

Business Ledger

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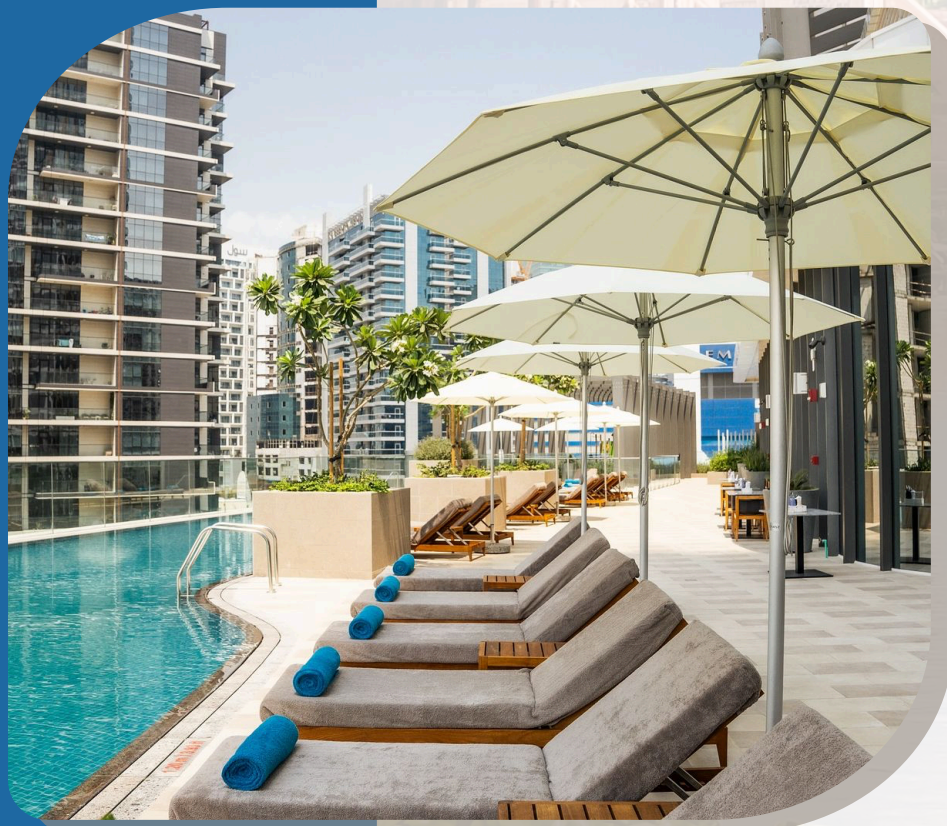




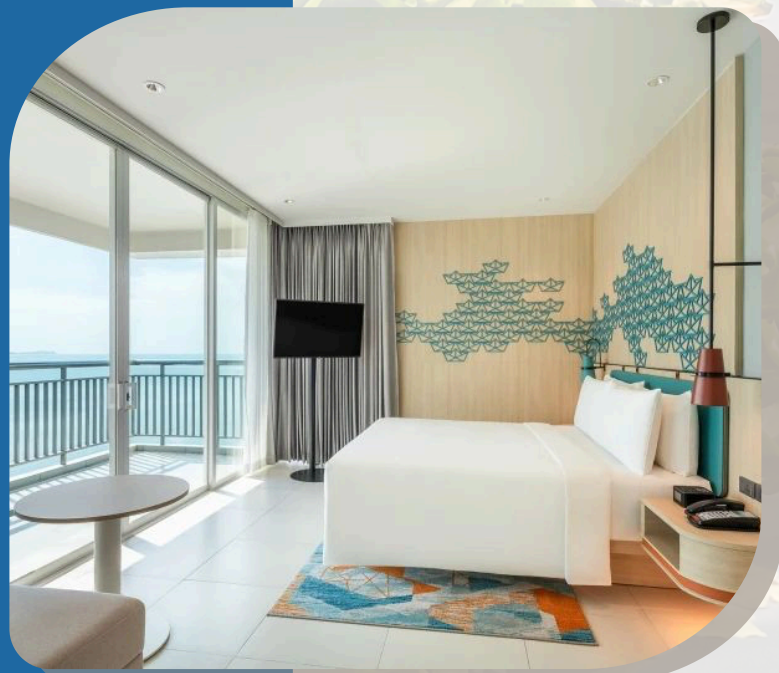
The Rise of Domestic Travel

East Africa's Hospitality: **Driven by Local Demand**

East Africa's hospitality industry is undergoing a profound transformation no longer defined solely by international arrivals, but increasingly powered by its own people. Domestic travel has moved from the margins to the mainstream, becoming a powerful force behind hotel bookings, safari lodge stays, and camp check-ins. From Nairobi to Arusha to Entebbe and Kigali, a growing wave of local travelers young professionals, families, and regional business guests is reshaping the sector's future.

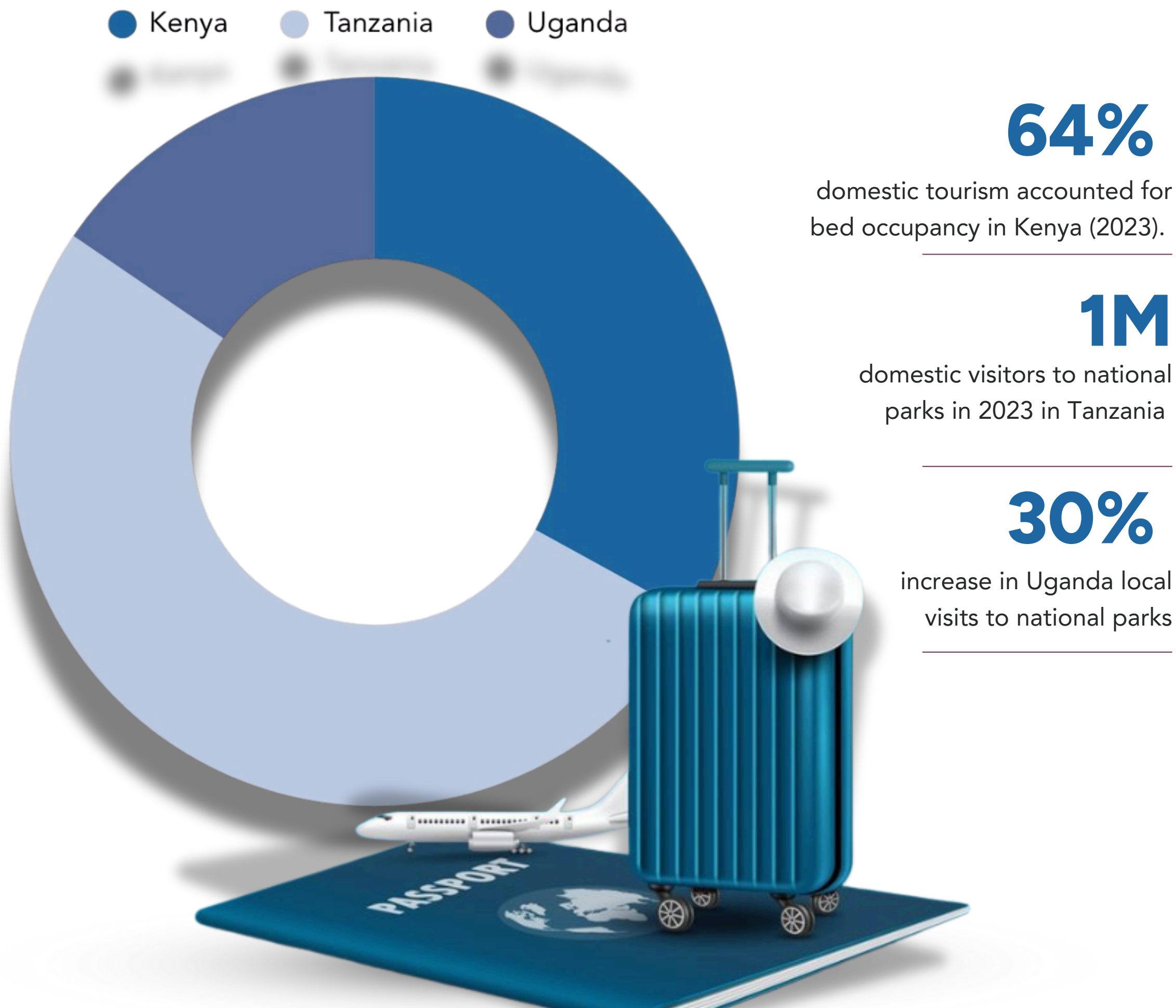


This regional shift is driven by rising disposable incomes, improved transport infrastructure, mobile-first bookings, and a renewed appetite for authentic, homegrown experiences. As local demand rises, hospitality businesses must evolve how they market, operate, and engage or risk being left behind in a travel economy where convenience, connection, and cultural relevance now define competitiveness.



Domestic Travel by the Numbers (2024 Highlights)

This trend is evident across the region, as illustrated by Kenya's 64% domestic bed occupancy in 2023 (KTRI), Uganda's 30% rise in local national park visits (Uganda Wildlife Authority), and Tanzania exceeding 1 million domestic national park visitors in 2023 (Ministry of Natural Resources and Tourism).



Evolving Traveler Behavior & Payments: **What's Driving the Shift?**

Local travelers are seeking authentic, memorable, and share-worthy experiences. Mobile money is a pivotal enabler, simplifying payments and often being the cheapest option for transfers. This ease of payment encourages higher transaction values

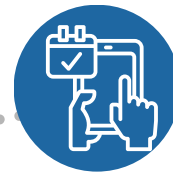
Key Drivers of the Shift:



Rising Disposable Incomes: More locals have the means to travel and explore their own countries.



Improved Transport Infrastructure: Enhanced roads and transport links make it easier to reach destinations.



Mobile-First Bookings: The prevalence of mobile technology simplifies the booking process



Renewed Appetite for Local Experiences: Travelers are seeking authentic, homegrown experiences



Economic Resilience: Strong domestic market provides a crucial buffer against external shocks like geopolitical tensions.

Key Business Insights & Actionable Strategies: **How Hotels Acquire Business**



Prioritize Direct Bookings

Hotel websites generated 60% more revenue per booking than OTAs in 2024, due to longer stays & 7 higher-value add-ons



Enhance Customer Experience

Curate local, share-worthy experiences & demonstrate transparent values like sustainability.

How Hotels Are Adapting to Win: **Strategies for Success**



Embrace Technology

Seamless operations from booking to check-out are critical for success.



Secure Payments

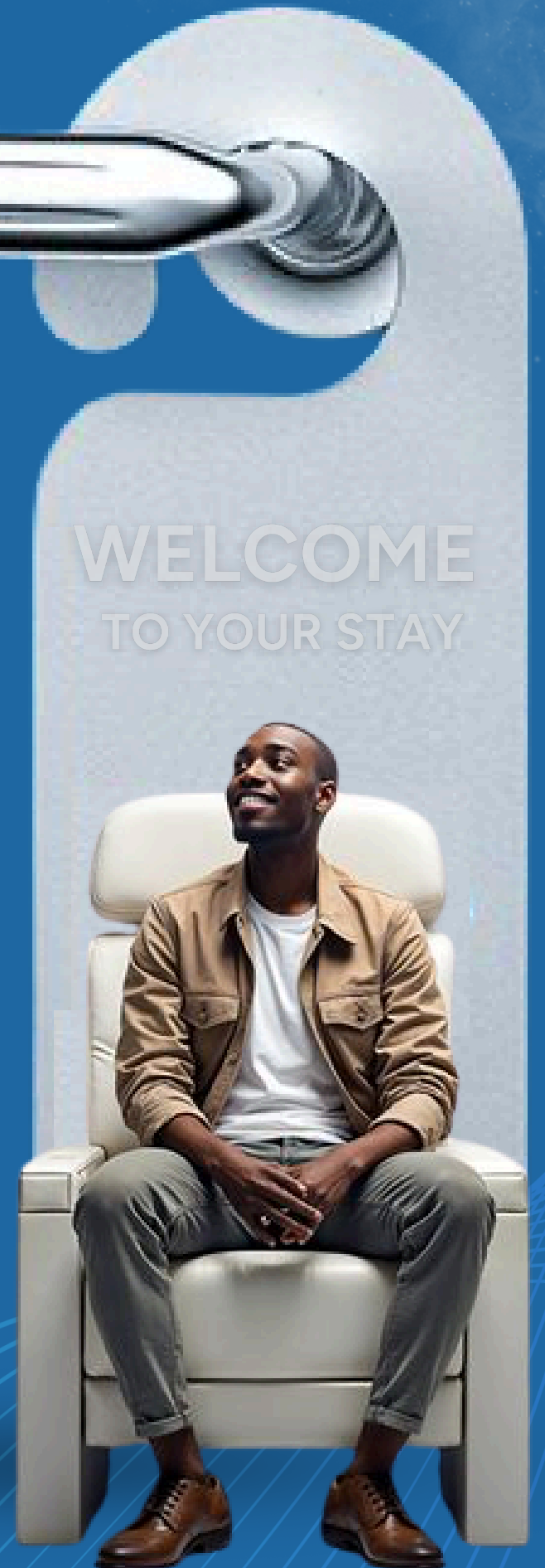
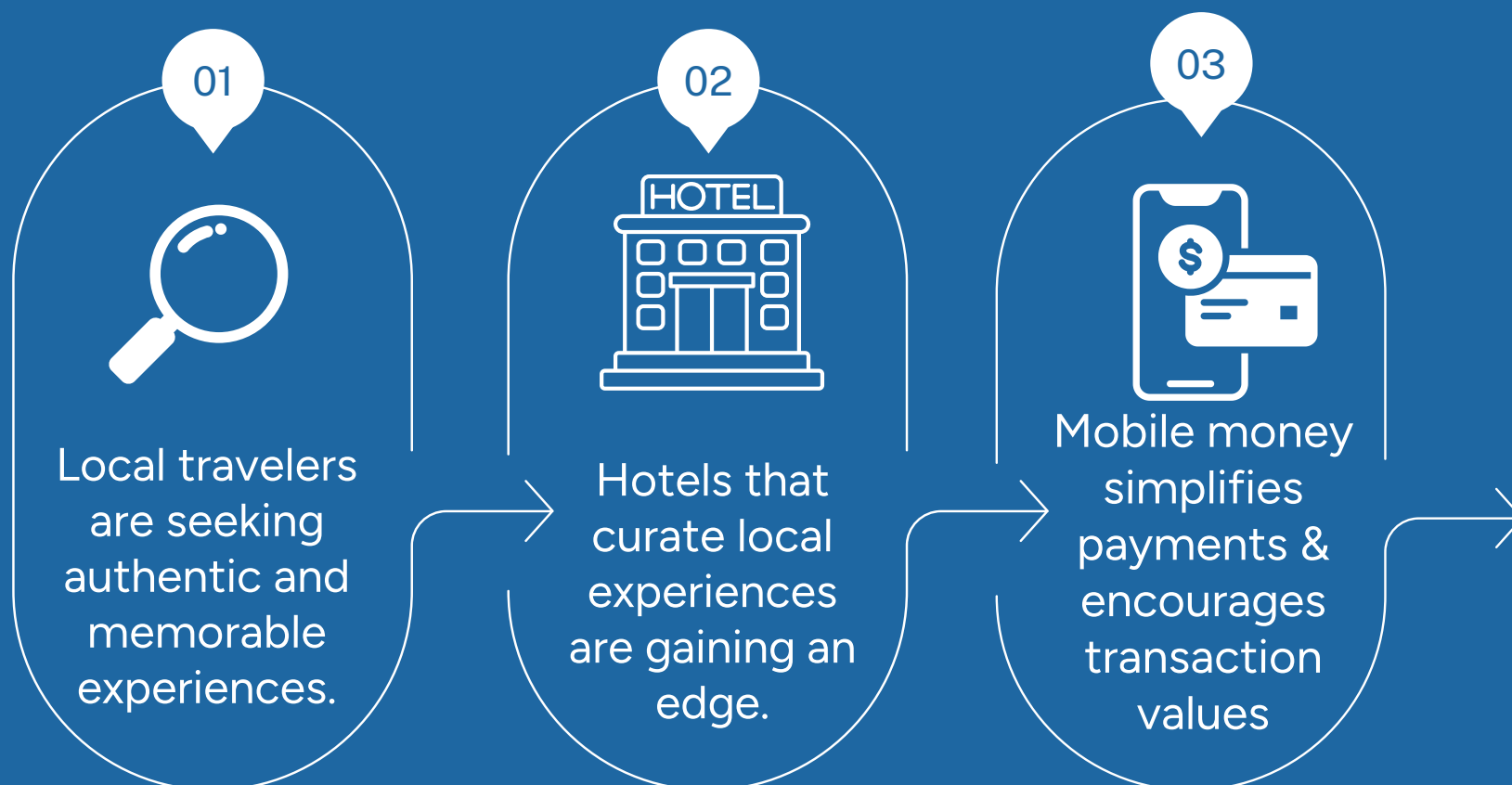
Fraud prevention and secure transactions are paramount to building trust with local customers

Behavior & Payments: How Hotels Are Adapting to Win

As domestic travel gains prominence, understanding local traveler behavior becomes paramount.

In Kenya, for example, while coastal regions and Nairobi traditionally lead, there's a growing call to explore less visited areas, prompting diversified tourism product offerings beyond traditional safari and beach destinations.

The three-stage customer journey



Pesapal's Reserveport Solution: The **All-in-One Platform** for **Hospitality**

To capitalize on this shift, businesses need to address operational pain points like secure payment processing and reconciliation. Pesapal's Reserveport offers a comprehensive solution by integrating bookings, payments, & reconciliations into a single, efficient system. This platform also allows for dynamic pricing, enhanced security, and multi-property management.

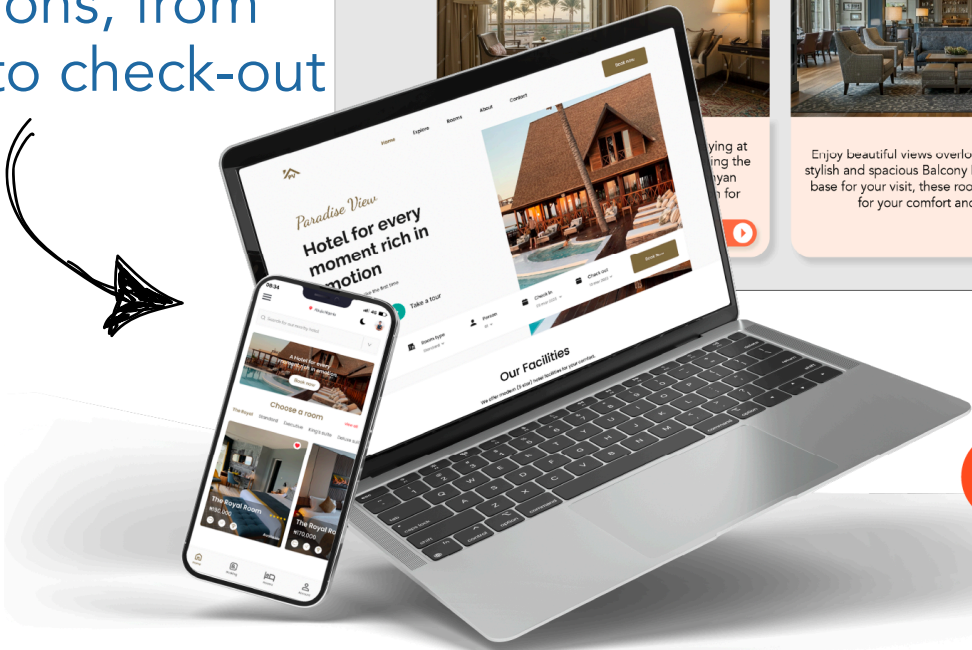
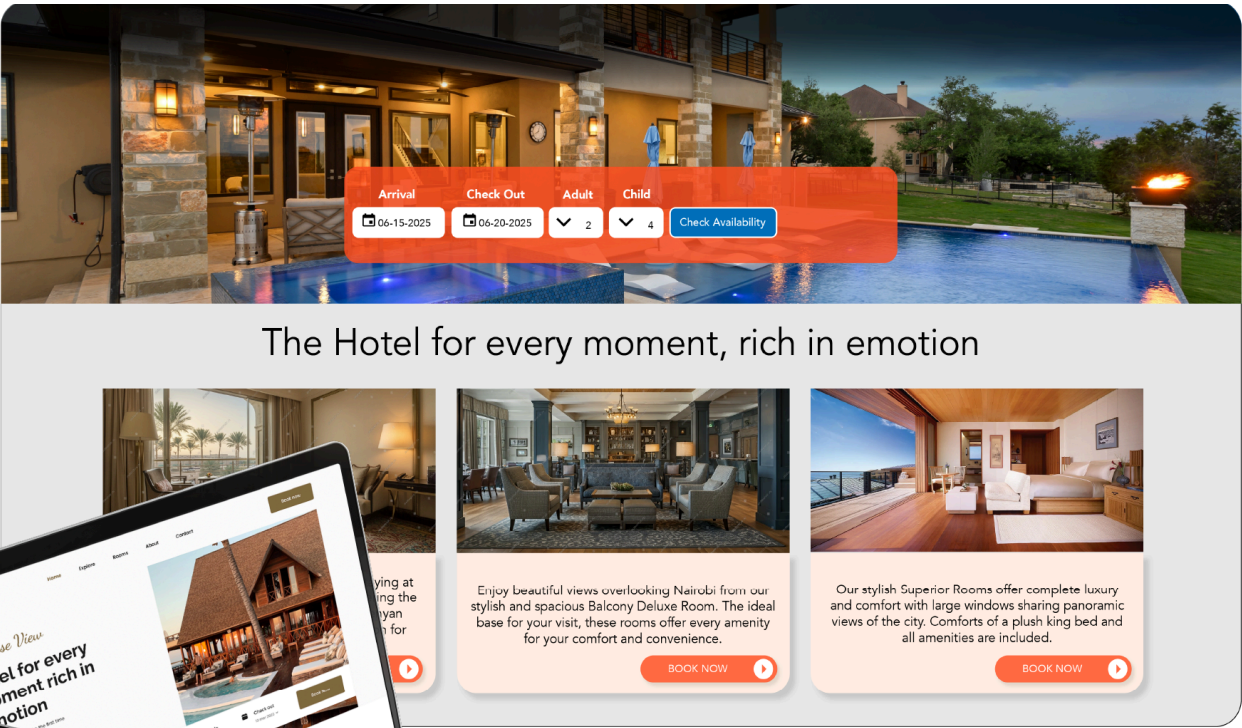
Boost Online Bookings on Your Website with Reserveport

Automated Bookings

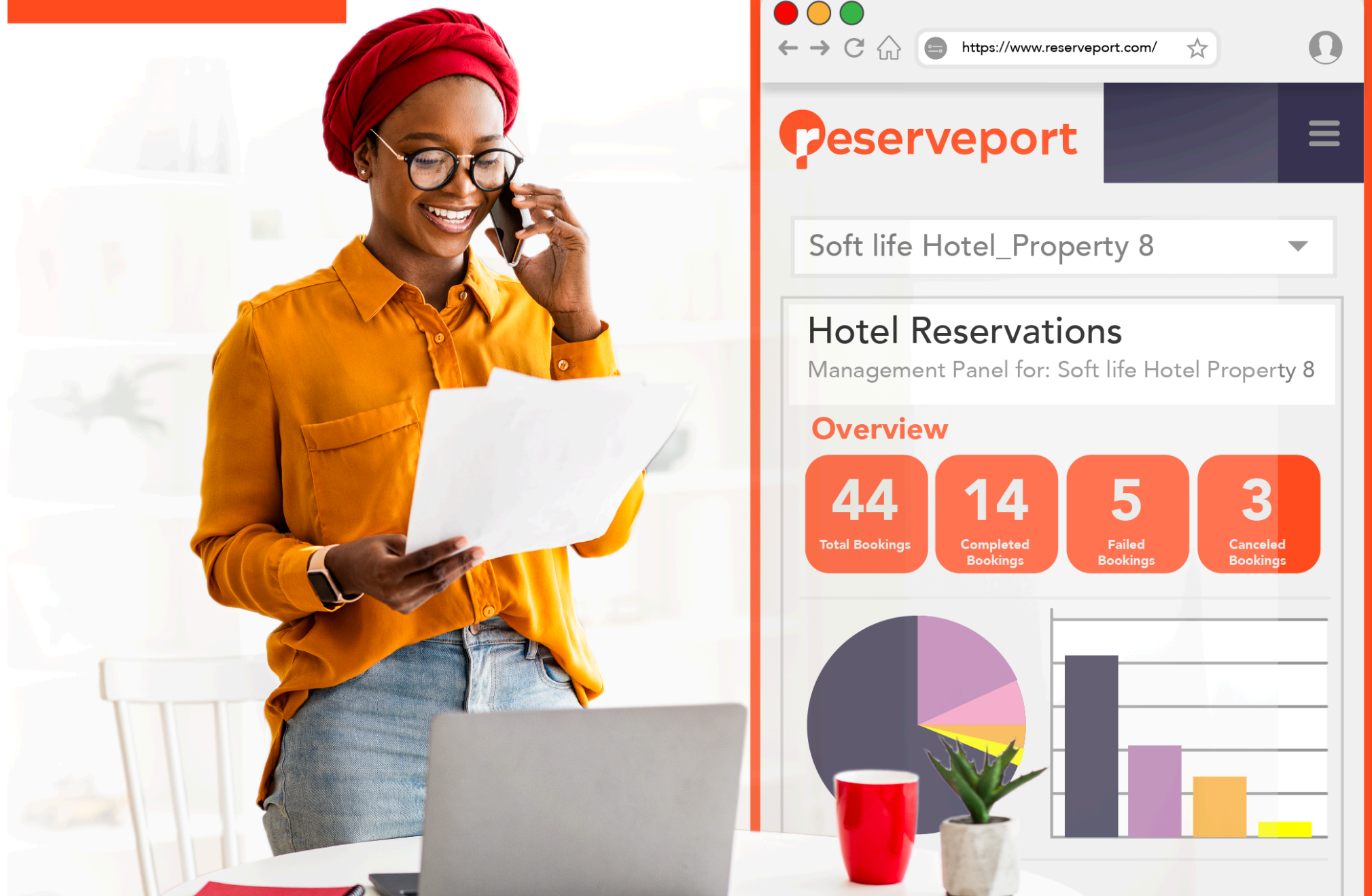
Integrated, Secure Payments

Streamlined operations, from booking to check-out

Robust Analytics & Reporting



reserveport



- ✓ **Reserveport automates bookings, payments, and reconciliations in a single system.**
- ✓ **A powerful Channel Manager and Booking Engine help hotels optimize pricing and improve conversion rates.**
- ✓ **The platform integrates 10+ payment methods, including mobile money, cards, and e-wallets, with fraud prevention and chargeback management.**
- ✓ **Features like online check-in, real-time notifications, and multi-currency options provide a seamless booking experience.**
- ✓ **Gain clear insights into financial performance and guest behavior with the platform's reporting tools**



POWERING THE DIGITAL FUTURE OF EAST AFRICAN HOSPITALITY

- The shift to domestic travel is a significant, sustainable opportunity for the region's hospitality industry.
- Success depends on optimizing digital channels and integrating advanced solutions.
- Pesapal's Reserveport enables businesses to consolidate multiple platforms into a single, efficient system.

With Pesapal, businesses gain a powerful partner, enabling them to consolidate multiple platforms into a single, efficient system, ensuring seamless travel experiences for both customers and service providers, and ultimately powering the digital future of East African hospitality.