



DIANI REEF

BEACH RESORT & SPA

THE MARKET

Diani Reef Beach Resort & Spa is a little heaven on earth. The resort is nestled in the immaculate white sands of Kenya's South Coast overlooking the Indian Ocean. Its main target market is the discerning tourists from America and Europe and the upwardly mobile long haul overseas travellers from Asia.

The resort's future will largely be driven by its endeavours and ability to strike the right balance between both its short-term and long-term objectives, by reflecting the true warmth of Kenyan hospitality standards and being perceived as a symbol of Kenyan national pride - yet meeting global standards.

By any measure, whether esoteric or mundane, the resort would like to be positioned and perceived as one of the leading hotels of the world in five years. Its ascension with time can be best captured by the Japanese word *jojo* which means (slowly, gradually and steadily.)

ACHIEVEMENTS

Diani Reef Beach Resort & Spa is the only facility in Africa that was invited to display and market Kenya at the Style 2006 Pre Emmys Garden Party held at Rodeo Drive, Beverly Hills. Before the grand party, several Hollywood celebrities like Sharon Stone, Sir Ben Kingsley, Alfre Woodard (Desperate Housewives), Jackie Collins, Sylvie Vartan, and Kathy Griffin expressed their desire to visit the resort.

Another feat that put Kenya on the world map came when the resort supported Nobel laureate Archbishop Desmond Tutu's 75th birthday fundraising gala dinner that was held at the Regent Beverly Wilshire in Beverly Hills. The gala - 'Tutu - One Amazing Night of Celebration' was co-hosted by Samuel L. Jackson, Carlos Santana, Denzel Washington, Alfre Woodard and Gillian Anderson.

More recently, Diani Reef Beach Resort & Spa was invited to join the Stars at The 2007 Golden Globes World Experience Style Talent Lounge. Held at the luxurious Beverly Hills Hilton from January 12th to the 14th. The World Style Talent Lounge gave nominees, presenters and attendees of the 64th Golden Globes an "Around the World" experience, unlike any other with the finest gifts from across the globe.

Diani Reef Beach Resort & Spa, made it a "three-in-a-row" when it was invited, yet again to showcase its product among an entire galaxy of the very best in the global film fraternity through its participation at the 60th International Film Festival at Cannes in May 2007.

HISTORY

The resort opened its doors in March 2005. The members of Diani's Board of Directors, most of who are based abroad, were aware of the need to raise the bar as far as Kenyan hospitality standards were concerned. Driven by that objective and a desire to promote the Kenyan Coast as an up-market destination, they conceptualised an all round international resort.

Establishing a five star deluxe resort on the Kenyan South Coast was a Herculean task as the owners faced numerous challenges. The first was how to gratify tourists from all over the world who were used to quality international hospitality practices. Moreover, the resort had to break the monotony of a Kenyan hotel/resort which, although comfortable was not particularly on the top of the international list for service efficiency and product delivery.

The other challenge was converting an acquired block of concrete rooms into a comfortable home. The wide open spaces that characterize the resort were considered a waste of valuable revenue in terms of potential rooms lost in construction by conventional hotel operators. However, the owners stuck to their objective - to ensure that guests went back home thoroughly refreshed and rejuvenated.

Another major hurdle was furnishing the facility with imported world class equipment since they were not available locally. The project and administrative team had to work hard around the clock battling delays at the port which severely pushed deadlines.

The biggest challenge was convincing tour and travel operators with international clients that the resort could measure up to best hospitality standards and did not just offer a token façade/infrastructure showpiece.

Looking back, in three years, Diani Reef Beach Resort & Spa has achieved what few hotels/resorts internationally aim for - a consistent year round occupancy of over 75 percent.





THE PRODUCT

Diani Reef Beach Resort & Spa is built on 30 acres of sheltered property located along Kenya's South Coast. It has a stylish and modern international design that blends seamlessly into the African wildlife. The resort is located 34 km from Mombasa city and 45 km from the Moi International Airport. From Nairobi, it is a 500km drive or a 45 minute flight.

The resort has 143 bedrooms comprising doubles, twins, deluxe, inter-connecting rooms, a selection of suites including Presidential and Penthouse Suites. Most rooms have a view of the Indian Ocean, cable TV and internet connection plugs. The air conditioned rooms have mini-bars and a kitchenette. The 350 metres of beach area has sun lounges for sun bathers.

For the connoisseurs of luscious food, there are three restaurants: the Coral Rock Cafe that offers an extensive buffet, the Sake Oriental Restaurant that specializes in Indian, Chinese and Japanese cuisines and, the Fins Seafood & Grill that serves sea food and, light Mediterranean dishes. The resort also has exciting theme nights held on the beach front.

Diani also has four bars with a very beautiful ambience. The Coral Deck bar is situated on the deck of the restaurant while the Pool bar is located near the pool and serves exotic cocktails. Adjacent to the Fins Seafood & Grill, is the Dune's Night Spot and bar for live music and dancing. The Piano Lounge and Zebra Square bar include a cigar and liqueurs corner.

For adventure lovers, there are various activities like: scuba diving, beach dive, wind surfing, a Robinson Crusoe trip, snorkelling safari and Kaya culture tours. Golfers too can unwind in the 18-hole golf course located 500 metres away from the beach.

To cater for the business needs of its guests, the resort has a well equipped Business Centre with various facilities that include: a boardroom, meeting room, work stations and secretarial services.

The resort's Maya Health and Wellness Centre caters for a guest's beauty, well being and health requirements and goes beyond the appearance to treat, touch, scent and surround every part of a guest's body, soothing stress and easing strain. Natural treatment ingredients and therapies are used at the spa. Therapies like Ayurveda, Thallaso, Balenotherapy, Aqua/Hydro treatment, Reflexology and Aromatherapy make Maya Spa a unique destination. The spa also offers special packages for couples looking for exotic weddings or memorable honeymoon experiences.

When competitors have been forced to close shop, the resort has had a very productive "low season". This has been achieved by positioning itself as a conference destination of choice. The resort's Guest Satisfaction Index has been very positive since every guest is special irrespective of market mix.

PROMOTION

The Diani brand focuses on Customer Relationship Management, a valuable management tool wherein the key to successful implementation is also becoming familiar: strong executive and business unit leadership, careful strategic planning, clear performance measures, and a coordinated program that combines organizational and process changes with the application of new technology.

The resort knows it cannot learn much from complex measurements of customer satisfaction or retention if it wants to grow. Towards this end it goes the extra mile to make sure every guest is satisfied. The objective of the resort is to become an industry leader largely by building intensely loyal relationships with customers and employees.

In its quest to achieve global business standards with an ethnic local flair, the resort has introduced exceptional traditional stately welcomes, unique dining experiences, loyalty recognition for repeat guests and special care for extended families, groups and honeymooners.

BRAND VALUES

Building and properly managing brand equity has become a priority for companies of all sizes, in all types of industries, in all types of markets. The success of the Diani Reef Beach Resort & Spa brand has been due to its delivery of superior benefits to its customers by appealing to all the five senses.

THINGS YOU DIDN'T KNOW ABOUT DIANI REEF BEACH RESORT & SPA

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