

Lamu Homes & Safaris now using Z-Card

Kenyan-based Lamu Homes & Safaris, the organiser of trips to Lamu for local and international tourists, is now using a Z-Card to promote Lamu as a destination of choice.



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Booked by Creative Edge Limited, the Z-Card targets domestic and international tourists promoting Lamu as a unique holiday destination with a wide variety of accommodation to cater for all budgets.

"The Z-Card highlights Lamu's unique attractions and provides photos of various hotels and beach houses," says Lamu Homes & Safaris' marketing manager, Maggie Mugambi.

"It is a catchy way to get tourists to stop, take notice and pique their interest in Lamu," says Prital Patel of Z-Card Kenya.

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