

MIKOKO NATURE TRAIL

Upscaling Ecotourism Along Tudor Creek





The program is currently being implemented as a start-up business by Big Ship CBO, a community based organization that aims at promoting sustainable biodiversity and improving community well being through collaborative actions and practices.

About Us

Mikoko nature trail is a sustainable tourism program blending conservation and cultural preservation to offer unique and immersive experiences with the peril-urban mangroves of Tudor creek, Mombasa.

The Problem



Limited Tourism Options

Inexistence of diversified tourism products within Mombasa.



Mangrove Degradation

Overexploitation of the mangroves by the community leading to unprecedented degradation.



Rising Poverty/Unemployment

Increased poverty levels due to high unemployment rates of young people within Mombasa leading to increased crime rates and substance abuse.



Boardwalk

Establishment of a 1.7-meter boardwalk through the mangroves of Tudor Creek.



Alternative Livelihoods

Alternative and sustainable ways such as beekeeping of utilizing the mangrove forest.



Eco-Center

The construction of an Eco-Centre featuring key elements such as a restaurant, conference facility, amphitheater, floating jetty, and an ablution block.

Solution

Our solution aims at improving the socio-economic wellbeing of the adjacent community by creating job opportunities thus reducing poverty levels and over dependency on the mangrove ecosystem as a major source of livelihood

Product

Mikoko Nature trail offers a unique blend of nature , conservation and cultural experience by offering immersive experiences such as mangrove guided tours, canoe rides through the hidden mangrove channel, bird watching, mangrove mud baths, local cuisine tasting and cultural experiences like traditional dances.





Eco-Adventure

Eco adventure blending immersive authentic cultural experiences



Empowerment

Promote sustainability, conservation, and Community empowerment.



Unique Value Proposition

Target Market



Academia (educational groups)



Nature enthusiasts



Conservationists



Eco-conscious Travelers



Cultural Tourists



Bird watchers



Adventure seekers



Local residents



Generating Money

- We are likely to generate income through Customers paying for services like boat rides, conference facility, restaurant, mangrove guided tours, cultural experiences such as traditional dances.



Expenses

- The major expenses once the business is fully operational will be operational cost, licensing, maintenance costs.

Marketing Strategy



Social Media Promotion

Online marketing platforms such as Viator, Get Your Guide.com, Magical Kenya



Partnerships

Partnerships with tour firms



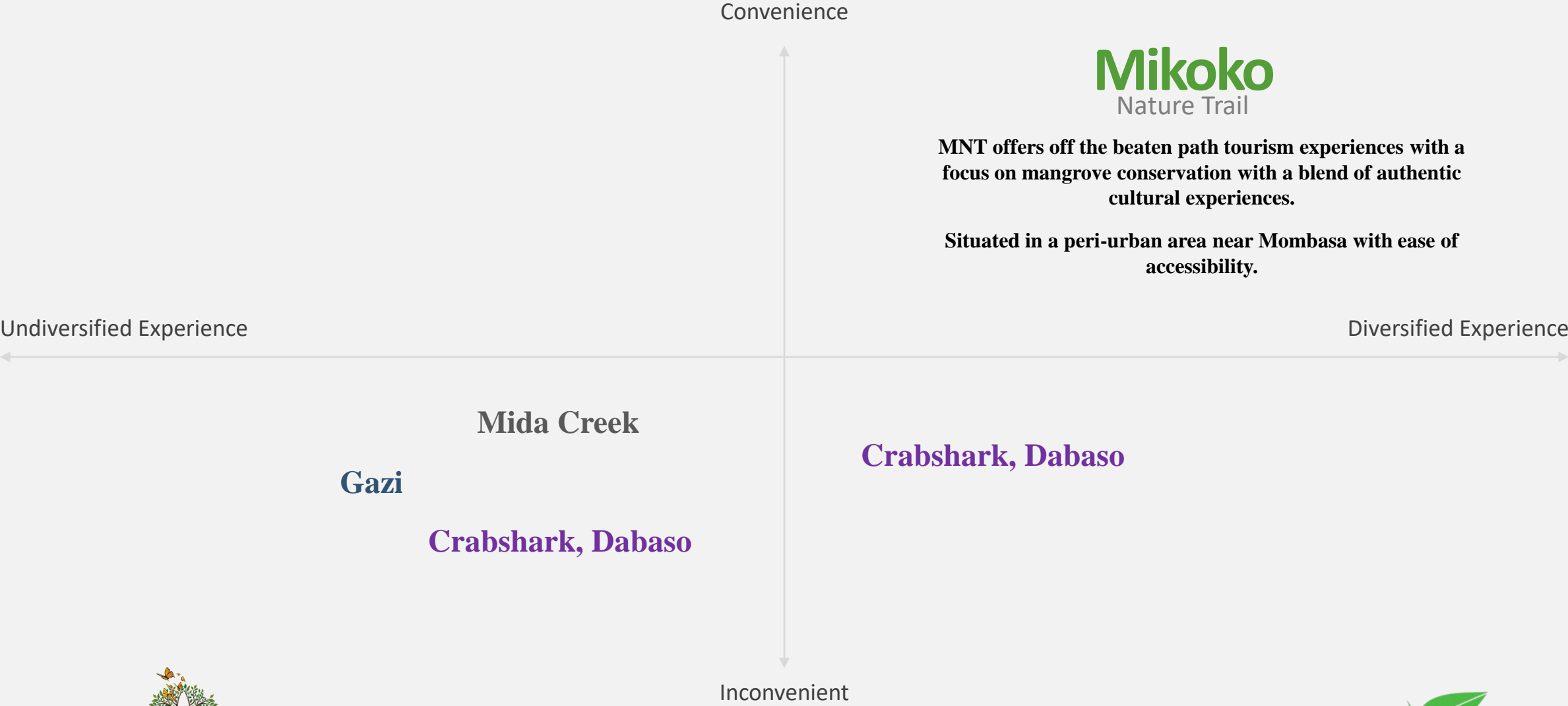
Memberships

Membership with tourism association eg. Currently a member of Ecotourism Kenya



Website – www.mikokonaturetrail.co.ke

Competition



Growth Strategy

How will we scale in the future



Past

From 2010

- Focused more on conservation through mangrove restoration.



Present

2024

- Ideation of the business
- Branding and packaging of the business
- Initiated construction of an Eco-center
- Constructed a 30m boardwalk



Future

- Fully functioning eco-center
- Complete boardwalk (1.7km), jet
- Blending all experiences



Funding we are Seeking

Ksh.28m

We seek an investment of Ksh 28 million to develop a 1.7-meter boardwalk, a modern conference facility, and an amphitheater at **Mikoko Nature Trail.**

This unique project will enhance visitor experiences, attract eco-tourists, and create a vibrant venue for conferences, performances, and cultural events.

The integration of these will boost foot traffic and also position Mikoko nature trail as a premier destination for nature lovers and professionals alike, driving sustainable tourism and local economic growth.




Return on Investment

- We expect to generate monthly revenue of **Ksh 400,000** from the total services offered once the boardwalk, conference facility and restaurant are on fully operational.
- This implies an annual return on investment of about **Ksh 4.8 Million** for a period **6 years** to raise the **Ksh 28 Million**.



THANKYOU

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