



Press Release

In the presence of Dr. Rania Al-Mashat, Egyptian Minister of Tourism

Emaar reopens historic Al Alamein Hotel after retro-themed facelift in record time with investments worth 1.5 billion Egyptian Pounds

Cairo, Egypt; July 17, 2018: The historic Al Alamein Hotel has officially reopened after a major facelift by Emaar Hospitality Group that makes it amongst the finest resorts along the Mediterranean.

The opening event was attended by the Egyptian Minister of Tourism, H.E. Dr. Rania Al-Mashat, VIP guests, top media figures, as well as other public figures.

Situated in the picturesque setting of Sidi Abdel Rahman Bay, the hotel's glamorous design ethos and refurbished retro-modern interiors hark back to the glory days of the 1960s, when the resort first opened.

The remodelled designs blend vintage charm with contemporary style, evoking a sense of nostalgia to the golden age of Egyptian music and cinema.

"The refurbishment of Al Alamein Hotel provides an example of our determination to offer a hotel that is on a par with, or rather superior to, world-class resorts," said Mohamed Alabbar, Chairman of Emaar.

"We strive for nothing less than the highest global standards for our customers and our developments in Egypt including Al Alamein Hotel, which renovation costs totaled EGP 1.5 billion," Alabbar added.

While the building stays true to its rich heritage, visitors can expect modern comfort and style everywhere, from the bar and restaurants to the corridors and rooms.

There is something remarkable around every corner of the resort. An impressive assortment of black and white photographs of Egypt's most celebrated classical actors and singers festooning columns at the lobby offer visitors much to marvel at once they walk into the building.

The hotel is also home to the renowned Umbrellas sculpture by Greek artist George Zongolopoulos, a poetic structure of steel umbrellas that stretches 13 metres into the sky, offering a dramatic reinterpretation of Abdel Halim Hafez' classic oldie 'Dokko Elshamasy' or 'Fix the Umbrellas on the Beach'. One of the most photographed modern sculptures worldwide, the piece was first displayed at the Venice Biennale in 1995, where it drew international attention, and will now delight visitors to this glamorous Egyptian vacation spot.

The hotel also boasts a magnificent collection of art works and sculptures by a large number of local and global artists, including an iconic mosaic mural of late legendary Egyptian singer Om Kolthoum and another one featuring colourful ancient boats.

Al Alamein Hotel is part of a thriving residential and tourist community Emaar is developing in Marassi, the company's flagship Mediterranean landmark in Egypt. These include several hotels already launched such as Vida Marassi Marina, Address Marassi Beach Resort and Address Marassi Golf Resort + Spa. Marassi will be home to seven luxury hotels with up to 3,000 rooms.

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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 the UAE.

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

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