



Kenya Association of Hotel Keepers & Caterers (KAHC)
Media Coverage Report on Hospitality & Tourism Sector during Covid-19
March- July 2020



PRINT MEDIA

HOSPITALITY

Hoteliers warn of massive job losses

Workers in the tourism sector could be jobless within days as hotels risk going out of business due to the effects of Covid-19. "Things are really bad. The human resource will be the most affected. If in the next three to six months nothing changes, then it will automatically be a complete shutdown. Hotels will close down and everybody will be sent home," Kenya Association of Hotelkeepers and Caterers Mt Kenya Region Chairman Edward Wangechi told the *Nation* yesterday.

—Nicholas Komu

DATE : 02/04/2020

Publication: Daily Nation

Title: Hoteliers warn of massive job losses

Page: 32

AVE (Kshs): 178 800



BROADCAST MEDIA



DATE : 12/06/2020

Station: Citizen TV

Title: Reopening Hospitality

Time: 1600hrs

SOV (sec): 1:24

AVE (Kshs): 568,848



DATE : 1/07/2020

Station: Metropol TV

Title: Govt unveils health and safety protocols for tourism sector players

Time: 1000hrs

SOV (sec): 7:28

AVE (Kshs): 450,000



DATE : 27/03/2020

Station: Citizen TV

Title: Hospitality industry projects a Ksh
60 B loss

Time: 2100hrs

SOV (sec): 2:50

AVE (Kshs): 2,237,763



DATE : 02/06/2020

Station: Spice FM – The Situation Room

Title: Mike Macharia CEO of KAHC on the impact of COVID-19 on the hotel industry

Time: 0800hrs

SOV (sec): 51:17

AVE (Kshs): 1,523,000



DATE : 12/06/2020

Station: KTN News

Title: Hoteliers speak out: Stakeholders hail budget allocation as tourism sector receives KSH 3B

Time: 2100hrs

SOV (sec): 0:55

AVE (Kshs): 240 400



DATE : 22/06/2020

Station: KTN News

Title: COVID Eats Hotel Jobs: Hotel owners are now giving their workers allowances as opposed to salaries

Time: 2100hrs

SOV (sec): 3:46

AVE (Kshs): 926 600



DATE : 30/06/2020

Station: KTN News

Title: FrontRow: Rethinking Tourism-
travel & hospitality in time of covid-19
pandemic- Part One

Time: 2100hrs

SOV (sec): 26:00

AVE (Kshs): 6, 250,400



DATE : 30/06/2020

Station: KTN News

Title: FrontRow: Rethinking Tourism-
travel & hospitality in time of covid-19
pandemic- Part Two

Time: 2100hrs

SOV (sec): 22:53

AVE (Kshs): 5,519,600



DATE : 30/06/2020

Station: KTN News- Front Row

Title: FrontRow: Rethinking Tourism-
travel & hospitality in time of covid-19
pandemic - part three

Time: 2100hrs

SOV (sec): 18:28

AVE (Kshs): 4,483,600



DATE : 06/07/2020

Station: K24- Newspaper Review

Title: K24ThisMorning NewsPaper Review
part 1

Time: 0800hrs

SOV (sec): 27:31

AVE (Kshs): 3,754,500



DATE : 06/07/2020

Station: K24 TV - Newspaper Review

Title: K24ThisMorning NewsPaper Review
part 2

Time: 0800hrs

SOV (sec): 27:44

AVE (Kshs): 3,790,100



DATE : 15/07/2020

Station: K24 TV

Title: K24ThisMorning

Time: 1000hrs

SOV (sec): 26:25

AVE (Kshs): 3,483,300



DATE : 30/07/2020

Station: K24 TV

Title: K24 This Morning- Newspaper
Review part 2

Time: 0800hrs

SOV (sec): 27:30

AVE (Kshs): 3,754,500



DATE : 30/07/2020

Station: Citizen TV

Title: Plight of Hoteliers

Time: 0700hrs

SOV: 13:48

AVE (Kshs): 5,234,895



DATE : 28/07/2020

Station: KBC TV

Title: Effects of ban on alcohol sale

Time: 0800hrs

SOV: 24:51

AVE (Kshs): 6,635,000



DATE : 24/07/2020

Publication: KBC TV -Youtube

Title: Re-adjusting operations

Link:

<https://www.youtube.com/watch?v=RJ5cJi52I38>

SOV: 3:45

AVE (Kshs): 1,011,800



ONLINE MEDIA



DATE : 1/07/2020

Station: Metropol TV- YouTube

Title: Govt unveils health and safety protocols for tourism sector players

Link:

<https://www.youtube.com/watch?v=ipCqKpTNj2Y>

Time:

SOV (sec): 7:28

AVE (Kshs): 588,750



DATE : 12/06/2020

Station: Citizen TV- You Tube

Title: Reopening Hospitality

Link:

<https://www.youtube.com/watch?v=y-ueXQpKkB8>

Time: 1600hrs

SOV (sec): 1:24

AVE (Kshs): 341,681



DATE : 27/03/2020

Station: Citizen TV- YouTube

Title: Hospitality industry projects a Ksh 60 B loss

Link:

<https://www.youtube.com/watch?v=eUtEID-OenY>

Time: 2100hrs

SOV (sec): 2:50

AVE (Kshs): 541,500



DATE : 02/06/2020

Station: Spice FM – The Situation Room

Title: Mike Macharia CEO of KAHC on the impact of COVID-19 on the hotel industry

Link:

<https://www.youtube.com/watch?v=ADhaPdcSIXM>

Time: 0800hrs

SOV (sec): 51:17

AVE (Kshs): 6,344,400



DATE : 12/06/2020

Station: KTN News- YouTube

Title: Hoteliers speak out: Stakeholders hail budget allocation as tourism sector receives KSH 3B

Link:

<https://www.youtube.com/watch?v=X5C0xvJFFJI>

Time: 2100hrs

SOV (sec): 0:55

AVE (Kshs): 180 500



DATE : 12/06/2020

Station: Citizen TV- Facebook

Title: Reopening Hospitality

Link:

<https://web.facebook.com/CitizenTVKe/videos/2630319280407815>

Time: 2100hrs

SOV (sec): 3:37

AVE (Kshs): 631,750



DATE : 22/06/2020

Station: KTN News- YouTube

Title: COVID Eats Hotel Jobs: Hotel owners are now giving their workers allowances as opposed to salaries

Link:

<https://www.youtube.com/watch?v=-03QotYQiRU&feature=youtu.be>

Time: 2100hrs

SOV (sec): 3:46

AVE (Kshs): 722 000



DATE : 30/06/2020

Station: KTN News

Title: FrontRow: Rethinking Tourism-
travel & hospitality in time of covid-19
pandemic- Part One

Link:

https://www.youtube.com/watch?v=EG_fXYIFb0k&feature=youtu.be

Time: 2100hrs

SOV (sec): 26:00

AVE (Kshs): 3,234,400



DATE : 30/06/2020

Station: KTN News

Title: FrontRow: Rethinking Tourism-
travel & hospitality in time of covid-19
pandemic- Part Two

Link:

<https://www.youtube.com/watch?v=o9wPjyQ95QA&feature=youtu.be>

Time: 2100hrs

SOV (sec): 22:53

AVE (Kshs): 2,861,200



DATE : 30/06/2020

Station: KTN News- Front Row

Title: FrontRow: Rethinking Tourism-
travel & hospitality in time of covid-19
pandemic - part three

Link:

https://www.youtube.com/watch?v=We4jSku_8Zk&feature=youtu.be

Time: 2100hrs

SOV (sec): 18:28

AVE (Kshs): 2,363,600



DATE : 06/07/2020

Station: K24- Newspaper Review

Title: K24ThisMorning NewsPaper Review part 1

Link:

<https://www.youtube.com/watch?v=EOL6MOes5Tk&feature=youtu.be>

Time: 0800hrs

SOV (sec): 27:31

AVE (Kshs): 2,851,200



DATE : 06/07/2020

Station: K24 TV - Newspaper Review

Title: K24ThisMorning NewsPaper Review
part 2

Link:

<https://www.youtube.com/watch?v=gmtJBJk5XN0&feature=youtu.be>

Time: 0800hrs

SOV (sec): 27:44

AVE (Kshs):2,956,800

Boost for businesses across sectors as curfew hours eased

By **WAINAINA WAMBU AND MACHARIA KAMAU** | June 7th 2020 at 00:00:00 GMT +0300

However, the tourism industry expressed disappointment, noting that despite the relaxed measures, the sector is still staring at zero bookings.

"We had expected him to say let us get ready for reopening by this date. Instead, he said we wait another 30 days to see whether there will be improvements but over that period, the numbers will be going up in 30 days," said Kenya Association of Hotelkeepers and Caterers Chief Executive Mike Macharia.

"Whatever he has said does not work for the tourism industry. We are not asking for a reopening; we are asking for a more predictable schedule."

He said many hoteliers are running out of options to keep employees. "He has told everyone else to go back to work except for tourism. We cannot go back to work without clients who are locked in Nairobi and Mombasa as well as the region and overseas," said Macharia.

However, bar operators are set to continue suffering after the president extended their closure for a further 30 days. "The ban on all forms of gatherings, including but not limited to political gatherings, social gatherings, including bars be and is hereby extended for a further 30 days," said President Kenyatta.

DATE : 7/06/2020

Publication: The Standard- Online

Title: Boost for businesses across sectors as curfew hours eased

Link

<https://www.standardmedia.co.ke/business/article/2001374237/boost-for-businesses-across-sectors-as-curfew-hours-eased>

AVE (Kshs): 165 400



Tourism players commit to adhere to Covid-19 protocols

WRITTEN BY: Margaret Kalekye

June 5, 2020 12:07

Hospitality has been among the first sectors in the country to be reopened with eateries and restaurants gradually reopening within set out guidelines of safety. This has not however been smooth with the sector not being comfortable within the guidelines that are stifling business to operate.

Also Read [132 kW solar grid system to ease water bills in Busia County](#)

Kenya Association of Hotel Keepers and Caterers (KAHC) CEO Mike Macharia on his part said that he was confident that the industry is able to ensure that there is a set of protocols that are strictly adhered to by all to ensure that clients are confident with the services provided.

"As an industry we have come up with a set of protocols. We believe that we can win this fight, we just need to focus. What is required is communication on behavioural change especially in other subsectors like transport to ensure that the numbers don't continue to increase"

Also Read [Real Estate sector struggling due to effects of COVID 19](#)

Alex Gitari the acting Managing Director of the Kenya Airports Authority (KAA) on his part said that the organization is aligned to the measures that have been provided by the International Civil Aviation Organization (ICAO).

DATE : 05/06/2020

Publication: KBC Online

Title : Tourism players commit to adhere to Covid-19 protocols

Link:

<https://www.the-star.co.ke/business/kenya/2020-06-12-hotels-adopt-buy-now-stay-later-sales-to-keep-afloat/>

AVE (Kshs): 124 400



MELTDOWN

No Easter for hotels as tourists cancel travel

Over 400 high-end facilities at the Coast remain closed.

In Summary

- More than 30,000 employees in the hotel industry have been sent home countrywide.
- There is no tourism, stay at home. Travel when it is safe, Kenya Tourism Federation chair Mohammed Hersi says.

“There is no tourism, stay at home. Travel when it is safe,” Kenya Tourism Federation chair Mohammed Hersi said.

KAHC chief executive Mike Macharia has called on industry players and the general public to cooperate in curbing the spread of the virus, which has almost paralysed key sectors of the economy.

“The industry(tourism) has shut down just like any other sector save for a few manufacturers and farmers. Let us contain the virus first then we cant think business later,” Macharia told the Star.

The Kenya Tourism Research Institute (TRI) is currently conducting a study on the impact of coronavirus on the country's tourism sector.

“Tourism is hurt but it is early to tell the impact. However, some players might not be able to come back and those who are able might need a lot of support. We are looking into all these and how we will bring back the sector to life once we contain the virus,” TRI acting CEO David Gitonga told the Star.

The Kenya Association of Travel Agents (KATA) has urged both domestic and international tourists to reschedule their travel plans to a later date “when things go back to how they were”, instead of canceling.

“It is vital to be considerate of the sector that ranges from transportation, food, and beverage, entertainment, among other connected industries, and the impact of a cancellation on all these players,” KATA said in a statement.

DATE : 08/04/2020

Publication: The Star Online

Title : Happening Today! Launch of Report of the research on Beaches of Mombasa and Kwale counties. See Full Report Here >><http://bit.ly/2Ow862G>
[@KAHC_Kenya](https://twitter.com/KAHC_Kenya)

Link:

<https://twitter.com/SaveDiani/status/1197765199186550784>

AVE (Kshs): 180 500

120-bed hospital ready as state mulls lockdown

By **JECKONIA OTIENO** | March 7th 2020 at 00:00:00 GMT +0300

Radical measures

On self-quarantine, Kagwe sought to clear the air by stating that it has been ongoing over years. He clarified that the government cannot take a whole village or town and keep them secluded.

The billions of shillings the tourism industry earns the country are at stake as Kenya takes radical measures. This is coupled with cancellations by guests who planned to travel but have since changed their mind.

While acknowledging that measures like suspension of all international conferences slated to take place in Nairobi over the next one month will hit the industry, players however noted that this was necessary. Mike Macharia, the chief executive Kenya Association of Hotel Keepers and Caterers (KAHC), said the sector will have opportunities to regroup and forge ways to recover time lost once the virus is contained.

"We have to support the government's efforts. From a business point of view, it is going to slow down the economy. We have already seen a number of cancelations in Nairobi, Malindi and Mara. Some places are yet to be affected but we are evaluating on a daily basis to see the exact impact," he said.

The industry is a leading foreign exchange earner for Kenya. The sector earnings reached Sh163.5 billion in 2019, according to data by the Ministry, from 2.05 million tourists who visited the country last year.

DATE : 07/03/2020

Publication: The Standard Online

Title : 120-bed hospital ready as state mulls lockdown

Link:

<https://www.standardmedia.co.ke/article/2001363239/the-coronavirus-lockdown>

AVE (Kshs): 165 400

Tourism Stakeholders Discuss Covid-19 Impact, Mitigating Measures

This, she added, is the reason why the aviation and travel industry has a bleak future as no revenue is streaming in.

"Some airlines like South African Airways and Virgin Australia are going through insolvency. If airlines do not receive support from their national governments, they will go bankrupt," Ms. Mucuha said.

She called upon government and corporates to pay up pending bills owed to travel agents to allow their businesses to survive the crisis. The government owes the travel industry over Sh.400 million for ticket sales over the past two fiscal years.

"There are some companies that will not survive the coronavirus pandemic. The government needs to support these businesses. Instead of closing shop, these businesses can partner or form mergers for survival and later make a comeback post Covid-19," she advised.

Travel agents, she continued, may have to rethink their business strategy and cease extending credit in future for business sustainability.

Boinett assured the travel industry that the government is processing the payments for the pending bills owed and that the payments shall be settled soon.

On human resource matters, the Kenya Association of Hotel Keepers and Caterers (KAHC) CEO, Mike Macharia talked about the options businesses have with their staff which are within the law. These include paid and unpaid leaves, and pay reductions, all of which, he emphasized, have to be agreed on by the employer and employee.

DATE : 30/04/2020

Publication: Kenya News Agency

Title : Tourism stakeholders discuss Covid-19 impact. Mitigating measures

Link:

<https://www.kenyanews.go.ke/tourism-stakeholders-discuss-covid-19-impact-mitigating-measures/>

AVE (Kshs): 78 500

Coronavirus: The impact is being felt in different sectors

By **DOMINIC OMONDI AND MACHARIA KAMAU** | March 13th 2020 at 00:00:00 GMT +0300

Tourism and travel

SEE ALSO: [Virus pushes US hospitals to the brink, India hits record new cases](#)

Billions of shillings that the tourism industry earns the country are at stake as most key source markets in Europe and Asia cut travel to Kenya.

The industry is already experiencing cancellations from guests who planned to travel, but have since changed their minds, fearing travel will expose them to the virus.

The Government has also taken measures to keep the disease at bay including suspension of all international conferences slated to take place in Nairobi over the next one month as well as suspending flights from North of Italy and China. Kenya Airways yesterday said it is suspending flights to Rome, Italy.

While acknowledging such measures will hit the industry, players, however, note that this is necessary. Mike Macharia, the chief executive of Kenya Association of Hotel Keepers and Caterers (KAHC) told *The Standard* that the sector will have opportunities to regroup and forge ways to recover the time lost.

"From a business point of view, it is going to slow down the economy. We have already seen a number of cancellations ... but it is also a matter of public health concern. It is difficult to separate the two and say we are losing a lot of money and not think about the health of the people," he said.

DATE : 13/03/2020

Publication: The Standard Online

Title : Coronavirus: The impact is being felt in different sectors

Link:

<https://www.standardmedia.co.ke/business/article/2001364021/kenyans-start-to-feel-the-impact-of-coronavirus>

AVE (Kshs): 124 400



DATE : 15/07/2020

Station: K24 TV

Title: K24ThisMorning

Link: <https://youtu.be/bW5-EFhTYUA>

Time: 1000hrs

SOV (sec): 26:25

AVE (Kshs): 2,798,400



DATE : 30/07/2020

Station: K24 TV

Title: K24 This Morning- Newspaper
Review part 2

Link:

<https://www.youtube.com/watch?v=B9sxIFWJTdo&feature=youtu.be>

Time: 0800hrs

SOV (sec): 27:30

AVE (Kshs): 2,904,000



 **Kenya Tourism Board**  @magicalkenya · Jul 6

"We've put everything together, and this is a protocol that will create a safe zone", - Mike Macharia, CEO, Kenya Association of Hotel Keepers and Caterers.

#MagicalKenya #SafeTravels

@Min_TourismKE @WTTC



5 32 68

DATE : 06/07/2020

Publication: Kenya Tourism Board- Twitter

Title: #SafeTravels

Link:

<https://twitter.com/magicalkenya/status/1280122894085955584?s=08>

AVE (Kshs): 105,600



DATE : 30/07/2020

Publication: Citizen TV- Youtube

Title: Plight of Hoteliers

Link:

<https://www.youtube.com/watch?v=TYWYT1YPZkU&feature=youtu.be>

SOV: 13:48

AVE (Kshs): 2,527,000



DATE : 28/07/2020

Publication: KBC TV -Youtube

Title: Effects of ban on alcohol sale

Link:

<https://www.youtube.com/watch?v=ysyq5NBB48&feature=youtu.be>

SOV: 24:51

AVE (Kshs): 3,110,000



DATE : 24/07/2020

Publication: KBC TV -Youtube

Title: Re-adjusting operations

Link:

<https://www.youtube.com/watch?v=RJ5cJi52I38>

SOV: 3:45

AVE (Kshs): 466,500

WEBINARS

Throughout this pandemic, Kenya Association of Hotelkeepers and Caterers (KAHC) has made an effort to be actively involved in industry discussions in finding ways and solutions, to move forward for a more sustainable industry.

Below, are some of the webinars Kenya Association of Hotelkeepers and Caterers (KAHC), has been a key participant through the CEO, Mike Macharia.



Kenya Tourism Federation

APRIL 28TH
STARTING: 2:30pm

TRAVEL & TOURISM WEBINAR
POWERING THROUGH THE CORONAVIRUS CRISIS
Join us as we discuss effects of COVID-19 on:

1. Business
2. Staff & Related Issues
3. Navigating these times
4. Preparedness towards recovery

HOST & SPEAKERS

Hosted By
Susan Ongalo
CEO
Kenya Tourism Federation

Mohammed Hersi
Chairman
Kenya Tourism Federation

Mike Mwacharia
CEO
Kenya Association of Hotelkeepers & Caterers

Fred Kaljua
CEO
Kenya Association of Tour Operators

Agnes Mucuha
CEO
Kenya Association of Travel Agents

To register go to:
<http://www.ktf.co.ke/covidwebinar>

Partnering with:



DATE : 28/04/2020

Organization: Kenya Tourism Federation

Title : Travel & Tourism webinar- Powering Through the Coronavirus Crisis



FKE FEDERATION OF KENYA EMPLOYERS
The Voice of Employers

FKE 7th Webinar

COVID-19: Safe Return to Work?

Host



Jacqueline Mugo, E.B.S
CEO/Executive Director, FKE

Panelists



Dr. Elizabeth Wala
Programme Director, Health Systems Strengthening
African Health Africa In-Kenya



Kwame Owino
Chief Executive Officer,
Institute of Economic Affairs Kenya



Mike Macharia
Chief Executive Officer,
Kenya Association of Hotel Keepers and Caterers

Please send your questions to mcmbokh@fke-kenya.org by 6PM (EAT) 20th May, 2020

REGISTER HERE -> <https://bit.ly/2bEiH5z>

20th May 2020 | 10.00AM (EAT)

DATE : 20/05/2020

Organization: Federation of Kenya Employers

Title: FKE 7th Webinar –Covid-19 Safe return to work?



DATE : 05/06/2020

Organization: Boma International
Hospitality College

Title: The utopia of hospitality series-
episode 6



Strengthening Tourism linkages as a recovery response to COVID 19

Speakers:

- Mike Macharia** CEO, Kenya Association of Hotel Keepers & Caterers (KACHKAC)
- Richard Rugimbana** Executive Secretary, Tourism Confederation of Uganda
- Pearl Hoareau Kakuza** President, Uganda Tourism Association
- Emmanuel Nwabimana** Head of Tourism Regulations Department, Rwanda Development Board
- Fred Odek** Incoming East Africa Tourism Platform Chairman, Kenya Tourism Federation (KenTour)
- Wairui Mutu** Senior Director, Business Development, EMEA

JUNE 30TH 2 pm – 4.30 pm
East Africa Time (EAT)

Virtual meeting on Microsoft Teams
<https://bit.ly/2NBg8Yc>

Hosted by East Africa Tourism Platform in partnership with TradeMark East Africa.



DATE : 30/06/2020

Organization: East Africa Tourism Platform

Title: Strengthening tourism linkages as a recovery response to Covid-19

March-July 2020

Hits	ADVERTISING VALUE	PR VALUE
Print- 1	Ksh 178,800	Ksh 536,400
Broadcast- 16	Ksh 49,864,306	Ksh 149,592,918
Online- 24	Ksh 36,367,881	Ksh 109,103,643
Total-41	Ksh 86,410,987	Ksh 259,232,961