



*Making Kenya's hospitality globally competitive*

**KENYA ASSOCIATION OF HOTEL KEEPERS**

# **SOCIAL MEDIA RECAP**

From March 2020-to date

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By Zeynab Ali

# Webinar



## **Kenya Tourism Board**

Dated: Aug 12, 2020

Topic: Destination Ready – Kenya

## **Magical Kenya Information**

<https://twitter.com/magicalkenya/status/1280122894085955584?s=20>

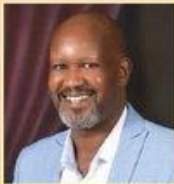
# WEBINAR

# Destination Readiness

Unpacking Kenya's Health & Safety Protocols for the Tourism Sector



Betty Ichan



Alex Tunoi



Allan Kilavuka  
KQ CEO



Alex Gitari  
Ag CEO KAA



Mike Macharia  
KAHC CEO



Fred Kaigua  
KATO CEO

MODERATORS

PANELISTS



## Safe travels

by

WORLD  
TRAVEL &  
TOURISM  
COUNCIL



Date: 5th August 2020

TIME: 4.30 PM - 6:00 PM EAT

To Register

<https://tinyurl.com/yyj4paf6>

## Webinar

Dated: 5<sup>th</sup> Aug 2020

Topic: Unpacking Kenya's health & protocol for the tourism sector

Impressions -556

Engagement - 44

# Strengthening Tourism linkages as a recovery response to COVID 19



**Mike Macharia**  
CEO  
Kenya Association of  
Hotel Keepers & Caterers  
(MODERATOR)



**Richard Rugimbana**  
Executive Secretary  
Tourism Confederation  
of Tanzania



**Pearl Hoareau Kakooza**  
President  
Uganda Tourism Association



**Emmanuel Nsabimana**  
Head of Tourism Regulation  
Department  
Rwanda Development Board



**Fred Odek**  
Incoming East Africa Tourism  
Platform Chairman  
Kenya Tourism Federation  
Vice Chair



**Waturi Matu**  
Senior Director  
Business  
Competitiveness  
TMEA

JUNE  
30<sup>TH</sup>

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.



## Webinar

Dated: 30<sup>th</sup> June 2020

**Topic:** Strengthening  
Tourism linkage as a  
recovery response to  
Covid-19

Impressions -1609

Engagement -75

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# Events

Dated: 23<sup>rd</sup> July 2020

- Re-launch of East Africa's flight re-opening and new passenger waiting preboard at **Wilson Airport.**



# Events

Dated: 1<sup>st</sup> August 2020

- At the launch of KQ 100 to London, held at the JKIA
- A major step for the revival of Kenya's tourism and other trade areas of fresh produce and flowers. Great speech



# TV Interviews

## **K24 Interview**

30<sup>th</sup> July 2020

Topic: Effects of the Ban of Alcohol

<https://www.youtube.com/watch?v=B9sxlFWJTdo&feature=youtu.be>

## **KBC Interview**

28<sup>th</sup> July 2020

Topic: Effects of ban on alcohol sale in Kenya

<https://www.youtube.com/watch?v=ysyrq5NBB48&feature=youtu.be>

## **KTN Interview**

22<sup>nd</sup> June 2020

Topic: Hotel owners are now giving their workers allowances as opposed to salaries

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



LET'S CHAT WITH  
MIKE MACHARIA -  
CEO, KENYA ASSOCIATION  
OF HOTEL KEEPERS & CATERERS

TOPIC:  
REOPENING KENYA'S TOURISM  
SECTOR

K24 THIS MORNING  
WED. 15TH JULY 2020@ 10AM  
ONLY ON



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# TV Interview

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**Dated: 15<sup>th</sup> July 2020**

**Topic:** Re-opening Kenya's Tourism Sector

<https://www.youtube.com/watch?v=bW5-EFhTYUA&feature=youtu.be>

Impressions -346

Engagement - 26



# TV Interview

**K24**

**Dated: 6<sup>th</sup> July 2020**

**Topic: Re-opening the economy**

**Part 1**

<https://www.youtube.com/watch?v=E0L6MOes5Tk&feature=youtu.be>

**Part 2**

<https://www.youtube.com/watch?v=gmtJBjk5XN0&feature=youtu.be>

Impressions – 739

Engagement – 9



**NEWSPAPER REVIEW**  
with MIKE MACHARIA  
CEO, Kenya Association of  
Hotel Keepers and Caterers

**TOPIC:**

REOPENING OF THE ECONOMY

**K24 THIS MORNING**  
**6TH JULY 2020 @ 8AM**  
**ONLY ON**



# TV Interview

KTN NEWS

Dated: 30<sup>th</sup> June 2020

Topic: Travel and Hospitality in time of Crisis

Part 1

[https://www.youtube.com/watch?v=We4jSku\\_8Zk&feature=youtu.be](https://www.youtube.com/watch?v=We4jSku_8Zk&feature=youtu.be)

Part 2

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

- Impressions – 225
- Engagement – 26

**ktn NEWS**  
Get The Whole Story

## COVID-19 DISRUPTION: Travel and Hospitality in time of crisis

*Host*

**Akisa Wandera** #FrontRow

**Guests**

**Hon. Safina Kwekwe Tsungu**  
PS, Tourism

**David Gichuru**  
General Manager, Sarova  
Panafric

**Mike Macharia**  
CEO, Kenya Association of  
Hotel Keepers Caterers

**Mohammed Hersi**  
Chairman, Kenya Tourism  
Federation

**FRONT ROW**

**Tuesday 7.30pm**

# TV Interview

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**K24**

**Dated:** 17<sup>th</sup> March 2020

**Topic:** Impact of Covid-19 on the economy

**Part 1**

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

**Part 2**

[https://www.youtube.com/watch?v=t\\_90PylbG4o](https://www.youtube.com/watch?v=t_90PylbG4o)

- Impressions – 532
- Engagement – 10



# Stakeholders Meeting

The 8<sup>th</sup> June stakeholders meeting with the Ministry of Labor & Social Protection.

The topic of discuss was the economic implications of the Covid-19 pandemic on both employers & workers.



# Social Media Live

Facebook and YouTube Live

Dated: 5<sup>th</sup> June 2020

Topic Utopia of Hospitality

- Impressions – 301
- Engagement – 45



THE **UTOPIA** OF

## **HOSPITALITY**

(IN THE EYES OF WE, THE FRONT-LINERS)



**Mike Macharia**  
CEO, KAHC



**Arjaa Shah**  
Corporate Deputy GM,  
Tribe & Trademark

**LIVE ON YOUTUBE & FACEBOOK**

Date: **5th June** | Time: **12:00 PM**

**#BIHCWebSeries**



# MIKE MACHARIA

CEO- The Kenya Association of Hotel Keepers and Caterers

**JOB LOSSES IN THE HOTEL INDUSTRY  
DURING THIS COVID-19 PERIOD**

**TUESDAY 2ND JUNE 9AM - 10AM**

## Radio Interviews

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**Dated:** 5<sup>th</sup> June 2020

**Topic:** Impact of job losses in the hotel industry during Covid-19

- Impressions – 157
- Engagement – 7

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

# Webinar

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Federation of Kenyan Employers

7<sup>th</sup> Webinar

Dated: 20<sup>TH</sup> May 2020

Topic: Safe return to work?

Impressions -508

Engagement -46

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  
Amref 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



# Webinar

**Dated:** 12<sup>TH</sup> May 2020

**Topic:** How are we going to package ourselves post COVID as the tourism sector?



# TV Interview

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**CITIZEN TV**

THE EXPLAINER with Yvonne Okwara

**Dated:** May 1<sup>st</sup>, 2020

**Topic:** Conditions for reopening hotels and their practicability

<https://www.youtube.com/watch?v=-8dGgpWyMdA&feature=youtu.be>



**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 Macharia  
CEO  
Kenya Association of Hotelkeepers & Caterers



Fred Kaigua  
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:



[www.ktf.co.ke](http://www.ktf.co.ke)

# Webinar

**Dated:** 28<sup>th</sup> April 2020

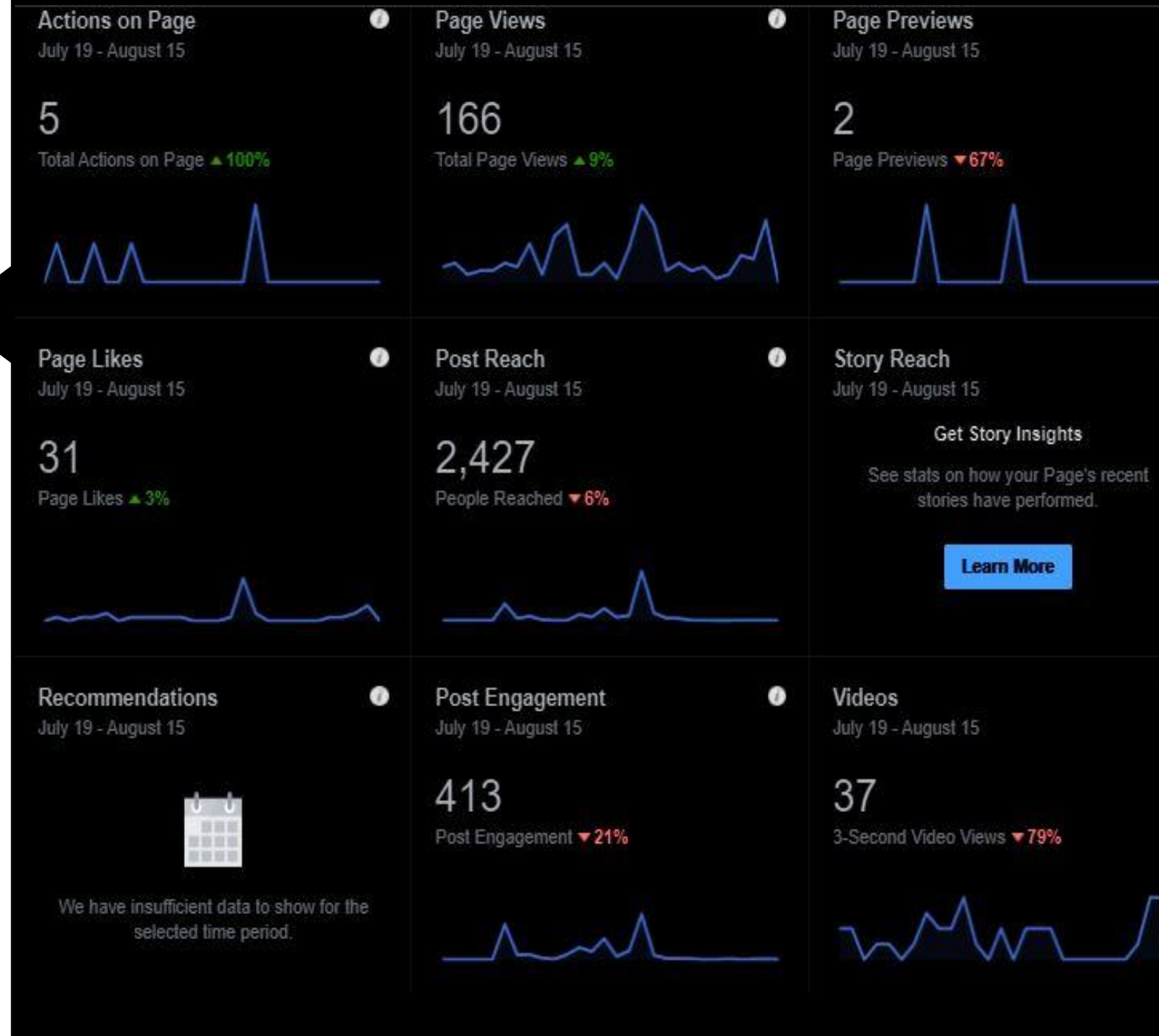
**Topic:** Effects of Covid-19

Impressions - 507

Engagement -51

# Facebook Insight

- **2,166** people like KAHC page
- **2,379** people follow KAHC page



## 28 day summary with change over previous period

Tweets

7 ↓46.2%



Tweet impressions

3,523 ↓52.7%



Profile visits

158 ↑9.0%



Mentions

71 ↑57.8%



Followers

2,167 ↑51



# Twitter Insight

2167 followers