

Within Kenya, accommodation and hospitality has been praised by industry players both locally and internationally for the tangible improvements and the potential for further growth. The following section will provide an analysis of the aforementioned sub-sectors within the accommodation sector.

### **Hotels and Resorts**

The climate, geographical positioning and marketing strategies adopted within the tourism industry have served to expand Kenyan hotels' reach. Within the country, several international brands offering accommodation exist. While the coast has long been associated with hoteliers due to the popularity of beach tourism, urban areas have also attracted their share of hotels. For the most part, hotels within urban areas, notably Nairobi, are frequented by high profile guests. They provide accommodation to diplomats and other world leaders, but they have also carved a niche in the tourism industry, accommodating tourists who arrive and leave the country via the Nairobi-based Jomo Kenyatta International Airport. Within the hotels sub-sector, notable names include The Serena Group, the Sarova Hotels, Best Western International, The InterContinental and The Villa Rosa Kempinski.

#### **Authority and Regulation of Hotels and Resorts**

All hospitality entities in Kenya fall under the umbrella of the Kenya Association of Hotel Keepers and Caterers (KAHC). It covers hotels, restaurants, lodges, membership clubs and prominent airline caterers in Kenya. Established in 1944, KAHC has no regulatory role in the sector, but it has several roles which underscore its importance. Key among these are...

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