

Airbtc's Bitcoin-Only Marketplace, Nairobi Ticketing, and South Africa's Circular Economies

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By Bitcoin Payment Adoption Tracker • April 10, 2026

This brief covers new Bitcoin payment activity across accommodation, event ticketing, food retail, and rural commerce. The main themes are Bitcoin-native platforms, repeatable Lightning merchant infrastructure in Africa, and continued evidence of routine consumer spending use cases.

Major Adoption News

Online / Global — Airbtc is positioning accommodation bookings as Bitcoin-native commerce

Airbtc described itself as a Bitcoin-only stay marketplace where every stay is priced in sats, settled on Bitcoin rails, and paid out to hosts in pure Bitcoin. It also published the marketplace URL: <http://airbtc.online> [1]

Business impact: This is more than a merchant adding a Bitcoin checkout option. The listing price, settlement rail, and host payout are all described as Bitcoin-based, making payments central to the marketplace model. [1]

Kenya — Bitika adds Bitcoin-powered ticketing for a Nairobi event

Bitika said it is the official ticketing partner for Adopting Bitcoin NBO in Nairobi and described the service as “Fast. Seamless. Bitcoin-powered.” Tickets were directed to <http://ke26.adoptingbitcoin.org> [2]

Business impact: This extends Bitcoin payments into event commerce and digital ticketing, rather than only in-person retail. [2]

South Africa — six circular economies are being presented as a connected payments landscape

Bitcoin Ekasi promoted a 10-day, 1,500 km South Africa expedition spanning six Bitcoin circular economies: BitcoinWitsand, BitcoinKaroo, BitcoinLoxion, BitcoinPlett, BTCSegefield, and BitcoinEkasi. The trip was organized by UnravelSurf and framed as taking visitors to places where Bitcoin adoption is already happening. [3, 4]

Business impact: The notable signal is the claimed density of operational local ecosystems. The sources present Bitcoin payments in South Africa as geographically distributed enough to be visited as a network, not just as isolated single-merchant anecdotes. [3, 4]

Netherlands — Arnhem foodhall merchant adds Bitcoin

Pasta Basta at Foodhall Arnhem now accepts Bitcoin. [5]

Business impact: It is a small-scale addition, but it keeps everyday food spending in view as a Bitcoin use case in Europe. [5]

Payment Infrastructure

Global — BTCPay Server is reducing navigation friction in merchant software

BTCPay Server previewed a global search/launch bar designed to remove “5 level of nested menu” navigation and enable keyboard browsing. A reply called it an “Amazing idea,” and Nicolas Dorier said the feature was “vibe coded” by pavlenex and then refined. [6, 7, 8]

Significance: The update targets usability in payment operations software, with a clear focus on faster navigation for users managing BTCPay Server. [6]

Africa — Lightning aliases plus BTC Map remain the practical merchant stack

Current merchant posts repeatedly paired a Lightning endpoint with a public map listing. Examples include Rachael via `rachael@8333.mobi` with BTC Map, the Bitcoin Chama farm via `mercyl@8333.mobi` with BTC Map, the chicken coop project via `Nyarandi@8333.mobi` with BTC Map, Viwa Accessories via `victormuraya@blink.sv` with BTC Map, Chips pot via a Blink endpoint with BTC Map, and Siki’s Koffeekafe via `siki@blink.sv` with BTC Map. [9, 10, 11, 12, 13, 14]

Significance: The recurring pattern is operationally important: a payment address for checkout and a public directory entry for discovery. That combination makes merchant acceptance easier to find and use. [9, 10, 12, 14]

Kenya — Machankura appears in live farm-purchase activity

Bitcoin Chama showed payment for kales from its farm using a Machankura wallet. [10]

Significance: This is direct evidence of a specific wallet being used for a real merchant payment in a rural setting. [10]

Regulatory Landscape

Africa

No payment-specific legal or regulatory changes were cited in the current notes for Kenya, South Africa, or other African markets represented in this batch.

Europe and Global / Online

No legal or policy changes affecting Bitcoin payments were cited for the Netherlands, online marketplaces, or cross-border payment services in the current notes.

Usage Metrics

The current sources remain light on hard data. No transaction totals, settlement volumes, or merchant revenue figures were disclosed.

South Africa

- Bitcoin Ekasi’s travel promotion named **6** circular economies across **10 days** and **1,500 km**. This is the clearest explicit scale indicator in the current batch. [3, 4]
- At merchant level, Siki’s Koffeekafe in Green Point, Cape Town was shown in an actual coffee purchase and separately tied to a BTC Map listing. [15, 14]

Kenya

- The strongest usage signal is category breadth in routine spending: Unga wa Ugali at Grandsmatt, kales bought with Machankura, discounted eggs at the chicken coop project, a purchase at Chips pot, and electronics accessories offered by Viwa Accessories. [16, 10, 17, 13, 12]
- Several of these posts included either a BTC Map entry or a Lightning endpoint, indicating live merchant readiness rather than generic advocacy. [16, 10, 11, 12, 13]

Europe and Online

- The current notes add a new food merchant in Arnhem and describe a Bitcoin-only accommodation marketplace, but no booking or payment

counts were provided. [5, 1]

Emerging Markets

Kenya — rural and low-ticket spending remains the clearest adoption channel

Bitcoin Chama and BitBiashara posts continue to place Bitcoin in small, frequent purchase categories: kales from a farm, eggs from a chicken coop, Unga wa Ugali, chips, and accessories such as chargers and earphones. Some posts explicitly framed this as “Bitcoin as everyday money” or “Bitcoin in action.” [10, 17, 16, 13, 12, 9]

Why it matters: The current evidence ties Bitcoin to day-to-day commerce categories rather than one-off showcase purchases. [10, 17, 16, 13]

South Africa — mobile and neighborhood merchants continue to anchor the local spend story

Nick Darlington reported buying coffee with Bitcoin at Siki’s mobile coffee shop in Green Point, Cape Town. Separately, BitcoinLoxion highlighted the same merchant with a Blink address and BTC Map listing, while thanking the MoneyBadgerPay team for visiting. [15, 14]

Why it matters: The same merchant appears both as a live consumer payment and as a mapped Lightning endpoint, strengthening the case that the acceptance is operational. [15, 14]

Adoption Outlook

“Bitcoin is not a replacement. It is a choice.” [18]

The current batch shows two parallel tracks in Bitcoin payments. One is **Bitcoin-native service design**, with Airbtc structuring accommodation pricing, settlement, and host payouts around Bitcoin, and Bitika adding Bitcoin-powered ticketing in Nairobi. The other is **grassroots retail acceptance**, especially in Kenya and South Africa, where merchants keep publishing Lightning aliases, BTC Map entries, and proof-of-purchase examples. [1, 2, 9, 10, 17, 14]

What remains missing is formal regulatory movement and hard volume data. For now, the strongest evidence of payment viability is operational: users can identify merchants publicly, reach them through repeatable payment endpoints, and see Bitcoin used in routine categories such as coffee, farm produce, groceries, prepared food, accessories, accommodation, and event tickets. [9, 10, 11, 13, 15, 16, 12, 1, 2]

Sources

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