



IMPRESSURE



Presentation

# WELCOME TO IMPRESSURE AFRICA

Empowering  
African Excellence,  
One Investment at  
a Time.

Year of presentation

**2026**

Presented by  
Impressure Africa



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# ABOUT IMPRESSURE AFRICA

**Impressure Africa is a premier investment and business advisory firm, specializing in short-term rental investments across Africa. As a dynamic growth community, we are dedicated to empowering individuals from all backgrounds to achieve excellence and unlock their full potential by creating multiple streams of financial income.**



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## Our Mission

**Our mission is to provide comprehensive support, strategic resources, and expert guidance to help our members successfully navigate the path to financial success and independence.**

**Through tailored investment solutions, industry insights, and hands-on mentorship, we equip our clients with the knowledge and tools needed to thrive in the evolving short-term rental and real estate markets.**

## Why Airbnb?

**The short-term rental market in Africa is experiencing strong and consistent growth, driven by increased tourism, expanding corporate travel, and the rise of remote work.**

**Cities like Johannesburg, Cape Town, and Durban attract tourists, business travelers, and digital nomads year-round, creating steady demand for well-managed and well-designed short-term accommodations.**

**As a result, Airbnb presents a high-income investment opportunity, offering greater flexibility, higher earning potential, and attractive returns on investment compared to traditional long-term rentals.**





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# WE'RE GOOD WITH NUMBERS!



**60+**

AIRBNBS LAUNCHED IN AFRICA BY IMPRESSURE

**20**

EXPERTS

**\$400**

AIRBNB HOSTS IN AFRICA HAVE COLLECTIVELY EARNED OVER \$400 MILLION SINCE AIRBNB'S LAUNCH ON THE CONTINENT.

**6**

YEARS OF EXPERIENCE



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# Membership Plans

We offer three tiers of membership, each designed to equip you with the skills, resources, and support needed to succeed in the short-term rental industry in Africa.

## Beginner Membership

**R7000** / ONCE OFF

For individuals learning the fundamentals before investing:

In-depth virtual training on launching and managing an Airbnb in Africa

Exclusive insights on securing properties and maximizing bookings

Proven marketing strategies to attract a steady stream of guests

Expert techniques for pitching to landlords and securing rental agreements

## Hustler Membership

**Price on Request** / 6 months

For investors who want pre-approved properties & full business setup.

Business Registration – Full assistance with business & tax setup in South Africa

Guaranteed Property Deal – Choose from our Diamond Catalogue of pre-approved rental properties

Furnishing Access – Exclusive discounts with Furnish Plus to style your Airbnb

In-depth virtual training on launching and managing an Airbnb in Africa

100% Approval Guarantee – Proven strategies to ensure landlord approvals

24/7 Expert Support – Ongoing mentorship, Co-Hosting, meetups, and direct access to Airbnb specialists

## Ambitious

**R10 000** / ONCE-OFF

For investors who prefer to negotiate their own deals but want expert guidance.

Business Registration Support – Assistance with company & tax setup

Property Negotiation Training – Learn to secure the best rental deals

Short-Term Rental Mastery – Advanced strategies for pricing, marketing & guest management

Optimized Listing Strategy – Techniques to enhance visibility and bookings

Diamond Catalogue Access – Get exclusive property options, but negotiate your own lease



# Detailed Airbnb Setup Costs Johannesburg ,Cape Town ,Durban

City	Apartment Type	Rent & Deposit	Airbnb Agreement Fee	Furniture & Appliances	Decoration & Setup	Total Cost
Johannesburg	1-Bedroom	R30,000	R5000	R35000	R20000	R90,000
Johannesburg	2-Bedrooms	R45,000	R5000	R55,000	R25,000	R130,000
Cape Town	1-Bedroom	R60,000	R10,000	R65,000	R35,000	R170,000
Cape Town	2-Bedrooms	R90 000	R10,000	R90,000	R40,000	R230,000



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# Detailed Airbnb Setup Costs Johannesburg ,Cape Town ,Durban.

City	Apartment Type	Rent & Deposit	Airbnb Agreement Fee	Furniture & Appliances	Decoration & Setup	Total Cost
Durban	1-Bedroom	R35,000	R5,000	R45,000	R25,000	R110,000
Durban	2-Bedrooms	R50,000	R5,000	R65,000	R30,000	R150,000



# Earning Potential - Johannesburg ,Cape Town and Durban

City	Apartment Type	Avg. Nightly Rate	Occupancy Rate	Monthly Revenue
Johannesburg	1-Bedroom	R1,200 – R1,400	70-85%	R25,500 – R34,000
Johannesburg	2-Bedrooms	R1,200 - R1,800	70-85%	R29,800 – R43,800
Cape Town	1-Bedroom	R1,600 – R2,200	70-90%	R34,000 – R60,300
Cape Town	2-Bedrooms	R2,000 – R2,800	70-90%	R42,500 – R76,800
Durban	1-Bedroom	R1,200 – R1,600	70-85%	R25,500 – R41,300
Durban	2-Bedrooms	R1,500 – R2,200	70-85%	R31,900 – R56,800



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# Why Start Now?

## **A Once-in-a-Generation Opportunity**

Africa's tourism, business travel, and corporate accommodation demand has surged post-pandemic and continues to grow at an exceptional pace. Major cities are recording some of the highest short-term rental demand on the continent.

## **Exceptional Cashflow Potential**

Short-term rentals consistently outperform traditional rentals, often generating double or even triple the income when professionally managed and strategically priced.

## **Africa Is Undervalued — and That's the Advantage**

Many investors underestimate how profitable Airbnb is in Africa. In reality, African short-term rentals are outperforming several global markets, delivering stronger occupancy, competitive nightly rates, and impressive returns — especially in top cities like Cape Town, Johannesburg, and Durban.

## **Full Support from Impressure Africa**

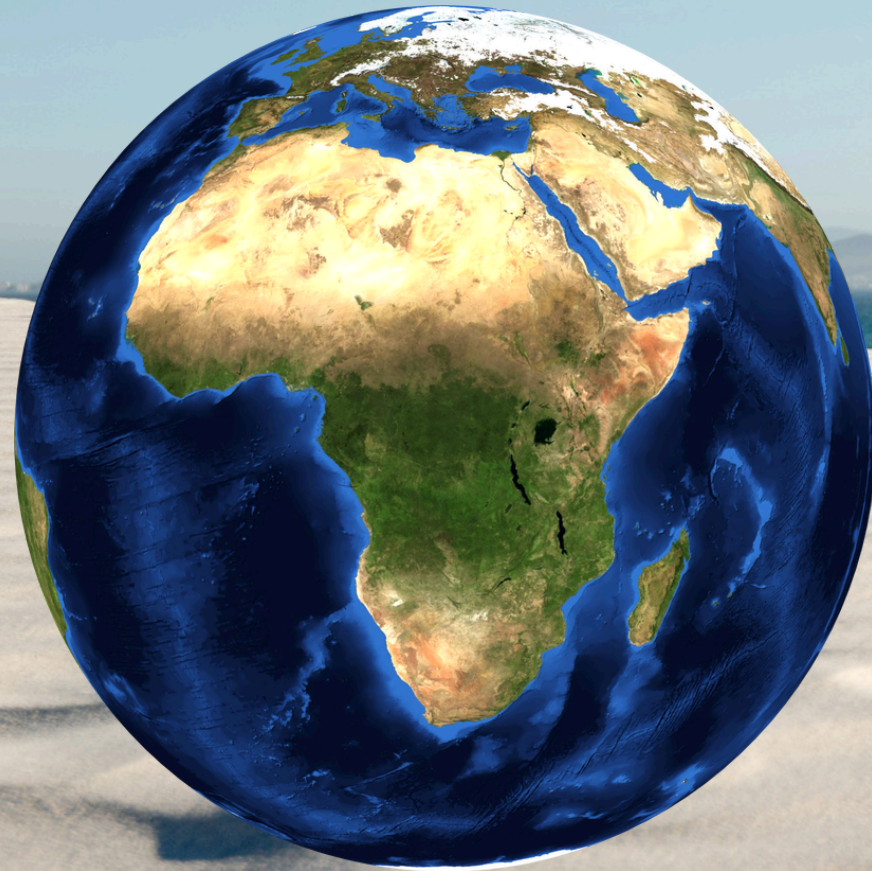
We don't just advise — we execute. From training and property sourcing to setup, launch, management, and scaling, Impressure Africa supports you at every stage of your Airbnb journey.

## **First Movers Secure the Best Positions**

The market is heating up fast. Early investors lock in prime locations, build reviews faster, and establish dominance before competition intensifies.

## **A Community Built for Growth**

Join a powerful network of ambitious entrepreneurs who are leveraging Airbnb to create consistent income, scalable businesses, and long-term generational wealth across Africa.





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# Client Experiences



**REGINA PETER**

★★★★★ 4.5

I Sincerely loved everything about this process , Mrs Renee did make it easy for me the entire process , i've been hosting for 3 years now and have over 140+ reviews



**JONATHAN DUVIER**

★★★★★ 4.7

i Live in France but wanted to open an airbnb in namibia since i've been in college , its been one of the best decision i ever made to go with this company.



**ERNEST NKOMO**

★★★★★ 5.0

i'm so glad they decorated my Airbnb , i was a bit worried , thanks again to Camille for her amazing management



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# Thank You

We appreciate your time, consideration, and interest in Impressure Africa., and we look forward to future collaborations.



Phone

+274 063 9213



Email

team@impressure.co.za



Website

Impressure.co.za

