



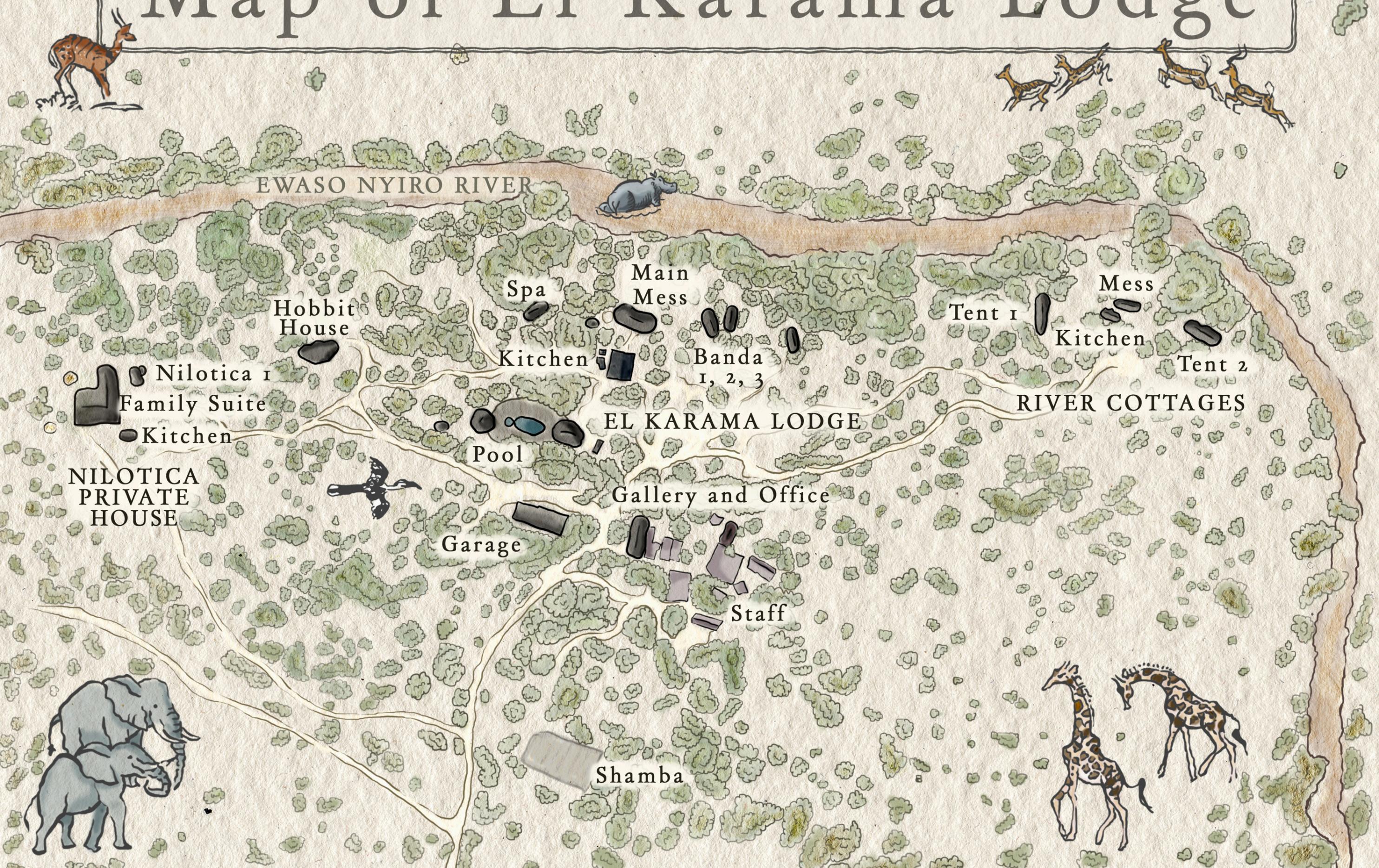
EL KARAMA LODGE
LAIKIPIA

SALES MANUAL

Everything you need to sell El Karama Lodge



Map of El Karama Lodge



EWASO NYIRO RIVER

Hobbit House

Spa

Main Mess

Mess

Tent 1

Kitchen

Tent 2

Nilotica 1
Family Suite
Kitchen

Kitchen

Banda
1, 2, 3

RIVER COTTAGES

EL KARAMA LODGE

Pool

Gallery and Office

NILOTICA
PRIVATE
HOUSE

Garage

Staff

Shamba

How to Sell El Karama Lodge to your clients?

Our beautiful little lodge has developed organically in the past decade to become the award-winning, family-friendly lodge it is now. This manual is here to show you and your team how to sell us appropriately and with confidence.

First: please book in a FAM so we can share the experience with you first hand.

Second: please use this manual to help expand on what we are and what we can offer, how to choose the best room and activities for your client and what to expect from our unique price point and value offering. This lodge and offering is designed for four night stays.

Third: visit ResRequest for live availability, Safariportal, WETU and The Africa Hub for sales info and itinerary support.

What are we?

An owner operated safari lodge of just 8 unique cottages, located in the heart of Laikipia, on a privately owned wildlife conservancy of 14,000 acres. Operating on exclusive solar energy and eco-friendly practices, this lodge aims for minimal footprint and maximum positive impact. Our primary purpose is to contribute directly to conservation and habitat management on El Karama Wildlife Conservancy.

With a strict local procurement strategy and employment relationship with our local neighbours, we have a proven track record in ensuring that the benefits of eco-tourism stretches far beyond the boundaries of this habitat.

Our outreach has supported multiple families in our community through jobs, training and development, beading, purchasing and outsourcing of certain jobs like transfers, goods and procurement.



Where are we?

- Just over 1.5 hour from the Nanyuki airstrip by road
- 1 hour from Nanyuki town
- Between OI Jogi and Segera with Mpala to the North
- 14,000 acres of private wildlife conservancy land with direct views of Mount Kenya, the Aberdares and Lolldaiga Hills. The whole Western boundary is river frontage including in front of the lodge – the river is the Ewaso Nyiro.

Wildlife

Exceptional Laikipia wildlife experience. Expect to see daily sightings of elephant, buffalo, hippo, reticulated giraffe, Grevy's zebra and plains game. Commonly seen lion pride. More sporadic: leopard, cheetah and wild dogs. Aardwolf, bat-eared foxes and striped hyena commonly seen too.

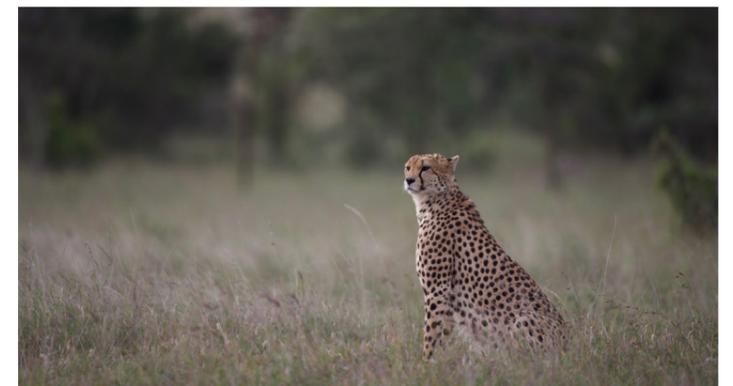
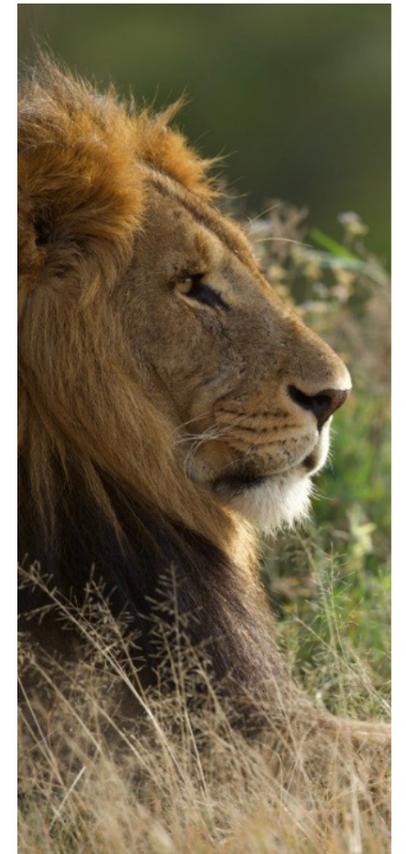
We specialise in privacy and exclusivity in sightings, no crowding as the only lodge on the Conservancy our guests get incredible value from being alone and seeing wildlife in a peaceful and meaningful way.

Great diversity of species, over 88 mammal species counted. Northern endemics include the Laikipia hartebeeste, Grevy's zebra, gerenuk, vulturine guinea fowl. The greater kudu is also seen here sporadically.

Bird count is 434, we take part in an annual census and have come third in the country ahead of Lewa every year for the past three years that we have taken part.

We have a dedicated birding guide in our lodge who can be booked on request.

We have an in-house bird and mammal list available for guests written and illustrated by Lavinia Grant, the co-founder of the Conservancy.



Partnerships

El Karama Wildlife Conservancy, Kenya Wildlife Service, Lion Landscapes, For Rangers, The Leo Project, The Laikipia Tourism Association, The Laikipia Wildlife Forum, The East African Wildlife Society.



Accolades

- Winner of The Eco Warrior Award, Eco Tourism Kenya
- Winner of the most environmentally friendly Lodge, Safari Awards
- Signature Experience Award, Kenya Tourism Board
- Top six walking safaris in Africa, The Daily Telegraph UK
- Top 10 Family Safaris, Red Magazine

Both founders, Murray and Sophie Grant, were awarded their Honorary Wardens status for Laikipia in 2022.

El Karama Wildlife Conservancy

El Karama Wildlife Conservancy is Kenya's first legally protected wildlife conservancy under the law. Originally a cattle ranch started in 1964 by Kenyan born citizen Guy Grant, a rancher and at the time professional hunter, this lodge was created to generate valuable revenue to assist in the wildlife conservation goals of this habitat and family. It has a very strong conservation history but also a one-of-a-kind artistic heritage. The founder and owner of the Lodge, Murray Grant, is a professional wildlife sculptor and artist, his mother Lavinia Grant is an author, painter and botanical illustrator and the co-founder and owner Sophie Grant, is also an author with her first book *The Bush Kitchen: Notes and Recipes from the Wild*.

Lodge infrastructure:

- Eight unique cottages sleeping a maximum of 24 pax in total.
- Two dining rooms for intimate private dining with open fire places and cosy seating areas
- Large chemical free Eco Smarte swimming pool and baby pool
- Game area with ping-pong and kids games
- Bush School for Kids – with arts/sculpting with termite clay/wildlife games room
- Office reception area
- Bush spa with in house massage/manicure and pedicure treatments next to the swimming pool
- Heli pad
- Registered airstrip EKWC – 1 km drive from the lodge

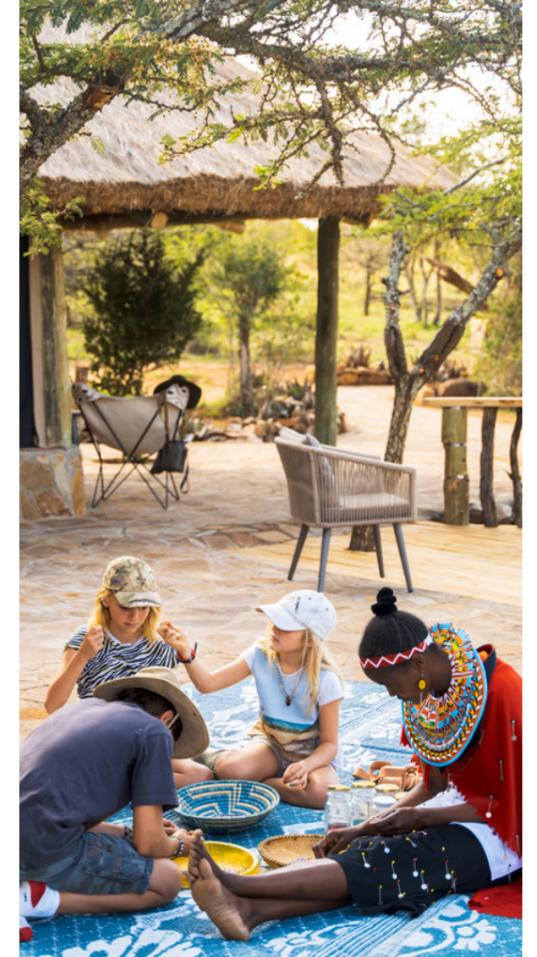
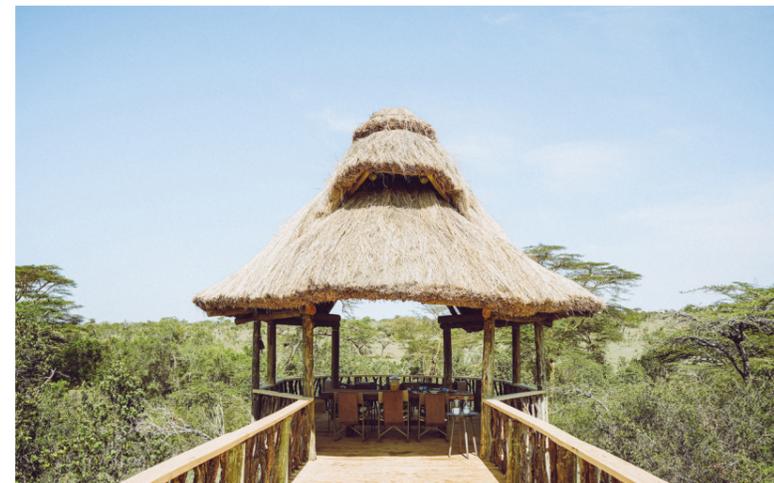
Room details:

NILOTICA PRIVATE HOUSE

Two beautiful brand new spacious suites sleeping four adults and up to four kids across two separate cottages, a sunbathing deck, private dining deck under thatch, private fire pit, salt lick attracting wildlife, outdoor bath and shower for cooling off, private kitchen and private open top, cab-less land cruiser – brand new for 2023. **EXCLUSIVE USE.**

Three rooms in total – one master suite with two interconnecting rooms/one double or twin suite with private veranda.

Wifi | Dining area | Private access and parking | Exclusive use vehicle | Butler service | Walkie talkies



THE HOBBIT HOUSE

Family house sleeps two adults and up to four kids across two bedrooms with two treehouse floors. One double/ four singles/ large shared bathroom, writing desk, sofas and coffee table in central room. New for July 2023, ensuite outdoor bathroom for Bedroom Two and a wooden deck for lounging in the day time. Nearest to the lodge swimming pool.

Wifi | **Private car** (if group is four pax or more) | **Outdoor space** (to be added in May 2023)



THE BANDAS

These charming and cosy, river facing bandas are the original cottages from the main lodge, due for renovation in 2024 to replicate the size and design of Nilotica, these bandas are perfect for couples or singles on a smaller budget. Closest to the central dining room, these rooms do not have wifi.

Bandas One and Three - Double | **Banda Two - Twin** | **Ensuite bathroom** (Bath with shower overhead) | **No Wifi**



THE RIVER COTTAGES

Second exclusive use part of camp, allowing for special groups of up to four adults for special occasions or additional peace and privacy. Exclusive use vehicle included in the price.

Two bedroom cottages, ensuite bathrooms with his and hers sinks, showers and with private verandas and outdoor seating

Bedroom One : double or twin set up – bathroom has an outdoor tub and indoor shower.

Bedroom Two: Double and twin set up – bathroom has indoor tub and indoor shower.

These cottages have their own private dining room, bar, lounge area, fire pit and galley kitchen.

Wifi | **Private Parking** | **Butler service** | **Private car** (if group is four pax or more)



Access

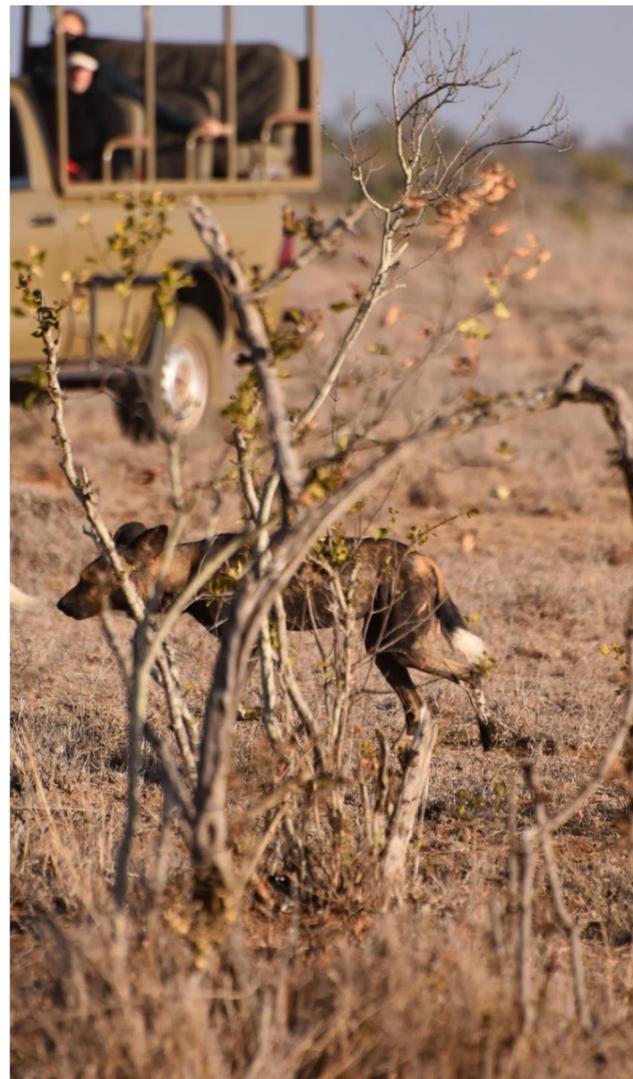
- Private Charter – we can book this for you – 40 minute flight from Jomo or Wilson 10 minute drive from our airstrip to the Lodge, no charges
- Scheduled flights to Nanyuki plus road transfer by Land Cruiser – road transfer one and a half hours each way – separate charge
- Nairobi Meet and Greet plus road transfer by Land Cruiser – minimum five hours each way – separate charge

Activities included in our package

- Guided walking safaris
- Bird and botany walks with dedicated guides
- Game drives and night drives in open safari vehicles
- Bush School for Kids between 10:30-12:30 daily
- Fly camping
- Bush meals and sundowners
- River fishing with handlines and spinners
- Beading with the Turkana ladies
- Pool and games
- Food experiences: cooking lessons in the kitchen
- Shamba tour
- Farm tours to visit the dairy and the bomas

ACTIVITIES THAT CARRY SEPARATE CHARGES:

- Horse riding – three hour morning ride/half day/two hour sundowner ride/full day rides/overnight packages riding with a fly camp
- Day trips to Ol Pejeta to see black and white rhino
- Heli and fixed wing safaris with Tropic Air: Mt Kenya, Reteti Elephant Sanctuary
- Spa treatments



Typical Stay:

Four nights – with a day trip for rhino.

This would include Lodge stay, fly camping night, walking, drives, a night drive, Bush School for family groups, kitchen sessions, a bush breakfast and a bush dinner.

Horse Riding

This is done with a third party, led by two expert female guides and known equestrians. The stables are a 25 minute game drive from the lodge and adjacent to the Conservancy boundary. It is only available with advance booking at reservations stage, non-refundable once the deposit is paid. Guests must be experienced riders for bush riding only – that means able to depart at a gallop, using English saddles.

Age limit: 12 and above



Heli safaris/fixed wing excursions:

We can book this, preferred in advance to avoid disappointment, please include for the primary booking.



Simon Werry | Tropic Air



Simon Werry | Tropic Air



EL KARAMA LODGE
L A I K I P I A

GET IN TOUCH

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