



The Charming Lonno Lodge

A LUXURY BEACHFRONT PROPERTY FOR SALE

*Watamu
Kenya*

WHY

THE CHARMING LONNO LODGE

From a guest perspective

This luxurious beachfront property is located in Watamu, Kenya, and is part of the municipality of Malindi. It is far enough from the traffic and confusion of the city, but close enough to reach the charming village of Watamu and try one of the delicious restaurants in town. Moreover, our location allows guests to enjoy the sea breeze and relax in an oasis of peace and tranquility, away from the daily hustle and bustle.

The boutique hotel "The Charming Lonno Lodge" is ideal for those seeking a unique experience. Our property is located in a privileged position, directly on the sea and offers a spectacular view of the coast. Our attention to details is also reflected in our rooms, which are unique and personalized, furnished with style

Our restaurant, not open to the public, guarantees our guests privacy and an exclusive culinary experience. In addition, our personalized service, curated in every detail, ensures that every guest is treated like a member of the family.



WHY

THE CHARMING LONNO LODGE

From an investment standpoint

1

Watamu: a strategic location

Watamu, located on the northeastern coast of Kenya, is a stunning coastal resort with pristine beaches, coral reef and natural reserves.

It is popular among international travelers and is considered a safe destination. Its proximity to Tsavo East National Park, Mida Creek and Arabuko Forest makes it an ideal spot for nature lovers and high-end tourism.

Additionally, the area has seen an increase in demand for exclusive properties, making it a lucrative real estate investment opportunity.



WHY

THE CHARMING LONNO LODGE

From an investment standpoint

2

For what has been achieved and what you can achieve.

Lonno Lodge is a luxury boutique hotel built on six acres of land, which represent only a fraction of the entire property. In fact, only a third of the land has been developed to accommodate the lodge, while the rest has been left untouched, offering space for future customized real estate investments. The hotel has been designed to be sustainable and environmentally friendly, which makes it even more attractive for investors who are looking to do business ethically and responsibly.

The lodge is designed in Swahili style with continental influences and offers a wide range of high-end services, including a saltwater pool by the sea, a Hammam, a helipad, and a restaurant exclusively for guests. The construction of the lodge was guided by the goal of offering customers a luxurious experience without compromising the surrounding environment.



WHY

THE CHARMING LONNO LODGE

From an investment standpoint



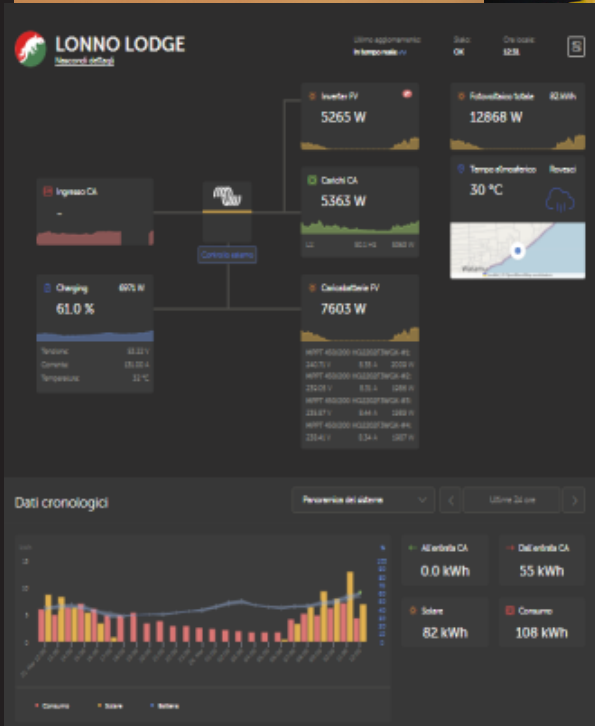
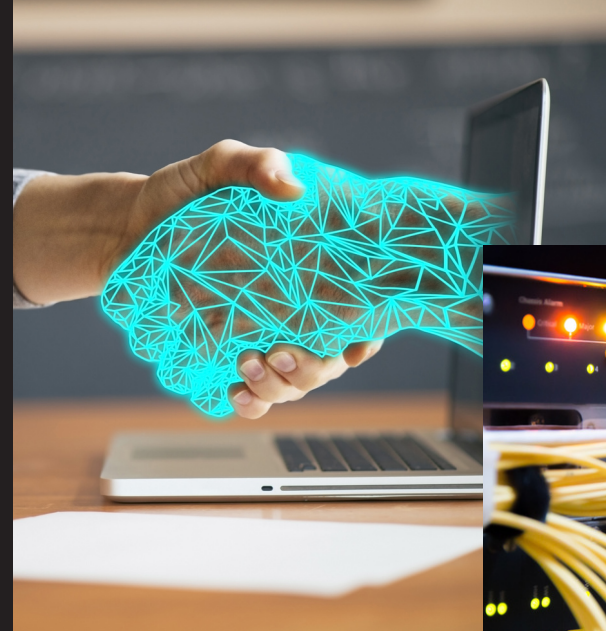
3 For what is seen and what is hidden

Behind a fascinating set design created to recreate the atmosphere of an ancient palace, lies a sophisticated technology that uses innovative and sophisticated solutions to ensure high efficiency in management and low operating costs. The 80% energy self-sufficiency is achieved thanks to a sophisticated control system that manages the entire plant and a hydraulic system that uses pre-filtered saltwater where advantageous.

The Lodge has a fast and reliable satellite internet connection, but also a traditional connection to use in case of emergencies and an internal LAN that connects the main nodes with fiber optics, ensuring a fast and reliable connection for data transmission. This allows us to offer services such as Netflix in all rooms and to have a perfectly functioning and secure independent booking engine for real-time booking.

While these systems may go unnoticed by guests, they contribute to making the stay more pleasant and easier to manage.

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HELIPAD SERVICE FLY IN STYLE

In the past, having a helipad inside a boutique hotel was seen as a marginal service. However, in recent times, this perception is changing.

A helipad inside a hotel can represent added value and a way to stand out from competitors. In fact, more and more often, customers choose to use helicopters to move around various destinations along the coast or to attend important events in national parks.

Additionally, the helipad can also be a way to offer customers a spectacular panoramic view of the surrounding area. A unique experience that can also be appreciated by tourists who do not have a helicopter.

But that's not all: having a helipad inside a hotel can also be an advantage for medical evacuations, and we are working towards making this a service available to our guests.

In essence, what was once considered a marginal service is becoming an increasingly important aspect of standing out in the world of luxury hotels.



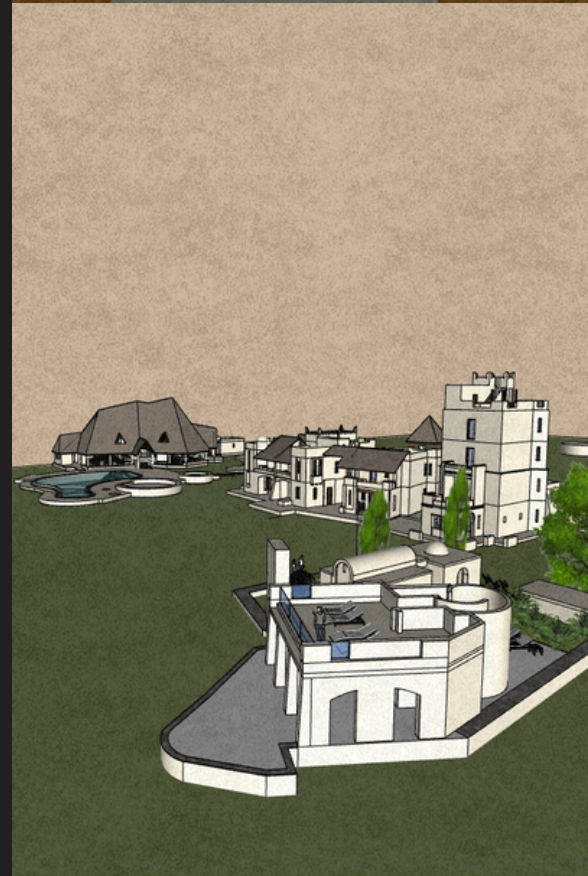
UNWIND IN STYLE AT OUR TRADITIONAL STONE HAMMAM

Immerse yourself in an authentic wellness experience thanks to the stone construction that will make you feel enveloped by the charm of traditional architecture.

Inside the steam room, you will find a small and bright saltwater pool, perfect for relaxing and rejuvenating. In addition, you can enjoy a Turkish bath, a scrub with natural oils, relaxing and regenerating massages, and many other activities for your well-being.

Outside, you will find a Jacuzzi to complete your relaxation journey, a yoga area where you can practice in total tranquility, a relaxation area to read a book or simply relax, and a solarium where you can enjoy the sun and the view of the Indian Ocean.

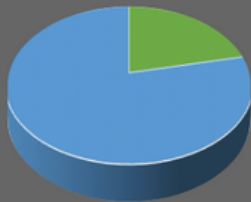
The property has been built on a large surface in a quiet area that allows our guests to enjoy a breathtaking view of the Indian Ocean in total tranquility.



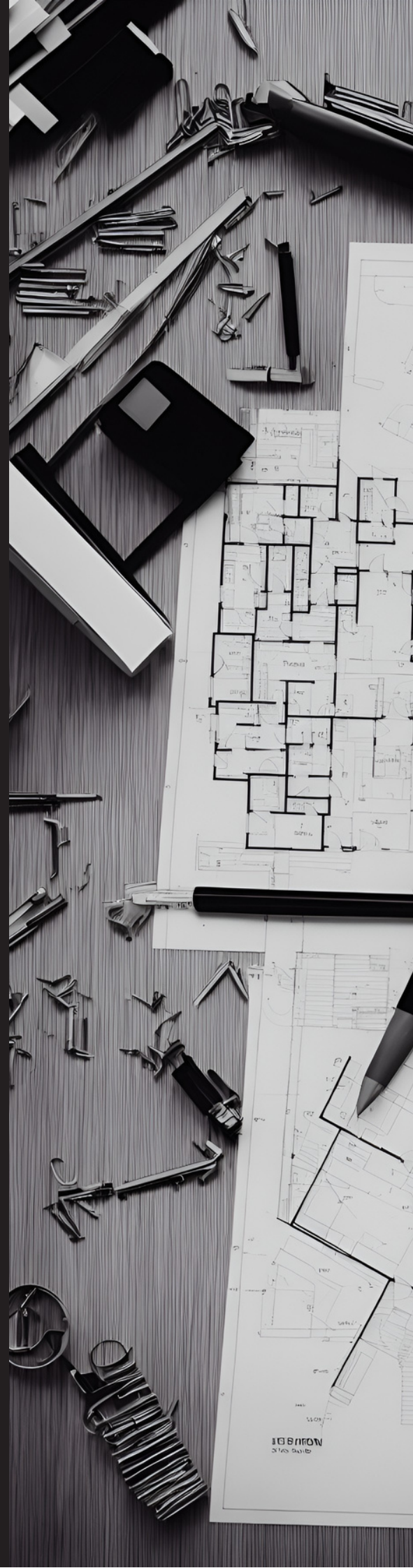
TECHNICAL INFORMATION

Area	Description	mq	sq ft
Lodge Area	Rooms & Suite	879	9461.6
	Common areas and paved passageways	1432	15414.0
Restaurant lobby area		481	5177.5
Pool area	Pool	200	2152.8
	Sun bed area	309	3326.1
Manager's apartment	House	60	645.8
	Common paved areas	146	1571.5
	Warehouse	200	2152.8
Spa area		267	2874.0
New offices		35	376.7
Solar and Helipad area	Covered space	74	796.5
	Helipad	50	538.2
	Other paved areas	60	645.8
Staff quarters	Rooms & cantine	70	753.5
	Workshop	70	753.5

Ratio of build-up area to free buildable area in mq



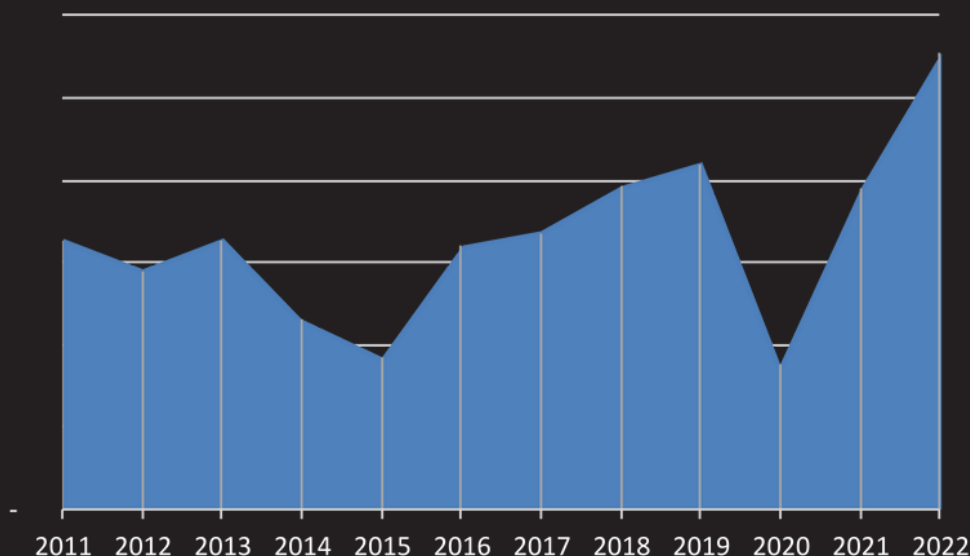
Total land area	20.000	100 %
Build-up area	4303	21.5 %
Free buildable area	15697	78.5 %



QUICK BUSINESS INFORMATION

Brief overview of the economic performance From 2011 to 2013, the hotel's revenue increased steadily, up to 2013. However, in 2014, the revenue decreased dramatically, due to the effects of the terrorist attack on the West Gate Mall in Nairobi, which impacted tourism in East Africa. The hotel's revenue continued to decline in 2015, but rose again in 2016. In 2017 and 2018, the hotel's revenue grew steadily, up to 2019. However, in 2020, the hotel's revenue decreased significantly due to the impact of the COVID-19 pandemic on global tourism. In 2022, the hotel's revenue returned to growth, reaching the highest value in the last 12 years.

Sales



In conclusion, despite the fluctuating trend of the hotel's revenue over the last 12 years and external challenges such as the Westgate Mall attack in Nairobi and the COVID-19 pandemic, the hotel was able to adapt and overcome these difficult times thanks to its extreme flexibility and low incidence of fixed costs. The hotel has shown its ability to quickly respond to market changes and maintain a strong position in the hotel industry.

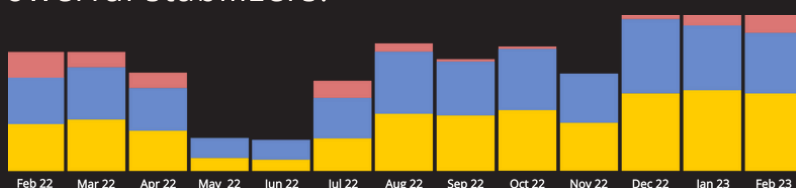
PRIORITIZING SUSTAINABILITY ELECTRICITY AND WATER

Electricity

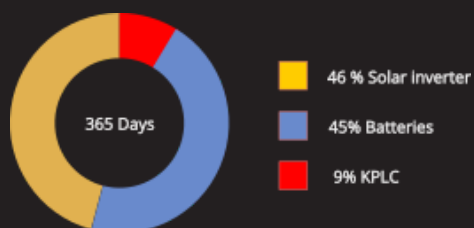
The cost of electricity in Kenya can make a significant impact on an hotel's management. Unfortunately, the average cost of electricity in Kenya is one of the highest in Africa, and it can represent a substantial portion of a hotel's operational expenses.

Moreover, the frequent equipment breakdowns, voltage fluctuations and maintenance costs of the power generator add more challenges to the mix.

That's why, from the very beginning, we decided to invest in sustainable and efficient energy solutions such as solar energy and powerful stabilizers.



This what we call "the Solar Boulevard", a covered arcade connecting the Helipad to the lodge. It's covered because it hosts our solar panels, giving us the energy independence.



Water

The quality and availability of fresh water represent a fundamental aspect in hotel management. **We are proud to produce 100%** of the water used in our hotel through our desalination system. This not only allows us to have full control over the quality of our water but also ensures that we are reducing our environmental impact by not relying on outside sources of water. Our commitment to sustainability extends beyond just our water production, as we strive to minimize our carbon footprint and implement eco-friendly practices throughout our operations.



WHAT WE DO

In recent years, the concept of a luxury boutique hotel has evolved significantly. It is no longer sufficient to offer an elegant environment and standardized services.

Today, customers are looking for a personalized experience that caters to their specific needs.

The keywords for defining this type of experience are privacy, silence, personalized service.

Privacy is a fundamental aspect of a luxury boutique hotel, where the customer must feel safe and reserved. Common areas must be organized in such a way as to guarantee the privacy of individual guests.

Silence is another fundamental element to ensure a pleasant experience for the customer. A luxury boutique hotel should be an oasis of tranquility, away from the chaos of the city.

Personalized service is the heart of a luxury boutique hotel. Staff must be attentive to customer needs and able to meet any request. The quality of service is the key to creating an unforgettable experience.

Finally, we cannot forget the importance of online reputation. In an increasingly digital world, the online reputation of a luxury boutique hotel can significantly influence the customer's choice. For this reason, it is essential to maintain an active and positive online presence, offering quality service and responding to customer reviews promptly and effectively.

The Charming Lonno Lodge

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N. 1 di 39 hotel a Watamu

390 Kanani Road, Watamu 80202 Kenya



Highest rated hotel on Tripadvisor based on traveller reviews.

2022

2021

2020

2019

2018

2017

2016

2015

2014

2013

2012

2011



Rewiews from millions of Tripadvisor travellers place this Hotel in the top 1% worldwide.

2022

2021

2020

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GET IN TOUCH

- +254-726-226 292
- The Charming lonno Lodge - Watamu
- www.luxurybeachfrontpropertyforsale.com
- [info @lonnolodge.com](mailto:info@lonnolodge.com)



@lonnolodge