

Press Release

Swiss-Belhotel International Showcases Its Growing African Presence at Magical Kenya Travel Expo 2025

Immediate Release

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Swiss-Belhotel International, a leading hospitality management company with a strong international footprint, participated in the Magical Kenya Travel Expo (MKTE) 2025, held from 1 to 3 October in Nairobi, Kenya. Recognised as Africa's leading travel trade event, MKTE serves as a vital platform connecting regional and global tourism stakeholders.

The 2025 edition once again reaffirmed its position as a premier hub for the continent's tourism industry, drawing participation from leading African destinations, hospitality brands, tour operators, and investors. Swiss-Belhotel International marked a strong presence with its own dedicated booth, represented by the Group Sales and Marketing Department, the EMEA Regional Sales Office,



and teams from its two Kenyan properties – Nairobi Safari Club by Swiss-Belhotel and Swiss-Belinn Nairobi.

Laurent A. Voivenel, Senior Vice President – Operations & Development, EMEA, and Senior Vice President – Group Human Resources & Talent Development, Swiss-Belhotel International, said: “Africa remains a key focus market in our global growth strategy. Our presence at MKTE 2025 reflects our long-term commitment to this dynamic and diverse region. This platform not only allowed us to strengthen our existing partnerships but also provided the opportunity to meet numerous hotel owners and investors from across Africa who are looking for trusted international operators with proven regional expertise.”

Representing the brand’s commercial leadership, Priyanka Kapoor, Group Director - Sales, Marketing, Branding and Communications, and Sr. Regional Director - EMEA Sales and Marketing, added: “This was our first time to participate at MKTE, and I was delighted by the excellent turnout. The meetings were focused, meaningful, and demonstrated the immense potential of the African market. Having our own booth was crucial in elevating brand visibility, as Africa is an important growth frontier for Swiss-Belhotel International.”

Swiss-Belhotel International’s entry into East Africa began with Swiss-Belinn Nairobi, located in the tranquil Kileleshwa district, managed by NIBS Resort Company Limited. Soon after, the group signed Nairobi Safari Club, which was rebranded as Nairobi Safari Club by Swiss-Belhotel. In Tanzania, expansion is well underway with Swiss-Belresort Zanzibar, developed in partnership with Crown Hotel and Resort Limited, and the upcoming Swiss-Belboutique Masaki Dar es Salaam, a five-star property developed by Astra Capital Limited, strategically located on the Msasani Peninsula.

The group continues to explore new opportunities across the continent, recognising Africa’s dynamic mix of leisure and business travel potential. Its properties in the region are designed to appeal to travellers seeking authentic experiences, blending local charm with international service standards.

Organised annually by the Kenya Tourism Board, Magical Kenya Travel Expo (MKTE) is the largest travel trade exhibition in East and Central Africa, attracting exhibitors and buyers from across the continent and beyond. The event serves as a strategic meeting point for the tourism industry to network, forge partnerships, and showcase the best of Africa’s travel offerings.



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About Swiss-Belhotel International

Swiss-Belhotel International operates in **20 countries**, managing **150+* hotels, resorts, and projects** across **New Zealand, Australia, Indonesia, Asia, the Middle East, Africa, and Europe**, with regional offices in **Hong Kong, New Zealand, Australia, China, Indonesia, UAE, the Philippines, Vietnam, Malaysia, and Thailand**. Committed to delivering world-class hospitality, the group also offers the **Swiss-Belexecutive Card (SBEC)**, a **loyalty program** providing many benefits, **discounts from 10% to 35% on rooms, dining, and other services**, plus **priority check-in, complimentary upgrades, and late check-out**. No collecting points, no waiting for redemption, with the **free-to-join Green Global tier**, members can enjoy **instant discounts from their first stay!** Experience more with the SBEC Loyalty Programme—[Sign up for FREE](#). Stay connected with us on [Facebook](#), [LinkedIn](#), [Instagram](#), and [TikTok](#) for the latest updates and exclusive benefits. Visit [swiss-belhotel.com](https://www.swiss-belhotel.com) for more information.

*Numbers may fluctuate

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