Astrostays
Community Astro-Tourism for creating Sustainable livelihoods

Sonal Asgotraa
Founder - Astrostays
Astro-Tourism as a tool for Livelihood creation in rural areas
Community-Led Astro-Tourism
Astrotourism in Himalayas
Clear Night Skies – Himalayan Asset
Community-Centric Approach (Pilot)

- 35 people from 15 remote villages of Ladakh trained in a 3-day Astronomy workshop
- Training provided on basics of Astronomy and know-how of operating Dobsonian telescopes
ASTROSTAYS
Astronomy + Homestays
ASTROPRENEURS
Carbon Neutral Homestays

- Solar Water Heaters
- Passive Solar Homes
- Farm to Table Food
- Water Filters
- Reusable Amenities
- Solar Powered Houses
Reinvesting Astrostays Revenue for Community Development — Solar Water Setup
Reinvesting Astrostays Revenue for Community Development – Green Houses
Cosmohub
AstroTourism Community Space
Cosmohub
Leh, Ladakh
Women Led
A walk through the stars
Experience the night sky
Local Self-Help Group Products
Local Ladakhi Cuisine
Astrostays Impact - 2021

- 2300 Traveller Engaged
- 610 Astrostay Room nights
- $21,000 Income Generated
- 14 Women Empowered
- 43 Families Impacted
- 11 Youth Engaged
OUR TEAM

Sonal Asgotraa
Founder

Anubhav Jain
COO & Strategy

Simarpreet
Project Lead
Astrostays’s Growth Story

2019
First Astrostay Setup
5 Astropreneurs Trained
$2302 USD Revenue

2020
Operations Closed
21 Villagers Trained

2021
Five Astrostay Setup
3 Destinations Covered
2300 Travellers
$21,00 USD Revenue

2022
Five Astrostay Setup
7 Destinations Covered
4500 travellers
$78,000 USD Revenue

2023
Five Cosmohubs &
25 Astrostays to be Setup
Start Africa Operations
Projected $200K USD Revenue
10,000 Travellers
Scaling Astrostays

• Create Astrostays and Cosmohub as Astrotourism Goto Brands
• Identifying potential Destinations to replicate these models
• Convert Park Lodges into Astrostays to create an OTA
• Scale Astrostays as a model of Community Tourism & Luxury lodging
Thank you

Sonal Asgotraa
Founder - Astrostays
sonal@astrostays.com