

URBAN
ELEPHANT

Cape Town

URBAN ELEPHANT
HOTELS & TOURS
The brand that loves
you back.

INVESTORS PORTFOLIO



WE DON'T
JUST FOLLOW
GLOBAL
TOURISM TRENDS
— WE
ANTICIPATE THEM

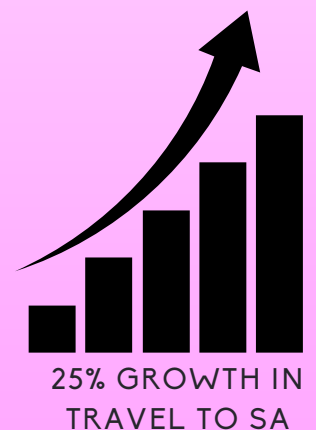
EXPERIENCE-BASED TRAVEL

Urban Elephant is more than an amazing place to stay — it's a gateway to experiences. Our guests aren't just looking for a bed; they want connection, culture, and stories to take home. Through Urban Elephant Hotels & Tours and curated local partnerships, we offer authentic, design-led, experience-based travel that reflects the global shift toward meaningful, conscious tourism.

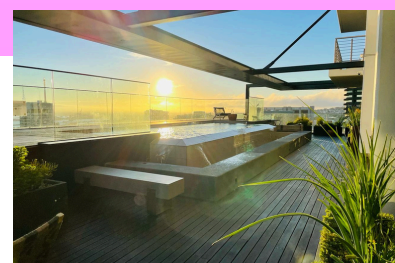
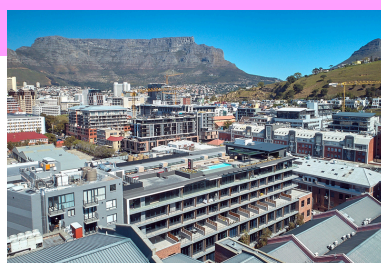
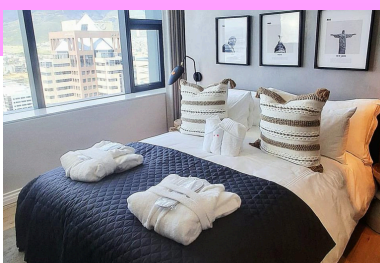
From private safaris and Cape culinary walks to wellness retreats and local art immersions, Urban Elephant represents the next generation of hospitality — one that ticks every box for the future of travel: sustainability, local collaboration, personalised service, and genuine connection.

THE FUTURE OF TOURISM

The global travel landscape is evolving rapidly, and Cape Town is at the centre of this momentum. New international routes from São Paulo, Riyadh, and major US hubs like New York and Atlanta are connecting fresh traveller markets directly to the Mother City — and Urban Elephant is positioned to capture that growth. Tourism data shows that South Africa's international arrivals are projected to grow by more than 25% in the next five years, with the USA and Saudi Arabia emerging as key growth markets. These travellers seek more than conventional hotels — they want immersive, design-led, authentic stays that tell a story.



Urban Elephant is built precisely for this shift. Our hybrid hotel model offers the independence and local authenticity global travellers crave, supported by hotel-level service and global distribution reach. Our digital marketing, online travel agency (OTA) visibility, and curated experiences align perfectly with what international guests now value most — purpose, comfort, and connection. As Cape Town welcomes new direct routes from São Paulo to Cape Town, as well as increased connectivity across the Middle East, Africa, and Europe, Urban Elephant stands as the modern, flexible hospitality brand ready to meet this new wave of inbound demand.





WHY PARTNER WITH US

- 95% summer occupancy and strong year-round performance
- 85%+ annual average occupancy, even in low season
- Higher nightly rates through strong OTA visibility, brand trust, and exceptional guest satisfaction
- Professional operations management covering maintenance, housekeeping, guest relations, and owner reporting
- Award-winning guest experience that consistently outperforms competitors in reviews and ratings
- 4-Star graded properties with a proven standard of excellence across every location
- Hospitality Management Expertise — we go beyond short-let management by running full-service operations that blend hotel-level service with short-stay flexibility
- A Recognised Brand Advantage — owners benefit from Urban Elephant's reputation, visual identity, and guest loyalty. Our name carries weight on OTAs, social media, and direct bookings — driving stronger returns than standard short-let operators
- A Guest Experience Beyond Airbnb — our guests enjoy more than just a key code and a bed. They receive daily housekeeping, on-call guest relations, curated local experiences, and concierge-style care from a dedicated team. Every stay feels safe, supported, and personal — the difference between a host and true hospitality
- Scalable brand strength that grows property value through design, visibility, and consistency
- End-to-end marketing and distribution strategy, with a presence on all major channels and a fast-growing direct booking network
- Hands-free ownership — we handle every detail while you earn returns with peace of mind
- Positioned for international expansion as global demand for hybrid stays continues to rise

THE URBAN ELEPHANT DIFFERENCE

- A Recognised Brand Guests Trust — elegant apartments, spotless housekeeping, seamless check-ins
- Power Through Visibility — strong OTA presence, supported by brand marketing and SEO
- Tech + Heart — intelligent systems like RoomRaccoon balanced with warm, human service
- Consistent Quality — every apartment reflects our signature look and standard
- Proven Growth — referrals and owner satisfaction, not volume listings
- Repeat Business — through The Herd loyalty program and brand reputation
- The Human Touch — technology doesn't replace connection; that's why we are the brand that loves you back



THE HERD LOYALTY PROGRAM

Urban Elephant is proud to be the only short-stay and apartment-hotel brand in Cape Town with its own loyalty program. Our community of returning guests, known as The Herd, earn rewards and exclusive benefits every time they stay. This drives consistent repeat bookings and long-term loyalty across all Urban Elephant properties. Members enjoy:

- Early check-in and late checkout
- Free upgrades (when available)
- Access to seasonal offers and partner experiences
- 10% Future Discount

PARTNER WITH CONFIDENCE



“Urban Elephant turned my apartment into a five-star performer.” — Owner, 16 on Bree

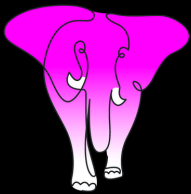
“Professional management, excellent communication, and complete peace of mind.” — Owner, The Docklands

“Their team manages everything — guests, maintenance, reviews, pricing — better than any other operator we’ve worked with.” — Owner, The Rose

Urban Elephant is Cape Town’s leading hybrid hospitality brand — where serviced apartments meet 4-star hotel excellence. We offer a proven management model for property owners and an unforgettable experience for guests. Through innovation, design, and genuine care, we’re redefining what short-stay hospitality means in South Africa.

Owners partner with us for peace of mind and strong returns. Guests choose us for connection, comfort, and consistent quality. Urban Elephant is more than a place to stay — it’s a brand that moves people.





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