



COMPANY PROFILE



Company Profile

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Planhotel profile



Planhotel SA is a resort & hotel management, marketing, distribution and development company operating properties and products branded as *Diamonds*, *Sandies*, *Exploreans Resorts & Hotels*, *MVUA African Rain SPA* and *Spherique exclusive boutiques and handicraft*. The company manages and also has equity in several of the properties under management and developments in the Maldives, Kenya, Zanzibar, Mozambique, Switzerland and Italy. *MVUA African Rain SPA* and *Spherique exclusive boutiques* are part of the concept in the resorts and are also present in additional locations.



1. Planhotel vision



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To be perceived and acknowledged as “The best small resorts & hotel chain in the world”
in the eyes of our customers, business partners, employees and our competition.

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2. Mission and values

2.1 Mission Statement

To achieve above average returns for our owners through professional management, positive communication and interaction with our guests, our employees and business partners by continuously emphasizing our brand and values.



2.2 Values

- ✦ We believe in the family atmosphere.
- ✦ Our resorts & hotels are a home away from home.
- ✦ We are creative and innovative in carrying out our daily duties and in our way of approaching any task.
- ✦ We are continuously striving to better ourselves through our passion for the hospitality industry, self-improvement and learning.
- ✦ We display respect, fairness and integrity and foster mutual trust and care in our dealings with our employees, our business partners and our guests.
- ✦ We are continuously striving to deal with others with a professional and harmonious attitude, as we wish them to deal with us.
- ✦ We consider the development of all our employees to be a high priority in all fields.
- ✦ We instil and foster a sense of pride and feeling of “ownership” amongst our employees.
- ✦ We strive to be in harmony with the natural environment and our cultural surroundings.
- ✦ We contribute our resources, both financial and human to help better the environment and the community which we live in.
- ✦ We have fun and enjoy our work.



2.3 Main Purpose

To create and manage innovative, complete and wholesome vacation experiences in a unique and sustainable environment.



3. Management style

We operate under a management philosophy that may seem simplistic, but to succeed, we believe that we must be players, not spectators.

As the hospitality industry becomes more and more competitive, we see differentiation and quality ingredients as key elements in product development and positioning. The environment we are working in is a fast and ever changing world. Customer demands and trends are very sophisticated, influenced and shaped by the technological revolution of these times. In addition, the leisure industry is very competitive, worldwide there have been many casualties. We do not think guest accommodation and services are a commodity by just building them and automatically expecting them to be taken for granted. We research consumer trends and are sensitive to the market needs. We not only anticipate shifts in demand, we are alert and enhance demand through new ideas.

We emphasize on unique and creative concept development that is custom made to the specific area and includes local cultural and design elements. We do not use standard patterns and avoid copying. Every detail is thoroughly evaluated, from amenities and service concepts to flowers placed for the pleasure of the eye thus attention to detail becomes a driving force. People are the most important thing in the hospitality industry. We therefore put a lot of emphasis on choosing the right people. Systems such as employee development and training, employee recognition, cross training, performance related pay and empowerment are very important to our success.



In addition to these practices we also instil strong market awareness and financial discipline amongst all of our team as well as a strong commitment through loyalty and a feeling of belonging and ownership. As a young and developing company, we avoid the layers of management often associated with large corporations preferring to source talented Managers from within our organization who are entrepreneurial and bring initiative to the product. In order for this to work, we provide extensive training and the time to experience each area of operation and give clear guidelines on financial targets, operating philosophy, best practices and essential controls and systems.

Within this framework, our Managers take full responsibility for their unit or area of authority. We do not believe in getting slowed down by over managing, over supervising, and over monitoring. We manage by building a framework and by creating enthusiasm for the idea. We are continuously redefining our hospitality and leisure concepts and reviewing the advantages and disadvantages. Thus, we create the most appropriate product for each of our working with the Manager and team of each property in adapting our policies and systems according to the local environment.

4. Our Brands

Diamonds Resorts

Diamonds are upscale innovative & authentic resorts. Our philosophy centres on the individual preferences of our guests offering personalized services shaped by the culture and environment in unique and idyllic destinations. Diamonds resorts treat guests to a multitude of experiences, facilities, dedicated services and exclusive features. Under the Planhotel umbrella Diamonds provide guests with an unmatched and extravagant all-inclusive vacation where no effort is spared to guarantee a truly satisfying and memorable holiday experience.

Sandies Resorts

Sandies are exciting all-inclusive resorts located in pristine beach front locations. At Sandies we believe in keeping things natural and easy. With a friendly and harmonious atmosphere, highest consistency in quality and service we set new standards for the all-inclusive holiday experience. Our warm welcome makes our guests feel at home and our hands on and courteous service assures excellent value for money.

Explorean Lodges

Exploreans are exceptional lodges that allow travellers to experience the unparalleled beauty of Africa's most renowned wildlife nature parks and sanctuaries. Amidst sophisticated and deluxe surroundings combined with personalized service and a special touch the Exploreans provide guests with the ultimate all-inclusive service safari accommodations and exhilarating wild life adventures whilst respectable sustainable ecotourism ideals.

THE VIEW Lugano

An exclusive contemporary design hotel offering the perfect balance of privacy and unparalleled service in luxurious surroundings. The elegant suites are spacious and uplifting helping you to relax and unwind featuring a wealth of modern amenities and touches to make your stay truly memorable. The 24 hour Ambassador service, exquisite dining options, state of the art spa and electric smart cars create a unique resort atmosphere of style and grace launching the THE VIEW Lugano into a world of its own.

Mvua African Rain SPA

Rain is the gift that brings wealth to the earth and to all those who live in it. Rain refreshes from the still heat of the day by cooling the thirsty land, awakening the senses and sharpening the aromas in the bush. Capturing the beauty and magic of African décor, Mvua African Rain Spa blends earthy colours and dramatic images to evoke a sensory journey and inviting guests to build a personal experience in its calming and welcoming ambiance. At the Mvua African Rain Spa you will find everything you need to revitalize your body and mind.

Spherique Boutique

Spherique sources only the finest products by travelling extensively from small villages in Thailand, where we purchase quality local handicrafts such as hand-woven silks and mother-of-pearl, to the small local markets in Africa that sell inimitable artefacts crafted from wood and stone. We select items made by local associations, which support people in need. No one can resist our exciting, colourful window displays and once inside we ensure our customers enjoy absolute comfort with spacious fitting rooms. We guarantee that our boutiques always offer an excellent selection from the latest collections.

5. Awards

Lux Tourism Awards

Switzerland Hotel Chain of the Year “2017”
Planhotel Hospitality Group

World Luxury Hotel Awards

Luxury Private Pool Villa “2015” - Africa
Diamonds Star of the East

Luxury Water Villa Resort “2016”
Diamonds Thudufushi

Luxury SPA Resort “2017” - Indian Ocean
Diamonds Athuruga

Luxury Beach Resort “2017” - Indian Ocean Islands
Diamonds Thudufushi

Luxury Water Villa Resort “2017” - Indian Ocean Islands
Diamonds Thudufushi

Luxury Water Villa Resort “2017” - Indian Ocean
Diamonds Athuruga

Luxury Water Villa Resort “2018” - Indian Ocean
Diamonds Thudufushi

Luxury Water Villa Resort “2018” - Indian Ocean Islands
Diamonds Athuruga

Luxury SPA Resort “2018” - Africa
Diamonds Dream of Africa

Luxury Boutique Resort “2018” - Africa
Diamonds Star of the East



World Luxury Hotel Awards

Luxury Contemporary Hotel “2017” – Global
THE VIEW Lugano

Luxury Architecture Design Hotel “2017” – Europe
THE VIEW Lugano

Luxury Design Hotel “2017” - Switzerland
THE VIEW Lugano

Luxury Architecture Design Hotel “2018” – Switzerland
THE VIEW Lugano

World Travel Awards

Africa’s Leading Beach Hotel “2012”
Diamonds Dream of Africa

Africa’s Leading Beach Resort “2012”, “2016”, “2017” and “2019”
Diamonds La Gemma dell’Est

Africa’s Leading All Inclusive Resort “2016”
Diamonds Dream of Africa

Africa’s Leading All Inclusive Resort “2017”, “2018” and “2019”
Diamonds La Gemma dell’Est

Maldivé’s Leading Lifestyle Resort “2012”
Diamonds Thudufushi

Maldivé’s Leading Beach Resort “2018” and “2020”
Diamonds Thudufushi



World Travel Awards

Mozambique’s Leading Beach Resort “2016”, “2017” and “2018”
Diamonds Mequfi Beach

Mozambique’s Leading Resort “2016”, “2017”, “2018”, “2019” and “2020”
Diamonds Mequfi Beach

Switzerland’s Leading Design Hotel “2015”, “2016”, “2017”, “2018”, “2019” and “2020”
THE VIEW Lugano

Tanzania’s Leading Hotel Suite “2014”, “2015”, “2017” and “2018”
Diamonds La Gemma dell’ Est

Zanzibar’s Leading Resort “2015”, “2017” and “2018”
Diamonds La Gemma dell’ Est



The Villégiature Awards

Grand Prix of the Best Hotel in Africa “2012”
Diamonds Star of the East

International Hotel Awards

Best SPA Hotel Tanzania “2017 - 2018”
Diamonds Star of the East

Best Small Hotel Tanzania “2017 - 2018”
Diamonds Star of the East

Best Small Hotel Africa “2017 - 2018”
Diamonds Star of the East

Best International Small Hotel “2017 - 2018”
Diamonds Star of the East

Best Small Luxury Hotel Kenya “2018 - 2019”
Diamonds Dream of Africa

Best Small Luxury Hotel Tanzania “2018 - 2019”
Diamonds Star of the East

Best Small Luxury Hotel Africa “2018 - 2019”
Diamonds Star of the East

Best International Small Hotel “2018 - 2019”
Diamonds Star of the East

Best Luxury Hotel - Maldives “2020-2021”
Diamonds Thudufushi

Highly Commended Resort Hotel Maldives “2020-2021”
Diamonds Thudufushi

Eco Tourism Awards - Kenya

Silver Eco Rated “2012”
Exploreans Mara Rianta Camp



6. Accreditations, memberships and affiliations

GBAC STAR™ Accreditation – 2020

Diamonds Athuruga

Diamonds Dream of Africa

Diamonds Thudufushi

Sandies Bathala

Travelife Membership

Diamonds La Gemma dell' Est

Diamonds Dream of Africa

Diamonds Mapenzi Beach

Small Luxury Hotels of the World

Diamonds Dream of Africa

Diamonds Mequfi Beach

Diamonds Star of the East

THE VIEW Lugano

HIP Hotels

Diamonds Thudufushi

THE VIEW Lugano



7. Guest's satisfaction

Tripadvisor (February 2021)

Diamonds Athuruga	5/5
Diamonds Dream of Africa	4.5/5
Diamonds Mapenzi Beach	4.5/5
Diamonds Mequfi Beach	5/5
Diamonds Thudufushi	4.5/5
Sandies Baobab Beach	4.5/5
Sandies Bathala	4/5
Sandies Malindi Dream Garden	4.5/5
Sandies Tropical Village	4/5
Hotel Italia Cortona	4.5/5
THE VIEW Lugano	4.5/5

Preferred Traveller's Choice 2020

Preferred Traveller's Choice 2020

Preferred Traveller's Choice 2020

Preferred Traveller's Choice 2020

Preferred Traveller's Choice 2020

Preferred Traveller's Choice 2020

Preferred Traveller's Choice 2020

Booking.com (February 2021)

Diamonds Athuruga	9.6/10
Diamonds Dream of Africa	7.7/10
Diamonds Mequfi Beach	9.6/10
Diamonds Thudufushi	9.2/10
Sandies Baobab Beach	8.7/10
Sandies Bathala	8/10
Sandies Malindi Dream Garden	8.3/10
Sandies Tropical Village	8.3/10
Hotel Italia Cortona	8.6/10
THE VIEW Lugano	9.3/10

Expedia (February 2021)

Diamonds Athuruga	5/5
Diamonds Dream of Africa	4.3/5
Diamonds Mapenzi Beach	4.3/5
Diamonds Mequfi Beach	4.7/5
Diamonds Thudufushi	4.8/5
Sandies Baobab Beach	4.6/5
Sandies Malindi Dream Garden	3.7/5
Sandies Tropical Village	4.2/5
Hotel Italia Cortona	4.5/5
THE VIEW Lugano	4.7/5



8. Scope of services

Planhotel offers consultancy, development, management and sales & marketing services for selected resorts and hotels, shops & boutiques and leisure and entertainment projects operating under a Planhotel brand. The Planhotel team guide the development and assure that the brand spirit and brand values influence all facets of the project.

8.1 Pre-development

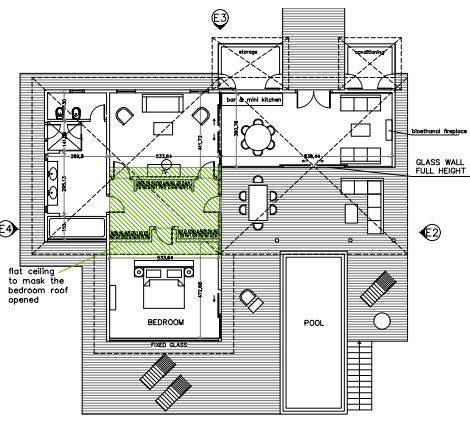
- Feasibility studies
- Site evaluation
- Market potential
- Concept development
- Design brief
- Master planning

Appropriate consultants are identified to compliment the Planhotel Team in developing the project.

8.2 During development

Technical Services	We advise on:
Reviews and advises on:	
• Designs and Drawings	• Mechanical and electrical requirements
• Concept	• FF&E (fixtures, furnitures & equipment)
• Guest accommodation	• All operational systems
• Public areas	
• Service areas	
• Staff facilities	
• Landscaping	
• Uniforms	
• Graphic and signage	
• Marketing collateral	

9. Project Management



SANDIES

A THOUGHT ABOUT ECOLOGY

To indicate that a towel has been used, simply leave it in the bathtub or in the shower.
However, if a towel has not been soiled and you place it on the towel rack, you would make a magnificent contribution to the environment by reducing the amount of laundry liquids used.

sandies-resorts.com

Services oversee the planning, follow up, coordination and development of the total project from start to finish significantly reducing the owner’s tasks, Planhotel total management of the project provides better control and coordination of all involved parties, from architects, Interior designers, M&E consultants to structural engineering.

Pre-opening services

Reviews and advises on:	• Operating polices
• Budgets and estimated P&L accounts	• PR activities
• Working capital requirements	• Lease negotiations
• Staffing and salary guides	• Concession contracts
• Recruitment schedule	• Site visits and inspections of progress reports
• Printed and electronic collateral design production and distribution	• Continually coordinating the entire design team through the pre-opening period



10. Management Contract

Full property management consisting of:
Identifying key objectives for the property and implementation through a unit Manager and Group management responsibilities.

- Concept implementation
- Branding
- Administration, day to day management
- Cost control
- Maintenance
- Sales & Marketing
- Accounting
- Financial Management

11. Historical landmarks

- 1988 Opening of Tropical Village in Malindi, Kenya
- 1989 Opening of Athuruga Island Resort, Maldives
- Opening of Thudufushi Island Resort, Maldives
- 1990 Opening of African Dream Resort in Malindi, Kenya
- 1994 Creation of All Inclusive Resorts
- 1997 Creation of the brand The Crab diving centres
- 1998 Creation of the brand In Action recreation centres
- 1999 Opening of Mapenzi Beach Club in Zanzibar
- Creation of the brand Spherique Boutiques
- 2001 Opening of Malindi Beach Club in Malindi, Kenya
- Opening of Coconut Beach in Malindi, Kenya
- 2002 Opening of Stella di Mare in Ain Soukhna, Egypt
- 2003 Opening of Hotel Italia Cortona, Italy
- 2004 Opening of La Gemma dell’Est in Zanzibar
- 2005 Re-construction of Dream of Africa in Malindi, Kenya
- 2007 Management of Petit Palais Hotel de Charme in Milano, Italy
- 2008 Management of Neptune Pwani Resort & Spa in Zanzibar
- 2009 Creation of the Brands Diamonds, Sandies and Exploreans
- Opening of Dream of Zanzibar Resort in Zanzibar
- 2010 Opening of Athuruga Water Villas in the Maldives
- Opening of Star of the East in Zanzibar



- 2011 Opening of Thudufushi Water Villas in the Maldives
- Opening of Mara Rianta Camp in the Masai Mara, Kenya
- 2012 Opening of Ngorongoro Lodge in Tanzania
- 2015 Opening of THE VIEW Lugano Hotel in Switzerland
- Opening of Mequfi Beach Resort in Mozambique
- 2018 Opening of Sandies Malindi Dream Garden in Kenya
- Opening of Sandies Baobab Beach resort in Zanzibar
- 2019 Opening of Sandies Bathala island resort in the Maldives

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