



Press Release

Historic resort in Egypt gets contemporary facelift with Emaar Hospitality Group set to unveil 'Al Alamein Hotel' this year

- *Set by the Sidi Abdelrahman Bay and part of Emaar Misr's Marassi development, Al Alamein Hotel, managed by Vida Hotels and Resorts, brings a refreshing hospitality experience by the Mediterranean*
- *189-room hotel with luxury chalets and wide range of outdoor beachfront amenities*

Dubai, UAE; April 24, 2018: The historic Alamein resort, built in 1960 by the Sidi Abdelrahman Bay of the Mediterranean Sea and having hosted legendary leaders including Gamal Abdel Nasser Hussein, the second President of Egypt, is readying for a refreshing and contemporary facelift.

Emaar Hospitality Group has commenced renovation and redesign work of the property, while maintaining its cultural context and heritage, with the all-new **Al Alamein Hotel**, managed by Vida Hotel and Resorts, scheduled to open doors to visitors in 2018. It is located centrally in Marassi, the master-planned lifestyle and tourism destination by Emaar Misr (EGX: EMFD.CA).

Already a thriving residential and tourist destination, Marassi will also feature Vida Marassi Marina with 120 hotel rooms and suites offering marina views, and access to a range of lifestyle amenities. It will be the fourth hotel project by Emaar Hospitality Group in Egypt with the others - also located in Marassi - being Address Marassi Beach Resort and Address Marassi Golf Resort + Spa. The latter hotels are operated by Address Hotels + Resorts, the premium luxury hotel and serviced residences brand.

Al Alamein Hotel is the 14th upcoming project under Vida Hotels and Resorts, a refreshingly different upscale lifestyle hotel and residences brand for the new generation of business executives, entrepreneurs and leisure travellers.

Al Alamein Hotel location long the Sidi Abdel Rahman Bay will make it a preferred hospitality destination by the Mediterranean for visitors not only from Egypt but across Europe and other parts of the world. The nearest international airport – Burj Al Arab Airport in Alexandria is just about two hours' drive while the Al Alamein National Airport is less than 45 minutes away. Both airports offer direct connections to major European cities.

To feature 189 rooms including luxury chalets, **Al Alamein Hotel** will have several enhanced features that maximise its beachfront location. Among the amenities awaiting visitors include additional outdoor seating to enjoy a relaxing day overlooking the soothing waters of the bay, a beach outlet, a rooftop lounge, a fully-equipped fitness centre, swimming pool, tennis court, and spa with treatment rooms and external marquees.

In addition, guests will have effortless access to the amenities in Marassi including a marina, yacht club, a golf course, beach club house, children's play areas, restaurants, meeting facilities, outdoor pools and decks.



Olivier Harnisch, Chief Executive Officer of Emaar Hospitality Group, said: “It is an exceptional honour for us to undertake the modern reinterpretation of the Alamein resort that holds a special place in history. The people of Egypt have fond memories of the resort, and we are committed to restoring it to its true glory with the opening of Al Alamein Hotel in 2018. With its central location in Marassi by the beach, the property will offer visitors an inspiring and culturally enriching lifestyle experience. As a hotel brand that embraces warmth, simplicity and creativity in design-led spaces, Vida’s brand identity and values are a perfect fit for the resort. We are confident that Al Alamein Hotel will be a sterling addition to the hospitality sector of Egypt.”

The resort originally had only 118 rooms and was bought by Emaar Misr in 2007 as part of the Marassi master-development. A renovation of the hotel was done in 2010, and it was welcoming tourists and visitors from across the world. A facelift was undertaken in 2014 whereby 40 rooms were added to the resort through an elegant conversion of 10 chalets.

Al Alamein Hotel is positioned as a luxurious beach resort where inspiring minds can create, connect and come alive. Typical of the brand, with Vida meaning ‘life’ in Spanish, it will retain the essential characteristics of the historic resort. A neutral colour palette is being followed to create a fresh feel for the interiors while state-of-the-art technology ensures seamless connectivity.

Vida Hotels and Resorts has two operational properties in Dubai – Vida Downtown and Manzil Downtown – in addition to a growing footprint of projects in the UAE including: Vida Al Qasba Sharjah, Vida Aljada Sharjah, Vida Za’abeel, Vida Harbour Point, Vida Dubai Marina, Vida The Hills, Vida Dubai Mall, Vida Townsquare, Vida Beach Reem Island Abu Dhabi and Vida Residences Downtown, all in the UAE. The brand has expanded internationally with management agreements to operate Vida Jeddah Gate in Saudi Arabia, Vida Marassi Marina in Egypt and Vida Marassi Al Bahrain in Bahrain.

alalameinhotel.com

vidahotels.com

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Note to Editors

About Emaar Hospitality Group:

Emaar Hospitality Group LLC is a wholly-owned subsidiary of Emaar Properties PJSC, the Dubai-based global property developer, and manages Emaar’s hospitality and leisure projects globally.

Defining its competency in managing mixed-use property developments, Emaar Hospitality Group owns and manages a diversified portfolio of assets including hotels, serviced residences, golf clubs, polo club, marina and lifestyle dining restaurants.

Emaar Hospitality Group has defined its credentials in the hotel industry with the launch of three brands, each with a distinct niche – Address Hotels + Resorts, Vida Hotels and Resorts and Rove Hotels.

Address Hotels + Resorts has brought a fresh identity to the global hospitality and service sector by setting new benchmarks with its gracious hospitality and exceptional service standards. Address offers a more personal and engaging experience to guests in a premium lifestyle environment, enriching the lives of its guests with luxury, style and elegance. Address Hotels + Resorts is set to operate hotels and serviced residences in Saudi Arabia, Egypt, Turkey, Bahrain, Maldives and other key markets in the region as well as in Dubai.

An upscale lifestyle hotel and residences brand, Vida Hotels and Resorts is for the new generation of business executives, entrepreneurs and leisure travellers. Positioned as a lively and vibrant hub where inspiring minds can create, connect and come alive, Vida hotels are a stimulating environment where style meets convenience and interactivity. Vida Hotels and Resorts has two properties in Dubai and is set to operate hotels and serviced residences in Abu Dhabi, Sharjah, Bahrain, Saudi Arabia and Egypt, and other key markets in the region as well as in Dubai.



A contemporary midscale hotel brand that reflects the pulse of Dubai, Rove Hotels is a joint venture between Meraas and Emaar Properties PJSC. Designed for the new generation traveller and highly mobile socially connected global nomads who recognise value, stays connected through technology and gravitate towards culturally-inspired surroundings, Rove Hotels are reliable, modern, fuss-free and super-efficient. Rove Hotels has five properties in well-connected locations across Dubai and is set to operate further properties in the city. The leisure assets of Emaar Hospitality Group include Arabian Ranches Golf Club, Dubai Polo & Equestrian Club and Dubai Marina Yacht Club. www.emaar.com

About Vida Hotels and Resorts:

Vida Hotels and Resorts is a refreshingly different upscale lifestyle hotel and residences brand for the new generation of business executives, entrepreneurs and leisure travellers.

Vida, meaning 'life' in Spanish, embraces warmth, simplicity and creativity in design-led spaces. Positioned as a lively and vibrant hub where inspiring minds can create, connect and come alive, Vida hotels are a stimulating environment where style meets convenience and interactivity.

Vida Hotels and Resorts has two properties in Dubai – Vida Downtown and Manzil Downtown – and will extend its service competencies to Vida Residences. Vida Hotels and Resorts is set to operate hotels and serviced residences in Egypt, Bahrain, Saudi Arabia, and other key markets in the region as well as in Abu Dhabi, Dubai and Sharjah. www.vidahotels.com

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