

Atana Hotels
Global Brand Manual | 2025

The Atana Hotels Brand Standards are property requirements, but do not supersede applicable local laws, codes and regulations.

The property must fully comply with all such laws in addition to complying with Atana Hotels Standards.

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LIST OF CONTENTS

TALENT RESOURCES AND DEVELOPMENT 1

- Talent acquisition
- Human Capital
- Job descriptions
- Property organization structure
- Job titles
- Appointment of key positions
- Employment terms and conditions
- Job descriptions
- Probation
- Salaries
- Labor card
- Work hours
- Retirement or savings plan
- Medical plan
- Housing
- Transport
- Confidentiality
- Intellectual property
- Associate retention
- Corporate events
- Surveys
- Property facilities
- Discount program

ASSOCIATE POLICIES AND PROCEDURES 13

- Grooming guidelines
- Contract workers and internships

LEARNING AND DEVELOPMENT 15

- Associate induction
- General manager induction
- Executive induction
- On the job learning
- Contract workers and internship induction
- Legal, fire, life and safety training
- Additional health and safety training
- Learning and development administration

BRANDED PRODUCTS 19

- Speciality room products
- Guest experiences services
- Guest arrival experience
- Guest departure experience
- Guest preferences and feedback

TECHNOLOGY 22

- Internet technology
- Guest request and feedback system

SERVICE CULTURE 23

- Introduction
- Guest interaction
- Heart of the house
- Telephone courtesy

HOTEL SERVICES 25

- Reservation and pre-arrival
- Handling the initial call
- Making the reservation
- Guaranteed reservations and cancellations
- Dishonored reservations
- Guest transport vehicles
- Airport meet and greet service

CHECK-IN AND CHECK-OUT 29

- Guest arrival
- Special guests
- Check-out
- Door and valet services
- Luggage service
- Luggage storage
- Car care
- Wake-up calls
- Laundry service
- Business center
- Public areas
- Lobby
- Elevators
- Public restrooms
- Ice and vending machines

Automatic teller machines	
Disability facilities	
SIGNAGE	37
Logo and printing	
HOTEL FACILITIES	39
Retail shops	
Spa	
Kids club	
Special activities	
Swimming pool	
Whirlpool standards	
Safety equipment	
GUEST ROOMS	43
Guest room architecture and design	
Operating supplies and equipment	
Lighting, temperature and electrics	
In-room collateral	
Guest room cleaning	
Guest room access	
Maintenance of supplies and equipment	
FOOD AND BEVERAGE	47
Our brand differentiators	
Restaurant availability	
Set-up	
Restaurant service	
General guidelines for food menus	
Specific guidelines for food menus	
Special note	
Breakfast	
Table set-up	
Service performance	
Breakfast a la carte	
Menu offerings	
Breakfast buffet	
Beverage offerings	
Room service	
Breakfast menu offerings	
Poolside food and beverage	
Happy hour	

MARKETING, SALES AND CATERING	57
Identity and signage	
Brand hallmark	
The logo	
Using the trademark	
Naming and branding conventions	
Prohibition of historical, heritage or partner logos	
Approval process for property names	
Owner/operator signage	
RESERVATION AND BOOKING CHANNELS	61
Payment guarantee and room hold policies	
Reservation confirmation process	
Pre-arrival and post-stay communication	
Global distribution systems (GDS)	
Web reservations	
Travel agent commission	
MARKETING PROGRAM	64
SALES TEAM AND PROCESSES	65
REVENUE MANAGEMENT	66
Market segmentation	
Revenue system	
Revenue team	
Data collection	
RATES MANAGEMENT	71
Best available rate (BAR)	
Discounted rates	
Corporate negotiated rates	
Wholesale negotiated rates	
Package rates	
Crew and layover rates	
House use and complimentary rooms	
Group rates	
Lowest internet rate guarantee	
Terms and conditions	
REVENUE AND SALES AUDITS	74
SALES AND MARKETING BUSINESS PLAN	74

MARKETING STATISTICS 74

MEETINGS AND EVENTS 76

- Operational timings
- Menus
- Meeting rooms
- Furniture
- Lighting and sound requirements
- Technical requirements
- Room dimensions and layout
- Other facilities
- Storage
- Pantry

ADVERTISING AND PROMOTION 79

- Approved name
- Property photography

FINANCE 81

- Methods of payment
- Deposits
- Cash disbursement
- Currency exchange
- Guest billing
- Accounts
- Statutes and law

FIRE AND LIFE SAFETY 84

- Introduction
- Licenses
- Application of standards
- Training
- Structure and materials
- Doors
- Means of escape
- Stair enclosures
- Emergency exits
- Fire fighting
- Testing and maintenance

SECURITY AND CRISIS MANAGEMENT 91

- Key control
- Front desk
- Housekeeping
- Luggage
- Guest safety awareness
- Evacuation points
- External areas
- Chaseways, maintenance access and wall mirrors
- Lifts/elevators
- Public restrooms
- Guestrooms
- Facilities for travelers with disabilities

LEISURE AND FITNESS FACILITIES 94

- Risk assessment
- Facility requirements
- Saunas
- Swimming pools
- Back of house

TALENT RESOURCES AND DEVELOPMENT

Introduction

Atana Hotels is an Omani brand. The brand was conceived to develop a unique property portfolio in spectacular locations around Oman and selected international destinations.

The brand is represented by a team of outstanding professionals with unique personalities. Together they strive to create new benchmarks of excellence in the hospitality industry.

Our strong brand culture and talented team position us to lead this new market niche in the 21st century. At Atana Hotels, we take pride in building a team that reflects our brand's warm, welcoming and dedicated essence.

We believe in the development of local talent and sharing our experience wherever we operate.

At Atana Hotels, we believe our associates are the heart of our success. They are carefully chosen for their passion, energy and drive, embodying the Atana persona. It is this enthusiasm and commitment that make us the friendliest and most desirable employer in every destination we call home.

We evaluate our associates based on their attitude, quality, consistency, energy, honesty and results. In return, we are committed to providing a work environment that reflects our dedication to delivering premier authentic Omani hospitality service.

We hire individuals for their passion, positive attitude and approachable nature, knowing they will treat both guests and fellow associates with respect, kindness and authenticity—the way they themselves wish to be treated.

Above all, we value genuine interactions and a guest-first mindset, ensuring exceptional care for both internal and external guests.

Talent acquisition

At Atana Hotels, talent acquisition is not merely about filling positions; it is a strategic initiative focused on identifying and fostering skilled individuals who align with our brand values and organizational objectives. Modern talent acquisition combines workforce planning, organizational forecasting and strategic talent development, while also maintaining an employer brand to benefit the community, company and guests.

Atana Hotels go beyond traditional recruitment by focusing on employment branding, corporate hiring initiatives and aligning with marketing, public relations and talent resources.

As a leading entity in the hospitality sector, we recognize that successful talent acquisition requires careful corporate communication and innovative approaches to talent development.

Human Capital

This corporate division has crafted a unique messaging framework to reflect our commitment to acquiring and growing talent. The framework includes recruiting outstanding individuals and fostering their professional growth within the Atana system.

During the pre-opening phase, the corporate team carefully selects the management team to align with the destination's needs and the property's strategic goals.

We hold exclusive talent casting events for rank-and-file associates, selecting participants based on local guidelines. We select a team that embodies Atana's service philosophy and brand promise.

After the initial opening, internal vacancies within the property are first advertised to current associates, fostering opportunities for career advancement. Job openings are posted on the Atana Hotels website every two weeks, following industry standards.

All executive-level job postings are shared with the Atana corporate office before being advertised on external channels such as newspapers, LinkedIn, and recruitment agencies.

Job descriptions

Each role at Atana Hotels has a current job description that includes at least:

The job title, associate number, division/department, effective date, grade/level, approved by, job requirements and objectives, responsibilities (administrative, technical, commercial and human capital) reporting line and communication, additional accountabilities (company culture, confidentiality) as well as health and safety requirements.

We are committed to maintaining a positive talent acquisition experience that reflects our brand values.

All job applications or transfer requests are responded to within ten working days. If an application is declined, responses remain generic to avoid unnecessary negativity, fostering a welcoming and respectful recruitment process.

To sustain a pipeline of skilled talent, our Human Capital teams actively engage with Oman's tourism schools and universities. This proactive approach not only develops future talent but also familiarizes them with the Atana brand and service standards, creating a pool of ready-to-deploy resources for future needs.

As Atana Hotels require the best-in-class talent, it is mandatory to embrace a remuneration scale that is in line, or above the best brands within the predefined competitive set.

Property organization structure

Each property will have a general manager who leads a steering committee and several service executives in key positions.

A minimum key position list will include, but is not limited to the following:

The steering committee comprises the finance, human capital, food and beverage, sales and marketing, rooms division and maintenance managers.

Service executives include the safety and security, learning and development, public relations and communications, and guest services manager as well as the executive chef.

Job titles

These may differ in different destinations for visa purposes or collective agreement compliance.

Atana Hotels refer to their employees as associates, although the job titles will follow traditional terms used in the hospitality industry.

Front desk associates include front office manager/assistant/supervisor, receptionist, reservationist, concierge and porter.

In the absence of the general manager, a member from the steering committee or key position shall be in charge as duty manager. They will duly notify all parties concerned via email.

Appointment of key positions

Atana Hotels reserves the right to select and approve the appointment of a general manager, financial controller and director of sales and marketing.

Upon joining, the general manager's primary responsibility is to assemble the management team with the support of the corporate office.

The general manager should ideally have at least two years' hospitality experience at an executive assistant manager/resident manager level, or its equivalent experience in a competitor or same brand.

For the management team, a minimum of two to three years' experience in the role is essential. In addition, international experience is preferred to support the Atana Hotels brand essence.

Preference will be given to candidates with experience working at other Atana Hotels Properties to ensure brand consistency.

All appointments for key positions must be supported with complete documentation, a full-length photograph and the most updated resume of the applicant.

All management associates must have a minimum of two reference checks. Any additional references and past testimonials will be a plus.

Employment terms and conditions

An associates' employment with Atana Hotels is subject to obtaining all the official permits for employment under their sponsorship, i.e. work visa and residence permit.

The process includes the satisfactory completion of any medical or physical examination by the local health authorities.

Should anything go wrong in this process, the letter of appointment presented to the recruit shall be deemed cancelled and of no force or effect.

All employment contracts are to be decided by the corporate head office in line with the local regulations.

Associates must dedicate their full time and attention to Atana Hotels and cannot engage in other businesses or occupations without prior written consent from Atana Hotels.

Job descriptions

Written descriptions are handed to new recruits upon joining. These will clearly outline the expected job responsibilities.

It further serves as a tool to identify training needs, to set objectives related to the job/ personal career development and to evaluate the associates' performance.

Probation

The duration of probation for all associates with an employment contract of more than one year duration is three months from the starting date of employment.

For any shorter contract the probationary period is one month from the starting date.

During this period both parties assess the overall suitability for the new appointment.

Salaries

Salaries shall be paid in the local currency prior to month end, via bank transfer or any appropriate means as per the approved internal procedures. Associates must open personal bank accounts with Atana Hotels' designated bank and provide account numbers to Human Capital to ensure timely salary deposits. The accuracy and completeness of the submitted information is the responsibility of the associate.

Labor card

Human Capital will ensure that associates receive these cards promptly and manage the renewals efficiently.

Work hours

All associates must sign or swipe in and out from the property to record their physical presence. The time attendance record will also be used for the final headcount during a crisis on the premises.

Employees must allow enough time for uniform change prior to the start of each work shift.

Employees unable to report for work must inform their immediate manager at least six hours in advance, so that alternative arrangements can be made.

Work schedules, including rest days, will be determined by the supervisor concerned and published as a duty roster on the departmental associate notice board.

Should an associate report late for work, i.e. within 30 minutes, they must first report to the supervisor before heading to the assigned area. If the employee reports more than 30 minutes after the designated time, they shall not be allowed to work on that day, except with the permission of their supervisor in discussion with Talent Resources and Development.

Should the employee be sent back home for their tardiness, the department head shall duly inform Human Capital to deduct their salary on a pro-rata basis by filling out the leave forms with clear reason.

An employee with irregular attendance will be subject to further disciplinary action according to the property disciplinary guidelines.

Retirement or savings plan

Where applicable, an appropriate pension scheme or savings plan shall be introduced to the management level associates, especially in locations where an end of service benefit or retirement benefit is not in place.

Such schemes must be in place and supported by up to date, accurate records and should not supersede local regulatory requirements but be introduced in addition to the requirements prescribed by the law.

Medical plan

In line with local practice and as appropriate, medical care or medical cover schemes or insurance will be in place for all its associates as mandated by local laws.

Medical insurance should encompass group life, accidental death, comprehensive major medical plans, disability coverage and additional benefits.

The medical plan should cover in-patient, out-patient, day care surgery and prescribed drugs at approved providers' networks in the destination.

Coverage quality must meet or exceed the standards of competing hotels.

All associates are required to complete the medical insurance enrolment formalities as requested by Human Capital at the designated time and location.

Housing

Suitable housing or allowances may be provided in certain destinations.

If housing is provided, relevant housing rules and regulations will be issued as a separate booklet to the concerned individual associates. These must be adhered to diligently.

Where housing allowances are provided, associates shall be fully responsible for identifying and managing their own housing and any costs relating to the same.

Housing allowances or categories of housing secured and allocated shall depend on availability thereof in the destination of the property.

Transport

Associate transport or allowances shall be provided in certain destinations where this is the practice or recommendation of the local laws.

Confidentiality

Associates shall not at any time during (except in the course of their duties) or after their employment disclose or make use of their knowledge of any confidential information of the property and any property which is a parent, subsidiary, associated or affiliated with the Atana Hotels or any of their business associates.

Confidential information includes (without limitation) all and any information in any shape or form, whether on paper, electronic means or otherwise, relating to the financial position, market position, business strategy, business plans, maturing new business opportunities, research and development projects, project formulae, processors, inventions, designs, discoveries or know how, sale statistics, marketing surveys and plans, costs, profit or loss, prices and discount structures, technical data, trade secrets, know-how, business methods, the names, addresses and contact details of business contacts, business partners, customers and potential customers, existing and respective clients, suppliers and potential suppliers, contractors and associates and any other confidential information related to the property and/or the Group or any of their business associates.

Intellectual property

The associate agrees that any intellectual property they create or discover during their employment, related to Atana Hotels business, must be communicated to the company without delay.

This intellectual property will be owned by the company or relevant group entity without compensation. At the property's request and expense, they shall provide all necessary information, data, drawings and assistance to exploit the intellectual property.

Associate retention

To attract and retain top talent, compensation and benefits packages will be determined based on the role, job specifications and competitiveness of the package compared to local market conditions.

Compensation and benefits will be reviewed annually before budget preparations. Proposed adjustments will align each property with local market conditions and remain competitive within their destinations.

Atana Hotels encourage associates to join social activities. Events such as birthday celebrations, recognition programs, outings, sports activities and annual dinners are organized by Human Capital with committee help.

A monthly activity calendar will be posted on the associate noticeboard.

Corporate events

The property will run corporate driven initiatives and programs to recognize outstanding performance, life events and retirement.

Some of these include long service awards. This gesture thanks long-serving associates for their dedication, trust, support and loyalty over many years.

The recognition is given in five-year intervals; the highest level depends on collective experience in the group. Recipients who qualify for these awards are determined with an annual cut-off on 31 December.

Associates will receive a service pin, certificate and gift voucher based on the number of years of service. The award presentation ceremony is usually complimented with a get-together or a dinner hosted by the property.

Surveys

Human Capital will conduct annual opinion surveys. These surveys aim to assess management performance and understand the execution of Atana Hotels values and philosophy based on their Human Capital standards.

A property action plan will be produced and implemented based on the survey results.

Both the survey results and the action plan will be submitted to the corporate office.

All associates are encouraged to participate anonymously.

Property facilities

These include but are not limited to a dedicated associate's entrance, locker facilities, changing rooms, toilets and showers for both genders, associate dining, a common area for rest or a breakroom in case of split shifts and a dedicated smoking area.

Such areas will be of a good standard, well maintained and must accommodate the number of associates planned for the property.

The property shall provide associates with duty meals at a designated associate cafeteria.

The associate dining room is open 24 hours aside from identified cleaning hours.

Operation hours are as follows but may be adjusted based on business requirements.

Breakfast	07:00 -	09:00
Coffee/tea break	10:00 -	11:00
Lunch	12:00 -	14:30
Coffee/tea break	15:30 -	16:30
Dinner	18:00 -	20:30

A copy of this schedule will be displayed on the associate noticeboard and outside the associate dining room.

Associates are not allowed to take any food or utensils out of the dining room.

Discount program

All properties operated by Atana Hotels will form part of and adhere to the corporate discount program for associates at all levels. This shall be defined in greater depth in the respective policies.

A list of properties with its own associate discount policy will be available and updated annually.

When an associate joins Atana Hotels, on any potential group transfer, all past services in the other company will automatically be computed into the term served unless there is a break in service.

There shall be no continuity of service if the break extends beyond 12 continuous months.

ASSOCIATE POLICIES AND PROCEDURES

A guide containing property policies, procedures and regulations on dress codes, grooming standards and conduct shall be prepared and updated sometimes.

This guide shall be issued to each associate as part of their welcome kit on arrival.

Each property will adhere to all applicable local or national laws and policies including but not limited to equal opportunities, harassment in the workplace, health and safety, code of business conduct, employee code of conduct, disciplinary procedures and grievance as well as complaints procedures.

The property will maintain a personnel file for each associate, including the application form, references (where required by local law), signed employment contract or confirmation letter, governmental formalities and documents, acknowledged job descriptions and any other local legal requirements as well as significant communications, addendums and any agreements that have been made with the associate and the Company during their tenure of employment.

All other relevant documents, including training records, will also be filed in their respective personnel files.

Local legislation may dictate that other records are filed separately from the associate file, for example, sickness records, absence records etc. and these shall be adhered to accordingly where applicable and imposed by law.

Grooming guidelines

All uniforms must be clean, in good condition and of a style and quality that supports the Atana Hotels brand positioning and grooming guidelines.

Associates are neatly dressed and properly fitted and well-maintained uniforms per brand uniform program and meeting brand standards for each position or department specified.

Socks and shoes are color-coordinated with the uniform; safety shoes are worn as appropriate.

Associates will receive enough uniforms to enable efficient rotation.

Contract workers and internships

Casual or temporary workers will be employed where it provides the optimum resourcing solution for the property.

Headcount and payroll statistics must include full-time, part-time and temporary associates.

Part-time and temporary associates must adhere to Atana Hotels standards and policies for the duration of their employment

Contract workers will be compensated at a daily rate.

In accordance with local labor laws, interns should get transport, meals and accommodation, in addition to an allowance. They are not eligible for salaries or other benefits.

LEARNING AND DEVELOPMENT

The Atana Hotels training programs are systematic and thorough, shaping each associate's development from both a personal as well as a Company perspective.

Our talent development managers ensure that associates at all levels receive training to embrace the Atana Hotels culture.

Throughout their employment, the associates are provided with various general and specific on-the-job, online, interactive and classroom training sessions to continuously enhance their skills and knowledge

All properties must have aside from the talent development manager, at least two certified department heads to lead the training.

The talent development manager must maintain all training records.

Associate induction

Our training programs ensure flawless service and consistent delivery of requirements.

New associates will get brand immersion and technical skills training during their induction.

They must complete the online induction program within three months.

The program also includes the following modules: Atana Hotels grooming guidelines, telephone techniques, product knowledge of the property and its destinations as well as team building.

General manager induction

New general managers, those returning after a two-year absence, or those in their first hotel leader position with Atana Hotels, will undergo an induction program within their first week.

This program includes visiting the corporate office of Atana Hotels to meet the corporate team, introduction to the owners by the group general manager and cross-exposure within the Atana Hotels group.

Executive induction

New department heads will participate in the online induction program, as well as additional management modules, as outlined in the Atana Hotels induction program.

Respective corporate division heads will conduct a thorough on-the-job property induction and hand over all division branding and tools for follow-through.

High-potential supervisors and managers will be nominated to attend the appropriate corporate-driven development and assessment programs. This will help identify and develop future department heads and senior managers for Atana Hotels.

On the job learning

Atana Hotels has a reputation for excellent service, achieved through rigorous training. We have a clear service culture that guides our standards and training.

Learning and development is an ongoing process.

All associates are evaluated and re-trained at various intervals.

Training will include simulations for guest-facing operations to prepare for different scenarios.

During on-the-job training, associates should be briefed on their service role, evaluated and retrained as needed.

Contract workers and internship induction

In our industry we rely heavily on contract workers, interns and third-party relationships.

Workers who interact with guests must have the necessary skills to perform their duties effectively and meet Atana Hotels standards.

All contract workers will participate in a comprehensive and structured induction program prior to being assigned field duties to serve our guests.

All contract workers will receive on-the-job training to perform their duties to the same standard and quality as full-time associates. This includes health, safety and fire training.

The talent development manager, along with hospitality institutes and department heads, will create a program to ensure interns receive proper training and guidance, aiming to hire them permanently after graduation.

Legal, fire, life and safety training

Atana Hotels ensures the safety and security of associates and guests through regular training. The general manager and steering committee members must stay informed about local laws and reporting requirements, adhering to them and adapting practices, policies and procedures as necessary.

All associates must attend fire and life safety training, as well as any other job-related ad-hoc training, such as emergency procedures and food safety training.

A fixed percentage of associates, designated as the fire and safety team, must undergo initial and annual first aid, fire and life safety training. This includes crisis management and communication training as well.

Additional health and safety training

Refresher health and safety training will take place in the departments for the dedicated fire and safety team once a year.

The training will cover topics such as emergency procedure for guests with disabilities, electrical equipment, safe handling of dangerous equipment, food hygiene for all food handlers, lifting and manual handling, working with audio-visual equipment and other office equipment, office safety measures, chemical training, alcohol awareness and host responsibility as well as local or regional statutory training.

Learning and development administration

Each property will conduct a training needs analysis to identify gaps.

The talent development manager will assist in developing a training plan which will then be consolidated for the property. These plans must consider the business and operational needs of the property and its respective departments.

All training and learning materials are available online on the Atana Hotels platform.

The learning plan must include a training budget covering all overheads.

Required learning records must include, but are not limited to training attendance, training assessments and feedback from training sessions.

Conclusion

The Atana Hotels brand standards may change based on operational needs or to stay competitive.

The corporate office will communicate ad hoc changes promptly. Expenses related to these changes should be incorporated into property operations and forecasts.

All brand requirement changes must align with this guideline to maintain Company-prescribed quality standards.

Any deviations require written approval from the group director of talent resources and development to ensure uniform employee branding across the group.

BRANDED PRODUCTS AND PROGRAMS

Speciality room products

At Atana Hotels, our branded products and services are thoughtfully crafted to reflect our commitment to providing exceptional guest experiences while honoring the rich traditions of Oman.

Each detail is designed to enhance comfort, convenience and authenticity, ensuring an unforgettable stay.

All room amenities are chosen with sustainability and environmental impact in mind.

Standard rooms include photo frames that highlight the destination's history. Text on the photo frames reflects the local accent. Handcrafted items such as clay pots, palm leaf products and rugs are used for decoration. The color scheme is inspired by the natural surroundings of the property.

Atana Hotels suites reflect the heritage and unique qualities of each destination, enhancing every aspect of our guest experience.

Experience Atana Hotel suites with unique handcrafts and spa amenities such as branded bathrobes, slippers and signature toiletries, Atana Hotels signature scent diffuser, a pillow menu with at least six options, a local snack basket, VIP amenities reflecting local traditions and high-speed Wi-Fi.

Suites with a kitchenette offer high-end cutlery and crockery, a microwave oven, a bread toaster and an espresso machine.

Additional services include a personal welcome note from a manager, daily evening turndown service, complimentary access to fitness facilities, complimentary shoeshine service seven days a week and personal wake-up calls.

In-room beverages and snacks will be selected according to each property's preference for premium alcoholic and non-alcoholic brands. These selections shall comply with the brand's international or regional agreements and are subject to corporate approval.

Guest experiences services

The duties of the receptionist include contacting guests before arrival to gather information, especially about their special needs, such as mobility issues or dietary requirements. They also coordinate pre-arrival service requests with other departments at the property. During the visit, they will inform managers of potential guest grievances and complaints to address and resolve the issues politely.

They assist with planning and organizing the different activities and services in and around the Property. They may assist with transport arrangements and help with lost luggage. They will also perform cashier duties if necessary.

Guest arrival experience

Guests enjoy an authentic Omani welcome with Luban and rose water scents, traditional henna for ladies, locally made halwa daos and Omani coffee, highlighting Omani hospitality.

Guest departure experience

Guests receive luban bukhoo as a parting gift, taking the scent of Omani hospitality with them. They also get a photo from their arrival, either printed or by email, as a memento of their stay.

Guest preference and feedback

Atana Hotels uses a property management system (*Wincloud PMS*).

All guest preferences must be recorded on the guest profile within the PMS system to ensure consistent tracking across all Atana Hotels properties.

Each property is responsible for checking guest profiles prior to arrival to ensure all guest preferences are addressed.

Any additional guest comments and requests should be documented in the PMS system to facilitate smooth and efficient resolution.

The duty manager must ensure that all traces are completed by the end of each day.

TECHNOLOGY

Internet technology

A computer connected to the property admin wi-fi is available and accessible to all associates whose job function requires internet or hotel system access.

Every guestroom has free wireless broadband.

Wireless internet access is available in all meeting rooms.

Wireless high-speed internet access is available in all public spaces and can be accessed at no additional cost.

An IT expert is on-site to assist guests personally.

Guest request and feedback system

Atana Hotels uses tracking software to quickly respond to guest requests and manage service opportunities efficiently.

All properties must use *wincloud PMS* software.

SERVICE CULTURE

Introduction

All our associates personify our Atana Hotels brand promise.

Each associate is thoroughly trained in our culture and values, ensuring a consistent, exceptional guest experience at all our properties.

All guest-facing associates receive thorough brand immersion training, providing them with the necessary skills and knowledge to deliver hospitality according to the Atana Hotels standards.

New associates complete their specific training programs within 90 days of joining, ensuring they understand the service philosophy and operational procedures.

Our guest service culture reflects Omani traditions and hospitality.

These principles outline how we interact with our guests, aiming to create memorable experiences. We greet our guests with warm smiles and Omani courtesy. We make open, attentive eye contact to build trust and belonging. We use guest names to show recognition and respect. We let kindness guide every interaction to ensure a positive experience. We speak clearly and with a tone that reflects sincerity and care. We know Atana's offerings and guest needs to answer questions confidently and accurately. We consistently meet and surpass guest expectations to demonstrate the unique qualities of Atana.

Guest interaction

Atana Hotels always has a bilingual duty manager on site.

Receptionists demonstrate a strong service culture and positive guest interaction by acknowledging guests from a distance and greeting them warmly when they are close by.

Associates escort guests to their destination and if they prefer to go alone, they guide them with open-handed gestures. They are always polite and address guests by their titles and family or last names. They show sincere concern for their well-being.

All associates handle problem resolution and guest complaints through listening attentively. They offer sincere apologies and respond to the issue or request within ten minutes.

All associates will follow up with the guest within 30 minutes after resolution. They track the defect or request data using Atana's approved software.

They respond to guest requests for service to or from their rooms within ten minutes.

This applies to all services including, but not limited to picking up luggage, laundry, shoeshine, private dining tables/trays, delivery of items such as mail, parcels, etc.

Heart of the house

Heart of the house areas must be clean and well-maintained.

These include sales, catering and executive offices, associate entrance, dining area and lounge, locker and changing rooms, restrooms, kitchens, laundry facilities, loading docks, service corridors, store and plant rooms as well as any offsite workshops and facilities.

Telephone courtesy

Our team does three types of courtesy calls.

Before arrival we contact the guest to thank them for choosing our property and inquire if any prearrangements or airport pickup are needed.

After arrival we call the guest ten minutes after check-in to ensure they are satisfied and comfortable.

During the stay, we inquire about their experience so far.

HOTEL SERVICES

Reservation and pre-arrival

Trained operators offer 24/7 reservation service.

Accessible rooms are pre-assigned for relevant reservations.

Guests with reservations receive a confirmation email at the time of booking, followed by a reminder email two days prior to arrival.

Handling the initial call

Answer incoming calls within three rings.

Ensure the greeting is clear and audible with no background noise.

Handle all calls courteously. Use precise and specific language, which may be scripted. Avoid using jargon or slang.

If the guest is placed on hold, Atana Hotels theme music will play.

Do not place a guest on hold for more than 45 seconds. If a longer hold is unavoidable, offer to call back within five minutes and do so promptly.

The associate starts the call by introducing themselves and using the caller's name to build rapport.

When a repeat guest is calling, mention or refer to their previous preferences.

Identify guests' needs and preferences to make relevant suggestions or find suitable accommodation.

A reservationist will quickly assist a hurried guest with minimal questions.

Reservationists must be able to answer questions about the property facilities, local conditions and current events.

The reservationist will present the rates and accommodation options, followed by a request for booking preferences. For example, "Which of these rooms would you like to book?"

The reservationist will promote higher room categories in line with Atana Hotels sales strategy.

The reservationist will discuss rates and accommodations, identify buying signals, seek agreement and attempt to close the sale.

Each caller will be assured that they have secured the most suitable accommodation and rate for their requirements.

If the property is fully booked, the guest's request will be added to a waitlist and alternative accommodation will be suggested.

A confirmation letter with all details is shared within 12 hours of reservation.

Making the reservation

If the system is down, record the guest request manually and inform them once the system is back online.

Accurate reservation details will be provided and a confirmation number will be issued automatically.

We will request your flight details and offer airport transfers, which may be free or paid.

The reservationist should be positive, thank the guest and then end the call by saying goodbye using the guest's name, hanging up after them.

All reservations have a 48-hour cancellation policy, which may vary during specific periods.

All reservations are secured with a valid credit card number and expiration date.

Always provide alternative dates if the requested period is unavailable.

Written email confirmation will be provided along with a payment link, in a style and form consistent with Atana Hotels branding.

The reservationist will provide check-in and check-out times and explain the property's guarantee policy.

For family reservations, the reservationist will inquire about the children's names and ages and recommend appropriate facilities, such as family rooms, rollaway beds and cots.

Guaranteed reservations and cancellations

Reservations with an advance payment are held until check-out time.

To guarantee a reservation, guests must provide one of the following:

Full prepayment through credit card, payment link or bank transfer.

A valid purchase order with the name, address and telephone number of the Company that has a signed payment agreement with Atana Hotels.

A valid travel agent, ARC/IATA number along with an active account with Atana Hotels.

A minimum stay may be required during peak periods.

To avoid any cancellation penalties, guests or travel agents must cancel the reservation within the specified time frame outlined during the reservation process or stated in the contract.

Properties set their own cancellation policies.

The cancellation policy may change depending on the season.

Before billing a no-show, the property will confirm that the reservation was not cancelled. The guest will be informed of the no-show charge once it has been processed.

Dishonored reservations

If accommodation is unavailable due to overbooking or other circumstances, the duty manager will inform the guest of the circumstances and reason for the situation, apologize and explain what actions will be taken, either upon arrival or in advance if possible.

The manager will arrange for the first night's accommodation at another hotel of the same category, at the expense of Atana Hotels. They also arrange to reimburse the guest's advance deposit along all reasonable expenses incurred due to the change, including transportation costs and phone charges.

Management will also call the guest on the night of relocation or the next morning to apologize and check their satisfaction with the alternative accommodation.

Guest transport vehicles

All vehicles must be clean and in good condition.

The exterior of shuttle vehicles follows current Atana Hotels brand graphic standards.

Vehicles must be stocked with refreshments for arriving guests with brand-approved bottled water.

Airport meet and greet service

The well-groomed driver must be punctual, standing visibly at the airport exit gate holding the property welcome sign with the guest's correct name on it.

The driver confirms the guest's last name and warmly welcomes them before taking care of the luggage.

In the car, ask the guest if they are comfortable; adjust the vehicle temperature if necessary and offer refreshing towels, amenities and cold water.

The driver informs the guest of the journey time and plays Atana Hotels signature music.

After leaving the airport, the driver calls the property to inform them of the estimated arrival time.

CHECK-IN AND CHECK-OUT

Guest arrival

To welcome the guest to the property associates, make eye contact and greet them with warm, friendly smiles.

The first available associate should open doors and help guests out of the vehicles.

The porter will unload the luggage and escort the guest to the front desk where they offer coffee and dates.

After the check-in, the porter accompanies the guest to their accommodation. On the way, the porter will highlight the property's F&B options and suggest arranging bookings. They will inform guests of special events at the property or share other relevant information. They will present the accommodation and hand over access cards, set the air conditioner to the guest's preference and point out details such as wi-fi passwords.

Special guests

Check-in time starts at 14:00, but guests may be accommodated earlier if possible.

In the event of a delay, provide the VIP guest with complimentary beverages while they wait. If the delay is extended, offer an alternative room to refresh themselves. If no room is available, direct them to the spa.

To verify their names, all guests are asked to present photo identification at check-in.

To expedite processes, guests swipe their credit cards at check-in. Unless they pay with a different card, it will not be needed again at check-out.

Guests shouldn't have to wait longer than three minutes to be checked in.

Acknowledge Atana Hotels VIP members and remind them of their exclusive benefits.

Assure them that all preferences in their guest profile have been met.

Check-out

Check-out time is no later than 12:00. Check-out should take less than five minutes.

Guests typically check out at the reception desk. Check-out may sometimes occur in the guest's room or suite, except for specific customer segments or guests without established credit.

A multilingual duty manager is in the lobby during check-out to handle any concerns. The spoken languages are market driven.

Collect the guest's luggage within ten minutes of the request. Arrange transport if not already done. Retrieve the guest's vehicle from parking upon request. The porter loads belongings into the vehicle and asks guests to check their luggage before leaving.

To settle the account, confirm the desired payment method at check in. Ask if the guest has any unposted charges. Ensure the guest has viewed their bill and reprint if needed. Offer to email the zero-balance receipt and ask if the guest needs a printed copy. Notify guests when late charges are added to their account after check out by sending a revised voucher and copy of the charge to the guest within 24 hours.

Finally, the porter asks about their stay and address any outstanding issues without delay. Thank them for staying with Atana Hotels and invite them back soon. Encourage them to share their experience on social media platforms.

Door and valet services

These services are available from 07:00 until 23:00.

The first available associate opens the passenger door of the vehicle first, and then the others. Greet guests by saying, "Welcome to Atana Hotels (Property name)." Offer umbrellas if it is raining.

Promptly unload luggage if any. Explain the parking options if applicable. Inform them where the electric car charging station is, if required. Open the doors and escort the guest to the reception desk.

Valet service associates greet guests and welcome them to the property. They explain to the guest how the car is to be claimed, parking rates and methods of payment where applicable. They offer directions to the reception area, function location or other location as appropriate and wish the guest a pleasant stay.

Valet services return the key to the guest after parking the car. Return the vehicle with the radio and seats in the same position as when it was handed over.

The property must ensure all associates designated to drive hotel or guest cars have appropriate valid driver's licenses.

The property must have insurance coverage against injury, damage and loss.

If a third party conducts valet services, the property must ensure they comply with all insurance regulations.

If there is a parking charge, guests can charge the posted rates to their room account.

Luggage service

The luggage service is available upon request.

The porters are near the luggage storage area and easy to spot.

Luggage is delivered to the guestroom within ten minutes of check in and picked up from the guestroom within ten minutes of the request.

Group luggage delivery and pickup may exceed ten minutes but may not exceed thirty minutes.

The porter introduces himself in a warm, friendly manner.

The guestroom door is kept open using an approved doorstop.

The porter place suitcases on the luggage rack, along with garment bags and loose items. Clothing is hung in the closet.

Upon departure the porter uses the guest's name and politely asks about their stay.

They invite the guest to check the number of luggage loaded into the vehicle.

Luggage storage

Secure storage is available 24/7 in an area restricted to unauthorized associates and guests.

Claim checks have liability limits and comply with Atana Hotels brand graphic standards.

Car care

The porter or receptionist inquires if the guest requires a car wash before departure, available for an additional fee.

Once the car is washed, a thank you card is placed under the wiper blade.

Wake-up calls

Wake-up calls requests and delivery are available 24/7.

Wake-up call requests are managed personally:

Use the appropriate salutation.

Confirm the guest's name, wake-up time and room number.

Offer to schedule a second call.

All guests receive personal wake-up calls; recorded messages are not acceptable.

Wake-up calls are made within two minutes of the time requested.

Greet the guest warmly, use their name and state the purpose of call. Mention the current outside temperature or weather forecast. Offer another call back if not previously requested. Close pleasantly.

If a wake-up call is requested during the day, the agent suggests the guest place the *Do Not Disturb* sign on the door. The receptionist should also offer to place a do not disturb on the phone line. If the guest accepts, they ask whether any exceptions should be made.

Laundry service

Laundry and dry-cleaning services are available seven days a week, with same-day service during specified hours.

Basic and express laundry services can be handled in-house. Dry cleaning and alteration services may be outsourced.

Laundry/dry cleaning forms must comply with Atana Hotels graphic standards and be printed by the external laundry company if outsourced. When outsourcing, use the tracking system to balance collected and returned items.

Pressing is always available and completed within an hour of request.

Check clothes for damage before cleaning and inform the guest.

Seal personal items found in clothes in an envelope and return them to the guest immediately.

All returned items must be clean, fresh smelling, pressed and properly packaged.

Place hanging items in the closet and store folded items on shelves or in drawers.

Replace lost buttons for free.

Business center

Where applicable, business services are available 24/7.

The property offers personal computer usage, laser printing, photocopying and scanning services.

Additional business services include standard software, phone chargers, USB drives and standard office supplies such as staplers, pens, tape, paper clips and paper. Parcel preparation, packaging and wrapping will be done upon request.

Public areas

Atana Hotels are elegant, featuring unique Omani antiques, paintings, art and live plants throughout.

The floors feature high-quality carpets, tiles with unique patterns, or polished wood, marble, granite and premium stone accented by custom area rugs.

The common area of the property reflects its high architectural standards with all spaces upholding this level of excellence.

The entrance area and other landscaped grounds are well-maintained and inviting.

Aesthetically pleasing trash bins are strategically placed in public areas and regularly maintained. Additionally, the surrounding sand showcases creative design imprints.

Atana's signature oil diffusers are placed in indoor public areas.

Routes to all areas of the hotel are accessible.

Third-party brochures and ads are prohibited in common areas.

Parking pavement, driveways and pedestrian areas are clean, even and free of debris.

Variations in elevation in pavement and landscaping are clearly marked.

Parking lots, sidewalks and all other exterior public areas are adequately illuminated.

Parking lot striping and accessible spaces are distinctly marked.

The parking area has signs directing to the hotel and a liability disclaimer as per brand graphic standards.

The gardens are weed-free, clean, manicured and enhanced with seasonal colors and accents.

Waste bins are conveniently positioned at all property entrances.

All public areas of the property are designated smoke-free zones. Ash urns are strategically placed away from entrances.

Lobby

Entry mats display the approved Atana Hotels brand signature.

Mats and carpet runners are used to prevent slippage when weather requires.

All plants are genuine and cared for.

Adjust lobby lights with a dimmer panel to transition ambiance from day to night.

Atana Hotels offer a carefully selected selection of signature music, playing continuously throughout the day and night.

Elevators

Hotel associates should use the service elevator rather than the guest elevator.

Elevators should have LCD monitors to display service information and brand video content.

Guestroom elevators require key access.

Public restrooms

Separate men's and women's facilities for guests and visitors are clearly marked and easily accessible from the lobby.

Separate public restrooms for individuals with disabilities are available at all Atana Hotels.

All public restroom amenities are maintained to the highest hygiene standards and regularly restocked with branded amenities.

All systems are in working order. That includes automated toilet flushing and faucets, handheld showers and an air freshener system featuring the Atana Hotels fragrance.

All stall doors have locks and sturdy hangers with two rolls of toilet paper per stall.

Each sink has liquid soap, hand lotion, a paper towel dispenser and a wastebasket.

There are also soft facial tissue dispensers and magnifying mirrors.

Some upgraded restrooms offer hand towels and soiled linen baskets.

Atana Hotels signature music plays throughout the day and night in the restrooms.

Third party advertising is not permitted.

Ice and vending machines

Guests can't access ice machines, but fresh ice can be delivered within ten minutes by calling guest services, available 24/7.

Vending machines are prohibited in Atana Hotels.

Automatic teller machines

ATMs may be installed, but not in the main front of house areas such as the lobby or corridors.

Disability facilities

Atana Hotels offer accommodations, parking services and amenities for guests with disabilities in compliance with local regulations and codes.

SIGNAGE

Signage design is well-defined in harmony with the theme of the property.

All property signage must comply with current Atana Hotels brand standards for logo design, layout, color and font.

Interior and exterior signage plans must be submitted to the Atana Hotels marketing team for approval before construction or installation.

If more than one language is used, local regulations are followed.

Exterior signage is lit at night and unobstructed.

Exterior signs include those on buildings, entrances, directions for vehicles and pedestrians, parking lots, etc.

Interior signs include corridors, restrooms, guestrooms, elevators, meeting rooms, windows, podiums, etc.

Temporary signage must also follow the Atana Hotels graphics standards.

These must not obstruct any existing property signage.

If possible, always use digital signage or a sign placed in a wooden photo frame matching the property decoration.

Conference group signage and branding will be on request and to be approved individually.

Logo and printing

Every detail reflects Atana Hotels commitment to excellence, including the design and production of all out-of-room collateral and printed materials.

The following materials must strictly adhere to Atana Hotels graphic standards ensuring consistency in logo usage, layout, color schemes, typography and the inclusion of official trademark symbols.

These include but are not limited to executive stationery, business cards, promotional materials, brochure and sales folders, guest registration forms, room key cards and packets, gift cards, certificates and vouchers, luggage claims tags, meeting facility guides, matchboxes and lighters, banquet notepads, napkins, paper coasters and carpets.

All correspondence is printed on original letterheads; photocopies are not permitted.

Guest communications are written professionally with flawless grammar and punctuation, aligned with graphic standards.

On premise, food and beverage outlets can be branded separately and reflect their individual standards.

All F&B items bearing the Atana Hotels logo use the branding standards.

HOTEL FACILITIES

Retail shops

Atana Hotels offer an elegant and well-maintained Omani gift shop, which is open daily from 09:00 until 18:00. The operating hours must be displayed clearly.

The shops mostly sell traditional Omani goods, including:

Handmade souvenirs, such as leather or woven items showcasing the skills and craftsmanship of local artisans.

A collection of clothing items, showcasing both modern and classic styles with high-quality fabrics and embroidery.

Traditional jewelry, including khanjar necklaces, bracelets, earrings and headpieces, as well as contemporary pieces with cultural significance.

Signature fragrances, including popular regional scents such as oud, rose and musk, along with modern blends of traditional Arabian scents.

Curated gift sets combining accessories, fragrances and/or beauty products, perfect for tourists or special occasions.

A selection of small gifts and souvenirs.

Travel guides to offer insights into local attractions, experiences and cultural highlights.

A curated selection of local and international magazines featuring various aspects of lifestyle, fashion, business and culture for tourists and residents alike.

Spa

All Atana Hotels have spa facilities offering treatments based on Omani heritage with locally sourced products.

The spa may also be operated by a third party. Approval from the corporate office is required if considering a third-party operator. This also applies to the selection of cosmetic and spa product brands.

Kids club

The kids' club is a dedicated space where children can safely engage in creative activities, exploration and entertainment within a setting that reflects our Atana Hotels brand and Omani hospitality.

Activities are supervised by experienced professionals who prioritize safety, while also promoting children's creativity and nurturing their sense of adventure.

Special activities

Arts and crafts activities featuring traditional Omani patterns, textures and materials.

Interactive sessions sharing local tales, fostering curiosity and the love for storytelling.

Games and challenges that mix fun with learning and promoting teamwork.

Swimming pool

Atana Hotels adhere to safety standards that comply with local regulations and brand guidelines. Lifeguards are always present during pool peak times.

Each property has at least one well-maintained pool. A designated area reserved solely for hotel guests guarantees privacy and priority access.

Access ladders and handrails are installed at both shallow and deep ends, adhering to local regulations.

Signage is clearly visible on the pool deck and within the pool above the waterline. For infinity or top-skimming pools, vertical signage is not required.

"No diving" signs and symbols are clearly posted around the pool, with warnings painted near depth markers.

To further ensure guest safety, diving boards, platforms, trampolines and slides are not permitted.

Pools are crystal clear, well-maintained and lit to ensure the bottom is always visible, even at night.

The water temperature is kept at 28 to 30°C.

Towels are available near the pool.

A house phone is connected to the reception desk.

There is a poolside restaurant and bar.

Whirlpool standards

Deck furniture consists of chairs, chaise lounges, tables, umbrellas and cushions.

These adhere to Atana Hotels design standards, match the decor and are kept clean and in good condition.

Safety equipment

A minimum of two life preservers with ropes (1.5 times the width of the pool) are readily accessible.

A shepherd's hook is ready for use.

An emergency phone connects directly to a 24-hour department with trained staff.

Pools have dome-shaped, anti-entrapment, anti-entanglement drain covers with anti-vortex certification and at least two drains spaced 900cm apart.

GUEST ROOMS

Guest room architecture and design

The Atana Hotel, Khasab design standards are set as reference property for all current and future projects.

Operating supplies and equipment

Operating supplies and equipment refer to the items necessary for day-to-day hotel operation. It includes consumable and non-consumable items such as cleaning chemicals, toilet amenities, housekeeping cleaning tools (mops, brushes, vacuum machines, etc.) and laundry equipment (washing machines, dryers, irons, etc.)

Lighting, temperature and electrics

The recommended temperature color of the light bulbs is warm light (2700K-3000K).

These are the recommended guest room lux levels:

Area	Lux level
dressing area (wardrobe/vanity)	300-700 lux
bedside lighting	150-300 lux
bathroom (general)	200-300 lux
bathroom mirror (vanity)	500-1000 lux

There must be dedicated controls for bedside lamps, reading lights, desk lamps, bathrooms lights, etc.

Emergency lights must be integrated with the backup power systems for guest safety.

The key card system activates the lights when the room key card is inserted and deactivates them when the card is removed.

At the entrance, there is a master control switch that allows all lights in the room to be turned on when the guest enters.

Similarly, there is another parallel master switch next to the bedside for turning off all the lights when the guest wants to sleep.

Generally, the thermostat is set to 24°C before guests arrive or when vacant. Guests can adjust it upon arrival, but the temperature should not be set below 19°C.

Each room needs a digital AC control in a visible, accessible location.

Use dehumidifiers in humid areas to prevent mold and musty odors.

However, due to varying weather conditions across different regions in Oman, it is necessary for the group chief engineer to approve the appropriate temperature settings for each property individually.

All guest rooms must be equipped with universal or international sockets that can accommodate both round and flat-type chargers without the need for additional adapters.

Outlets must also be equipped with charging ports, including USB-C and USB-A connections.

There must be multi-standard outlet sockets near the vanity counters in the bathrooms that support both 110V and 230V.

In-room collateral

Local maps and informative flyers, brochures and local magazines will be provided in decorative, branded folders or racks in all guest rooms and suites.

There are QR codes with links to all property facilities in all guest room and suites.

The variety of services, including F&B menus, and spa menus is either printed on wood, or on alternative recycled plastic material.

In the guest suites there are also two recent edition international lifestyle magazines and a coffee table book showcasing the history or natural beauty of Oman.

Guest room cleaning

Guest rooms on the property are cleaned to the highest standards, providing a comfortable and hygienic environment for all guests.

Cleaning supplies and equipment, such as linen, towels, cleaning solutions, vacuum cleaner and any other tools required are placed on a trolley before cleaning starts.

Staff may only enter the room after getting permission, or if the room is vacant.

Staff wear personal protective equipment such as gloves and masks to ensure a hygienic cleaning process.

We only use ecofriendly cleaning products, air fresheners, diffusers and amenities.

Daily bathroom cleaning includes disinfecting the toilet, sink, bathtub and shower.

Toilet paper, soap and other bathroom amenities must be replenished or replaced daily.

Mirrors and glass panels are polished daily.

All surfaces, including furniture, lamps, picture frames and windowsills are dusted daily.

Carpets, rugs and upholstered furniture are vacuumed.

Towels and bed linen must be changed daily, unless otherwise permitted by the guest through the guest linen reuse program.

All bedding must be changed at check out.

We offer daily turndown service for our VIP guests.

Housekeeping must ensure room maintenance is up to Atana Hotels standards.

Damages must be reported to the engineering department without delay.

Guest room access

All guest rooms are equipped with the latest technology electronic locks.

To maintain efficient housekeeping and upkeep, all service and management personnel requiring access to guest rooms must prioritize guest safety and follow the room entry procedure: Knock on the door three times and announce your presence clearly. Wait for a response from the guest. If there is no response, proceed with caution. If the *Do not disturb* sign is displayed, respect their privacy and do not enter unless it is an emergency.

Maintenance of supplies and equipment

To extend the lifespan, maintain efficiency and safety all housekeeping appliances and equipment must be serviced according to the manufacturers' recommendations.

FOOD AND BEVERAGE

Our brand differentiators

Our kitchens craft delicious, freshly baked bread and pastries daily.

Our menus bring traditional and local recipes to life with authenticity and flair.

At Atana Hotels, 80% of our menu is influenced by local flavors and ingredients.

We are committed to sustainability and offer organic ingredients that support both local farms and the environment.

Restaurant availability

We serve breakfast, lunch and dinner daily.

Setup

All restaurants, both indoor and outdoor, are non-smoking by local law.

All table settings adhere to the guidelines in the F&B manual.

Dinner table settings differ from breakfast and lunch.

No plants, flowers or food props made of plastic are used anywhere on the Property.

Professionally etched or printed tags are used for labeling of items on buffets.

Paper cups and plates are only used indoors for "to go" items.

Paper napkins are never used for any banquet functions (except for cocktail napkins) unless the theme specifically requires them.

All F&B facilities have adjustable music volume. Music and volume correlate to the time of the day. Softer music will play in the morning and gradually get louder throughout the

day, peaking at 11:00 until evening, then slightly decreasing. The volume may vary late at night.

There are highchairs and raisers for small children.

Restaurant service

Refer to Atana Hotels F&B standard operating procedures.

General guidelines for food menus

Atana Hotels menus are designed as per corporate identity guidelines.

The menu font type must be clear and large enough for easy reading. No pictures or illustrations may be used. Menus must be available in the local language and English with only one language per menu. If other local laws apply these will overwrite the above.

Menu content must match the restaurant's theme and comply with trade descriptions. It should describe the dishes clearly and specifically.

Menus must be perfectly clean.

Specific guidelines for food menus

Menus should include all five Atana Hotels signature dishes.

The menus cater to food restrictions and allergies, including vegetarian, lactose- and gluten intolerances.

All food must meet established environmental health standards. Atana Hotels always promote approved local producers and suppliers. All such suppliers must have a due diligence visit by a property representative or an approved consultant.

At least two types of bottled water are available: sparkling and still.

Cold-pressed juices are preferred over bottled ones.

Coffee must be Italian roasted long lasting, strong with a medium acidity (regular and decaffeinated).

A variety of regular, herbal and decaffeinated international teas are available.

Sugar and its substitutes are placed on the table during the coffee and tea service.

Jams, preferably hotel-made, are served in individual tamper-proof sealed glass jars of 28g in volume. Home-made varieties are preserved in the same manner.

Organic and healthy options must always be available. These include items such as seeds, gluten-free pastry, pasta, bread and lactose free, almond and soya milk.

Special note

Single use plastics are prohibited on all properties.

Foods like butter and margarine must be served in alternative containers.

Jams and honey are served in individual tamper-proof sealed glass jars of 28g in volume.

Breakfast

Meal settings and offers are described in our Atana Hotels global breakfast guide.

It offers clear views on the buffet section content and favorite global dishes, as well as recommendations for the display.

An a la carte breakfast menu will be offered during low hotel occupancy.

A buffet breakfast may be offered alongside the a la carte breakfast during busy times.

Table set-up

The dining room and informal restaurants may use coffee mugs instead of cups and saucers.

Milk or cream in a small pitcher on the table.

Sugar caddy filled with a selection of brown/white sugar and sweetener packets.

Service performance

The outlets standard operating procedures manual describes specific information regarding order taking, meal delivery, upselling, etc.

Ideally breakfast service should take no longer than thirty minutes but never be rushed. If the guest wishes to have a leisurely breakfast, adjust the service accordingly.

The hostess on duty greets the guest upon arrival and ask for their name before escorting them to a table.

Offer coffee or tea within a minute of being seated. The server will have both the coffee and tea pots ready to pour.

The server will pour first cup of coffee, then inform the guest about other coffee availability on the buffet.

Servers will describe the buffet to the guests.

Breakfast a la carte

The menu will contain a minimum of three set breakfasts. The continental breakfast is an all-inclusive breakfast that can be served within four minutes of the order. The cooked breakfast offers two all-inclusive breakfasts to be served within ten minutes of the order. The first will be sausage-and-egg style and the second to have a more regional flair. The Arabic breakfast is an all-inclusive breakfast promoting local cuisine. Some menus will also offer more health-conscious items as well (low fat, sodium, and/or calories).

Menu offerings

A minimum of three chilled fruit juices, one of which will be freshly prepared and not concentrated.

Juice will be served chilled in a high-quality glass. The minimum pour is 180ml. Vegetable juices, such as tomato and V8, will be served with a teaspoon, lemon garnish and Worcestershire sauce, salt and pepper.

Approved cereal brand names include Cornflakes, Rice Krispies and Bran Flakes. Granola and Bircher muesli may be prepared in-house.

Premium natural yogurt must be served in either their original individual containers or in an attractive glass bowl.

A selection of fresh fruit, not frozen. All fruit must be fully ripe.

Only fresh eggs will be used, organic eggs if available. Eggs are prepared according to guest preference.

Omelets will be made with two eggs, unless otherwise ordered by the guest.

Omelet stations will use separate pans and utensils for vegetarian omelets only. The equipment must be labelled clearly and not used for any dishes containing meat.

Bacon or non-pork alternatives will be freshly cooked.

Freshly baked goods include Danish pastries and croissants made with pure butter.

Muffins and specialty breads are baked daily. Serve them with butter and jam.

Whole wheat, multi-grain and white bread are available as well as bagels and English muffins.

Butter is served at room temperature. Whipped butter is served only with pancakes, waffles or French toast. Health margarine like Becel must be available.

Marmalade and strawberry jam are served. A minimum of one other berry or fruit jam.

Offer locally sourced honey or sealed individual jars.

Skimmed milk, 2%, homogenized, buttermilk and a lactose-free alternative must be available (i.e., soy, almond or rice milk). Hot milk will be served with all coffee service.

Sugar cane or pure maple syrup may be used and will be served in a ceramic creamer.

At least one type of sweetener will be available in individual packets.

After being seated, freshly brewed regular and decaffeinated coffee will be available. It will be served at the table from a thermal coffee pot. Espresso and cappuccino will always be available as a self-service option on the buffet.

A minimum of two different black teas, one herbal tea (decaffeinated) and one green tea will be available. Both milk and lemon will be offered with all tea orders.

Hot chocolate should be prepared using a high-quality, reputable brand product and preferably, with milk instead of hot water.

Breakfast buffet

The buffet will have six different stations (healthy/dairy/fruit/hot/local/bakery).

The buffet should reflect Omani characteristics in both its presentation and offerings.

Properties will change their buffet theme on a daily rotation, which sees half of the hot offering and half of the cold offering change daily (minimum three-day rotation, based on the average guest stay). This is to ensure guests can enjoy a variety of different dishes during their stay.

At least two chilled fruit juices, plus one freshly squeezed juice in glass pitchers.

The juice of the day will be offered as a pass-around option (Follow Atana Hotels breakfast guidelines).

All other beverage options, including detox water, should be prepared on-site.

Premium natural yogurt in either the original individual containers or served in attractive glass bowls.

Cereal brand names will be used. These include Cornflakes, Rice Krispies and Bran Flakes. Granola and Bircher muesli may be produced in-house.

Provide a selection of fresh fruit, not frozen. All fruit must be fully ripe.

Cooked dishes will be served hot, with a continuous heat source. They will be creatively presented in skillets, crocks or unique dishes.

These dishes will be cooked in stages based on expected peak times in the dining room. This ensures fresh food and can lower food expenses.

All croissants and pain au chocolat must be freshly baked daily and displayed in baskets.

These will include at least one kind of Danish pastries, at least one kind of muffin, specialty breads (for example, banana bread) and bagels.

Gluten-free options should be offered whenever possible.

As an added precaution, breads that include any type of nut or nut product, specifically muffins and specialty breads, should be either clearly labeled or not offered on the buffet at all.

A selection of bread will include at least two varieties, such as white and either whole wheat or multi-grain.

Butter is served at room temperature.

Homemade marmalade and strawberry jam will be provided on the buffet, along with at least one other type of berry or fruit jam.

Honey will be offered in sealed glass jars.

The rest of the breakfast buffet will be as per breakfast a la carte.

Beverage offerings

Atana all-day dining	07:00 - 23:00
In-room dining	07:00 - 23:00
Pool bar	10:00 - 18:00
Specialty restaurants	18:00 - 23:00

The maximum operating hours for F&B outlets are dictated by local governing ordinance.

If no ordinance is stated, Atana Hotels determines the hours of operation.

Extended hours are encouraged to meet guest demand, subject to local laws.

The beverage venue provides comfortable seating and service at the bar and at tables.

The setting reflects the theme of the property and or the region of the country.

The lighting, which is dimmable, starts at its brightest in the morning and gradually decreases throughout the day until late night.

All beverage facilities have adjustable music volume. Music and volume correlate to the time of day with softer music in the morning starting at 11:00. It gradually increases throughout the day, until evening and then decreases again. The volume may vary late at night.

Food and drinks menus are available.

Complimentary fresh bar snacks per Atana Hotels specifications are offered to bar patrons and are replenished for each guest.

Recommended mini versions from the menu are offered.

No dried fruit, nuts, chips or olives.

Food service is available. For lounge/bar service delivery refer to Atana Hotels F&B standard operating procedures.

Room service

Room service is available from 07:00 until 23:00, seven days a week.

A full menu is available during restaurant hours. A limited late-night menu may be offered during periods when the restaurant is closed but must provide a service of hot food, including the five Atana signature dishes.

Breakfast menu offerings

The breakfast menu offers delivery within 15 minutes.

Full American, continental and a la carte items are offered. The menu mirrors restaurant selections (it offers a few items in each category). A selection of hot and cold cereals is available at breakfast. Cereal selection includes at least one high fiber selection. Milk is served in a proper container (not a drink glass) or as legally mandated. Overnight breakfast ordering is available through room service.

The room service QR code menu is available in all rooms.

Poolside food and beverage

All properties with swimming pools offer pool-side dining. The menu features items that are easy to eat in a poolside setting. Popular food items include sandwiches, salads and snacks.

The F&B concept will follow the Atana Hotels menu engineering concepts, allowing for specialty dishes from different Atana Hotels destinations to be offered.

Refer to Atana Hotels F&B standard operating procedures.

Happy hour

Properties offer these individually at their own discretion. Specialty drinks selections are offered. Entertainment is encouraged.

MARKETING, SALES AND CATERING

Identity and signage

Atana Hotels is committed to delivering an exceptional hospitality experience that reflects Oman's rich culture and heritage.

The sales and marketing standards manual guides our team to provide consistent and exemplary service across all properties. It ensures that every interaction with guests, from the initial inquiry to the completion of an event, reflects the characteristics of Omani hospitality, including warmth, generosity and attention to detail.

The manual is designed primarily for owners, licensees and the property managers. It is also a useful resource for suppliers, architects and designers.

Atana Hotels may modify, revise, update, supplement or replace this manual and each standard at any time.

If anyone has any queries relating to any part of the manual or need clarification, contact the corporate team.

Atana Hotels aims to deliver unique and memorable experiences. We are committed to providing authentic and refreshing stays across all our properties. Every team member must support and execute this vision.

This section of the standards manual outlines essential guidelines to ensure the Atana Hotels brand image is portrayed accurately and effectively.

The consistent and proper application of the logo, color schemes, typography and imagery is crucial for establishing and maintaining a robust and recognizable hotel brand.

The brand identity manual provides detailed design standards for all property collateral. These items, from hotel letterheads to key cards and other branded materials, are integral

to the guest experience and play a vital role in the uniform presentation of the Atana Hotels brand across all our properties, locally and globally.

The brand advertising guidelines specify the look and feel required for all promotional activities associated with the brand. Whether it's a full advertising campaign, a targeted promotion, or a simple F&B offer poster, the brand's messaging must stay consistent and cohesive across all platforms and locations.

This ensures that whenever the brand communicates with the public, it unifies and reinforces our identity and values at every touchpoint.

Brand hallmark

Atana Hotels guests seek authentic Omani experiences.

By incorporating several core design elements, each property will ensure that guests consistently experience the authentic and intriguing experience that is at the heart of Atana Hotels.

The logo

The signage and service marks of the Atana Hotels are critical elements of our brand identity.

Each property in the Atana Hotels portfolio must use the brand logos and service marks as per our guidelines.

These marks should be correctly applied in all signage, advertising, hotel materials and printed communications.

Unauthorized or incorrect use of these marks is strictly prohibited.

Using the trademark

The service marks of the Atana Hotels are valuable commercial assets. All licensees authorized to use Atana Hotels service marks must do so consistently and uniformly. This

helps reinforce our brand image with the public and protects our service marks from unauthorized use.

To ensure trademark protection, the appropriate registration symbols for each country must be used whenever the marks are displayed.

Naming and branding conventions

When selecting a name for any Atana Hotels property, the prominence of the Atana Hotels brand must be maintained.

In all forms of advertising, print materials and other communications each property must be identified primarily as an Atana Hotels.

While individual property names and logos may be used, the Atana Hotels logo must always be displayed first and should dominate the individual branding. This approach ensures the strength and recognition of Atana Hotels brand.

All new hotels or those rebranding must adhere to established naming conventions, formats and color patterns.

Prohibition of historical, heritage or partner logos

To maintain brand consistency, the use of historical, heritage, or partner logos on signage or in any form of communication is strictly prohibited.

All branding elements used must align with current identity standards of Atana Hotels.

Approval process for property names

The names of all properties within the Atana Hotels portfolio must be submitted to the Atana Hotels brand management team for approval. This process ensures that each property name aligns with the overarching brand strategy and identity.

Owner/operator signage

Disclosure notices regarding ownership and management must be displayed prominently at the front desk of all Atana Hotels and included on guest folios.

These statements will indicate:

Hotel ownership: "This hotel is owned by [Name of Owner]"

Hotel management: "Managed by [Name of Atana Hotels Group entity]"

These statements are subject to local law requirements. For example, in some locations, the full corporate name of the company carrying on business at the hotel, together with an address for service of documents, will be specified in the statement.

RESERVATION AND BOOKING CHANNELS

Payment guarantee and room hold policies

All room reservations at Atana Hotels properties must be secured with a payment guarantee.

In the event of a no-show, the reserved rooms will be held until the following morning to accommodate late arrivals.

Early departure fees are at the discretion of individual properties and may be applied when deemed necessary and appropriate.

It is essential to clearly communicate these fees to the guest either upon request or at the time of arranging an early departure, to maintain transparency and ensure guest satisfaction.

Reservation confirmation process

Upon making a reservation, guests will automatically receive confirmation via email.

This confirmation must include critical details such as the room rate, cancellation policy and any special terms that may apply during their stay.

To enhance the guest experience, this confirmation will include a section with information about ongoing events at the property and surrounding area during their stay.

Pre-arrival and post-stay communication

Another letter will be sent to guests two days before their arrival.

This letter will explain the arrival procedures at the local airport or border crossings.

Room upgrade is offered and additional activities, if any, are also announced.

Following their stay, guests will receive a personalized email within 72 hours of departure.

This email expresses gratitude for their visit and encourages them to complete a short survey about their experience.

The feedback from these surveys is essential for tracking overall guest satisfaction and identifying areas for improvement.

Global distribution systems (GDS)

Sometimes commercially important Atana Hotels properties integrate with major global distribution systems, including *Pegasus*, *Sabre*, *Amadeus*, *Worldspan*, and *Galileo*.

This integration is a key component of Atana Hotels distribution strategy, ensuring broad visibility and accessibility for guests booking from various channels.

Each individual property is responsible for accurately completing and submitting their information on rate codes and ensuring that inventory is recorded accurately.

Always maintain visibility, except during situations such as government-mandated closures or natural disasters.

Web reservations

Atana Hotels Properties must strictly adhere to the e-commerce standards for all online activities. Participation in the brand website is required, subject to applicable participation fees. Properties are responsible for submitting relevant information complying to Atana Hotels' website content submission standards to ensure accuracy and consistency across the platform.

Travel agent commission

Atana Hotels value travel agents and offer a commission for securing reservations.

The standard agency commission, where applicable, is 10% of the accommodation rate, excluding tax. The property team will be informed of any group agreements with third parties on commission levels to ensure consistency and adherence to terms.

Properties also recognize the contributions of professional conference organizers (PCOs). The standard commission rate for PCOs is 10% of the accommodation rate, excluding tax and gratuities.

This policy will be applied on a property-specific basis and adapted to align with country-specific practices, ensuring both compliance and fairness in commission distribution.

MARKETING PROGRAM

Each property within the Atana Hotels portfolio is required to actively participate in all Atana Hotels worldwide marketing and advertising programs and roadshows throughout the agreement term.

These programs are designed to enhance brand visibility, attract a broad audience and ensure a consistent brand message across all properties.

The marketing program will include a dedicated section focused on local marketing and sales strategies. The primary objective of this section is to attract guests from competitor hotels and residents to Atana Hotels F&B facilities.

These strategies are tailored to the unique characteristics and competitive landscape of each property's location.

All potential marketing affiliations, such as *Leading Hotels of the World* (LHW), *Small Luxury Hotels* (SLH), *Preferred Hotels and Resorts*, or similar organizations must be preapproved by the corporate office.

Proposals for such affiliations should be thoroughly reviewed and presented to the corporate marketing team to ensure they align with the Atana Hotels overall brand strategy.

SALES TEAM AND PROCESSES

Each Atana Hotels property must appoint an experienced director of sales and marketing (DOSM) to lead a capable and professional sales and marketing team.

The size and structure of this team should be appropriate to the property size and key market segments, ensuring that all sales opportunities are effectively managed.

The sales team receive tasks and a client base specific to the property's location and business mix. The targeted allocation guarantees that efforts are focused on areas that significantly contribute to achieving business objectives.

The DOSM will oversee the following departments: sales, reservations, public relations/communications, as well as event and revenue management where applicable.

Group, conference and banqueting inquiries must be handled efficiently and professionally, adhering to the Atana Hotels brand guidelines. For example, all conference inquiries should follow the prescribed meeting standards to ensure consistency in service delivery across all properties.

Each member of the sales team will have annual targets for room nights, revenue, as well as F&B sales.

These targets must be measurable, tracked regularly and reviewed quarterly to assess performance and adjust strategies.

The corporate sales and marketing team has predefined global key accounts and sales territories. If a property wishes to conduct sales calls within these territories, it must coordinate exclusively through the designated account owner, with a minimum lead time of three weeks.

This process ensures that all sales efforts are strategically aligned and that resources are effectively utilized across the Atana Hotels portfolio.

REVENUE MANAGEMENT

Revenue and yield management are essential management tools for all Atana Hotels to achieve their revenue strategies.

A property with more than 75 rooms will employ a full-time revenue manager to ensure the success of the property by implementing appropriate pricing and yield management processes.

In properties with fewer than 75 guestrooms, a revenue team including the general manager, sales and reservations associates will be formed.

Under the guidance of the group director of sales and marketing, this team will discuss and implement the property's revenue strategies.

Market segmentation

All properties will follow the same market segmentation.

Properties may not add to, delete or change data.

These established market segment groups are necessary to ensure consistency in tracking. (See Atana Properties Group standard market segmentation below)

This list is provisional and subject to change.

The final list will be introduced prior to the opening of each property.

Atana Hotels Properties Standard Market Segmentation

Individual

BAR	Best available rate	All bookings sold at public rates
CNEG	Corporate negotiated	All bookings are sold at corporate rates Corporate key accounts Corporate local accounts Corporate preferred consortiums
WHL	Wholesalers negotiated	All bookings sold to wholesalers negotiated: booked at the contract rate Benchmark: booked at BAR
DISC	Discount	All bookings sold at discounted rates (less than BAR) Ad-hoc discounts by GM Advance purchase Promotions Interline/TA/employee/hotelier Loyalty Long term reservation
RACK	Rack rate	All bookings sold at rack rate
PKG	Package	All bookings sold at package rates (should include at least one non-room component)
COMP	Complimentary	All bookings are offered on a complimentary basis to persons outside the hotel
HOUSE	House use	All bookings made for employee usage in the scope of their duties
OTH	Others	All bookings sold at rates not within the existing rate structure

Groups

GRBUS	Group business	Corporate group of 10 rooms or more, with or without meeting space
GRP	Group others	Non-corporate group of 10 rooms or more, with or without meeting space

Selling strategy

Atana Hotels has a pre-defined selling strategy.

Properties are encouraged to change both the sequences of rates and room types within this structure to fit their local market conditions.

Revenue system

To maximize revenue this system applies the appropriate strategies to the suitable customer, in the correct allocation, through the optimal channel, for the right product, at the best time.

Revenue team

Properties are strongly encouraged to adopt a “revenue team” culture.

The objective is to provide a focal point for reviewing and acting on integrated revenue activity to improve performance.

The process is “owned” by the revenue manager/revenue team and, through opportunities and actions, involves most of the executive committee members.

This practice will enable groups of properties to cascade upward to areas where corporate support is required.

Agenda points for revenue team meetings should include the following: Total revenue performance, output actions to address gaps between budgeted total revenue and forecast revenues, demand calendar and dates of threat/opportunity, competitor intelligence and tactical actions and targets to steal market share.

These meetings differ from the yield meetings that should be held at least weekly in each property.

Consult the group director of sales and marketing or the group director of revenue management for further guidance.

Data collection

All properties must continuously collect the following data to ensure the creation of a comprehensive performance library. This information is crucial for predicting and assessing particular strategic scenarios.

Properties Management System reports include the following:

- Group pace

- Daily pickup by market segment

- Channel production

- Room type summary

- Sales and catering system reports

- Meeting room occupancy

- Regretted and lost group business log

- Conference and banqueting enquiry log

- Conference and banqueting conversion statistics

- Conference and banqueting lead times by market segments

- Reports

Global Distribution System analysis (GDS)

Rate category production

Denials

Non-system specific (manual) reports

Demand calendar

Trends in revenue per available room (RevPAR)

RATES MANAGEMENT

Atana Hotels employs a dynamic pricing structure to maintain a competitive edge within the hospitality market and effectively respond to fluctuations in demand. All room rates are derived from a tiered pricing structure. The value proposition is central to our pricing strategy, ensuring that rates reflect both the quality of our offerings and the competitive landscape.

Our pricing strategy is designed to optimize revenue per available room by employing strategic price adjustments based on market demand. This includes applying surcharges during periods of high demand and offering discounts without compromising negotiated and wholesale accounts.

Best available rate (BAR)

The BAR, which is publicly bookable, must never be lower than negotiated or wholesale rates. The applicable BAR is determined by forecasted occupancy or recommended hurdles set by the Revenue Management System or Team. It is recommended to have five to ten BAR tiers, all of which must be approved by the group director of sales and marketing and the respective property managers.

Discounted rates

All discounted rates require approval from the group director of sales and marketing, regardless of whether they are part of brand promotions.

Corporate negotiated rates

Corporate negotiated rates must also receive approval from the group director of sales and marketing. The minimum revenue threshold over a 12-month period will determine eligibility for these rates.

Accounts failing to meet 50% of the revenue target within the first six months will be flagged for review by the revenue manager, assistant revenue manager or sales manager.

Wholesale negotiated rates

Wholesale rates require the same approval process as corporate rates, focusing on achieving a minimum number of room nights within a 12-month.

Underperforming accounts will be similarly reviewed.

Package rates

The group sales and marketing director must approve all package rates, whether they are part of brand promotions or not.

Crew and layover rates

These should be contracted for a 12-month period and approved by the group director of sales and marketing.

House use and complimentary rooms

These require approval from the group general manager.

Group rates

Group rates must be approved by the property revenue manager, assistant revenue manager or revenue team. Group leads must always be quoted a rate unless the hotel is fully booked. The reservations team will treat bookings of ten rooms or fewer (with or without function space) as individual reservations.

Lowest internet rate guarantee

Atana Hotels guarantees that every property reservation made through the Atana Hotels Group website will offer the lowest publicly available rate at the time of booking. If a guest finds a lower rate on another website for the same property within 24 hours of booking, Atana Hotels will honor the lower rate for the duration of that stay. Additionally, a further 10% discount will be applied to the rate. The lower rate must be publicly available and bookable at the time of verification.

Terms and conditions apply, as detailed below.

Terms and conditions

The competing rate must be for the same number of guests.

Booking must be made through the Best Available Rate search on any global Atana Hotels website.

Guests must have a confirmed reservation with a confirmation number.

The guarantee does not apply to websites or rates where the hotel brand and specific property is not disclosed until after booking.

The guarantee excludes rates that package travel, entertainment, hotel stays, and/or food components, such as airfare and hotel, hotel and car rental, or similar packages.

Negotiated rates with corporations or travel agencies are not eligible; only publicly available rates apply.

REVENUE AND SALES AUDITS

Annual sales and marketing audits will be conducted to ensure Atana Hotels' standards are adhered to, the property image is in line with corporate standards, and all efforts are focused on ensuring revenue generation in line with overall property and corporate objectives.

The regional revenue management teams will perform revenue management audits throughout the year. The objective of these audits is to identify weaknesses where revenue generation may be at risk.

SALES AND MARKETING BUSINESS PLAN

Each property will complete this annual plan and make copies available for the corporate support team to review, comment on and support. The business plan is intended to form the single focal point of business planning activity. As with all areas touched by technology, updates and enhancements will be released to properties at regular intervals throughout the year.

Each property manager needs to manage his own personal business plan, showing their targets and highlighting cross-sales targets of all other properties or divisions of Atana Hotels. These personal business plans are subject to review by the corporate support team.

MARKETING STATISTICS

All properties will configure their PMS system according to the standard Atana Hotels marketing segmentation, as stated in the revenue management section of this manual. Properties will provide the corporate support office with segmentation details for room nights, revenue and average daily rate.

Properties will maintain accurate geographical sources of business statistics (as in the PMS set-up) and forward these to the corporate office monthly.

The corporate support office will nominate a set of competitive properties to be tracked. Properties will be allowed to nominate further hotels.

The full list will track a Revenue Generation Index (RGI) score relative to the competition monthly.

This information will be forwarded to the corporate support office monthly.

Note: A third party should be used when the law does not permit the property to forward such information directly to the corporate support office.

MEETINGS AND EVENTS

Operational timings

The banquet area is available from 06:00 – 02:00 depending on the type of event

Menus

Refer to banquets set up and offering manual.

Meeting room furniture

Chairs should be both durable and appealing. Ergonomic chairs provide back support and armrests. Some chairs feature wheels and can swivel.

Tables should be foldable, high quality and durable with standard height of 76cm.

Tables are available in different sizes: school (180x45cm), rectangular (180x75cm), round small (152cm), round large (183cm), half round and cocktail.

Light neutral colors such as beige, white or green (light blue and light yellow may be considered)

Lighting and sound requirements

Lighting must be comfortable and dimmable. It should allow guests to use their smart devices and laptops.

The sound system comprises speakers and a conference microphone equipped with echo cancellation and noise reduction features.

The room must be soundproof with no acoustic issues.

Room dimensions and layout

Ceiling heights are boardroom 2.4m, banquet room 2.7 – 3.4m

Doorways must be at least 91cm.

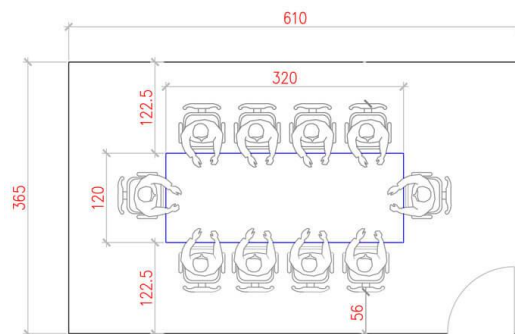
Allow 2.4 – 3.7m between screen and guests.

Each guest needs 6cm of table space and 61 – 76cm between seats, equating to 1.8 to 2.3 m² per person.

<i>Seats</i>	<i>Room size (cm)</i>	<i>Table size (cm)</i>
4 - 6	430 x 365	W180 x D100 x H75
6 - 8	450 x 365	W200 x D120 x H75
6 - 8	490 x 365	W240 x D120 x H75
8 - 10	550 x 365	W280 x D120 x H75
8 - 10	610 x 365	W320 x D120 x H75
10 - 12	610 x 390	W350 x D120 x H75
10 - 12	640 x 365	W360 x D120 x H75
10 - 12	640 x 390	W380 x D120 x H75
10 - 12	670 x 365	W400 x D120 x H75
12 - 14	670 x 390	W420 x D120 x H75
12 - 14	700 x 390	W450 x D120 x H75
14 - 16	730 x 390	W500 x D120 x H75
18 - 20	850 x 390	W600 x D120 x H75
22 - 24	975 x 390	W720 x D120 x H75

Available setups include boardroom, u-shape, classroom, hollow square, theater, banquet, and cocktail styles upon request.

Example setting



Technical requirements

Highspeed internet

Flat screen TV minimum size 65'

Digital or mobile whiteboards.

Cameras/webcams with wide-angle lens and optical zoom (1080p)

Sufficient power outlets for individual use

HDMI/USB and Wi-Fi connectivity

Centralized and remote control for volume, display and camera settings.

Storage

A room with at least 45sqm to store tables, chairs, trolleys, flipcharts, shelves, meeting room equipment and table linen.

Pantry

There is a pantry that is connected to the meeting room. It can be accessed directly from the back of the house, with provisions for the following equipment:

Secure, stainless-steel cabinet designed for storing ceramics, glassware, and cutlery for events

Stainless-steel hot cabinet for plating set menu dinners as needed

Stainless-steel table equipped for a coffee machine and water boiler, complete with power and water connections

Commercial ice cube machine

Clearance table for dirty items

A hood-type dishwasher equipped with shelving or a glass washer for the cleaning of dirty items onsite

Hand wash basin and washing sink

ADVERTISING AND PROMOTION

Approved name

The approved property name must be used correctly in all internal and external communications, including voice mail, written and electronic communication, etc.

The approved property auto-signature format must be used correctly in e-mail closings.

Property photography

Atana Hotels are lifestyle-oriented and should be portrayed as such. Images should showcase only the property and interacting models, if any. A full photoshoot brief must be completed and sent to the corporate office for approval.

Photography standards ensure all key elements of the property is represented. These include but are not limited to the property exterior, lobby, a deluxe guestroom, a luxury suite and the bathrooms, restaurant or bar and the pool area. Additional facilities and amenities may include the golf resort and shop, beach club, tennis and padel courts, spa and the wedding venue showcasing the most popular setup.

Other areas may be included at the discretion of the property, based on their impact as selling features. These may include but are not limited to suite bathrooms, historical and design details, resort water sports, local area attractions, additional hotel features or services, additional wedding settings, attractive grounds, courtyards and verandas as well as meeting facilities showing the distinct meeting room types.

Property advertising must comply with brand specifications and be approved by the corporate office.

If rack brochures are used, they must follow the Atana Hotels graphic standards and be approved by the corporate office.

The format of the official website for Atana Hotels follows an approved template.

Each individual property website must include up-to-date maps for directions. It accurately reflects the features and services on each property. Photography reflects the current facilities and available services. The reservation section allows the user to complete a reservation online.

FINANCE

This section covers only the financial and accounting standards affecting the guest experience or Atana Hotels reputation locally or broadly. It focuses on non-financial processes and does not aim to establish any specific procedures for the accounting function.

Methods of payment

All Atana Hotels will only accept cash, credit or debit cards, while personal and traveler's cheques are not accepted. Other forms of payment are accepted at each property's discretion, according to their credit policy. All Atana Hotels accept the following credit or debit cards: American Express, Diners Club, Mastercard and Visa. Other cards require prior approval from Atana Hotels group unless restricted by regulations.

Bill back facilities will be available to pre-approved local travel agents and corporate entities.

Deposits

Atana Hotels may require a non-refundable advance deposit, including tax, for certain reservations. These properties or periods will be specified. Some optional rate programs and promotions at Atana Hotels Group require advance payment.

Advance deposits can include the room rate and an estimate of other daily charges, including taxes. They can be set for the entire stay, up to 99 nights.

Cash disbursement

Where a property allows cash disbursements or payouts to hotel guests, there must always be sufficient cash funds or float available to meet guest needs. However, such disbursements can only be made in local currency and require the direct signature of the room guest.

Currency exchange

Atana Hotels will offer currency exchange services in all properties, except in cases where a government agency is directly involved or where legal or practical restrictions imposed by the government prevent it. In all cases, properties will ensure that rates for their primary markets are updated daily and displayed at the front desk.

Guest billing

Properties must enable guests to check their bills during their stay and to check and agree on the final bill before departure.

Bills for conferences must be available at the end of the conference or within 24 hours.

All bills must show a breakdown of charged items including applicable taxes. The bill must be clear, specific and easy to understand. The finance department can issue replacement bills upon request. Bills are presented electronically for guest review and printed only on request.

Accounts

Apply all charges, payments and adjustments to folios within 24 hours of receipt. All accounting activities must adhere to the latest edition of the Uniform System of Accounting for Hotels (USAH). This requirement applies to all corporate offices and owners-related reporting.

Payments for the following accounts are due within 30 days of submission or as specified by the group director of finance, or according to related contracts and applicable regulations: All operating and management contract fees including licenses fees, incentive fees and all other profit-based fees, all reimbursement and systems costs, all centralized service fees, all kind of taxes and service charges.

Travel agency commission payments will be made in a timely manner, not exceeding 30 days.

Statutes and law

Atana Hotels adheres to all required legal and statutory obligations, including national, local or municipal codes, national laws, legal instruments, reports, reviews or returns, archival or storage requirements, asset control and safeguarding, health, safety and environmental rules and regulations.

All national or local required tax returns or levies will be paid promptly.

These include but are not limited to the following: Tax returns, VAT/sales taxes, municipality taxes, tourism taxes, service charges, excise taxes, withholding taxes, corporation/profits/income taxes, payroll taxes, social security fees and property taxes.

FIRE AND LIFE SAFETY

The fire and life safety standards cover fire, health and safety, food safety, security and leisure safety for guests, associates, visitors and contractors.

Each property must have their fire and life safety risk assessment as well as their fire prevention and protection strategy approved by Atana Hotels.

Each general manager is responsible for implementing the policies and procedures to ensure the security and privacy of all guests, associates and visitors.

National and local regulations will apply alongside the Atana Hotels approved requirements. In case of conflict, the stricter standards will be enforced. Any variations must be reported to corporate office without delay.

Atana Hotels may request a report from an independent consultant to confirm that national or local regulations meet or exceed the Atana Hotels standards. The property owner will cover the associated costs.

Special events such as exhibitions, specialty banquets and fireworks require meticulous planning and special permissions to effectively manage fire and life safety risks.

Licenses

Each property must have current operating licenses from the relevant authorities.

These licenses, along with English translations, must be available for inspection before a property opens and regularly thereafter by Atana Hotels or its authorized agent.

Application of standards

Properties failing to meet the standards must provide detailed alternative arrangements to ensure the safety, security and privacy of all guests, associates and visitors.

Atana Hotels must specifically agree to these arrangements. Any associated costs will be borne by the property owner.

Training

Only suitably qualified and competent trainers may deliver fire and life safety training.

All associates will be introduced to fire and life safety procedures as part of their initial training.

A dedicated fire and life safety team will be trained intensively and re-trained annually. Local regulations will determine the number of associates in this team.

Training records must be kept up to date.

Structure and materials

The building structure must achieve a minimum fire resistance rating.

This includes areas such as floors, columns, beams, load-bearing walls, stairs and lift/elevator shafts, chimney and plumbing service shafts, and refuse enclosures.

Structure Type	Height	Minimum Fire Resistance Rating
Low-rise	< 10m	60 minutes
Medium-rise	10m - 25m	90 minutes
High-rise	> 25m	120 minutes

For this standard, building height is measured from the external fire brigade access level to the finished floor level of the highest inhabited floor.

Note that this may vary around the perimeter of the building.

A fire resistance rating of at least 60 minutes must be provided between guestrooms, guestrooms and corridors as well as public areas, service areas and guestrooms.

All openings between floors and adjacent areas, such as around pipes, ducts, or services, must be fire stopped.

All materials used in guestrooms and public areas must be flame retardant or treated to comply with minimum statutory requirements, local fire and building codes.

Wall coverings must be flame retardant and adhere to local fire and building codes.

If ground conditions produce gas (like methane) or if a gas intake point poses significant risks, gas monitoring equipment and special venting systems must be installed.

Electrical outlets in corridors or within 6m of water sources must be protected by a residual current device or ground fault circuit interrupter.

Doors

Doors in buildings with 90 minutes of structural fire protection or higher, as well as doors to lifts, linen chutes, plumbing shafts, refuse areas, car parks and staircases in buildings over three floors, must have 60 minutes of fire resistance.

Doors in a building with 60 minutes structural fire protection, as well as doors to storage rooms, plant rooms and plumbing shaft doors with horizontal fire stops at each level, will have 30 minutes fire resistance.

All entrance door hardware will be approved by Atana Hotels. Door locks will be hotel commercial quality or better. All fire-resisting doors will have approved self-closing devices. Where these doors need to be held open, magnetic release devices that are linked to the fire alarm system must be used. Self-closing doors are required for storage, maintenance and equipment rooms, kitchens, staircases and exits.

A professionally designed and fabricated diagram A4 size, that shows the exact exit path to the nearest exit must be posted on the room side of each guestroom and meeting room door.

The written information will be in the local language and English.

Means of escape

Each floor must have at least two emergency exits remote from each other. The maximum distance to an emergency exit is 3m. The maximum distance between emergency exits is 60m. Dead ends will not exceed 8m.

In fully sprinkled buildings these distances may be extended by authorized approval.

Primary corridors must be at least 2.4m wide. Secondary corridors must be at least 1.8m wide.

Rooms and spaces such as offices and meeting rooms that accommodate more than 50 people or greater than 75m² must have no fewer than two exit routes, positioned remote from each other.

All exit doors must open outward onto an unobstructed path.

Internal exit doors must be operable from both sides and swing in the escape direction.

Final escape doors require panic hardware, operable in the travel direction.

Exit doors can have electro-magnetic locks, which must unlock when the fire alarm goes off or if there is a power failure.

Illuminated exit signs must be placed at all exits and where exits are not visible.

Use the international symbol sign if local law allows.

The sign needs emergency power for at least one hour.

Stair enclosures

In new builds, escape doors and stairs must be at least 90cm wide.

No open storage is allowed on, or under stairwells. Storage areas near stairwells must have fire-resistant, self-closing doors.

For high-rise structures (> 25m), Atana Hotels and consultants will review pressurized staircases, ventilation systems and fire lobbies.

All floor levels will be marked with 15cm high reflective letters or numbers.

Emergency exits

Emergency escape staircases must be kept in good condition, with regular checks on all treads, nosing and balustrades.

All fire and safety signage will be in the local language and English and will include graphic symbols where appropriate.

Exits from places of assembly, such as all public areas, restaurants and meeting rooms, must be provided according to the following room capacities:

Number of people	Exits required
50 to 500	no fewer than 2 exits
500 to 1000	no fewer than 3 exits
>1000	no fewer than 4 exits

Detection, alarm and notification

All Properties must have automatic alarm systems.

It must be audible throughout the building at a minimum of 75dBA at the bedhead and 65dBA in all other areas.

Smoke detectors must activate the fire alarm throughout the building and by manual alarm call points.

Associates manually operating bells or sounders, except by using call points, is not acceptable.

Unless local regulations state otherwise, an alarm must instantly sound in the room and floor of origin, at the attended alarm panel (ideally at the front desk), and in all areas exposed to the fire.

In new builds, the automatic fire alarm system will incorporate a broadcast evacuation speaker system working in all guestrooms.

Emergency escape lighting

All emergency exit routes and assembly points must have emergency lighting. If there are no local standards for lighting levels, Atana Hotels' required standard is one lux at floor level.

Emergency power must be available for at least 60 minutes. Emergency power can come from a battery or an automatic standby generator.

Fire fighting

In accordance with local and regional practices, all properties must adhere to a risk assessment conducted by Atana Hotels group or an appointed specialist. Before a license is granted or renewed, all high-rise properties (>25m) in the EMEA Region must have automatic sprinkler protection throughout.

The nearest fire extinguisher must be within 25m. The type must be suitable for their environment (for instance, CO2 near electrical switch panels and fire blankets in kitchens).

Handheld extinguishers will be available in all areas, including service zones. They must be well-maintained and have a valid maintenance tag.

Fire hydrant water supplies must be available at the main entrances of the property. Rising mains will be installed in buildings over 25m tall. Hose valves and reels will be provided as required by local codes.

Kitchen range extraction systems that vent through guest areas of the building will include a fire damper above the range, which is activated by the fire detection system, unless local regulations prohibit this.

Automatic fire suppression systems will be provided on kitchen ranges. In addition, handheld extinguishers must be available in the kitchen area.

Testing and maintenance

All properties will implement a comprehensive quality control program to ensure all life safety equipment and systems are provided and maintained in optimal condition.

Fire and life safety systems will be tested twice a year, once by a certified third-party engineer and once by in-house associates.

Documentation of the testing program must be available for review by Atana Hotels.

All fire safety systems will be tested and maintained in compliance with manufacturers' instructions as well as national and local codes.

An independent architect, engineer, or licensed installer will certify all new installations and major changes to the system, confirming in writing that these are correctly installed and fully operational.

The generator will be tested off-load weekly and on-load monthly, where applicable.

The generator test logbook will be maintained regularly.

An annual full-performance inspection will be conducted by a licensed contractor, including all automatic transfer switches as part of the test.

Two management staff members, including the chief engineer, will perform formal, systematic fire and life safety inspections of all public areas and 25% of the guestrooms each month.

Inspections can be done independently.

SECURITY AND CRISIS MANAGEMENT

Key control

Access to maintenance areas between guestrooms, such as service ducts, should be controlled with a master key. The master key must be kept in a secure place when not in use.

Guestroom numbers will not be printed on key cards. Guests must show identification to receive replacement keys.

In crime-prone areas, a survey will determine the most suitable lock type.

Front desk

Associates will not connect incoming calls to resident guests without the caller identifying the guest by name.

Guestroom numbers should only be disclosed to incoming callers or on-property inquiries with the explicit permission of the guest.

Housekeeping

Each occupied guestroom that has not been serviced must be contacted or checked at least once daily to ensure guest safety. If no contact is made with the guest, the guestroom must be visually checked.

Housekeepers will ensure that key cards are not left on their carts.

Luggage

A secure storage facility must be available for the temporary storage of the luggage of registered guests.

Guest safety awareness

While escorting guests to their room, the porter will advise them of the primary and secondary escape routes in an emergency.

Guests should be made aware of the safety and security instructions in the guestroom and of the floor plan located inside the front door of the guestroom.

A crisis response team will be set up in each property.

Evacuation points

All properties will designate an emergency evacuation point, which may be a nearby hotel. A secondary evacuation point should be established for bomb threat situations.

External areas

Parking areas, driveways, steps and courtyards will be lit according to recognized lighting standards to ensure safety and convenience for guests.

A certified professional will perform a risk assessment for the storage of hazardous materials, such as bulk liquid petroleum gas and oil.

Chaseways, maintenance access and wall mirrors

All mirrors must have a solid wall behind them. Access holes for maintenance are not allowed.

Heating/cooling ducts and exhaust vents must be designed or modified to prevent visual access without permission.

Lifts/elevators

New high-rise buildings (> 25m) must have firefighting lifts which may also be used as guest or service lifts/elevators. Emergency lighting must be provided in the lift/elevator.

Each lift or elevator must have either a telephone or an intercom that automatically connects to the operator on a priority line.

In case of alarm or power failure, the lifts/elevators will automatically go down to the ground floor or escape level and the doors will open. If the lift/elevator does not return to the ground floor, it must be programmed to leave the fire-affected level promptly and stop in an unaffected area, remaining out of use with the doors open.

When lifts/elevators serve the basement floors, the lift/elevator must always stop first at reception level.

Signs in both the local language and English will be placed next to the call buttons in lift/elevator lobbies. These signs will clearly warn against using lifts/elevators in case of fire. Stairs must be used as alternative.

Public restrooms

Lights will remain on or must be activated upon entry. Hot water outlets must have anti-scald fittings installed.

Guestrooms

Fuel-burning fireplaces and candles are not permitted in guestrooms. Non-flammable and washable waste bins are required in all guestrooms.

Irons must have a timed safety cutout facility and attached to the ironing board.

All cribs and cots must be of commercial quality and comply with local regulations or Atana Hotels standards.

Balconies and accessible roofs must have a permanent barrier that is sturdy and childproof. The barrier must be at least 1.1m high, with vertical rails spaced no more than 10mm apart.

Facilities for travelers with disabilities

Doors for disabled access will have delayed action self-closing devices.

Guestroom doors must have one-way door viewers mounted at 1.2m above the floor.

Emergency lighting and a flashing alarm warning lamp should be installed, along with an audible alarm system.

Guests with hearing impairments will be given a portable visible alarm or vibrating alarm unit.

Grab rails and towel bars in bathrooms should be firmly anchored to withstand a pull of 110kg.

The property will provide hearing and visual aids, such as fixed or portable induction loops and clipboard loop systems.

LEISURE AND FITNESS FACILITIES

Risk assessment

A comprehensive risk assessment, conducted by a qualified individual, is required for each leisure and fitness facility. Properties will implement all necessary requirements and recommendations that these risk assessments suggest.

Disclaimers displayed within the facilities or on the equipment are not sufficient.

All written risk assessments, in both the local language and English, will be available for inspection upon request. Risk assessments will be reviewed and updated at least once per year.

Facility requirements

Leisure facilities will have either electronic key access or be staffed by a dedicated attendant. If the risk assessment shows a facility doesn't need permanent staffing, an alarm system connected to reception must be installed.

An emergency telephone will be installed in a clearly visible location in or near each leisure facility. These telephones will be configured as hotlines to an emergency phone in Reception or another location monitored 24/7.

Fitness facility

An unattended fitness facility will feature unobstructed views from outside, enabling associates to monitor the area without entering the premises.

All equipment is installed and maintained according to the manufacturer's recommendations and comply to local and national codes. Non-operational equipment must be removed from service immediately.

Guests should sign in on individual cards and drop them into a secure box.

Saunas

Appropriate health and safety information must be displayed outside the unit, in the local language and in English.

The stove should be enclosed by a robust structure that is securely fixed to prevent movement. It must be operated according to the manufacturers' recommended temperatures and local regulations.

The sauna must be equipped with an operation limit timer, alarm, non-lockable door and outside observation window. It must be fitted with a shatterproof light fitting, capable of withstanding the heat and protected by a wooden cover.

Where the property has a sprinkler system, a high-temperature sprinkler must be installed in the sauna cabin.

Swimming pools

The emergency phone is available 24/7. If no swimming pool code exists a hotel manager will check the pool area at the start of the day and then every two hours when it is in use. They will document their findings to ensure compliance with operating procedures.

A written record of chemical checks for the swimming pool, including the spa and children's pools, will be maintained according to local codes.

Monthly samples of swimming pool water, including spa and wading pools, will be tested for total viable count (TVC), coliforms (especially *E. coli*), and *Pseudomonas aeruginosa*.

Pool chemicals must be labeled clearly and stored in a well-ventilated, secure area to prevent unauthorized access.

Back of house

Electrical outlets within 12m of any water feature will have residual current devices or a ground fault circuit interrupter.

Boilers will have manual and automatic fuel/power cutoffs.

Ignitable materials like paints and solvents will be kept to a minimum, stored in fire-proof containers away from hazardous operations.

Safe alternatives, such as water-based paints, will be used whenever feasible and practical,