

FREE TO TAKE HOME



msafiri

ENRICHING LIFE'S JOURNEYS

FEBRUARY-MARCH 2025 | ISSUE 189



AFRICA'S LEADING
INFLIGHT MAGAZINE 2024



SOMETHING TO SHOUT ABOUT

6

**AFRICAN
WOMEN
MENTORING
THE
NEXT
GENERATION**



LOVE IS... TECH!

GADGETS FOR
YOUR LOVED ONE

BEYOND BOUNDARIES

AFRICA'S
TRANSFRONTIER PARKS

URBAN REVOLUTION

REMAKING CITIES
IN AFRICA

Flying Them Compassionately Home

Our airport-to-airport service offers peace of mind to families during a difficult time, flying their dearly departed ones safely home.



40+ Destinations



132 Partner Funeral Homes



www.kqcargo.com



@KenyaAirways



KQ Cargo App



Kenya Airways
CARGO



On the cover:
Image by Rawpixel.
com / Shutterstock

msafiri

ENRICHING LIFE'S JOURNEYS

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

msafiri is available in print on all KQ flights. It is also published in digital format and can be read directly on www.msafirimag.com or via our app. Simply search for 'msafiri magazine' on your usual App Store (for iOS, Android or Kindle). It is also available at www.pocketmags.com and www.zinio.com. *msafiri* is published by Gecko Publishing for Kenya Airways.



Tel: +254 (0)20 642 2000,

Email: msafiri@kenya-airways.com

www.kenya-airways.com

Head of Corporate Communications: Henry Okatch

External Communications Manager: Vivienne Namadoa Atieno

Advertising: Ascent Group

Tel: +254 (0)11 000 2001

Email: msafiri@ascentgroup.co.ke

Senior account manager: Caroline Wairimu,
caroline.wairimu@ascentgroup.co.ke



For all editorial matters, please email
msafiri@geckomags.com

Contributors: Tom Bailey, Carey Baraka, Lutivini Majanja, Fiona McIntosh, Peter Muiruri, Lutawo Ouma, Paul Udoto, Josaya Wasonga and Eugene Yiga

PLEASE NOTE:

Information on events and opening times in this issue is susceptible to change. Readers are advised to contact outlets to check availability before planning visits or booking travel.



© Gecko Publishing Ltd and individual contributors. No part of the contents may be reproduced or stored in a retrievable system without prior written permission from the publishers. All advertisements and non-commissioned text are taken in good faith. While every care is taken to ensure accuracy in preparing the magazine, the publisher and Kenya Airways assume no responsibility in effects risen therefrom. The opinions expressed in this publication are not necessarily those of the editor or any other organisation associated with this publication. No liability can be accepted for any inaccuracies or omissions. Material is submitted at the sender's risk and the publishers and Kenya Airways cannot accept responsibility for accidental loss or damage.

ISSN: 0251-0340 (print), 2046-1836 (digital)

karibu

DEAR READER

As Kenya Airways embarks on another chapter, I'm thrilled to share developments that highlight our commitment to excellence, innovation and connectivity.

Starting July 2025, we'll launch direct flights to London Gatwick, enhancing our UK presence with two entry points – Gatwick and Heathrow. This increases our UK frequency to 10 weekly flights, offering more options and convenience. Gatwick's strategic location ensures access to Southern England, reflecting our growth strategy and reinforcing the UK as vital for trade, tourism and diaspora connections.

We've also renewed our codeshare agreement with China Eastern Airlines (MU), strengthening ties between Africa and China. This partnership extends our reach to key Chinese destinations while offering seamless African connections for MU travellers, fostering global connectivity and enhancing customer experiences.

Recent accolades reaffirm our pursuit of excellence. Being named Africa's Best Airline for customer service by AirHelp and winning Africa's Best Airline Website and App at the World Travel Tech Awards highlight our commitment to innovation and customer-centric solutions.

Beyond aviation, our partnership with the Drug Fighters Children Centre is transforming lives by addressing inequalities and fostering sustainability. This reflects our belief in creating lasting social impact.

As chair of the African Airlines Association, I'm honoured to champion the growth and competitiveness of Africa's aviation sector. Together, we'll navigate challenges and seize opportunities to shape a brighter future.

Thank you for being part of our journey. Let's soar higher together.

Allan

ALLAN KILAVUKA GROUP MANAGING DIRECTOR AND 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.

WORLD TRAVEL AWARDS 2024

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





MADE TO MEASURE

Get Customized Solutions according to your needs

Ashut is committed to solving the unique challenges encountered in warehouses and retail spaces, where conventional solutions often prove inadequate. By adopting the "Made To Measure" philosophy, Ashut prioritizes the development of customized solutions tailored to each client's specific requirements. This strategy not only optimizes space and boosts functionality but also enhances operational efficiency. From maximizing storage capacity to designing shop layouts that improve customer experience, Ashut's dedication to personalized solutions empowers businesses to excel in a competitive landscape.



Warehouse Solutions



Custom Shopfitting Solutions



Racking System



Shelving System



Convenience Store Shopfitting



Supermarket Shelves



Multi-Tier Shelving

Transform your storage spaces today! We specialize in custom warehouse solutions, including tailored racking and shelving systems designed just for you. Contact us now to get started!



Convenience Store

Elevate your retail space! We create custom shop fittings for convenience stores, supermarkets, and pharmacy outlets. Contact us today to bring your vision to life!

Visit Our Showrooms:



Nyahera Road, Off Lunga Lungu



Binaa Complex, Opposite Hillcrest School, Karen

Contact Us:

0106 000 007 | 0715 416 844

enquiries@ashut.com



BEFORE

AFTER

Transform your
Spaces with

luxewrap
by Ashut

Luxewrap, a brand under Ashut, offers a stunning range of interior vinyl wrap films that transform any space in your home. With a focus on quality, these durable films come in various colors and textures, allowing effortless expression of style while ensuring a polished finish.

Are you looking to renovate your home or business without downtime?

luxewrap by Ashut offers a luxurious solution that revitalizes furniture and spaces without the mess of traditional renovations. This advanced wrapping technology is fireproof upto 100°C, waterproof, and can be applied to any surface. With a variety of finishes and a 5-year warranty, Luxewrap combines style and convenience, allowing you to refresh your environment while keeping operations running smoothly.

Visit Our Showrooms:



Nyahera Road, Off Lunga Lunga



Binaa Complex, Opposite Hillcrest School, Karen

Contact Us:

0106 000 007 | 0715 416 844



enquiries@luxewrap.co.ke



CONTENTS



To mark International Women's Day on 8 March 2025, we have a special feature celebrating trailblazing women in this issue of *msafiri*...

8 BIG PICTURE

We start this edition of *msafiri* with two stunning images from the Wildlife Photographer of the Year competition

12 TALK OF THE TOWN

Our humorous columnist has some tips on how to survive Valentine's Day

14 LIFE

Three things you should know about friendship

16 EARTH MATTERS

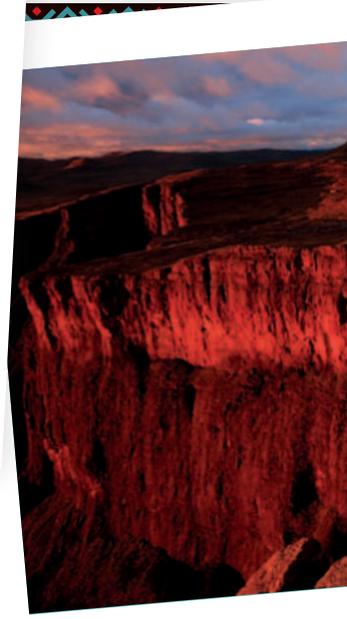
Exclusive interview with the new head of the Kenya Tourism Board, June Chepkemei

18 BOOKS

Carey Baraka turns the spotlight on five of South Africa's best writers, including Nardine Gordimer

20 GADGETS

Check out these 16 Valentine's gifts for the special one in your life



FEATURES

26

PARTY TIME!

Fill your calendar with this round-up of South Africa's best festivals

36

TRAILBLAZING WOMEN

Meet six women at the top of their game

46

URBAN REVOLUTION

The dynamic shifts remaking Africa's cities

54

BEYOND BOUNDARIES

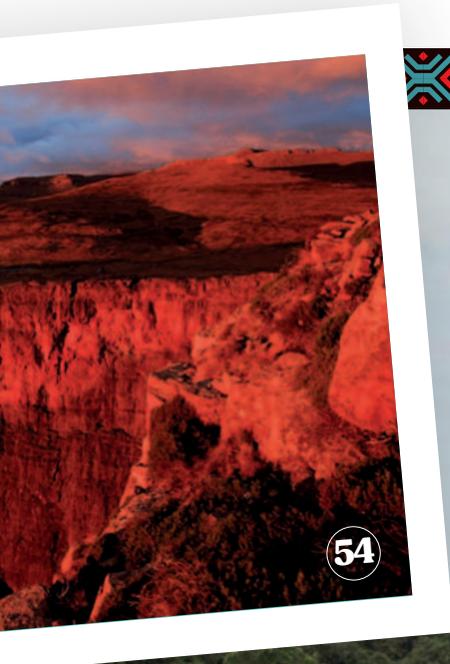
The benefits of Africa's cross-border parks

62

BUSINESS SCHOOL

How to plan your social media campaign





54

KUSAFIRI 67

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



30 FROM POACHING TO PEACE

New challenges for the
Elephant Crisis Fund



WILLIAM FORTESCUE / WILDLIFE PHOTOGRAPHER OF THE YEAR



LOVE AT FIRST BITE

Highly commended in the latest Wildlife Photographer of the Year competition in the Behaviour: Mammals category, William Fortescue's stunning image '**Stormy Scene**' uses a backdrop of storm clouds lit by the setting sun to show mating lions. It was the rainy season when he visited the Serengeti National Park. He watched the lions mate several times before the female broke it off. It wasn't until William viewed an enlarged image that he noticed the saliva trails and the explosion of insects from the male's mane. Lions can mate throughout the year, but synchronising the births of cubs increases the reproductive success of a pride. Female pride members display cooperative behaviour, including raising cubs together to ensure their survival into adulthood.

Namiri Plains, Serengeti National Park, Tanzania
Nikon Z9, 70-200mm f2.8 lens, 1/1000s at f5, ISO 320



WILD NIGHT OUT

Jasper Doest's striking image, **'Curfew in Livingstone'** was highly commended in the Urban Wildlife category of the Wildlife Photographer of the Year competition. It vividly highlights the coexistence of humans and wildlife as elephants march down a lane in the Zambian town. These elephants have come from the nearby Mosi-oa-Tunya National Park, near Victoria Falls. Within the town itself, authorities continue to enforce the night-time curfew to allow elephants a trouble-free passage. Wildlife rangers have worked with the Livingstone community on methods to deter the elephants, such as digging trenches around fields. One conservationist devised a strategy of 'beehive fences', which deter elephants because the animals are nervous of the insects.

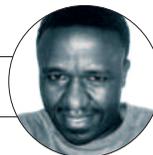
Livingstone, Southern Province, Zambia
Leica SL2, 50mm f1.4 lens, 1/30s at f1.4, ISO 12,500





Wildlife Photographer of the Year was founded in 1965 by *BBC Wildlife Magazine*, then called *Animals*. The Natural History Museum joined forces in 1984 to create the competition as it is known today. The annual competition and touring exhibition are now run and owned by the Natural History Museum, London. Today, Wildlife Photographer of the Year is the world's most prestigious wildlife photography award. The winners of the sixty-first competition will be announced in October 2025, and entries to the next round of judging for the competition will open in October 2025 as well. For the past two years, the competition has waived the entry fee for 107 countries across the globe including in Africa. For more details, visit nhm.ac.uk/wpy





LOVE IS IN THE AIR

HOW TO SURVIVE VALENTINE'S DAY



Kenyan men fear two days. Valentine's Day. And the day after. Every man in code two-five-four has this fear, whether he's single, in a relationship or in-between one...

Woe unto any Kenyan brother if he forgets or fumbles Feb fourteenth. He will hear about it when he least expects it. And that's when it will hit him: when a man makes this blunder, anything he says will be used against him.

"My, my," you blissfully blabber on a random August. "You look great today."

"WOMEN HAVE AN ELEPHANT'S MIND AND BELLY; THEY HAVE LONG MEMORIES AND TICKLISH FEELINGS"

Nope. It's not a random August. It's exactly 187¼ days after Valentine's Day. And counting.

Tut-tut.

"Are you trying to insinuate that 187 days, six hours, and nine minutes ago I wasn't looking great?"

Crickets.

To save y'all brothers from boo-boos, here are a few tips to survive Valentine's Day...

APP TO THE TASK

If you have the memory of a fruit fly, put your calendar app to the task. However, do it discreetly. A female relationship expert told me Valentine's Day is supposed to be – in her own words – "burned in men's memory banks, just like the timetable of your football derbies."

I get it. No footy fan wants such tackles: "You mean to tell me your team, which has done more bottle jobs than Nairobi Bottlers Limited, is more important than me?"

Bruh beware. When putting your app to the task, ensure you've got all the details right. It was a Valentine's Day gaffe that caused World War 1. True history.

PREPAY FOR GIFTS AND TREATS

In Kenya, cooking gas plays practical jokes. It runs out at night. When your ugali is half-cooked. And all the gas outlets are closed, forcing you to turn your meal into porridge. Which you last begrudgingly ate in boarding school.

Dude, don't even think about using the money you saved for Valentine's Day to buy gas, thinking you will 'replace' that dough. Having financial emergencies when Valentine's Day is just around the corner is the stuff "I-knew-you'd-blow-it-again" pronouncements are made of.

To avoid getting absolutely cooked because you did the right thing, prepay for Valentine's Day gifts and treats. It's better to eat cold porridge for a week than to spend the rest of the year in purgatory.

TICKLE YOUR BABY'S BELLY

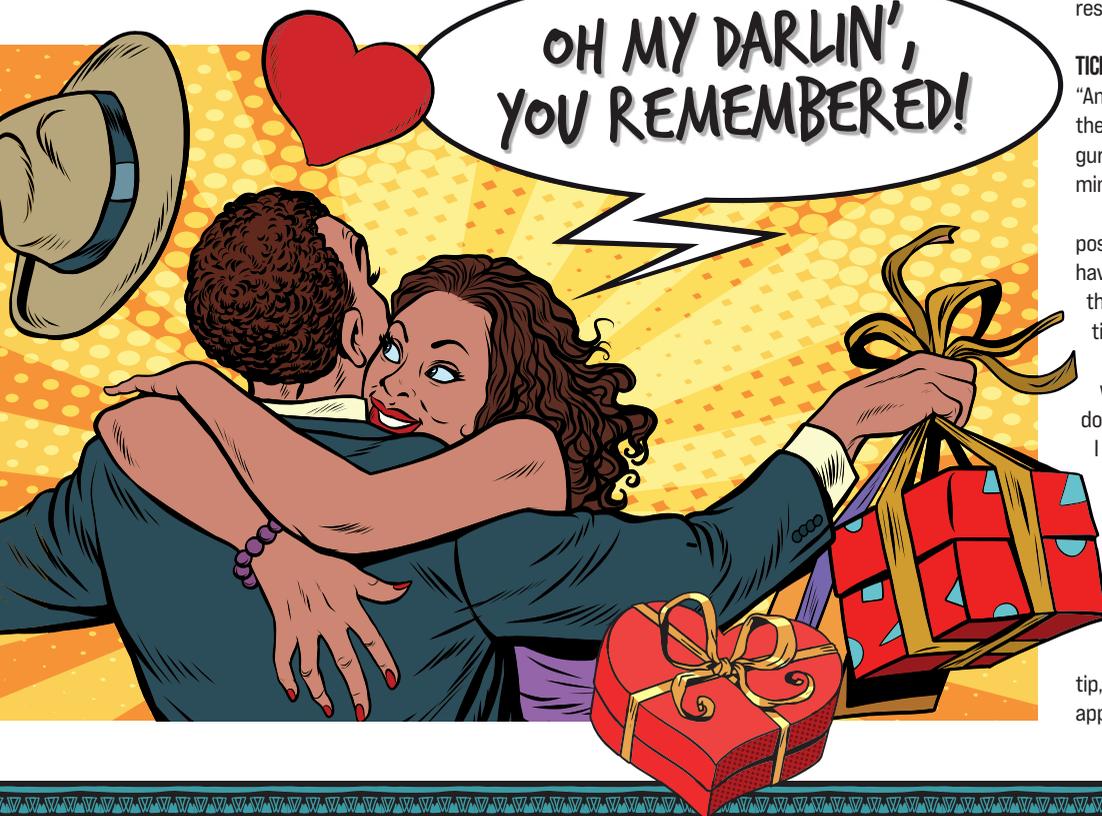
"Any day after Valentine's is always the day after," the relationship guru explained. "Whether it's 187¼ minutes or 187¼ days."

And here's her tip for surviving post-Valentine's Day's blues: "Women have an elephant's mind and belly; they have long memories and ticklish feelings."

"I get the long memories; but what does ticklish feelings have to do with surviving Valentine's Day?" I asked.

"Elephants' bellies are ticklish. If you want to short-circuit your woman's long memory and assuage her blues, tickle her with random acts of TLC."

Wink, wink. This is between us, forgetful fellas. To pull off this tip, randomly and discreetly put your app to the task.





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

The IB curriculum at the Academy is complemented by artistic, cultural and athletic activities, as well as community service initiatives. Our students consistently attain IB DP exam results well above the world average.

On-campus living at the Academy extends the academic experience. It includes a broad selection of activities and leadership opportunities to enhance students' learning and growth.

Inside and outside the classroom, students are guided and mentored to become socially adept, independent and confident young people.

**Apply now to the
Aga Khan Academy Mombasa**

info@agakhanacademies.org





NOTES TO MY FUTURE BETTER SELF

3 THINGS ABOUT FRIENDSHIP I WISH I KNEW EARLIER

Friendships can't be forced; they can only be watered and given sunlight to blossom

Studies have shown that friendships which provide companionship and social support can predict the wellbeing of individuals and even protect against depression and anxiety. The older I grow, the more I value my time, family and few true friends. I also realise I have become like my mother when I listen to myself lecture my children with statements such as 'show me your friends, and I will show you who you are'. Here are three realities I have met on my friendship journeys...

FIRST, BE YOUR FRIEND

If you had a friend who treated you the way you treat yourself, would that friendship last? The best friend you will ever have has been staring right back at you in the mirror. Yes, you. Do not expect anyone to validate, prioritise you or treat you better than you treat yourself. Be honest and kind to yourself. Challenge, cheer and clap for yourself. Vow to be better for you, not just to impress others. Treat yourself well, just like you would like to be treated. Fight for you. Spoil you with gifts.

NOT EVERYONE YOU CALL YOUR FRIEND IS YOUR FRIEND

You work together? No other connection? That is your colleague, not your friend. You hang out together sometimes at the club? That is your acquaintance, not your friend. Just because you have a few things in common does not make your associates your friends. Normalise calling people what they really are: colleagues, classmates, clubmates. If they have not voluntarily consented to a friendship, do not mislabel them.

DO NOT CROSS OCEANS FOR PEOPLE WHO CANNOT JUMP OVER PUDDLES FOR YOU

How intentional are your friendships? Are they two-way or one-way? Would your friends do for you what they reasonably expect you to do for them? Will they drop what they are doing to sort your emergency? Deep down, you know which of them can and cannot. Maybe those who cannot are just acquaintances. Having clarity on this will help you manage your expectations on matters of friendship. Sometimes we label people as bad friends and become bitter over what they did not do for us while what we really should evaluate and accept is the depth of the bond we share with them. That does not take away the fact that we should do the best within our abilities to assist those around us. Unless you are saving a life, don't overstretch yourself for those who will not move a finger for you. Moreover, people evolve, and so do friendships. It is OK to detach from versions of yourself that you no longer identify with. Some friendships are for a lifetime, some are seasonal, and that's just fine. When a friendship ends, accept, celebrate the good times and lessons you shared, and move on. Try not to be offended when a once upon a time friend drops you from their 'friends' list. Just as you are, they too, are evolving.

AKUPENDAYE MSHIKE (SWAHILI PROVERB) STAY WITH THE ONE WHO LOVES YOU



'Neither separation nor time take away from friendship.' TENNESSEE WILLIAMS

Looking to buy a car?



Sean Garstin Motors

Consult the professionals with your new and pre-owned requirements.
Importers of quality used vehicles from Japan the UK and Thailand.

Tel: 0715 002 323

Sean Cell +254 722 513 143
Josphat Cell +254 722 301 494
Simon Cell +254 722 725 580

www.seangarstinmotors.com

James Gichuru Road, Lavinton, Email: sean@seangarstinmotors.com

**SONARA
BUDHA**
Jewellers
since 1906



[f](https://www.facebook.com/sonarabudha) [i](https://www.instagram.com/sonarabudha) sonarabudha
www.sonarabudha.com

MOMBASA NAIROBI

msafiri

ENRICHING LIFE'S JOURNEYS

3 WAYS TO NEVER MISS AN ISSUE!

1. ON BOARD

You'll find a copy in your seat pocket on every flight. Take it home and share with friends.

2. SUBSCRIBE

Head to msafirimag.com and join our mailing list to receive each issue direct to your inbox

3. ON OUR APP

Take *msafiri* with you everywhere you go; available on both iOS and Android.

IT'S
COMPLETELY
FREE!

A CONVERSATION WITH JUNE CHEPKEMEI

REDEFINING KENYA'S TOURISM LANDSCAPE

As Valentine's season sets the tone for love and adventure, *msafiri* spoke to Kenya Tourism Board's newly appointed managing director, **June Chepkemei**, who is charting a bold course for the future of Kenya's tourism industry. With a rich background in marketing, public relations and brand management, Chepkemei brings innovative energy to this pivotal sector, aiming to steer it toward resilience, growth and global acclaim.

Q WHAT IS YOUR VISION FOR THE TOURISM INDUSTRY?

I felt a deep calling to elevate this critical sector for the prosperity of our people and country. My vision is to position Kenya as the premier experiential travel destination globally. By 2027, we aim to welcome 5 million annual visitors, offering immersive, authentic experiences that create lifelong ambassadors for Magical Kenya. To achieve this, we'll diversify our offerings, embrace technology and storytelling, and champion sustainable, community-driven tourism that empowers local populations.

Q THE TOURISM SECTOR WAS HIT HARD BY THE COVID-19 PANDEMIC. WHAT STRATEGIES DO YOU PLAN TO IMPLEMENT TO REJUVENATE THE INDUSTRY AND ENSURE ITS RESILIENCE?

The pandemic significantly disrupted tourism, including the domestic segment. KTB has developed a comprehensive recovery strategy as tourism contributes 10.4% of Kenya's GDP and 5.5% of formal employment. For domestic tourism, we've launched campaigns such as 'Tembea Kenya, Capture Magical Kenya', encouraging Kenyans to showcase their counties through photography of wildlife, culture, landscapes and conservation efforts. Collaborations with county governments have helped develop unique experiences, making the domestic market a pillar of resilience.

Internationally, we're focusing on roadshows, partnerships with

travel media and digital campaigns. Initiatives such as the 'Ziara Kenya: One Diaspora, One Tourist' campaign engage the Kenyan diaspora to promote tourism in their networks. We're also prioritising the training of tourism professionals to deliver exceptional service, ensuring long-term growth and resilience.

Q HOW DO YOU PLAN TO BROADEN KENYA'S APPEAL TO ATTRACT DIVERSE INTERNATIONAL VISITORS, WHILE ENCOURAGING DOMESTIC TOURISM?

We're expanding into non-traditional markets using digital platforms, influencer campaigns, and partnerships with airlines and tour operators. Kenya's global strengths – our coffee, tea, flowers and athletic prowess – enhance our appeal. Domestically, we're unveiling new tourism circuits to showcase hidden gems like cultural festivals, adventure trails and culinary experiences, ensuring something for everyone.

Q HOW WILL YOU PROMOTE ECO-FRIENDLY TOURISM WHILE BALANCING CONSERVATION AND DEVELOPMENT?

Sustainability is key to protecting Kenya's natural beauty while benefiting local communities. Initiatives like 'One Tourist, One Tree' encourage visitors to plant indigenous trees, fostering environmental stewardship. We also promote eco-lodges, support community-based tourism projects and raise awareness of responsible travel. Unveiling new circuits, we ensure sustainability is central to our strategy, creating socio-economic opportunities while preserving heritage.

Q HOW IS TECHNOLOGY SHAPING YOUR STRATEGY FOR MARKETING KENYA AS A TOP DESTINATION?

Technology is integral to modern travel – from researching destinations to booking and sharing experiences. We're leveraging digital platforms to amplify the Magical

Kenya brand through immersive content, influencer engagement and seamless online-offline integration.

By working with influencers and building robust digital infrastructure, we're reaching tech-savvy audiences, enhancing trip planning and creating memorable on-ground experiences.

Q TOURISM INVOLVES MULTIPLE STAKEHOLDERS. HOW DO YOU PLAN TO FOSTER COLLABORATION?

Collaboration is essential. We're engaging with travel trade partners, county governments and local communities to create diverse offerings. For instance, the Ziara Kenya campaign leverages the diaspora to promote Kenya abroad. Community involvement is central to our strategy, ensuring economic empowerment, cultural preservation and environmental conservation. By working together, we create a thriving, inclusive industry.

Q WHAT ARE THE BIGGEST CHALLENGES FACING KENYA'S TOURISM SECTOR, AND HOW DO YOU PLAN TO TURN THEM INTO OPPORTUNITIES?

Challenges like regional competition and fast evolving traveller preferences are opportunities for growth. We're diversifying offerings into niches such as wellness, culinary and sustainable tourism to meet modern demands. Strategic partnerships and innovation will enhance marketing efforts and solidify Kenya's position as a dynamic, adaptable destination.

Q WITH VALENTINE'S DAY APPROACHING, WHAT INITIATIVES DOES KTB HAVE TO SHOWCASE KENYA AS A ROMANTIC DESTINATION?

Kenya is the ultimate romantic getaway. Imagine hot-air balloon rides over the savannah at sunrise, stargazing in the desert or champagne on secluded beaches at sunset. This Valentine season, we invite couples worldwide to create magical memories in Kenya – the heart of Africa, where love and adventure intertwine.

WORDS: PAUL UDOTO, @PAULUDOTO



MY VISION IS TO POSITION
KENYA AS THE PREMIER
EXPERIENTIAL TRAVEL
DESTINATION GLOBALLY.

BY 2027
WE AIM TO WELCOME
5 MILLION
ANNUAL VISITORS

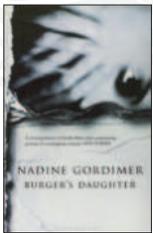




5 OF THE BEST

SOUTH AFRICAN WRITERS

South Africa is one of the most important centres of African literature. It has contributed many wonderful books to the pantheon of African writing, including winners of the Booker and Nobel Prizes

**BURGER'S DAUGHTER**

NADINE GORDIMER

One of the most famous literary exports is

Nadine Gordimer,

who was awarded the Nobel Prize for Literature in 1991. Her work was very political, and some of her books ended up being banned by the apartheid government in South Africa. One of these was the 1979 novel *Burger's Daughter*. The book follows a young Afrikaner woman called Rosa Burger after the death of her parents – both anti-apartheid campaigners. Her mother dies after an illness in prison, where her father also passes away having been given a life sentence for treason. Rosa becomes active in the anti-apartheid movement, but struggles to define who she is in the full weight of her parents' shadows, in particular her father's. In time, she discovers that she is very similar to him, and that one of the ways of achieving her revolutionary goals is to be more like him. Rosa's father, Lionel Burger, is modelled on Bram Fischer, the South African lawyer who represented many South African freedom fighters at trial, most prominently Nelson Mandela. He ended up sentenced to life imprisonment, and he, like Burger, died without his freedom, a few weeks after he was moved into house arrest.

**THE WILL TO DIE**
CAN THEMBA

A member of the Drum Boys, a group of writers who made *Drum Magazine* famous in South Africa, Themba was one of the most prominent chroniclers of 1950s and 1960s South Africa, doing this with both his fiction and his investigative journalism. However, he was exiled to Swaziland, where he died, and his work was banned in South Africa. He died in 1967 far from his home, and his work is only available in posthumous collections – *The Will to Die*, and *The World of Can Themba*.

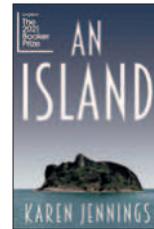
**HARDLY WORKING: A TRAVEL MEMOIR OF SORTS**

ZUKISWA WANNER

Born in Zambia to a South African father and Zimbabwean mother, Wanner studied in Hawaii before moving to Kenya, where she lives. Wanner writes both fiction and nonfiction, and one of her most recent books is a travelogue: *Hardly Working: A Travel Memoir of Sorts*. In this book, she recounts months of travel, first with her family as they journey by bus from Nairobi to Johannesburg, then through Europe by herself. Fans of African writing will delight at the glimpses of other African writers in the book, as Wanner interacts with them during her travels.

**THE REACTIVE**
MASANDE NTSHANGA

Ntshanga's debut novel, released in 2014, revolves around Lindanathi, an HIV-positive man who struggles to come to terms with the circumstances of his brother's death. In his attempts to do so, he rushes headlong into all manner of drugs. This book is a story of the AIDS crisis in South Africa, and is set in the early 2000s, just before ARVs became widely accessible in the country. As Lindanathi grieves over his brother, he and his friends begin to sell the ARVs they've been given in order to get money to buy more of the drugs they abuse.

**AN ISLAND**
KAREN JENNINGS

Jennings was catapulted from obscurity in 2021 when *An Island*, her debut novel, was longlisted for the Booker Prize. In the book, a man called Samuel has been in jail – imprisoned for taking part in xenophobic violence – and after he is released, he finds himself alone, estranged from his family. And so he lives alone on an island where bodies of drowned refugees wash up on the beach. One day, a body turns up that isn't dead. Samuel and the man spend time together on the island, and Samuel is alarmed by the new visitor.



Shop For Fly Kenya Airways Merchandise Today!

Visit Kenya Airways offices at ABSA Towers and Sarit Centre for a wide selection of branded jumpers, hoodies, gadgets, lapel pins and more.



www.kenya-airways.com

    @KenyaAirways  KQ mobile

 **Kenya Airways** 
The Pride of Africa

GADGETS FOR VALENTINE'S DAY

LOVE IS... TECH!

Win their heart this Valentine's Day with 16 gift ideas that blend innovation with a personal touch...



**BECAUSE HE LOVES TO GO HANDS-FREE
ANKER SOUNDCORE LIFE P2 MINI
TRUE WIRELESS EARBUDS**

The Anker Soundcore Life P2 Mini earbuds deliver high-quality sound and a secure fit, making them ideal for the guy who's always on the go. With a compact design, these earbuds deliver up to 8 hours of playback from a single charge – plus an additional 24 hours with the included charging case. The sweat-resistant design makes them perfect for workouts, while the clear call quality ensures he can take work calls without killing his groove. With their sleek design and rich, balanced sound, these earbuds deliver serious bang-for-buck. **US\$39 • ANKER.COM**



**BECAUSE HE'S
ALL ABOUT FITNESS
XIAOMI MI BAND 9**

For those who want fitness tracking at an affordable price, the Xiaomi Mi Band 9 is a game-changer. With an upgraded AMOLED display, improved heart rate monitoring, and sleep analysis, it provides comprehensive fitness insights without costing a fortune. With an impressive 14-day battery life, it's perfect for keeping him on track with his fitness goals, whether he's working out or running errands. **US\$49 • MI.COM**



**BECAUSE HE'S A FAN OF SMART
HOME TECH WYZE CAM V3 WITH
COLOUR NIGHT VISION**

Upgrade his home security with the stylish Wyze Cam v3, a compact but powerful security camera that offers 1080p HD video and colour night vision. It's perfect for keeping an eye on the front door, garage or any space that needs monitoring. The Wyze Cam connects seamlessly to his smartphone, allowing remote viewing and two-way audio to communicate with anyone on the other end. Its modern design fits easily into any room, making it a practical and sleek addition to his home tech setup. **US\$36 • WYZE.COM**



Especially for him...

**BECAUSE HE'S A hardcore GAMER
ASUS ROG PHONE 9 PRO**

Looking for the ultimate mobile gaming experience? The Asus ROG Phone 9 Pro is an absolute powerhouse of a phone. Equipped with the latest Snapdragon 8 Elite chipset, a stunning 6.78-inch AMOLED display with a 165Hz refresh rate, and a monstrous 32GB of RAM, this handheld delivers silky-smooth gameplay and epic graphics. Its rear display can be personalised it with animations, high scores or even messages to loved ones. With a 6,000mAh battery and fast charging capabilities, he can game for 4.5 hours without running out of power. Whether it's high-octane first-person shooter or intense role-playing games, the ROG Phone 9 Pro is the perfect Valentine's gift. **US\$1199 • ROG.ASUS.COM**



**BECAUSE HE LOVES THE OUTDOORS
BIOLITE HEADLAMP 800**

For the adventurer who loves hiking, camping, or any outdoor activity, the BioLite HeadLamp 800 is the ultimate upgrade. With 800 lumens of brightness and a comfortable, sweatproof band, it offers hands-free illumination for all-night treks. Its lightweight design, combined with a 40-hour battery life, makes it a must-have for any man who loves conquering the great outdoors. **US\$79 • BIOLITEENERGY.COM**



BECAUSE HE LOVES AUDIO QUALITY
JBL GO 4

For the man who's always on the move but never wants to compromise on sound, the Go 4 is a gamechanger. This compact, ultra-portable Bluetooth speaker delivers powerful, clear audio with deep bass, despite its small size. Designed for the outdoors, it's waterproof, dustproof, and built to withstand whatever his adventures throw at it – whether it's a beach day, hiking trip or backyard BBQ. With a sleek, rugged design and a battery life of up to 15 hours, the JBL Go 4 ensures his soundtrack never stops. **US\$39 • JBL.COM**



BECAUSE HE'S A COFFEE LOVER
NESPRESSO VERTUO NEXT

Aimed at coffee connoisseurs, the Nespresso Vertuo Next offers the latest coffee tech, brewing everything from espresso to larger coffee cups with an impressive degree of precision. This new version of the machine features an eco-friendly design, with a fully recyclable aluminium capsule system. He can enjoy a fresh brew with just one press of a button – making it a gift that's perfect for bean fiends who demand a café-quality experience at home. **US\$169 • NESPRESSO.COM**



BECAUSE HE'S A CAR ENTHUSIAST
FIXD OBD2 SCANNER

The FIXD OBD2 Scanner helps him understand his car's health in real time by translating 7000+ engine fault codes into plain English. This updated 2024 model syncs with an app on his phone, providing easy-to-understand diagnostics and maintenance reminders. Whether he's decoding a basic 'check engine' light or just wants to keep tabs on his car's performance, this scanner is a must for any petrolhead. **US\$59 • FIXDAPP.COM**



Especially for her... 

BECAUSE SHE'S A FASHIONISTA

CASE-MATE CRYSTAL PEARL PHONE CHARM STRAP

If your other half loves to add a touch of elegance and personality to her tech, Case-Mate's Crystal Pearl Phone Charm Strap is sure to win her affections. This beautiful charm strap features lustrous pearls and shimmering crystals, giving her phone a sophisticated, high-fashion upgrade. Whether she's headed out for cocktails or just wants to make her device a bit more glam, this charm adds a custom touch. Available in a range of colours and materials to match any outfit.

US\$30 • CASE-MATE.COM



BECAUSE SHE LOVES CONVENIENCE

APPLE AIRTAG (2024)

The AirTag is the ultimate way to keep track of her essentials. Whether it's her keys, handbag or luggage, the 2024 version offers improved precision and a gob-smacking 1-year battery life. With seamless integration into Apple's ecosystem, she can track anything that matters directly from her iPhone. Shown here in the pink OtterBox Lumen Series Case for AirTag (\$15; amazon.com). US\$29 • APPLE.COM



BECAUSE SHE LOVES RELAXATION

HATCH RESTORE 2 SMART SLEEP ASSISTANT

The Hatch Restore 2 is the perfect gift for the woman who values her sleep. The best-looking 'smart sleep assistant' on the market, it combines calming sleep sounds with a sunrise alarm and custom lighting that will help her wind down and wake up naturally. The 'Rest' and 'Rise' buttons make it easy for her to set up wake-up routines – without fiddling with a smartphone app. Indeed, some users claim the Hatch has helped their sleep – and their marriage! The perfect addition to her bedside table. US\$229 • HATCH.CO

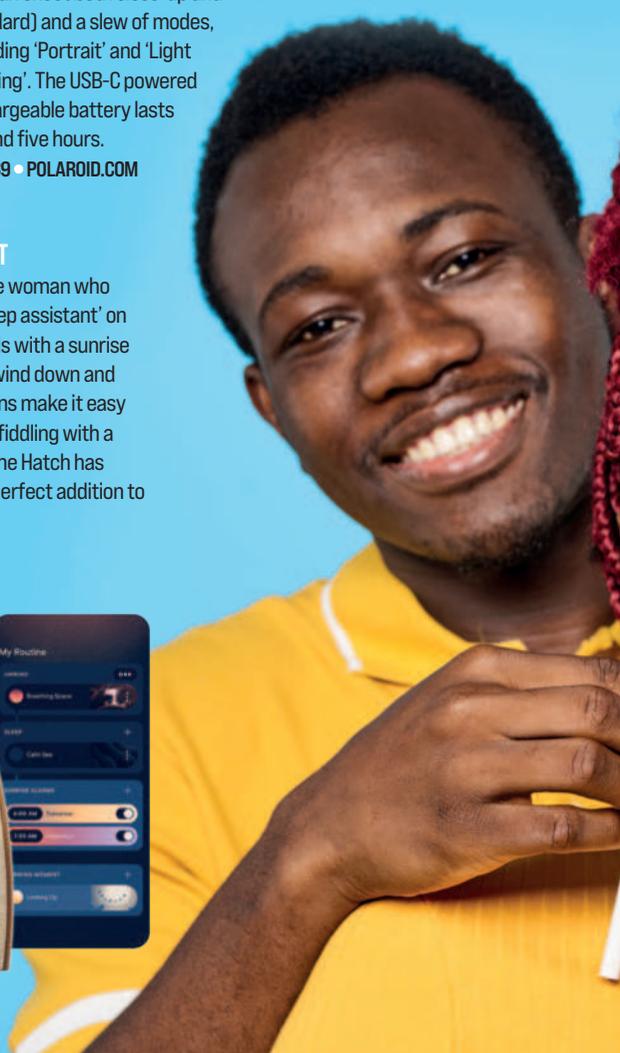


BECAUSE SHE'S A PHOTOGRAPHY FAN

POLAROID NOW+ INSTANT CAMERA

The Polaroid Now+ Instant Camera mixes vintage charm with Bluetooth connectivity. Whether she's on a date with you or hanging out with her friends, this smart snapper will let her shoot, print and personalise her favourite memories. Features include an auto-focus dual lens system (so she can shoot both close-up and standard) and a slew of modes, including 'Portrait' and 'Light Painting'. The USB-C powered rechargeable battery lasts around five hours.

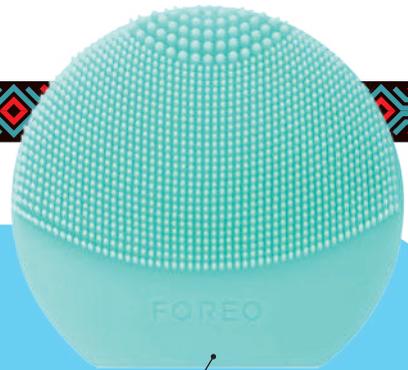
US\$139 • POLAROID.COM





**BECAUSE MUSIC IS HER LIFE
BOSE QUIETCOMFORT
HEADPHONES CHILLED LILAC**

For the woman who loves immersive sound, these stylish Bose headphones are a top-tier choice. With cutting-edge noise-cancelling tech, a brilliant custom app and a super-comfy fit, she can enjoy high-quality music, podcasts and movies without distractions. The 24-hour battery life will ensure she'll never run out of power during long travel days or commutes. **US\$199 • BOSE.COM**



**BECAUSE SHE LOVES SKINCARE
FOREO LUNA PLAY 2 FACIAL CLEANSING BRUSH**

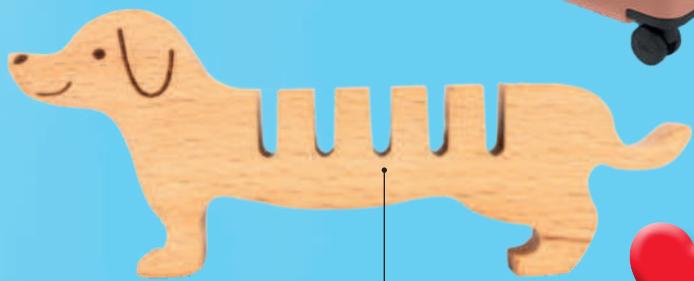
The Foreo Luna Play 2 is a pocket-sized skincare tool that combines luxury with functionality. This gentle-yet-effective facial cleansing brush uses 'T-Sonic pulsations' to remove dirt, oil and makeup, leaving skin feeling fresh and glowing. The compact design and waterproof features make it perfect for travel or daily use, while the silicone bristles are soft and hygienic. It's available in a range of colours. **US\$39 • FOREO.COM**



**BECAUSE SHE'S A JET-SETTER
AWAY THE BIGGER CARRY-ON**

If she's a frequent traveller, Away's award-winning Bigger Carry-On will knock her socks off. This sleek, durable and functional suitcase boasts an integrated USB charger that will keep her devices powered up while on the move. The roomy interior comes complete with a compression system that'll help her pack, organise and protect her most valuable clothing and accessories. And with smooth-gliding wheels, she can sashay silently through every terminal in style.

US\$295 • AWAYTRAVEL.COM



**BECAUSE SHE LOVES TO GET ORGANISED
KIKKERLAND DOG MULTI CORD HOLDER**

If she's someone who's always untangling cables and looking to make life a little more organised, the Kikkerland DOG Multi Cord Holder is the perfect Valentine's gift. This quirky and fun cord organiser is designed to look like an adorable dachshund, adding a playful touch to her workspace or home. It's perfect for neatly wrapping and storing charging cables, earphones, or any other cords that tend to get knotted up. Made from durable silicone, it's both practical and cute. **US\$10 • KIKKERLAND.COM**



15% OFF FLIGHTS WITH

Here's to a brand new year – 365 fresh chances to embark on life's next great adventure. Here's to those who embrace the thrill of the unknown, saying yes to bold journeys and new paths of self-discovery. Go further, explore deeper. *Visit South Africa – there's so much more to see.*

WESTERN CAPE



CAPE TOWN & SAFARI SPLENDOUR: A PERFECT SOUTH AFRICAN DUO

BOOK YOUR COASTAL GETAWAY
FROM **USD 2000**

Package Includes:

- 6 Nights accommodation: 4 nights' accommodation at Cape Town with breakfast, 2 nights' accommodation at Aquilla.
- Return airport transfers
- Cape town city tour including Table mountain, Winelands tour, Peninsula Tour
- Aquila Game reserve tour

Travel Dates 1 January 2025 - 30 April 2025.

Ts & Cs Apply.



Scan here to book

KWAZULU-NATAL



THOMPSONS HOLIDAYS: 4* ZIMBALI LODGE BALLITO PACKAGE

BOOK YOUR COASTAL GETAWAY
FROM **USD 230**

Package Includes:

- 3 Nights' accommodation at Zimbali Lodge in a Superior King Room
- Breakfast daily

Travel Dates 1 January 2025 - 31 March 2025.

Book by 29 March 2025

Ts & Cs Apply.



Scan here to book

GAUTENG



**THOMPSONS HOLIDAYS:
4* GOLD REEF CITY
THEME PARK HOTEL**

BOOK YOUR CITY ESCAPE

FROM **USD 111**

Package Includes:

- 2 Nights' accommodation at the 4* Gold Reef City Theme Park Hotel in a Standard Room
- Breakfast daily
- BONUS: Entrance ticket to Gold Reef City Theme Park

Travel Dates 1 January 2025 - 31 March 2025.

Book by 29 March 2025

Ts & Cs Apply.



Scan here to book

NORTH WEST



**SUN CITY GOLF
EXPERIENCE:
CABANAS HOTEL**

BOOK YOUR GOLFING ADVENTURE

FROM **USD 530**

Package Includes:

- Enjoy 3 nights accommodation with bed and breakfast
- Green fees 2 rounds of golf; Gary Player & Lost City gold courses
- Airport transfers

Travel Dates: 3 January 2025 - 17 April 2025,

23 April 2025 - 30 April 2025,

1 September 2025 - 31 October 2025

Ts & Cs Apply.



Scan here to book

PARTY TIME!

With a diverse, multi-racial population, South Africa is a melting pot of cultures and traditions. A natural flair for music, art and dance combined with world-class event-organising expertise has led to a wonderful array of festivals: there are prides, festivals of art, music, performing arts, wine and bubbles, foodie and sporting extravaganzas throughout the year. They're usually flamboyant affairs, so get your glad rags on, it's time to party.



CAPE TOWN MINSTREL CARNIVAL

Held in the Mother City, the exciting and enthralling Cape Town Minstrel Carnival – otherwise known as the Tweede Nuwe Jaar (Second New Year) – is when local musicians and performers dressed in colourful uniforms and with their faces painted, parade through the Cape Town streets singing traditional folk songs. It's a cultural tradition that dates back to the early days of slavery and colonisation in the Cape.



CAPE TOWN INTERNATIONAL JAZZ FESTIVAL

Dubbed 'Africa's Grandest Gathering', The Cape Town International Jazz Festival brings together the world's best jazz musicians, attracting massive audiences. Cutting-edge performances take place at various city venues and there's a free outdoor concert in the central Greenmarket Square.

CAPE TOWN CARNIVAL

The biggest carnival in Africa, The Cape Town Carnival brings together spectators from all over the world for an evening of fun, dancing and celebration on the streets of the Mother City – a dazzling display of beautiful costumes, floats, captivating dance and musical performances.





WORDS: FIONA MCINTOSH
PICS: COURTESY OF THE FESTIVALS

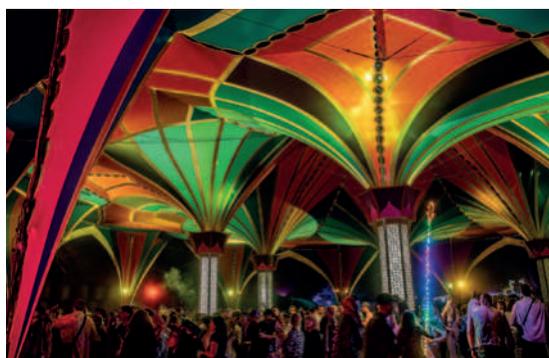
CAPE TOWN PRIDE

One of the biggest Pride events in Africa, Cape Town Pride is a vibrant annual celebration that showcases the city's commitment to LGBTQ+ rights and inclusivity. Typically held in February or March, the eye-catching event features a lively parade through the streets, colourful parties and various cultural activities. Participants of all backgrounds come together to celebrate love, diversity and acceptance – a wonderful reflection of the spirit of the Rainbow Nation.



BAZIQUE

Billed as a 'reverie of music, art and absurdism', this three-day festival near Tulbagh brings artists together to create an assortment of art installations around the attractive Cape Winelands town.



SOUTH AFRICA'S CHEESE FESTIVAL

Held every year in the scenic Stellenbosch Winelands this celebration of cheese, wine, gourmet food, confectionaries and live music is for party-goers who appreciate the finer things in life! ➔



SOUTH AFRICA'S TOP FESTIVALS



JACQUES GROBLER: SPACEARK 2012 BY JOHN INNES



AFRIKABURN

Built on the same principles as America's famous Burning Man, AfrikaBurn is a global sensation that takes place in the dusty Tankwa Karoo. A community of participants come together in the desert landscape to build an inspiring world of mind-bending art installations and performances, culminating in the ceremonial burning of an effigy called the 'Clan'. Guided by the values of self-sufficiency, self-expression and community, 'burners' are expected to bring their own food, water and supplies for the week-long stay in the desert.



JACQUES GROBLER: THE SOFT MOTHER BY NEIL GARR

SPLASHY FEN

The country's friendliest music festival is set on a farm in the mountains of KwaZulu-Natal's Drakensberg. Known for its diverse line-up spanning rock, folk and electronic music, the five-day festival also focuses on sustainability, cultural experiences and activities such as hiking and biking. Prepare for mountain weather and pack designer gum boots: you might be dancing in the rain!



FRANSCHHOEK LITERARY FESTIVAL

South Africa's literary event of the year is a captivating line-up of renowned local, pan-African and international authors and a chance to soak up the ambience and culinary delights of the attractive town and surrounding winelands. Book well in advance: tickets for the main events sell out quickly.



NATIONAL ARTS FESTIVAL

The largest arts festival in Africa is a multi-disciplinary festival held in Makhanda, formerly known as Grahamstown, in the Eastern Cape. The 11-day festival, now in its 51st year, is South Africa's largest arts festival, and one of the biggest in the world. Like the Edinburgh Festival, it boasts a main programme and a Fringe Festival programme which includes an eclectic mix of performances, including theatre, comedy, dance, music and film as well as art exhibitions, talks and workshops, and a large food and craft fair.

KNYSNA OYSTER FESTIVAL

You guessed it, the Garden Route's long-running Knysna Oyster Festival is a celebration of its local molluscs, with oyster tastings as well as shucking, cooking and eating competitions drawing the crowds. Locally inspired spice routes, braais and other culinary events ensure its popularity as a foodie festival, but it's much more than that. Now in its 42nd year, the winter festival is one of the country's most diverse and popular gatherings featuring live music and performances as well as arts and crafts. It's also host to numerous walks, family activities and mass participation sporting events including the Knysna Cycle Tour and the Forest Marathon.



HOLLYWOODBETS DURBAN JULY

Billed as Africa's Greatest Horseracing event, the Hollywoodbets Durban July is a champagne experience of horse racing, entertainment and fashion. Since it kicked off in 1897 the glitzy jamboree has combined the finest thoroughbreds battling for glory on the race track and the country's most colourful fashionistas showing off their flamboyant creations.



ROCKING THE DAISIES

South Africa is famous for its wild flowers which transform the country's West Coast every spring. This incredible phenomenon inspired Rocking the Daisies, an eco-friendly music festival that celebrates its 20th anniversary this year.

The line-up includes local and international artists across genres, with the ethos of the weekend of camping and partying in the winelands being 'play hard, tread lightly'. Running in tandem is Darling's Voorkammer Fest, where the intimate theatre venues are local residents' front rooms.



FICKSBURG CHERRY FESTIVAL

Situated in the foothills of the golden Maluti Mountains, Ficksburg is the cherry capital of South Africa. The juicy cherries are the star of the show, with tastings of cherry-based and other fresh products, including cherry mampoer (a local moonshine), bake-offs, locally made chocolates and a beer fest. The line-up includes a music festival, sporting events and displays of veteran cars and tractors – fun for all the family!



And for something completely different....

Calvinia's annual Hantam Veisfees (meat festival), held in August, features all things mutton, country bands, a strongman competition, drum majorettes, farming demonstrations and sokkie (dance) every evening. Lots of fun even if you don't speak Afrikaans! 🍷

A close-up photograph of a person's hands, wearing metal handcuffs, holding a large, weathered, and stained elephant tusk. The tusk is the central focus, showing its natural texture and dark, possibly charred or stained, areas. The person is wearing a light-colored, short-sleeved shirt. The background is dark and out of focus, suggesting an outdoor or semi-outdoor setting.

FROM POACHING TO PEACE

The Elephant Crisis Fund and its evolution



BETWEEN 2010 AND 2012, AN ESTIMATED 100,000 ELEPHANTS WERE SLAUGHTERED ACROSS AFRICA IN A POACHING CRISIS DRIVEN BY IVORY DEMAND. THANKS TO A DECADE OF EFFORT BY MANY ORGANISATIONS POACHING HAS DECLINED, BUT A NEW PROBLEM LOOMS: HUMAN-ELEPHANT CONFLICT. THE ELEPHANT CRISIS FUND HAS BEEN AT THE HEART OF THESE EVOLVING CHALLENGES, AS ITS DIRECTOR DR CHRIS THOULESS EXPLAINS



Caught in the act:
Wildlife crimes are starting to be treated with the gravity they deserve

FRANK AF PETERSENS

When we started the Elephant Crisis Fund (ECF) in 2013, elephant poaching was rampant across Africa, and our first partners were fully immersed in combating the killing of elephants, the illicit trafficking of ivory and the insatiable demand for ivory.

The carcasses of elephants, their tusks hacked from their faces, had become a frequent, sickening sight in elephant habitats across the continent. This poaching was driven by a complex, international ivory trade feeding on poverty, insecurity, organised crime, corruption and greed. The proliferation of wealth and consumer demand for ivory, notably in China, played a pivotal role in driving this crisis.

The ECF had just one goal – to end the crisis. This was ambitious, given that years of relentless poaching had devastated Africa's elephants with populations plummeting from 1.2 million in the 1970s to just over 500,000.

CREATING COLLABORATION

Although there were glimmers of hope – such as an effective anti-poaching response in Kenya – the crisis continued to rage despite the best efforts of individual organisations. It was clear that without a collaborative and strategic approach to address the situation, the future of African elephants was in peril. As a result, Save the Elephants and the Wildlife Conservation Network joined forces to create the Elephant Crisis Fund to direct 100% of funds straight to where they were most needed.

This ground-breaking collaboration brought together world-class expertise in elephant behaviour and conservation, extensive knowledge of Africa's elephant populations, a network of conservation partners, and a robust, supportive donor base.

Over the last decade, the ECF has made 498 grants to 115 partners in 44 countries. It provides financial support, as quickly as possible, to carefully chosen partners at the frontline of elephant conservation, focusing on efforts to combat the ivory trade, mitigate human-elephant conflict and protect habitats.

A PIVOTAL POINT

The turning point came in 2015, when China and the United States publicly declared their commitment to banning the ivory trade within their respective nations. Over the following decade, the world has witnessed a profound transformation in the situation for elephants.

ECF-backed campaigns raised public awareness, exposed illegal markets, and supported investigations that brought major ivory traffickers to justice. The notorious 'Kromah' smuggling network, for example, was dismantled through extensive collaborative efforts between law enforcement agencies and ECF-funded anti-trafficking partners across multiple African countries and the United States. Criminals became increasingly cautious about engaging in the ivory trade, and wildlife crimes started being treated with the gravity they deserved.

Following China's historical closure of its domestic ivory market in 2018, poaching declined, and since then, significant →



A photograph of a forest elephant in a lush tropical jungle. The elephant is in the lower center, facing right, with its trunk slightly raised. The background is filled with tall palm trees and dense green foliage under a clear sky.

Lord of the jungle:
An endangered forest elephant
in Odzala-Kokoua National Park
in the Republic of the Congo

SCOTT RAMSAY

Over the last decade, the Elephant Crisis Fund has made 498 grants to 115 partners in 44 countries. It provides financial support, as quickly as possible, to carefully chosen partners at the frontline of elephant conservation, focusing on efforts to combat the ivory trade, mitigate human-elephant conflict and protect habitats

progress has been made in protecting elephant populations. Key areas like Garamba in the Democratic Republic of Congo and Zakouma in Chad, which were on the brink of losing their elephants, have seen extraordinary recoveries thanks to the efforts of ECF-funded partners such as African Parks.

A NEW THREAT TO ELEPHANTS

Today, the illegal trade in ivory does continue, but at much lower levels than a decade ago. Some of the ivory being trafficked has been stolen from stockpiles, or long-held, rather than from elephants that have recently been killed. While there are worrying reports of an increase in ivory prices, they are still much lower than at the poaching peak. We continue to keep a close eye on the situation.

Across Africa, however, conflict between humans and elephants has been escalating rapidly. Expanding human populations, agriculture, and infrastructure are encroaching on elephant habitats, bringing elephants into more frequent and dangerous interactions with people. In various parts of the continent, including Kenya, Zimbabwe, and Zambia, elephants have been seen pulling roofs off houses, rummaging through garbage dumps, and even breaking into an airport. As rural villages and cities expand outwards and skywards, the remaining pockets of elephant habitat are shrinking. In response, the ECF has pivoted its focus to supporting coexistence strategies.

Projects promoting human-elephant coexistence are yielding promising results. For example, in Zambia, Conservation South Luangwa has established a rapid-response unit to address crop-raiding incidents and trained farmers in innovative deterrent methods like chili-based repellents.

In 2022, the struggle against human-elephant conflict received a boost in the shape of a pioneering resource from Save the Elephants: the Human-Elephant Coexistence Toolbox - which features over 80 different mitigation techniques designed to reduce conflict without causing harm. With support from the ECF, this manual has been disseminated to trainers, project officers, and community leaders across Africa, enabling them to guide their communities in reducing human-elephant conflict.

WINDOW OF OPPORTUNITY

Across Africa, ECF partners are protecting key wildlife corridors, developing barriers to keep elephants away from farms, and creating solutions that benefit both communities and wildlife. Despite these efforts, the challenge of human-elephant conflict is immense, and the stakes are high.

Today, we have a window of opportunity to protect the parks and corridors that will be the foundations of the future for elephants and all Africa's wildlife. Achieving peaceful coexistence between humans and elephants is possible. One of the great strengths of the ECF has been its ability to move swiftly to address the ever-changing priorities for elephant conservation. This will become even more important in the future. 

Main pic: Protected areas like Garamba National Park are recovering. MARCUS WESTBURG[®]

Top right: Urban conflict: elephants walking down a street through Kariba town in Zimbabwe





How you can help...

FOR MORE INFORMATION ABOUT THE ELEPHANT CRISIS FUND, GO TO WWW.ELEPHANTCRISISFUND.ORG. TO MAKE A DONATION, GO TO [HTTPS://DONATE.WILDNET.ORG/](https://DONATE.WILDNET.ORG/) OR SCAN THE QR CODE.



GUIDING LIGHTS

INTERNATIONAL
Women's Day
8 March

6 African women mentoring the next generation

From bustling cities to the villages of Africa lies a profound tradition of wisdom passed from generation to generation. African women, who are the keepers of this wisdom, excel at merging secular activities with mentorship, seamlessly integrating their professional and personal lives to inspire and guide others. We delve into the lives of six remarkable mentors whose influence shapes not only individuals but entire communities, fostering a future where every woman can rise to her fullest potential.



INTERVIEWS: PETER MUIRURI

“By providing mentorship and opportunities in music and the arts, I hope to help them build confidence and find their voices. It is crucial for girls to know they can achieve anything they set their minds to.”

MODUPE IGE KACHI



“Honestly, I am not big on individual accolades. I have never been. I have always wanted the team to win and did everything to make that happen.”

FLAVIA OKETCHO



FLAVIA OKETCHO

SPORTSWOMAN, UGANDA (@FLIRSHFAVIA)

“Who am I?” Flavia Oketcho repeats the question we had put to her. “What can I say? I am a proud wife and mother. I am a sportswoman and a businesswoman.” Quite an honest depiction of a woman who perhaps did not want to blow her own trumpet and announce her renowned exploits in sports.

Oketcho, or ‘Flirsh Flavia’, is perhaps the most talented basketball player from Uganda, known for her legendary dribbling skills and ability to move the ball with precision and agility. Those who have watched her slide around the court are mesmerised by her slick moves, changing direction at will, and spin dribbles that leave her opponents on edge.

Oketcho wanted to play the game since she was 11 years old. She admired the tall fellows who played basketball so effortlessly. Her cousins too played the game. “Why not me?” she thought. “I had watched enough games and somehow felt that could be my calling. I insisted on being in a high school that not only played basketball but was good at it.”

She got her chance when she was 13, making it into the Kitante Hill School team in Kampala after just two weeks of training. The rest is history.

Oketcho went on to become the youngest player ever to win the coveted Most Valuable Player in East, Central and Southern Africa. “I was only 17 years old when I won this accolade. Nothing could stop me from being whomever I wanted to be,” says Oketcho.

It has since been win after win; 23 years of winning, including 15 league titles with several clubs. She has also played for Uganda’s national women’s basketball team, helping them qualify for the 2015 FIBA Afrobasket Women Tournament in Cameroon. “Honestly, I am not big on individual accolades. I have never been. I have always wanted the team to win,” she says.

Her triumphs have defied personal tragedies, including losing her father when she was only seven years old – a trying moment as “I got tossed from one family to another until my mum finally settled with my stepdad”.

Today, she focuses on training underprivileged girls and getting them scholarships in high schools and universities that offer them a chance to play basketball at a higher level. “I am trying to give them the same opportunities I had. Hopefully, we can create another generation of good, educated athletes,” she says. In addition, her sports marketing company mentors interns, preparing them for life outside of the sport.

Oketcho retired from the national team in February 2024. Yet her prowess as she continues dribbling for JKL Dolphins not only makes her standout as a player but also inspires young athletes in her community to pursue their passion for basketball with similar fervour and determination.



MODUPE IGE KACHI

SINGER AND VOICE COACH, NIGERIA (@IGESINGS)

Modupe Ige Kachi eats, sleeps and lives music, a passion inspired by her own experiences growing up. “My parents supported my dreams of becoming a musician while I pursued my education in electrical engineering,” she says.

Ige joined various singing groups like the Laz Ekwueme Chorale, De Clique Voices and Steve Rhodes Voices. To develop her craft further, she performed classical pieces as a member of the Musical Society of Nigeria (MUSON). For over a decade, from 2008, Ige was a vocal coach or director on a number of projects, including MTN Project Fame West Africa and Mama Mia, The Musical.

But she recognises that not all girls have the same opportunities as she did. Girls, she says, often lack access to education, are subject to unrealistic societal expectations and self-doubt. Many girls, she adds, are discouraged from pursuing their passions due to traditional beliefs about gender roles. Ige helps them through vocal coach workshops that also train them in self-confidence and personal development. The workshops are safe spaces for self-expression and peer-to-peer learning.

“By providing mentorship and opportunities in music and the arts, I hope to help them build confidence and find their voices. It is crucial for girls to know they can achieve anything they set their minds to, and I strive to be a guiding light for them on that journey,” says Ige.

Her advice to other mentors: “Be patient and compassionate. Your role as a mentor is to guide, not to impose. Listen to the needs of those you’re mentoring and provide support tailored to their unique journeys.”

And to aspiring female singers: “Stay true to your passion and don’t be afraid to take risks. Embrace your individuality, as it is your greatest asset. Surround yourself with supportive people who uplift you, and always be willing to learn and grow. Remember that your voice can inspire others just as you have been inspired.” ➔

MIYOBA BUUMBA-GAMEDZE

CONSERVATIONIST, ZAMBIA

Miyoba was born in Haatontola, a small village in southern Zambia. In that humble setting, she did what other girls in rural Africa do; get up early and fetch water and firewood. "The tasks were enjoyable," she says. "There was an abundance of natural resources to go around the whole village and keep the ecosystem in perfect balance."

Then a few things began to change in the village that would affect her lifestyle and that of the local community. "My grandmother would call, 'I want to cook, get me some firewood'. But more bushes were being cleared. She would call again, 'Buumba, come with some water'. But the local well had begun to dry," she

recalls. And so, she travelled further and further to draw water and collect firewood. "Now we had to plan for the number of days needed for activities that were usually much shorter. Everybody in the village started waking up at 4 am just to fetch water and increasing conflicts at the water point."

Miyoba was born during the rainy season in March. Her name means rain in her local community. Yet, in 1998, crops failed for lack of rain and her name began to prick her conscience when choosing her university course. What could she do to fight the menace called climate change, a concept that was foreign to her community?

"My degree course, Bachelor of Education in Environmental Education from the University of Zambia, answered all my questions. Climate change was the cause of our perils and threatened our survival as a village. I was passionate about the people and how the science of climate change and conservation affected them," she says.

Today, Miyoba has clocked eight years in community conservation and currently works for The Nature Conservancy as Africa's Indigenous Landscape Program Coordinator, supporting the protection of critical landscapes in nine African countries. She is the recipient of the Top 100 Young African Conservation Leaders Award and the Environmental Champion Award 2020 from the Zambian Ministry of Youths and Sport; a 2018 Mandela Washington Fellow under the Young African Leaders Initiative; and among the 13 lead authors of the UN GEO6, a publication for African youths.

"I love my people," she says. "I go to the University of Zambia to motivate young people and get them interested in conservation. This is the only continent we have."

POOJA PATEL

GENERAL MANAGER, HOLIDAY INN NAIROBI
TWO RIVERS MALL

In a meeting room with about 20 hotel heads in Nairobi, Pooja Patel was one of only four female general managers present. But stereotypes do not define her. The hotel industry is, after all, the world she wanted, where everything works like clockwork.

She had to overcome the persuasions of her mother who wanted her to become an optician. Pooja, the general manager of Holiday Inn Nairobi Two Rivers Mall would not be persuaded otherwise.

Pooja's father was born in Zambia where her grandfather emigrated at the age of 17. She attended elementary and high school there before proceeding to America for a course in hospitality at the Johnson & Wales University.

In 2011, Pooja joined the historic Dunhill Hotel in Charlotte North Carolina. The hotel, built in 1929, has a rich legacy and is a member of the Historic Hotels of America. It is the dream of anyone trained in hospitality to work at Dunhill.

But Pooja had to start from the bottom, first as a front office receptionist and then as a housekeeping supervisor. "Imagine a 21-year-old Zambian girl supervising 60-year-olds. They taught me all the patience I required at my young age. You can always learn from anyone, regardless of their status in life."

Pooja has since worked in lower-level managerial positions in Kenya, Rwanda, Ethiopia and Zambia. At her current position, she leads a tightly-knit ensemble of around 100 workers, making rounds within the premises, meeting and greeting guests and coordinating the newly-launched meeting rooms.

To the younger generation Pooja says: "Grab any opportunity and learn on the go. Make yourself available. Show people who you are. Do something extra that will make you stand out. Do not get angry if people do not embrace your ideas immediately, especially if they are used to doing things a certain way. Just have your name on that team that creates a difference." ➔



“I go to the University of Zambia to motivate young people and get them interested in conservation. This is the only continent we have.”

MIYOBA BUUMBA-GAMEDZE

“Grab any opportunity and learn on the go. Make yourself available. Show people who you are. Do something extra that will make you stand out.”

POOJA PATEL







“I see myself as part of a larger movement fighting to change the face of engineering by mentoring younger women. That is why I speak to them in schools and advocate for more inclusive work spaces.”

MARGARET OCHIENG

MARGARET OCHIENG

LEAD LIGHT MAINTENANCE ENGINEER, KENYA AIRWAYS

Growing up near Lake Victoria, Margaret Ochieng was fascinated by how things worked. “I spent countless hours ripping my younger brother’s toys or radios apart just to understand how they worked,” she says. From toys to home appliances, Ochieng set her mind to bigger things. Every time a plane flew overhead, she stared, mesmerised by their sheer power and elegance.

“It was the magic for me,” she says. “How could such a massive machine soar so effortlessly through the sky? I wanted to be among those behind this magic.”

Then she saw an aeroplane up-close during a visit to a local airport and immediately knew where her passion lay. For one who loved problem-solving, aeronautical engineering seemed like the natural playground.

In 2003, Ochieng joined Kenya Polytechnic (now the Technical University of Kenya) for a diploma course in aeronautical engineering, graduating in 2005. In between her studies, she apprenticed at the national carrier, Kenya Airways, bringing her lifelong goal of fixing planes ever closer. “I was never selective in the duties I handled, whether it was tyre replacement or fixing a screw.”

Ochieng has since clocked 19 years within the technical department, leading a team of 53 engineers whose role is “to give quality and safe product on time”.

She has been trained and certified to carry out maintenance on different types of aircraft ranging from Cessna Caravans and the Embraer 170/190 to the Boeing 737 series and Boeing 787-8 Dreamliner. Ochieng also holds licences from both the Kenya Civil Aviation Authority and the United Kingdom Civil Aviation Authority.

Breaking into aviation engineering meant not only excelling technically but also being a role model for other women. “The industry is better with diverse voices and perspectives that contribute to innovations,” she says.

“I see myself as part of a larger movement fighting to change the face of engineering by mentoring younger women. That is why I speak to them in schools and advocate for more inclusive work spaces.” ➔



“I made myself indispensable. Every task, no matter how small, was a learning opportunity. I absorbed everything, knowing one day I’d apply it in my own company.”

SARAH MIGWI

SARAH MIGWI

CHIEF EXECUTIVE OFFICER,
PROTEL STUDIOS, KENYA

On a glass shelf in the corridor leading to Sarah Migwi's office along Waiyaki Way, Nairobi, several trophies glint under the light, each accolade a testament to her transformative power of storytelling. As the founder of Protel Studios, Sarah has become synonymous with impactful narratives that transcend boundaries and inspire change. Storytelling is not just an art – it's a calling.

One day, she could be uncovering a story in one of Kenya's informal settlements. Then she could be in London, coordinating a commercial shoot with Arsenal Football Club players. While her work spans geographies, cultures and causes, the goal remains constant: to change lives through authentic stories.

Protel Studios' productions have shed light on unsung heroes, such as a young man who defied adversity to start a cooking business that feeds hundreds daily, or a woman who finds innovative ways to turn food waste into animal feed. The studio has become an incubating centre for raw talent including actors, scriptwriters and crew members.

One of Protel's standout productions,

The Real Househelps of Kawangware, captures the humour and resilience of life in Nairobi's informal settlements. The popular comedy series, which follows the lives of domestic workers, has resonated deeply with audiences across East Africa.

"Kenya's informal settlements are brimming with creativity," says Sarah. "We've discovered actors who are now household names, and nurtured scriptwriters, camera operators and editors. Their creativity is often a reflection of the hardships they've endured."

Sarah's influence in the media and creative industry spans two decades, covering East, South and West Africa. Her journey began humbly in 1999 at Nation Television, Kenya, as a production assistant, making tea for the crew and laying cables on set.

"I made myself indispensable," she recalls. "Every task, no matter how small, was a learning opportunity. I absorbed everything, knowing one day I'd apply it in my own company."

That dream began to take shape as Sarah honed her craft, becoming a producer at Level 1 Production, where she worked on television commercials and documentaries. In 2004, she moved to Dar es Salaam to work with East Africa Television (EATV) and radio as general manager.

Her next stop was Endemol South Africa where she secured sponsorship for Project Fame East Africa, the region's first reality music competition. In 2008, she replicated this success in Lagos.

Sarah's long-held ambition of owning her own company became a reality in 2009 with the founding of Protel Studios. In its 16 years, the company has evolved into a leading creative hub.

Beyond her professional achievements, Sarah is deeply committed to mentoring the next generation of storytellers and creatives. "Mentorship is not just about teaching skills; it's about inspiring confidence and providing opportunities for people to showcase their potential," she says.

Sarah's contributions extend beyond the creative industry. As a Rotarian and a board member of the Women Corporate Directors (WCD) Kenya Chapter, she advocates for diversity and inclusion in leadership and embodies the belief that storytelling is a powerful tool for societal transformation.

Reflecting on her 24-year journey, Sarah says: "Storytelling has the power to heal, inspire and connect. Every story told leaves a lasting impact on audiences and communities alike. And we're not just telling stories – we're changing lives, one narrative at a time." 



URBAN revolution

As urbanisation accelerates across the Global South, cities across Africa are challenging traditional urban models by embracing the unique cultural, climatic and social realities of the continent

WORDS: EUGENE YIGA





Rush hour:
Tom Mboya Avenue, Nairobi
THOMAS COCKREM / ALAMY STOCK PHOTO

By 2050, nearly 70% of humanity will live in urban areas, with much of this growth concentrated in the Global South. These cities are not just expanding, they're transforming, innovating and reimagining urban life for the 21st century. At the forefront of this transformation is Nzinga Biegueng Mboup, a Senegalese-Cameroonian architect and curator based in Dakar.

"The city is one of the fundamental categories for understanding contemporaneity," Mboup says. "It's not only in the cities where most of the world's population lives but also the spaces that generate the forms of coexistence and collective action that define a large part of our present."

EMBRACING THE GLOBAL SOUTH

The term "Global South" has gained prominence in recent years, uniting cities across continents under a shared identity. While some might critique it as a generic term that overlooks differences, Mboup sees value in exploring the similarities among these cities.

"I'm very much interested in the ways in which they are similar," she explains. "We share a lot of similar climatic zones; if we look at tropical countries, they tend to be in what is considered the Global South. There have been many examples of architectural currents that try to be very specific to the climate, such as tropical modernism in Brazil, Sri Lanka, Malaysia and West Africa."

Beyond climate, cultural elements like religion also create common threads. "Most of the Muslim world tends to be in the Global South," Mboup notes. "The way in which religion dictates daily lives of cities can have echoes between different places."

Mboup advocates for establishing a discourse that looks at architecture and urbanity through the lens of the Global South, rather than using the Global North as the standard. "I welcome the common heritage that these cities face," she says. "There are ways in which we can establish another form of discourse, ways of looking at architecture and urbanity through that lens."

CHALLENGING THE SUBURBIA MODEL

Despite the unique realities of cities in the Global South, the American model of suburbia continues to be a powerful influence. Indeed, a recent exhibition

"I see every day the many possibilities, lessons and future forms of urbanity that are being created in my city and many sub-Saharan African cities. But these lessons aren't being taken into account by" leaders

at the Centre for Contemporary Culture in Barcelona reminded Mboup just how powerful this model of suburbia is because it still manages to be the standard in so many other parts of the world.

In Dakar, a city that is a peninsula and the westernmost point of the African continent, the suburbia model was imported during the 1950s and 1960s. "We had examples of social housing that echoed the American model of the single-unit, single-family household spread out in neighbourhoods," she recalls. "But those no longer exist because inhabitants have modified all of these housing units."

The reason for this transformation lies in the social fabric of Dakar. "They were a projection of a political ideal at a time when our first president wanted to create this kind of new urban class," Mboup explains. "But they were modelled on the idea of a single-family unit, which just isn't the reality. We live in what people call the extended family, and as the family extends, so does the housing."

Today, what were once single-family homes have been modified into four or five-storey buildings to accommodate extended families. Yet there remains a desire for the suburbia model among the new aspiring middle class, leading to the development of gated communities replicating the same model that has shown its failures.

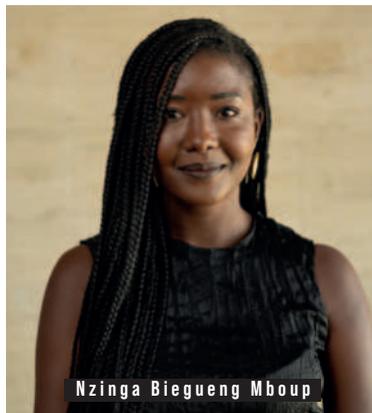
"We exist within this state of tension of still looking towards northern models but seeing that when we have adapted those models they have failed," she observes. "It's time we pay attention to other requirements that housing and urbanity need to respond to."

INNOVATIONS FROM WITHIN

Mboup expresses frustration when asked what cities of the Global South can bring to the world. "I see every

day the many possibilities, lessons and future forms of urbanity that are being created in my city and many sub-Saharan African cities," she says. "But these lessons aren't being taken into account by leaders or decision-makers."

She highlights the incredible inventiveness, resilience and adaptability of citizens. "In Dakar, we have ambulant traders (who sell items in traffic), and it's fascinating to see what they sell," she shares. "You could almost understand the timing of the year and everything that is going on by just looking at what they sell because it changes depending on the circumstances." ➔



Nzinga Biegueng Mboup



Stall economy:
A fruit seller in Nairobi



Below:
Catching up with the talk
of the town in Marrakech
Right:
A stall in one of the city's souks



During the COVID-19 Pandemic, for instance, traders began selling masks on the streets. “They always have something that you need,” Mboup says. “It’s incredible. I don’t know how they figure it out but they adapt rapidly to change.”

Neighbourhoods in Dakar also provide a mix of uses, with commerce self-generating based on the density and needs of the inhabitants. “There isn’t a kind of planning to say that every so-and-so corner will have a specific shop,” she explains. “But I can’t walk more than five minutes without finding a corner shop that has sprung up to provide services.”

These models show an adaptability to rapid change that Mboup believes is instructive. “On a practical level, cities of the Global North are now looking at the Global South because the climate is becoming a little bit more like ours with increasing heat waves,” she notes. “They’re interested in looking at how to deal with this condition.”

EMERGING FORMS OF LIVING

As an architect operating in Dakar, Mboup observes new forms of living emerging in response to social and economic realities. “I’m fascinated by the way housing reflects the social and cultural realities of the country,” she says. “A lot of construction isn’t really done by architects – about 97% is built without any architects.”

Traditional forms of living in compounds with multi-generational families are now happening vertically due to the city’s constraints. “Because Dakar is a peninsula, what used to happen on a horizontal level is now happening vertically,” she explains. “People add levels to existing houses to accommodate extended family.”

This process is happening across class levels and serves to consolidate social solidarity. “It makes sense to regroup the family, especially in contexts where we deal with inflation and economic crises,” Mboup notes. “People plan for the future by building houses with foundations that can welcome more levels.”

This incremental building adapts to the economic model where people don’t have access to loans and rely on their own means. “They do it little by little, and people find sometimes ingenious ways to do it,” she says. “As architects trained in the Western paradigm, we need to look at housing very differently.”

RECONNECTING WITH HERITAGE

Mboup and other younger architects are also concerned with reconnecting

... ‘hustle’ captures the spirit of improvisation and ingenuity that characterises these cities. “If you talk about hustle, it’s about improvisation, everything we’re talking about is hustle.”

with their heritage, particularly vernacular forms of building. “There’s a growing interest in building with earth, building with bio-based materials,” she says. “That’s quite a central part of my work.”

This movement goes beyond architecture, extending to other aspects of life. “People are also looking at food and how we can reconnect with our traditional grains and other modes of living that we’ve left aside,” she says.

By embracing these approaches, Mboup believes that buildings can better reflect the people who use them and be adapted to the climate. “It’s about finding ways to make buildings that are more sustainable and culturally relevant,” she explains.

LOOKING AHEAD

Mboup emphasises the importance of embracing the unique conditions of African cities without any inferiority complex. “In many ways, we’re already further ahead,” she says. “We should really embrace those possibilities.”

She urges decision-makers to recognise and learn from the innovations within the Global South. “We need to look at ourselves without feeling the need to emulate the North,” she says. “It’s time we pay attention to what our housing and urbanity need to respond to.”

THE HUSTLE ECONOMY: RETHINKING URBAN INFORMALITY

Architect and curator Tau Tavengwa believes that to understand the cities of the Global South, we need to reframe our vocabulary. “I’ve just fallen in love with the word ‘hustle,’” he says. “I hate the word ‘informality.’”

For Tavengwa, ‘hustle’ captures the spirit of improvisation and ingenuity that characterises these cities. “If you talk about hustle, it’s about improvisation,” he explains. “Everything we’re talking about is hustle.”

In Cairo’s bustling markets, such as Khan el-Khalili, thousands of vendors sell everything from handcrafted jewellery to spices, often setting up shop in improvised spaces. These markets are not just centres of commerce but also hubs of social interaction and cultural exchange, showcasing the adaptability of those who navigate these complex environments to make a living.

Similarly, in the medinas of Morocco, the narrow streets are lined with small workshops where craftsmen produce traditional goods like textiles, ceramics and leatherwork. ➔



Tau Tavengwa

OPPOSITE, TOP: FREDRICH STARK / ALAMY STOCK PHOTO



Above:
Colourful commute –
a local bus in Dakar

Below:
Retail heaven in a
Marrakech souk



These artisans often operate outside formal economic structures, relying on skills passed down through generations. Their ability to sustain livelihoods through creativity and resourcefulness exemplifies the essence of the hustle economy.

Tavengwa argues that using the term “informality” often carries negative connotations, whereas “hustle” acknowledges the creativity and adaptability of people navigating complex urban environments. “We need to describe the spirit and sense of improvisation,” he emphasises.

NAIROBI’S URBAN TRANSFORMATION: A TALE OF MULTIPLE NARRATIVES

Tavengwa emphasises the importance of embracing multiple models in urban development. “We have to make space for more than one model of what a city can be,” he asserts.

The Kenyan capital exemplifies this philosophy as it undergoes significant urban developments that reflect both its challenges and aspirations. As one of Africa’s fastest-growing cities, Nairobi is experiencing a construction boom with projects like the Pinnacle Towers, set to be Africa’s tallest building, and the recently completed Nairobi Expressway, which aims to ease traffic congestion and improve connectivity.

Tavengwa notes that while these developments symbolise progress, they also highlight underlying inequalities. “The people living in the peripheries often do not have access to the advantages of city life,” he observes. In Nairobi, affluent neighbourhoods with modern skyscrapers exist alongside informal settlements like Kibera, one of Africa’s largest slums.

He cautions against adopting a one-size-fits-all approach to urban planning. “Housing is not just about housing; it’s a narrative,” Tavengwa explains.

“We are battling a machine that is defining

“Housing is a narrative. We are battling a machine that is defining how we should live, and housing is the battleground for that”

how we should live, and housing is the battleground for that.”

Nairobi’s dynamic shifts also involve rethinking transportation and public spaces. The city’s investment in new commuter rail lines and the development of green spaces like the Nairobi Green Park Terminal demonstrate efforts to create a more inclusive urban environment. In this way, the city reflects the broader narrative of African cities – complex, vibrant and full of potential for innovative urban solutions.

Indeed, by acknowledging its unique challenges and embracing diverse models of development, Nairobi is redefining what an African metropolis can be. Tavengwa believes that cities like Nairobi are not exceptions but are grappling with global urban issues.

RETHINKING INFRASTRUCTURE: LESSONS FROM HARARE

In Harare, Zimbabwe, innovative approaches to infrastructure are emerging in response to pressing social needs. Tavengwa recounts a story from 2008, when massive evictions left 1.2 million people homeless.

“A state psychiatrist wanted to provide mental health support to these traumatised communities,” he explains.

“He found that middle-aged women, the ‘aunties’, hold the psyche of entire communities together.”

Instead of building costly facilities, they set up park benches where these women could offer support. “If you saw this old lady at a bench, you could sit and have conversations,” he says. “They provided an essential service without needing to build hospitals.”

This approach illustrates how infrastructure doesn’t always have to be about physical structures. “It’s a proposition of how you can think of infrastructure in a very different way,” Tavengwa notes. “There are similar interventions in other places.”

By reimagining what infrastructure can be, cities can address urgent needs in resourceful and community-driven ways. 



OPPOSITE: TOP: DAVID SOUTH / ALAMY STOCK PHOTO



Above:
A window on urban life
in Dakar, Senegal

Below:
The Mosque of the Divinity,
also known as the Fisherman's
Mosque, Dakar

Left:
Cairo bazaar



BEYOND BOUNDARIES

AFRICA'S CROSS-BORDER PARKS AND MULTI-USE CONSERVATION AREAS BENEFIT WILDLIFE, LOCAL COMMUNITIES AND TOURISTS ALIKE

WORDS: FIONA MCINTOSH

Africa's first Transfrontier Park, the Kgalagadi, celebrates its 25th birthday this year. Formerly South Africa's Kalahari Gemsbok National Park and Botswana's Gemsbok National Park, the Transfrontier Park is co-managed by the two neighbouring countries with wildlife conservation and the free movement of animals as its major focus.

Since then, a number of cross-border initiatives have emerged in Africa, particularly within the Southern African Development Community (SADC), which has a dedicated program to establish more Transfrontier Conservation Areas (TFCAs). Unlike Transfrontier Parks, TFCAs are complex and made up of multiple land use areas, including national parks, community-owned land, game management areas, villages and cities that are co-managed through international treaties. There are now 12 formalised cross-border conservation areas within the SADC region, with others still in the making.

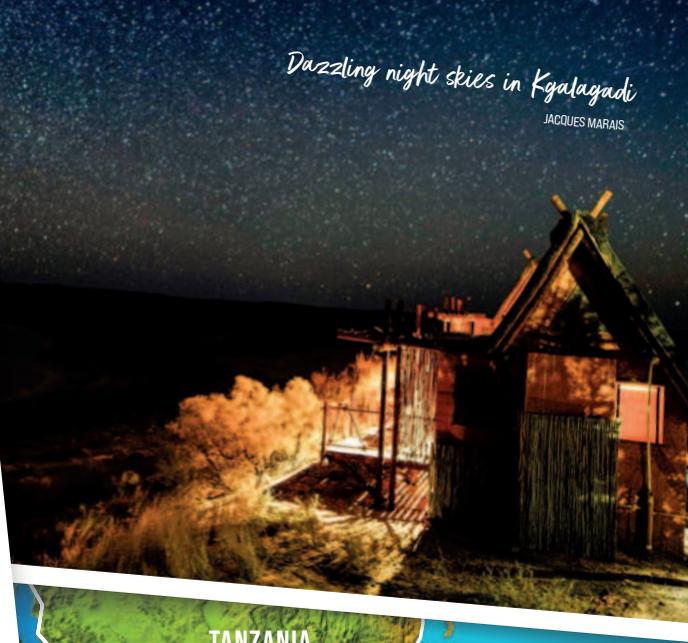
The uptake has been slower outside the SADC region, but the Greater Virunga Transboundary Collaboration in Central Africa's Great Lakes region and Mayombe Forest Transfrontier Protected Area in the Congo Basin are important initiatives. Some conceptual TFCAs have also been identified in Central and East Africa, including a proposed TFCA encompassing the coastal mainland and islands of the Western Indian Ocean.



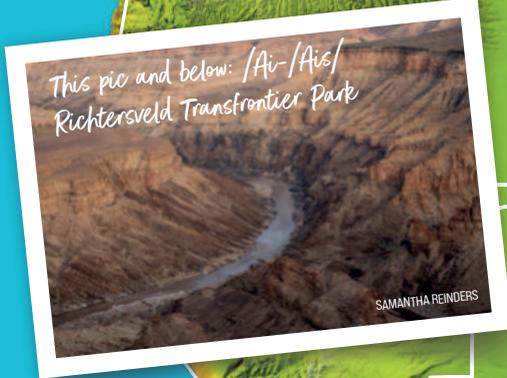


Dazzling night skies in Kgalagadi
JACQUES MARAIS

Cycling on the beach in Lubumbo TFCA
JACQUES MARAIS

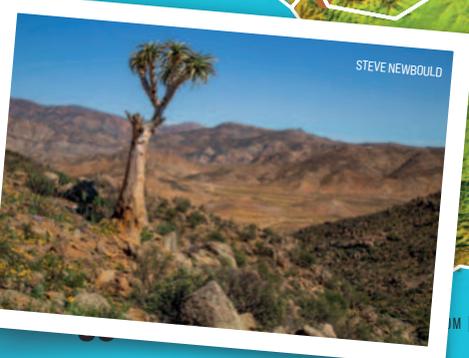


This pic and below: /Ai-/Ais/
Richtersveld Transfrontier Park

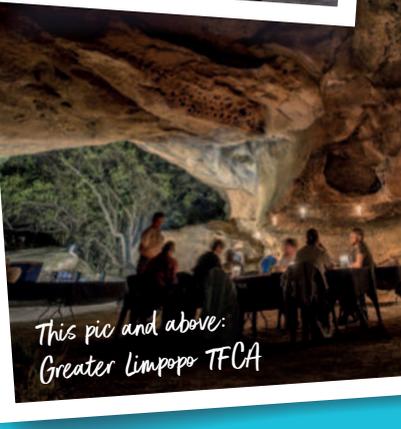


SAMANTHA REINDERS

BARBARA COLE



STEVE NEWBOULD



This pic and above:
Greater Limpopo TFCA

01 K GALAGADI TRANSFRONTIER PARK

The Kgalagadi is the only Transfrontier Park to date that is open in the true sense of the word – tourists can move freely across the international border between South Africa and Botswana within the boundaries of the park without having to show passports (unless departure is planned through a different gate into another country). Almost double the size of the Kruger National Park, it's an immense and surreally beautiful desert area, with salt pans, red and golden sand dunes, and dry riverbeds that occasionally spring to life after rain. The vegetation is sparse, but the hardy grasses and camelthorn trees lie at the foundation of a thriving ecosystem that supports iconic species such as lions and meerkats.

On the South African side, the roads are good and there are basic shops and filling stations. The Botswanan side is remote and generally only accessible by 4WDs. Xaus Lodge offers a range of wildlife experiences and the opportunity to gain an insight into the modern lives of the local Khomani San community. With virtually no habitation or communication facilities this is somewhere to chill, to watch wildlife, to sit out under star-studded skies listening for barking geckos, and to reconnect with nature.

02 AI/AIS-RICHTERSVELD TRANSFRONTIER PARK

Established in 2003, the /Ai-/Ais/Richtersveld Transfrontier Park is a remote, arid landscape in the northwest corner of South Africa and neighbouring Namibia, bisected by the Orange River. The mountain desert is a playground for intrepid 4WD and adventure travellers, who revel in its hiking and mountain biking trails and spectacular night skies, while the Orange River

attracts fisherfolk, twitchers and kayakers. Highlights include the incredible geology, most notably the Fish River Canyon, the /Ai-/Ais hot springs, the tiny critters that have evolved to survive in this inhospitable landscape and the incredible displays of spring flowers in this, the oldest desert in the world. The multi-day Fish River Canyon and the trans-border Richtersveld Wild Run are bucket-list activities.

03 GREAT LIMPOPO TFCA

Stretching across Mozambique, South Africa and Zimbabwe, this is a vast ecosystem of extraordinary landscapes and diverse habitats and wildlife species. Well-equipped for tourism, the area supports cultural experiences with local communities, guided and unguided safaris and adventures such as hiking, canoeing, mountain biking and 4WD trails – some of which are cross-border. The region's well-established parks, Kruger and Gonarezhou, provide excellent facilities and access points. Established in 1898, Kruger is the flagship of the South African National Parks and a sanctuary for many iconic species, including black and white rhinos and African wild dog.

04 MALOTI DRAKENSBERG TFCA

The rugged Maloti Drakensberg Transfrontier Conservation Area forms a high-altitude border between South Africa and Lesotho. At its core the Maloti-Drakensberg Park, a trans-boundary World Heritage Site composed of the scenic Sehlabathebe National Park in Lesotho and the uKhahlamba Drakensberg National Park in South Africa, showcases dramatic landscapes, rich flora and fauna



and some 600 rock art sites, the largest natural gallery in the world. The TFCA is an important water catchment area, and with the highest peaks in Southern Africa, it also attracts outdoor enthusiasts and adventurous hikers.

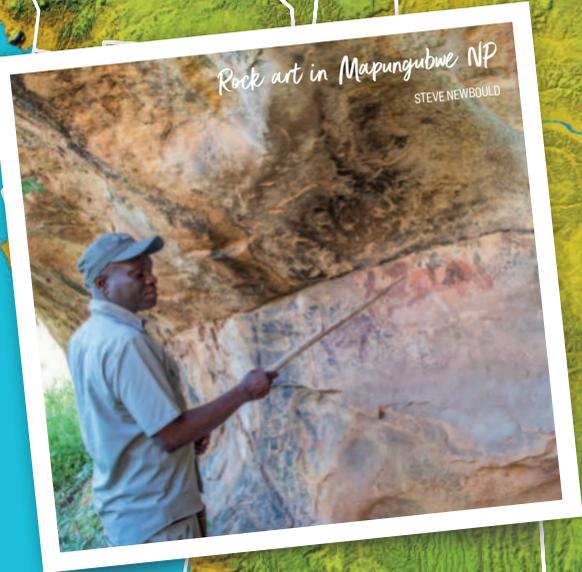
Lesotho is sparsely populated with limited tourist facilities – exploring on foot, mountain bike or on sturdy local ponies is the way to go. South Africa's alpine resorts and camps are popular with birders and there's a good network of hiking trails in the Maloti Mountains to the north, in the foothills of the Drakensberg and up the steep passes into Lesotho. The most famous is the cross-border Amphitheatre hike which leads up daunting chain ladders to the top of the sheer, 5km-long natural amphitheatre.

05 LUBUMBO TFCA

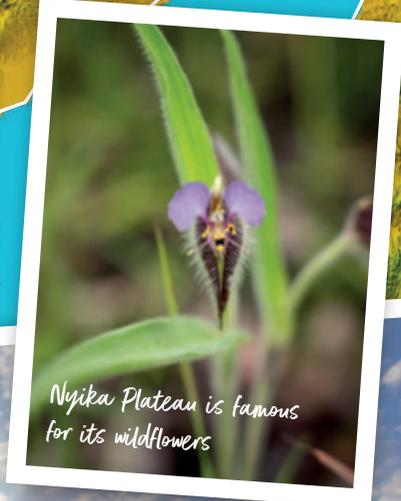
With a broad range of habitats, the biodiverse Lubumbo TFCA, encompasses a complex system of conservation areas in the northeastern corner of South Africa, eSwatini and Mozambique. The coastal strip of South Africa's iSimangaliso Wetland Park and Mozambique's Maputo Special Reserve was Africa's



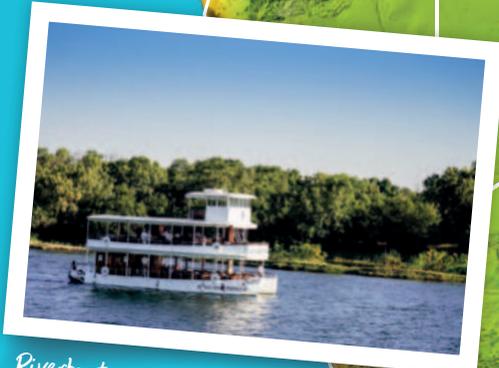
Rock art in Mapungubwe NP
STEVE NEWBOULD



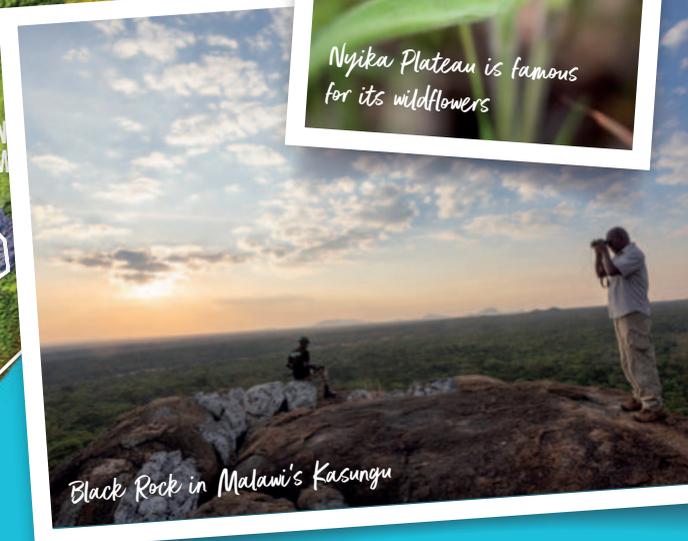
Mapungubwe NP Leskwe Camp
STEVE NEWBOULD



Nyika Plateau is famous for its wildflowers



Riverboat cruise on the Zambezi



Black Rock in Malawi's Kasungu

first established marine TFCA and has spectacular beach and bush offerings, with wildlife viewing, superb birding, walking, horse safaris and some of the best snorkelling, scuba diving and big game fishing on the continent. In addition to the terrestrial Big Five, visitors to the Lubumbo TFCA have a good chance of spotting whales, dolphins, seals and sharks as well as endangered turtles which nest on the long empty beaches. The area is culturally rich, with ancient fish traps still maintained in the Kosi Lake system. A recent community-focused initiative to develop an adventure Eco Trails network, including multi-day, cross-border bush trails, is making grounds and there's a newly-launched luxury slackpacking trail that heads south from Inhaca Island in the Bay of Maputo.

06 GREATER MAPUNGUBWE TFCA

A stunning region where South Africa, Botswana and Zimbabwe meet, this is a landscape of dramatic sandstone formations, wide rivers, bizarre baobabs and savannah. Home to elephants, lions and various antelope species, it offers visitors incredible wildlife experiences including game drives, hiking, mountain biking and birdwatching. It's equally well-known for its rich history: visitors can explore ancient archaeological sites, like the famous Mapungubwe Hill, which tells the story of an early kingdom.

07 KAVANGO ZAMBEZI TFCA

The world's largest Transfrontier Conservation Area, the Kavango Zambezi (KAZA) encompasses protected areas within Angola, Botswana, Namibia, Zambia and Zimbabwe. The monarch of cross-border conservation areas, the dazzling jewels in its star-studded crown include the world-famous Chobe National Park, Hwange National Park, Kafue National Park, Makgadikgadi Pans, the Okavango Delta and Victoria Falls. The TFCA is home to the largest contiguous population of African elephant on the continent and contributes to the conservation of threatened species such as African wild dog, lion, cheetah, buffalo, hippopotamus

and rare antelope. Diverse safari opportunities include game viewing on foot, bicycle, horseback and in canoes or boats – with the possibility of witnessing large-scale migrations of antelope and zebra. The birding is extraordinary, there's fabulous fishing and at Africa's 'adventure capital', Victoria Falls, you can enjoy high-adrenalin activities such as white-water rafting, bungee jumping and microlight flights.

Culture vultures are spoilt for choice in the vibey towns, with local arts, crafts and traditional dancing on display in both urban and rural areas. There is widespread historical interest, with Botswana's Tsodilo Hills World Heritage Site boasting one of the highest concentrations of rock art in the world.

Best of all, KAZA has a well-developed infrastructure that caters to all budgets and travel preferences, and while it's borders are not yet open, tourists visiting Zimbabwe and Zambia can purchase the KAZA UNIVISA, which allows visits to both countries multiple times. Visits to Botswana for day-trips through Kazungula Borders are also covered.

08 MALAWI-ZAMBIA TFCA

Straddling the border of Western Malawi and Eastern Zambia this is a diverse landscape of high mountains, wetlands and bushveld, incorporating national parks, reserves and communal lands. Malawi's Nyika Plateau has a well-established infrastructure with trekking, mountain biking and horse-riding safaris, 4x4 excursions, birding and cultural tours drawing in tourists. Famous for its incredible wildflowers and orchids, it supports the highest diversity of large mammals and the largest concentration of roan antelope in Africa, as well as the world's largest population of breeding blue swallows.

Neighbouring Vwasa Marsh, on the Zambian border, is a wonderful mixture of mopane woodland, grasslands and marshy wetlands which attract numerous



Meerkat in the Kalahari

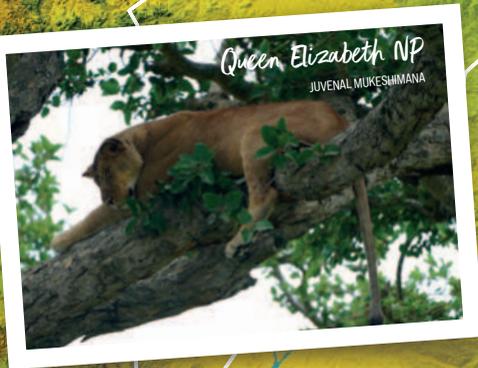


Tiger fishing, Zambezi

bird species, as well as hippopotamus, elephant and buffalo – but limited infrastructure restricts tourists to day visits or mobile safaris. Tourism opportunities are also limited in Zambia's remote North Luangwa National Park which boasts the Big Five but is still largely undeveloped wilderness with only a few safari operators, community-partnered camps and recently developed loop roads.

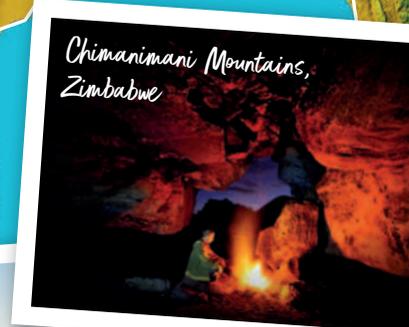
09 LOWER ZAMBEZI MANA POOLS TFCA

The Lower Zambezi Mana Pools TFCA is a remarkable ecological region straddling Zimbabwe and Zambia, which incorporates Zimbabwe's Mana Pools National Park (a World Heritage Site) and Zambia's Lower Zambezi National Park. Rich in biodiversity the area encompasses the Zambezi River's lush floodplains and woodlands with its abundant wildlife featuring lions, elephants, buffalo, hippo, crocodile and numerous bird species. One of the best game viewing areas on the African continent, and known for its spectacular landscapes, the TFCA offers a range of accommodation options and exciting safari opportunities in vehicles, boats, canoes and on foot. Mana Pools NP is one of the few wilderness areas that you can explore on self-guided walks. ➔



WHY DO WE NEED CROSS-BORDER CONSERVATION AREAS?

Cross-border conservation areas provide a framework for managing shared natural and cultural resources across international boundaries. 'Transfrontier parks, conservation areas and other cross-border initiatives are essential for promoting biodiversity, fostering regional cooperation, enhancing socio-economic development, peace and security, promoting sustainable tourism, preserving cultural heritage and combating climate change,' explains Nick Tucker of Boundless Southern Africa.



10 IONA SKELETON COAST TFCA

A hauntingly beautiful, but empty land of stark desert dunes, towering mountains and occasional rivers, this coastal strip comprises Angola's Iona National Park, the country's oldest and largest national park and Namibia's inhospitable Skeleton Coast National Park. Flamingos, pelicans, seals and a variety of other birds and marine organisms inhabit the coastline, while black-faced impala, desert dwelling elephants, lion and black rhinos have evolved to survive the harsh inland conditions. Since the establishment of the TFCA in 2018, historically occurring species such as giraffe, mountain zebra, hippopotamus and roan antelope have been introduced. Don't get too excited about visiting though: tourism is tightly controlled in this sensitive region and infrastructure is very limited with the northern section only accessible by plane. If you've got the experience or book through a specialist operator, the southern section as far as the Ugab River can be explored in a 4WD. For something really intrepid, sign up for Silent Steps Death Acre Dash, a nine-day exploration of Angola's treacherous coastal wilderness on foot and by 4WD.

11 NIASSA-SELOUS TFCA

One of the largest TFCAs in Africa, Niassa-Selous incorporates Tanzania's Selous Game Reserve and Mozambique's Niassa National Reserve, linked by the Selous-Niassa Wildlife Corridor, which follows the Ruvuma River. The landscape is one of dramatic granite hills, wetlands and rivers and the TFCA is home to half of the world's remaining wild dog population. Selous Game Reserve, a World Heritage Site and one of Africa oldest formally protected areas, dating back to 1896, is renowned for its populations of elephant, black rhino, cheetah, giraffe, hippo and crocodile, and its network of channels and lagoons supports diverse and prolific wildlife, particularly in the dry season. The area is a popular tourism destination with several luxury lodges and camps situated along the river offering walking safaris, boat trips and other adventures. The picturesque Niassa National Reserve is wild and only accessible by road

during the dry season so its tourism potential is still untapped. If you're looking for something off the beaten track, Lugenda Wilderness Camp offers one of the most remote safari experiences in Africa.

12 CHIMANIMANI TFCA

With Chimanimani National Park as its centrepiece, this rugged TFCA is on Zimbabwe's border with Mozambique, a region of towering, jagged mountains, lush forests, alpine meadows and diverse ecosystems. There are lodges and other attractions in Chimanimani Village but the park itself has no roads, and only basic facilities – a hut, caves and camping areas - so caters for the self-sufficient explorer. Hiking, rock climbing, birding and bathing in sparkling waterfalls and natural swimming holes will enthrall those who want to escape to an untouched wilderness, while those seeking a challenge can sign up for the RunChimanimani Transfrontier Traverse, a three-day, cross-border trail running event.

13 GREATER VIRUNGA TRANSBOUNDARY COLLABORATION

Established by the Democratic Republic of Congo (DRC), Republic of Rwanda and the Republic of Uganda in 2015, the GVTC is a Transboundary Collaboration Framework for wildlife conservation and tourism development in the Greater Virunga Landscape, also known as the Central Albertine Rift Region. It comprises seven national parks - Volcanoes NP in Rwanda; Uganda's Mgahinga Gorilla NP, Queen Elizabeth NP, Bwindi NP, Rwenzori Mountain NP and Semliki NP, as well as the Virunga NP and Sarambwe Wildlife Reserve in DRC. The dramatic, varied and incredibly scenic landscapes of the GVL range from tropical rainforests to savannah; tumbling waterfalls to glaciated peaks. It's home to the world's remaining



population of mountain gorillas and is the richest part of the African continent in terms of biodiversity of species. More than 50% of birds and 39% of mammals in mainland Africa are found there, including rare and endangered species such as chimpanzees, African elephants, lions and hippopotamus. The area is best known for its gorilla tracking (who doesn't have that on their bucket list?), birdwatching and game-viewing experiences, as well as for the trekking and mountaineering opportunities in the so-called Mountains of the Moon – the snow-capped peaks of the Rwenzori.

14 MAYOMBE FOREST TRANSFRONTIER PROTECTED AREA

Dominated by the dense Mayombe tropical forest, home to lowland gorillas, chimpanzees, forest elephants, and myriad bird species, the proposed Mayombe Forest Transfrontier Protected Area forms the south-western part of the tropical rainforest in the Congo Basin, encompassing protected areas in the Democratic Republic of Congo, Angola and in the Republic of Congo. One of the world's richest hot-spots of biological diversity, and with rare wildlife such as pangolins and, in the Zaire River, African manatee, spectacular beaches, diverse landscapes and a rich cultural history the area has significant tourist potential. A few hotels in the Cabinda Angola area offer safari packages, trekking and other activities, but it's currently a destination for intrepid, off-the-beaten track travellers. 🌍

How to plan a SOCIAL MEDIA CAMPAIGN

A well-crafted social media campaign can help a new business establish its presence, engage

SET CLEAR GOALS AND OBJECTIVES

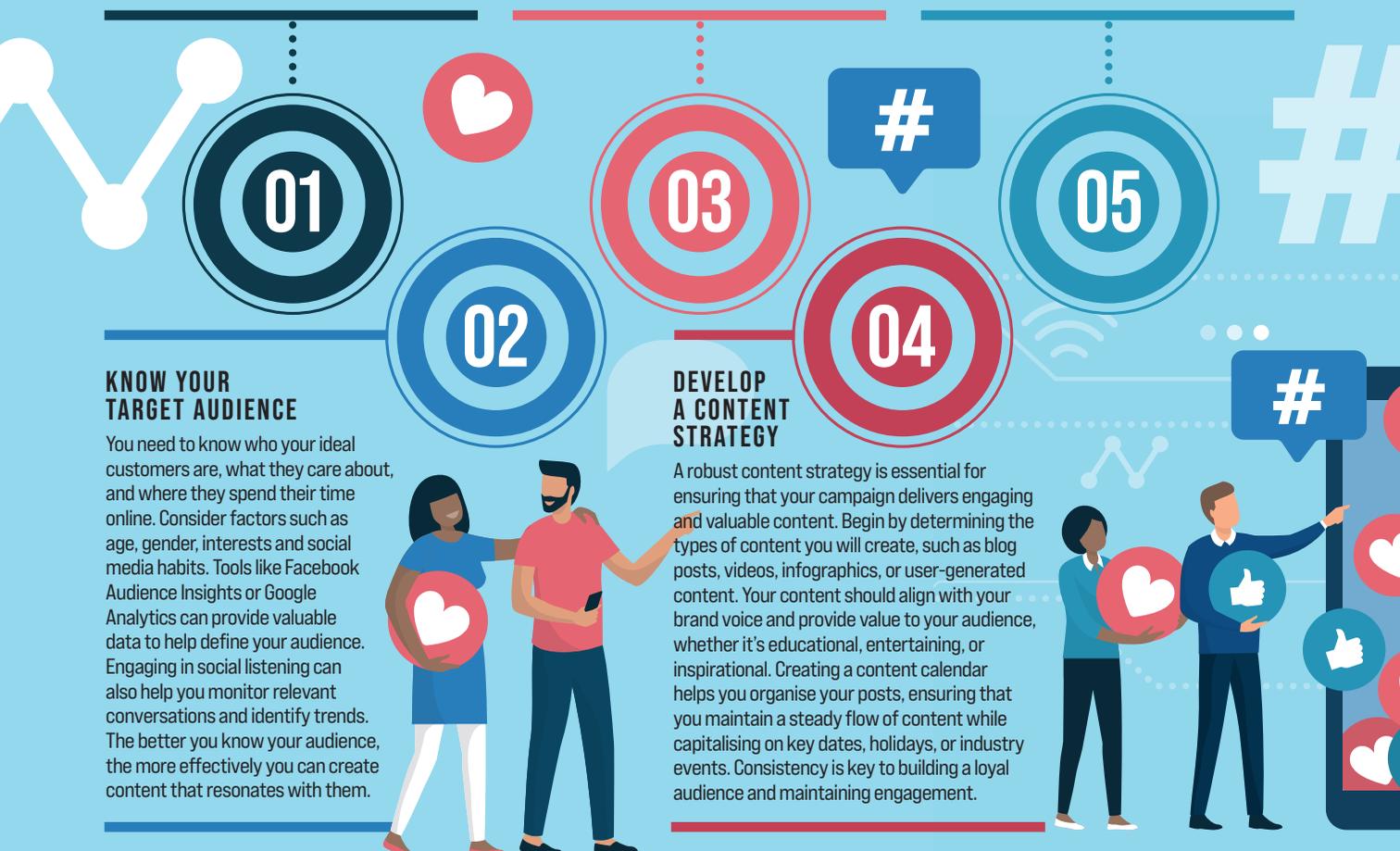
The foundation of any successful social media campaign lies in establishing clear goals and objectives. Without a defined purpose, your campaign can lack direction, making it difficult to measure success. You might want to increase brand awareness, drive traffic to your website, generate leads, or boost sales. It's crucial to make these goals SMART: Specific, Measurable, Achievable, Relevant and Time-bound. For example, instead of vaguely stating you want more engagement, aim for something specific like "increase Instagram engagement by 25% in three months".

CHOOSE THE RIGHT PLATFORMS

With a clear understanding of your goals and audience, the next step is selecting the social media platforms that best align with your campaign. Focus on those that are most relevant to your audience and objectives. Facebook is excellent for building community, while Instagram is perfect for visual storytelling. LinkedIn is ideal for B2B marketing, and TikTok offers opportunities to engage younger audiences through short, entertaining videos. Instead of trying to be everywhere, concentrate your efforts on one or two platforms where your audience is most active.

ESTABLISH YOUR BRAND VOICE AND VISUAL IDENTITY

Your social media campaign should reflect a consistent brand voice and visual identity that resonate with your audience. The tone of your messages – whether it's friendly, professional, humorous or authoritative – should remain consistent across all posts. Similarly, your visual identity should include cohesive use of colours, fonts and imagery. High-quality visuals are essential – they convey professionalism and credibility. Developing templates for posts, stories and ads can ensure that your campaign maintains a polished and uniform look.



KNOW YOUR TARGET AUDIENCE

You need to know who your ideal customers are, what they care about, and where they spend their time online. Consider factors such as age, gender, interests and social media habits. Tools like Facebook Audience Insights or Google Analytics can provide valuable data to help define your audience. Engaging in social listening can also help you monitor relevant conversations and identify trends. The better you know your audience, the more effectively you can create content that resonates with them.

DEVELOP A CONTENT STRATEGY

A robust content strategy is essential for ensuring that your campaign delivers engaging and valuable content. Begin by determining the types of content you will create, such as blog posts, videos, infographics, or user-generated content. Your content should align with your brand voice and provide value to your audience, whether it's educational, entertaining, or inspirational. Creating a content calendar helps you organise your posts, ensuring that you maintain a steady flow of content while capitalising on key dates, holidays, or industry events. Consistency is key to building a loyal audience and maintaining engagement.

FOR YOUR NEW BUSINESS

with customers, and achieve measurable results. Here are the top 10 essential steps...

UTILISE PAID ADVERTISING

Organic reach on social media has declined in recent years, making paid advertising a crucial component of any successful campaign. Paid ads allow you to target specific demographics, ensuring that your content reaches the right audience. Platforms like Facebook and Instagram offer advanced targeting options and a variety of ad formats, such as carousels, videos and lead generation forms. Start with a modest budget and monitor the performance of your ads. Adjust your strategy based on the results to optimise your return on investment and maximise your campaign's impact.

MONITOR AND ANALYSE PERFORMANCE

Tracking the performance of your campaign is essential to understanding what works and what doesn't. Use analytics tools provided by platforms like Facebook Insights, Instagram Insights, or third-party tools like Hootsuite and Google Analytics to measure key performance indicators (KPIs) such as engagement rates, click-through rates and conversion rates. Regularly reviewing this data allows you to identify trends, optimise your strategy and make data-driven decisions to help improve future campaigns.

PREPARE FOR CRISIS MANAGEMENT

In the fast-paced world of social media, things can go wrong unexpectedly, so having a crisis management plan in place is essential. Negative feedback, technical issues, or missteps can escalate quickly if not handled properly. Establish clear guidelines for responding to negative comments and ensure that your team is prepared to address issues promptly and professionally. Transparency and accountability are key – acknowledge mistakes, provide solutions and communicate openly with your audience. A well-handled crisis can even strengthen your brand's reputation.

06

08

10

07

09

COLLABORATE WITH INFLUENCERS AND PARTNERS

Influencers have established trust with their audiences, making their endorsements more impactful. When choosing influencers, prioritise those who align with your brand values and have genuine engagement rather than just large follower counts. Partnerships with other brands can also be mutually beneficial, allowing you to tap into new audiences. Whether it's co-hosting a giveaway or creating collaborative content, these partnerships can add credibility to your campaign.

CREATE ENGAGING AND INTERACTIVE CONTENT

One of the most effective ways to capture your audience's attention is by creating content that encourages interaction. Social media is a two-way street, and engaging with your audience can foster a sense of community and loyalty. Consider hosting live Q&A sessions, running contests or giveaways, or asking questions in your posts to prompt comments. User-generated content, such as customer testimonials or photos featuring your products, can also be highly engaging. The more interactive your content, the more likely it is to be shared.

How to write the PERFECT INSTAGRAM POST

Creating the perfect Instagram post is both an art and a science. It requires a blend of visually appealing content, engaging captions, and strategic use of hashtags to captivate your audience and achieve your goals. Here's a guide to crafting a standout Instagram post...

START WITH A COMPELLING VISUAL

Instagram is a visual platform, so the image or video you choose is crucial. High-quality visuals immediately grab attention and encourage users to stop scrolling.

TIPS FOR CREATING GREAT VISUALS:

- Use natural lighting for photos to create a clean, vibrant look.
 - Maintain a consistent color palette that aligns with your brand identity.
- Experiment with various formats like carousel posts, Reels, or Stories for variety.
- Consider adding text overlays or graphics for added context or emphasis.

Aim for authenticity

Show behind-the-scenes moments or user-generated content to build trust and relatability.

CRAFT AN ENGAGING CAPTION

Your caption should complement the visual and provide context, spark curiosity, or inspire action. Captions can be short and punchy or longer storytelling narratives, depending on your goal.

KEY ELEMENTS OF AN ENGAGING CAPTION:

- **Hook:** Start with a strong opening line to capture attention. Ask a question, share a surprising fact, or use a bold statement.
- **Story or Value:** Provide value by sharing a tip, telling a story, or adding humour.
- **Call-to-Action (CTA):**

Encourage interaction by asking users to comment, tag a friend, or visit your website.

Example:

"Struggling to stay motivated? 🌟 Here's how to stay on track with your goals: [Insert tip]. Drop a 📌 in the comments if you're ready to crush it today!"

USE STRATEGIC HASHTAGS

Hashtags increase the visibility of your post, making it discoverable to a broader audience. Use a mix of popular, niche, and branded hashtags to maximise reach.

HASHTAG STRATEGY TIPS:

- Include 10-15 relevant hashtags for optimal exposure.
 - Research hashtags your target audience follows using tools like Hashtagify or Instagram's search bar.
- Create a unique branded hashtag to encourage user-generated content.

Example:

For a fitness brand, combine general and niche hashtags:
#FitnessMotivation
#WorkoutTips #MorningRoutine
#YourBrandName.

INCORPORATE EMOJIS AND FORMATTING

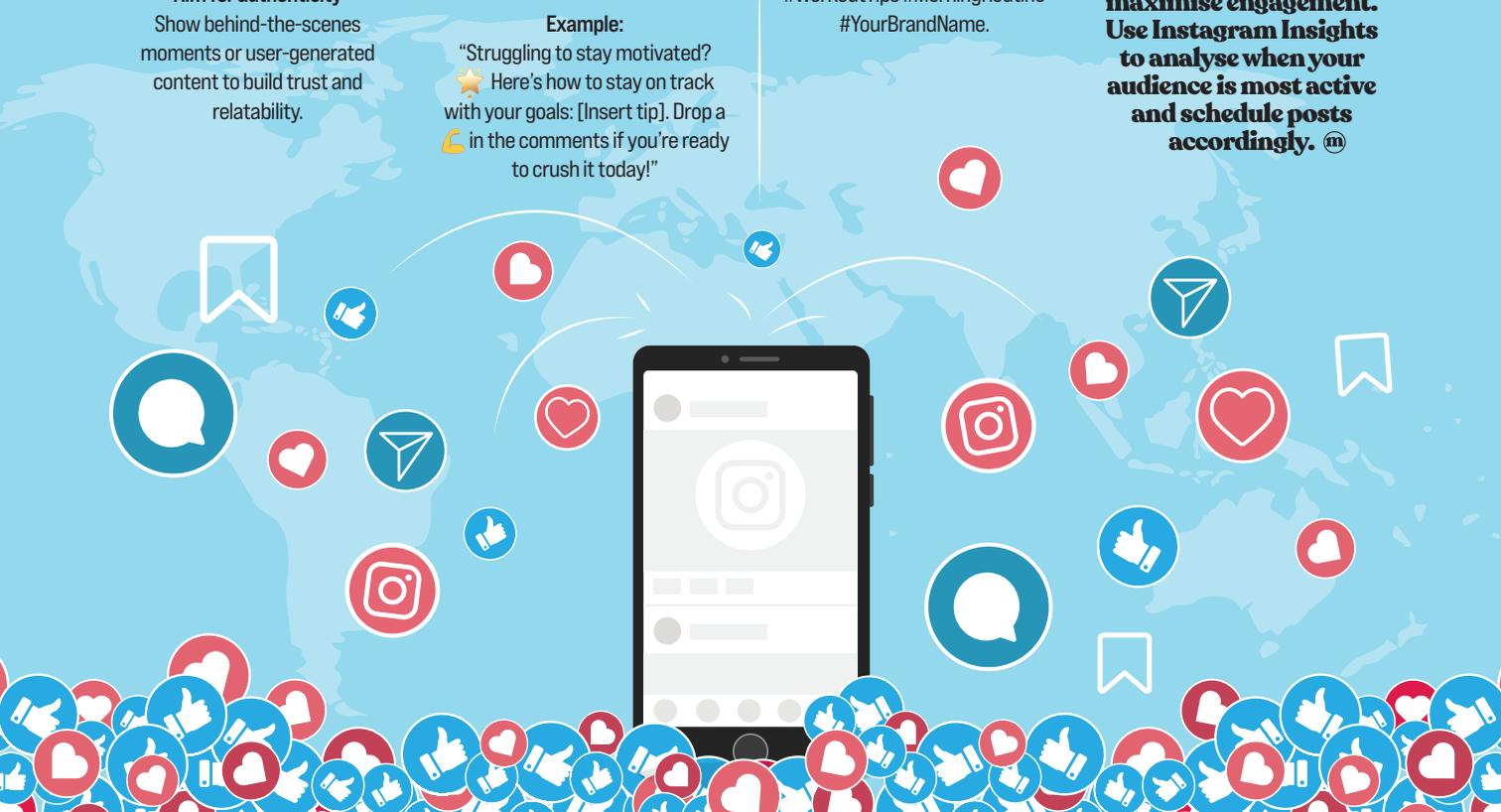
Emojis add personality and visual appeal, making your post more engaging. Use them sparingly to emphasise key points and convey emotion.

FORMATTING TIPS:

- Use line breaks for readability, especially in longer captions.
- Place emojis at the beginning of lines or as bullet points for a clean look.
- Avoid excessive use of all caps or special characters, which can be distracting.

POST AT THE RIGHT TIME

Timing is crucial to maximise engagement. Use Instagram Insights to analyse when your audience is most active and schedule posts accordingly. 🕒



THE GREAT KENYAN EXPERIENCE IN AFRICA



MINISTRY OF YOUTH AFFAIRS,
CREATIVE ECONOMY AND SPORTS



SAFARI RALLY KENYA 2025

20th - 23rd March 2025

THE GREAT KENYAN EXPERIENCE

THE WORLD'S TOUGHEST RALLY



WWW.SAFARIRALLY.KE



@SAFARIRALLYWRC



MINISTRY OF YOUTH AFFAIRS,
CREATIVE ECONOMY AND SPORTS



We are the face of seamless travel.



BETC



No matter where you're heading in the world, SkyTeam member airlines offer you more convenient connections, more fast-track services than any other alliance thanks to SkyPriority, the broadest set of loyalty benefits at 970+ airports around the globe.

To learn more about how SkyTeam can make your travel smoother visit skyteam.com



kusafiri

ALL YOU NEED FOR A SAFE & ENJOYABLE JOURNEY WITH US



Guess where...

While perhaps not best known for its beaches, this stretch of sand on this city's Indian Ocean coastline is a popular hangout with locals, surfers and tourists alike. Founded in 1862, it has since grown into a major port, and serves as a gateway to some well-known islands and national parks. It is also home to one of the region's largest markets. But in which city on Kenya Airways' network are we?

 TURN TO PAGE 80 FOR THE ANSWER

KQ contents

68 KQ NEWS

New route to London Gatwick, multiple awards won

74 ROUTES

Our network; Plus: three destinations to visit

76 DUTY FREE

On-board shopping

78 INFLIGHT ENTERTAINMENT

Your film highlights

80 SKYTEAM

Introducing the new Loyalty Calculator

82 BUCKET LIST

London, UK

NEW ROUTE: LONDON GATWICK

STARTING JULY 2025, KQ TAKES UK FREQUENCY TO 10 FLIGHTS A WEEK

From 2 July 2025, Kenya Airways will begin operating direct flights to London's Gatwick Airport from its hub at Nairobi's Jomo Kenyatta International Airport. KQ will now serve the UK through two entry points, with the airline also flying into London's Heathrow Airport.

Using the airline's B787-8 Dreamliner aircraft, the flights to Gatwick will operate at night out of Nairobi three times a week on Wednesdays, Fridays and Sundays. The launch will complement the existing UK schedule, increasing the London frequency to 10 weekly flights.

Kenya Airways group managing director and CEO Allan Kilavuka said the new route forms part of the airline's network expansion strategy and offers convenience for customers.

"The UK is essential and strategic for Kenya Airways and Kenya. It provides a gateway for

trade, tourism, education, business, leisure travel and diaspora connections," he said. "We are excited to add Gatwick Airport to our expansive network as it means KQ guests now have more options in and out of the UK and a convenient schedule that suits their travel preferences."

Kilavuka also hinted at the potential for further launches, stating "this is just the beginning of our expansion plans for the UK market".

Near Crawley in West Sussex, Gatwick is 47km south of Central London, making it a convenient gateway for travellers from the south of England. Passengers travelling from Gatwick will enjoy seamless connections to Kenya Airways' extensive network via its hub in Nairobi.

Flights are open for booking on Kenya Airways' website, www.kenya-airways.com, travel agents and online travel agents.

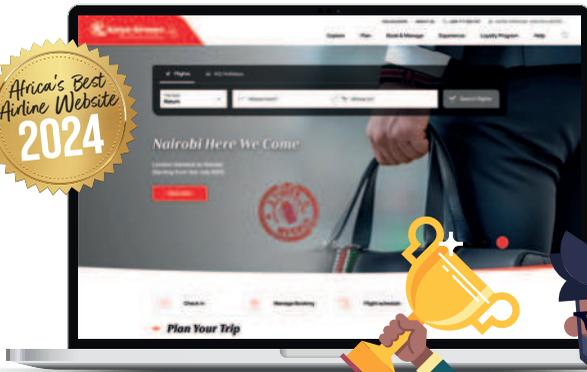
"THE UK IS ESSENTIAL AND STRATEGIC FOR KENYA AIRWAYS AND KENYA. IT PROVIDES A GATEWAY FOR TRADE, TOURISM, EDUCATION, BUSINESS, LEISURE TRAVEL AND DIASPORA CONNECTIONS"

**ALLAN KILAVUKA,
GROUP MD AND CEO**

Below:

The London Millennium Footbridge takes visitors across the River Thames towards St Paul's Cathedral





Awards season

KQ SCOOPS NUMEROUS AWARDS ACROSS A VARIETY OF DISCIPLINES

BRAND AMBASSADORS AWARD:

Kenya Airways received the Brand Ambassadors Award during Kenya's 60th Diplomatic Journey celebrations at the end of last year. The award, presented by the government of Kenya, recognises KQ's commitment to advancing Kenya's global image and foreign policy objectives.

AIRHELP SCORE: Kenya Airways has been ranked as the best African airline for customer service and on-time performance by AirHelp, a leading global air passenger rights advocate.

With an AirHelp score of 6.71 out of 10 and a global rank of 39th, KQ leads the way for African airlines, excelling in customer service and operational efficiency. This recognition showcases the airline's commitment to providing exceptional travel experiences.

"This achievement is a testament to the hard work, dedication and passion of our entire team," said Allan

Kilavuka, group MD and CEO of Kenya Airways. "We are incredibly proud to be recognised as the top African airline for customer obsession and on-time performance."

The airline credits its success to a commitment to exceptional customer service, ensuring passengers have a seamless experience from check-in to arrival. The airline prioritises on-time performance, consistently delivering timely departures and arrivals, while effectively handling disruptions to meet passenger needs during unforeseen circumstances.

While celebrating this milestone, KQ acknowledged its journey towards excellence is ongoing. "We must not

rest on our laurels," said Kilavuka. "Kenya Airways must continue to lead the way in customer service, on-time performance and compensation handling."

WORLD TECH TRAVEL AWARDS:

Kenya Airways has been awarded Africa's Best Airline Website 2024 and Africa's Best Airline App 2024 at the fourth annual World Travel Tech Awards.

KQ's website (www.kenya-airways.com) was recognised for its user-friendly design and intuitive features, ensuring travellers can access comprehensive, up-to-date information at their fingertips. The recently revamped website includes a price histogram to help customers make informed booking decisions, inspirational travel deals, a trip planner for easy destination selection and a responsive mobile interface.

Meanwhile, KQ's award-winning airline app

stood out for its ease of use and features that simplify customers' travel. From booking to in-flight services, the app integrates innovative functionalities that provide passengers with a smooth, efficient, personalised travel experience.

Allan Kilavuka, group MD and CEO of Kenya Airways, said: "These awards showcase our team's relentless drive to enhance the travel experience through cutting-edge technology. The recognition of both our app and website highlights our customer-centric approach and the critical role digital innovation plays in making our services more accessible, efficient, and enjoyable for our customers."

AND THERE'S MORE...

The airline also received recognition as the Best Regional Airline at both the Burundi Tourism Week and the Kenya Travel Industry Business Awards. These awards reflect KQ's unwavering commitment to promoting regional tourism, fostering business connections and delivering exceptional service.

Additionally, KQ was honoured with the Airline of the Year Award – Best Improved Profitability during the AFRAA General Assembly. This recognition underscores the airline's exceptional performance and vital contribution to Africa's aviation industry.



msafiri won recognition at the World Travel Awards, a sister event to the World Tech Travel Awards

Left: KQ's Allan Kilavuka (centre) at the Brand Ambassadors Awards ceremony

EVENTS SEASON

AT THE END OF 2024, KQ HOSTED SEVERAL KEY EVENTS

SKYTEAM SUSTAINABILITY GOLF:

In November, KQ collaborated with fellow SkyTeam airline alliance members Delta Air Lines and KLM Royal Dutch Airlines/Air France, along with NCBA Bank, to host the SkyTeam Sustainability Golf event at the prestigious Muthaiga Golf Club in Nairobi, Kenya. This initiative aimed to engage top corporate clients while reinforcing the significance of sustainability. KQ sponsored a raffle draw and awarded one lucky attendee with a ticket to any African destination within its network. Such events not only strengthen relationships with clients but also reinforce KQ's dedication to promoting sustainable practices across its business.



Above: The SkyTeam Sustainability Golf tournament attracted 100 participants

Below left: Sky Team Alliance sales director, Wim Iserief (left) with his caddy

Below left to right: Cabin crew representing SkyTeam partner airlines at the alliance's golf day; Allan Kilavuka, KQ's group MD and CEO, hosts the Thanksgiving event at Embakasi



INTERNATIONAL MEN'S DAY:

On 19 November, KQ's male staff came together to commemorate International Men's Day under this year's theme: 'Men's Health Champions'. The event spotlighted the importance of mental wellness and physical health among men, fostering a culture of care and support.

In preparation for the day, two mental health webinars were hosted, addressing critical issues surrounding men's mental wellness and resilience. These sessions aimed to equip participants with practical tools to manage stress and prioritize their mental health.

The celebrations also featured an interdivisional football tournament and a community outreach event at Kabete Rehabilitation School for Boys. The football tournament attracted around 300 participants, and the spirited competition brought colleagues together, showcasing teamwork, camaraderie and a shared commitment to staying active.



Thanksgiving: On 11 December, Kenya Airways held its annual Thanksgiving event at its Embakasi headquarters, bringing together staff from various departments to celebrate last year's achievements. The event included an uplifting session of praise and worship, a captivating performance by the KQ Choir and a keynote speech from group MD and CEO Allan Kilavuka, who highlighted key milestones, such as the awards received in 2024, and the company's optimistic outlook for the coming year. He also presented the 2024 CEO Recognition Awards, honouring employees who demonstrated exceptional performance.





Above and opposite page: Kenya Airways' male staff take part in a friendly football tournament to mark International Men's Day 2024

LOYALTY PROGRAMME

**EARN POINTS WITH PARTNER AIRLINES
BECOME AN ASANTE REWARDS MEMBER
AND UNLOCK A HOST OF BENEFITS**

Join Kenya Airways' frequent flyer loyalty programme and, in addition to the usual benefits this brings, you can now earn Asante Rewards points with the airline's SkyTeam partners Delta Air Lines, Air France/KLM, Korean Air, Virgin Atlantic, Scandinavian Airlines and Middle East Airlines. With these expanded options, your points will accumulate faster, bringing you closer to your next reward. To start earning, simply provide your Asante membership number during booking or check-in.

To enrol and enjoy exclusive Asante Rewards member discounts, head to asante.kenya-airways.com or scan the barcode (right).



SCAN TO ENROL



KQ RENEWS CODESHARE WITH CHINA EASTERN AIRLINES

**MOVE IS PART OF PUSH TO ENHANCE
CONNECTIVITY BETWEEN AFRICA AND CHINA**

Kenya Airways and China Eastern Airlines (MU) have renewed their codeshare agreement, reaffirming their commitment to enhance seamless travel between Africa and China. The partnership will allow passengers from both airlines to enjoy convenient access to a wider range of destinations across the two continents.

Under the agreement, KQ passengers can now explore key domestic China destinations, including Shanghai (pictured), Kunming, Hangzhou and Nanjing. Likewise, MU customers now gain seamless connections through Nairobi to other African cities on KQ's network.

The collaboration also brings exciting benefits for members of both airlines' loyalty programmes, with Kenya Airways Asante Rewards members now able to accrue points when flying on MU-operated flights.

To book a codeshare flight, simply select your desired destination and flight time on either airline's website or through your preferred travel agency. You will then receive a single ticket and a unified baggage policy for a hassle-free travel experience.



CORPORATE SOCIAL RESPONSIBILITY

BUILDING HOPE

KQ AIDS THE TRANSFORMATIVE JOURNEY OF DRUG FIGHTERS CHILDREN CENTRE

The Drug Fighters Children Centre stands as a beacon of hope and resilience for children abandoned or orphaned due to the devastating effects of substance abuse. Located in Kibera in Nairobi, with plans to expand to Naivasha, the centre provides a sanctuary for children who have faced unimaginable

hardships, including abuse and neglect. Offering shelter, food, education and emotional support, it ensures these vulnerable children have a chance at a better future.

A cornerstone has been the development of a farm in Naivasha, envisioned as a self-sustaining resource to fund the centre's operations. The farm spans 10 hectares and produces maize, beans, vegetables and livestock products such as milk

been abused captured the hearts of KQ. With her remains needing transportation the airline stepped in to help. Thereafter, in its quest to reduce inequality, KQ chose to support the Drug Fighters Children Centre. One of the

centre's greatest challenges had been securing consistent funding for daily operations, including feeding and educating the 302 children under its care. After-school opportunities and basic infrastructure, such as adequate toilets, were additional pressing needs. Recognising these

challenges, KQ offered long-term support aimed at addressing these issues sustainably.

A cornerstone of this support has been the development of a farm in Naivasha, envisioned as a self-sustaining resource to fund the centre's operations. The farm



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

Left: Kids from the Drug Fighters Children Centre thank Kenya Airways for its support

Below: Working on the centre's self-sustaining farm in Naivasha



spans 10 hectares and produces maize, beans, vegetables and livestock products such as milk. Part of the produce is consumed at the Centre, while the surplus is sold to generate income.

The installation of solar panels to pump water into the farm marked a significant milestone, replacing costly fossil fuel-based systems and ensuring a reliable water supply even during dry seasons, enabling continuous farming operations.

Beyond immediate needs, the centre's masterplan involves relocating from Kibera to the Naivasha farm, creating a more sustainable and conducive environment for the children. Toilets have already been constructed at the Kibera Centre, and the Naivasha farm's infrastructure continues to evolve, with boreholes and irrigation systems ensuring long-term viability. The farm not only reduces costs but also teaches the children valuable agricultural skills over the holiday.

The Drug Fighters Children Centre exemplifies the power of community and corporate partnerships in transforming lives.

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



KILAVUKA APPOINTED AS AFRAA CHAIR

KQ's group MD and CEO has been named chair of the African Airlines Association (AFRAA). This prestigious recognition came during the association's recent General Assembly and Summit, held in Cairo, Egypt, and represents a landmark moment for Kenya Airways.

He will initially serve a one-year term, with the potential for renewal. His leadership will be pivotal in shaping AFRAA's strategic direction, representing member airlines, and championing initiatives that enhance the growth of Africa's aviation sector.

Above (from left to right): Outgoing AFRAA chair João Jorge of LAM – Mozambique Airlines, new chair Allan Kilavuka of KQ and AFRAA secretary-general Abderahmane Berthe



LONDON GATWICK WAS THE FIRST AIRPORT TO FEATURE A DIRECT RAIL LINK

The Gatwick Express, a dedicated airport rail link, began operations in 1948, connecting passengers seamlessly to London's vibrant city centre. KQ will begin flying to Gatwick in July 2025.

DID YOU KNOW?

GET SOCIAL WITH US:

[facebook.com/ KenyaAirwaysKE/](https://facebook.com/KenyaAirwaysKE/)

twitter.com/KenyaAirways

instagram.com/officialkenyaairways/

linkedin.com/company/kenya-airways

network®

Kenya Airways routes



DISTANCE FROM NAIROBI TO:

Abidjan	4600km	Kilimanjaro	234km
Accra	4194km	Kinshasa	2412km
Addis Ababa	1157km	Kisumu	280km
Amsterdam	6662km	Lagos	3835km
Antananarivo	2250km	Lilongwe	1422km
Bangui	2143km	Livingstone	2192km
Bangkok	7230km	London	6828km
Bujumbura	875km	Lubumbashi	1539km
Cape Town	4087km	Lusaka	1808km
Dakar	6205km	Maputo	2762km
Dar es Salaam	665km	Mauritius	3093km
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

SOURCE: AIRMILESCALCULATOR.COM; DESTINATIONS AS AT 15 JANUARY 2025

Three places to visit

Celebrating the destinations that Kenya Airways flies to...

NEW YORK CITY, USA

Among the many attractions in New York's Central Park is Turtle Pond, just south of the Great Lawn. As well as being a top spot to relax, picnic, and admire the city views and the park's iconic Belvedere Castle, the 4000sq metre pond is home to five species of turtle – the red-eared slider, snapping, painted, musk and box.



ALL HAIL

There are 13,587 licensed (medallioned) yellow cabs in NYC. The signatory livery became law in 1967, when the city ordered that all medallioned taxis be the same colour to cut down on unlicensed drivers.



LUSAKA, ZAMBIA

Just 25km south of the Zambian capital, some 1000 species of wildlife roam in the 46sq km Lusaka National Park. Inhabitants include white rhino, giraffe, eland, hartebeest, zebra, sable, kudu, blue wildebeest, black lechwe, impala, puku, reedbeek, warthog, pangolin and the spiral-horned nyala (pictured), which is endemic to southern Africa.

SEYCHELLES

Animal-wise, the Seychelles is synonymous with the Aldabra giant tortoise. This prehistoric species lives up to 150 years old and can weigh in at a hefty 250kg. While found on Mahé and in island sanctuaries, such as Desroches and Cousine, they are best seen on the island from which they take their name, Aldabra – a UNESCO World Heritage Site and the second-largest coral atoll in the world – which is home to over 150,000 of them.



International routes

Domestic routes

Regional routes



\$125

LADIES' FRAGRANCES

VERSACE CRYSTAL NOIR

Eau de Parfum 50ml

Like a sumptuous evening gown, Versace's Crystal Noir Parfum will ensure that all eyes are on you. The blend of warming spices with delicate white florals creates a powerful fragrance that allures and intrigues.

FRAGRANCE NOTES: Oriental – Floral



\$99

MEN'S FRAGRANCES

VERSACE EROS ENERGY

Eau de Parfum 100ml

A joyful and dynamic addition to the Versace Eros collection, Eros Energy opens with a splash of sweet and sharp citrus notes to transport you straight to serene and sun-drenched Italian vistas. The heart is surprising and adds depth with a delightful contrast of white, amber, pink pepper and sharp blackcurrant, while the dry-down is earthy and musky to provide a strong masculine base to this intriguing eau de parfum.

FRAGRANCE NOTES: Fresh – Citrus

BUY WHILE YOU FLY

PERFUMES, WATCHES, SUNGLASSES, COSMETICS AND MORE

COSMETICS

L'ORÉAL MAKE-UP SET

Get the bold Parisian red look with L'Oréal Paris Look On The Go I am Worth It Reds. The set includes the Mega Volume Collagen Mascara in black, the Paradise Khol Liner in black, the Color Riche Satin lipstick in the 297 red shade and the iconic makeup cotton pouch made of 65 per cent recycled materials.



\$35



NOTE: SOME PRODUCTS ARE ONLY AVAILABLE ON SELECTED AIRCRAFT TYPES



LIQUOR

TANQUERAY LONDON DRY GIN

Created by Charles Tanqueray in 1830, Tanqueray London Dry Gin is made today according to the same classic, timeless recipe. Distilled four times, it has the perfect balance of four classic gin botanicals – refreshing juniper, peppery coriander, aromatic angelica and sweet liquorice. It is best enjoyed with tonic water, plenty of ice and a wedge of lime, but can be used as a great base for a wide range of cocktails.

To enjoy an extended range of your favourite tipples, order for your next flight at www.kqdutyfree.com and we will deliver directly to your seat on board. Safe and secure online shopping with no limits.



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.



BUY BEFORE YOU FLY

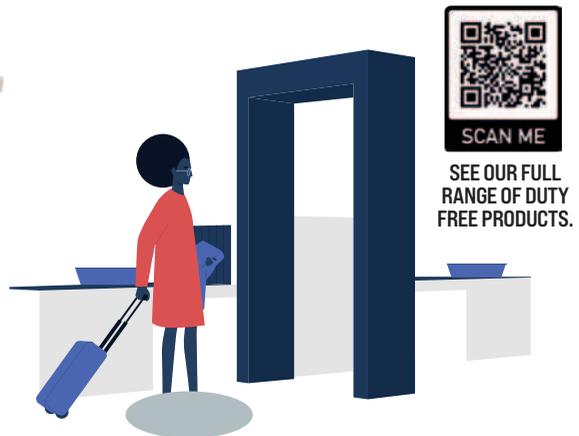
You can now pre-order your duty free online three days before your flight and get your shopping delivered directly to your seat on board. Quick, easy and convenient shopping! VISIT WWW.KQDUTYFREE.COM



SMART WATCHES

REFLEX ACTIVE AMOLED SERIES 29 SMART WATCH

Experience Reflex Active in high definition with this Series 29 AMOLED smartwatch. The set comes complete with a sleek gunmetal-coloured stainless-steel bracelet and an additional interchangeable, blue-textured silicone strap. The Series 29 offers a variety of impressive features, including an always-on display, a generous 2.04-inch (5.18cm) crystal-clear screen display, rotating crown navigation, an array of exclusive dials, calling functionality and wellness features. IP68 water-resistant. Two-year manufacturer's guarantee.



KQ Cinema

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



HOLLYWOOD NEW RELEASES



CADDO LAKE

A gripping mystery-thriller set in the hauntingly beautiful swamps of East Texas. The story follows a seasoned investigator, Ellie, who returns to her hometown to unravel the mystery behind a series of unexplained disappearances near the remote Caddo Lake. As she probes deeper into the case, she uncovers dark secrets buried within the eerie, fog-covered waters, where folklore and reality collide. Struggling with her own past, Ellie must confront supernatural and human evil as she races against time to uncover the truth. Tension-filled and atmospheric, *Caddo Lake* explores the thin line between myth and reality.



JUROR #2

Directed by Clint Eastwood, this courtroom thriller explores the moral dilemmas faced by a juror grappling with a shocking revelation. Tasked with deciding a murder case, Juror #2, Justin Kemp (Nicholas Hoult), discovers a personal connection that could implicate him in the crime. With themes of guilt, justice and redemption, the film delivers a suspenseful and emotionally charged narrative. A masterful exploration of human conscience and the complexities of the legal system, this is a must-watch for drama enthusiasts.



GOODRICH

In this heartfelt comedy-drama, Michael Keaton stars as Andy Goodrich, a 60-year-old art dealer whose life takes an unexpected turn when his younger wife enters rehab, leaving him to care for their lively nine-year-old twins. Struggling to balance fatherhood and a failing art gallery, Andy turns to his pregnant adult daughter, Grace (Mila Kunis), for help. As they navigate the complexities of family life, *Goodrich* explores themes of redemption, personal growth and the bonds that hold us together. With an exceptional cast and a touch of humour, this film is a touching tale of resilience and reconnection.





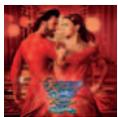
INTERNATIONAL MOVIES



FLY ME TO THE MOON

Set in the 1990s, the movie follows two sisters as they move from Hunan to Hong

Kong, seeking a better life. Faced with poverty, an identity crisis and their father's battle with drug addiction, the sisters must navigate a world of uncertainty and struggle. Amid these personal challenges, they strive to build a future and find their place in a new, bustling city.



ROCKY AUR RANI KII PREM KHAANI

This Bollywood extravaganza brings a fresh twist to the timeless tale of opposites attracting. Rocky, a charismatic and free-spirited man, falls for Rani, a sophisticated and independent woman. As their love blossoms, they must navigate clashing cultures, family drama and deeply rooted traditions.



WHAT ABOUT US?

This thought-provoking drama delves into the complexities of marriage through the lives of two Christian couples. As one couple struggles to save their marriage, the arrival of new neighbours stirs tensions and uncovers deeper challenges. Through its heartfelt narrative, the film explores themes of love, faith and resilience.



JOKER: FOLIE À DEUX

The highly anticipated sequel to the critically acclaimed *Joker*, which once again

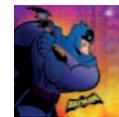
stars Joaquin Phoenix as Arthur Fleck, the troubled man behind the infamous villain. Directed by Todd Phillips, this psychological musical thriller delves even deeper into Arthur's descent into madness, unravelling the complexities of his fractured psyche. As Gotham's darkness intensifies, Arthur's journey intertwines with a mysterious new character, played by Lady Gaga, adding an enigmatic layer to the story. With haunting performances, intense storytelling and an innovative musical twist, *Joker: Folie à Deux* promises to captivate audiences.



HOW I MET YOUR MOTHER

Relive the hilarity and heart of the

beloved sitcom that chronicles Ted Mosby's journey to finding 'The One'. With unforgettable misadventures, career twists and deep friendships, and from slap bets to blue French horns, the series masterfully balances outrageous comedy with touching life lessons.



BATMAN: THE BRAVE AND THE BOLD

This action-packed

animated series takes Batman out of Gotham and into thrilling team-ups with DC's greatest heroes. From Batgirl to Blue Beetle, Batman joins forces to battle villains and solve mysteries. Each episode kicks off with a fast-paced teaser adventure, introducing iconic guest characters before diving into the main story.



HUMAN PLAYGROUND

Narrated by Idris Elba, this is a visual

masterpiece that explores the world's unique sports and games. From ancient traditions to daring modern pursuits, it celebrates humanity's boundless creativity and resilience. Each episode reveals the cultural significance and personal stories behind these activities.



GREAT PARKS OF AFRICA

The series takes viewers on a

breathtaking journey across the continent's most stunning natural sanctuaries. These parks provide a refuge for Africa's incredible and vulnerable wildlife. With spectacular visuals and compelling narratives, the series offers a glimpse into the efforts to preserve these wonders.



SkyTeam is a 19-member airline alliance. Find out more about news, services and upcoming events on skyteam.com



Aerolíneas Argentinas

AEROMEXICO

AirEuropa

AIRFRANCE

CHINA AIRLINES

CHINA EASTERN

DELTA

Garuda Indonesia

ITA

Kenya Airways

KLM

KOREAN AIR

MEGA

SAS

Saudia

TAROM

Vietnam Airlines

virginatonic

XIAMENAIR

KNOW YOUR BENEFITS BETTER

INTRODUCING SKYTEAM'S NEW LOYALTY CALCULATOR

From priority check-in to expedited baggage handling, now you can quickly see which benefits apply across your journey thanks to SkyTeam's new Loyalty Calculator.

Designed to help eliminate guesswork when travelling with different SkyTeam members, simply enter your loyalty programme, status level and the operating airline and the Loyalty Calculator provides an at-a-glance overview of the benefits you are entitled to.*

Not everyone likes surprises – especially when it comes to loyalty benefits, which can vary

by airline, loyalty programme and status level. SkyTeam has 230 million loyalty members belonging to 17 different programmes offered by its 19 member airlines. Available on skyteam.com, the Loyalty Calculator helps you know what to expect before you fly, so you don't miss out on any travel perks and are better prepared if an anticipated benefit does not apply.

SkyTeam's continued investment in digital technology is playing a significant role in our mission to solve customer pain-points and make connecting

between our member airlines more seamless. The Loyalty Calculator is the latest in a number of digital tools developed by SkyTeam to take the hassle out of travel and follows the success of the award-winning Carry-on Calculator. This innovation lets you check your hand luggage limits when connecting across different carriers, to ensure your bags comply with every airline in your itinerary.

This year, SkyTeam's Carry-on Calculator scooped a Skift IDEA Award and was named 'Best Travel Digital Transformation Initiative' at the European Mission Awards.

**The information provided by the Loyalty Calculator tool is published for informational purposes only. While SkyTeam strives to keep information up to date, skyteam.com does not make any representations or give any warranty about the comprehensiveness and accuracy of the information provided by the SkyTeam member airlines.*



@SkyTeam



@SkyTeamAlliance



WeChat: @SkyTeam

SCAN THE QR CODE TO DOWNLOAD THE APP



Guess where answer (from page 67): **Dar es Salaam, Tanzania**

Coco Beach is a sandy escape on the Msasani Peninsula, about 6km north of the city centre. From here you can also take a boat ride to nearby Bongoyo Island. Dar is known for its markets, vibrant nightlife and eclectic food scene – all of which can be savoured before venturing to the likes of Zanzibar, Saadani National Park, and beyond. 📍 For more information about flights to Dar es Salaam, go to www.kenya-airways.com

A THRILLING RETURN

KENYA GETS SET TO HOST THIS YEAR'S WRC SAFARI RALLY

As 20-23 March draws closer, anticipation is building for the fifth running of the WRC Safari Rally Kenya. This year's race promises an unforgettable experience, set against the breathtaking landscapes of Naivasha, where the iconic terrain – marked by dust, heat and rugged roads – ensures the Safari Rally remains one of the most thrilling and challenging events on the World Rally Championship (WRC) calendar.

Building on the success of the 2024 WRC, which set a record for the most viewed hours in the Championship's history, expectations for Safari Rally Kenya 2025 are soaring. The event has earned increasing international recognition, attracting fans and competitors from around the world, firmly establishing its place as a marquee fixture in the WRC.

Last year, the Safari Rally impressed both fans and participants with flawless organisation and execution. For the first time, all stages started on time – an achievement that showed the commitment to efficiency and excellence. Road conditions were consistently praised for their quality, ensuring smooth progress for competitors across both the first and second passages.

The role of the media in the rally's success cannot be overstated. Their professionalism, cooperation and respectful

engagement elevated the event's visibility, enhancing the atmosphere and ensuring a seamless connection with fans globally. Additionally, the refuelling areas were well-managed and adhered to international standards, further contributing to the overall success of the rally.

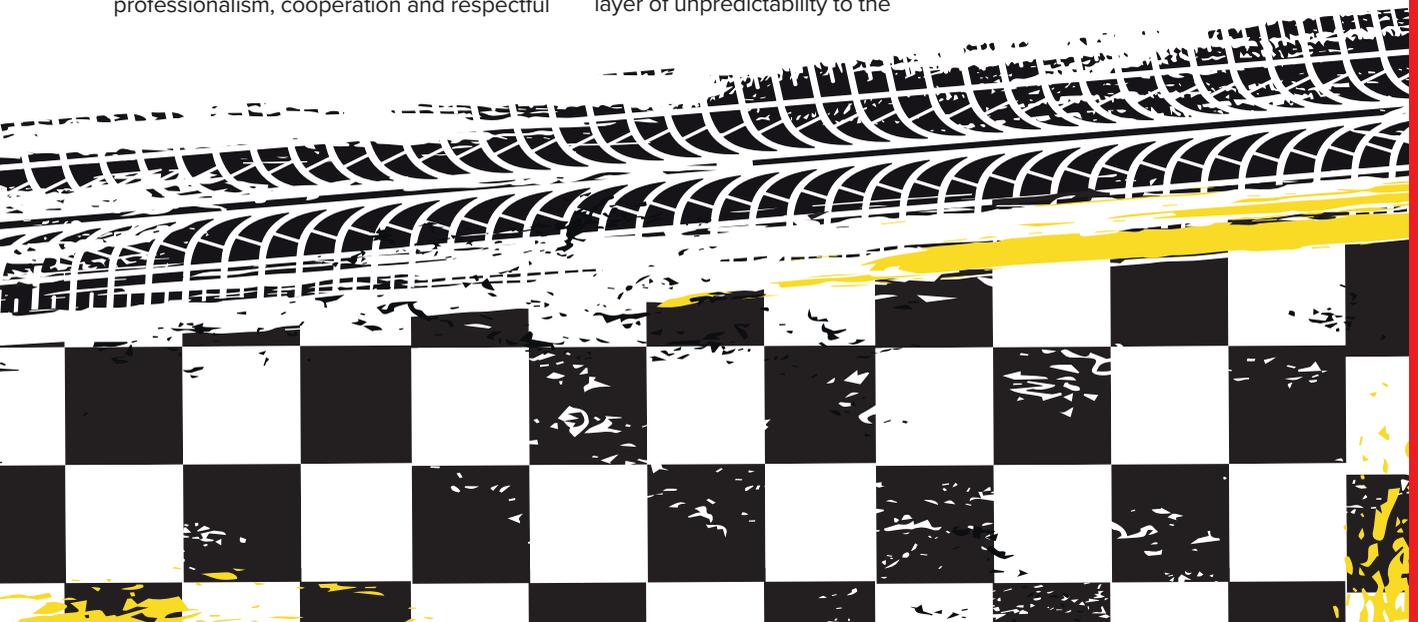
Under the leadership of Charles Gacheru, CEO of the Safari Rally Project, and a renowned sports events and PR expert, the 2025 rally is set to reach even greater heights. Gacheru's vision is clear: to deliver more entertainment for fans while adding value for sponsors and stakeholders. His strategic leadership will ensure that the Safari Rally Kenya continues to thrive as a world-class event, both in its competitive excellence and commercial impact.

A major highlight of the 2025 edition is the introduction of two new stages, set to challenge competitors and add an exciting layer of unpredictability to the

rally. These new stages will elevate the experience, offering a 'money-can't-buy' opportunity for fans, competitors and stakeholders to witness rally racing at its finest.

With the countdown to the fifth edition of the WRC Safari Rally Kenya now underway, one thing is certain: this year's event will be yet another spectacular chapter in the history of this legendary rally. Prepare for an unforgettable experience – one that will be etched into the annals of motorsport and a key highlight of the 2025 WRC season.

Above: Kenya's President William Ruto (left) and Charles Gacheru, CEO of Safari Rally Kenya, chat during the 2024 flag-off ceremony





CATCH ME IF YOU CAN

Alexander Mutiso Munyao of Kenya triumphed at the 2024 London Marathon, showcasing incredible endurance and speed to finish ahead of Ethiopian Kenenisa Bekele in 2:04:01. His victory underscores the global prestige of this event, held in London's iconic streets, rich in history and vibrant energy. Plan a visit in 2025 to witness the next marathon (27 April), marvel at world-class athletes, and explore London's landmarks, from Buckingham Palace to the Thames. It's a thrilling blend of sport and culture you won't forget!



Visit our website – kenya-airways.com – to plan your trip to London, flying direct between Nairobi and Heathrow. From July 2025 you will also be able to use our new direct service to London Gatwick.

Never stop dreaming about travel



ATIDI

African Trade & Investment
Development Insurance

Re-thinking risk. Enabling finance.

Great ambitions require strong partnerships. You've got us!

About ATIDI:

ATIDI covers risks such as expropriation, non-payment by governments, state-owned companies & corporates, non-honouring of sovereign and sub-sovereign obligations, currency inconvertibility and embargoes.

We are ranked as one of the highest rated institutions in Africa with an 'A/Stable' by Standard & Poor's and A2/Stable rating from Moody's. For more info, visit www.atidi.africa



International Private Medical cover with a personalized touch

A healthcare plan designed especially for
those living & working in Africa



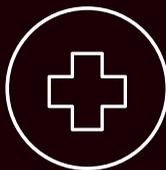
Why choose the Executive Healthcare Plan?

Stability &
strength



Evacuation to
country of choice

Peace of
mind



Freedom of choice
(Hospitals &
Doctors)

Flexible
solutions



Global presence,
with local expertise

Better
value



Access to quality
medical providers
worldwide

First-class
service



24/7 Emergency
Assistance

📍 Nairobi Office: 6th Floor, 9 West, Ring Road Parklands | 📞 +254 20 291 0000 | 📠 +254 709 337 000

📍 Mombasa Office: 1st Floor, Unit 38, Nyali Centre, Links Road | 📞 +254 777 654 771

✉ info@executive-healthcare.com | 🌐 www.executive-healthcare.com