

Date: September 28, 2022

To: All staff

From: Maria Ulfah, Marketing Research Executive

Subject: Memo and Description of the Resort Project

Dream Resorts have purchased land for the development of a new resort in Socotra, Yemen. While Central cities in Yemen have been difficult for tourism due to internal conflicts, the island city of Yemen off the coast has been under the protection of the UAE federation, thus left unaffected. As tourism is picking up post-covid-19, our company Dream Resorts has decided to open a resort in a location that many travelers have yet to explore. This is a unique opportunity for our company, because of the limited access that outsiders have to Yemen, many are not aware of the sights and tastes that this part of Yemen has to offer.

Our resort will be one of a kind, there are not many foreign resorts on the island. After extensive research, we have found that local resorts are out of date. They prove to be too raw and unrefined for the average tourists who are used to certain amenities. Hygiene and Covid safety measures are also an area of concern for the local resorts. Our resort is planning to create an attraction for the average tourist, a place they can book on all booking services. We will make it accommodating to the uniqueness of Socotra while ensuring it is familiar to the average tourist.

Our resort will be branded as the Bedouin Inn, a collection of local-style homes upgraded with essential to uncommon and luxurious amenities. Our main services will be the tours of the exotic sights and tastes of Socotra. We will include local-style breakfast and dinner in the resort prepared in open kitchens so that our guests can get a glimpse of how Bedouins and the locals of Socotra prepare their dishes. They will have consent to film so that the Inn can gain more publicity.

We will offer our own island touring services with pick-up and drop-off services. There will be multiple touring itineraries to choose from. They will have access to the main sights of the island and the lesser-known sights as well. We will also employ local experts who are familiar with the geography of the island to ensure that the activities and tourist attractions are safe. They will be constantly working with our team so we can create tours

We will include local-style breakfast and dinner in the resort prepared in open kitchens so that our guests can get a glimpse of how Bedouins and the locals of Socotra prepare their dishes. There will be a separate food tour option as well. Our resort will be partnering with local vendors to create an open night market for tourists. Food is a traveling destination in and of itself in current trends. We will ensure the quality and safety of preparing and serving the dishes. Our kitchen will be FDA-inspected and approved. It is also important that we include quality options for vegetarian, Vegan, halal, and other trending diets. This will be another unique asset to our resort because many resorts have limited options in this scene.

The estimated financial costs for this project have been fairly higher than our other ventures. However, this is because of the uniqueness of this resort. From the location to the attractions, it is truly untouched. Our team had to intensively negotiate to secure land and reliable partners for the development of this resort. We are offering authentic services that require extensive funding.

Ultimately, this Bedouins Inn project will become an asset to Dream Resorts, our marketing research team has estimated its growth in the market to increase by 50% within 2 years.

Due to the importance of financing, the Bedouins Inn project will be led by the finance and marketing team. We plan to open the resort early in 2024. The main stages will be completed by mid-2023. However, the services requiring intensive communication with our local partners will take more time. We will keep you updated on further developments for the Bedouins Inn project.

Attachments: Bedouins Inn Resort description

## Bedouins Inn Resort

### Location



The Bedouins Inn will be located between Qalansia Beach, Shauab Beach, and the Detweh Lagoon. This is so the resort is close to the beaches and scenic waterfronts of the island. These are the three most popular beaches on the island, they are located close to each other. The other major attractions are on the opposite side of the island which has rougher terrain. They can be accessed by tourists through our touring services.

## Design



The design of the resort will be inspired by the Yemeni traditional mud buildings. They will be similar to the native buildings in the exterior look and interior design. However, the foundations will be like a Western resort.

There will be a main building that has rooms available and separate houses that can be booked. There will be multiple dining halls, outdoor dining, and a main open kitchen as well as an outdoor open-fire kitchen. Events like traditional lamb roasting will take place in the outdoor kitchen.



There will be a public indoor pool and an outdoor pool. The separate houses will each have their own hybrid indoor-outdoor pool. All the buildings will have a scenic view of the ocean from the front and the hills from the back. All the buildings will have a marked scenic walk to the beach.

**Amenities**

**ROOM AMENITIES**

📺 Cable TV w/DVD & CD	📶 Free WiFi
💳 Credit cards accepted	🍷 Mini Bar
🍽️ Open buffet	👤 Ideal for 2 persons
🚭 No smoking	🚬 Smoking room
🍴 Restaurant	🍳 Breakfast included
🚗 Free parking	🛎️ 24-hour room service
👤 Concierge available	☕ Coffee maker
☎️ Telephone	🧺 Iron & ironing board
🕒 Radio alarm clock	💧 Whirlpool tub & shower
🔥 Fireplace	📺 Microwave
💨 Hair Dryer	🌡️ Climate control
🌀 Ceiling fan	🧼 Floor rug
🛏️ Down pillows	🏠 Private balcony
★ Five-star rated	



The Bedouins Inn will have all the basic amenities that hotels have from room service to hair dryers. There will be an additional 24-hour refill at the local snack bar. There will also be an in-house authentic Yemeni Coffee and Chai house. There will be a special traditional fireplace lamb roasting. There will be a greenhouse and garden where the fruits and vegetables for breakfast and dinner come from. There will also be live traditional music and dance services. There will be airport pick-up and drop-off as well as touring services with pick-up and driving services. There will be various tour options from a food tour to nature walks, to desert ATV drives. There will be a 24-hour help desk and translation services as well.

## **Activities**

The activities include boating, falconry, hiking, trekking, diving in the Lagoon, sunset viewing, fishing, desert ATV, camel riding, horse riding, and coffee brewing.

## **Attractions**

Dragon blood tree orchids, Qalansia beach, Dehwa lagoons, Hoq caves, Wildlife safaris, Nature valleys, plant life.

## **Availability**

Our resort will be open year-round. There will be seasonal changes in aesthetics, activities, and attractions.



