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Kenya Climbing Park - Where people walk high

Pilot project for Bulid X Africa

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Climbing park in Nairobi plan

Kenya climbing park - Pilot project for Build X Africa

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Brief introduction

Kenya Climbing Park has been developed to combine local production and international safety standards within an economically sustainable model. The park is constructed without unnecessary overdesign, focusing instead on functionality, safety, and efficient operations.

The project's role is to serve as a proof of concept for experience-based business development in Nairobi. By demonstrating stable operations, documented cash flow, and clear local demand, Kenya Climbing Park establishes a strong foundation for further capital raising for Kenya World.

The design and construction of Kenya Climbing Park is being carried out by the French company Altus.

Purpose and vision

To create a climbing park that merges African culture with the European climbing experience and safety standards, as well as global collaborations. Kenya Climbing Park is intended to be Project 0 for Build X Africa. The climbing park is not the end goal.

It should be:

- Proof of Execution
- Proof of Governance
- Proof of Cashflow
- Proof of Local Demand
- Proof of Safety & Operational Capability

It should serve as a pilot project and track record.

Why a climbing park and why startup in Kenya?

Firstly, a climbing park is an experience attraction that can be developed with relatively low capital expenditure compared to traditional amusement parks. At the same time, it offers an active and social experience that appeals to children, young people, families, and school groups alike. The combination of physical activity, nature, and community makes climbing parks popular in many parts of the world, and the concept has proven to be both robust and economically sustainable.

Secondly, a climbing park provides the opportunity to quickly demonstrate operational capability and demand. With a manageable organisation and relatively simple operational structure, the project can deliver tangible results within a short time. This is crucial for establishing credibility with investors and partners, as the project can showcase actual visitor data, operational procedures, and financial results. This experience will be valuable in the further development of larger projects and will also strengthen credibility when attracting investors for Kenya World.

Kenya is an obvious first choice for launching a climbing park of international quality. With a population of over 52 million people and a young demographic, more than 70% under 30 years of age combined with an average GDP growth of over 5% in recent years, the country is economically and demographically ideal for experience-based projects. Source: [Wikipedia](#), [agoa.info](#) og [Economy](#). As demand for leisure and family activities is rising, Source: [Economy](#), [wtcc.org](#) og [Reuters](#). At the same time, the supply of modern experience attractions is still limited, which creates significant market potential. Nairobi is also a logistical and commercial centre in East Africa with well-developed infrastructure, including international airports and motorways. Source: [Trade.gov](#).

Furthermore, Kenya has a strong international tourism profile, with millions of visitors travelling to the country each year to experience nature, culture, and safari. A modern climbing park attraction in Nairobi could therefore appeal to both local guests, school groups, and international tourists.

Introduction to Kenya climbing park - Where people walk high

Kenya Climbing Park - Where People Walk High is a modern adventure and climbing park in Nairobi, designed to offer visitors an active experience high above the ground in safe and inspiring surroundings. The park is built on the same core principles as well-known European climbing parks, where physical activity, nature and community are combined in an experience that both challenges and entertains.

Inspired by Danish climbing parks such as Gorilla Park Svendborg and GoMonkey Forest, Kenya Climbing Park has been developed with a focus on safety, quality and a strong guest experience. Over many years, these parks have demonstrated how climbing parks can become popular destinations for families, school groups and companies seeking an active day out in nature.

Kenya Climbing Park carries this idea forward in a Kenyan context. The park will consist of a number of climbing courses located between trees and sturdy wooden poles, where guests move through various challenges such as ropes, nets, balance bridges and ziplines. The courses will have different levels of difficulty, so that children, young people and adults can all participate and challenge themselves at their own pace.



The core of the experience is the thrill of moving through the treetops and seeing nature from an entirely new perspective. At the same time, the park is designed so that safety has the highest priority. All guests are equipped with professional safety gear, and the courses are constructed according to international safety standards.

Kenya Climbing Park is not just a physical activity, but also a social space. The park is created to bring people together families, friends, school classes and colleagues, around an experience where teamwork, courage and a sense of community are central. At the same time, the active experience provides the opportunity to create lasting memories in a natural and relaxed atmosphere.

With the slogan “Where People Walk High”, Kenya Climbing Park symbolises both the physical experience of moving high above the ground and the sense of freedom, challenge and joy the park aims to give all its visitors.

As a project, Kenya Climbing Park also represents an important first step in the development of modern experience attractions in Kenya. The park combines local production and materials with international safety practices and is designed to create a sustainable and long-term destination for experiences in Nairobi.

Planning and construction

The planning and construction of Kenya Climbing Park is carried out in collaboration with the French specialist company [Altus](#), which has global experience in the design and establishment of high-wire adventure courses.

- **Altus provides:**

- Design and technical planning
- Certified safety equipment in accordance with international standards
- Specialists for onsite supervision, training and quality control
- Ongoing safety inspections and compliance
- **Local value creation:**
 - The construction is primarily carried out using wood and materials from Kenya
 - Local craftsmen are responsible for the build, supported by Altus' experts
 - Knowledge transfer ensures the development of local expertise and future operations

This model combines European safety standards with local production, which reduces construction costs, strengthens local anchoring and ensures a scalable and robust operating model.

Strategic opt-outs - Climbing park with focus and direction

Kenya Climbing Park has been developed with a clear and disciplined strategy. The goal is to create a strong, safe and economically sustainable climbing park, where the experience at height is at the centre. To ensure simple operations, low investment costs and a clear identity, a number of deliberate strategic omissions have therefore been made in the project's design and development.

First and foremost, Kenya Climbing Park is not intended to be a large amusement park with many different types of attractions. The core of the park is the climbing experience in the treetops and on pole constructions, where guests move through ropes, nets, balance bridges and ziplines. By keeping the focus on the climbing courses, unnecessary complexity is avoided, and the park can develop as a specialised adventure destination.

There is also a conscious decision to omit technically advanced and capital-intensive installations. Large mechanical rides, cable cars, tall tower constructions or electronic attractions are not included in the project. Such installations require high investment, extensive maintenance and specialised operational staff. Instead, Kenya Climbing Park focuses on robust and proven constructions in wood and steel, which can be built locally and maintained efficiently.

The park has also not been developed as a large restaurant or shopping area. Smaller service functions like a smoothie bar or a simple café may be included to supplement the guest experience, but gastronomy and retail are not the park's primary purpose. The main attraction is the active experience at height, and all other facilities should support this core experience without dominating it.

Another important omission is complex theming. Kenya Climbing Park is not a theme park with extensive scenography or storytelling. Instead, the park's identity is based on nature, movement and challenge. The natural surroundings, the trees and the constructions form the framework for the experience, which both reduces construction costs and creates an authentic atmosphere.

These strategic omissions are not limitations, but conscious priorities. By keeping the project focused, Kenya Climbing Park can be established more quickly, operated more efficiently and developed gradually in line with demand. At the same time, the clear direction provides a strong identity: a

climbing park where the experience at height is central, and where guests have an active, safe and memorable experience.

It is precisely this discipline and simplicity that makes Kenya Climbing Park a robust project, capable of functioning both as an attractive destination for experiences and as an important pilot project in the development of larger experience projects in Kenya.

Kenya Climbing Park - The park's experience and structure

Concept and atmosphere

Kenya Climbing Park has been developed as a modern adventure and climbing park, where guests move through a series of courses positioned between trees and sturdy wooden poles. The park is designed to offer visitors an active and challenging experience at height, where balance, courage and teamwork naturally become part of the activity.

The climbing courses consist of various types of obstacles such as ropes, nets, balance bridges, suspended platforms and ziplines, which connect the courses and allow guests to move through the park in a dynamic way. The courses will be divided into several levels of difficulty, so that beginners, children and more experienced climbers can all participate and find challenges suited to their level.

The atmosphere at Kenya Climbing Park is inspired by nature-based adventure parks in Europe, where the experience combines physical activity with nature and community. The park should feel open, relaxed and inclusive, where families, friends and groups can spend several hours together in an active and social experience. At the same time, there will be a focus on safety, clarity and good guest facilities, so the visit is both safe and pleasant.

With the slogan “Where People Walk High”, the ambition is to create an experience where guests quite literally move high above the ground and at the same time gain a sense of freedom, challenge and togetherness.

Target groups

Kenya Climbing Park is designed to attract a wide range of visitors, with families and young people playing a central role. The park’s activities are organised so that children, young people and adults can all participate and challenge themselves at different levels.

The primary target groups are expected to be:

- Families with children who want an active and social experience at weekends and during holidays
- School groups and educational institutions, where the climbing courses can be used as part of teambuilding, PE or outdoor learning
- Young people and students seeking physical and social activities in their free time
- Companies and organisations looking for teambuilding activities
- International tourists visiting Nairobi who want an active experience beyond the classic safari and cultural offerings

This broad target group provides the park with stable demand both at weekends, during holidays and on weekdays through school and group offers.

Demand model and visitor generation

The visitor numbers for Kenya Climbing Park are based on a combination of demographic factors, geographical location, target group behaviour and specific distribution channels.

Nairobi and the surrounding area represent a market with over 5 million inhabitants, where a large proportion are young people and families with increasing demand for leisure and experience-based activities. At the same time, the supply of modern, organised outdoor activities remains limited, creating a structural demand for new experience concepts.

The visitor numbers are expected to be built up through four primary channels:

1. Families and weekend visits

The climbing park is positioned as a recurring leisure activity for families in Nairobi. With year-round operation and an experience that can be enjoyed repeatedly, a steady flow of weekend visitors is expected, with families constituting a significant proportion of the attendance.

2. School and education segment

A key element of demand is collaboration with schools and educational institutions. The climbing park offers activities that can be used for team building, sports and learning outside the classroom. This segment provides a stable weekday occupancy and reduces dependence on weekend traffic.

3. Businesses and organizations

Team building and corporate events constitute a high-value channel with low volume but high revenue per guest. Nairobi has a growing business community, where the demand for organized activities is increasing.

4. Tourism

Nairobi functions as a regional hub for international tourism. The climbing park can be positioned as a complementary activity to safaris and city stays, creating additional demand, especially in peak seasons.

Overall demand is expected to develop gradually as awareness, partnerships and brand building progress. A conservative estimate for the first years of operation is 50,000-70,000 visitors annually, with the potential for 70,000-120,000 guests once stable operations are established.

In terms of capacity, the park is designed for up to 225,000 visitors per year, providing significant opportunities for growth without additional investment.

In summary, the visitor numbers are not based on maximum capacity utilisation, but rather on a realistic build-up of demand through several independent channels, which reduces risk and creates a robust operational model.

Expected visitor volume

As a new visitor attraction in Nairobi, Kenya Climbing Park is expected to achieve a stable visitor base among both local guests and international visitors.

Expected number of visitors annually: 70,000 - 120,000 visitors per year.

A conservative estimate for the first years of operation is: 50,000 - 70,000 visitors per year.

The visitor distribution is typically expected to be:

- Weekends and holidays with family visits
- Weekdays with school groups and organised activities
- Periods with tourists during peak seasons

As the park becomes better known and partnerships with schools and organisations develop, there is potential for a gradual increase in visitor numbers.

Sources of revenue

Kenya Climbing Park will have several different sources of revenue, which together create a stable and diversified financial model.

Kenya Climbing Park operates as a fully cashless park without cash handling, based on mobile money and card payments, which reduces fraud, increases transparency and improves the customer experience. The main sources of revenue will be:

Ticket sales

Admission to the climbing courses will be the park's main source of income. The ticket structure can be differentiated between children, adults, school groups and group bookings.

2,500.00 KES per person
(≈ 16,60 EUR)
(≈ 125 DKK)

School and group packages

Special packages for schools, leisure organizations can include guided activities and teambuilding.

1,500.00 KES per person
(≈ 10 EUR)
(≈ 74 DKK)

Smoothie bar and light refreshments

A small smoothie bar or café can offer drinks and light snacks based on local fruits. This creates both an additional source of revenue and enhances the guest experience.

Beverages:

Fra 200.00 KES
(≈ 1.30 EUR)
(≈ 10 DKK)

Smoothie bowl:

Fra 700.00 KES
(≈ 4.65 EUR)
(≈ 35 DKK)

Parking

A small car park with a low parking fee can generate a steady extra income with very low operating costs.

200,00 KES per car
(≈ 1.30 EUR)
(≈ 10 DKK)

Events and teambuilding

Companies and organisations can book special events and activities in the park.

This combination of revenue sources provides a robust financial model, where ticket sales are the main income, while service functions contribute to increased turnover per guest.

6,000.00 KES per person
(≈ 40 EUR)
(≈ 300 DKK)

Entertainment show with 5-7 dancers:

100.000,00 KES
(≈ 664 EUR)
(≈ 5000 DKK)

Summary

Kenya Climbing Park has been developed as a modern adventure and climbing park, with physical activity, nature and community at its heart. The park will offer a range of climbing courses of varying difficulty, giving both children and adults the opportunity to challenge themselves in safe surroundings.

With a broad target group consisting of families, school groups, young people, companies and tourists, the park is expected to achieve a stable visitor base in Nairobi. Multiple sources of revenue, including ticket sales, group activities, refreshments and parking, create a robust financial structure.

Kenya Climbing Park is also more than just a leisure attraction. The project also serves as an important first step in the development of modern experience projects in Kenya, and can contribute valuable experience in operations, safety and guest service in the experience economy.

Climbing park in a tropical year-round climate, an operational advantage

One of the key advantages of establishing Kenya Climbing Park in Nairobi is the stable tropical highland climate, which allows for operations almost all year round. Unlike climbing parks in Northern Europe, where activities are often limited to a season of around six to seven months, a climbing park in Kenya can remain open for most of the year.

Nairobi is located in the highlands at about 1,700 metres above sea level and therefore has a mild climate, with temperatures typically between 18 and 26 degrees throughout the year. At the same

time, daylight is stable, with about 12 hours daily all year round. These conditions provide excellent frameworks for outdoor activities and make it possible to plan operations on far more days than in temperate climates.

There are two rainy seasons in Kenya, typically from March to May and again from October to November. However, the rain often falls in shorter periods, and many days during these seasons will still be suitable for outdoor activities. In practice, this means that a climbing park in Nairobi can remain open for around 300 to 340 days a year. This analysis is based on 300 opening days per year.

The long operational period offers several operational advantages. Firstly, it creates a more stable cash flow, because income is not concentrated in a short season. Secondly, year-round operation makes it possible to build a more stable staff structure, where employees can be retained and trained over longer periods. Finally, it provides better opportunities to develop ongoing partnerships with schools, organisations and businesses, who can visit the park continuously throughout the year.

Year-round operation also means that the park can spread its guests over several months, reducing pressure on facilities and providing a more even distribution of visitors. At the same time, it increases the potential for repeated visits from local guests, who can return several times during the year.

Overall, Kenya's climate provides a significant structural advantage for Kenya Climbing Park. While many European climbing parks rely on short summer seasons, Kenya Climbing Park can operate as a year-round destination. This strengthens the project's economic resilience and helps create a stable platform for the development of modern leisure activities in Nairobi.

The UN's Sustainable Development Goals and learning as a strategic growth driver

Build X Africa operates with a fundamental ambition to develop projects that are both economically sustainable and contribute positively to society. Therefore, all projects in the organisation's portfolio are carried out in alignment with selected [United Nations's United Nations Sustainable Development Goals](#) (UN SDGs). For Kenya Climbing Park, three particular SDGs are relevant and strategically important: quality education, decent jobs and economic growth, as well as sustainable cities and communities.

UN Sustainable Development Goal 4: Quality education

[UN Sustainable Development Goal 4](#) focuses on ensuring inclusive and equitable access to quality education and lifelong learning for all. Kenya Climbing Park can support this goal through collaboration with schools, youth organisations, and educational institutions.

The climbing park offers opportunities for learning through physical activity, teamwork, and problem-solving. The park's activities can be used for teambuilding, personal development, and outdoor learning, where pupils develop skills such as trust, courage, communication, and collaboration. Such experience-based learning methods are increasingly recognised internationally as an important part of modern education.

By offering special school programmes and group sessions, Kenya Climbing Park can become a place where children and young people experience learning outside the classroom, while simultaneously strengthening their social and physical skills.

UN Sustainable Development Goal 8: Decent jobs and economic growth

[UN Sustainable Development Goal 8](#) concerns promoting sustainable economic growth, productive employment, and decent working conditions.

Kenya Climbing Park will create local jobs in operations, safety, maintenance, guest services, and administration. The project can also serve as a platform for education and training of young employees within service, safety, and the experience economy.

Furthermore, the park will contribute to the local economy through collaboration with suppliers, craftsmen, and manufacturers. By using local materials and labour in the construction of the park, local value chains and economic activity are supported.

UN Sustainable Development Goal 11: Sustainable cities and communities

[UN Sustainable Development Goal 11](#) focuses on making cities more inclusive, safe, and sustainable.

Nairobi is a rapidly growing metropolis with a young population and increasing demand for leisure and experience-based activities. Kenya Climbing Park can help create a safe and attractive recreational area where families, children, and young people can meet in an active and positive environment.

By offering accessible and healthy recreational activities, the park can help improve quality of life in the city and create a space for community, movement, and nature-based experiences in an urban context.

Summary

By actively working with the UN SDGs, Kenya Climbing Park integrates social responsibility into the very structure of the project. The combination of education, job creation, and sustainable urban spaces makes the project more than a leisure attraction.

Kenya Climbing Park thereby becomes an example of how the experience economy can create both economic value and social development. This approach is in direct continuation of Build X Africa's strategy to develop projects that combine commercial sustainability with positive social impact.

Economy and operations

Kenya Climbing Park has been developed as a financially disciplined project with a focus on low construction costs, stable operations, and a simple organisation. The park's concept is deliberately designed to be operationally straightforward, with the main activity being climbing courses and adventure experiences, supported by a few simple service functions such as ticketing, small-scale catering, and parking.

The running of the park can be organised with a relatively small team consisting of instructors, safety personnel, guest services, and technical maintenance. This structure makes it possible to keep

ongoing operational costs at a moderate level, while also ensuring high safety standards and a professional guest experience.

Kenya Climbing Park is also designed for year-round operation, which provides a stable revenue stream throughout the year. The tropical climate in Nairobi means the park can be open for most of the year, reducing seasonal risk and offering better financial predictability than many European outdoor parks.

The primary sources of income will be ticket sales for the climbing courses, school and group activities, as well as smaller secondary revenues from catering and parking. Overall, this creates a robust and straightforward business model with limited operational complexity.

- The prices and financial assumptions for Kenya Climbing Park have been prepared by Build X Africa based on interviews, market dialogue, and the collection of actual price data from Kenyan citizens and local stakeholders. The calculations therefore reflect realistic payment levels and local market conditions in Nairobi and the surrounding area. -

Investment and capital procurement

Kenya Climbing Park is planned as a lean pilot project, where the total investment is kept at a relatively low level compared to traditional experience attractions. The aim is to establish the park with a total construction budget of **less than 1 million Danish kroner**, making the project financially manageable and reducing overall investor risk.

A central part of the financing strategy is to enter into collaboration with a European sponsor or strategic partner, who can contribute to the financing of design, installation, and safety setup. This part of the project includes, among other things, the design of climbing courses, safety systems, and technical installation, where international experience and certified equipment are crucial.

By allowing an international partner to finance or provide this part of the project, a significant portion of the construction costs can be covered through partnership rather than direct capital.

In practice, this means that the overall investment structure may look like this:

Typical lean model for establishment:

114.000 - 134.000 EUR

(≈ 850.000 - 1.000.000 DKK)

(≈ 17.142.000 - 20.167.000 KES)

Kenya Climbing Park lean establishment model

Contribution from strategic sponsor (design, installation, and safety systems):

48.000 - 70.000 EUR

(≈ 350.000 - 500.000 DKK)

(≈ 7.058.000 - 10.083.000 KES)

Cash capital from Build X Africa for the project:

70.000 EUR

(≈ 500.000 DKK)

(≈ 10.083.000 KES)

This structure significantly reduces the capital requirement and creates a project with very limited financial risk.

Strategic Partnership and International Positioning

In discussions with potential partners and sponsors, Kenya Climbing Park is positioned not as a traditional sponsorship, but as a strategic partnership in the development of a new segment within the experience economy in East Africa.

The project offers an international partner the opportunity to become a **Founding safety partner** in a pioneering project that demonstrates modern adventure and climbing parks in the region. The partner will therefore contribute technical expertise, design, and safety setup during the establishment phase.

This role gives the partner a clear position in the project's development and visibility in a new market, while the collaboration ensures Kenya Climbing Park access to international experience, proven safety standards, and professional installation.

The partnership model thereby creates a situation where both parties gain strategic value:

A relevant formulation in discussions with potential partners could, for example, be:

“Would you like to be the founding safety partner of East Africa’s first adventure park proof-of-concept, paving the way for Kenya World?”

This approach emphasises that the partner becomes a central part of a pioneering project within the region’s experience economy, while the collaboration can create both brand value and international visibility.

Low capital requirement and attractive financing profile

Kenya Climbing Park is structured as a project with relatively low capital requirements and a controllable risk profile, making it interesting for both private investors and financial institutions.

Several factors contribute to this risk profile:

Low capital requirement

With a total investment framework of less than 1 million kroner, the project's financial exposure is limited compared to most experience projects.

Limited technological complexity

Climbing parks are based on well-known and proven designs that have been used in Europe for many years. This reduces both technical risk and maintenance costs.

International safety standards

By involving a European partner in design and installation, high safety and professional quality are ensured, which both reduces operational risk and increases credibility with investors.

Year-round operation

Kenya's climate allows for operations almost all year round, reducing seasonality and creating a more stable cash flow.

Simple operational structure

The operation requires relatively few employees and a simple organization, which makes the economy more robust.

Revenue potential and income structure

Kenya Climbing Park has been developed with a simple and robust revenue model, where ticket sales constitute the primary source of income, supplemented by group activities, minor service functions and corporate events. Based on the expected visitor levels and the planned pricing structure, the park is assessed to have stable and attractive revenue potential.

Kenya Climbing Park is expected to attract between **70,000 and 120,000 guests annually**.

Revenue potential

The ticket price for regular guests is set at approximately 2,500 Kenyan shillings (about 125 DKK), while school groups and organised activities are expected to pay around 1,500 Kenyan shillings (about 74 DKK). With a realistic distribution between regular guests and school groups, this gives an average ticket income of about 2.173 KES (110 DKK) per guest.

In addition to ticket sales, a moderate additional spend per guest is expected through the café, smoothie bar and parking. Experience from similar adventure parks shows that such service functions typically contribute a further 30-40 DKK per guest.

The total average income per guest (ticket + secondary purchases) is estimated as: ≈ 145 DKK per guest.

This gives the following revenue levels:

Visitors	Annual revenue
40,000 guests	approx. 0.776 million EUR ($\approx 5,8$ million DKK)
85,000 guests	approx. 1.646 million EUR ($\approx 12,3$ million DKK)
120,000 guests	approx. 2.328 million EUR ($\approx 17,4$ million DKK)

With a conservative visitor level of 40,000 guests annually, the park will be able to generate annual revenue of around +6 million DKK. With a more stable operational level about 85,000 guests annually, revenue is estimated at around +13 million DKK.

A further source of income is expected to come from corporate events, teambuilding and group arrangements. These activities have a higher price per participant and can therefore contribute significantly to the overall revenue, while also increasing the park's utilisation on weekdays outside of weekend traffic.

The total realistic annual revenue is therefore assessed to be:

13 - 17 million DKK with stable operations

In the longer term, if the park achieves a strong position in the market and reaches up to 120,000 guests annually, total revenue could realistically exceed **20 million DKK per year**.

Operating economics

Adventure parks are relatively simple to operate and typically have operating costs of 40-50% of revenue. Due to the low labor costs in Kenya, an operating cost percentage of 40% has been used in this analysis. Operating costs may vary depending on operational efficiency, maintenance level and local organization.

This results in the following expected operating outcomes:

Scenario	Revenue	Profit before tax
Conservative	0.776 million EUR (≈ 8.5 million DKK)	approx. 0.682 million EUR (≈ 5.1 million DKK)
Realistic	2.007 million EUR (≈ 15 million DKK)	approx. 1.204 million EUR (≈ 9 million DKK)
Optimistic	2.676 million EUR (≈ 20 million DKK)	approx. 1.606 million EUR (≈ 12 million DKK)

The realistic expectation is an annual profit of **1 - 1,5 million EUR (8-11 million DKK)** after achieving stable operations.

Overall, the combination of ticket sales, group activities, events and smaller service functions creates a diversified and robust economic structure. This model reduces reliance on a single source of income and establishes a solid foundation for stable operations and attractive returns for investors.

6-year construction process and profit model (Realistic Scenario)

Construction process:

- *Phase 1 (Summer 2026)*
 - Half of GRAND Adventure Course
 - Maximum number of users per day: 200 and 60.000 per year.
- *Phase 2 (February 2027)*
 - CHILDREN'S Adventure Course
 - Total maximum number of users per day: 550 and 165.000 per year.
- *Phase 3 (Summer 2027)*
 - Remainder of GRAND Adventure Course
 - Total maximum number of users per day: 750 and 225.000 per year.

Source: <https://altuspro.com/altus-outdoor-concept-catalogue-en>

Assumptions:

- 300 opening days per year
- stable operations after year 2
- moderate growth in visitor numbers
- inflation/adjustment of ticket prices

Year	Revenue	Result
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1	≈ 0.54 million EUR (≈ 4.0 million DKK)	≈ 0.32 million EUR (≈ 2.4 million DKK)
2	≈ 1.14 million EUR (≈ 8.5 million DKK)	≈ 0.68 million EUR (≈ 5.1 million DKK)
3	≈ 2.00 million EUR (≈ 15.0 million DKK)	≈ 1.20 million EUR (≈ 9.0 million DKK)
4	≈ 2.27 million EUR (≈ 17.0 million DKK)	≈ 1.36 million EUR (≈ 10.2 million DKK)
5	≈ 2.54 million EUR (≈ 19.0 million DKK)	≈ 1.53 million EUR (≈ 11.4 million DKK)
6	≈ 2.67 million EUR (≈ 20.0 million DKK)	≈ 1.61 million EUR (≈ 12.0 million DKK)

Total result over 6 years:

Total revenue: ≈ 11,17 million EUR (≈ 83,5 million DKK)

Value of the land

Contact us for more information

Summary

Kenya Climbing Park combines a relatively low initial investment with strong earning potential and a straightforward operational model. With an expected annual visitor count of 70,000-120,000, the park is estimated to generate an annual turnover of approximately 13-17 million kroner under stable operations.

The robust revenue structure, consisting of ticket sales, school and group activities, corporate events, and smaller service functions, creates a stable economic foundation and the opportunity for an attractive operating result. At the same time, the moderate investment framework offers the potential for a relatively rapid payback of invested capital.

Overall, Kenya Climbing Park appears as an extremely strong investment case with solid cash flow potential and clear strategic significance as a foundation for the further development of Kenya World.

Safety, complexity and potential risk points

Safety is a central element in the development and operation of Kenya Climbing Park. Climbing parks naturally involve a certain degree of physical activity and height, which places high demands on both construction, equipment, and daily operation. Therefore, the park is planned to be established with safety systems and equipment that meet international standards, and with procedures for ongoing inspection and maintenance.

Instructors and operational staff will receive thorough training in safety procedures, guest instruction, and handling of equipment from [Altus](#). All guests are introduced to safety rules and correct use of harnesses and safety systems before they are granted access to the climbing courses. This is standard procedure in modern climbing parks and significantly reduces the risk of accidents.

From an operational perspective, climbing parks are generally less complex than many other types of experience attractions. The constructions must be based on robust materials and proven systems, and most installations require limited technical maintenance compared to mechanical rides. This contributes to more stable operations and lower operational risk.

Nevertheless, there are still several aspects that require special attention. These include, among others, proper maintenance of equipment, ongoing safety inspections, staff training, and dealing with

weather conditions such as heavy rain or thunderstorms. In addition, liability insurance and clear operational procedures are important elements in risk management.

By combining international safety standards, professional training, and a simple operational structure, Kenya Climbing Park aims to achieve a high level of safety, while keeping operational complexity at a manageable level. This helps make the project both robust and responsible in its daily operations.

Contact

Kenya Climbing Park is being developed as a Kenyan-European collaboration, combining local roots with international experience in safety, design and operation of adventure and climbing parks.

If you would like further information about the project, partnerships or investment opportunities, please feel free to contact us via email below.

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The project is built on the principles of transparency, sustainability, and professional governance, providing investors, partners, and public authorities with a solid and trustworthy platform for collaboration. In addition, Kenya Climbing Park operates in alignment with the UN Sustainable Development Goals 4, 8, and 11: quality education, decent work, and sustainable urban development.