



# **THE NEW TREND: SERVICED APARTMENTS**

5<sup>th</sup> April 2017



# Introduction

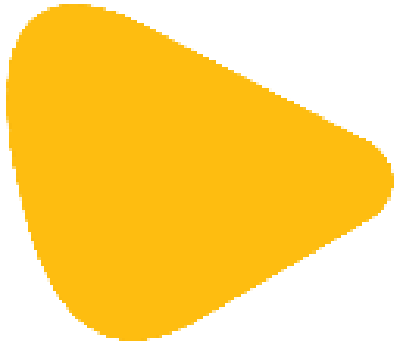


**INTRODUCING SOHO SERVICED APARTMENTS**

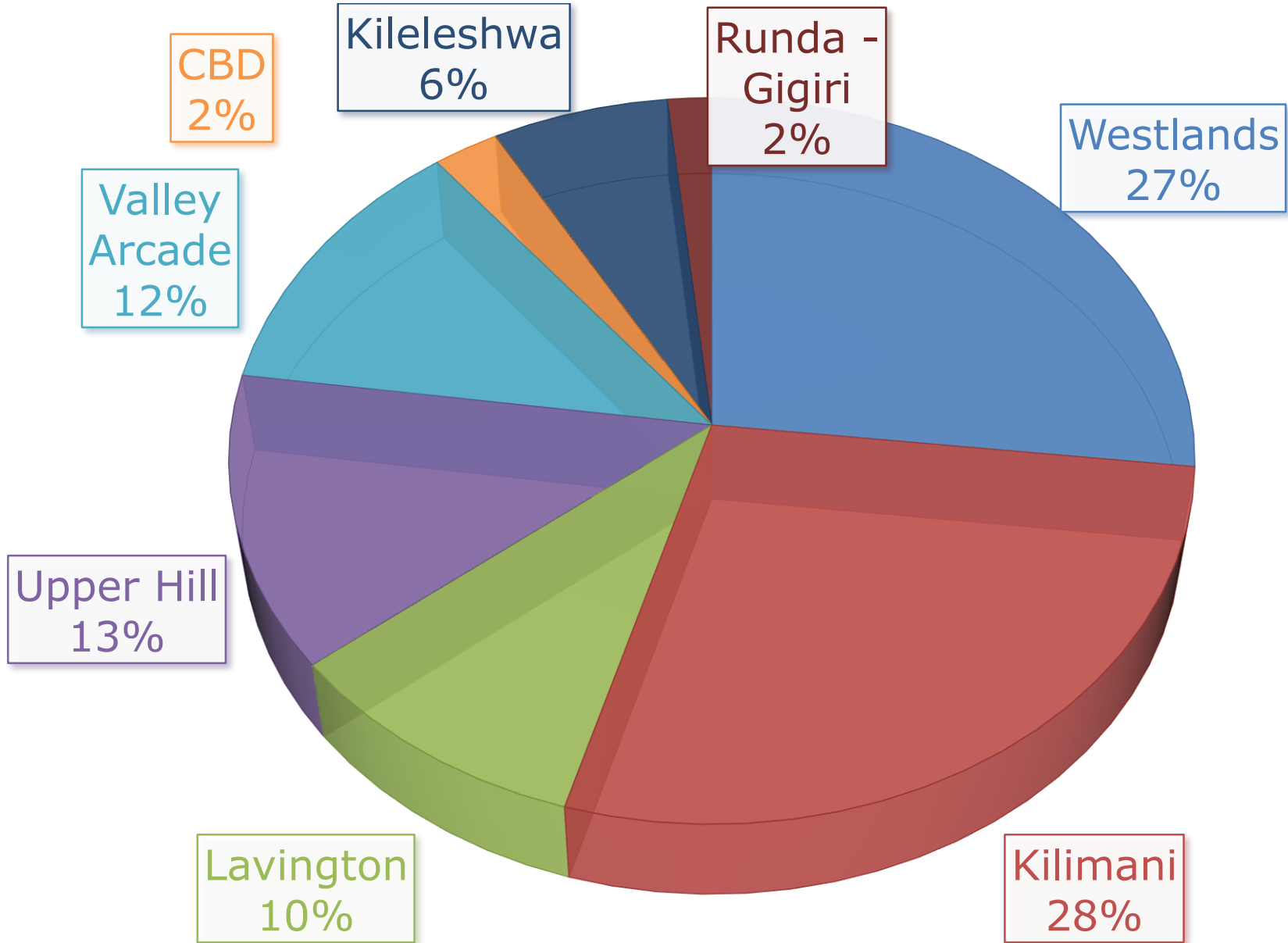




**Executive  
Residency**<sup>SM</sup>  
by BEST WESTERN



# Trends



	2014	2016	% Change
<b>Supply - # of keys</b>	2,790	3,593	29% ↑
<b>Average Units per Complex</b>	30	42	40% ↑
<b>Occupancy</b>	65%	71%	9% ↑
<b>Average Gross Monthly Rate (1BR)</b>	\$2,100	\$1,800	14% ↓





# Discussion

- Demand and supply factors
- Forms of financing the development
- Buy-to-let investments
- Occupancy and revenue growth
- Yields
- Operating cost margins
- Existing challenges



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