



Atmosphere

HOTELS | RESORTS

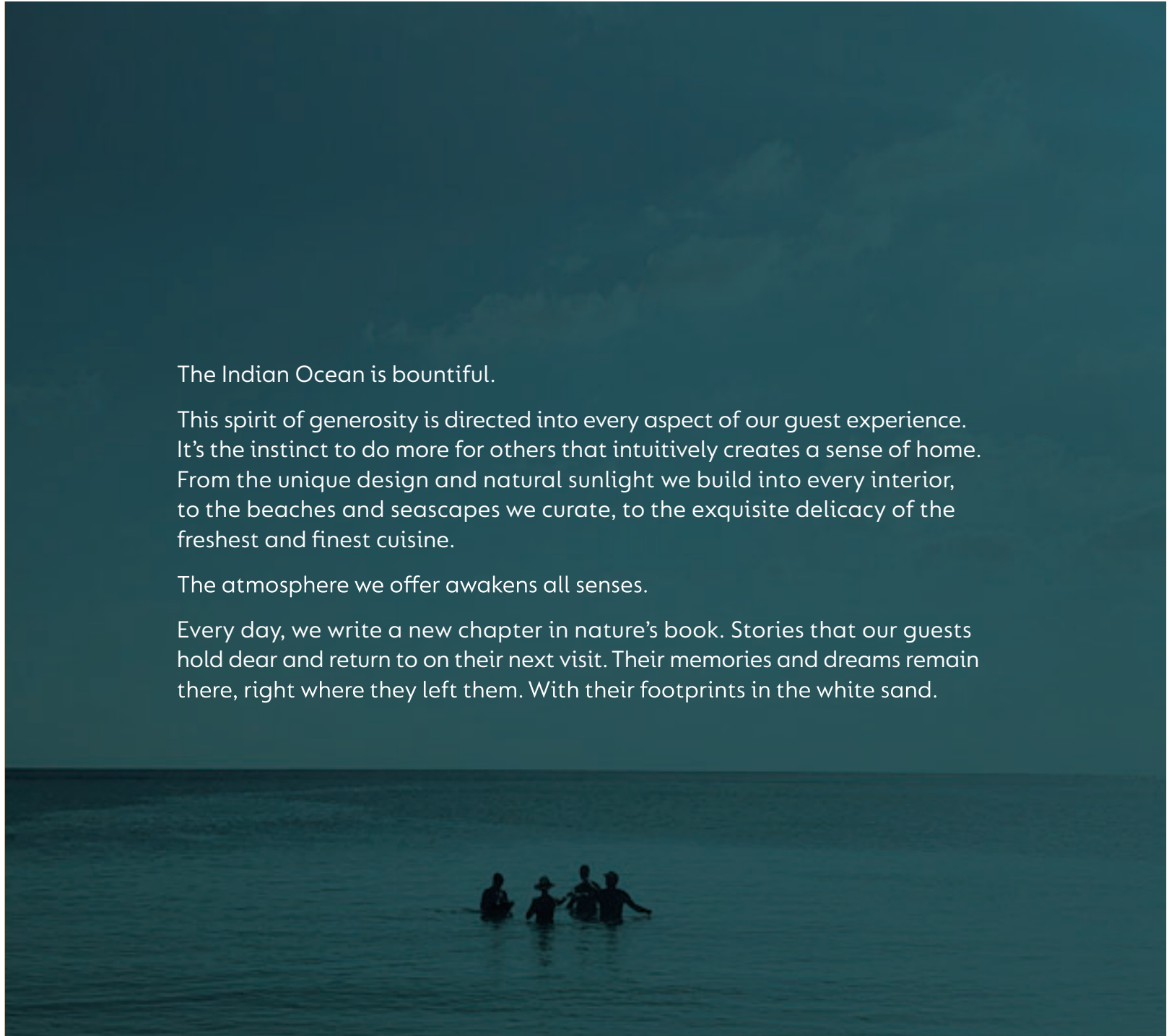
Company Story

The Indian Ocean is bountiful.

This spirit of generosity is directed into every aspect of our guest experience. It's the instinct to do more for others that intuitively creates a sense of home. From the unique design and natural sunlight we build into every interior, to the beaches and seascapes we curate, to the exquisite delicacy of the freshest and finest cuisine.

The atmosphere we offer awakens all senses.

Every day, we write a new chapter in nature's book. Stories that our guests hold dear and return to on their next visit. Their memories and dreams remain there, right where they left them. With their footprints in the white sand.



Core Philosophy

THE JOY OF GIVING

To give joyfully, you must give with your heart and soul. This energy inspires all that we do for our guests, team and partners.

The joy of giving begins with a personalised holiday that anticipates everything a guest could dream of. Each stay is an opportunity to learn how to refine and elevate the individual experiences we craft for guests. So, they are free to delight in each and every moment of their journey, without worry.

Our philosophy has always been human-centred; deeply connected to who we are as people. This is our gift. The essence of true hospitality is to restore the body and inspire the mind of anyone who spends their precious time with us.

Values

WE ARE:

Emotionally Sincere

We believe – hand on heart – on doing the very best for our guests and our staff. We truly and deeply care about those we serve and seek to ensure we always strive to the utmost of our abilities to improve their happiness.

Intelligently Simple

We act with care, consideration and thought to provide the best possible experiences to our guests without fuss or complexity.

Intuitively Innovative

We have a natural instinct to pro-actively and dynamically respond to the world of needs of the individuals we serve. Creating and evolving to provide hospitality without limits.

Honestly Different

We have a genuinely different perspective on the world. One that allows us to see things from a unique point of view, we see the best in the world around us and believe life is for us all to enjoy.

Tone of Voice

Our Tone Pillars

Generous – We care deeply about our guests and the way we communicate is imbued with the spirit of generosity. We demonstrate this through language, which is convergent, helpful and human. Our words reflect our goal to nurture and improve our guests' happiness. We are relaxed in tone and always positive with a 'can do' attitude. We treat our guests as we would our family and friends.

Simple – We're human and we want all our guests to relax and feel at ease. Their time is precious, so our language is easy to understand. We avoid jargon, buzzwords or clichés and we keep sentences and paragraphs short. We avoid over-the-top use of adjectives but still convey the beauty of the Maldives. Every word matters and by saying it in less not more words we will connect with our guests and gain their respect and loyalty.

Friendly – We care about our guests, and we put them first. We're positive, upbeat, and relaxed. Our words convey the refreshing light-heartedness that comes with offering relaxing experiences. We're never corporate – we consider our guests and staff as friends or family, so we don't take ourselves too seriously.

Genuine – We are committed to ensuring our guests have the best travel experiences. This spirit of genuine hospitality is embedded in our heart and soul. We want our guests to feel fully assured that everything we do and say is authentic and real, putting their happiness first. We are what we say, and that's why our guests put their trust in us.