

La Casa en el Árbol

Two treehouses built by hand, a private pool, seven years as an Airbnb Superhost and 69,000 Instagram followers — for sale as one complete, turnkey business.

2	316 m²	289	69K
handcrafted treehouses	titled lot	reviews · 4.74★	Instagram followers



THE STORY

Every piece of wood, every door and every window, made by hand.

AT A GLANCE

A magical treehouse that is also a beautiful business.

Two treehouses

connected by a bridge, each with a mezzanine loft, open living area and tropical bathroom

Private pool

one of the very few in the area — the single most-mentioned feature in guest reviews

Sleeps 8

2 bedrooms · 4 beds · 2 bathrooms · fully equipped kitchen · terraces on both houses

Titled land

escritura pública registered — rare in Palomino, where most property changes hands on possession only

Superhost · 7 years

289 reviews, 4.74★, 100% response rate — listed as the #1 treehouse in Colombia

69,000 followers

@_lacasaenelarbol — an owned audience that transfers with the sale



A NOTE FROM THE OWNER

I'm British, a civil engineer, and I have always loved beautiful architecture. Ten years ago I came to Colombia and fell for its Caribbean coast — the Sierra Nevada rising straight out of the sea, and the indigenous communities who have lived at its foot for centuries. I had always dreamed of a treehouse. So I built one, then another, by hand and from local materials. It was a passion project, never a business plan.

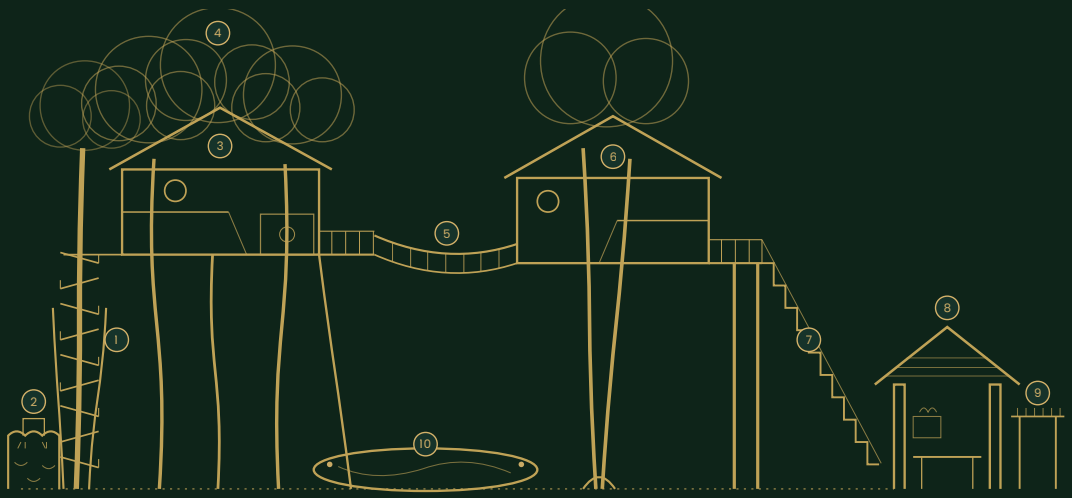
It became both. Seven years and 289 reviews later, La Casa en el Árbol sits in El Divino Niño, a quiet local neighbourhood ten minutes' walk from the beach and twenty from the river. Guests wake to birdsong, swim under the palms and fall asleep to the jungle — and then they write about it.

> *"You can tell there was a lot of love put into it."*
>
> — MYAKIA, GUEST, MARCH 2021

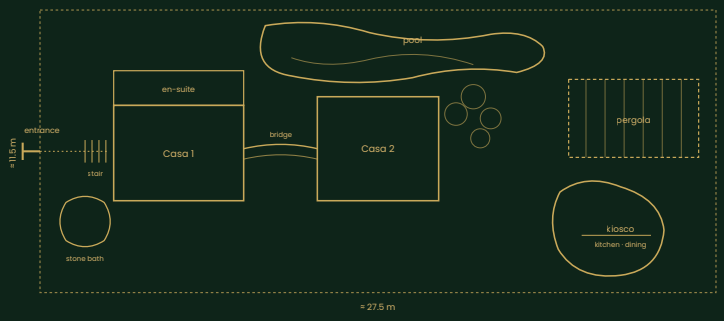
ANATOMY

How it all fits together

Two houses carried by living trees, a bridge between them, a staircase up a single trunk to get in and another out the back to the kiosco kitchen. Drawn from the property, not to scale.



THE LOT · ILLUSTRATIVE SITE PLAN, NOT TO SCALE



01 · Entrance · a staircase winding up one great trunk

02 · Stone bathroom · open-air double shower built from natural rock, by the entrance

03 · Casa 1 · en-suite bathroom, mezzanine loft, terrace

04 · Carried by living trees · two mangos, a níspero and a resbalamono

05 · Hand-built bridge through the canopy

06 · Casa 2 · a twin-trunked mango grows up through the house; mezzanine loft, terrace

07 · Guayacán timber columns and the back staircase

08 · The kiosco · a big open-sided kitchen, fully equipped, with a long dining table

09 · Pergola terrace beside the kiosco

10 · Private pool, lit at night

THE PROPERTY

Days here



Casa 1 and its arched windows



Casa 1's window over the pool



Crossing the bridge between the houses



Dusk by the pool

The details



The mango tree growing through the terrace



The arched window, Casa 1



The front door, carved by hand



The root staircase, in a guest's photo

THE PROPERTY

A walk through it

1

Casa 1 — the main house

Master bedroom with mezzanine loft (king). En-suite bathroom finished in polished coconut-shell tiles, with a large shower. Upper and lower terraces with Sierra Nevada views. Air conditioning.

2

The bridge

A hand-built wooden bridge links the two houses through the canopy. It is the photograph every guest takes home.

3

Casa 2 — the guest house

Open living room with sofa bed and mezzanine loft (queen) and a private terrace. A twin-trunked mango grows up through the middle of the house. Air conditioning.

4

Pool & gardens

Private pool ringed by exotic planting and lit at night. By the entrance, an open-air bathroom built entirely from natural rock, with a double shower. Mature tropical gardens across the whole lot, palm roofing, coconut-shell details throughout.

5

Kitchen & services

At the back, a large open-sided kiosco: a fully equipped kitchen with a long dining table, and a pergola terrace beside it. Fast Wi-Fi with work-friendly areas, free on-site parking, exterior security cameras, and private-chef and transfer partners already in place. Backup generator for Palomino's power cuts.

The lot

27.5 m × 11.5 m (~316 m²). Escritura pública registered. Own well; mains electricity. Lot purchased 2017; built by hand over three years and open to guests since 2020. Structural reinforcement in steel, 2024. New roofs on both treehouses and the bathroom, August 2026. New air-conditioning units, September 2026.







WHAT GUESTS SAY

289 reviews, the same things said again and again

AIRBNB REVIEWS · 4.74★ · 289 REVIEWS

★★★★★

"The attention to detail and craftsmanship put into it would be the envy of any skilled carpenter. Truly a hidden gem in Palomino."

Luke · Minneapolis, USA · January 2020

★★★★★

"I've been traveling the world for over 8 years, and the treehouse ranks as one of the most novel, comfortable and interesting places I've ever stayed."

Andrew · Tennessee, USA · July 2025

★★★★★

"A gorgeous space, one of the coolest on Airbnb I've stayed in… a great pool to dip in on hot and humid days."

Jason · Los Angeles, USA · December 2022

★★★★★

"The beautiful swimming pool and waterfalls are an extra special treat… Our family visit was nothing but outstanding and we can't wait to stay here again."

Natalie · Houston, USA · January 2020

★★★★★

"The treehouse is truly one of a kind, with high attention to detail throughout… walkable access to the nearest beach and to the main strip of restaurants."

Katya · 11 years on Airbnb · April 2024

★★★★★

"This place is even better than the pictures and the description… I want to go back, husband and kids too."

Margreet · 10 years on Airbnb · August 2022

★★★★★

"Honestly, there are no words to describe this place! A wonderfully constructed treehouse with beautiful surroundings… I would highly recommend staying here with your group of friends."

Anastasios · 15 years on Airbnb · March 2024

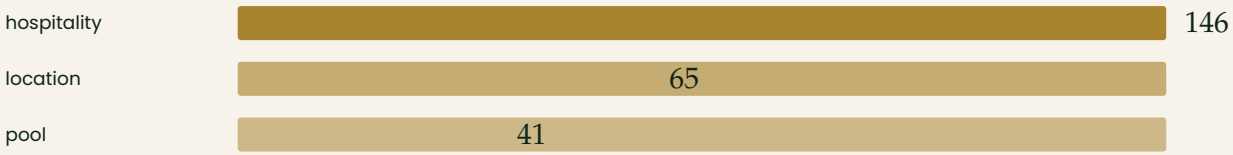
★★★★★

"This treehouse is incredible. You can tell there was a lot of love put into it. The beds are great, the kitchen is awesome… We had a wonderful time and hope to come back one day."

Myakia · South Lake Tahoe, USA · March 2021

Quotes are excerpts from verified public reviews on the property's Airbnb listing.

WHAT GUESTS WRITE ABOUT · MENTIONS ACROSS 289 REVIEWS



THE BUSINESS

What you are actually buying

The brand

The name La Casa en el Árbol, the logo and visual identity, the story, and seven years of photographs and video.

The audience

69,000 Instagram followers on @_lacasaenelarbol — a direct-booking pipeline no competitor in Palomino can match, and the reason marketing cost is close to zero.

The systems

Booking calendar, house manual, pricing history, supplier list (chef, guides, transfers, maintenance), guest messaging templates, and a trained handover.

The listing history

An Airbnb account cannot be sold — but the listing can stay live through a co-hosting transition, so the new owner keeps the ranking, the reviews and the momentum instead of starting from zero.

Titled land

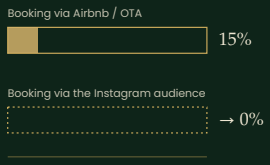
Most of Palomino trades on possession rights. A registered escritura means a foreign buyer can own outright, insure, and eventually resell with confidence.

PERFORMANCE · NOV 2025 – SEP 2026, ALL BOOKINGS

Occupancy (Airbnb 50% + direct)	54.7%
Average nightly rate, after Airbnb fees	COP 453,000
Average stay	2.5 nights
Direct stays (Instagram, WhatsApp)	31 nights, included above

From the Airbnb dashboard, 4 Nov 2025 – 30 Sep 2026: 150 nights booked on Airbnb, 31 blocked for direct guests, 150 unsold. Direct stays valued at the Airbnb average rate.

PLATFORM FEE VS. DIRECT BOOKING



Every booking that moves from a platform to a direct message is close to pure margin — the audience already exists.

THE UPSIDE, IN NUMBERS

What an operator could expect

I built this as a passion project and have run it from a distance. The house has always had more demand than attention: one listing at one price, both houses sold together, an audience of 69,000 that was hardly ever asked to book. An owner who runs it as a business inherits a proven product with the obvious levers still to pull.

WHAT AN OPERATOR COULD EXPECT · ILLUSTRATIVE



Room revenue after Airbnb fees, before operating costs. Today includes direct stays; the other bars are assumptions, shown on each bar — nothing here is a forecast. Add-ons and split listings would sit on top.

The first ninety days

- Pricing by season and demand instead of one flat rate
- A booking link and a reply template behind Instagram, so DMs become bookings
- Add-ons sold at booking: breakfast, transfers, river tubing, Sierra guides
- Casa 1 and Casa 2 listed separately in low season
- Replies within the hour — the caretaker is on site; the habit is what's missing

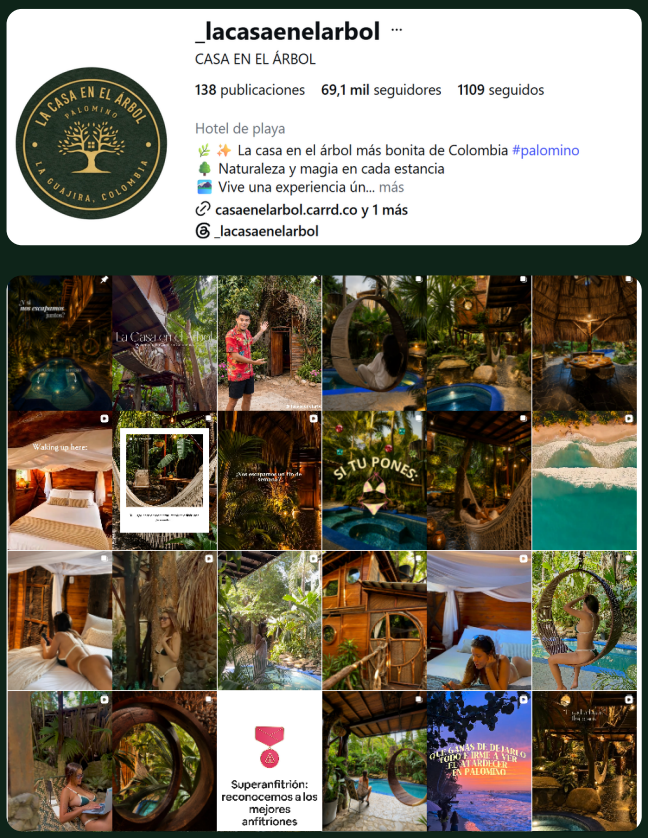
Already in place

- A caretaker contracted and living on site
- New roofs (Aug 2026), new air-conditioning (Sep 2026), steel reinforcement (2024)
- Backup generator for Palomino's power cuts
- Supplier list: chef, guides, transfers, maintenance
- Co-hosting transition on Airbnb, so the 289 reviews stay
- 30-day handover with the owner

Both transfer with the sale

INSTAGRAM · @_LACASAENELARBOL · THE ASSET MOST BUYERS WOULD UNDERVALUE

69,100 followers, 138 posts and a seven-year content library. Creators with a combined 3.5 million followers follow the account; four of them have stayed or filmed here, and more ask every month. No competitor in Palomino has anything like it — and it has never been set up to take bookings.



Profile and grid as of October 2026

AIRBNB · SUPERHOST

Superhost

AIRBNB

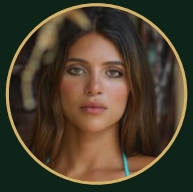
4.74★	289
average rating	reviews
100 %	7 yrs
response rate	hosting

Listed as "Treehouse with Private Pool! #1 in Colombia". Superhost is Airbnb's recognition of its highest-rated, most reliable hosts; the listing can stay live through a co-hosting transition so the ranking is not lost.

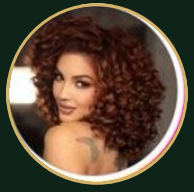
What a new owner can do with it on day one

- Put a booking link and a reply template behind the profile — turn DMs into direct bookings and count them
- Keep the creator stays going: content in exchange for nights costs almost nothing and reaches millions
- Sell add-ons to an audience that already wants to come

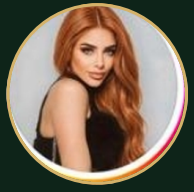
FOLLOWED BY CREATORS WITH A COMBINED REACH OF 3.5 MILLION



@maracifuentes
1.0 M
STAYED HERE



@paulinausugaa
1.0 M



@rafaellamusik
970 K
STAYED HERE



@bellacastiblanco
350 K
STAYED HERE



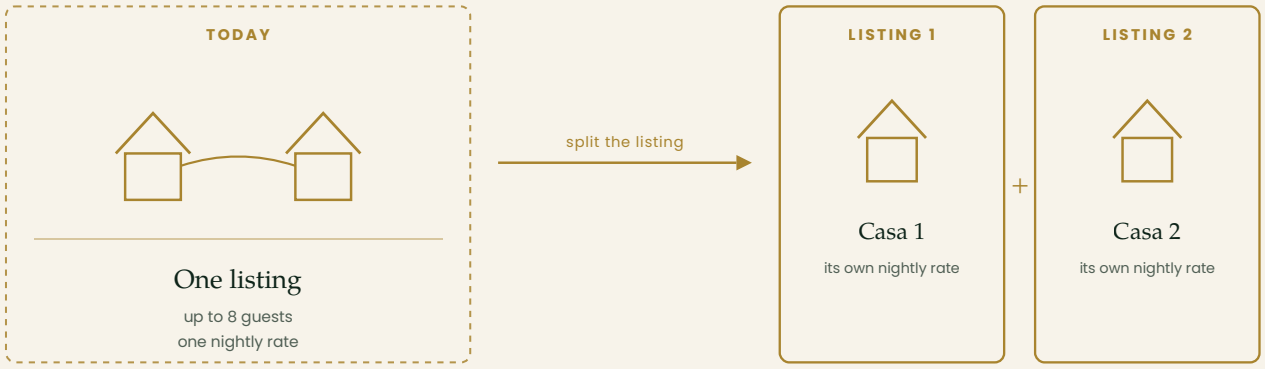
@alejandrobetancourt7
150 K
FILMED A SERIES HERE

Follower counts as shown on Instagram, October 2026. Tags mark creators who have stayed or filmed at the property.

UNTAPPED CAPACITY

Rent both houses separately

Right now the whole property is sold as a single booking. But Casa 1 and Casa 2 are structurally independent — each with its own bedroom, bathroom and terrace. Listed separately, each can earn a nightly rate at the same time as the other, with the whole-property buyout kept as a premium third option for couples and groups who want it exclusively.



up to 2×

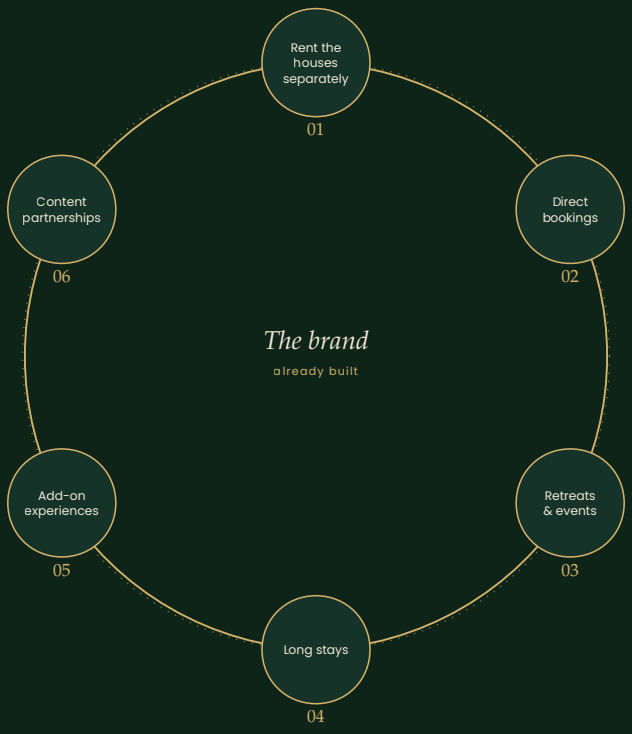
bookable capacity, same footprint, same two houses

The kitchen and social area sit at ground level and would be shared between the two bookings. A small kitchenette in Casa 2 is a modest addition that would make the split cleaner.

UPSIDE FOR THE NEXT OWNER

Six ways to grow it further

None of this requires reinventing the property — it already has the brand, the audience and the systems. This is what compounds them.



01 · Rent Casa 1 and Casa 2 as separate listings — up to 2× bookable capacity (next page)

02 · Direct bookings via Instagram, cutting platform fees toward zero

03 · Retreats & small events for 6–8 guests, booking the whole property

04 · Long stays for remote workers in low season, at a monthly rate

05 · Add-on experiences: private chef, Sierra Nevada guides, river tubing

06 · Content partnerships — creators and brands pay to use the set



WHY HERE, WHY NOW

Palomino is getting found

A destination on the rise

Sandwiched between Tayrona National Park and the Sierra Nevada, Palomino has grown from a backpacker stop into a destination for couples, families and remote workers — yet it still has only a handful of properties with a private pool.

Beach, river, mountain

Ten minutes' walk to a long, quiet Caribbean beach; twenty to the Palomino river, where guests float down from the foothills on inner tubes. The Sierra Nevada and its indigenous communities are the backdrop to everything.

Two hours from an airport

Santa Marta's airport is about two hours by road, Tayrona an hour, Riohacha ninety minutes. Close enough to be easy, far enough to still feel discovered.

It cannot be copied quickly

Hand-built structures, seven years of reviews and a 69K audience are not things a new competitor can buy. The build alone took three years.

GETTING THERE · TWO HOURS FROM AN AIRPORT, TEN MINUTES FROM THE SEA



THE OFFER

Terms

ASKING PRICE

COP 680,000,000 · ~US$ 210,000

Included in the sale

- Land (escritura pública) and both treehouses, bridge, pool and gardens
- All furniture, fittings, appliances, linens and inventory
- Brand, name, logo, photography library and the @_lacasaenelarbol account
- Booking systems, house manual, supplier and guest contacts
- Handover training and a 30-day transition period with the owner

Available separately

The adjoining maintenance house, where the caretaker currently lives, is not part of this price. It can be included by negotiation; on its own it would let for around COP 700–800,000 a month.

Turnkey, with support

A caretaker is already contracted and lives on site. The owner will provide a 30-day handover period, a co-hosting transition on the Airbnb listing, and introductions to every supplier and neighbour who keeps the place running.

THE LEGAL STEPS

1 · Offer & promesa

Offer accepted, then a promesa de compraventa with a deposit.

2 · Escritura

Signing at the notaría and registration of the deed.

3 · Remote close

The owner can complete from abroad via a poder (power of attorney).

CONTACT

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@_lacasaenelarbol

Airbnb
Treehouse with Private Pool! #1 in Colombia

Everything here is offered in good faith and subject to contract. Figures are taken from the owner's Airbnb dashboard.