

NOMAD AFRICA x ROOTED

WKND

The Weekender

A travel series
you can book.

Places, people and the stories between them



A travel story with a route to booking

Yaye experiences the place. Nomad gives the story an audience and handles the journey from inspiration to a confirmed stay.

Editorial storytelling

A presenter, film and photography bring the property's people and experiences into focus.

An audience already travelling

Nomad's magazine and digital channels reach travellers across East Africa and internationally.

The booking happens in-house

Nomad is a licensed tour operator across five African countries, handling enquiries and bookings in-house.

\$1.2M+

generated for hotels and properties in 2025

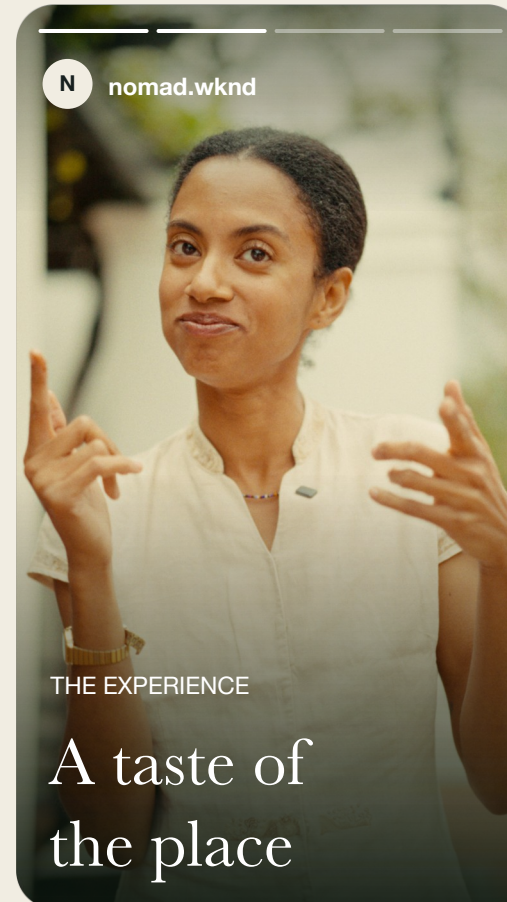
10,000

magazine copies per issue

Yaye is part of the experience

She asks the questions a guest would ask, joins in and gives the audience someone to travel with.

A familiar host connects each destination to the next. The people she meets give every episode its own character.



Six chapters in every WKND

The place and its people decide where the episode spends its time.

01 Getting there

The route, the journey and the first impression.

02 The property

Where you stay and how it feels to be there.

03 The experience

The things you come to do, with Yaye taking part.

04 The people

The hosts, makers and local voices behind the place.

05 The food

The kitchen, the table and what is on the plate.

06 How to book

A clear itinerary and the next step for the traveller.

Cape Grace, through its people



Yaye’s stay begins with a conversation. The team’s warmth carries the story, from the welcome to a lesson behind the bar.

Yaye follows the people and experiences that make the stay.



A day out, a night in



The hotel is the starting point for a Cape Town weekend. Yaye cycles along the waterfront, explores local design and stops for something to eat.

Yaye follows the people and experiences that make the stay.

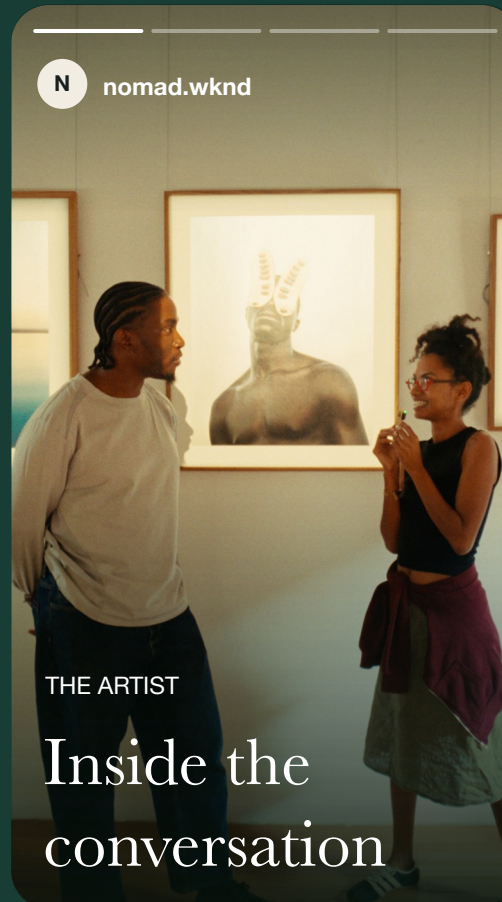


Singita, in conversation with the artist

Singita

An artist's work opens up another way to experience Singita. Yaye asks questions beside the pieces, while the surrounding landscape gives the story context.

Yaye follows the people and experiences that make the stay.



MONT ROCHELLE

SIR RICHARD BRANSON'S SOUTH AFRICAN HOTEL AND VINEYARD

The winemaker, the vines and the first taste

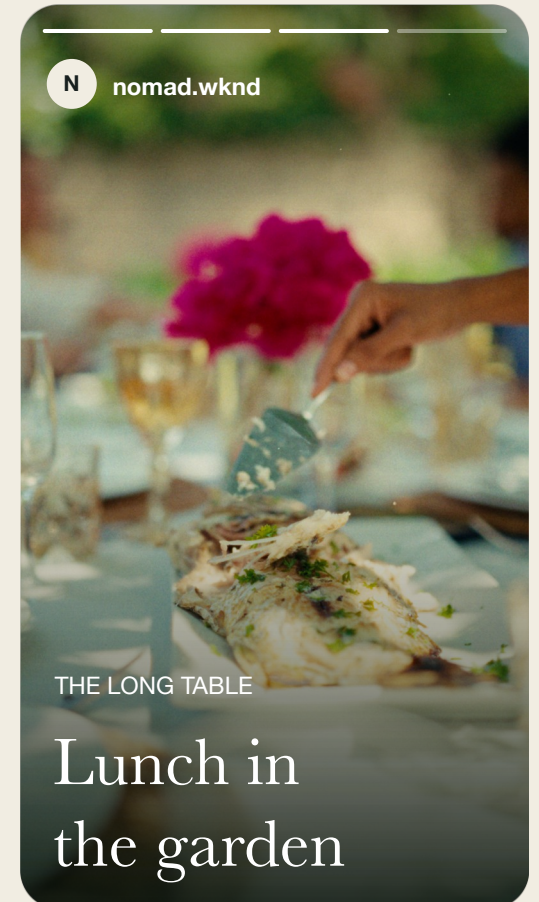


Dhow House, over a long lunch

DHOW HOUSE

A meal gives the whole episode its rhythm. Yaye meets the chef, helps with the preparation and follows the food to a table in the garden.

Yaye follows the people and experiences that make the stay.



Different ways into a place

Each episode can lean into the story that makes its destination worth knowing.



The meal and the person behind it.



An artist or winemaker, in their own words.



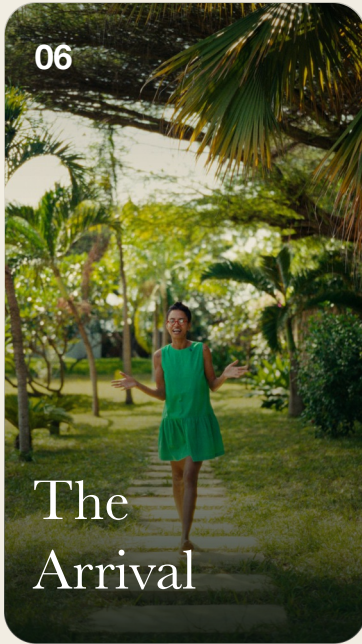
The feel of a property through the hours of a stay.



Local people who open up the destination.



A shared meal and the conversations around it.



The journey and a memorable first welcome.

One production, several ways to watch

8–10 min

One presenter-led film

The complete journey for YouTube and the itinerary page.

6–10

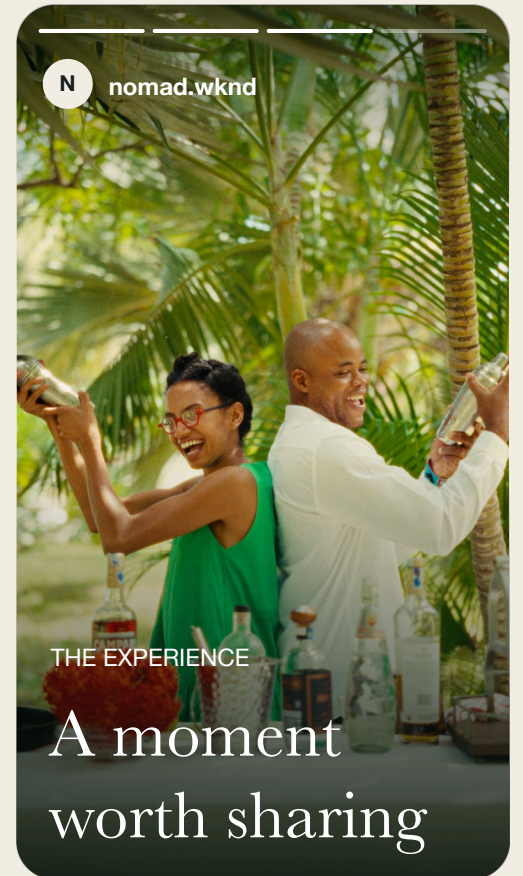
Vertical films

Stories and Reels filmed in 9:16 for the way people watch.

25–40

Edited photographs

A library of images for the story and the property's channels.



Full production format shown. The final mix of films, reels and photographs follows the agreed scope.

From a story to a stay

One connected experience

A viewer discovers the film, reads the story and opens a trip they can enquire about or book.

12 months

for the itinerary and its landing page



NOMAD AFRICA



THE WEEKENDER

A weekend at Cape Grace

The people, the city and a place to return to.

WKND

Cape Town

Cape Grace weekend

Your stay
Food & experiences
Getting there

Explore the itinerary

NOMAD

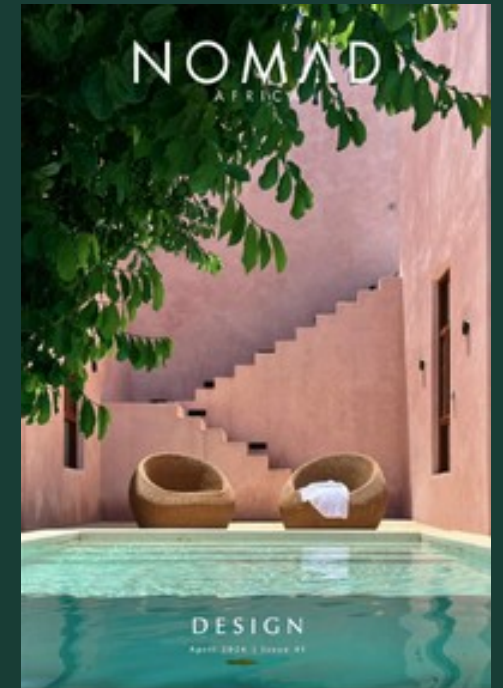
AFRICA

Africa's travel magazine

Stories of African travel and culture, through the voices of the people who know the continent.

10,000

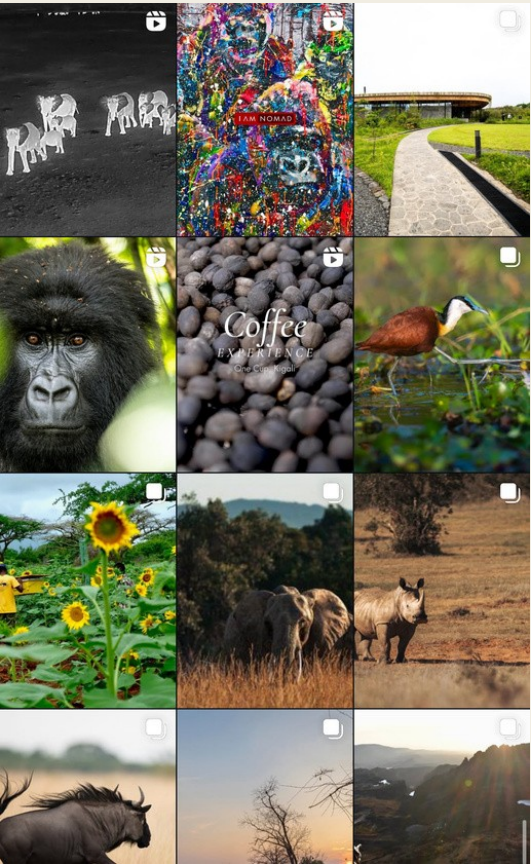
copies per quarterly issue



In the places our readers already spend time

60+ Artcafé sites, leading lodges and hotels, and KOFISI across five African markets.

An audience across print and digital



120K

Facebook followers

33K

Instagram followers

12.5K

monthly pageviews

5,000

newsletter subscribers

1,500+

Travel Club members

5

African markets

Figures from Nomad Media Kit 2026. Audiences overlap across channels.

A collection of bookable trips

21

trips in the WKND
platform snapshot

wknd.nomad.africa

Shela, Lamu	Peponi Hotel
Maasai Mara	Basecamp
Zanzibar	Xanadu Villas
Mahé, Seychelles	Coral Strand Hotel
Akagera, Rwanda	Wilderness Magashi
Franschhoek	Sterrekopje

Platform count and examples reflect the original WKND deck.

Travellers already in Nomad's world

The audience spans East Africa and international guests planning their next stay.

Kenyan professionals

Nomad's high-net-worth Kenyan segment accounts for 38% of its audience. Typical travel includes two or three trips a year, often booked six weeks ahead.

Resident expats

Diplomatic, NGO and corporate communities across five African markets. Many use Nairobi as a base for travel around the region.

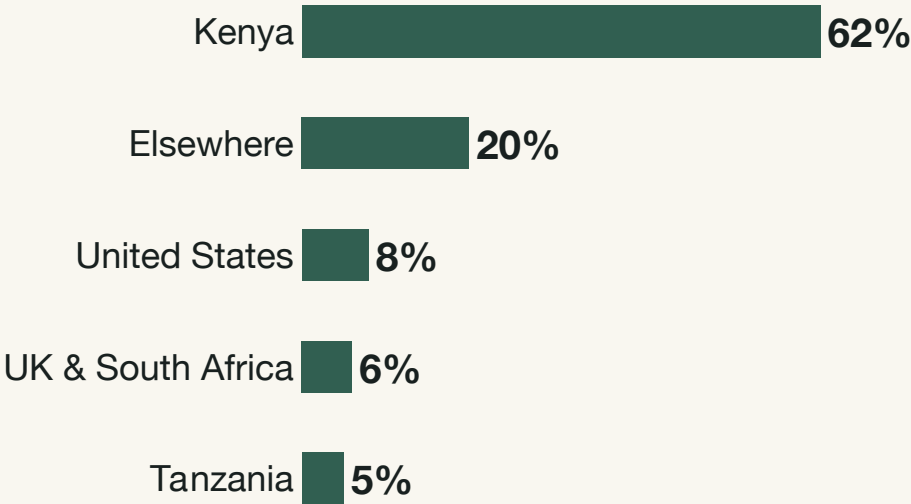
International guests

Around one in seven of the audience, including travellers from the US, UK and Gulf. Nomad reaches them during their travels as well as while they plan.

A property's story sits within an existing travel conversation.

Who the audience is

Where they live



Age

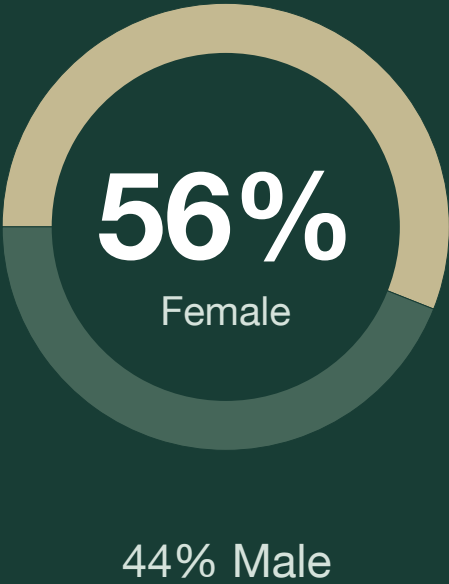
25–34

Largest age group

Other age groups

35–44	24%
18–24	15%
45+	8%

Gender



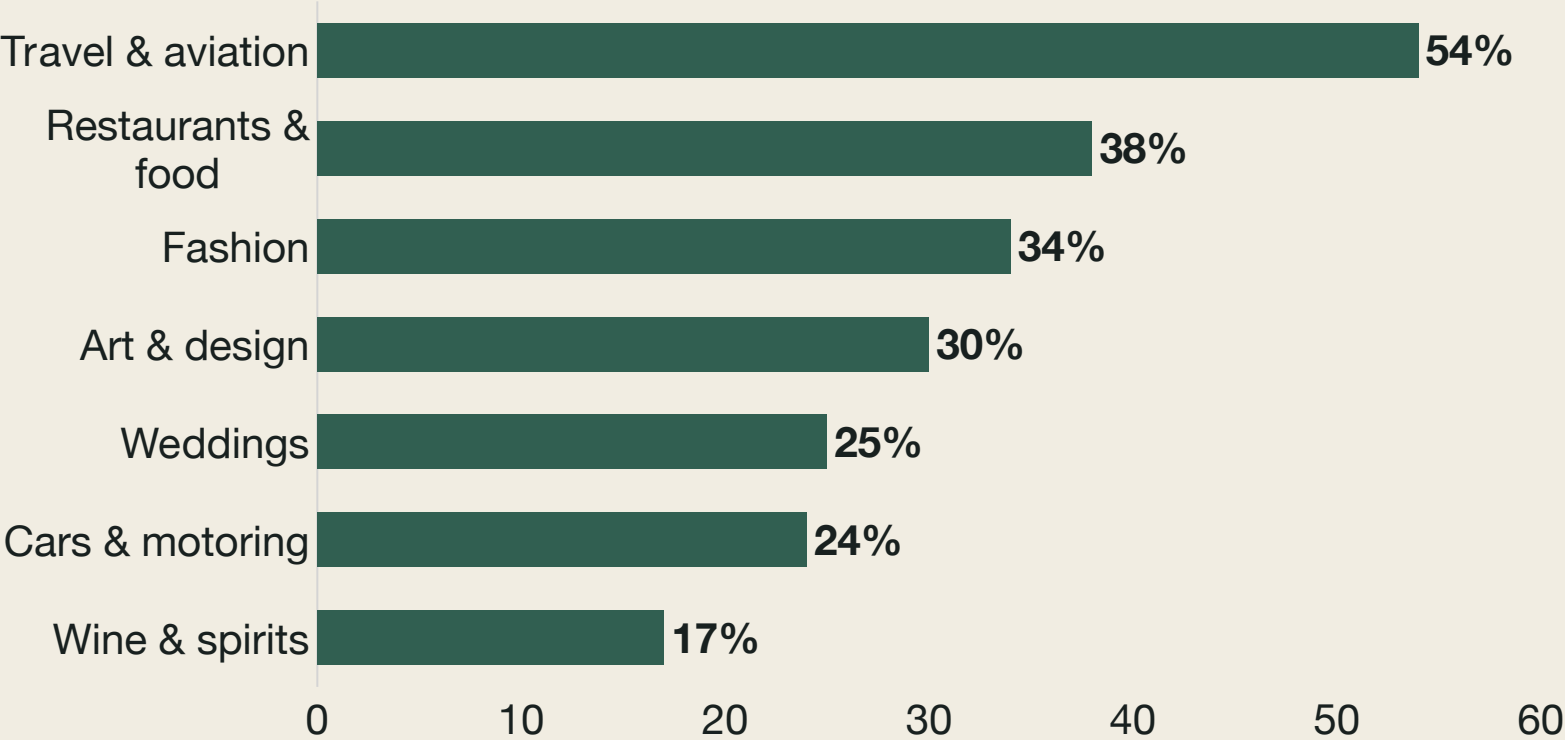
Audiense, August 2026, as cited by Nomad. Geography totals 101% in the source. Conflicting percentages for ages 25–34 are omitted.

Travel is the leading interest category

54%

Travel & aviation

Food, design and culture give the travel story natural points of connection.



Share of audience indexing against each category. Categories overlap. Audiense, August 2026, as cited by Nomad.

Eight weeks from agreement to launch

WEEK 1

Agree the story

Confirm the property, booking offer and production scope.

WEEK 2

Prepare

Research, itinerary development and pre-production.

WEEKS 3–4

Film on location

A director, presenter and stills photographer follow the experience.

WEEKS 4–6

Build the release

Edit the films, build the itinerary and prepare the campaign.

WEEK 7

Review and deliver

The property checks the facts before final delivery.

WEEK 8

Launch

Publish the story, followed by six weeks of paid distribution.

Indicative schedule. Filming, editing and itinerary preparation overlap.

What happens after someone watches

Reporting follows the audience from engaged viewing to enquiries and confirmed stays.

What we measure

- Qualified views and viewing time
- Visits and cost per visitor
- Enquiries and cost per qualified enquiry
- Confirmed bookings and room nights
- Attributed accommodation revenue
- Return on media investment

How we connect it

- Campaign links and UTM tracking
- Booking and enquiry source codes
- Tracked WhatsApp, email and forms
- An agreed attribution window

During the campaign

- An optimisation report

After the attribution window

- A full report, including media efficiency and return

A shared story, with clear usage

12 months

Organic use on the property's own channels

Worldwide digital use, with paid rights for the campaign and two rounds of revisions.

The property's part

Host the small production team with accommodation, meals and the scheduled experiences. Help with access to the people and places at the heart of the story.

Additional usage

Raw footage, perpetual advertising, broadcast, cinema, outdoor and additional edits require a separate agreement.

NOMAD AFRICA × ROOTED

Your next WKND

A place to stay.
People worth meeting.
A story to build together.

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wknd.nomad.africa

