



DIANI REEF

BEACH RESORT & SPA

Destination: Diani

~ The Exclusive and Luxurious Beach Resort & Spa ~

Nestled in the pristine white sands of the South Kenyan coastline overlooking the turquoise blue Indian Ocean, the luxurious and exclusive Diani Reef Beach Resort & Spa is all set to welcome the discerning American and European tourists along with the upwardly mobile long haul overseas traveller from Asia. The Resort and Spa provides the ideal getaway to the luxury traveller who is looking for a unique enchanting experience of serene beaches and traditional wildlife game that Kenya has to offer.

The 30 acres of sheltered property set amidst the Kenyan sea coast, boasts of a stylish and modern international design that blends seamlessly into the African wildlife. The easily accessible Resort is 34 kilometres by road to Mombassa town and 45 kilometres from the Moi International Airport. For those coming in from Nairobi, the Resort is a 500 kilometres drive.

Diani Reef Beach Resort & Spa offers 143 bedrooms comprising of doubles, twins, deluxe, inter-connecting rooms, a selection of suites and Presidential suites – each of them an elegant statement of style and comfort. Most of the rooms have a view of the magnificent Indian Ocean. The rooms come fully equipped with TVs, offering a variety of satellite channels as well as Internet plugs for all e-mail and web surfing requirements. The air-conditioned rooms contain mini-bars, hair dryers, tea and coffee making facilities and web surfing requirements. The Diani Resort also boasts of 350 meters of private beach area with sun lounges for those travellers who prefer to bask in the sun and enjoy the tranquil azure waters of the Indian Ocean.

For the connoisseurs of luscious food, the Diani Reef Beach Resort has three restaurants, each of which possesses its own distinctive character. While the *Coral Rock Cafe* offers an extensive buffet, which includes live cooking for breakfast, a la carte lunch and dinner, the air-conditioned *Sake Oriental Restaurant* specializes in Indian, Chinese and Japanese cuisine. *The Fins Seafood & Grill* serves sizzling fresh fish and meat as well as light Mediterranean dishes for those missing the continental food. An interesting feature of the resort is the exciting theme nights held on the beachfront.

The four bars around the resort provide the ambience to go with one's drink. The Coral Deck Bar is situated on the deck of the Restaurant while the Pool Bar is situated in the pool and serves exotic cocktails. Adjacent to the Fins Seafood & Grill, is the Dune's Night Spot and Bar for live music and dancing. The Piano Lounge and Zebra Square Bar includes a cigar and liqueurs corner.



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For the adventure lovers, Scuba diving, Beach Dive, Wind Surfing, Robinson Crusoe trip, Snorkelling safari and Kaya culture tours are some of the ways to unwind. As for the die-hard golfers, there is an 18-hole golf course that is situated just 500 meters away from the beach.

For the business needs of its guests, the Diani Resort has a round the clock Executive Centre. Its facilities include a boardroom, meeting room, workstations and secretarial services.

From a business perspective, we have reinvented ourselves as a Conference Destination of Choice and to that effect would calibrate ourselves as Conference Specialists in lieu of the stupendous feedback received from every single resident delegate.

In our quest to achieve global business standards with an ethnic local flair, we have introduced exceptional traditional stately welcomes, unique dining experiences, loyalty recognition for repeat guests, and special care for extended families, groups, and honeymooners

The Maya Spa - Health and Wellness Centre at Diani, the exclusive Spa destination in East Africa provides an uncompromising approach to cater to a guest's beauty, well-being and health requirement. The Spa goes beyond the appearance to treat, touch, scent and surround every part of ones body to soothe stress and ease strain. In keeping with its holistic approach to the health of the guest, special care has been taken to select ingredients and therapies that are as close to nature for treatments. Therapies such as Ayurveda, Thallaso, Balenotherapy, Aqua or Hydro Treatment, Reflexology, Aroma Therapy, Yoga, Aerobics, Meditation & Salon services which makes Maya Spa a unique destination The Spa also offers special packages for those couples who are looking at exotic Weddings or out of this world Honeymoons.

We as a brand are focusing on CRM (Customer Relationship Management), a valuable management tool, wherein the key to successful implementation is also becoming familiar: strong executive and business-unit leadership, careful strategic planning, clear performance measures, and a coordinated program that combines organizational and process changes with the application of new technology.

We well realize that if growth is what we're after, we won't learn much from complex measurements of customer satisfaction or retention. We simply need to know what our customers tell their friends about us i.e. all about the power of loyalty. We would like to transform our company into being an industry leader, largely by building intensely loyal relationships with customers and employees.

The African Safari combined with the beaches of the South Coast that Diani Resort offers is surely proving to be a great attraction for the rich and the famous of the Western world. This exclusive Five Star Deluxe Resort is the only African hotel that had been invited to display and market



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Kenya at the Style 2006 Pre Emmys Garden Party held at Rodeo Drive, Beverly Hills. Post the party several Hollywood celebrities such as Sharon Stone, Sir Ben Kingsley, Macy Gray, Alfre Woodard ("Desperate Housewives"), Jackie Collins, Sylvie Vartan, Loretta Devine, Niecy Nash, Gregory Itzin, Francesco Quinn, Tichina Arnold and Kathy Griffin have expressed their desire to visit the Resort and Spa in the near future. Diani was last year on the international spotlight after Brad Pitt and Angelina Jolie spent time before moving to Namibia.

In yet another exclusive marketing coup that put Kenya on the World map, Diani Reef Beach Resort & Spa supported the world renowned Nobel peace prize winner, Archbishop Desmond Tutu on his 75th Birthday Fundraising Gala Dinner at the Regent Beverly Wilshire in Beverly Hills. The Gala Dinner, "Tutu - One Amazing Night of Celebration" was co-hosted by Samuel L. Jackson, Carlos Santana, Denzel Washington, Alfre Woodard and Gillian Anderson.

More recently, Diani Reef Beach Resort & Spa was invited to join the Stars at The 2007 Golden Globes World Experience Style Talent Lounge. Held at the luxurious Beverly Hills Hilton from January 12th to the 14th, The World Style Talent Lounge gave nominees, presenters and attendees of the 64th Golden Globes an "Around the World" experience, unlike any other with the finest gifts from across the globe.

For the coup de grace, guests traveled to the Africa in the "African Tribes" room where the highlight of the of the suite and the event was Diani Reef Beach Resort & Spa that offered several accommodation packages worth US\$ 310,000 including seven night and five night stays in Presidential Suites, Penthouse Suites and Junior Suites to a celebrity guest list including Sharon Stone, Alfre Woodard, Terrence Howard, David Carradine, Hayden Panettiere, Gregory Itzin, Marg Helgenberger, Jennifer Love Hewitt, Peter Morgan, Jennifer Hudson, Hilary Shor, Brenda Strong, Jonathan Silverman, Jennifer Finnigan, Courtney Cox among others.

Diani Reef Beach resort & Spa, made it "three-in-a-row" when it was invited, yet again to showcase its product among an entire galaxy of the the very best in the global film fraternity through its participation at the 60th International Film Festival at Cannes (May 16th - 27th, 2007). The Festival de Cannes this year, was a host to over 30,000 accreditees spanning the entire spectrum of the film industry, as well as some 4000 international journalists, making it the biggest and most widely acclaimed film festival in the world.

The resort, since then has won several accolades viz: One of 68 Superbrands cutting across several industry sectors in 28 countries in East & Central Africa; A 5-Star Deluxe Resort Classification in the prestigious Kuoni Destination Management Meetings & Incentives Brochure in East & Southern Africa, First Choice Holidays(One of the largest out bound operators from United Kingdom) Gold Choice Award for achieving consistently high customer service satisfaction levels, as rated by their customers.