

# K STAYK

The key to your next *getaway*

“Time to pause in time”

# Problem – Lack of domestic market-focused Online Travel Agencies

The image shows a Google search interface with the query "best glamping in uae". The search results are as follows:

- Booking.com**  
https://www.booking.com › ae.en... · Traduire cette page  
**The 10 best glamping sites in the United Arab Emirates**  
27 **glamping** sites at your fingertips ; 25hours Hotel Dubai One Central · **Glamping** Site in Dubai · 8.4 ; Bab Al Nojourn Hodayriyat Camp · **Glamping** Site in **Abu Dhabi**.
- Condé Nast Traveller Middle East**  
https://www.cntravelerme.com › ... · Traduire cette page  
**Where to go glamping in the UAE**  
6 mai 2024 — From luxury desert retreats to no-frills nature, these are the **best glamping** spots across the **UAE**.
- factmagazines.com**  
https://www.factmagazines.com › ... · Traduire cette page  
**25 UAE-nique glamping gems across the emirates**  
26 sept. 2023 — Nestled on Sir Bani Yas Island, the **Anantara Al Sahel Villa** is a remarkable **glamping** haven that offers a unique blend of safari-style luxury and natural beauty.
- Cosmopolitan Middle East**  
https://www.cosmopolitanme.com › ... · Traduire cette page  
**28 cool glamping spots around the UAE to visit**  
28 **cool glamping** spots around the **UAE** to visit · Pura Eco Retreat, **Abu Dhabi** · JA Hatta Fort Hotel Terra Cabins · Bab Al Nojourn · Moon Retreat, Sharjah · Sand ...

# Problem - Lack of domestic market-focused Online Travel Agencies

## Where to go glamping in the UAE, from beach huts to luxe caravans

### Mysk Kingfisher Retreat, Sharjah

Located on the remote east coast of **Sharjah**, **this eco retreat** feels worlds away from the bustle of Dubai. It's home to 20 coastal-chic tents with private plunge pools and decking, offering a choice of Arabian Sea or mountain views. The barefoot-luxe resort is also home to a restaurant and spa, for relaxation on tap.

*Mysk Kingfisher Retreat, Khor Kalba, Sharjah, from Dhs1,900. [myskhotels.com/en/sharjah-collection-hotels/mysk-kingfisher-retreat](https://myskhotels.com/en/sharjah-collection-hotels/mysk-kingfisher-retreat)*

### Al Badayer Oasis, Sharjah

Al Badayer Oasis by Mysk, **Sharjah's luxury glamping resort** is the perfect staycation spot if what you're looking for is adventure, serenity, and a dose of Emirati culture. The stunning desert eco-retreat is located inside a traditional Arabian fort but with all the modern comforts you need. The resort also offers customised desert experiences such as dune bashing, quad biking, horse riding, and desert safaris.

*Al Badayer Oasis, Sharjah, room rates start from Dhs600. Tel: (06) 5560777. [myskhotels.com](https://myskhotels.com)*

# Problem - Lack of domestic market-focused Online Travel Agencies



CULTURE FEATURED NEWS • TRAVEL

*Why The Address Sky View Is The Ultimate Downtown Dubai Staycation Destination*

/ August 31, 2021

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Why The Address Sky View Is The Ultimate Downtown Dubai Staycation Destination



INTERIORS

*This Could Possibly Be The Most Luxurious Staycation Destination In The UAE*

/ February 3, 2021

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This Could Possibly Be The Most Luxurious Staycation Destination In The UAE



THE ESCAPE

*Ajman's Hidden Hideaway: Why The Oberoi Beach Resort, Al Zorah Is The Ultimate UAE Staycation Destination*

/ March 30, 2022

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# Problem - Lack of brand control and pertinent information on Online Travel Agencies

## Glamping Sites in the United Arab Emirates

Find the glamping sites that appeal to you the most



United Arab Emirates



Check-in — Check-out



2 adults · 0 children · 1 room

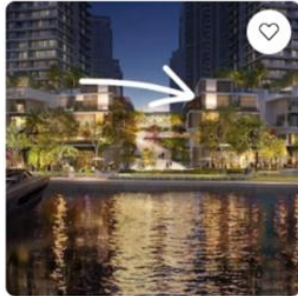


Search



I'm travelling for work

# Problem - Lack of brand control and pertinent information on Online Travel Agencies



Glamping Site

## Luxurious peace Home

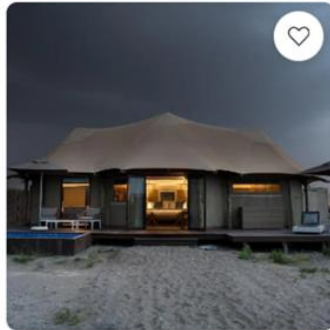
[Jumeirah, Dubai](#) [Show on map](#)

Tent

Tent

6 beds (1 single, 1 double, 1 extra-large double, 1 bunk bed, 1 sofa bed, 1 large double)

**Only 1 left at this price on our site**



Glamping Site

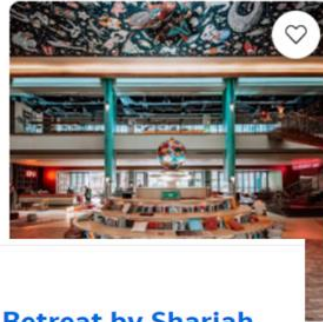
## Kingfisher Retreat by Sharjah Collection ★★★★★

[Kalbā](#) [Show on map](#)

**One Bed Tent Sea View with Plunge Pool**

1 extra-large double bed

✓ **Free cancellation**



Glamping Site

## 25hours Hotel Dubai One Central

★★★★★

[Trade Centre, Dubai](#) [Show on map](#)

Sustainability certification

**Large Glamping Room**

1 extra-large double bed

# Problem – Lack of brand control and pertinent information on Online Travel Agencies

★★★★★ Beachfront · Private beach

## Kingfisher Retreat by Sharjah Collection

📍 Corniche Street, Kalbā, United Arab Emirates – [Excellent location - show map](#)



### Experience world-class service at Kingfisher Retreat by Sharjah Collection

Facing the seafront, Kingfisher Retreat by Sharjah Collection is a luxury tent offering a 5-star accommodation in Kalbā. It features a private beach area, pool with a view and private parking. Among the facilities of this property are a restaurant, a 24-hour front desk and full-day security, along with free WiFi throughout the property. The accommodation offers a concierge service, room service and currency exchange for guests.

With a private bathroom, certain units at the luxury tent also have a balcony.

There is a coffee shop on-site.

A variety of wellness packages are available for guests to get rejuvenated on-site. The area is popular for cycling, and free use of bicycles is available at the luxury tent. Kingfisher Retreat by Sharjah Collection has a sun terrace and an outdoor fireplace.

Fujairah Mall is 19 km from the accommodation.



+37 photos



STAYK





#### PERFECT FOR

Family

Couple

Guys Trip

Girls Trip

Solo Time

#### PERFECT TO

Glamp

Explore

Relax

Stargaze

Have fun

Party

#### SETTING

Beach Side

City Escape

Desert Immersion

Nature Exploration

Heritage Immersion

#### ACCOMMODATION FEATURES

Polo view

Hammock

Sunset view

Sofa

Fire pit

Direct forest access

Groves view

- LESS

Kitchenette

Outdoor shower

Sauna

Private garden

Private Plunge Pool

Private Outdoor Jacuzzi

Private Pool

Direct Pool Access



# YOUR *Natural* RETREAT

Welcome to your **natural habitat**, the time of your getaway.

**Kingfisher Retreat by Sharjah Collection** is a glamping resort

**ideal for disconnecting**, slowing down and **reconnecting with**

**nature and loved ones**. Start your StayK with a **boat arrival**

**experience** to reach your **private island retreat**, set along the

**Indian Ocean**. Refresh at your tent's **private pool**, offering a

stunning **sea view**. Or, find your way to the pristine **private beach**

and take a dip in the Indian Ocean. Soothe your senses with a

signature **Spa** treatment, inspired by the surrounding nature.

Pursue your **wellbeing journey** with a **sunset yoga** experience by

the creek. A **fun-filled day** awaits your **little ones**. Kingfisher

Retreat has an **outdoor playground and kids' area**. And many

**kids' activities are available**, including movie screening,

colouring activities, mini bowling and more. If you want to partake

in the fun, the Kingfisher Retreat team can organise a **treasure**

**hunt** upon request. Kingfisher Retreat offers different **dining**

**experiences**. Enjoy **healthy, organic cuisine** at the Al Qurm

restaurant, with sea views. For the **ultimate UAE glamping**

**experience**, gather around your tent's private outdoor seating

area and get ready for a **barbecue dinner**. The team at Kingfisher

Retreat will pick a choice of meat, freshly sourced fish and seafood

from the nearby market.

For a romantic dining experience, the Kingfisher Retreat team can

organise a **private beach cabana dinner**. A magical evening full

of delicious food, stars, and romance awaits. Head back to your

private plunge pool tent. Enjoy a **soothing and starry night**, as the

clarity of the sky reveals nature's beauty complemented by the

calming sound of the sea. **Awaken to a day immersed in nature**

with one of the experiences that Kingfisher Retreat's **haven of**

**conservation** has to offer. Watch the **sea turtles** hatch, nest, and

swim in the nearby mangroves. Catch a glimpse of the many **rare**

**bird species**. Encounter the fast, ghost **crabs** and the slower

hermit crabs. The team at Kingfisher Retreat will be delighted to

guide you through your exploration of the glamping site. If you want

to add a **touch of magic to your morning**, set your alarm early to

witness a **breathtaking sunrise by the beach**. For the sporty

ones, there's **beach badminton**, self-guided **cycle tour**, **kayak**

tour and much more. Before returning to reality, let your mind drift

away one last time with a **meditation session**. The sounds of the

birds and the ocean will immerse all your senses into a deep

relaxation.

Kingfisher Retreat by Sharjah Collection is **ideal** for a **romantic**

**couple staycation** and for a **small or big family reunion**

**staycation**.

# Available KEYS

Bronze Key    Silver Key    Gold Key

- Breakfast set-menu at Al Qurm Restaurant
- Dinner set-menu at Al Qurm Restaurant



## One- Bedroom Tent with Private Pool - Sea view

- Up to 2 adults and 1 child below 6 years old
- 138 sqm
- Private plunge pool
- King size bed
- Sitting area
- Rain shower and bathtub
- Outdoor sitting area
- Direct beach access


+ VIEW ALL DETAILS

AED 1718  
/ stay inclusive of all taxes

BOOK NOW

# EXPLORE THE *Experiences*

Discover the wealth of experiences that awaits you at Kingfisher Retreat by Sharjah Collection.



Sunset Yoga

Enjoy a relaxing sunset yoga session by the creek near Kingfisher Retreat.

Key Details:

- Where: Creek
- When: Golden hour
- What: 40-min sunset yoga
- Price: AED 50 per person



## Schedule of Activities

For you not to miss out on any experiences.

[\\* VIEW ALL DETAILS](#)



## Kids Activities

Fun filled days await your little ones.

[\\* VIEW ALL DETAILS](#)



## Meet the turtles

[\\* VIEW ALL DETAILS](#)



## Crabs return home

Spot the crab!

[\\* VIEW ALL DETAILS](#)

# MARKET SIZE

UAE DOMESTIC TOURISM  
MARKET - 2023

UAE BEING THE STARTING POINT OF STAYK



# MARKET

# SIZE

WORLDWIDE



- Valued at USD 1,226.1 billion in 2020
- Estimated to reach USD 6,736.1 billion by 2030
- OTAs segment dominating the market, accounting for **56%** of the market

# COMPETITION

		Fazaa   Esaad	Groupon   Cobone   Wondergifts	Time Out   What's On	Booking.com	Al Mosafer
Staycation-fit hotels only	✓					
Domestic market focus	✓	✓	✓	✓		✓
Instant booking confirmation	✓				✓	✓
Enriched and lively content from the staycation perspective	✓			✓		
Video content	✓			✓		
Live chat service	✓					✓

# COMPETITOR APPROACH

## SEO and Content

Blogging content on the website and seasonal staycation focused hotel content.



## Social Media

Curated social media content, focusing on the hotel story only.



## Partnership and Press

Partnership with tourism boards, local brands and reaching out to the local press.



# BUSINESS MODEL

Commission per booking.

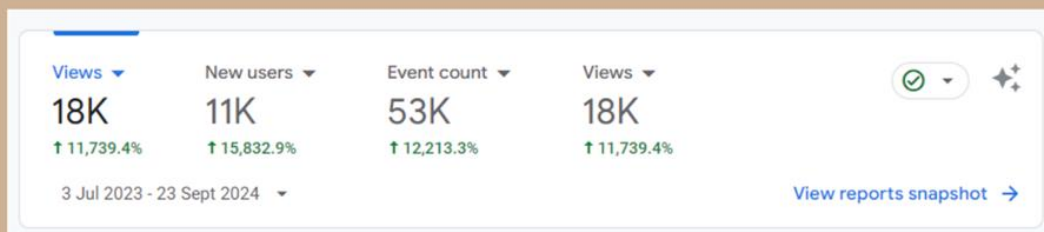
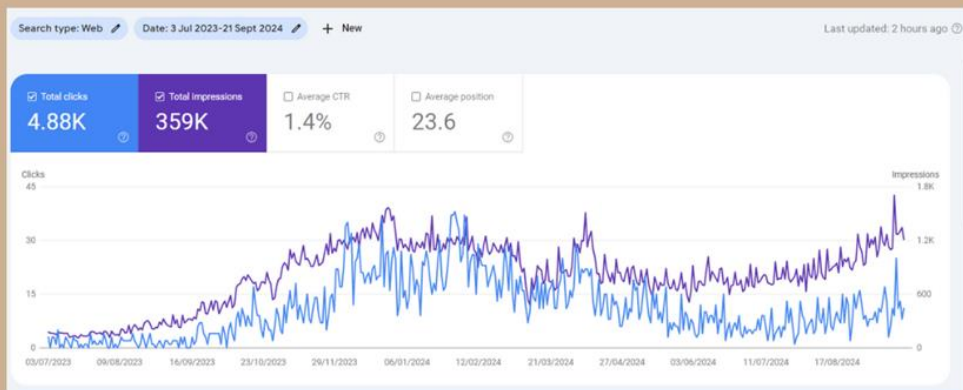
Hotel yearly subscription flat fee for all  
seasonal promotional content.

Advertorial.

Video production.

# CURRENT TRACTION

Website - Google Performance and Visits/Users- 1 year post-launch organic growth



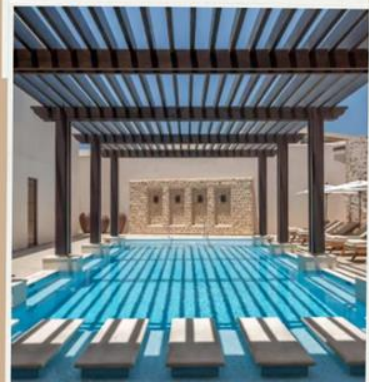
# CURRENT TRACTION

Snapshot of booking inquiries received by our Key Advisors

The image displays a collage of chat transcripts from StayK, illustrating customer service interactions. The transcripts are organized into several overlapping panels, each representing a different conversation. The panels include:

- Top Left Panel:** A chat with a client named Dima. The client asks about booking 3 rooms for a retreat and inquires about flexible dates. The advisor, Lorelei, responds positively, offering to check availability for the next getaway.
- Top Middle Panel:** A chat with a client named Christy. The client asks about availability for a weekend. The advisor, Lorelei, provides a detailed response, including a link to a property listing and a photo of a pool area.
- Top Right Panel:** A chat with a client named Jillic Choi. The client is planning a retreat in November and asks for an estimated price for a deluxe room. The advisor, Lorelei, provides a price estimate and offers to extend the trip.
- Middle Left Panel:** A chat with a client named Romain. The client asks about the price of a stay, including taxes and fees. The advisor, Lorelei, provides a detailed breakdown of the price and offers to help with further inquiries.
- Middle Middle Panel:** A chat with a client named Christy. The client asks about the price of a stay, including taxes and fees. The advisor, Lorelei, provides a detailed breakdown of the price and offers to help with further inquiries.
- Middle Right Panel:** A chat with a client named Jillic Choi. The client asks about the price of a stay, including taxes and fees. The advisor, Lorelei, provides a detailed breakdown of the price and offers to help with further inquiries.
- Bottom Left Panel:** A chat with a client named Christy. The client asks about the price of a stay, including taxes and fees. The advisor, Lorelei, provides a detailed breakdown of the price and offers to help with further inquiries.
- Bottom Middle Panel:** A chat with a client named Christy. The client asks about the price of a stay, including taxes and fees. The advisor, Lorelei, provides a detailed breakdown of the price and offers to help with further inquiries.
- Bottom Right Panel:** A chat with a client named Christy. The client asks about the price of a stay, including taxes and fees. The advisor, Lorelei, provides a detailed breakdown of the price and offers to help with further inquiries.

# OUR HANDPICKED HOTEL PARTNERS



# FUNDRAISING OBJECTIVES

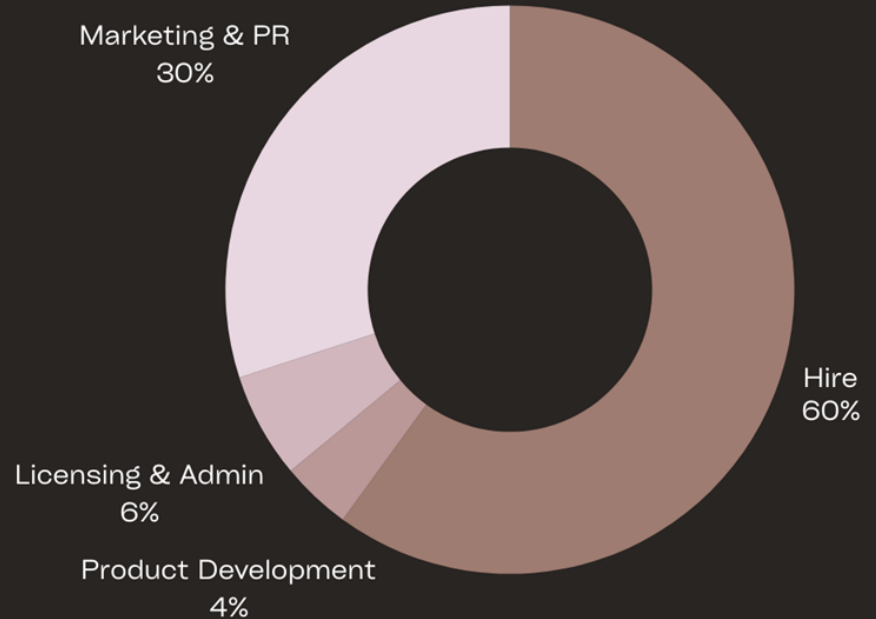
60% on hire:

- >Full stack developers
- >Sales specialists
- >Copywriters
- >SEO experts
- >Videographers
- >Social media experts
- >Caring customer service agents

30% on Marketing & PR:

- >Digital advertising
- >Radio advertising
- >PR agency

Current funding needed: USD 450'000





روزوود أبو ظبي  
ROSEWOOD  
ABU DHABI

Bringing to StayK 7 + years experience in the luxury hospitality industry, with front office, concierge, housekeeping, food and beverage, reservation, e-commerce, web development project management, marketing and PR roles between Abu Dhabi, Paris and Ras Al Khaimah.



Lorelei Regragui

MasterKey Keeper /  
Founder

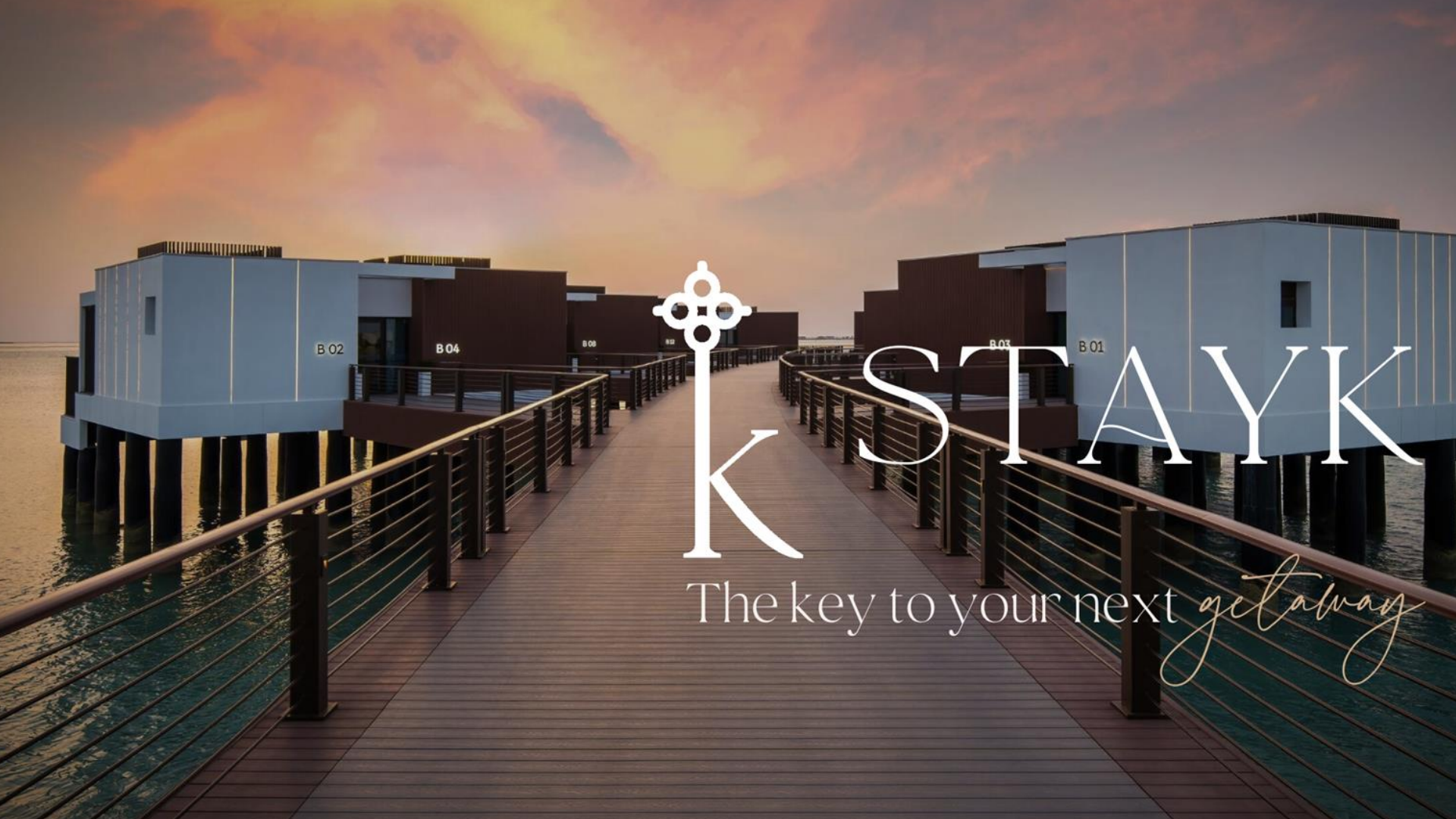
THE TEAM

A 24-HOUR  
SNEAK PEEK  
OF A STAYK

by @staykuae



 STAYK  
The key to your next *getaway*



# KSTAYK

The key to your next *getaway*