

PRESS RELEASE

Kenya Airways crowned Africa's leading Airline for its Economy class & Inflight Magazine at the World Travel Awards 2023

- *This is the 5th year Kenya Airways has received an award in Africa's Leading Airline - Economy Class category.*
- *This is the second consecutive year the Msafiri magazine has been named Africa's Leading Inflight Magazine*

Nairobi, 16th October 2023 – Kenya's national carrier, Kenya Airways (KQ) has recently been crowned as the winner for Africa's Leading Airline for its Economy Class Service and Inflight Magazine (Msafiri) at the World Travel Awards 2023. This is the 5th year Kenya Airways has received an award in *Africa's Leading Airline - Economy Class* category and the second consecutive year the Msafiri magazine has been named *Africa's Leading Inflight Magazine*. Kenya Airways was feted at the Africa & Indian Ocean World Travel Awards Gala Ceremony 2023 held on 15th October at the Atlantis the Royal Hotel in Dubai.

Commenting on the awards, Allan Kilavuka, Kenya Airways Group Chief Executive Officer, and MD stated: *"This award is a testament that our 'customer-first' strategy is bearing fruit. It is also a vote of confidence from customers in the initiatives we have implemented to improve customer experience across all touchpoints. It is about listening to the customers and understanding their needs. Our goal is to be the preferred Africa carrier and we are constantly innovating to improve our guest's customer experience."*

This is the 5th year that KQ has been named *Africa's Leading Airline - Economy Class (2011, 2018, 2019, 2020 & 2023)*. KQ revamped the Economy Class inflight service in 2023 which included a rollout of tray service in economy class to replace the existing box service and an extra hot meal starter and yogurt for breakfast on specific mid to long-haul flights across the network.

KQ's inflight magazine has been named *Africa's Leading Inflight Magazine (2022 & 2023)* for the second time since its reintroduction as physical copy after a two-year hiatus occasioned by the Covid 19 pandemic. Introduced over 20 years ago, Msafiri has been part of the inflight entertainment offerings to KQ guests offering education and entertainment while onboard.

This year, the World Travel Awards (WTA) commemorates its 30th anniversary of rewarding travel excellence. WTA was established in 1993 to acknowledge, reward, and celebrate excellence across all sectors of the tourism industry.

Graham Cooke, Founder, World Travel Awards, says: *"As we celebrate 30 years of travel and tourism excellence through the World Travel Awards, we are excited to see how the industry has grown over the last 30 years. Our winners are stellar examples of tourism excellence, and I congratulate each and every one for helping to raise the collective benchmark"*.

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About Kenya Airways:

Kenya Airways, a member of the Sky Team Alliance, is a leading African airline flying to 42 destinations worldwide, 35 of which are in Africa. Prior to the COVID pandemic, the airline carried a record number of over five million passengers in 2019. Its fleet comprises of wide body Boeing aircrafts, this includes its flagship B787 Dreamliner and narrow body Embraer E190 aircrafts. The on-board service is renowned and the lie-flat business class seat on the wide-body aircraft is consistently voted among the world's top 10. Kenya Airways takes pride in being at the forefront of connecting Africa to the World and the World to Africa through its hub at the new ultra-modern Terminal 1A at the Jomo Kenyatta International Airport in Nairobi.

About World Travel Awards:

WTA was established in 1993 to acknowledge, reward and celebrate excellence across all sectors of the tourism industry. Today, the WTA brand is recognized globally as the ultimate hallmark of quality, with winners setting the benchmark to which all others aspire. Each year, WTA covers the globe with a series of regional gala ceremonies staged to recognize and celebrate individual and collective success within each key geographical region. WTA gala ceremonies are widely regarded as the best networking opportunities in the travel industry, attended by government and industry leaders, luminaries and international print and broadcast media.

For more information about WTA visit worldtravelawards.com.

For media enquiries, please contact:

Kenya Airways Corporate Communications:

- Kanyingi.kuria@kenya-airways.com
- Corporate.communications@kenya-airways.com