

# BeKenya – The 20-Year Compass

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## Book I – The Universal

This book is not read. It is passed through.

It is the echo of rhythm, care, and clarity. It reminds us that beauty and business can meet. That leadership is a form of listening. That truth comes not from us, but through us.

### 1. Root Values

Honesty. Kindness. Support. Presence.

These are not rules. They are frequencies. We tune ourselves to them before tuning anything else.

### 2. The Red Thread

From slavery's shadows to the savannah's sunrise. From graffiti walls to coral reefs. This thread runs through it all: Be real. Be kind. Be Kenya.

### 3. Wealth & Work

We don't earn by extraction. We earn by expansion.

We offer what's true. We let others eat, and we eat.

There is no shame in this.

## Book II – BeKenya

BeKenya is more than a safari company. It is a movement of alignment, offering people from all walks of life a chance to reconnect—with the land, with others, and with themselves.

### 4. The Guest Experience

Each journey begins with awe.

From the first smile at the airport to the rustle of tents in the Mara, BeKenya holds space for guests to arrive not only in a place—but in themselves.

### 5. The 5-Day Safari

\* Day 1: Nairobi to Masai Mara – via the Great Rift Valley. Afternoon game drive.

\* Day 2: Full-day in Masai Mara – Lions, elephants, the Mara River.

\* Day 3: Masai Mara to Lake Nakuru – optional Maasai village visit.

\* Day 4: Morning safari, then to Lake Naivasha – optional walk or relaxed evening.

\* Day 5: Hell's Gate National Park – final ride before return to Nairobi.

Starting from EUR 1,195 (Low Season) / EUR 1,395 (High Season).

## 6. The 2-Day Mombasa Cultural Immersion

Old Town's doors whisper of ancient trade.

Fort Jesus holds stories not all are ready to hear—but we go anyway.

Because understanding comes before healing.

This is where beauty and pain touch hands. Guests feel it. Then they remember it.

Starting from EUR 190 per person – minimal fixed costs, high emotional depth.

## 7. The 4–7 Day Watamu Ocean & Spirit Experience

- \* Blue Safari – dolphins, snorkeling, seafood barbecue under stars.

- \* Gede Ruins – Swahili mystery and memory.

- \* Marafa Canyon – fire-colored silence.

- \* Deep-sea fishing – meditative, reflective, alive.

- \* Optional Extension: Tsavo East – for those not doing Masai Mara.

Starting from EUR 590 per person (4 days) / EUR 890 (7 days) – depending on package and season.

## 8. Pricing Philosophy & Shared Earnings

We charge fair. We share well.

- \* Local drivers and guides – not just wages, but trust.

- \* Schools and communities – seen and supported.

- \* Ourselves – so we stay whole and generous.

## 9. The Inner Code

We are guardians of experience.

- \* Show care before commerce.

- \* Speak truth even when silence sells better.

- \* Act local. Think human.

This is not shown to guests. It is lived with them.

## Final Word

This book is a doorway. You are not meant to carry it. You are meant to walk through it.

BeKenya is not an escape. It is a return—to presence, to joy, to each other.

Be real. Be kind. Be Kenya.