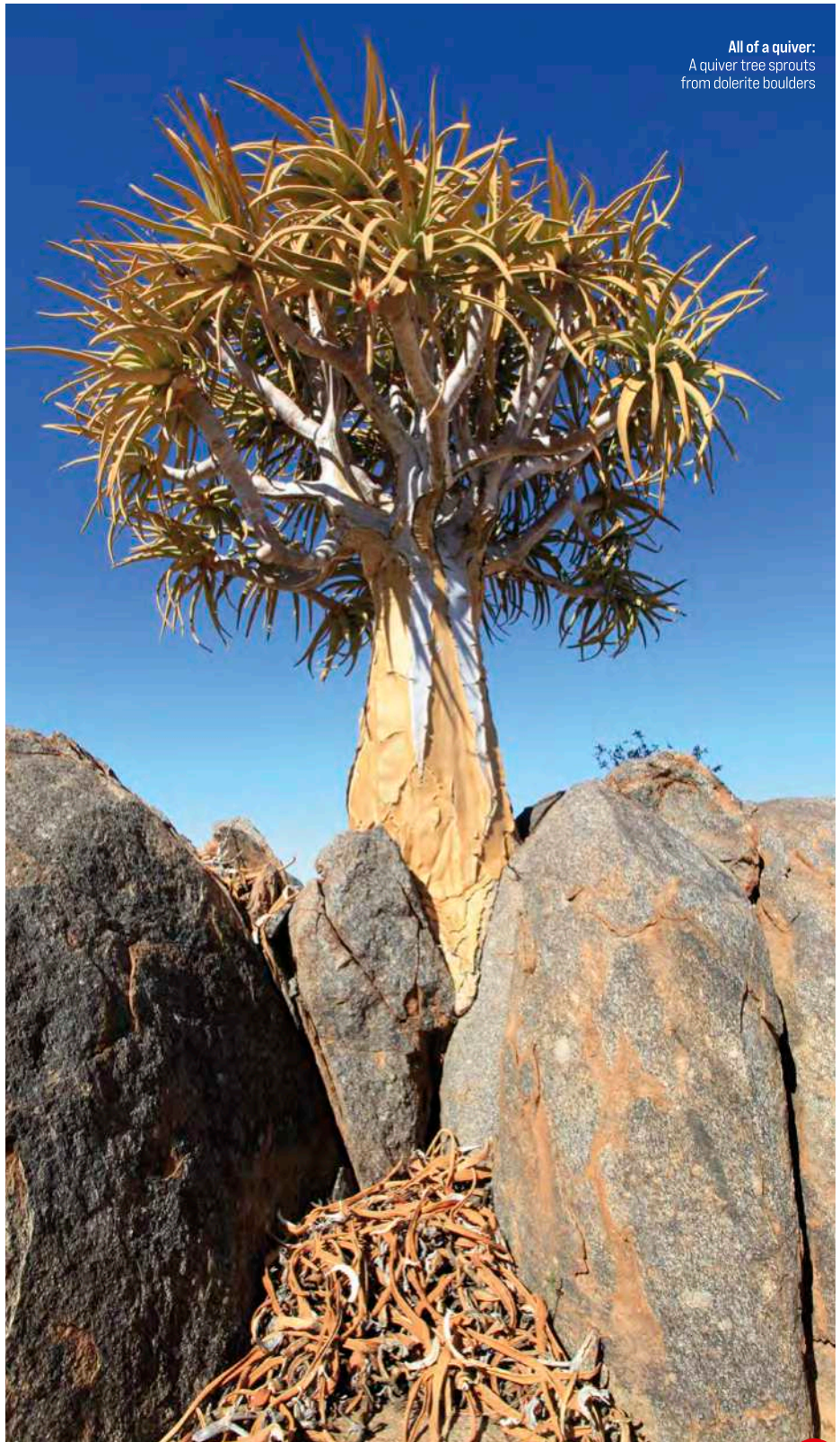
Travelling through the vast swathes of colourful daisies that carpet Namaqualand in July and August is a mind-blowing experience. And thanks to a well-established, self-drive Flower Route stretching from Nieuwoudtville in the south for nearly 300km to the Namaqua and Richtersveld National Parks on the Namibian border it's an easily accessible spectacle.

In spring (August-September) the normally drab plains are transformed into a tableau of brilliant oranges, whites, purples and pinks. You don't even have to leave the N7, the main arterial route north, to enjoy the floral splendour – the roadsides are a mass of colour. But it's even more rewarding to slow down, meander along some of the dirt roads and visit the lesser-known reserves under your own steam.

Exploring on foot is easy. Hantam National Botanical Garden, just outside Nieuwoudtville, is a well-maintained reserve traversed by nine walking trails. Wander at will or learn about the diverse habitats and the unique flora and fauna on a guided hike. The spring flower season is magnificent and the garden is also known for its dramatic autumnal displays of candelabra flowers (*Brunsvigia bosmaniae*).

NAMAQUA NATIONAL PARK

Further north, near Springbok, the world-renowned Namaqua National Park explodes into a riot of colour as showy bulbs sprout from the arid landscape after the winter rains. The core area, Skilpad Nature Reserve, has two easy hiking trails and a rest camp with lovely chalets from where you can explore, or just take time out enjoying the pretty wild flowers, solitude, bird song and dark skies. From mid-August to mid-September, the temporary, tented Namaqua Flower Beach Camp is a rustic base from which to discover the coastal section of the park, with the



All of a quiver:
A quiver tree sprouts from dolerite boulders





Heaviside Hiking Trail showcasing not just the exquisite flowers, but also the coastal dunes, white-sand beaches and tidal pools of this unspoiled rocky coastline. The flowers are captivating, but sightings of whales and dolphins are equally enthralling.

With two stunning hiking trails that wind up and around golden granite koppies (as well as a self-drive tourist route and 60km of 4x4 trails on which you'll usually spy game) Goegap Nature Reserve, just outside Springbok, is a little-known gem – the perfect flower-viewing spot for avid hikers. In addition to delicate fynbos flowers and vivid annuals you'll see iconic quiver trees (*Aloe pillansii*), bizarre-looking halfmens (*Pachypodium namaquanum*) and other endemic succulents.

RICHTERSVELD NATIONAL PARK

The rugged Richtersveld National Park (on the Namibian border and part of the /Ai/Ais-Richtersveld Transfrontier Park) is not for the faint-hearted, but its gorges, burnt orange tortured rock formations and flower-studded plains can be explored in the cooler, winter months.



Left:
Petal patchwork

Right:
A gemsbok tip-toes through the flowers in Goegap Nature Reserve

Below right:
Profusion of flowers on the Vensterville Trail

Stride out on day walks from the Hakkiesdoring Hiking Trail Camp, or sign up for the guided, multi-day Vensterville Trail and camp out under starry skies.

Leisurely journeys on two-wheels are very rewarding. Richtersveld Tours offer multi-day mountain biking tours (as well as a range of fully guided and catered multi-day hikes and guided 4x4 tours) on which you'll learn about the unique botany, geology, history and culture of ➔



Far left:
Wind pump rising above swathes of Namaqua daisies at Skilpad Nature Reserve



Left and below:
Namaqua daisies in shades of orange, copper and yellow





Left:
Cycling through
the wilderness of
Namaqualand

Below:
Orange Namaqua
daisy unfurling
its petals in the
morning

Bottom:
Halfmens in bloom



northern Namaqualand. If you want to cycle independently, Dust and Daisies in Namaqua offer bag transfers and logistical support.

Cantering through flower-studded plains has a touch of romance about it, and exploring on horseback gives you a different perspective on the picturesque landscapes and extraordinary rich and diverse vegetation of the region. Namaqua Horse Trails offer a range of rides on their farm near Springbok to suit all levels of riders.

Is all this too soft for you? Well how about Wildrun Africa's Namibia Crossing, a 200km, five-day foot race through the ancient, weather-sculpted /Ai/Ais-Richtersveld Transfrontier Park? The gruelling trail run will take you through the dramatic landscapes of the South African section of the park, over the giant granite boulders of Tatasberg and across the Orange River into Namibia. It's an incredible journey through Namaqualand and beyond: just remember to stop and smell the flowers.



CONTACTS

- **Namaqua National Park:** sanparks.org/parks/namaqua
- **Goegap Nature Reserve:** denc.ncpg.gov.za
- **Richtersveld Tours:** richtersveldtours.com
- **/Ai/Ais-Richtersveld Transfrontier Park:** sanparks.org/parks/ai-ais-richtersveld
- **Namaqua Dust and Daisies:** dustanddaisiestours.co.za
- **Namaqua Horse Trails:** namaquahorsetrails.co.za
- **Wildrun Africa:** wildrun.com/experiences/namibia-crossing

SPONSORED EDITORIAL

LESSON PLANS

Transform your child's education at the Aga Khan Academy Mombasa

Nestled in the coastal city of Mombasa, Kenya, The Aga Khan Academy Mombasa stands as a beacon of educational excellence.

Established by the Aga Khan Development Network (AKDN) and inaugurated by His Highness the Aga Khan 20 years ago, the Academy offers a comprehensive International Baccalaureate (IB) curriculum, nurturing students from diverse backgrounds to be leaders of tomorrow.

THE ACADEMY FOSTERS AN ENVIRONMENT OF INTELLECTUAL CURIOSITY AND CULTURAL APPRECIATION



Above: The Commons area with a view of the Indian Ocean where students eat, engage and hold events

With a multicultural student body drawn from across the region and further, the Academy fosters an environment of intellectual curiosity and cultural appreciation. State-of-the-art facilities, purpose-built spaces and top-notch sports amenities, provide students with an enriching learning environment.

Diversity and inclusion are at the core of the Academy's ethos, welcoming students regardless of faith, origin, or gender. Through meaningful interactions and cultural exchange, students learn to respect and understand different perspectives, preparing them

for a globally interconnected world. Beyond academics, the Academy emphasises service and leadership, encouraging students to make a positive impact on their communities. Graduates of the Academy go on to join prestigious universities worldwide, equipped with the skills and values to effect meaningful change.

Interested families are invited to discover the Aga Khan Academy Mombasa – a testament to the transformative power of education. With its commitment to excellence, diversity, and service, the Academy is shaping the future leaders of East Africa and beyond.



The Aga Khan Academy Mombasa provides education of the highest international standard. We prepare students from international, inter-cultural and inter-faith backgrounds to succeed in a globally competitive world.

The Academy is one of the largest and highest performing IB schools, offering the PYP, MYP and DP (Grades 1-12). Our students consistently attain IB DP exam results well above the world average.

The residential programme extends the academic experience. It includes a broad selection of activities and leadership opportunities to enhance students' learning and growth. Students form bonds and friendships with peers, dorm parents and faculty from around the world deepening their overall growth and experience.

Apply now to the Aga Khan Academy Mombasa
info@agakhanacademies.org



From Conflict to Coexistence

KEEPING ELEPH

CONTINUING OUR NEW SERIES ON ELEPHANT CONSERVATION IN ASSOCIATION WITH SAVE THE ELEPHANTS, JANE WYNYARD DESCRIBES HOW FOLKLORE LED TO A 'TOOLBOX' OF SOLUTIONS

There's a folklore in Kenya, that African elephants are scared of bees. The buzz of these tiny insects is enough to send the world's largest land mammals fleeing for their lives.

In 2007, zoologists and elephant experts, Dr Lucy King, Dr Iain Douglas-Hamilton and Professor Fritz Vollrath of Save the Elephants (STE), decided to test this theory by playing recordings of angry buzzing bees to groups of elephants. The research, supported fully by the Kenya Wildlife Service, revealed that not only do elephants flee but they also headshake, dust and rumble to each other to stay away. This unique research led the team to develop one of the most effective solutions to Human-Elephant Conflict (HEC) – the Beehive Fence.

This ingenious yet straightforward device comprises yellow beehives and dummy hives strategically connected by a metal wire and hung around a field of crops. When an elephant tries to enter the farm, the tugging of the wire disturbs the bees prompting them to buzz and scare away the intruder. This innovative solution not only

safeguards farms from elephants but also boosts farmers' income through the sale of honey and enhanced crop yields due to bee pollination.

The humble Beehive Fence has been so successful at stopping elephants from raiding crops that to date over 14,000 beehives have been deployed by farmers as elephant deterrents in 97 sites across Africa and Asia.

However, the Beehive Fence is just one of many coexistence solutions available. Today, keeping elephants at bay has become a full-time occupation for many conservation organisations across Africa. HEC is one of the biggest threats to elephants and turning that conflict into coexistence requires a multitude of different solutions that are usually unique to each country.

Across the continent, people are waking up to elephants trampling crops, ripping off their roofs in the middle of the night in search of food or consuming their only source of fresh water. The elephants are not to blame – they're feeling the squeeze as wild spaces shrink due to developing infrastructure, and as natural



Schoolchildren stop to let an elephant cross a road in Lake Jipe, southern Kenya

ANTHONY OCHIENG/SAVE THE ELEPHANTS

ANTS AT BAY





resources slowly dwindle due to climate change and land degradation. And Africa's elephants require a lot of food – usually around 400kgs – and up to 210 litres of water daily for an adult bull.

While Beehive Fences are a powerful tool to protect small farms, a variety of complementary tools are needed to foster true harmonious coexistence for different points of contact between elephants and humans, and to stop communities from retaliating.

Introducing the Human-Elephant Coexistence Toolbox by Save the Elephants. This comprehensive and

beautifully illustrated manual comprises a curated collection of about 80 strategies and proven techniques for fostering peaceful interactions between humans and elephants.

Developed in Kenya but with insights, research and experience from hundreds of collaborating conservationists, field partners and rural farmers across Africa, it presents a holistic approach to mitigating conflicts and promoting elephant-friendly practices.

From chilli fences and non-palatable crops, to watch towers and noise cannons, the Toolbox provides

communities with tangible, peaceful and cost-effective coexistence solutions. Each technique is assessed based on factors such as budget, complexity and risk, empowering communities to choose tailored interventions that suit their specific needs and circumstances. Crucially, it also includes advice on understanding elephant behaviour and how to prevent conflict from happening in the first place – like protecting the integrity of national parks and securing wildlife corridors.

The manual comes to life through a unique 'Training of Trainers' monthly



For more information...

OR TO MAKE A DONATION TO SAVE THE ELEPHANTS, GO TO SAVETHEELEPHANTS.ORG OR SCAN THE QR CODE

STE team monitoring a Beehive Fence at a farm in Sagalla, Tsavo
 JASPER SCOFIELD/SAVE THE ELEPHANTS

workshop conducted by the STE team in Kenya where community representatives spend three days being equipped with the knowledge and tools necessary to teach others how to live peacefully with elephants.


Some of the first-ever Beehive Fence farmers, such as Jones Mwakima of Sagalla in Tsavo who has now adopted six methods from the Toolbox, have become dedicated advocates and passionate trainers as part of this program. Jones even has a tool named after him that made it into the manual – the Mwakima Noise Cannon

– a noisy rusty nail and tin can device that he invented to chase crop-raiding elephants away.

To date, seven workshops have been held and over 100 participants from organisations across Africa have graduated from the programme. With three decades of scientific research behind it, STE is dedicated to unravelling the intricacies of elephant behaviour.

The Human-Elephant Coexistence Toolbox exemplifies how STE leverages its wealth of research and pairs it with respect to traditional wisdom,

indigenous practices and inventive farm-based solutions to curb the escalation of HEC.

Meanwhile, let's give a round of applause to the pint-sized African honey bee. Without its powerful buzz scaring off elephants, and its crucial role in our ecosystem health, we might never have stumbled upon the genius of the Beehive Fence and its evolution into an entire Toolbox of Coexistence methods. 

JANE WYNYARD IS A CONTENT & MEDIA SPECIALIST FOR SAVE THE ELEPHANTS



Kenya's El Dorado

FOLLOWING KENYA AIRWAYS' ANNOUNCEMENT OF NEW FLIGHTS TO ELDORET, WE ASKED PETER MUIRURI TO PACK HIS RUNNING SHOES AND HEAD TO THE WEST KENYAN CITY

For John Kanyi, the general manager at Eldoret's Eka Hotel, the highlights of his day are fulfilling customer expectations and walking up to the rooftop lounge to take in the views.

"I see a city full of promise, with huge potential for growth," he says. "The empty spaces between commercial and residential buildings mean we have a chance to plan for a clean, environmentally conscious city."

Kanyi uses the word 'city' deliberately. Eldoret is one of the urban centres in Kenya that are to be elevated to city status. "A hotel like this is a key indicator of the growth here. As a hub that connects the North Rift economic block through Eldoret International Airport, a city status for Eldoret will attract high-value entities."

PLOT 64

Such are the positive sentiments that the Rift Valley town – famed for world-beating athletes – evokes. But the British, the first foreigners to settle around Eldoret in the early 20th century, could hardly have envisioned such a vibrant city. In fact, all the colonial office in London wanted at the time was for anyone to settle here and exploit the vast agricultural potential that lay in the region. They found willing allies in the Boers from South Africa.



Carrots were dangled to one Jansen van Rensburg who scouted the region in 1907. Should he bring 30 families or more, he was told, the region would belong to the South Africans. This was an offer Rensburg could not refuse. In June 1908, about 50 families began the great trek to the region, forcing the colonial government to start subdividing the land into small parcels.

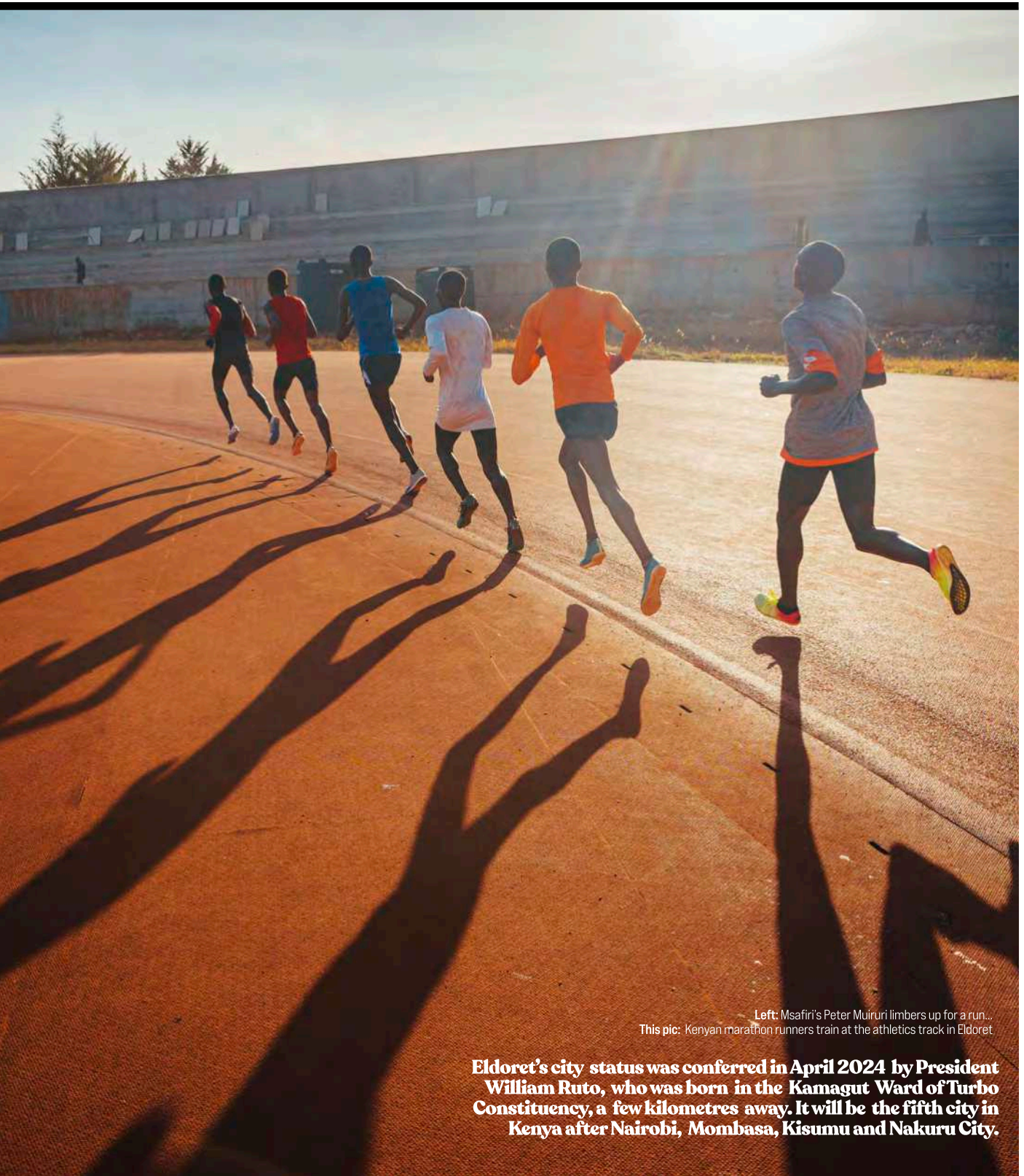
Plot Number 64, where Eldoret town now stands, fell on Willie Van Aardt. The plot's address was given as Eldore River, a tributary of the River Sosiani, or what the locals called 'Saucy Annie'. Initially, the ensuing human settlement was simply known as '64', a name still applied to the main stadium used by local athletes.

But the haphazard collection of shops had no name and none of the settlers felt that '64' was a fitting label for their new settlement. When the governor, Sir Percy Girouard, came visiting, an enthusiastic speaker hoped to impress him by suggesting that the town be named in his honour. But he flatly refused since neither settler nor native could spell or pronounce his name.

"In view of the wonderful prospects of the young district, it was a happy omen that its present name should be so like El Dorado," Christine Nicholls wrote about the governor's feelings in *Red Strangers: The White Tribe of Kenya*. El Dorado was the mythical location where early explorers believed they would find a city full of gold and precious stones in the Americas. ➔

PETER KOVAČ/ALAMY





Left: Msafiri's Peter Muiruri limbers up for a run...
This pic: Kenyan marathon runners train at the athletics track in Eldoret.

Eldoret's city status was conferred in April 2024 by President William Ruto, who was born in the Kamagut Ward of Turbo Constituency, a few kilometres away. It will be the fifth city in Kenya after Nairobi, Mombasa, Kisumu and Nakuru City.



To Girouard, Eldore River, or 64, was Kenya's El Dorado with the governor suggesting that a 't' be added to Eldore "as many place names in the district ended with this letter".

RUN FOR YOUR MONEY

The lush farmlands that attracted the foreigners are still there. The stadium named after Plot 64, where the kings and queens of middle- and long-distance races honed their skills, is currently being modernised. Here, running seems to be in every resident's DNA, and as I found out in my last visit to Eldoret, no one – not even a visitor – is immune to the running bug.

"This is Eldoret and everybody runs. And tomorrow, you too will run." The words from my cousin sounded like a threat, the kind a mother issues to a misbehaving child.

My cousin and I had met in a fancy hotel in town. She works and lives with her family here. On the other hand, I am the occasional drifter who hops in and out of Eldoret as per the call of duty. I had a couple of days, embedded in an international health organization that was helping the locals improve their heartbeats, quite literally.

As part of the 'health tour', a number of cyclists rode from Nairobi to Eldoret, before taking the lead in more cardiovascular exercises, including a mini-marathon from the town centre to a

NIGHTLIFE

Eldoret has a vibrant nightlife, with popular spots including the *Kettle House* and *Tamasha*, both on the Eldoret-Kapsabet Road. Also recommended are *Brew Bistro*, *Club Timba*, *Club Signature*, *Poa Place*, *Baniyas Square Club* and *Vaxx 1000*. *James Wanzala*

school, 10km away. As I shared my plan for the run with my cousin the following morning, I was hoping she would be fooled by my imaginary fatigue. I was not in the mood to take my body through the gruelling exercise.

It was aptly called the #HeartOfChampionsChallenge and was being held in Eldoret for good reasons. The town is renowned as the 'City of Champions' owing to the large number of world-beating athletes who go on to win international competitions, including the big marathons (London, Berlin, Chicago, Boston and Tokyo), as well as World Cross Country meets, the Olympics and Commonwealth Games.

What chance did I have of competing in the land of world beaters? Granted, this was not a competitive race, but I was sure to stick out like a sore thumb, or toe for that matter. As a consolation, I relived my previous year's exploits when I ran a couple of rounds at a

modern, high-altitude tartan track in Iten, another bedrock of athletics located 35km northeast of Eldoret.

My energy levels high after breakfast, I set out to 'conquer' Eldoret, a feat that would later prove as hard as I had anticipated. Whenever I travel, I usually throw a pair of sneakers in my bag, but my shoes turned out to be unfit for the run. As the rest of my colleagues headed for a warm-up session, I dashed to the stalls downtown to buy the right gear.

I haggled for the best price, and haggled some more, the cost going up after every other stall. The traders had noticed my desperation. "Try this pair," a trader whispered in my ear. "Pay and go before they start."

MARATHON MAN

I paid and made my way to the starting point, panting and exhausted. The previous evening, I had listened to Dr Sanjay Sharma, one of the world's top sports cardiologists, outline the causes of sudden deaths among athletes.

Sharma is an authority in sports medicine with impeccable credentials; he interacted with Kenyan athletes during the London marathons as the lead cardiologist. Before our modest race in Eldoret, I replayed his previous day's talk on exhaustion and weak hearts. He is a man you want beside you in any race.

And the race began. Those acclimatised to Eldoret's high altitude led the pack. Others joined in as the race progressed. I thought they were cheating; but hey, everybody here runs, remember? Down the ravines we went. We meandered around sharp bends. We went up the hills. Then the pain hit. The shoes felt like steel boxes. My toes were on fire. The run soon became a walk with intermittent bouts of speed. Behind me, other amateurs were not faring any better. A trailing ambulance came in handy for some.

My aim was not to win the race but to finish, and finish I did. There was no gold for the winner and my name wouldn't make it to the Wall of Fame – a visual display of



Left: Farmland framed by the Great Rift Valley on the Eldoret-Kaptagat Road

Below: Aerial view of Eldoret





prominent Kenyan athletes at Eldoret's Eka Hotel. This was no El Dorado. In another life, I will enrol for the Eldoret Marathon, now in its fifth edition. This marathon, organisers say, "is for the young and unknown" long-distance runners who are always in the shadows of their well-known compatriots (I will race in the 'unknown' category). The winner pockets at least Ksh3.5m, no small change for running close to your home.

Athletics is considered among the highest paying sports in Kenya, with some global races raking in more than Ksh10m for the winner. In Eldoret, some of the well known athletes are leading another race – investing their hard-won cash in the town's vibrant real estate sector, such as fuel stations, residential and commercial properties, including supermarkets and agriculture.

With the runners minting literal gold in local and international races, big businesses setting up shop in town, and maize, wheat and dairy farmers keeping the country well fed, Eldoret might as well be Kenya's El Dorado.



FAMOUS FOR:
Athletics, local yoghurt called *mursik*, and large-scale farming of dairy, horticulture, pyrethrum and wheat.


Eldoret at a glance

POPULATION:
Around 400,000.

GETTING AROUND:
Before the construction of the bypass from Kapseret to Cheplasgei and Maili Tisa, Eldoret experienced huge traffic jams along the main Uganda Road. However, today there is very little traffic congestion in the city. Getting around is now easier and safer thanks to *bodabodas*, bicycles taxis and the main online taxi hailing company Wasili Cabs.

WHERE TO EAT
The *Klique Hotel* along Kisumu Road is known for its globally inspired menu and serves dishes ranging from Italian pasta and pizzas to Indian curries and Chinese stir-fries. Its contemporary deco and friendly service make it a popular choice among expatriates and locals. If you are in the mood for Middle Eastern cuisine, *Café Arabika* along Kisumu Road is the place to go for its falafel wraps, shawarma, hummus and baklava. For some of the best *mursik*, try the *Members Premier Hotel* on Oginga Odinga Street. For Nyama choma, visit *Club Spice Makuti*, *The White*

Highlands Inn and *Masanduku and Mwangaza butcheries and hotels*, all near the railway station.

SCHOOLS:
Eldoret has grown in terms of educational establishments and most of the public and private universities now have campuses in the city. Private schools include *Nova Pioneer*, *Harton Range Academy*, *Etham International School*, *Aga Khan Nursery School*, *Gulab Lochab Academy* and *Greenvale School Eldoret*. 

BY JAMES WANZALA

DON'T MISS

01 The Champions Monument situated at the junction of the Kaptagat and Nairobi roads as you enter Eldoret was erected in honour of retired, elite and upcoming athletes. The bronze monument, erected by **Mediheal Group of Hospitals**, depicts two female athletes and two male athletes on a world map.

02 The Eldoret Daima Towers, the city's tallest building at 70m. It's home to a variety of boutiques and office spaces, as well as a rooftop restaurant, which offers far-reaching views.

03 Eldoret Arboretum, located just beyond Kipchoge Keino stadium on the Eldoret-Iten Road. Numerous tree species can be found here, included some planted by influential people, such as President Ruto.

04 Chepkiit waterfall, about 25km from Eldoret, or 2km from the airport. *JW*



ZODIAC GIBBI/ALAMY



Paris 2024 OLYMPICS

After years of planning, the Paris 2024 Olympics will take place from 26 July to 11 August. What can we expect from the opening ceremony, who are the stars to watch and what are the venues where sporting history will be made?

WORDS: DAN BENNETT & NICK CALLOW



ON YOUR MARKS, GET SET, GO!

This year's opening ceremony will differ from the tradition of athletes entering the main stadium displaying their national flag. Instead, organisers are planning to stage 'an open ceremony'. In a unique twist, athletes will be seen on a 6km procession of boats along the River Seine, passing many of Paris's most famous landmarks such as the Louvre and Notre-Dame. Not only will it be the first time a modern Summer Olympics opening ceremony has been held outside a stadium, but it is also claimed that it will be the largest opening ceremony in Olympic history. The occasion will see each boat equipped with cameras to allow television and online audiences to see some of the world's best athletes up close.

Those fortunate to be there will witness the official lighting of the Olympic flame. But drawing up such a bold ceremony to kick off the world's biggest sporting event poses several enormous challenges and has led to a scaling back of the plans.

Original estimates were that around 600,000 people, including the general public without tickets, would be able to enjoy the spectacle, but that has been downgraded to around 300,000 (100,000 paying spectators with a waterside view and about 220,000 people with tickets on the river's upper embankments).

Security for such an event is also a huge and expensive undertaking. Tens of thousands of police officers and soldiers will be deployed on the streets. Security restrictions and a high-security zone are being installed more than a week before the event even takes place with the French president, Emmanuel Macron, and the head of the organising committee for the Games, Tony Estanguet, both vowing that those visiting will be more than safe to enjoy the celebrations. Macron, however, has not ruled out scaling back the plans further or abandoning them completely in favour of a stadium ceremony, if the security threat is deemed to be too high.

Hosting the opening ceremony outside of a stadium is difficult enough, but the use of boats makes the event particularly challenging. So, rehearsals are essential

"It's a very unusual challenge, we've never organised an armada of this scale before," the Maritime Prefecture of Ile-de-France said. "For us, the aim of this test [event] is two-fold: to make sure we comply with navigation regulations and to ensure safety on the boats."

The government has even embarked on a clean-up of the river – estimated to have cost around €1.4bn (US\$1.5bn) – in preparation for hosting the Games.



Right:
A flotilla procession along the River Seine is planned for the opening ceremony

Above:
The mascot for this year's Games is the Olympic Phyrge

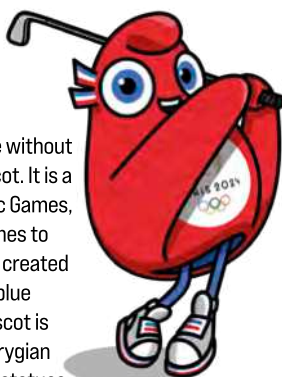
Below:
A former French slalom canoeist and three-time Olympic champion, Tony Estanguet is the president of the Paris 2024 Organising Committee





OLYMPIC GAMES MASCOT

No visit to an Olympic Games would be complete without picking up a souvenir featuring the Games mascot. It is a tradition that started at the 1968 Winter Olympic Games, held in Grenoble, France. They were the first games to be broadcast in colour television. Aline Lafargue created **Shuss** as the mascot for the occasion, a stylish blue skier with a round, red head. The Paris 2024 mascot is the **Olympic Phryge**, based on the traditional Phrygian caps – a symbol of freedom that can be seen on statues in every town hall in France, as well as on French coins and stamps. They are also an international symbol of liberty worn by freed slaves in Roman times. The Olympic Phryge is in the blue, white and red of France's tricolour flag and has a gold Paris 2024 logo on its chest.



Did you know?

- Up to 48,000 meals a day were served in the Olympic Village at Tokyo 2020, with up to 18,000 people hosted in the village at one time.
- Costing around US\$100m, the opening ceremony for the Beijing Olympics in 2008 featured around 15,000 performers and 30,000 fireworks. The ceremony lasted over four hours with 91,000 people in attendance. Organisers even made use of weather modification technology to ensure the ceremony was not disrupted by rain, firing a barrage of 1110 rockets into the sky to disperse the clouds. ➔



A-Z OF PARIS 2024 VENUES

Paris 2024 will be staged at 35 venues in the capital and beyond. Many will be new, state-of-the-art facilities, while some sports will take place at iconic historic French venues such as the Stade de France. Here's a round-up of some of them...

AQUATICS CENTRE

This stunning design is the only permanent sports facility to be built for the Games, apart from Le Bourget Sport Climbing venue. This is where the artistic swimming, water polo and diving events will be staged. After the Games, residents of the Seine-Saint-Denis area and the French swimming community will have access to the facility. The Aquatics Centre connects to the neighbouring Stade de France via a footbridge. Some 5000 spectators will be able to watch the action here. The 5000sq m roof will be one of France's largest urban solar farms and supply all the energy that the centre needs. ➔

Above:
The official poster of the Paris 2024 Olympic Games

Below:
The Porte de la Chapelle Arena will host badminton and rhythmic gymnastics



01 KATIE LEDECKY

USA | SWIMMING

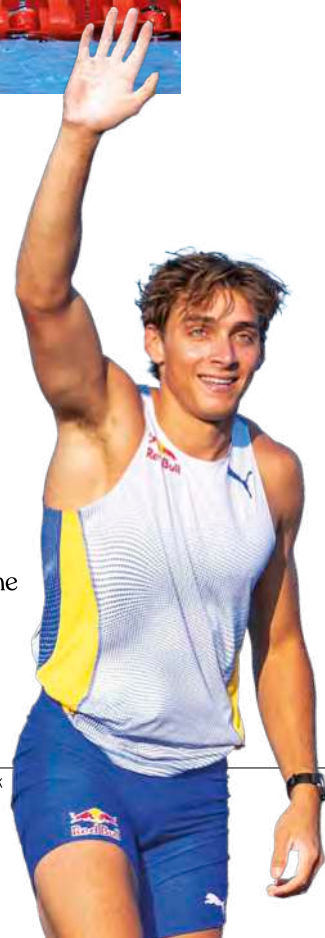
The 27-year-old is perhaps the greatest female swimmer of all time, having won 46 medals (36 golds, 9 silvers and 1 bronze) in major international competitions during her career. Having debuted at the Olympics aged just 15 at London 2012, she shocked the world by winning gold in the 800m freestyle that set the standard for what has been an immense career, which still has plenty of years left.



XINHUA/ALAMY

FIVE to watch

There were only 250 competitors in 42 events when the modern Olympic Games were first staged in 1896. This year, Paris will welcome almost 11,500 men and women to compete for gold. We've sifted through some of the leading contenders to come up with our special **five to watch** this summer



ORANGE PICTURES/SHUTTERSTOCK



02 NOAH LYLES

USA | SPRINTING

The reigning world champion in the 100m, 200m and 4x100m relay following an outstanding World Championships in Budapest last year, the US sprinter has his sights set on a first Olympic gold this summer having won bronze in Tokyo. The 26-year-old vowed he will soon break Usain Bolt's world records in the 100m and 200m and this could be the event that builds on his already stellar reputation by making him a household name across the entire world.

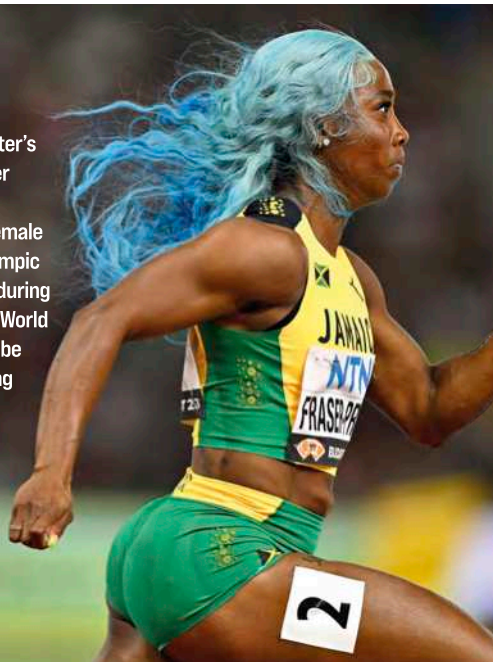


VICTOR VELTER/SHUTTERSTOCK

03 SHELLY-ANN FRASER-PRYCE

JAMAICA | SPRINTING

This will be the legendary Jamaican sprinter's last Olympic Games having announced her plans to retire following their conclusion. She is widely considered to be the best female sprinter of all time and has won three Olympic gold medals, four silvers and one bronze during an incredible career that also includes 10 World Championship golds. The 37-year-old will be looking to cap her career in style by adding even more medals to her collection.



ASSOCIATED PRESS/ALAMY

04 ARMAND DUPLANTIS

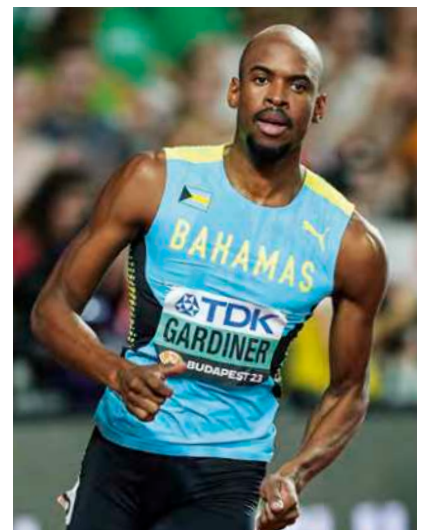
SWEDEN | POLE VAULT

The Swedish youngster continues to reach new heights, literally and figuratively, having broken the world record in pole vault seven times. Duplantis cleared 6.23m in September last year, one centimetre higher than his own jump in February, and looks a certainty to take home another gold medal in Paris. Still only 24, all eyes will be on whether he can again do what has not been done before.

05 STEVEN GARDINER

BAHAMAS | SPRINTING

Gardiner won gold in the 400m at the Tokyo Olympics and is hoping to defend his title in Paris after recovering from an injury that saw him pull up in the 2023 World Championships. The 28-year-old has a dream of making this three successive Games on the podium. He was part of the 2016 4x100m bronze medal-winning team in Rio. Injury denied him a chance at the 2022 World Championships, so success in Paris would represent one of the feelgood stories of the summer, should he pull it off.



FELIX SANCHEZ/ARRAZOLA/ALAMY



Alone we go faster, but together we go further

THE MOTTO OF THE OLYMPIC PHRYGE AND PARALYMPIC PHRYGE

• BERCY ARENA

A unique pyramid design that rises in Paris's 12th district to host basketball, artistic gymnastics and trampoline events. It was built in 1984 and has previously hosted the Paris Masters tennis tournament, the 2018 European women's handball championship and concerts featuring Madonna, Daft Punk, Johnny Hallyday and Paul McCartney.

• CHAMP DE MARS ARENA

Designed by architect Jean-Michel Wilmotte, the prestigious Champ de Mars Arena will host judo and wrestling.

• CHATEAU DE VERSAILLES

The Chateauroux Shooting Centre will be the competitive home for 340 Olympic athletes and 160 Paralympic athletes competing in shooting events.

• EIFFEL TOWER STADIUM

Situated in the shadow of the Eiffel Tower, this dramatic setting for beach volleyball promises to be one of the most

popular venues in Paris this summer. A temporary outdoor arena has been built in the beautiful gardens.

• GRAND PALAIS

A stunning venue for the age-old combative sports of fencing and taekwondo. It's worth a visit just to see the building that was constructed for the Paris Universal Exhibition in 1900. It is possibly best known for its glass roof, which will be displayed in all its glory having been closed for renovation in preparation for the Olympic Games.

• HÔTEL DE VILLE

Another historic site that dates back to the 14th Century when it housed Paris's City Hall. Situated alongside the Seine, this is where the marathon will start.

• INVALIDES

One of the city's most beautiful gardens, Invalides is located opposite the magnificent Hôtel des Invalides, built during the reign of Louis XIV in 1687 as



Did you know?

The London Stadium required 300 compulsory purchase orders to relocate businesses that were on the existing site. Some 220 buildings had to be demolished before the construction of the stadium commenced, power lines were buried underground, the whole area had to be decontaminated and the waterways that ran through the site were dredged of 30,000 tonnes of silt, gravel and rubbish. • The requirements of the International Olympic Committee for the host city include a minimum of 40,000 hotel rooms to be available for visiting spectators, 40 sporting venues, an Olympic Village to house at least 16,000 athletes, coaches and trainers, an international media centre and media village, and transportation and parking to facilitate movement between venues • Security has become one of the biggest costs for host cities. The bill for London 2012 was more than £1bn, with the in-venue security element alone costing more than £550m. Almost 24,000 security guards were required for the Games.



Left:
The Grand Palais is the magnificent venue for fencing and taekwondo

Opposite top to bottom:
Wheelchair tennis at the Rolan Garros Stadium, the Paris la Défense and Champs de Mars Arenas

Below:
The marina in Marseille will host sailing events

a military hospital and retirement home for war veterans. Right in the heart of Paris, this is where spectators will be able to watch elements of archery, athletics and road cycling.

● **PARC URBAIN LA CONCORDE**

Perhaps the most cutting-edge of all the Paris 2024 venues, this is where 3x3 basketball, BMX, skateboarding and Olympics debut sport, breaking, will take place.

● **LE BOURGET SPORT CLIMBING VENUE**

Another fresh sport that is being staged in a part of town with a young population. Along with the Olympic Aquatics Centre, Le Bourget Climbing venue is the only

sports facility to be built specifically for Paris 2024. Five climbing walls will be used during the Games and provide a legacy for the Games in an area that has a major shortage of sports facilities.

● **MARSEILLE MARINA**

The sailing events and a football stadium will get spectators travelling to the south of France's historic town of Marseille. The Roucas-Blanc Marina will be adapted to be a departure point for boats.

● **NORTH PARIS ARENA**

Boxing and modern pentathletes will be the main beneficiaries of The Villepinte Exhibition Centre, which has been transformed into a multi-sports facility for the Games.

● **PARIS LA DÉFENSE ARENA**

Located in Nanterre this will be the home of swimming during the Games. It is a unique design that has had over 2 million visitors since it opened in 2017.

● **SAINT-QUENTIN-EN-YVELINES VELODROME**

The home of cycling this summer has been fully operational for 10 years.

● **SOUTH PARIS ARENA**

Part of the Paris Expo, this exhibition and convention centre will stage handball, table tennis, volleyball and weightlifting.

● **STADE DE FRANCE**

France's largest stadium will be one of the most viewed of all the Paris 2024 arenas as this is where the athletics will

take place. Rugby sevens will also be played here. Based in Saint-Denis, the Stade de France was created for the 1998 Football World Cup.

● **STADE ROLAND-GARROS**

No prizes for knowing that this iconic sporting venue is where the tennis and wheelchair tennis events will be played. Named after French aviator Roland Garros, the stadium was built in 1928 and is best known for hosting the French Open, one of the four tennis Grand Slam tournaments.

● **TEAHUPO'O, TAHITI**

Paris 2024 organisers have taken the innovative step of staging surfing in Tahiti, a French Polynesian overseas territory. The aim is to showcase France's diverse heritage. This is also where surfing was staged for the Tokyo 2020 Games in 2021.


● **TROCADERO**

Right opposite the Eiffel Tower, this is where the triathlon, marathon and 20km race walk will pass through.

● **VAIRES-SUR-MARNE NAUTICAL STADIUM**

The venue for rowing and canoeing events features a lake and white-water arena.

● **YVES-DU-MANOIR STADIUM**

Hockey is the name of the game here – unlike in the 1924 Games when this was the venue for the opening ceremony and athletics events. 



NEW YORK



NYC

...through the lens of a pro photographer



TRAVEL AND LANDSCAPE PHOTOGRAPHER FRANCESCO IACOMINO HAS BEEN PUBLISHED IN THE WORLD'S MOST FAMOUS MAGAZINES. HERE, WE SHOWCASE SOME OF HIS FAVOURITE IMAGES OF NEW YORK



What is it about New York that appeals to you as a photographer?

Immortalised in countless films and books, New York feels like a real-life movie set – it's a photographer's dream. This backdrop offers both a challenge and a thrill, making even the unfamiliar seem oddly familiar. The city's unique atmosphere allows me to focus on crafting evocative images that capture the essence of past, present and future, enabling powerful storytelling through my lens.

How do you decide what to shoot?

I initially pinpoint iconic views or locations to capture at specific times, like a skyline from a certain rooftop. After setting these key spots, I let the day unfold naturally, guided by the streets and emerging scenes. This approach blends classic scenic shots with spontaneous street elements, which I find to be the most effective method for capturing travel experiences.

Do you have a favourite subject or viewpoint in New York for taking pictures?

During my latest visit to New York, I explored many iconic Manhattan viewpoints and was particularly struck by newer additions to the skyline, like the views from SUMMIT One Vanderbilt and the Edge's terrace. However, my favourite area to photograph remains Brooklyn, where the perspective uniquely captures the city's essence, blending old charm with new dynamism.

What are your top tips for someone visiting New York for the first time with their camera?

For a photographer's first-time visit to New York, I recommend scheduling visits to crowded rooftops in advance, especially for key times like sunset when availability is often limited. For the rest of the time, let your instincts and the city's vibes guide you: positive experience always reflects in the shot. As a bonus tip, make an effort to wake up an hour before dawn to walk across the Brooklyn Bridge. Experiencing the 'blue hour' on the deserted bridge and watching the sunrise light up the city skyline from Down Under the Manhattan Bridge Overpass (Dumbo) will create unforgettable images in your mind – and on your camera. ➔

Francesco Iacomino was born and raised near Modena, Italy. An AWL Images photographer since 2015, he has been a SIGMA Italia Official Ambassador since 2019.

Find out more: francescoriccardoiacomino.com
Instagram: @friacomino



Previous spread: MANHATTAN FROM SUMMIT ONE VANDERBILT BUILDING

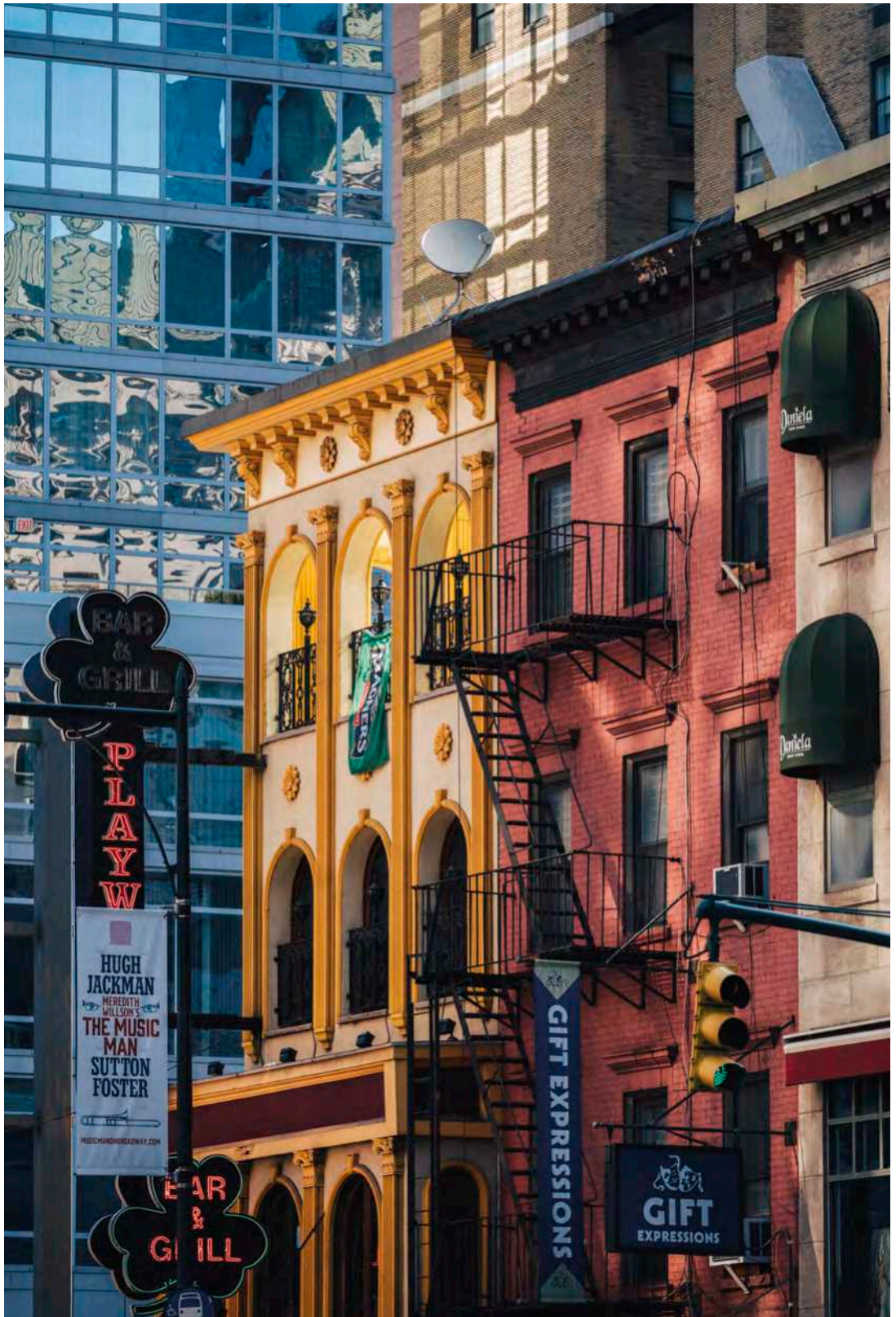
This mesmerising spot is more photogenic on sunny days when it's crowded and you can enhance the optical effects of mirrors and glass
(Sony a7RIII, Sigma 20mm, f2.2, 1/40,000s, ISO 100)

Top: MAN ON A BIKE IN SOHO

Sometimes, you can emphasise the dynamism of a moment with a longer shutter speed
(Sony a7RIII, Sigma 65mm, f2.2, 1/10s, ISO 100)

Above: MANHATTAN MAGIC FROM BROOKLYN

Capture the blue hour before sunset for a blend of natural and city lights
(Sony a7RIII, Sigma 65mm, f2, 1/80s, ISO 1250)



ALL PHOTOS: FRANCESCO IACOMO/AWL IMAGES

**Right:
NEON SIGNS AND FIRE
ESCAPES IN MID-TOWN
MANHATTAN**

New York's architecture mixes old and modern styles. Use a telephoto lens to compress perspective and emphasise contrasts (Sony a7RIII, Sigma 100-400mm @171mm, f5.6, 1/200s, ISO 160)

Right:
VESSEL, SEEN FROM THE WINDOWS OF THE SHOPPING CENTRE, HUDSON YARDS

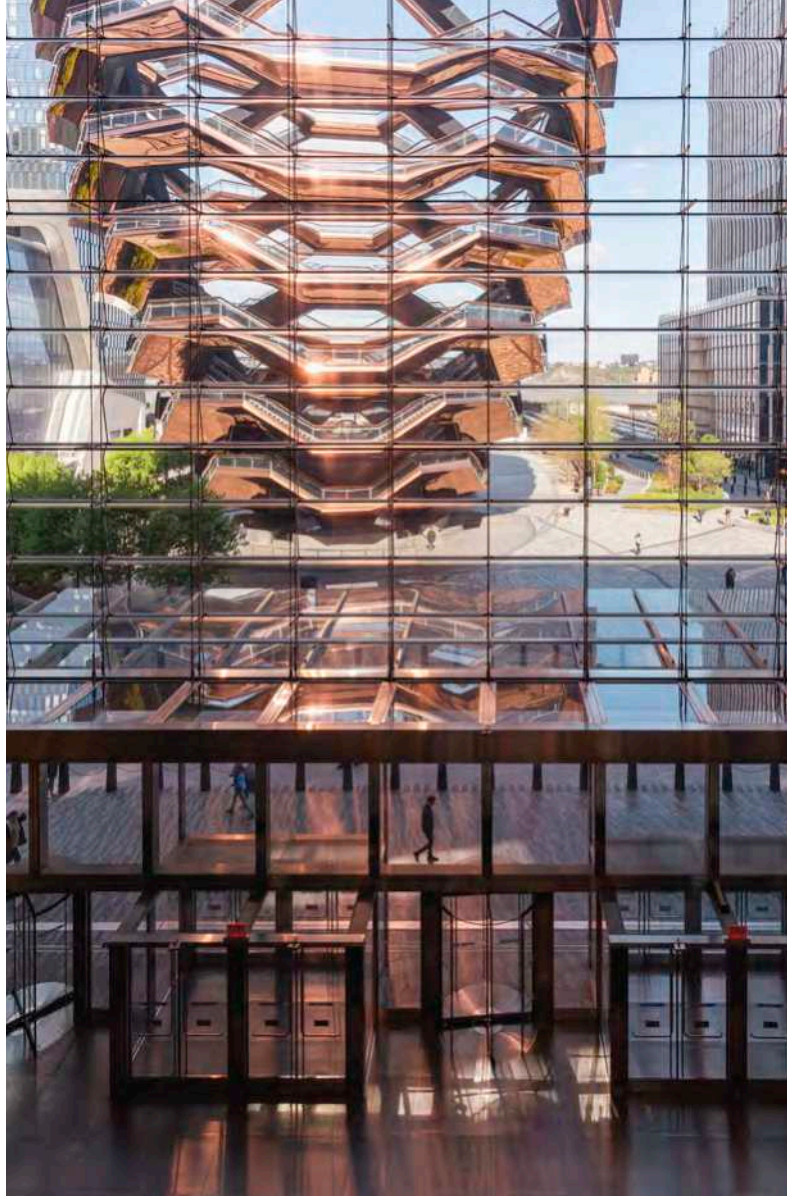
To make an iconic subject more interesting, try photographing it from a unique perspective (Sony a7RIII, Sigma 20mm, f5, 1/200s, ISO 100)

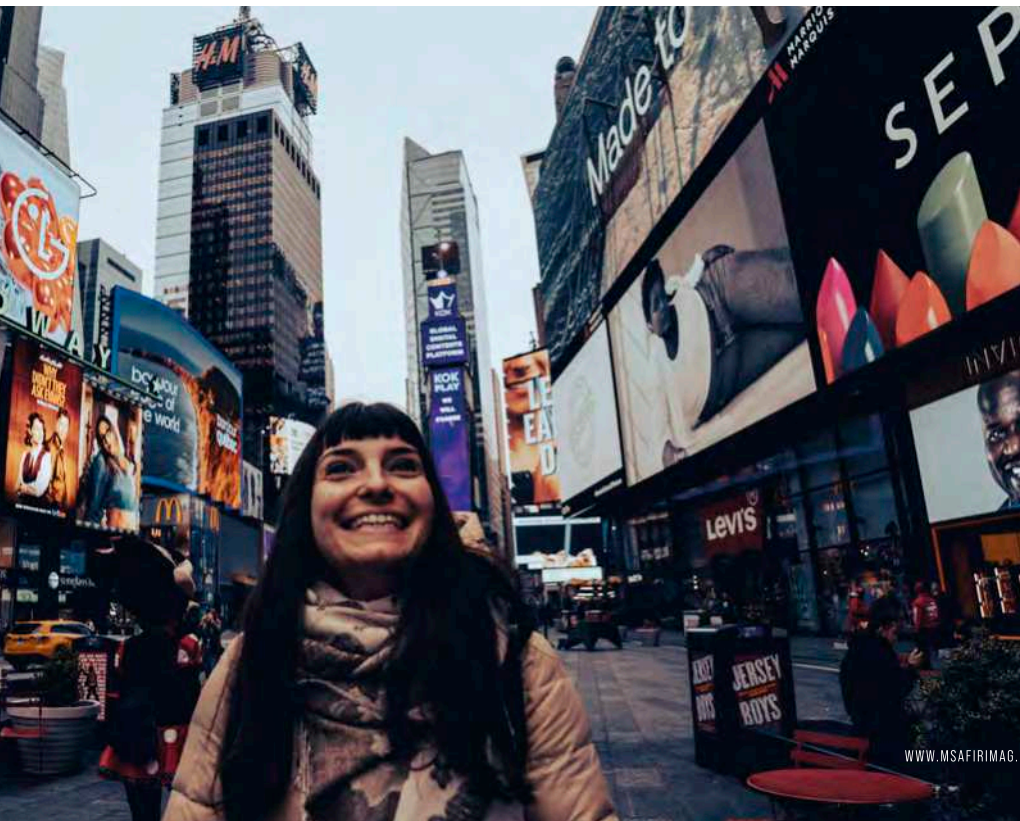
Middle, top:
ENGINE 54/LADDER 4/BATTALION 9 FIREFIGHTERS

Try to photograph real-life scenes, as they best capture the essence of the place (Sony a7RIII, Sigma 100-400mm @136mm, f5.6, 1/60s, ISO 2000)

Below:
THE DRAMA BOOK SHOP INTERIOR, MANHATTAN

Explore beyond the facade; dare to enter buildings. New York holds hidden treasures often just a door away (Sony a7RIII, Sigma 65mm, f4.5, 1/400s, ISO 100)





Top:
MANHATTAN BRIDGE FROM DUMBO, BROOKLYN
 If you need a human subject to convey perspective, why not include yourself in the photo? (Yes, that's me crossing the road)
 (Sony a7RIII, Sigma 35mm, f2, 1/40s, ISO 250)

Above:
OCULUS AND WORLD TRADE CENTER, MANHATTAN
 Use colours to make a shot captivating. If a colourful subject catches your eye, it will likely catch the viewer's as well
 (Sony a7RIII, Sigma 65mm, f4, 1/320s, ISO 100)

Left:
TIMES SQUARE, MANHATTAN
 If you have a travel companion, use them in your shots to make the picture more empathic
 (Sony a7RIII, Sigma 20mm, f4, 1/200s, ISO 100) 

HOW TO LAUNCH

In part two of our new series of practical Business School features, we look at how careful

Read on for 10 key steps to a successful launch:

IDENTIFY YOUR NICHE

Before diving into the entrepreneurial world, it's crucial to identify your niche market.

Conduct thorough market research to understand the demand for your product or service. Analyse your target audience, competitors and industry trends. By pinpointing your niche, you can tailor your offerings to meet the specific needs of your target market.

SECURE ADEQUATE FUNDING

Launching a business requires financial resources to cover startup costs, operational expenses and initial investments. Explore various funding options, such as personal savings, loans, venture capital, crowdfunding or angel investors. Determine how much capital you need and develop a realistic financial plan to ensure your business's financial stability.

DEVELOP A MARKETING STRATEGY

A robust marketing strategy is essential for attracting customers and generating sales. Identify the most effective channels to reach your target audience, whether it's through social media, content marketing, email campaigns or traditional advertising. Use a mix of online and offline marketing tactics to create brand awareness and drive traffic to your business.



CREATE A SOLID BUSINESS PLAN

A well-thought-out business plan serves as a roadmap for your venture. It outlines your business objectives, target market, marketing strategy, operational plan and financial projections. It not only helps you clarify your ideas but also serves as a tool to secure funding from investors.

BUILD A STRONG BRAND IDENTITY

Your brand is more than just a logo; it's the essence of your business and how you want to be perceived by customers. Develop a unique brand identity that reflects your values, mission and personality. Consistency across your branding elements – including your logo, website, marketing materials and customer experience – helps establish trust and credibility with your audience.



A NEW BUSINESS

planning and a strong brand identity are essential when starting your new business

BUILD AN ONLINE PRESENCE

In today's digital age, having a strong online presence is non-negotiable for businesses. Create a professional website that showcases your products or services, provides valuable content and facilitates customer interactions. Leverage social media platforms to engage with your audience, share updates and build a community around your brand.

BUILD A RELIABLE TEAM

Surround yourself with a talented and dedicated team that shares your vision and values. Hire individuals with the skills and expertise needed to support your business's growth and success. Foster a positive work culture that encourages collaboration, innovation and continuous learning. Invest in employee training and development to empower your team members.

STAY PERSISTENT AND RESILIENT

Launching a new business is not without its challenges and setbacks. Stay persistent and resilient in the face of adversity, setbacks and failures. Learn from your experiences, adapt to changes and keep pushing towards your goals. Remember that entrepreneurship is a journey and success often comes to those who persevere through the toughest times.



FOCUS ON CUSTOMER SERVICE

Exceptional customer service can set your business apart from the competition and foster long-term relationships with customers. Prioritise customer satisfaction by offering personalised support, resolving issues promptly and soliciting feedback to continuously improve your products or services. Happy customers are more likely to become repeat buyers and brand advocates.

MONITOR PROGRESS AND ADAPT

As you launch your business, it's essential to track your progress against your goals and make adjustments as needed. Regularly evaluate key performance indicators – KPIs – or to assess the effectiveness of your strategies and identify areas for improvement. Stay flexible and adaptable in response to market changes, customer feedback and emerging trends. →





What makes a strong
**BRAND
IDENTITY?**

Clarity, consistency, authenticity, emotional connection and memorability. By developing a cohesive brand identity that resonates with customers and reflects the brand's values and personality, businesses can differentiate themselves in the marketplace and build long-term relationships with customers. Use the following checklist to see if your brand is up to scratch...

Q DOES YOUR BRAND HAVE CLEAR PURPOSE AND VALUES?

These define why the business exists and what it stands for. Purpose-driven brands resonate with consumers who share similar values, creating a deeper connection and loyalty.

Q DOES IT HAVE A VISUAL IDENTITY?

A distinctive logo that is easily recognizable and memorable helps to establish brand identity across various touchpoints. Consistent use of colours and typography reinforces brand recognition and creates a cohesive visual identity.

Q IS YOUR BRAND CONSISTENT?

Every interaction with the brand – whether it's through a website, social media, packaging or customer service – should reflect the brand's values, tone and visual identity.


Consistent branding builds trust and credibility with customers and reinforces brand recognition.

Q DOES YOUR BRAND RESONATE WITH YOUR AUDIENCE?

By tapping into human emotions, brands can create meaningful connections with customers that go beyond functional benefits. Emotional branding creates loyalty and advocacy, as customers feel a personal connection to the brand.

Q DOES IT HAVE A DISTINCT VOICE AND PERSONALITY?

Whether it's through humour, inspiring storytelling or a professional tone, the brand voice should align with a business's values and resonate with the target audience. Consistent use of language and tone across communication channels reinforces brand personality and identity.

Compelling storytelling can bring your brand to life and create a deeper connection with customers. By sharing the brand's journey, values and impact, storytelling humanises the brand and resonates with customers on an emotional level. Authentic and compelling stories help to differentiate the brand and make it more memorable. 

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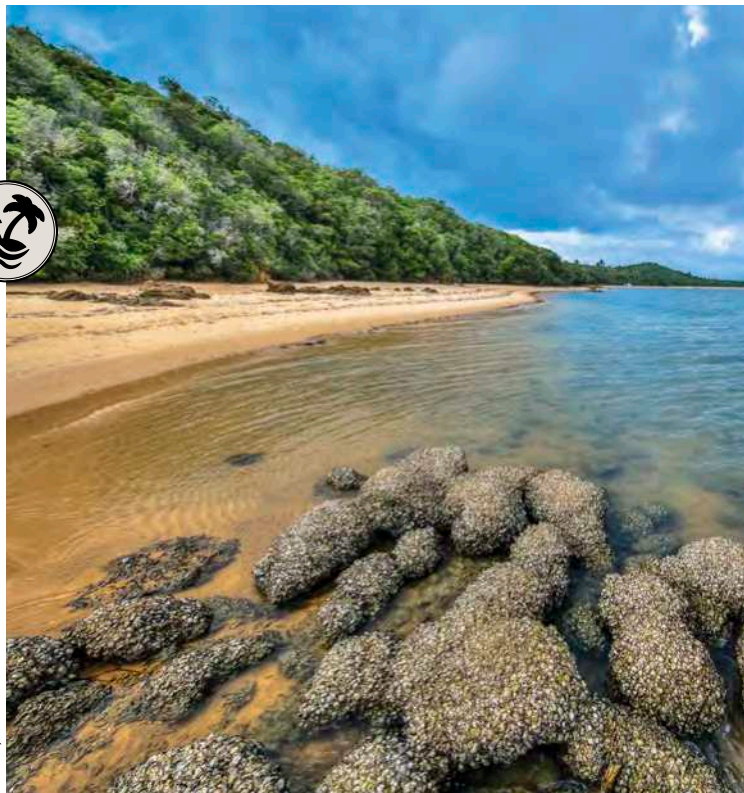
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48 HOURS IN MAPUTO

FROM SHOPPING IN MARKETS TO FLOPPING ON BEACHES, DISCOVER HOW TO SPEND TWO DAYS IN THE EXCITING CAPITAL CITY OF MOZAMBIQUE - NEW ON KQ'S NETWORK

African, Portuguese and Arab influences have created a colourful tapestry of culture, history and cuisine in Mozambique's vibrant capital. Overlooking Maputo Bay, the city has stunning Indian Ocean beaches, hot frenetic markets and avenues lined with acacia and jacaranda trees. Whatever your defining experience might be – from sunbathing with a book on the white sands of Praia de Macaneta beach to tucking into grilled prawns at a street stall – you'll need our 48-hour guide to the best of Maputo...



WILDACAD/ISTOCK



From mid-June, Kenya Airways will operate three flights per week to Maputo from Nairobi on Wednesdays, Fridays and Sundays



Maputo is just a short drive from stunning coastline, including Ponta do Ouro with its crystal-clear waters and pristine beaches

 Fly Nairobi to Maputo. Check out the latest deals at: kenya-airways.com



SOPOTNIKV/SHUTTERSTOCK



Above: Pastel de Nata

Left: Bags for sale in a local market

Below, clockwise from top left: The Natural History Museum; wooden dishes at a market stall; style and comfort at the Dhow

DAY 1: MARKETS AND MUSEUMS

MORNING

Head to one of the city's local pastelarias for a cinnamon-dusted Portuguese-style custard tart, known as **Pastel de Nata** – the perfect way to start your day, particularly when washed down with a strong Mozambican coffee.

Strolling down Avenida Julius Nyerere, you can't miss one of the city's most famous landmarks – the **Polana Serena Hotel**. Built in 1922, it was designed by English architect Sir Herbert Baker, who also takes the credit for iconic buildings in South Africa, such as Cape Town's Mount Nelson Hotel and the Union Buildings in Pretoria.

Just behind the Polana, you'll find a park where **FEIMA (Feira de Artesanato, Flores e Gastronomia)** – Maputo's open-air artisanal market – offers a kaleidoscope of local goods, from jewellery, hats and fabrics to sculptures and paintings. There are plenty of food stalls here too.

After lunch, head back towards the sea. Shaded by trees, Avenida Friedrich Engels hugs the coast and has several benches from which to enjoy the views across the **Maputo Bay** and the island of **Inhaca**.

AFTERNOON

Housed in a fine old colonial building, the **Museu de História** on Praça Travessia do Zambeze has exhibits on Mozambique's natural history and ethnography. Among the more unusual displays is the remains of a coelacanth – a 'living fossil' fish that was thought to

have been extinct for 70 million years until one was unexpectedly netted from the depths of the Indian Ocean in the 1930s.

EVENING

A favourite chill spot in the city, **Dhow** (dhow.co.mz) is a blend of restaurant, art gallery and shop, which embodies the legacy of the ubiquitous trading vessels of the Indian Ocean. The Mediterranean-Mozambique fusion menu includes prawn moussaka, lobster tagliatelle and grilled tuna with ginger, while the gallery features jewellery, furniture, masks, musical instruments, sculptures and carvings from all over Africa and Asia. The restaurant's verandah and pool area is the perfect location to watch the sunset. ➔



Dhow's prawn moussaka, lobster tagliatelle and grilled tuna with ginger.



IVAN BRUNO DE M./SHUTTERSTOCK



COURTESY OF DHOW (DHOW.CO.MZ)





Elegant architecture at Maputo's fine old colonial railway station

NIELS VAN GUN / AWL IMAGES

DAY 2: BUILDINGS AND BOTANICAL GARDENS

MORNING

Start your second day in Maputo with a visit to the city's imposing **Central Railway Station**. A palatial green-and-white structure, it was built in 1910. Adorned with marble pillars and wrought-iron balconies, it is often ranked in the world's top 10 railway stations.

In its heyday, it was the terminus of the railway line connecting the diamond and gold mines of South Africa and Zimbabwe to the coast. Restored to its former glory in 2016, the railway station houses a small museum, which is worth a browse.

As the heat of midday approaches, the **Jardim Botânico de Tunduru** offers a shady retreat – both for people and fruit bats. Located in the heart of the city, the botanical gardens were created in 1885 by English horticulturist Thomas Honney. You can reach it by walking from the railway station

Right, clockwise from top left:

Street life; fine dining at Zambi restaurant; fresh grilled fish for sale

Right: Caipirinha cocktails are popular sundowners

Below: Maputo fortress



YURY BRUKOV / SHUTTERSTOCK





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COURTESY OF ZAMBI (@RESTAURANTE_ZAMBI)



COURTESY OF ZAMBI (@RESTAURANTE_ZAMBI)

down Avenue 25 de Setembro, passing the Central Market along the way.

AFTERNOON

A short walk north from Tunduru Gardens, Maputo's **Museu**

Nacional de Art on Avenida Ho Chi Min, showcases some of the country's most influential contemporary artists, including Alberto Chissano – renowned for his exquisite wood carvings of entwined human figures.

There's also a small museum in **Maputo's old fortress**, just to the south of the gardens. A landmark that recalls the city's colonial past, from Dutch trading post to Austrian and then Portuguese fort, there are cannons and tunnels to discover, as well as panoramic views of the city and harbour from the fort's ramparts.

EVENING

As sunset approaches, find a waterfront bar and order a **caipirinha cocktail** – a blend of fresh lime juice, sugar and sugarcane brandy. There are plenty of excellent restaurants to try local dishes, such as piri-piri chicken, grilled fish or Mozambican curry. Boasting a

terrace where you can watch the fishing boats pass by, **Zambi** [zambi.africa] offers an extensive Portuguese menu of tapas, seafood, salads and steaks. Try the juicy steamed crayfish tails with olive oil, lemon and coriander, followed by a fillet of grouper served with kombu seaweed. 🍷

TOP TIP

As you're right on the Indian Ocean, you shouldn't miss the **fish market (Mercado do Peixe)**. Choose your fresh seafood (haggle and agree the price first) then take it to one of the many stalls to have it cooked the way you want it.



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Guess where...

This idyllic beach is a mere 25km from the country's busy capital, which shares its border with the Atlantic Ocean. Named after the river that splits it in two, the white-sand beach became famous thanks to it being the setting for a Bounty chocolate bar commercial. The city itself was first settled by 400 freed slaves in 1787, which gave rise to its name. But in which Kenya Airways destination is it?

 TURN TO PAGE 80 FOR THE ANSWER

KQ contents

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Our network; Plus: three destinations to visit

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Stone Town, Zanzibar



SECOND B737-800 FREIGHTER LANDS

LATEST ADDITION TO FLEET TO FURTHER EXPAND KQ CARGO SERVICE

Kenya Airways took delivery of a second Boeing 737-800 freighter in April, taking its total cargo fleet to four. The new arrival will allow KQ Cargo to offer more capacity on its global network,

especially to the Middle East, Asia and Africa.

Allan Kilavuka, group managing director and CEO of Kenya Airways, said: "We have made a commitment

to gradually increase our cargo business and support our customers in their long-term needs and deliver possibilities in the air. The arrival of the new freighter... is a significant milestone in KQ Cargo's fleet expansion plans.

"We are confident the additional cargo aircraft will allow us to further increase our capacity and significantly increase our frequencies as we propel Africa's prosperity and connect its people, cultures and markets."

The airline will deploy the freighter on the following routes: Sharjah and Dubai World Central in the UAE; Jeddah and Riyadh, Saudi Arabia; Dakar, Senegal; Lagos, Nigeria; N'Djamena, Chad; Mogadishu, Somalia; Mumbai, India; Freetown, Sierra Leone; and Monrovia, Liberia; among others.

The new aircraft offers 20,000kg of cargo capacity with a range of up to seven hours.

Marking Safety Week

At the end of April, Kenya Airways hosted its annual Safety Week. Themed 'Safety first, Climate conscious', it was aimed at integrating environmental sustainability into its safety protocols, reflecting a growing awareness of the connection between safety practices and environmental conservation. The keynote speakers included Captain Haig Anyonyi, director, Corporate Quality, Safety and Environment; and Dick Murianki, general manager, Cargo. Staff participated in challenges and awards were presented for achievements in Free Route Airspace, Waste Management and Safety Excellence.



The KQ Quality, Safety and Environment Team

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Members of Kenya Airways' frequent flyer programme can now redeem their points for award seats on KQ-operated flights to all its destinations online. This exciting enhancement aims to provide you with even more options and flexibility to make the most of your Asante Rewards loyalty membership. Whether planning a business trip, a spontaneous getaway or a well deserved vacation, your Asante points are ready when you are.

To redeem your points, call Asante Rewards' dedicated customer line on +254 711 024747.



KQ INNOVATION WEEK 2024

In April, the second annual KQ Innovation Week took place at Kenya Airways' headquarters. Themed 'Innovation Ignited: Cultivating an Innovative Culture', the event aimed to foster a culture of innovation within KQ and its stakeholders to drive success, and featured

a masterclass exploring 'Delivering value through the Amazon way of innovation'. Participants were rewarded with prizes, with two people earning a trip to Cape Town, South Africa, for submitting the 10 most innovative ideas. The week ended with a summary of the presentations made during the week and an awards ceremony.

Above: Attendees at the Kenya Airways Innovation Week
Left: Group MD & CEO Allan Kilavuka addresses participants



ACCREDITATION FOR NDT SERVICES

Delegates from the Kenya Accreditation Service (KENAS) recently visited KQ to present the airline's certification following the its attainment of non-destructive testing (NDT) accreditation. NDT is used to inspect and evaluate materials, components or assemblies. The accreditation expands Kenya Airways' capabilities in NDT beyond aviation, ensuring strict adherence to quality standards during inspections. Group MD and CEO Allan Kilavuka, chief operations officer George Kamal and technical director Gilbert Bett represented KQ leadership at the event.

Right: KQ COO George Kamal, Group MD & CEO, Allan Kilavuka with KENAS representatives



KQ RECORDS KSH10.5BN OPERATING PROFIT

AIRLINE SEES THE BENEFITS OF TURNAROUND INITIATIVES

Kenya Airways' ongoing recovery and turnaround initiatives have resulted in the airline recording an operating profit of Ksh10.5bn (US\$79m) for the year ended 31 December 2023. This represents a 287% growth compared to the previous year, which saw an operating loss of Ksh5.6bn.

The group's total revenue rose by 53% to Ksh178bn, which was mainly attributable to a 43% growth in passenger numbers year on year and to only 2% below pre-pandemic levels. KQ also reported a 37% increment in total operating costs – despite a 44% increase in capacity deployed – because of increased operations as it continued to bounce back from the pandemic.

Direct operating costs increased by 48% in line with the increase in capacity, while fleet costs fell by 47.5% due to fleet rationalisation. Overheads increased by 22% due to an increase in employee costs as well as foreign currency losses caused by the devaluation of the Kenya shilling against major world currencies. Losses after tax reduced by 41% to Ksh22.7bn.

Speaking at an investor briefing event, KQ chair Michael Joseph said: "These figures highlight the airline's remarkable performance over the year and provide encouraging signs of continued recovery within the air transportation sector. They also confirm the operational viability of the airline business and demonstrate that the management's ongoing

efforts to restore profitability are yielding positive results."

Allan Kilavuka, KQ's group managing director and CEO, added: "During the year, the company's main focus remained on improving customer experience, operational excellence and cash conservation. These efforts resulted in the airline improving its on-time performance to a high of 76% from an average low of 58% at the beginning of the year, ranking it as Africa's second-most efficient airline.

"Additionally, the introduction of the Asante Rewards loyalty programme and the revamp of KQ's website aimed to better appreciate and reward customer loyalty while improving user-friendliness and functionality."

Kilavuka said the top priority going forward was to continue building on the gains made in the airline's turnaround strategy, Project Kifaru. Along with this, in the near term, he noted the focus was on completing the capital restructuring plan.

The government, a major investor in Kenya Airways, has indicated its continued strong support for the company's operational and capital structure optimisation process and intends to remain a major stakeholder over the long term.



VIRGIN ATLANTIC CODESHARE DEAL

AGREEMENT PROVIDES SEAMLESS ACCESS TO CARIBBEAN DESTINATIONS FOR KQ GUESTS

KQ and Virgin Atlantic, both members of the SkyTeam Airline Alliance, have agreed a strategic codeshare partnership.

As part of the deal, Kenya Airways will place its code on Virgin flights to its Caribbean destinations, including the Bahamas, Barbados and Grenada. Virgin will place its code on KQ's London flights, providing passengers with seamless access to its extensive network of destinations in Africa and beyond.

"We are thrilled to kickstart this transformative partnership with Virgin Atlantic," said Julius Thairu, chief commercial and customer officer at KQ. "Through

the synergy of our respective strengths and networks, our goal is to enhance the travel experience for our esteemed customers, providing them with expanded choices, enhanced convenience and seamless connectivity to vital destinations worldwide."

In addition to enhanced connectivity, the codeshare will offer reciprocal benefits to members of Kenya Airways' frequent flyer programme Asante Rewards and Virgin Atlantic's Flying Club. Asante Rewards members will have the opportunity to accrue miles on Virgin Atlantic flights and vice versa.

Above: Exploring the Caribbean's coral reefs

Top: Hunte's Gardens, Barbados

Right: Grand Anse Beach, Granada

Below: Colourful homes of Nassau, The Bahamas





Now flying to Maputo

NEW THRICE-WEEKLY SERVICE TO MOZAMBIQUE TAKES TO THE AIR

On 19 June, KQ will launch a brand-new route connecting Nairobi with Maputo, the capital of Mozambique. The service will operate three times per week on Wednesdays, Fridays and Sundays, using an Embraer E190 aircraft.

The move comes in response to growing demand for travel between East and southern Africa and further solidifies the airline's commitment to strengthening its network and offering seamless travel experiences across the continent. This expansion complements KQ's broader network strategy for 2024, which

also boasts increased frequencies to destinations such as New York, Paris, Lagos, Accra and Freetown.

"The demand for air travel is soaring, and we're determined to meet it by expanding our reach and fostering connections between Africa's rich cultures and thriving economies," said Julius Thairu, chief commercial and customer officer at Kenya Airways.

"The addition of Maputo to our network strengthens ties between Kenya and Mozambique, opening doors for increased trade, tourism and cultural exchange."

To find out more about Maputo, turn to our special feature on pages 62-65

Above: Maputo's historic railway station

Below: Celebrating the return of KQ's Eldoret service

ELDORET SERVICE TAKES OFF

At the end of March, Kenya Airways relaunched its service to Eldoret. KQ now flies five times a week to the city in west Kenya, on Mondays, Wednesdays, Fridays, Saturdays and Sundays. Eldoret is a crucial trading centre for various agricultural sectors, including grain, dairy and horticulture. At the launch event, KQ's group MD and CEO Allan Kilavuka

emphasised the strategic importance of resuming the frequency, reaffirming the airline's dedication to bolstering regional connectivity and facilitating access to global markets. He further highlighted how the renewed focus on the domestic market underscores KQ's pivotal role in advancing Africa's economic prosperity.

To find out more about Eldoret, turn to our special feature on pages 40-43.



News IN BRIEF



NEW YORK, PARIS

From 8 July, KQ will add three Dreamliner (B787-8) frequencies

to New York, taking the weekly number of flights to the Big Apple to 10. Starting 5 July, the airline will also add two weekly B787-8 flights to Paris (taking the total to nine) to cater for Olympics' demand.



LAGOS, KIGALI & MOGADISHU

From 3 June Lagos, Nigeria, will see an

additional two flights a week; Mogadishu, Somalia, an additional two weekly flights from 2 June; and effective 13 May, Kigali, Rwanda, also saw an additional two weekly flights.








ACCRA & FREETOWN

Accra, Ghana has increased capacity via

deployment of a B787-8, effective 2 June on the current four times weekly flights, with an onward leg to Freetown, Sierra Leone





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

INTERNATIONAL WOMEN'S DAY REVIEW

A LOOK BACK AT THE EVENTS HELD BY KENYA AIRWAYS ON 6-8 MARCH

Kenya Airways celebrated International Women's Day with a powerful series of initiatives showcasing its commitment to empowering women and fostering strong community ties.

On 6 March, a team of KQ women, led by chief financial officer Hellen Mwariri, visited the Wamama Wetu artisans in Kibera, Nairobi. These talented craftswomen are the magic behind KQ's iconic cabin crew headwear. The day buzzed with engaging conversations, a tour of Kibera and mentorship sessions for young women in the community.

The momentum continued the following day with a thought-provoking summit at the Pride Centre. The event, themed 'Executive presence from a man's perspective', featured insightful discussions led by a panel of KQ male leaders.

The day itself, 8 March, culminated in a grand celebration of International Women's Day, featuring an

all-women-operated flight from Nairobi to London. This historic journey saw a team of KQ women take charge, from check-in and ground services to engineering, security, operations, the flight deck and cabin crew, ground service operations and catering.

As part of the celebrations, there was also an open market

day at KQ headquarters, featuring handcrafted wares from the artisans of Wamama Wetu.

Simultaneously, the airline hosted the Hope Kibera Kids at the Pride Centre for a day filled with fun and learning. The children enjoyed activities such as aircraft visits and simulator experiences, inspiring them to dream big.

Left: Denise Tabuke, development engineer

Left inset, top: All-women crew, led by Captain Cathleen Kang'ethe

Left inset, bottom: Wamama Wetu artisans during the open market day at KQ headquarters



Left: Group MD & CEO, Allan Kilavuka, and CPO, Tom Shivo during Iftar dinner with Muslim staff

KQ hosts Iftar Dinners

In honour of the holy month of Ramadan, Kenya Airways organised Iftar Dinners on 5 and 8 April in Mombasa and Nairobi, respectively. The dinners, led by the group MD and CEO Allan Kilavuka and chief people officer Tom Shivo brought together Muslim staff and their loved ones for a memorable evening. Attendees engaged in prayers, exchanged insights from the Quran and broke their fast together in a spirit of unity.





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

DID YOU KNOW?

WHY DO EARS POP?

Your ears pop during take-off and landing because of air pressure changes. As the plane climbs, the pressure outside the cabin drops; likewise, as the aircraft descends, it goes up. This creates pressure on your eardrum because the air in your middle ear can't escape fast enough. The pop you feel is the pressure equalising. Yawning, swallowing or chewing gum can help relieve the discomfort.

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Kenya Airways routes



DISTANCE FROM NAIROBI TO:

Abidjan	4600km	Kinshasa	2412km
Accra	4194km	Kisumu	280km
Addis Ababa	1157km	Lagos	3835km
Amsterdam	6662km	Lilongwe	1422km
Antananarivo	2250km	Livingstone	2192km
Bangui	2143km	London	6828km
Bangkok	7230km	Lubumbashi	1539km
Bujumbura	875km	Mombasa	1808km
Cape Town	4087km	Maputo*	2762km
Dakar	6205km	Mauritius	3093km
Dar es Salaam	665km	Mogadishu	1003km
Douala	3084km	Mombasa	422km
Dubai	3548km	Monrovia	5321km
Dzaoudzi	1569km	Moroni	1344km
Eldoret	268km	Mumbai	4531km
Entebbe	521km	Nampula	1547km
Freetown	5668km	Ndola	1581km
Guangzhou	8684km	New York	11,844km
Harare	1945km	Paris	5368km
Johannesburg	2900km	Seychelles	2100km
Juba	905km	Victoria Falls	2216km
Kigali	759km	Zanzibar	599km
Kilimanjaro	234km		

SOURCE: AIRMILESCALCULATOR.COM; * FROM 19 JUNE 2024

Three places to visit

Celebrating the destinations that Kenya Airways flies to...

AMSTERDAM, THE NETHERLANDS

The Netherlands is famous for its tulips. The best time to see these colourful flowers is from mid-April to mid-May, when the fields are positively blooming with millions of them. There's a museum in Amsterdam dedicated to the tulip as well as a phenomenon known as 'Tulip mania'.



TIPTOE THROUGH THE TULIPS

Written in 1929, the song was made famous in 1938 by Tiny Tim when he sang it on a US TV show.



KILIMANJARO, TANZANIA

Known as the 'Roof of Africa', Kilimanjaro stands 5895m tall, the highest peak on the continent. While hikes to the top take about six days, Swiss runner Karl Egloff holds the record for the fastest ascent and descent at 6hrs 42mins.



ABIDJAN, IVORY COAST

OK, so the Our Lady of Peace Basilica is in the capital Yamoussoukro, 216km from Abidjan, but it is the Guinness World Record holder for being the largest Christian church in the world. It can house 18,000 worshippers and reportedly cost US\$600m to build.

International routes

Domestic routes

Regional routes

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\$125



YVES SAINT LAURENT MYSLF Eau de Parfum 100ml

MYSLF, the new masculine refillable fragrance by Yves Saint Laurent. The expression of the man you are, with all your nuances. The first YSL Beauty woody floral fragrance with a unique, long-lasting trail of modernity. A statement of modern masculinity to celebrate your true self. Unapologetically. Proudly. A fragrance that seamlessly fuses with your skin, revealing a distinct signature for each individual. My scent, MYSLF.

FRAGRANCE NOTES: Woody – Floral

VALENTINO BORN IN ROMA SET

Eau de Parfum 100ml + 15 ml

Inspired by Rome, a place where past and present co-exist, Born in Roma tells a story of self-expression: a celebration of people living life freely, while embracing their heritage. A modern, haute couture floral; an elegance made with sambac jasmine to bring a luxurious femininity when blended with vanilla bourbon, the most expensive extract in the world. This mix is twisted with a radiant trio of modern woody notes, with cashmeran accords for an edgy touch inspired by today's Rome's street culture.

FRAGRANCE NOTES: Oriental



\$150



WATCHES

AVIATOR LADIES SMARTWATCH GOLD MESH/BLACK STRAP

This stylish smartwatch features a shiny gold-coloured metal case with a Milanese strap and an extra, easily interchangeable black silicone strap. It boasts a 1.19"/3.02cm full touch-screen (240x240px) with 300nits brightness. Customise your own dial with one of your own images or choose from 300+ cloud-based options. This smartwatch offers wireless charging and IP67 protection, supports calls and features health monitoring, exercise-tracking, notifications and voice assistants. Two-year warranty. Case size: 42mm.



\$165

CITIZEN GENT'S CHRONOGRAPH

The product of meticulous design from artisanal watchmakers Citizen, this timepiece emphasises premium performance without sacrificing presentation. Featuring a unique matte gold face with date and 12/24-hour time display enveloped by a stunning gold-toned bezel, case and band, it embodies refined luxury. Measuring one-second increments with razor precision via a chronograph, it also provides quartz-driven accuracy to within 20 seconds over an entire month for confidence when time is of the essence. Five-year limited warranty.



\$350



\$55

SUNGLASSES

AVIATOR SUNGLASSES

A classic! A fusion of elegance and functionality, crafted to perfection. These must-have sunglasses feature a gleaming gold stainless steel frame with dark grey lenses, the epitome of casual understatement. Precision spring hinges ensure the best comfort and silicone nose pads provide a perfect fit. Polarised lenses and UV400 protection.



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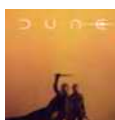


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HOLLYWOOD NEW RELEASES



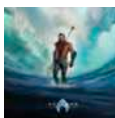
DUNE: PART TWO

Directed by Denis Villeneuve, the second instalment of the hit 2021 film *Dune* features Timothée Chalamet as Paul Atrides, who reunites with Chani (played by Zendaya) and the Fremen to seek revenge on the conspirators who destroyed his family. Now he must work with his strongest companions to save a terrible future only he can foresee. The Warner Bros. feature film has already grossed over US\$700m worldwide, carrying on the legacy set by the first film with its top-tier VFX, acting, storyline and entertainment factor.



THE COLOR PURPLE

Experience female empowerment in *The Color Purple*, where Celie, who faces several hardships including an abusive marriage, finds strength and hope in the everlasting bonds of sisterhood. This strong musical reboot has won multiple accolades and also received 11 Oscar nominations. Owing to its remarkable writing, cast and musical performances, this is an entertainment-packed film that brings you encouragement and a feel-good effect. Directed by Blitz Bazawule, the outstanding cast includes Fantasia Barrino, Danielle Brooks, Halle Bailey, Ciara, Taraji P. Henson and Colman Domingo.



AQUAMAN AND THE LOST KINGDOM

With James Wan at the helm, *Aquaman and the Lost Kingdom* marks the return of Arthur Curry, now the king of Atlantis, who must join with his brother Orm to fight Black Manta, now more powerful than ever and who wants to take down Aquaman once and for all. In this latest DC Comics production, the brothers must set aside their differences to protect their kingdom and the world from an unrectifiable destruction. The movie stars Jason Momoa in the titular role, alongside Patrick Wilson, Yahya Abdul-Manteen II, Amber Heard, Nicole Kidman and Randall Park.





INTERNATIONAL MOVIES



DRISHYAM 2 (Bollywood)
Directed by Abhishek Pathak, *Drishyam 2* is the gripping story of Vijay, patriarch of the Salgaonkar family, who must save his loved ones from the horrors of the traumatic events that shook them seven years ago. Just like the original, it houses extraordinary, thrilling events throughout, keeping viewers on the edge of their seats. The remarkable cast includes Ajay Devgn, Tabu, Akshaye Khanna, Shriya Saran, Saurabh Shukla and Ishita Dutta.



FOUR DAUGHTERS (French)
This documentary, directed by Kaouther Ben Hania, follows the story of a Tunisian mum of four daughters, who tragically loses her two eldest to ISIS. Centring around the real-life horror and tragedy of the mother, the film also scored Hania her second Oscar nomination – the first Arab woman to achieve this feat.



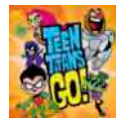
BOB HEARTS ABISHOLA

Created by Chuck Lorre (*The Big Bang Theory*), *Bob Hearts Abishola* follows Bob, a successful businessman, who falls for his Nigerian nurse, Abishola, after suffering a mild heart attack. The comedy is openly cultured with hilarious shots and looks to break down the prejudice barrier. With five seasons under its belt, the CBS sitcom is a perfect watch on stressful days.



EAST NEW YORK

This US procedural series encompasses the daily lives of police officers and detectives in the Brooklyn neighbourhood of East New York. The precinct is led by Regina Haywood, who finds it difficult to work with colleagues who do not want to follow her atypical rules. The show deals with everyday problems, giving a more realistic approach to the storyline.



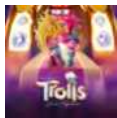
TEEN TITANS GO!

Residing in Jump City, the animated TV series follows a group of teen titans – Beast Boy, Robin, Cyborg, Raven and Starfire – who like to fight crime in the city. But, when they decide to stop, things don't go to plan. Despite the crime-fighting plot, the show is more parodic and filled with jokes suitable for children.



PLANET EARTH – SEASON 3

The third chapter of the BBC documentary nature series covers how volcanoes, mountains and other natural phenomena are interconnected. Filmed over five years, it takes Sir David Attenborough on an exciting journey of discovering the ever-changing habitats of the world.



TROLLS BAND TOGETHER

Who doesn't love musicals? And who doesn't love it when it's Poppy and Branch? Now finally a couple, the pair are on another emotional and heroic journey to save Branch's siblings, who get kidnapped by a villainous duo of brothers. *Trolls Band Together*, directed by Walt Dohrn (who also stars in the film) is a colourful and delightful animation with an abundance of heart-warming scenarios that will keep viewers (kids and adults alike) engaged till the end. The voices of the characters include Justin Timberlake, Anna Kendrick, Kenan Thompson, Anderson .Paak and Camila Cabello.





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Guess where answer (from page 67): **Freetown, Sierra Leone**

The River No.2 Beach in the West African city of Freetown is an ideal city getaway. Locals ferry visitors across the river that divides the beach in two on boats and canoes; while a lagoon at its southern end provides a safe swimming area. Founded by formerly enslaved people returning from the US, legend says they gathered under a 70m-tall cotton tree to offer prayers for their new home. Unfortunately, this famous symbol of the nation was destroyed in a storm last year. ➔ For more information about flights to Freetown, go to www.kenya-airways.com

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LOSE YOURSELF IN STONE TOWN

Exploring the labyrinth of narrow streets and alleyways in Stone Town on the spice island of Zanzibar is like walking through 2000 years of history. As early as the 1st century AD, northeast monsoon winds bore merchants from Arabia, Persia and beyond to this Indian Ocean archipelago off the coast of Tanzania. Their dhows arrived with porcelain, cloth and beads, and they returned home laden with ivory, gold and ebony. Later, in the 8th and 9th centuries, Islam was carried to Zanzibar on the same trade winds. Many of the indigenous people of the East African coast and its offshore islands adopted the new religion. They called themselves Swahili – from the Arabic word *sahil*, meaning ‘of the coast’. Gradually, the Swahili intermarried with Arabian and Shirazi (Persian) settlers, laying the foundation for Zanzibar’s intriguing history and cultural mêlée.



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