



Blend
Hotels & Resorts

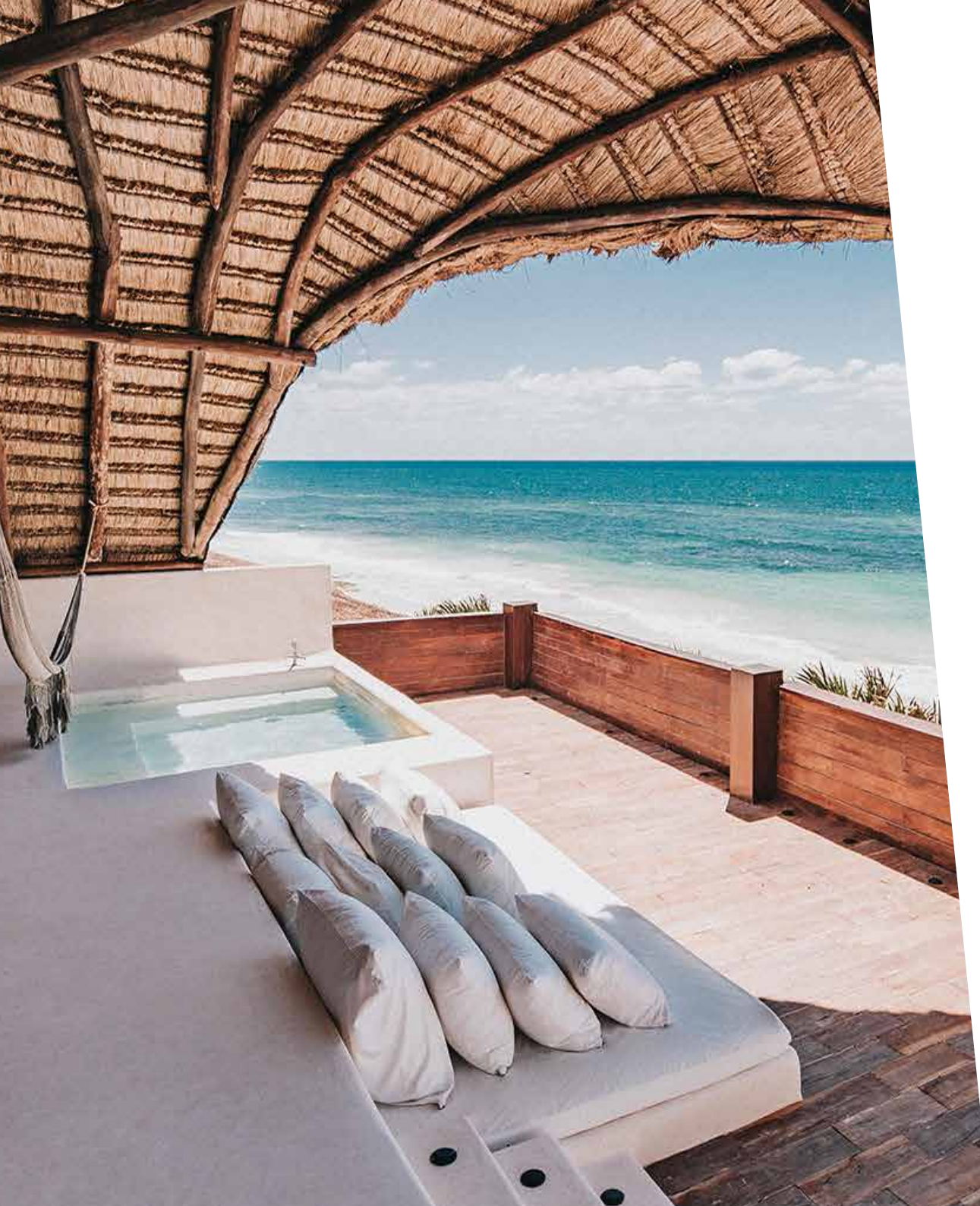


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01 Just Cause

Our aim is

To offer our guests a unique blend of carefully chosen elements for an unforgettable stay in our resorts; blending beautiful scenery with marvellous, modern, contemporary architectural design.

Combined with a mouth-watering blend of cuisines from around the world catered for in a cosy atmosphere by the most trained hands of our unique staff in a beautiful harmony that allures our guests to blend-into the enchanting surroundings, culture and environment in a dream-like experience.





Location Matters

We know how precious the vacation days of our guests are, this is why we carefully hand-pick the locations of our resorts, do our best endeavours to infuse them with the Blend Hotels & Resorts elements so as to create the best moments out of our customer's precious time.

A new dimension of relaxation...



Hospitality beyond imagination



Our Promise

We believe in the friendly, genuine and generous reception & entertainment of guests, visitors, or travellers. In other words, we believe in hospitality. We want to create a world where each Hotel & Resort represents this ideal.

To achieve this, we work with for our clients to deliver their dream hospitality projects by providing inspiration, guidance and solutions. By respecting this spirit, we ensure all stakeholders: customers, employees, suppliers and owners receive positive returns.



02 Meet The Founders



Blend Founders

The founders of Blend have many years of extensive experience in the tourism industry which gives them a 360* insight of brand management, tour operating and hotel operations.

The blend among the founders ensures strong connection and high level of professionalism due to their in-depth understanding of the touristic scene.

Ramy Darwish CEO

"Success is a process, Product is the key, Customer is the core, I have always dreamed of sharing this vision with as many Hospitality professionals as possible, being the roots for a successful hotel operation."

Moudy El Shaer Chairman

"Extensive experience with customers, business partners and stakeholders has created a unique Blend of success elements within our corporation, thus delivering the utmost satisfaction and an experience to remember forever"

Philippe de Vizcaya Managing Director

"Everyone has a purpose in life, and in our teams, we have a unique talent to give to others with passion. When we Blend this unique talent with service, our customers and partners will experience the happiness of their own spirit, which is the ultimate aim of our goals."





The cozy experience

03 Brand Philosophy



Brand Philosophy

We are in a world in which we are changing every day; we are developing; so as "Blend".

We aim for resilient innovation, for adapting to the modern characteristics of the consumer and the market dynamics with a clear focus ahead ... to stand out.

We take pride in boasting a modern characterised bundle of services and modern gadgets to offer our guests a relaxing atmosphere with promising standards of quality to blend into a whole worthy vacation experience.



04 Target Group



Target Group

Blend targets high notch leisure travellers who are looking for a getaway to nourish and recharge their souls.

Our target group ranges from young travellers, whether they are in groups or newlyweds, couples, small families, and solo travellers, to senior vacationers.

Our potential guests are travellers who want a unique culinary experience, high-quality services and an appealing architectural design that compliments their stay.



05 The Brand



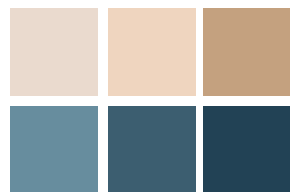
Concept Behind Blend

Blend is a smooth brand name and the designs are sleek which is reflected on the logo's icon and colours.

We highlight the elegance in each step of the way in order to deliver the high expectations of Blend's offering.

Blend's designs are inspired by the look and feel of international trendy locations. The chosen architectural and furnishing settings are on the next level.

COLORS WE USE



FONTS WE USE

Abril Fatface
Gilory

ICON





The contemporary vacation experience

Innovation



INITIATIVE

One of the key aspects of our vision for today and the future, guiding us for improvement, based on current results and with realistic expectations of our optimum results.

CREATIVITY

To be pioneers in developing small ideas into excellence and delivering these with a positive spirit.

TEAMWORK

To integrate gifted people with differing visions blending their talents to achieve our aims and goals.

TRENDY PRODUCTS

To create products from scratch, or alternatively innovate and reinvent them in a different way, the Blend way.

LIFE STYLE

We have a continuous belief in doing things in the right way, as they ought to be, whilst also going the extra mile to make them even better.



Quality



ADAPTABILITY

It's a skill in a day-to-day business journey. To adapt the operation with the market, technologies and trends to ensure the highest performance.

SUPPLY

To have a solid management strategy by challenging ourselves and our suppliers to implement the company standards.

EFFICIENCY

Our primary goal is to streamline the production process in order to decrease waste.

CONSISTENCY

Determine clear code of behaviour all around the business model ensuring the success and the stability of it.

CONTROL

Our systems and processes will examine our offerings at each stage to highlight any shortfalls and ensure a culture of continuous improvement.



People



TRUST

Sharing best practice among our team members with honesty, leading us to clear communication, judgement and loyalty.

DEVELOPMENT

Engaging our people by putting our hearts into learning, to form a powerful winning team to reach our mutual goals.

LEADING

To implement a coaching strategy, developing and empowering each talented member of our organisation.

GROWTH

Creating an opportunity to gain and expand personal skills, increasing motivation and satisfaction throughout our journey to success.

SUPPORT

Sharing our knowledge, understanding and developing our people and always striving for ways to improve.



Guests



SATISFACTION

Continuously attentive, understanding and exceeding our guest's expectations, enhancing their loyalty.

ENJOYMENT

Our hotels provide the perfect atmosphere for a truly relaxing experience. The little things make the difference.

FUNCTIONALITY

Delivering unique standards and service with passion to our guests.

TRANSPARENCY

Taking personal ownership of requests and keeping our promises.

COMPATIBILITY

Understanding, acknowledging and delivering our guest's requirements and wishes, noticing the small things that matter.



Finance



PLANNING

Having a clear strategy to meet and exceed our customers, employees, partners and owner's expectations.

INVESTING

Running and managing our assets in a professional and profitable way, achieving excellent hotel returns.

ORGANIZING

Managing our hotel operations and projects to deliver profit and avoid waste

ACHIEVING

Aligning our organisation to deliver exceptional results for all our plans.

AUDITING

Monitoring every aspect of our operation to ensure we deliver in line with our vision, standards and policies.





Think vacation. think blend

07 Vibes



SERENITY

Blend is about views! We care about mesmerizing your eyes with nature in every corner complimented with elegant furnishing and architectural designs.



MELODIC

Tuning your surrounding with a musical vibe of nature blended by the sound of happiness and well-chosen melodies to entertain your stay!



SCENT

Floral scents to refresh your holiday keeping you calm and comfortable! Not a single detail would blend miss



AROMA

The taste of international cuisines that accompanies you from the start of the day until the end of it! Whatever you wish for, you'll find it served at our premises.



AURA

The ambiance of Blend will always give you the sense of the holiday you wish for. It is this which will drive your desire to return to this place to relive the experience.



08 Why Blend Hotels & Resorts

Attention to Detail

Blend is detail oriented brand that focuses on the slightest detail! Blend is keen on making the guests leisure travelling experience maximized.

Blending Cuisines

Blend hosts nationalities from all over the world! Our cuisines serve a variety of choices coming from all the continents to meet with each guests' taste. We offer guilt-free delicious meals that will makes the guests forget about the calories coming in!

Blending Activities

Each day is themed differently in blend's premises. Guests will do sports, dance the night out, experience other nationalities in "Nationalities festive day", we celebrate each season and hosts all kinds of parties.





Our Employees

We believe they are our best asset; therefore, we work hard to cultivate the blending culture within them. We mutually engage into one big family that is centred on caring for one another and for our clients who will soon blend into the same family.

We work together with our family the 'Blendis' to help develop themselves and their careers. While doing so we value their input in developing the Blend company.

Blend Protect the Earth

We care about our planet, therefore we ensure that all our properties are Green Globe Certified, which is a structured assessment of sustainability. Blend is conserving natural resources in order to protect the surrounding environment by using solar energy when possible, to save electricity, reduce plastic use, and recycling when possible. Blend is thinking green always!





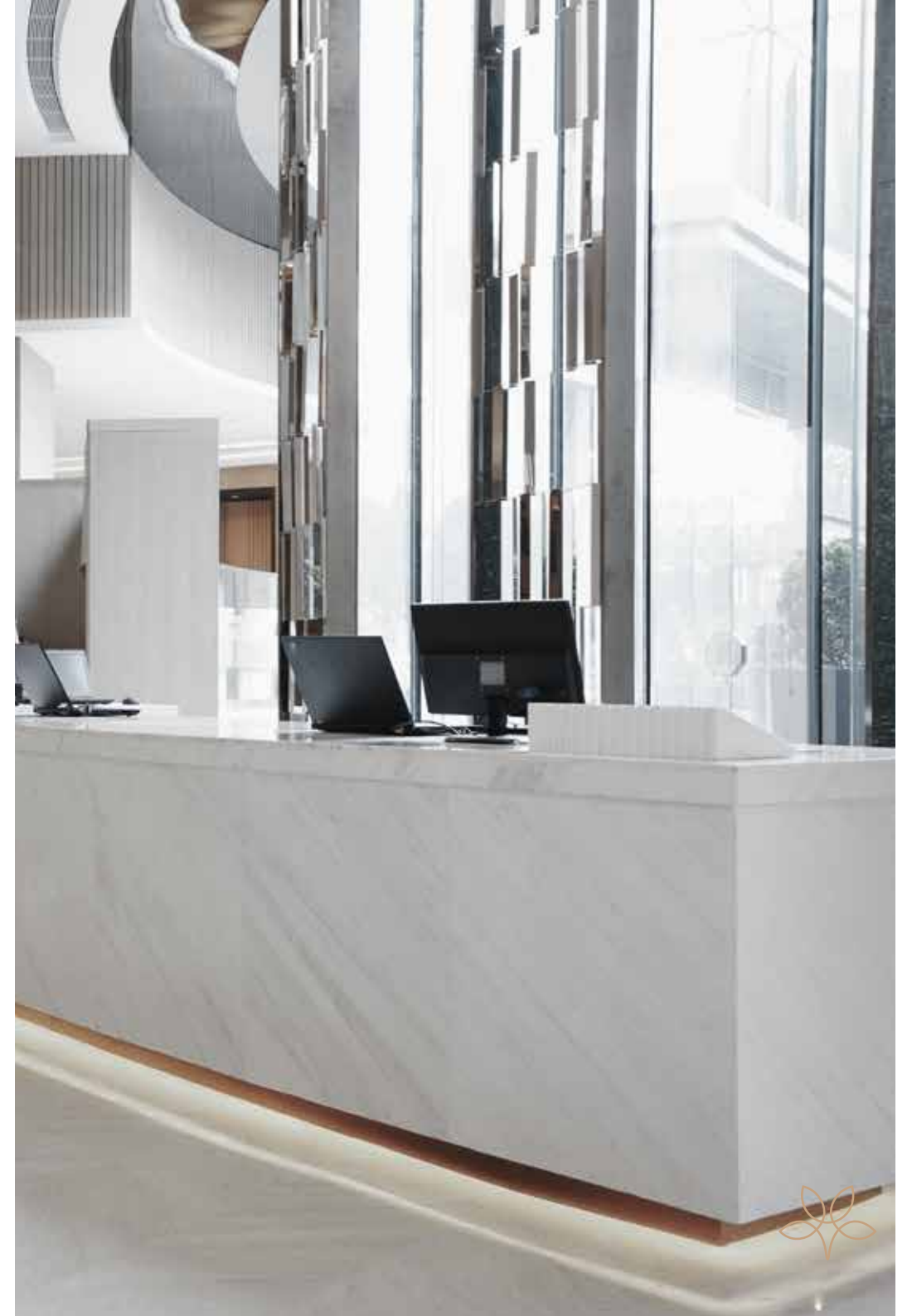
Experience the lifestyle

09 Resorts Minimum Requirements



Generic

- 4-5 stars' premium local category
- Minimum 4 stars' premium international category
- Direct access to beach or premium location
- Upmarket international brand
- Quality Level (to achieve) is a minimum
- TrustScore of 90 with TrustYou*
- Extensive facilities with lush green outdoor areas and/or gardens
- Wireless internet connection in the entire hotel & free of charge
- Focus on sustainability through TravelLife Membership & HACCP
- All types of board offered, BB-HB-AI, in some of the properties





Rooms & Lobby

- Ideally 150 units or more
- A minimum of 1 out of 100 rooms is suitable for our spacious concept – a specific room type for our SPA Rooms and fitness equipment
- The majority of rooms having either balcony or terrace.
- Tea and coffee making facilities.
- Mini Bar



Pool & Beach Areas

Generous pool areas preferably with a minimum of two landscape style pools.

- 1 main pool
- 1 relax pool (In some resorts)
- Heated pool in all-year-round operation



Restaurants & Bars

- Live cooking stations concept in the main buffet restaurant
- Around the World Theme restaurants
- Using local food products
- Minimum three bars (Hotel Lobby, Swimming Pool, Beach)



Other Areas

- Beach Living concept with lounge furniture, chill-out music, and snack offers, etc.
- High quality spa, gym, fitness & wellness-facilities
- General sports & trend-sports areas
- Blending Activities Programs:
 - body & mind
 - culture & people
 - family & kids (except in Adults-Only hotels)
- Adults-Only zones 16 + in some resorts





Feel the vibe

Strong Presence in All Sales and Marketing Channels

We have a very extensive network of international partners, tour operators, marketing distribution & sales channels from all over the feeding markets that will ensure the repositioning of our partners resorts into world class, state of the art properties.



Marketing

We take pride in tailor-making a dedicated, product-based marketing plan for each Blend resort so as to match the unique characteristic of both its region/destination and customer base.

- We believe in the diversity of business sources; therefore, we will achieve a balanced mix B2B & B2C strategy to attain stable production throughout the year.
- We integrate with our partner tour operators yearly marketing plans to make the best use of their retailers networks for proper awareness in each of the source markets.
- We offer increased presence on our own website Blendresorts.com, and on all the major online booking platforms, in addition to a wide array of reputation management and performance enhancement solutions.
- We ensure prominent presentation in all contracted tour operators' catalogues.
- Individual hotel brand brochure, in addition to a dedicated landing page on Blendresorts.com





Internet & Social Media

We promise the best ways of online engagement with customers and a strong presence on the e-com world without additional effort on our partners' part:

- Regular Facebook, Instagram and major social media platforms for each hotel/resort.
- Regular mailings to customers in our and our partner tour operators' database.
- POS advertising in travel agencies in the form of window displays, customer stoppers, travel agency TV, offer posters, etc.





Sales & PR Channels

We will do our utmost to promote our partner resorts making use of all available industry leading techniques by:

- Product training seminars, roadshows, webinars, e-learning.
- Regular B2B newsletter delivered to a wide range of retailer networks throughout Western & Eastern Europe.
- Hosting fam trips, inspections and other related resort visits.
- Try out days for travel agencies.
- Presence at conferences, sales events, road-shows and international trade fairs.
- Advertisements/editorials featuring in B2B magazines and B2C platforms
- Integration into the commission and bonus systems for travel agencies and major retailer networks through-out the world.





*Blend in to spread positivity and
make our lives the happiest*

www.blendresorts.com

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