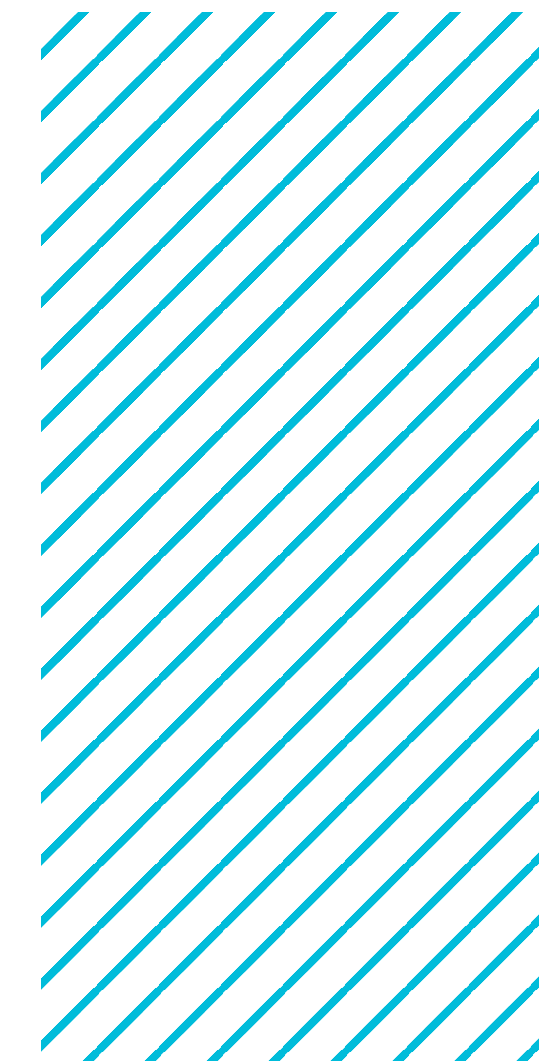


J9DUR

شركة دور للضيافة
Dur Hospitality Company

DUR HOSPITALITY 2022

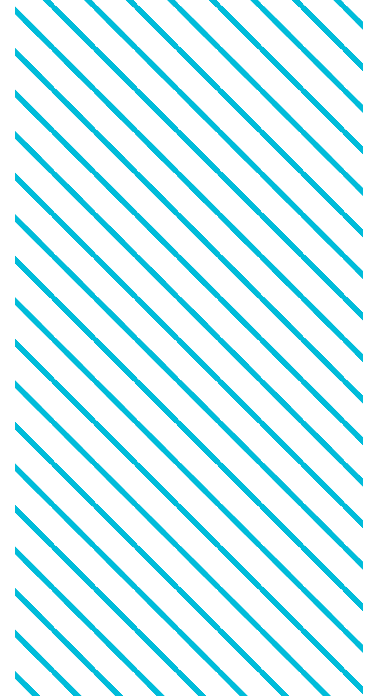


OUR BEGINNING

A publicly listed company specialized in the hospitality and residential sectors in Saudi Arabia, established in 1976.

Stretching for over 4 decades, we manage, develop, operate hotels and residential communities across the Kingdom of Saudi Arabia.

Our diversified portfolio encompasses 32 properties, in addition to 15 new properties under development and design across the Kingdom.



OUR BUSINESS

REAL ESTATE & HOTEL DEVELOPMENT

We deliver outstanding projects, covering the full experience from concept, to design, constructions and operations.

HOTEL OPERATION AND MANAGEMENT

We partner with the world's top hotel operators and revamped our arm, Makarem, to operate in the two holy cities of Makkah and Madinah.

FACILITIES & PROPERTY MANAGEMENT

Benefiting from our extensive experience in hotel operations, we provide professional services in facilities and property management with complete focus on quality and excellence at all touch points.



THE PERFECT COMBINATION



JOUR

شركة دور للضيافة
Dur Hospitality Company

BRAND OVERVIEW

BRAND IDEA

Relentlessly striving to create the perfect combination.

WE EXIST

To serve as an exemplar within Saudi and beyond for the successful and responsible development of the hospitality business and for delivering outstanding hospitality services.

WE BELIEVE

That attracting and running partnerships is the oxygen of our business

In making prodigious and unceasing efforts to optimise our partnerships and create the perfect combinations

In demanding of ourselves and our partners the very highest standards

In matching our partners for agility and smart, focused innovative thinking

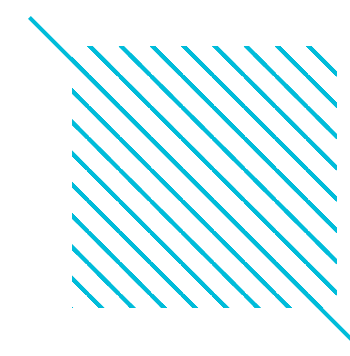
In using our long established intimacy with, and expertise in, Saudi at every opportunity

OUR BRANDS

DUR BRANDS

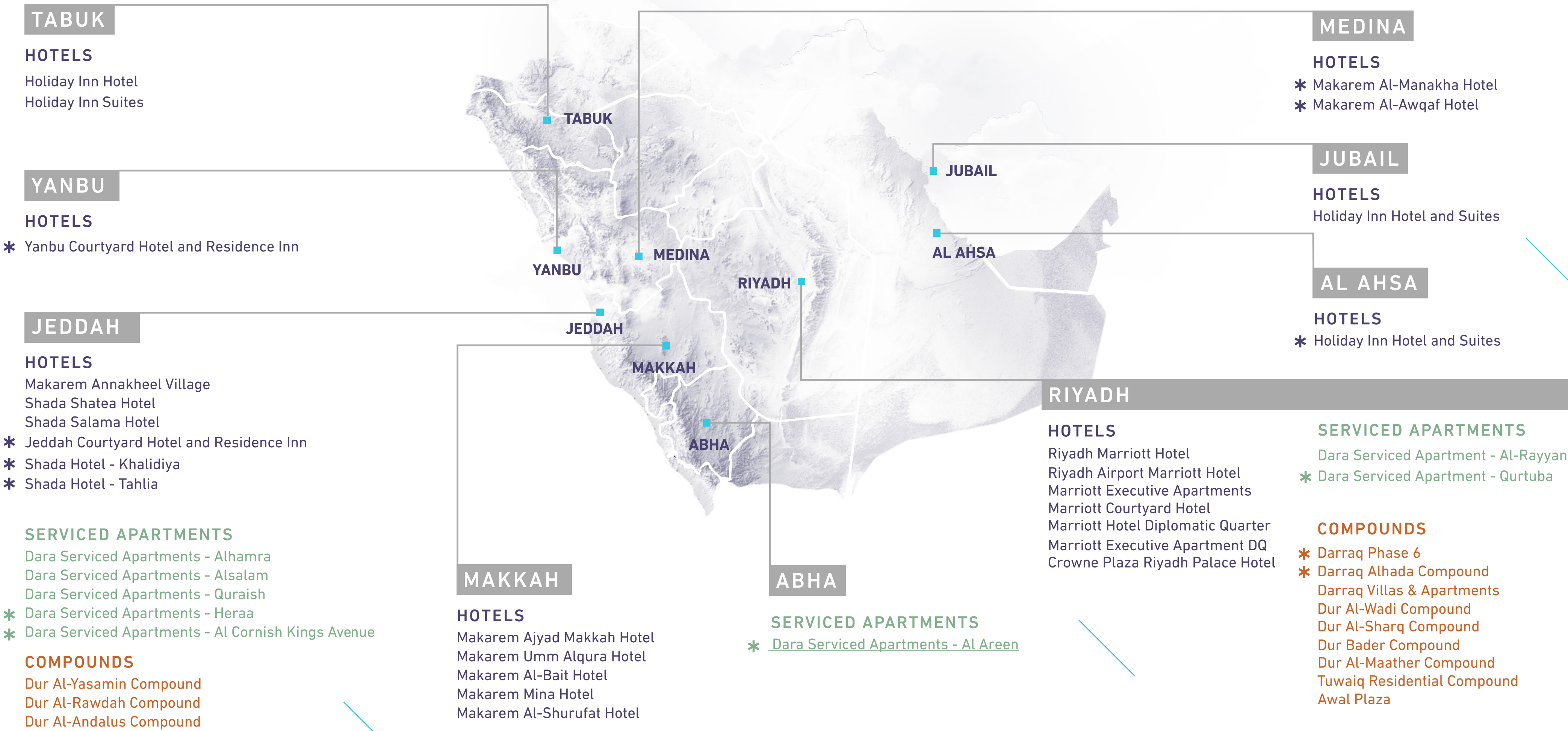
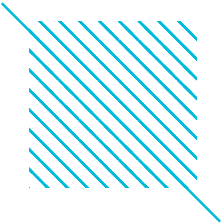


DUR PARTNERS

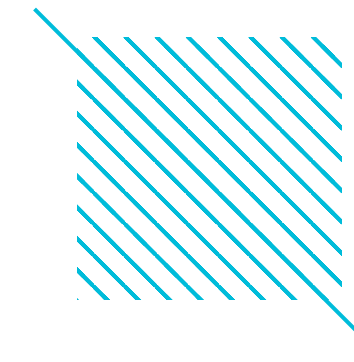


OUR PORTFOLIO

* Properties in The Pipeline ■ Hotels ■ Compounds ■ Serviced Apartments



Note: Shada and Dara are managed by Shada Hospitality Company, a company acquired by Dur Hospitality



KEY FIGURES

9

Cities

32

Properties Under
Operation

15

Project Under
Development

17

Hotels

3,932

Rooms and Suites
Under Operation

3,256

Rooms and Suites
in the Pipeline

9

Residential Compounds

1,277

Residential Units
Under Operation

104

Residential Units
in the Pipeline

1

Commercial
Mall

75

Commercial
Units

1600

Employee

أمدلس

مكارم
MAKAREM

أمدلس

A picture of the new main lobby, Makarem Ajyad

UNIQUE CONCEPT OF SPIRITUAL HOSPITALITY DEDICATED TO RELIGIOUS TOURISM



MAKAREM DNA



Makarem
“My Journey” a
set of values that
define our staff’s
service culture



Distinguished
Spiritual
Concierge



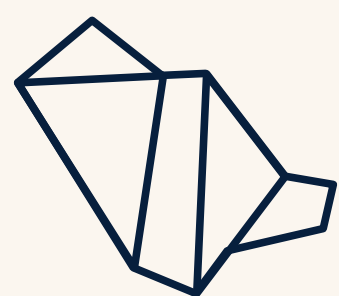
Amenities
and services
specifically
designed to
satisfy all pilgrim
needs



Combines
authentic Saudi
hospitality with
international
standards



Located in Holy
Cities



Home Grown

Saudi hospitality brand



+35 Years

of Success



1,415

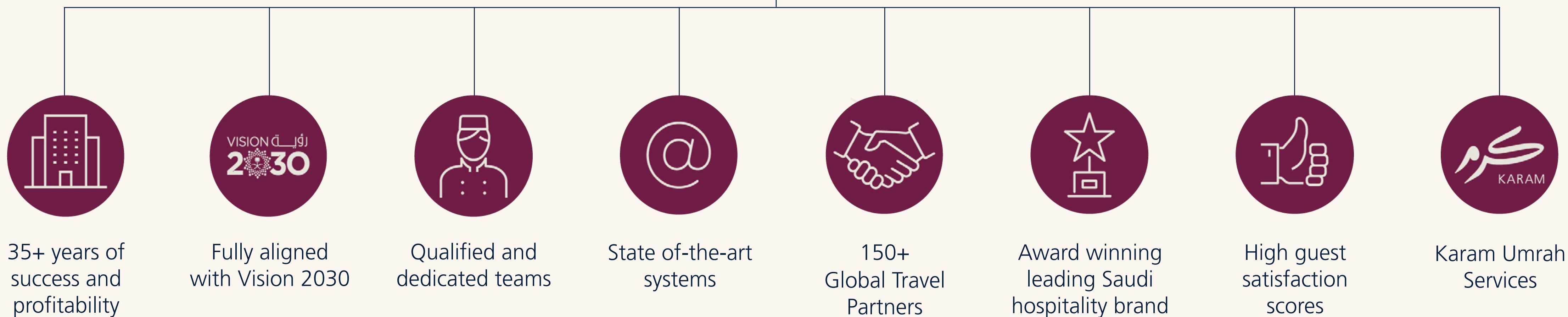
Rooms

10,000

Rooms by 2028



MAKAREM





THE MAKAREM JOURNEY

At Makarem, we help our guests through their entire spiritual journey, and we enrich that journey through beautiful, personal and thoughtful touches, every step of the way. In this way, we are so much more than just a place to sleep; we are a true companion and guide, and we have an invaluable role to play in our guest’s lives.



MAKARIM: CUSTOMER JOURNEY

Makarim has the ambition to be the leading, hotel brand dedicated entirely to the needs of pilgrims ...

To do this, and to deliver on the brand idea, there are some obligations, what we call **strategic imperatives**.

They include, but are not necessarily limited to:

- **Consistent brand experience:** Makarim’s deliverable is the Makarim experience. This does not mean that guests’ experience of every hotel is identical, but it does imply some consistency through ‘common signature moments’
- **Experience management:** Many companies, when they elevate the importance of brand or seek a leadership position, put in place people, processes and metrics to help deliver that:
 - Dedicate or appoint a person to define, implement and track the guest experience across properties, a **guest experience manager**
 - Similarly with marketing communications, a marketing communications manager
 - Create **systems**, including frequent **meetings between GMs** to share best practice and avoid duplication
 - Put in place **brand tracking mechanisms** covering: awareness, perceptions, experience and net performance scores (NPS) for both Makarim and its primary competitors
 - As almost all ideas can be copied by competitors, develop a means of creating, judging and implementing innovations and enhancements of the guest experience, i.e. **an innovation pipeline**

Our brand **strategy**

We exist

To help our guests focus on and achieve their spiritual goals

We believe

- We must relentlessly strive to understand and anticipate our guests’ needs ever better
- We must never rest in our efforts to deliver the true Makkah experience of spirituality and hospitality to our guests
- We must always look for new ways and new occasions when we can help
- We should see ourselves as our guests’ expert but humble companion and behave accordingly

Brand idea

Always striving to

Help you every step of the way

Five fundamental **customer needs**

Context: The current offerings available are uninteresting, boring and “me too”

Need #1: A clearly differentiated proposition

Context: Hajj and Umrah are overwhelming experiences, especially for first-timers

Need #2: A companion/guidance throughout the journey

Context: People dream, plan and save for years to visit Mecca

Need #3: Extraordinary, memorable experiences

Context: People often travel to Mecca in family groups

Need #4: Offerings that accommodate family needs

Context: Coming to Mecca is about a higher purpose, and going back to the source

Need #5: Enable the discovery of the roots and values of Islam

9 BIG IDEAS TO DELIVER ON YOUR BRAND PROMISE AND LEAD THE CATEGORY

Awareness/ Perception Building

Selection/ Booking

Arrival/ Check-in

Stay

Departure/ Check-out

Ongoing Engagement

Need #1:
A clearly differentiated proposition

A global brand building campaign

- Significantly increase investment in marketing resources, and commit to ongoing brand building through marketing
- Create a simple, compelling campaign concept that highlights Makarim as “the brand that knows Kabba, and helps you to know it as well” (e.g. Emirates Airlines’ “Hello Tomorrow”)
- Focus on countries with a high percentage of Muslims (e.g. Malaysia)
- Execute the campaign across multiple media/ channels:
 - Airport billboards
 - In-flight magazines
 - TV commercials
 - Direct marketing to existing guest database

Need #2:
A companion/ guidance throughout the journey

A pre-arrival induction program

- Upon booking, send guests a “preparation kit” that includes:
 - Information re. the pilgrim rituals (in video format)
 - Advice re. diet and exercise pre-approval
 - Tips on what to pack, the weather, etc.
 - An overview of the things you have to see while in Mecca and Medina (and use this as an opportunity to market Makarim’s other products and services)
 - A downloadable poster of Harem
 - A personal welcome letter from the GM
- Tailor this kit for different times of the year, as appropriate

Need #3:
Extraordinary, memorable experiences

An airport hotel check-in service

- Set up a hotel check-in kiosk at the int’l airport arrivals exit, where guests can go through a speedy hotel check-in process before they even leave the airport
 - Upon exit, meet guests, give them their room keys and transport them to the hotel or directly to Harem in an appropriately-sized Makarim-branded vehicle (party size determined at booking)
 - Either way, deliver their luggage straight to their rooms
 - When guests arrive at the hotel, they can go straight up to their rooms, and are directed to their floor by the bellboy on duty, who also greets them by name (as he is informed by the driver)

Need #4:
Offerings that accommodate family needs

A category-leading Tawaf desk

- Set up a Tawaf service desk in each hotel’s lobby, that offers the following products and services to guests:
 - A personal local guide to take you around the Harem, show you what to do and say, and provide loads to interesting and value-adding nuggets around sights, customs, facts, etc.
 - This service should be provided in multiple languages, by a guide that’s both knowledgeable and highly articulate
 - Complimentary useful keepsakes, such as Makarim-branded slippers, prayer beads and prayer mats

Need #5:
Enable the discovery of the roots and values of Islam

A personalized travelogue service

- Provide tools and services that allow guests to document their personal pilgrimage experiences and create lasting memories
 - Provide journals and pens in guests’ rooms
 - Offer complimentary keepsakes/mementos and paid-for ones through the hotel gift shop
 - Set up a pilgrim blog where people can share their experiences
 - Hire a photographer to take photos of guests at the hotel (potentially in front of backdrops of the key monuments in Mecca)
 - Partner with a scrapbook expert/journalist to help guests’ create a take-home ‘summary’ of their experience, complete with quotes, tips and other little ‘extras’ for them to read and reflect on later

Need #5:
Enable the discovery of the roots and values of Islam

Useful kits for ongoing travel

- Provide families with a useful kit for their ongoing/ homebound journey, including things like:
 - A basic first aid kit
 - An airplane survival pack (sleeping masks, refresher towels, socks, blanket, toothbrush and toothpaste)
 - A keepsake booklet with verses from the Holy Qur’an
 - Kids activity books (e.g. coloring in, crossword puzzles, etc.)

Need #5:
Enable the discovery of the roots and values of Islam

The coolest kids’ club

- Make a special effort to entertain and educate kids while their parents are praying, by setting up an “M-Kids” Club (i.e. a playroom and crèche) for children staying at Makarim:
 - Employ qualified nannies with a lot of energy and a love for kids
 - Host educational activities such as treasure hunts, competitions, and creative classes such as ceramics, drawing etc.
 - Have Playstations and Xbox’s, table-tennis tables, coloring books, skipping ropes and other self-administered entertainment options
 - Host an ongoing “connectivity quiz” where for each question answered correctly, kids get another 30mins of free WiFi access

Need #5:
Enable the discovery of the roots and values of Islam

An inspiring tea and coffee library

- Dedicate a space within each hotel for a library of Islamic literature that doubles up as an Arabic tea/coffee house, featuring books and magazines related to:
 - Islamic literature, civilization, art, culture and history
 - Mecca and Medina highlights
 - Pilgrimage journals
- The space can also be dynamic, always featuring new content (e.g. an exhibition on “the Prophet’s life”, a gallery of interesting “Harem photography”, and more)
- Dates and Zam Zam water should also be served

The basic **journey** that a customer goes through

Awareness/ Perception Building

Selection/ Booking

Arrival/ Check-in

Stay

Departure/ Check-out

Ongoing Engagement

• Advertising

• PR

• Social media

• Direct marketing

• Tour operators

• Other partners

• Exhibitions

• Events

• Loyalty program

• ...

• Online

• Call center

• In person

• Partner sites

• Travel agents

• Smartphone app

• ...

• Airport

• Transportation

• Reception/Lobby

• ...

• Reception/Lobby

• Accommodation

• Dining

• Entertainment

• Transportation

• Events/Activities

• ...

• Reception/Lobby

• Transportation

• Airport

• ...

• Email

• Social media

• Loyalty program

• ...

AUTHENTIC SAUDI HOSPITALITY





“Best brand evolution”

“Best use of typography”

“Best visual identity from the travel & leisure sector”

AWARDS & RECOGNITION

Makarem was awarded a set of three awards from Transform Mena prestigious awards.

Transform MENA, the global celebration of brand development, reputation management and rebranding, is the only awards program awarding the best brand work in the Middle East and North Africa.





Makarem Ajjad Hotel



Makarem Ajjad Hotel



WE EXIST TO HELP OUR GUESTS
FOCUS ON AND ACHIEVE THEIR
SPIRITUAL GOALS



من
الرحاب
الطاهرة

Guests Service Systems and Performance Measurement



alacarte



Financial planning, controlling and
managing reporting solutions



The GuestBook



OTA Insight



Quality Assurance



Financial Management Solution



IcePortal



Customer Data Platform and
Enterprise Tag Management



Property & Food and Beverage
Management System



Winnow



Peakon



ReviewPro



Enables Realtime Online Hotel
Availability, Reservations and
OTAs & Wholesaler Distribution



Market Data and
Benchmarking

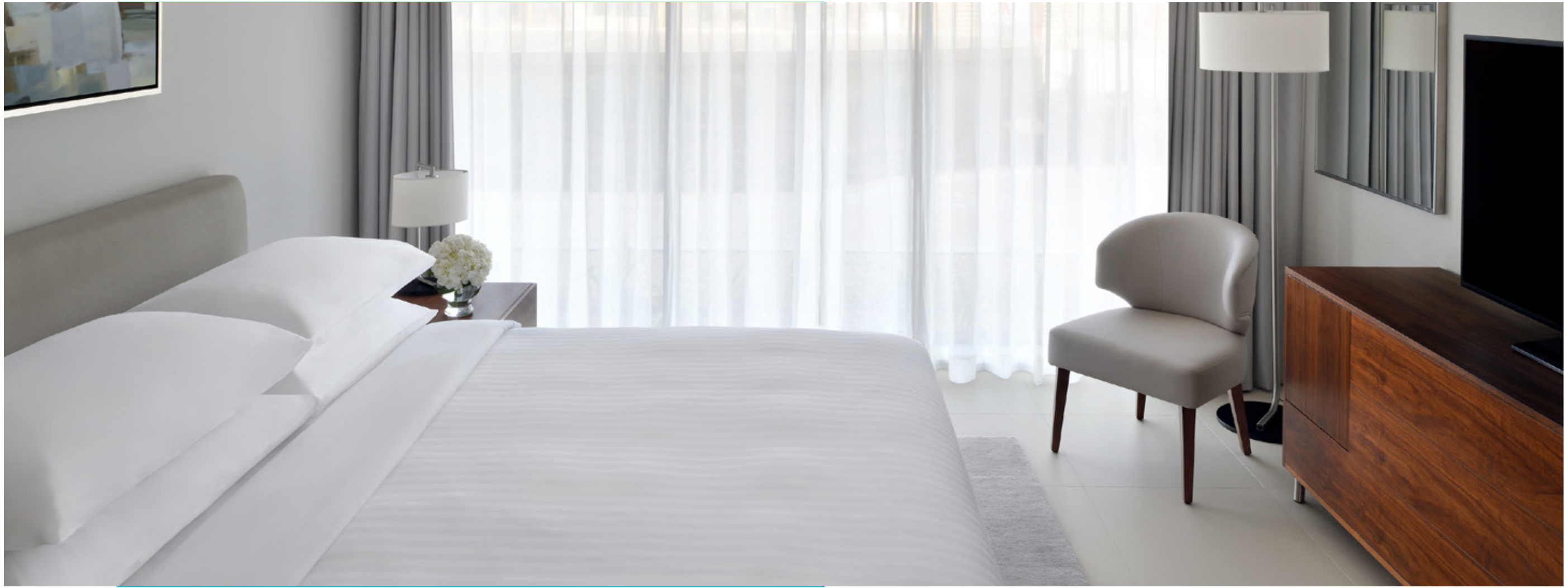


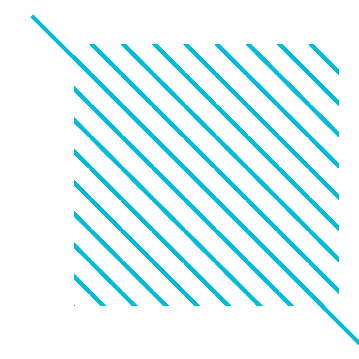
حاصل على الشهادة الذهبية
للريادة في تصميمات الطاقة والبيئة



Our well-established partnership with Marriott International has been ongoing for more than 40 years ever since the inauguration of the first Marriott in the Middle East. This partnership has been strengthened when we signed an agreement to operate Marriott Hotels, Marriott Executive Apartments, and Marriott Courtyard.







Dur Hospitality operates three properties of Holiday Inn, two of the properties are located in Tabuk, containing 183 rooms & suites. One property is located in Jubail industrial zone, containing 144 rooms & suites. Ranging between single and double rooms & suites to cater to long-stay guests needs.





Crowne Plaza Riyadh Palace is strategically located in the Ministries Quarter, a popular business district that is close to major Saudi financial institutions and Government offices.

Productivity and rejuvenation go hand in hand at the Crowne Plaza Riyadh Palace, which redefines the business travel experience and offers a comprehensive range of facilities to meet the needs of corporate and MICE travelers. For those in town on business, the hotel features five meeting rooms spanning 1,400 sqm and a dedicated team to execute seamless events.



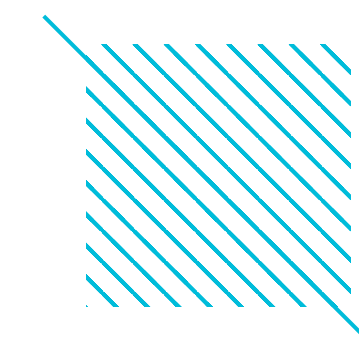


داراق DARRAQ

A project of premium residential units in the Diplomatic Quarter in Riyadh. The project consists of 434 residential units, including different models of villas and fully-furnished apartments in different sizes.

Some residential units are equipped with smart home system to offer more protection, luxury and comfort, in addition to applying sustainable development and energy consumption rationalization techniques.

It also features excellent public facilities, parks, sports clubs, schools as well as private wellness and recreation centers.





FEATURES OF DARRAQ APARTMENTS

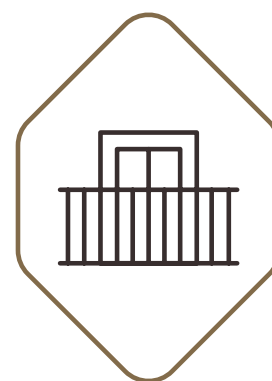
The Darraq Apartments were establishes to reflect the highest standards of quality and luxury in their design to become the ideal model of absolute elegance that elevates common standards to achieve the requirements and needs of its inhabitants. In keeping with that promise, there are a variety of designs in different unit sizes that adhere to modern styling, while also providing a myriad of facilities, 24-Hour maintenance, and long-term guarantees on select aspects of the project, in addition to many other features that include:



Different unit setups (2 to 3 bedrooms)



Separate rooms for a maid and driver



Outdoor areas, such as balcony access and backyard



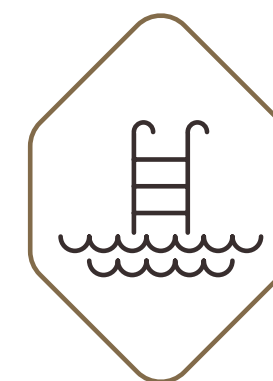
Secured and automated building access through magnetic keycards



Special services such as housekeeping



Thermal and water insulation designed with the latest international standards



Swimming pool



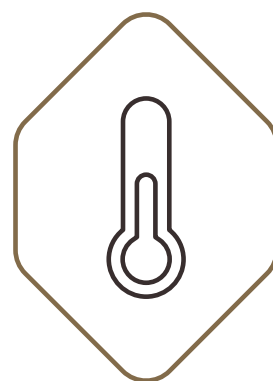
Private shaded parking spaces



Furnished with the finest furnishings



German kitchens



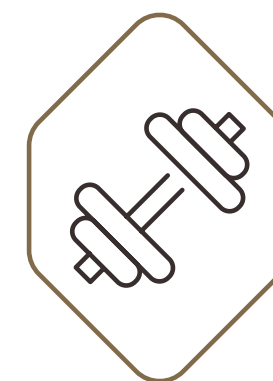
Central air conditioning and central heating



24-Hours maintenance



Unified communications service



Fitness center



مجتمعات ١٩٦ Dur Communities

Based on our expertise in hotel operations and asset management, we endeavored the residential community industry by developing, and managing a selective portfolio of high-end projects with hospitality-inspired services. Through our dedicated brand, we are introducing a unique concept - the integrated residential communities - developed in accordance with our clients' aspirations.

ISO 9001

BUREAU VERITAS
Certification



As a culmination of its efforts in developing and providing professional services, and adopting the best procedures for the management of residential compounds, Dur Communities, the residential facility and property management arm of Dur Hospitality, has been awarded the ISO 9001 International Quality Certificate.





shada

HOTELS

Arising from the kingdom of Saudi Arabia, Shada Hotel is the reflection of Saudi culture and essence, a reflection that talks to the minds and hearts of both citizens and tourists, guided by a unique vision that exceeds the concept of being a residence to the concept of living the journey, to be integrated part of a deep-rooted place, traditional art, and authentic history.

A Saudi heartland brand that is entrenched in culture to bloom in civilized cities. Shada where our guests are taken on a journey into the rich details of local arts and value, meet their needs and satisfy their aspirations.



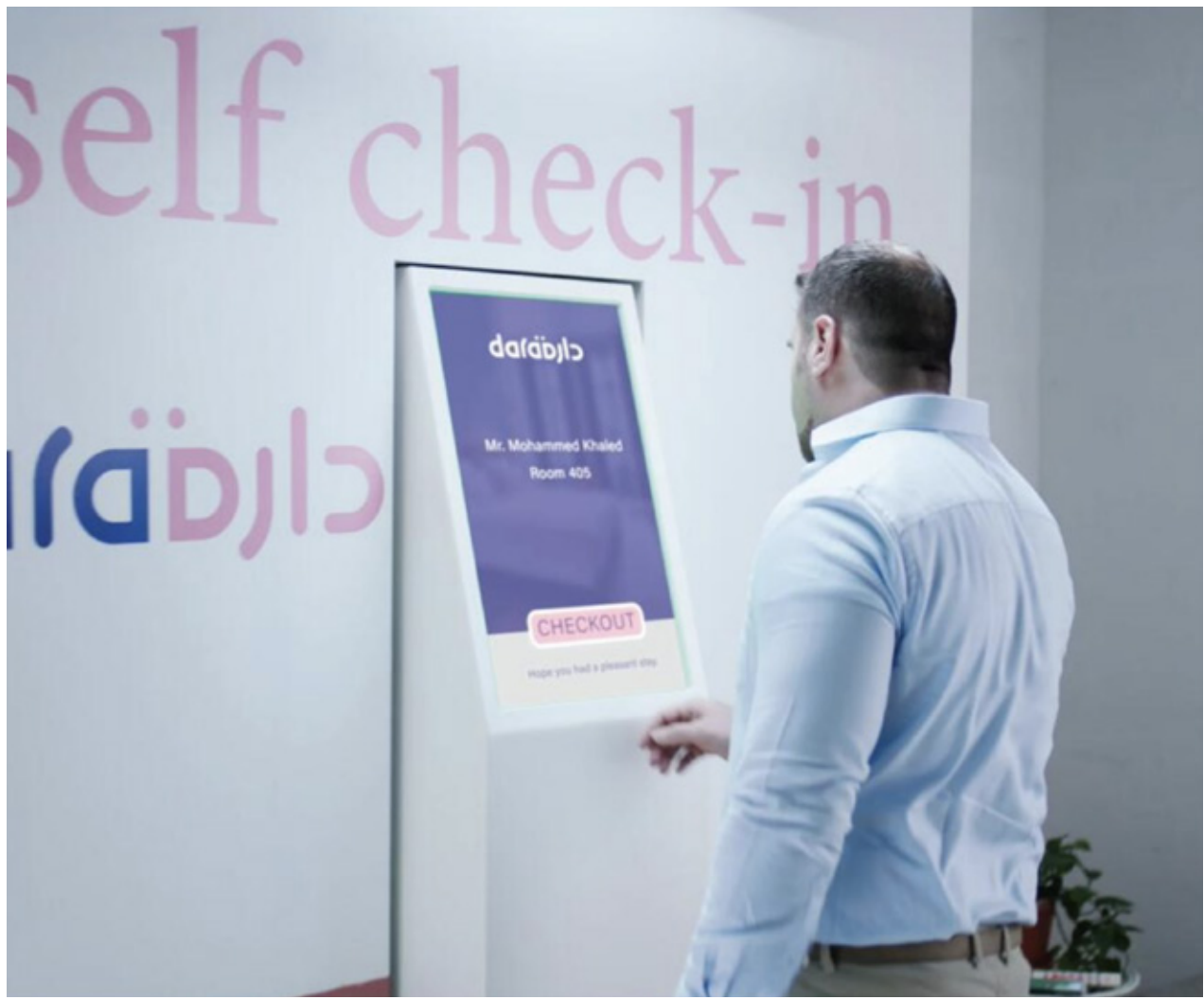


dara دار

DARA is a local service apartment brand.

Its concept, designs, and services are inspired from variety of Saudi heritage with a modern high-tech twist.

Innovative, progressive with a local touch





أول بلازا
AWAL PLAZA

Considered one of the eminent & long-standing landmarks among the full-fledged trade centers in the city of Riyadh, The 40,675 m² Awal Plaza, formerly known as Takhassusi Plaza, dates back to 1980.





DUR ACADEMY

The academy presents a number of training programs that aspire to raise the qualification and skill level among trainees.

Those programs cover three main parts, leadership and supervision , training new joiners, and shorter development courses.



WWW.DUR.SA