



BAY LA SUN
البيلسان

HOTEL & MARINA
فندق ومارينا

STRATEGY

2026

Introduction

Bay La Sun Hotel has the potential to evolve into one of KAEC's leading lifestyle and hospitality destinations. While the property already benefits from a strong location and waterfront positioning, the current brand experience does not fully reflect the hotel's premium potential or the evolving expectations of modern travelers.

Today's hospitality audience looks beyond accommodation. They seek **experiences, lifestyle, community, and emotional connection**. This strategy focuses on transforming Bay La Sun Hotel into a modern lifestyle-driven destination through digital enhancement, stronger storytelling, and community integration.

Current Assessment

BRAND POSITIONING

The hotel currently operates primarily as an accommodation destination rather than a lifestyle and social hub. There is a strong opportunity to reposition the brand into a more modern, experience-focused hospitality destination connected to the growing KAEC community.

Key Areas For Improvement



Digital Experience

The current website experience feels outdated and lacks the premium visual direction expected from modern hospitality brands.



Visual Identity

The imagery and content style are inconsistent, which weakens the overall brand perception and visual recognition.



Community Presence

The hotel has an opportunity to become more integrated within KAEC through activations, partnerships, and local collaborations.



SECTION 02

Strategy Approach

PILLAR 01

Website Enhancement

The website should be redesigned to create a cleaner, more premium, and user-friendly experience, shifting from only presenting information into emotionally selling the experience.

Focus Areas

- Modern UI/UX direction
- Mobile-first design
- Simplified booking journey
- Clear navigation
- Interactive, animated sections

Content & Features

- Wellness, dining & marina lifestyle, staycations
- Community events and family experiences
- Live events calendar and seasonal campaigns
- Local recommendations and partnerships

REFERENCES



The Hoxton



Casa Cook El Gouna



PILLAR 02

Social Media Strategy

The current approach should shift toward more interactive and trend-driven content formats.

40%

Lifestyle Content

- Reels
- Guest moments
- Relaxed luxury visuals
- Marina & beach atmosphere

25%

Community & Activations

- Events
- Collaborations
- Seasonal experiences
- Local engagement

20%

Hospitality & Facilities

- Rooms
- Restaurants
- Amenities
- Hotel features

15%

Offers & Campaigns

- Promotions
- Packages
- Limited offers
- Seasonal announcements

INSTAGRAM REFERENCES



Four Seasons



Jeddah Edition



Nihi



PILLAR 03

Community Engagement

Positioning Bay La Sun as an active part of the KAEC ecosystem, not an isolated hotel.



Local Events

- Wellness mornings
- Family activities
- Beach & marina activations
- Sport



Resident Engagement

- Exclusive offers
- Community brunches
- Seasonal experiences
- Loyalty



Creator Partnerships

- Lifestyle & hospitality voices
- Wellness creators
- Local artists
- Local entrepreneurs

PILLAR 04

Activation Strategy

Experiences designed to increase footfall, engagement, and brand memorability.

Lifestyle	Seasonal	Hospitality
▪ Sunset sessions ▪ Poolside moments ▪ Yoga ▪ Live entertainment	▪ Ramadan ▪ Summer ▪ National Day ▪ Winter marina	▪ Chef collaborations ▪ Culinary workshops ▪ Staycations ▪ Couple offers

Event participation: partner with KAEC organizers to be present at seasonal events through branded booths, pop-ups, or sponsored experiences. Exclusive offers: launch event-based packages tied to ongoing activations. Collaborations: work with local vendors, organizers, and communities to co-create experiences and strengthen local presence.

PILLAR 05

Strategic Implementation Phases

1

Discovery & Audit

Site and social audit, competitive benchmark, audience analysis, brand alignment workshops.

2

Creative Development

Visual identity, content direction, photo and video planning, social media strategy.

3

Website Revamp

Redesign, mobile responsive, experience-driven content, simplified booking journey.

4

Social Media Relaunch

New content direction, reels strategy, creator collaborations, engagement campaigns.

5

Community & Activation Rollout

Community partnerships, seasonal activations, ongoing KAEC integration.

Long-Term Vision

Position Bay La Sun as one of KAEC's most recognized lifestyle and hospitality destinations.



Modernized Branding & Storytelling



Stronger Digital Presence



Deeper Community Experiences



Strengthened Market Position



Thank You

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