

# Albaker Marina



2024

"Experience the Ultimate Escape: Discover Unrivaled Luxury and Dive into Adventure in the Heart of Marsa Alam, Egypt – Where Spectacular Scenery Meets World-Class Diving Excursions for a Vacation Beyond Compare!"

# About Our Company

## ETHOS

Albaker Marina is a Qatari owned and operated Development Company that is focused on strategic projects that raise the standard in the future growth of the community.

The Albaker family has deep roots in Qatar and is one of its prominent and respected families. Albaker Marina was established by Ahmad Bin Abdulaziz Albaker in 1994 and has since built many projects that exceed normal industry expectations in Qatar and Egypt.

Albaker Holding places heavy emphasis on proper planning, design and construction of developments while integrating energy efficiency and sustainable building principles. The reason for this is to respond to the needs of the community and increase the quality of life while fostering economic growth and social development. It is the noble intention of Albaker Holding to preserve national pride and maintain integrity while nurturing cultural and economic growth.

# Vision

We are exerting hard efforts to apply the sectors within our local environment, as we are committed to achieve the ideal compatibility between experience in various business and professional competence, technological solutions. We strive to serve our customers with excellence considering environment committed commitment and highest ethical standards. We always distinct group in the local level and we aim to be the best trading & contractor in the State of Qatar.

# Mission

01

The group is committed to providing a high level of services and products according to International quality standards.

02

The group is keen on establishing a strong relationship based on mutual trust and credibility with its customers. development of the group associated with its human resources.

03

The group encourages its employees and is keen on training and rehabilitating them and developing their abilities.

04

The group contributes to the service of community as a part of its social and religious duty.



# OUR LOCATION

"Discover a Haven of Tranquility and Adventure: Welcome to Our Resort in Marsa Alam, Egypt, Where Pristine Beaches and Majestic Deserts Embrace the Finest Dive Sites on Earth. Immerse Yourself in Luxury, Unwind in Serenity, and Explore the Depths of the Red Sea's Aquatic Wonders, Creating Memories That Last a Lifetime."



## 01 Desire

At our resort in Marsa Alam, Egypt, guest satisfaction is our guiding principle for daily operations. While data on products/services is important, we prioritize guest experiences and feedback above all. By listening closely to their needs, we continuously refine our services to exceed expectations and ensure each stay is exceptional.

## 02 Responsibility

The most powerful factor guiding our daily operations at the resort and hotel is our commitment to sustainability and social responsibility. While data on products/services is important, we prioritize minimizing our environmental footprint and supporting local communities. By integrating sustainability into every decision, we ensure our actions align with our values and positively impact the world around us.

## 03 Relations

The cornerstone of our daily operations at the resort and hotel is our commitment to relationships. While data on products and services matter, we prioritize building connections with guests, employees, and partners. By listening closely to their needs, we tailor our services and enhance experiences, fostering trust and satisfaction in every interaction.

## 04 Creative

Creativity fuels our daily operations at the resort and hotel. Beyond product data, we prioritize innovative thinking to deliver unique guest experiences. From service concepts to design, we spark excitement and set new hospitality standards, ensuring every visit is memorable.

# Strengths

- **Brand Reputation:** Being part of the Hilton brand lends credibility and trust to the hotel, attracting loyal customers.
- **Luxury Amenities:** Offering upscale facilities and services expected from a 5-star hotel enhances the guest experience.
- **Prime Location:** Situated in Marsa Alam, a renowned diving destination, attracts tourists seeking leisure and adventure.
- **Diverse Activities:** Providing various recreational options such as diving, spa treatments, and cultural excursions enriches guests' stay.
- **Global Network:** Leveraging Hilton's global network allows for efficient marketing, reservation systems, and access to loyalty programs.
- **Unique Room Concepts:** Different themed rooms like Pharaoh, Italian, and Greek styles offer guests a distinctive and immersive experience.

# Weaknesses

- **High Operating Costs:** Maintaining luxury standards can lead to significant operational expenses, impacting profitability.
- **Seasonal Demand:** Dependency on seasonal tourism patterns may result in fluctuations in occupancy rates and revenue.
- **Competitive Market:** Facing competition from other luxury resorts in the region may pose challenges in attracting guests.
- **Environmental Impact:** Balancing luxury offerings with sustainable practices may require substantial investments in eco-friendly initiatives.
- **Staff Turnover:** High employee turnover can affect service quality and guest satisfaction, requiring continuous training and recruitment efforts.

# Opportunities

- **Market Expansion:** Expanding into emerging markets or introducing new hotel concepts can diversify Hilton's portfolio and attract a broader customer base.
- **Sustainable Initiatives:** Implementing eco-friendly practices and promoting responsible tourism can appeal to environmentally-conscious travelers.
- **Technological Advancements:** Investing in digital innovations and technologies can enhance competitiveness.
- **Collaborations:** Partnering with local businesses or tour operators to offer exclusive packages and experiences can differentiate Hilton from competitors.
- **Health and Wellness Trends:** Capitalizing on the growing demand for wellness-focused travel by expanding spa and fitness offerings can attract health-conscious guests.

# Threats

- **Economic Uncertainty:** Fluctuations in global economic conditions and currency exchange rates may impact travel spending and consumer confidence.
- **Political Instability:** Political unrest or changes in government policies in Egypt can disrupt tourism and affect the hotel's operations.
- **Pandemics and Health Risks:** Outbreaks of diseases or health concerns such as COVID-19 can lead to travel restrictions, cancellations, and decreased demand for hospitality services.
- **Online Travel Agencies (OTAs):** Dependence on OTAs for bookings may result in high commission fees and reduced control over pricing and branding.
- **Disruptive Technologies:** The emergence of alternative accommodations such as Airbnb and advancements in sharing economy platforms may pose challenges to traditional hotel models.
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# 4P's Marketing Table

## PRODUCT

- Luxury Accommodation
  - Spacious and elegantly designed rooms with diverse themes such as Pharaoh, Italian, and Greek styles. Each room equipped with modern amenities and offers stunning views of the Red Sea or resort gardens.
- Fine Dining Experiences
  - Multiple on-site restaurants offering a variety of cuisines ranging from authentic Egyptian dishes to international flavors. Guests can enjoy gourmet dining experiences with panoramic views of the sea or opt for casual poolside meals.
- Recreational Activities
  - Extensive range of activities including scuba diving, snorkeling, yoga sessions, spa treatments, and guided excursions to explore nearby attractions. The resort also features swimming pools, tennis courts, and children's play areas.
- Event and Conference Spaces
  - Versatile event venues suitable for weddings, conferences, and special occasions, equipped with state-of-the-art technology and professional event planning services.

## PRICE

- Premium Pricing
  - Positioning as a luxury resort, Hilton Hotel and Resort in Marsa Alam offers premium rates reflective of the high-quality accommodations, services, and experiences provided.
- Seasonal Promotions
  - Introducing special packages and discounts during off-peak seasons to attract guests and maximize occupancy rates. Examples include honeymoon packages, family getaway deals, and diving adventure packages.
- Loyalty Programs
  - Offering membership rewards and benefits through Hilton Honors loyalty program, providing incentives such as room upgrades, complimentary amenities, and exclusive access to member-only events.
- Flexible Pricing Strategies
  - Implementing dynamic pricing strategies to adjust rates based on demand fluctuations, special events, and competitor pricing. Utilizing revenue management software to optimize pricing and maximize revenue generation.

## PLACE

- Strategic Location
  - Situated in Marsa Alam, Egypt, known for its pristine beaches and world-class diving spots. The resort offers easy access to popular attractions, including historical sites, national parks, and marine reserves.
- Online Distribution Channels
  - Utilizing Hilton's global online booking platform, as well as partnering with third-party online travel agencies (OTAs) and travel agents to reach a wide audience of potential guests.
- Direct Sales Channels
  - Offering direct booking options through the hotel's website, mobile app, and reservation hotline, providing guests with personalized assistance and special offers for booking directly.
- Local Partnerships
  - Collaborating with local tour operators, airlines, and businesses to offer integrated travel packages and exclusive experiences, enhancing the overall guest experience and attracting diverse clientele.

## PROMOTION

- Integrated Marketing Campaigns
  - Implementing multimedia advertising campaigns across various platforms including digital channels, social media, print media, and television, to showcase the resort's luxury offerings, unique experiences, and special promotions.
- Content Marketing Strategies
  - Creating engaging and informative content such as blog posts, videos, and virtual tours to highlight the resort's amenities, activities, and local attractions, and to engage with potential guests on social media platforms and travel websites.
- Influencer Partnerships
  - Collaborating with travel influencers and bloggers to create sponsored content, reviews, and social media posts showcasing their experiences at the resort, reaching a wider audience and leveraging their influence to attract potential guests.
- Event Sponsorships
  - Sponsoring local events, festivals, and community initiatives to increase brand visibility and demonstrate commitment to the local community, while also attracting attendees who may be interested in exploring the resort for future stays or events.

# Resort & Hotel Overview

## A Brief Story About The Resort & Hotel

In the heart of Marsa Alam, Egypt, stands the prestigious Albaker Marina Resort & Hotel, a sanctuary of luxury and hospitality. Guests are welcomed with open arms to lavish accommodations, ranging from Pharaoh-themed suites to elegant Greek-inspired rooms. Dining experiences are a culinary delight, offering flavors from Egypt and beyond, while recreational activities, from scuba diving to spa retreats, cater to every preference. With state-of-the-art event spaces, the resort ensures unforgettable celebrations and gatherings. Here, amidst the beauty of the Red Sea, every moment is a treasured memory waiting to be made.





# The Main Entrance

The main entrance of Albaker Marina Hotel and Resort in Marsa Alam welcomes guests with grandeur and elegance. With towering pillars and impeccable landscaping, it exudes prestige. Friendly staff assist with seamless check-in, while soft lighting and soothing music create a serene atmosphere. Valet parking and porter services ensure a smooth arrival, setting the stage for an unforgettable stay.



# The Lobby

The lobby at Albaker Marina Hotel and Resort in Marsa Alam is a grand and welcoming space, designed with soaring ceilings, elegant furnishings, and stunning architectural details. Guests are greeted with warm smiles and attentive service, while enjoying tranquil seating areas and breathtaking views. It's the perfect hub for planning adventures, socializing, or simply relaxing in style.



# Reception

The reception at Albaker Marina Hotel and Resort in Marsa Alam is a warm and welcoming space where guests are greeted with professionalism and hospitality. Staff stand ready to assist with check-in and provide information about the resort's amenities and local attractions. It's a hub of activity where guests can gather, socialize, and relax as they begin their memorable stay.



# Greek Style Family Rooms

The Greek Style Family Rooms at Albaker Marina Hotel and Resort in Marsa Alam offer a charming and immersive experience inspired by the iconic architecture and culture of Greece. These spacious rooms feature pastel hues, Mediterranean-inspired furnishings, and modern amenities. With panoramic views of the resort's gardens or the Red Sea, families can relax and unwind in style while creating unforgettable memories in a picturesque setting reminiscent of the Greek islands.



# Italian Style Rooms

The Italian Style Rooms at Albaker Marina Hotel and Resort in Marsa Alam exude elegance and charm, with classic Italian motifs, luxurious furnishings, and warm earth tones. Guests are welcomed into a cozy and inviting atmosphere, offering a tranquil retreat with picturesque views of the Red Sea or lush gardens. From morning espressos on the private balcony to plush bedding for a restful night's sleep, these rooms provide a delightful Italian-inspired escape in the heart of Egypt.



# Pharoah Style Rooms

The Pharaoh Inspired Style Rooms at Albaker Marina Hotel and Resort in Marsa Alam offer a majestic retreat, adorned with opulent décor and rich gold accents reminiscent of ancient Egypt. Guests are transported back in time to the grandeur of the pharaohs, with luxurious furnishings and intricate hieroglyphic motifs. From breathtaking views of the Red Sea to sumptuous bedding fit for royalty, these rooms provide an unforgettable and regal experience in the heart of Egypt.



# Pharoah Presidential Suite

Guests stepping into the Pharaoh Inspired Style Rooms are transported back in time to the splendor of ancient Egypt, where every detail reflects the sophistication and power of this ancient civilization. From luxurious furnishings to ornate decorations, each element pays homage to Egypt's rich cultural heritage.



# Main Restaurant

The main restaurant at Albaker Marina Hotel and Resort in Marsa Alam offers a luxurious dining experience with a spacious, high-ceilinged dining area adorned with large windows offering stunning views of the beach and resort. The opulent design, combined with impeccable service, invites guests to indulge in a culinary journey of exquisite flavors, whether indoors or alfresco on the terrace.





# The Spa

The spa at Albaker Marina Hotel and Resort in Marsa Alam offers a serene escape where guests can unwind and rejuvenate. With soothing ambiance and luxurious amenities, it provides a range of indulgent treatments, from massages to facials, all performed by skilled therapists. Guests can also enjoy wellness facilities like steam rooms, saunas, and pools, ensuring a blissful retreat for relaxation and holistic well-being.



# Thank You

"Discover Luxury, Dive into Adventure: Experience Marsa Alam with Albaker Marina."



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