

Summer 2018 most awaited event on Egypt's Mediterranean.

Emaar Hospitality Group restores historic charm of Al Alamein Hotel with a contemporary facelift.

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- **Emaar Hospitality Group: The new hotel will be on par with its European counterparts on the Mediterranean.**

Cairo - 24 April 2018: Emaar Hospitality Group has proceeded with its plans to transform the historic Al Alamein Hotel in the Sidi Abdelrahman bay on Egypt's Mediterranean coast. The hotel which is expected to reopen this summer will undergo internal and external modifications which will retain its historic architectural character while fitting it with modern accents and amenities that will set it apart and make it a one of a kind destination in the region.

Commenting on the project, M. Alabbar Chairman of Emaar Properties, said: "We accept nothing less than the highest world class standards for our projects and clients in Egypt and the transformation of the Al Alamein Hotel is testament to our determination to deliver a superior hospitality product in Egypt." He added: "The hotel we will deliver this summer is a sneak peek into the quality we will deliver not only in Marassi but across all our projects in the country."

Already a thriving residential and touristic destination, Marassi will boast a variety of hotels with total investments exceeding EGP 8 billion and planned in various stages of the development. Recently announced was the Address Marassi Beach Resort with spectacular views of the marina and the pristine white sand beaches of the bay and Vida Marassi Marina with 120 rooms and suites. In addition, Emaar has recently announced commencement of the construction of the Address Marassi Golf Resort + Spa overlooking the golf course and golf lagoons and planned to open in 2020.

Emaar Hospitality Group, the renowned hospitality arm of Emaar which owns and operates a number of hotel brands in the region, added that in addition to Al Alamein Hotel which after its facelift will be on par with its counterparts on the Mediterranean, Marassi's location, modern amenities and perfect weather conditions make it a model destination for its plans to attract luxury tourism to the area all year round.

Orascom construction is the general contractor on the job with a strong crew of over 3,000 engineers and construction workers working day and night to deliver the hotel in summer. 2018.

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