

Hostel in Nairobi

A Liz, Olav & Family Business

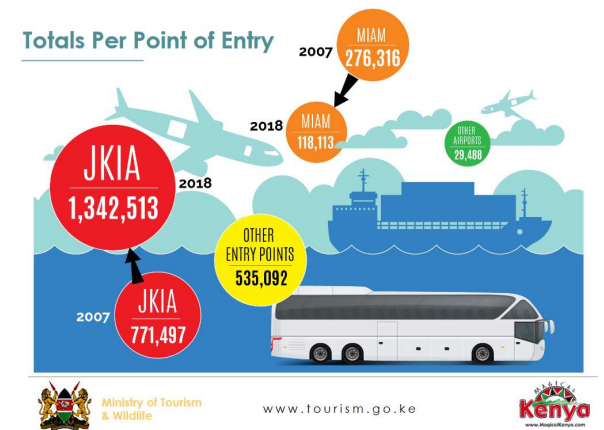
Tourists from all over the world come to Kenya.

Tourism grew by 37% from 2017 to 2018



The Kenyan Tourist Market

1,3 million arrivals at Jomo Kenyatta Intn'l Airport in Nairobi in 2018.



Year round more than 90,000 arrive per month at JKIA per month.

Peak season is July and August with more than 140,000 arrivals

Arrival Statistics by Point of Entry

AIRPORTS

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
JKIA	105,262	98,532	100,441	94,236	93,730	114,097	141,763	145,231	114,539	115,597	103,229	115,856
MIAM	14,533	12,792	11,024	5,205	4,735	5,157	9,025	9,589	9,916	9,343	8,391	18,403
Others	2,040	2,538	2,162	2,338	2,021	2,271	3,242	3,210	3,294	2,317	2,337	1,718

Read the Tourism Sector Performance Report - 2018

http://www.kahc.co.ke/pdf/tourism_performance_2018_presentation.pdf

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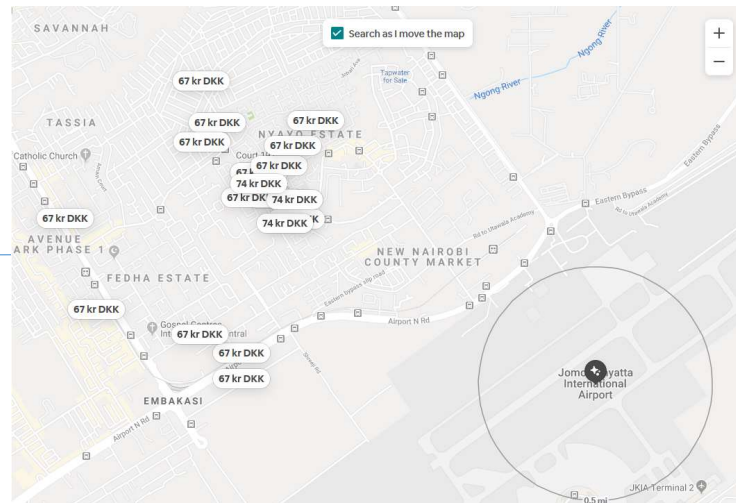
Airbnb

The Kenyan Ministry of Tourism emphasize Airbnb as one of the main trends, that will drive Tourism in Kenya in 2019

Airbnb statistics 1st November

Conclusion: There is a high booking rate, more than 40%, on a random day in the morning

There is solid fundament for an Airbnb business close to JKIA



33 Airbnb places \$10 within 20 minutes drive from Airport 14 of the 33 are booked (42%) at 9:49 in the morning

Trends that will drive Tourism in Kenya in 2019: | 1 of 4

Growth in Shared Economy

- According to a report by Airbnb, since it's founding 3.5 million guests have arrived at listings across Africa.
- In Kenya guest arrivals have grown by 68%.



Ministry of Tourism & Wildlife

www.tourism.go.ke



152 Airbnb places \$11-\$25 within 20 minutes drive from Airport 55 of the 152 are booked (36%) at 9:56 in the morning

211 Airbnb places >\$25 within 20 minutes drive from Airport 98 of the 211 are booked (46%) at 9:59 in the morning

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Hostel in Nairobi

Stage 1 in the business plan is to establish an Airbnb hostel in a House in Nairobi, 15 minutes from Jomo Kenyatta International Airport

We have found a suitable house in a good location. It is a five bedroom house, with space for 16 dormitory beds plus 1 private bedroom.

The house rent is 55,000 KSH (3600 DKK) per month

The house will need estimated investments of 20,000 DKK/300,000 KSH before operational ready for first guests, and additional 40.000 DKK /600,000 KSH for improvements, furniture and interior before ready to run at full scale.



Kenya as a Scandinavian tourist destination

52,331 Scandinavians from Sweden, Norway and Denmark visited Kenya in 2018, indicating Kenya as a popular Scandinavian travel destination.

Den klassiske safari til Kenyas berømte søer og naturområde i Lake Elementaita, Lake Nakuru og Masai Mara



08-11-2020 8 dage 19.998,- København

Gå til bestilling

Gæsternes vurdering ★★★★★ 4,3 | 7 anmeldelser »

Albatros' oplevelsesrige safari er tilrettelagt af Albatros' safaribureau i Nairobi. Her er rimelige chancer for at indfange The Big Five – løve, elefant, bøffel, næsehorn og leopard – med kamerallinsen. Efter et besøg på Karen Blixens farm i Nairobi står programmet i safariens tegn. I Kenyas højland bor i ved den smukke sø Lake Elementaita, og ved søsøden Nakuru venter der os et af Kenyas mest imponerende syn, når titusindvis af lyserøde flamingoer bevæger sig som en samlet organisme hen over søen. I kører gennem den imponerende grøvsænkning Great Rift Valley til det berømte naturområde Masai Mara. Rejsen ledes af Albatros' specialuddannede, engelsktalende "driving guides". En komfortabel rejse på et relativt højt niveau, med god tid til både at opleve Afrikas storvildt og befolkning.

På Albatros' individuelle rejser har I mere tid til egne eventyr. Udflugterne i løbet af rejsen gennemføres med en engelsktalende lokalguide og er typisk nogle, I selv vælger at tilkøbe, hvis I har lyst. Det giver jer frihed til at nyde rejsen i jeres eget tempo.



Klik på kortet for at se det i stor udgave

Top 30 Source Markets

USA 225,157 11.12%	TZ 212,216 10.48%	UG 204,082 10.08%	UK 184,002 9.09%	INDIA 125,032 6.17%	CHINA 81,709 4.03%	GERMANY 78,388 3.87%	ITALY 65,134 3.22%	SA 49,993 2.47%	FRANCE 48,189 2.37%
CANADA 41,859 2.07%	ETHIOPIA 40,322 1.99%	NLD 37,703 1.86%	NIGERIA 35,552 1.76%	RWANDA 34,758 1.72%	SOMALIA 34,317 1.69%	BURUNDI 27,680 1.37%	AUS 27,656 1.36%	SPAIN 25,027 1.24%	SWEDEN 22,028 1.09%
S. SUDAN 20,383 1.01%	DRC 19,781 0.98%	NORWAY 15,428 0.76%	ZIM 15,357 0.75%	POLAND 15,161 0.74%	DENMARK 14,875 0.73%	SWITZ 13,688 0.68%	S. KOREA 13,557 0.67%	BELGIUM 13,481 0.66%	JAPAN 12,981 0.64%



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Albatros rejser, a Danish Travel Agency, offers an 8 days Kenya Travel Package at 19,998 DKK (309,000 KSH) per person.



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Traveling from Scandinavia to Kenya

*A return flight from Copenhagen to Jomo Kenyatta International Airport with one stop in Amsterdam, generally costs from DKK 3,000 in low season up to DKK 5,350 in high season.
(USD 450 to USD 800, KSH 46,000 to 82,600)*

Operated by KLM				Add to Trip
	11/28 6:00 am - 10:00 pm	1 stop	14h 00m	465 USD momondo
Thu	Kenya Airways	AMS	CPH - NBO	
	12/10 8:05 am - 6:10 pm	1 stop	12h 05m	Book on momondo
Tue	Kenya Airways	AMS	NBO - CPH	
		+1 more	465 USD Orbitz	

				Kastrup Copenhagen	Add to Trip
	12/18 9:40 pm - 2:30 pm ⁺¹	1 stop	14h 00m	814 USD momondo	
Wed	Qatar Airways	DOH	CPH - NBO		
	12/30 12:45 am - 12:45 pm	1 stop	14h 00m	Book on momondo	
Mon	Qatar Airways	DOH	NBO - CPH		
			814 USD Qatar Airways		

*We can provide competitive all inclusive travels
(Transport, accommodation, Safari's and experiences, Food & Drinks, Security and VIP Service)*

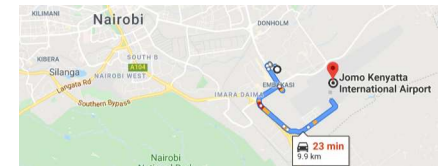
*Our prices will start at less than half price of Albatros
Less luxury but more authentic and adventurous*

Our start-up Kenya Tourist Business plan



JKIA Airport transport service

Start-up operator is Charles, husband to Liz's sister Ester. Two other trusted Taxi drivers are in the team. Taxi drivers will be "safe driver" certified. The Taxi drivers promote Airbnb Hostel and Gilgil Safari



Airbnb Hostel 15 minutes from Nairobi Airport

6 People have been searching the rental market for a week. The 5 bedroom house was the absolute best Airbnb Hostel house both on all 3 priority points (Size, condition, safe and good location). It is ready to operate. It will have 1 private room and 12 dormitory beds. Pricing will start at lowest market price, 10 USD.

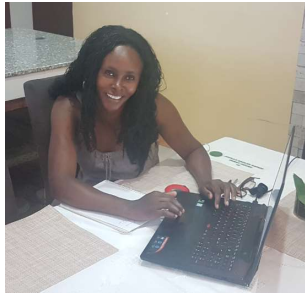


Safari and other Airbnb Experiences and Adventures

Day trips with Safari, exclusive visit to Maasai community living in caves as nature people, Food, drinks and bonfire camping or Airbnb night. Highest personal service and security. 8 people of Liz's family are involved in the safaris, transport and food including bus driver and certified safari tour guide and security officer. Prices will range from 100 USD to 300 USD.



Nairobi Team



Liz
Hostel Manager/Family
Business CEO



Ester (Liz's sister)
Hostel Assistant,
Coordination Manager



**Charles, Ester's
husband**
Airport and Experience Taxi



**Charles, Ester's
husband**
Airport and Experience Taxi



Olav Lange Hansen
Consultant, IT and Financial
controller

Peter & ?
Mungay & ?
Lucy & ?
Robert



Mary & John
Liz's Parents, Food, Native
Skills and story telling



Chris, brother
Safari Guide and Security
Officer



Peter, brother
Safari Guide



Mungay, brother
Bus driver, Safari driver



Chico, niece
Safari food and service



Nephew
Safari service