

# Mövenpick Hotels & Resorts strengthens its Egypt portfolio as deal for new North Coast resort signed

**Mövenpick Hotels & Resorts is cementing its presence in Egypt, revealing plans to operate a new coastal resort property on Egypt's North Coast – a popular leisure destination and growing commercial centre.**



Baar, Switzerland, 20 November, 2017: Mövenpick Hotels & Resorts is cementing its presence in Egypt, revealing plans to operate a new coastal resort property on Egypt's North Coast – a popular leisure destination and growing commercial centre.

The Swiss hospitality firm has signed an agreement with award-winning Cairo-based real estate company Arabia Investment & Tourist Development SAE, part of the Arabia Group, to manage the 300-key Mövenpick Hotel & Residences North Coast, Egypt, part of an upscale mixed-use residential development. Comprising 150 hotel rooms, as well as 150 branded units that will become part of a rental pool, the property is strategically located 70km west of Alexandria and 280km North West of Cairo, with Borg El Arab International Airport just 15 minutes by road.

By introducing a new family-friendly resort concept to this attractive stretch of Egypt's Mediterranean coast, Mövenpick will capitalise on growing local and international leisure demand for this destination, as well as corporate and MICE business being generated by new infrastructure under construction. "Egypt's North Coast is a development focal point, with new projects ranging from dining, wellness, leisure and entertainment facilities to new conference venues and large commercial zones such as Borg El Arab City featuring five industrial parks, which is just 15 minutes from our new property," said Andrew Langdon, Chief Development Officer, Mövenpick Hotels & Resorts.

"With more tourists and families flocking to this area of the country, from Egypt, the Middle East and key European markets, as well as an influx of oil and gas and business travellers seeking meeting space and high-quality accommodation, we are in a strong position to benefit from this surge in activity." Mövenpick Hotel & Residences, North Coast, Egypt, will feature one all-day dining and one specialty restaurant, a café and snack bar, a beach grill, one banquet hall and three meeting rooms.

The resort will also become a leading family-friendly destination, offering a raft of leisure options including a fitness and spa facility, large swimming pool, kids' clubs and water-play attractions, and several amenities and activities aligned to the Mövenpick Family Programme.

"Mövenpick Hotel & Residences North Coast, is part of a modern mixed-use development that will set a new benchmark for hospitality standards on this expanse of Egypt's Mediterranean coastline," said Tareq Othman Ahmed Shoukry, Chairman of the Arabia Group.

"With our proven track record developing large-scale projects in Egypt and Mövenpick Hotels & Resorts' experience managing successful properties across the entire Middle East and North Africa

region, we are in a strong position to leverage the growth of this area as it continues to undergo significant transformation.”

Mövenpick Hotel & Residences North Coast is scheduled for completion in 2020, the same year the company will open another landmark resort in Egypt – the 214-key Mövenpick Resort El Ein Bay, part of a new modern integrated beach and golf resort in El Sokhna.

The hospitality firm continues to ramp up its presence in Egypt where its portfolio includes 16 hotels, resorts and river cruisers.

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