



Joyce Chianda-Scheuerman and [the late Halewijn Scheuerman](#) initially incorporated Hiking & Cycling Kenya, a tour company in 1991. They specialised on mountain bicycle safaris for years as well as camel and donkey back-up walking safaris in northern Kenya. At the same time organized camping safaris, which included among others walking safaris in Lake Bogoria, Hells Gate NP and around Masai Mara. And climbing Mt. Kenya as well as hikes in Mt. Elgon National Park, Saiwa Swamp Park and Cherangani Hills.

In 1993 Jade Sea Journeys was born and with it new ideas were born, and incorporated in the already existing safari market. And with time Hiking & Cycling Kenya was faced out and Jade Sea Journeys took over the mantle and have since spread its wings beyond our borders.

Joyce is a tour industry veteran with over 30 years experience. She is widely travelled mostly within Europe, and has a wealth of experience in tour guiding, management and marketing. Born and raised in Kenya her unparalleled passion and inherent comprehension of tour operations equipped her to meet the various demands as well as aspirations of clients and operators alike. Unquestionably, her knowledge of the different regions is exceptional. When she is not guiding and hosting clientele in locations such as Lake Turkana and the Omo River basin in Ethiopia, she is the pillar behind the smooth running of the office.

Halewijn worked within the tourism industry from 1985, when he organised and guided mountain bicycle tours in Morocco and walking safaris in Atlas Mountains before coming to Kenya. Halewijn, who spoke several languages, was active in guiding and hosting groups within Lake Turkana and the Omo River and was instrumental in building the fleet of 9 boats. By pooling together their knowledge, experience and resources, Halewijn and Joyce pioneered the setup of operations and safaris in these unique and challenging ecosystems. In the same vein

the years spent working, brainstorming, travelling and pursuing a dream together allowed them to learn together and from each other.