

Polana Serena Hotel, known for the “Grand Dame” of Africa and considered one of the best hotels of the African continent, is a building with a unique history and charming that belongs to the group, to press for better presentation of the local architecture, culture and heritage in some of the most exotic and beautiful destinations in the world.

BRAND VALUES

The Polana Serena Hotel is renowned worldwide for its long history of hospitality, excellent service, architectural beauty and heritage, witnessed by generations of rulers, celebrities, businessmen, tourists and local residents. Since 2003, the Polana Serena Hotel integrates the Serena Group, a hotel group owned by the Aga Khan Fund for economic development, holder of a portfolio of twenty four Safari camps, lodges, Hotels and Resorts, located in Kenya, Tanzania, Zanzibar, Uganda, Rwanda, Mozambique and eleven properties in Afghanistan, Pakistan and Tajikistan, bringing together a variety of unique evocative and exotic destinations.

The Serena Group has been developing over the last 35 years a culture in line with its mission, based on the provision of a service and products above the expectations of its visitors, a genuine service and innovative, able to adapt and develop international standards to the needs of each guest, always offering a memorable service.

The Polana Serena Hotel, with 94 years, combines the values of tradition with innovation and continuous excellence in service. Aware of its role in society, has as its ambition to be an active agent in promoting Mozambican culture raising through their various initiatives the values of the country, as has been checking since 2013 within the framework of the project “Celebrating Mozambique”.

MARKET

Leader in Mozambique, the Polana Serena Hotel is led by General Director, Miguel Afonso dos Santos, who daily puts into practice an ambitious action plan to increase the results and gain a market so competitive, creating innovative products and partnerships that promote domestic tourism.

COMMUNICATION

As part of the Group Serena, Polana Serena Hotel shares the same strategy and communication, based on the philosophy that is culturally characteristic of each one of the



places where are the several hotels. Each property reflects the cultural expressions and artistic identity in which it inserts.

These are the core values, which contribute to the strength and individuality to the brand. Polana Serena Hotel is characterized for a modern communication and with traditional motifs that evolves in a line consistent with its positioning and the various existing products, respecting the 94 years of its history. As part of the Group Serena, Polana Serena Hotel couple sharing the same strategy and communication, based on the philosophy that is culturally characteristic of each one of the places where are the several hotels.

PRODUCTS AND FUTURE DEVELOPMENTS

With a special aura, the Polana Serena Hotel is a fresh and elegant retreat. The fusion of International styles, African and Portuguese, provide welfare and are an inspiration to those who visit. The colonial building and contemporary area Polana Sea are a variety

of options for accommodation, restaurants, banquet facilities and corporate events. After a deep rehabilitation and expansion with investment exceeding 25 million dollars, the hotel was reopened in December 2010.

Currently, with 142 sumptuous rooms, the “Big Lady” of Maputo has the choice of several restaurants: Balcony, with all-day dining, Delagoa for those who enjoy a fusion of local and international ingredients, Aquarius Sushi Bar with a stunning view over the Bay, and even the classic Polana Bar.

At the forefront of the most “in” spaces of Maputo, the hotel offers a number of social events and features a majestic Ballroom. It also features the stunning infinity pool which blends on the horizon. It also offers a relax zone-the Maisha Health Club and Spa, whose name in Swahili means “Life”. A true oasis in the Center of Maputo. Knowing that human capital is in the hotel industry, the critical factor of success, the team of the Polana Serena Hotel bet on professional

UNKNOWN FACTS

Worldwide known as the Grande Dame of Africa, and projected by the famous English architect, Sir Herbert Baker, the Polana Serena Hotel opened on 1 July 1922. During World War II, it was the scene of much silent adventure involving secret agents different nationalities. With the independence of Mozambique, the hotel was considered a national heritage. In 2003 the group took the serena hotel management, investing about \$ 25 million in 2010 with a deep reform.

In 2017 the Polana Serena Hotel will surprise with the new Polana Mar- contemporary, modern, comfortable and ethnic, combined with excellent service, which invites you to discover a world of sensations with a beauty and unparalleled convenience.



development and qualification of human resources, having a continuous concern in training programmes adapted to the different professionals to offer the best personalised service to each visitor.

COMPETITIVE ADVANTAGES

Recognized across borders and faithful to the values of the company and its mission, the “Lady” of Mozambique presents a refinement and sophistication to compete, not only for the product and service offering, but also for his inheritance, being considered by many national treasures. Recently received, for the sixth consecutive year, the certificate of excellence 2016 of Tripadvisor.

A certification, based on thousands of reviews and comments submitted by guests and customers, and that places it among the best hotels in the world. This award joins the two awards: Leading Hotel, as well as Leading Hotel Suite of Mozambique, the ceremony “2016 World Travel Awards, held in La Gemma dell’Est Diamonds, in Zanzibar, Tanzania.



1922

Inaugurated on 1 July, was known as the “Grand Dame” of Africa.

1975

With the independence of Mozambique, the Hotel was considered national heritage, status valid until nowadays.

2003

The Serena group, leader in hotel management in East Africa, takes over the management of the Hotel which is now called Polana Serena Hotel.

