

# PEMBA





## **Introduction**

### ***Positioning Pemba as a Destination***

*Ideally, I would have preferred to speak to you in person about Pemba to share its atmosphere, perhaps with the subtle scent of cloves in the room and a touch of local music to set the scene.*

*This brief note is not intended to be exhaustive, but rather to highlight a few essential elements that may help you better understand what Pemba truly represents. These are just a few key insights that could prove useful when presenting and promoting the destination.*

*Pemba is not Zanzibar. It is a distinct destination with its own identity, culture, and rhythm. Recognising this difference is crucial because The Aiyana is not simply located on Pemba, it is deeply rooted in it. This connection is central to our story, and should be reflected in how we position the property.*

***Max Sungkur , Owner and director of development***

# Why PEMBA ?



- *Pemba is not a destination. It's a philosophy of travel.*
- **Pemba Island** is often misunderstood because it's compared to Zanzibar, but the two destinations are worlds apart. Pemba offers a distinct landscape, a unique culture, and an untouched beauty that sets it apart from its more famous neighbor.
- **Exclusive & Protected:** Pemba is one of the most exclusive islands in East Africa, surrounded by environmental protections. It's difficult to acquire land, and the island has been largely untouched by large-scale developments.
- **The Pemba Experience:** Pemba offers true isolation and a chance to explore untouched nature. The development of the island is slow and sustainable, making it a perfect escape for travelers seeking authenticity.
- **Key Development:** The new airport connecting Nairobi to Pemba will significantly enhance accessibility within the next 2-3 years, making travel easier and more direct for guests.

# CHOOSE PEMBA

Zanzibar is beautiful, yes , but it's reached its peak. Mass tourism has taken over, and clients are starting to notice. Crowded beaches, commercialized villages, and overbuilt coastlines are pushing travelers to look for something else.

Something real. peacefull and different .

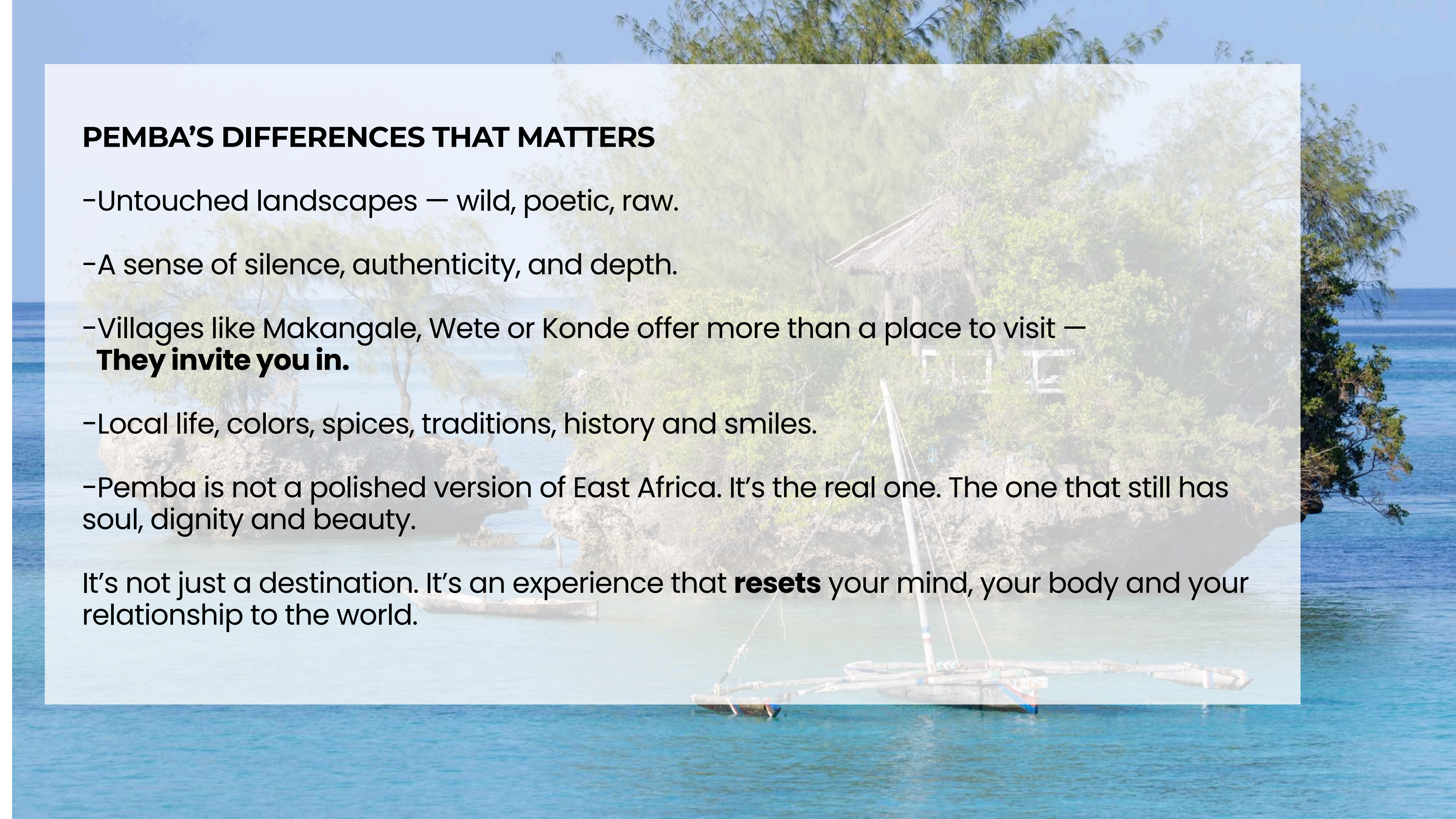
**That's where Pemba steps in.**



## PEMBA'S DIFFERENCES THAT MATTERS

- Untouched landscapes — wild, poetic, raw.
- A sense of silence, authenticity, and depth.
- Villages like Makangale, Wete or Konde offer more than a place to visit — **They invite you in.**
- Local life, colors, spices, traditions, history and smiles.
- Pemba is not a polished version of East Africa. It's the real one. The one that still has soul, dignity and beauty.

It's not just a destination. It's an experience that **resets** your mind, your body and your relationship to the world.





# Ecology & Biodiversity

## **1. A marine biodiversity sanctuary**

40 endangered marine species: green turtles, hawksbill turtles, manta rays, dugongs, Indian Ocean humpback dolphins.

Coral reefs among the most diverse in East Africa, identified as a priority conservation area by the IUCN.

Protected areas: Misali Island Marine Park, Pemba Channel Conservation Area (PECCA).

## **2. Primary forests and mangroves**

Ngezi Forest Reserve: home to rare tree species, some of which are unique in Africa.

Dense mangroves: essential for coastal protection and the reproduction of many marine species.

## **3. Unique terrestrial fauna**

Pemba flying fox: largest fruit bat in the world, endemic to the island.

Other endemic species: Pemba vervet monkey, blue duiker, Javanese civet.

## **4. Remarkable birdlife**

Endemic bird species: Pemba owl, Pemba green pigeon, Pemba white-eye.

Habitat for many migratory species: thanks to its forests and wetlands.



## **Agriculture & Landscapes**

### **5. World Capital of Clove Production**

Over 70% of the world's clove supply comes from Pemba, with nearly 4 million clove trees.

Traditional harvesting methods: the cloves are dried in clay huts, releasing a naturally rich and intoxicating aroma.

### **6. Agricultural Diversity**

Pemba also produces cardamom, cinnamon, turmeric, black pepper, lemongrass, vanilla, and nutmeg.

Tropical fruits include mangoes, papayas, bananas, and citrus.

### **7. Fertile and Undulating Landscapes**

Known as the "Green Island", Pemba features rolling hills, dense forests, and terraced rice fields.

The soil is fertile and the climate ideal for a wide range of agricultural production.



AIYANA  
EVER BLOOMING

# WHY The Aiyana fits this narrative

## Why The Aiyana fits this narrative

The only true 5-star hotel on Pemba.

A place that reflects the art, calm and integrity of the island.

A gateway to the island's true richness — not just a resort, but a home.

We're not just selling a room.

We're selling the rare chance to feel something real again.

That's the future of travel.

And it's called Pemba.

## The True Meaning of Luxury

Luxury here is not marble, nor gold.

It is catching your own fish at dawn and having it cooked to perfection under the stars.

It is the silence of being alone on a sandbank with your partner, surrounded by ocean and time.

It is not being seen by the world, but finally seeing yourself.

*"If you truly want to understand what The Aiyana is, Let me invite you to spend 5 days. That's all it takes.*

*After that, it's no longer a hotel it becomes a part of you."*

Max Sungkur

## Real Luxury

What is The Aiyana?

Yes, it's a hotel.

Yes, it's beachfront.

Yes, it's turquoise waters and powdery white sand.

**But The Aiyana is much more than a place to stay.**

**It is a place born from the vision of a single artist.**

**A space imagined, sculpted and lived like a living painting in which guests are invited to walk, breathe and exist.**

**It is the madness of beauty, the intimacy of creation, the soul of one man laid across a canvas of sea and soil.**

# A PHILOSOPHY

What Makes The Aiyana Truly Unique is that every stone, every plant, every line of architecture came from the mind and hands of the creator and his "family"

The staff are not employees . they're part of the story. They are this "Family" Many helped build the place and now bring it to life with every guest they welcome.

Only 30 villas, which means every client is seen, known, and treated with care.

Every detail, every gesture, every path, is part of a larger narrative the story of Aiyana and of Pemba. It first comes from the Heart.



# *Building Futures in Makangale*

At The Aiyana,

We deeply believe that our presence on the island of Pemba should have a positive and lasting impact on the surrounding community. With this in mind, we actively contributed to the construction of the Makangale school, a project that is especially close to our hearts. We are committed to supporting children's education through ongoing efforts, including volunteer work, material support, and meaningful initiatives within the village. Beyond the school, we are working to develop an entire local ecosystem a living connection between responsible tourism, sustainable development, and community support, all rooted in a deep respect for people and their environment.



# Understanding Pemba, Beyond the Map

To truly understand Pemba, you would need a whole day, maybe more, just to begin to grasp its essence: its purity, its authenticity, its colors, its rhythm.

Pemba cannot be reduced to a simple stop on a Tanzanian itinerary, nor mistaken for Zanzibar. Pemba is something you encounter. You come to know it when you meet its people, when you witness the hands and hearts that have helped bring The Aiyana to life. Because The Aiyana is not just a boutique hotel it is the artistic reflection of Pemba in its purest form. It is a living ecosystem shaped by community, culture, and creation. This is not just a hotel ; it's a world in itself. And understanding that is essential especially if we are to walk this journey together.