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MAWARID HOTELS AND HOSPITALITY

PORTFOLIO

When we collectively created Mawarid Hotels and Hospitality, the concept was quite simple - to create unparalleled experiences.

WHO WE ARE

Mawarid Hotels and Hospitality is a destination management company specialising in boutique properties with an environmental-focused approach.

At Mawarid Hotels and Hospitality (MHH), we are a team of owners, developers, operators, and managers, but first and foremost, we are a team of visionaries.

Through a combination of our internal resources and innovative management style, we are able to deliver and operate unique leisure developments and maximise the value of our developments. Mawarid Hotels and Hospitality is committed to providing expert services for our clients as we do in our own self-managed properties, with a dedication to facilitating interaction with true nature.

Mawarid Hotels and Hospitality is a proud subsidiary of Mawarid Holding Investment (MHI).

Mawarid Holding Investment aims to provide its services in accordance with the highest international standards in various fields by achieving knowledge, practical integration and following a clear and creative methodology in all disciplines related to the group's scope of work. The company strives to develop and expand its diverse professional network of more than 11,000 team members to provide fully integrated solutions. This comprehensive convergence of experiences and skills at all levels has effectively contributed to creating a supportive environment capable of providing solutions and ideas to meet all challenges.

UNIQUE DESTINATIONS, UNIQUE MANAGEMENT STYLE

Everything we create at Mawarid Hotels and Hospitality is centred on people.

We take immense care in developing the qualities of the spaces we create, most importantly looking at how customers wish to use the space. Every minute detail is thoroughly thought about, as collectively this creates your lasting impression of the place.

Each destination has unique qualities that cannot be mimicked or recreated elsewhere, this is what we leverage and this is what we provide, overall creating your unique experience.

We think big picture. Our destinations not only complement the existing fabric of an area but celebrate, improve and regenerate it. Overall improving the place in which we all live; the planet.

SERVICES WE OFFER

Through our internal resources, Mawarid Hotels and Hospitality develops, manages and operates destination resorts and leisure destinations.

Our team of knowledgeable experts applies a strategic plan for your property through the development cycle, incorporating your reputation and branding to achieve profitability.



Strategy



Management



Operations

Services breakdown

PLANNING AND ADVISORY

- + Proforma Projections
- + Budgeting
- + Programming
- + Design and Architectural Reviews
- + Competitive Set Strategy
- + Technology Systems Selection and Deployment
- + FF&E Direction
- + Brand Selection
- + Market Positioning

BRANDING AND POSITIONING

- + Service Style and Protocol
- + Staff Uniform Input and Review
- + Proprietary On-Site Branding Workshop
- + Market Analysis & Positional Mapping
- + Brand Pillars and Guest Proof Points
- + Logo, Colour and Typeface Development
- + Image Style and Usage Guidelines
- + Iconography and Illustration
- + Brand Hallmarks and Signature Surprise & Delights

STRATEGIC MARKETING

- + Business and Budget Planning
- + Package, Offer and Promotion Creation
- + Project Estimation and Competitive Bidding
- + Time-line and Traffic Management
- + Resource Allocation
- + Proprietary End of Month Reporting
- + Printing and Fulfilment
- + Seasonal Campaign Deployment
- + Digital Marketing
- + Web Development and Optimisation
- + Graphic Design
- + Copy writing
- + Branding
- + Photography and Videography

LIFESTYLE OPERATIONS

- + Routine Property Visits
- + Capital Budget Planning Recommendation
- + Expense Controls
- + Preventative Maintenance
- + Service Protocol
- + Reputation Management
- + Guest Survey
- + Systems Procurement
- + Third Party Management

PRE-OPENING AND LAUNCH

- + Destination Marketing Liaising
- + Critical Path Development
- + Operating Protocol Assistance and Review
- + Operating Budgets Assistance and Review
- + Local Media Outreach
- + Pre-Opening Sales & Marketing
- + Staffing
- + Training
- + Task-Force Support

FOOD AND BEVERAGE

- + Menu, Collateral and Merchandise Design
- + Local Outreach and Awareness
- + Outlet Programming
- + Premium Local Sourcing
- + Fine Dining Staffing and Training
- + Facilitates Serve-Safe Certification
- + Menu Engineering
- + Up selling Tactics and Staff Incentives

SUSTAINABILITY OBJECTIVES

Mawarid Hotels and Hospitality is committed to the fulfilment of its corporate social responsibilities to all. Its guests, employees and most importantly the communities in which each destination sits. This is based on Mawarid Hotels and Hospitality's (MHH) approach of respecting our resources; people, place and planet.

MHH has adopted the philosophy and approach developed by Bioregional in the One Planet Goals and Guidance for Communities and Destinations.

Quoting Bioregional "“One Planet Living is a way to make it easy and attractive for all of us to lead happy and healthy lives within the environmental limits of our planet. It is a simple framework which enables everyone – from the general public to professionals – to collaborate on a sustainability strategy; drawing on everyone's insights, skills and experience. It is based on ten guiding principles of sustainability which we can use to create holistic, joined-up solutions.”

The goals set by Bioregional as part of the One Planet Goals and Guidance for Communities and Destinations are great, but how do they specifically relate to our assets? Great question. On the following pages, we have interpreted these goals into a set of key performance indicators (KPIs) that are specific and tailored for our destinations.

Translating goals and objectives onto the ground



HEALTH AND HAPPINESS

- + Encourage walking and cycling within destinations.
- + Implement a variety of fitness activities.



EQUITY AND LOCAL ECONOMY

- + Buy locally made products where possible to reduce transport miles.
- + Buy seasonal fresh local produce.



CULTURE AND COMMUNITY

- + Hold and facilitate community events and gatherings for the surrounding community.



LAND AND NATURE

- + Encourage guests to contribute to ongoing environmental measures at the destination, including but not limited to the marine and desert protection funds.



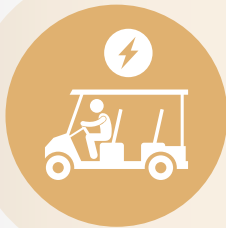
SUSTAINABLE WATER

- + Install smart shower devices to reduce and control fresh water consumption.
- + Implement toilet smart controls to reduce water consumption.
- + Destinations to have salt water pools where possible.



LOCAL AND SUSTAINABLE FOOD

- + Implement greenhouses where possible, with high-yield hydroponic systems.
- + Implement and integrate organic produce, hormone-free meats and dairy, and other natural products that offer guests healthier food selections.



TRAVEL AND TRANSPORT

- + All vehicles in the destination to run on electricity and staff to use bikes or electric bikes throughout to get where they need to go.
- + Offer guests bikes to get around the destination.
- + Use electric boat engines for motorised water sports.



MATERIALS AND PRODUCTS

- + Only using environmentally sustainable materials.
- + Only purchase and sell ethically sourced coffee beans.
- + Only selling and encouraging the use of paraben-free sun screens.
- + Incentives for guests who agree to have their towels and bed linens changed every 2 to 3 days instead of daily.
- + Implement air blowers in the bathrooms instead of paper towels.



ZERO WASTE

- + Produce reusable items from waste generated, such as fertilizer and similar by-products.
- + All waste items to be sorted and recycled.



ZERO CARBON ENERGY

- + LED lights are used in all the outlets and throughout the destination.
- + Install sensor lights throughout the destination to reduce electricity consumption.



Goal 1:
Health and happiness

One Planet Living Goals

- + To increase or support high levels of physical, social, mental and emotional health.
- + To increase or support high levels of happiness and well-being.

MHH Interpretation

- + High satisfaction levels of employees and guests.
- + High percentage of employees and guests satisfied with their physical, social, mental and emotional health.
- + Guests offered a variety of complementary active opportunities during their stay.
- + Employees offered a number of recreational activities as part of their employment.



Goal 2:
Equity and local economy

One Planet Living Goals

- + To promote diversity and equality of opportunity across all abilities, gender, race, and age.
- + To create a vibrant and resilient economy where a significant proportion of money is spent locally.
- + To promote international trade that is conducted fairly and without exploitation.

MHH Interpretation

- + Direct economic value generated as a result of the project for the surrounding community.
- + Number of temporary and permanent jobs for the surrounding community created as a direct result of project.
- + As many products as possible used, consumed or sold at the destination, which are certified as fairly traded.



Goal 3:

Culture and community

One Planet Living Goals

- + To foster a sense of place and belonging.
- + To encourage active citizenship.
- + To enhance local culture, heritage and sense of place.
- + To nurture a new culture of sustainability.

MHH Interpretation

- + Destination hosts regular community-based vents.
- + Destination is a popular hangout for the surrounding community.
- + Percentages of residents or guests, and local business/organisation managers, and employees familiar with, or inducted in, the concept and principles One Planet Living.



Goal 4:
Land and nature

One Planet Living Goals

- + To ensure a positive contribution to local biodiversity.
- + To maximise carbon sequestration in the soil and biomass.
- + To maximise the synergies between agriculture, forestry, biodiversity and carbon storage.
- + To enhance ‘ecosystem services’ such as providing clean water and clean air.
- + To engage people in recognising the value of nature including its value to human health.

MHH Interpretation

- + A portion of land area that has functional green surfaces performing multiple functions such as water management, recreation, biodiversity, food growing, carbon storage, and / or cooling.
- + Contribution to a land fund that further improves the environment in which the destination sits.



Goal 5: Sustainable water

One Planet Living Goals

- + For everyone to have access to clean drinking water.
- + To use water efficiently and return it clean to the environment.
- + To contribute to sustainable water management and flood risk mitigation in the surrounding area.

MHH Interpretation

- + Reduce per capita potable water consumption for guests below industry standards.
- + Minimise water features / pools where possible and where water elements are required, design is to ensure reduced evaporation through a variety of elements (shade structure, orientation, planted shade and so on).



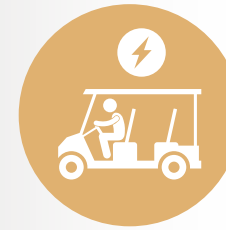
Goal 6:
Local and sustainable food

One Planet Living Goals

- + To make it easy and attractive for guests and employees to enjoy fresh, local, seasonal, healthy produce.
- + To promote diets high in vegetable protein.
- + To promote sustainable farming which supports biodiversity and builds soil.
- + To promote humane farming.
- + To reduce or eliminate food waste.

MHH Interpretation

- + Provide guests with a variety of food options including; vegetarian or vegan food, sustainable fish, local and/or seasonal and/or organic fruit and vegetables, ethical meat, eggs and dairy and fair-trade-certified products such as fair-trade coffee.



Goal 7: Travel and transport

One Planet Living Goals

- + To reduce car dependence and the need for daily travel.
- + To make it easy and attractive for people to walk and cycle.
- + To promote car-sharing (including car clubs) and public transport.
- + To promote low/zero-carbon vehicles including electric cars.
- + To raise awareness of the impacts of, and promote alternatives to, air travel.

MHH Interpretation

- + Using electric vehicles at our destinations where possible.
- + Inclusion of bicycles for recreation options.



Goal 8: Materials and products

One Planet Living Goals

- + To promote sustainable living by making it easy to share and reduce consumption of natural materials.
- + To carefully consider every material and product and select them for their positive social and environmental benefit or for reducing negative impact.
- + To promote materials and products that are not toxic to humans or wildlife at any stage in their life cycle, from raw material through to manufacturing, use and end-of-life.

MHH Interpretation

- + Ensure all products used within the development are sustainable and do not negatively affect the planet.



Goal 9: Zero waste

One Planet Living Goals

- + To reduce wasteful consumption.
- + To maximise upcycling, reuse and recycling.
- + To aim for zero waste to landfill.

MHH Interpretation

- + Large percentage of waste reused, recycled or composted on site.
- + Eliminate single use plastic or use only recyclable options.



Goal 10:
Zero carbon energy

One Planet Living Goals

- + Buildings are energy efficient compared to a stated local or national benchmark or recognised standard.
- + 100% of energy consumed is supplied by non-polluting renewable energy generated on-site or off-site.

MHH Interpretation

- + Buildings are designed to highest international sustainable standards ensuring maximum heat / cooling retention.
- + Openings are shaded to ensure minimal heat gain through windows / doors and alike.

Selection Criteria



Unique destinations with attractive natural surroundings



A special sense of place



Indigenous flora and fauna



Strong long-term, like minded partners



Boutique developments in line with our brand

Destinations operated on behalf of others

Mawarid Hotels and Hospitality operates assets developed by Mawarid Holding Investment and select properties on behalf of others, in a hospitality management agreement.

These projects have a set criterion that must meet in order for MHH to consider managing the property, ensuring close alignment to the values and principles of MHH.

MHH currently manages the Bab Al Nojourn - Hudayriyat and Al Mugheirah Resort on behalf of Modon.

There are a number of other properties in development for these two entities, that MHH is assisting with, and are planned to come online in the next year.

📍 Bab Al Nojourn Hudayriyat

📍 Bab Al Nojourn Al Mugheirah Resort

📍 Operational Destinations

Note: Third hospitality property opening soon (Q4 2022)



Bab Al Nojoud Hudayriyat

Project Spotlight:

BAB AL NOJOUR HUDAYRIYAT

An enchanting convergence between sea, stars and desert; a dreamlike environment that brings a new standard of luxury to camping in the UAE.

LOCATION	STATUS
Hudayriyat Island, Abu Dhabi, UAE	Operational since 2020
CLASSIFICATION	BUDGET
Beach Camp	Confidential
TOTAL GROSS FLOOR AREA	PARTNER
1,500 SQM	MODON
F&B OUTLETS	FUNCTION SPACES
3	1 (Outdoor)
KEYS	SUSTAINABILITY PRACTICES
131 Keys	One Planet Goals and Guidance for Communities and Destinations



Project Spotlight:

BAB AL NOJOUR AL MUGHEIRAH RESORT

Camping made effortless and easy. Surrounded by native fresh landscape, it's your destination to switch off and reconnect with nature.

LOCATION

Mirfa, Abu Dhabi, UAE

CLASSIFICATION

Forest Camp

TOTAL GROSS FLOOR AREA

450,000 SQM

F&B OUTLETS

3

KEYS

40 Keys

STATUS

Operational since 2021

BUDGET

Confidential

PARTNER

MODON

FUNCTION SPACES

2 (Outdoor) & 1 (Indoor)

SUSTAINABILITY PRACTICES

One Planet Goals and Guidance for Communities and Destinations

MH