CASE STUDY:
RESORT ECO SERVICES

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Sea Going Green joined up with LWK+Partners in collaboration with the PIF - Public Investment Fund of the Kingdom of Saudi Arabia to develop a comprehensive Tourism Master Plan for the development of an ecotourism resort as a part of Project Palm in Al-Ahsa, Saudi Arabia.

As a first step in the planning and development of the Ecotourism resort, Sea Going Green led in the recommendation of tourism products and services tied to the resort that embody the principles of social, cultural and environmental sustainability.

CONTEXT

Project Palm Ecotourism Resort
“An Escape From The City Hustle”
Al-Ahsa was chosen as the launch pad for this project and the on site location for the Master Plan design of the three different resort nodes: Ecotourism, Agri-tourism and Adventure tourism.

For the project scope, Project Palm provides a balanced mix of assets and experiences across its three nodes with the goal of promoting and activating these niche tourism industries in the Kingdom of Saudi Arabia. The intention of the project is to tie local culture into the social and cultural fabric of Al-Ahsa’s rich heritage and tradition as an agricultural hub.

Features for the resort aspire to incorporate authentic and genuine elements into its design and guest experiences found throughout the resort’s activities, architecture, sourcing practices, biodiversity, history and traditions.

Sea Going Green was contracted to develop the ecotourism node together with the lead design consultant and other project stakeholders for the delivery of a Tourism Master Plan.
Applying our team's expertise in sustainable tourism development, Sea Going Green provided the client with a Tourism Master Plan, equipped with a catalog of unique tourism activities and services designed to meet the environmental and cultural expectations of prospective tourists.

Keeping with the Ecotourism theme, our approach incorporated attributes of wellness, tranquility, nature and heritage into our vision for the resort's development. With a strong understanding of the resort's ideal clientele and their expectations, a unique selling proposition and market differentiation strategy further defined how the resort could leverage sustainability to set itself apart.
OBJECTIVES MET

- Tourism Master Plan for Ecotourism Activities and Services
- Customer journey from arrival to departure
- Sustainability strategy covering operational and managerial considerations
- Market analysis on prospective visitors (domestic and international)
- Market differentiation strategy and USP development

& MORE

I WANT THIS FOR MY COMPANY
Do you have questions that you'd like to discuss with us? - Get in touch!

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