

SUCCESS in Zanzibar - boutique hotel making waves in Paradise

16th March 2010, Zanzibar. Since opening their doors in June 2009, The Zanzibari has been an example of how a boutique [hotel in Zanzibar](#) with just 8 rooms can enter a competitive marketplace and give established hotels a run for their money. Averaging 230 guests per month and with a number 1 ranking on TripAdvisor, The Zanzibari has shown that it is possible to make a big impression in a short amount of time.

The million dollar question is ‘*how has The Zanzibari done it?*’ The answer is simple: **innovation.**

In such a competitive marketplace, being innovative has allowed The Zanzibari to offer something that can’t be experienced anywhere else in Zanzibar or Tanzania. The prime example of this is the centrepiece of the hotel; the *Dhow Bar & Restaurant*.

A traditional Dhow boat was sailed up to the beach in front of the hotel and carried into the restaurant where it was converted into a spectacular bar, creating a very special atmosphere. This initial innovation has set the tone for the future of the hotel and ensures that all decisions are focused on making a stay at The Zanzibari a unique experience.

The Operations Manager of The Zanzibari, Eugene Skoberla says “We have many plans to continue providing the best service to our guests and we have the potential to do something very special here. The successes we have had are testament to our ability to innovate - our first season bodes extremely well for the future of the hotel and we’re excited to see what the next season will bring.”

ABOUT RUKA GROUP

The RUKA GROUP is an experienced team of professionals managing various properties and companies throughout Tanzania and Kenya. The companies include Tanzania Adventure, Kenya Safaris, Tent With a View and the properties include The Zanzibari Hotel, Sable Mountain Lodge, Tent with a View Lodge and Mapito Tented Camp.

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