



Misr Italia Properties to deliver first phase of “Kai Sokhna” in November 2020

Kai Sokhna to house Hilton Ain Al Sokhna, projected to open in 2024

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- Ghali “We are delighted to partner with Misr Italia Properties to introduce our first hotel under Hilton Hotels & Resorts brand in Ain Al Sokhna”

Cairo, Egypt- 3 Septemar 2020: Misr Italia Properties’ CEO and MD Mohamed Khaled El- Assal toured the company's project site in Ain Al Sokhna, “Kai Sokhna”, accompanied by Hilton’s representative Mohab Ghali, to check out the construction progress of the project, in which the first phase is set to be delivered in November 2020.

“Misr Italia Properties' successful partnerships with Hilton confirms our commitment to offering the best services to our customers across all our projects. The company is keen on meeting the needs of our customers, aiming to provide the residents with an unrivalled experience. Moreover, the presence of a Hilton hotel within our project reflects Misr Italia Properties' leading position in the Egyptian real estate market. ” stated Mohamed Khaled El- Assal, CEO of Misr Italia Properties.

El- Assal further added, “With company investments worth EGP 2.4 billion, “Kai Sokhna”, is a boutique luxury living coastal resort designed by Alchemy Design Studio. With a white sandy beach extending over 1,000 meters, the project includes 366 units between villas and chalets and an upscale Hilton hotel to be managed by the hospitality leader under the Hilton Hotels & Resorts brand.”

El- Assal also mentioned that the company has finished the leveling and skeleton works of the first phase of the project, and completed their external finishing works by 80%, to be delivered next November. Phase two currently stands with 80% of levelling done and 100% of the hotel’s concrete work and piles already finished.



Located 1.5 hours from Cairo International Airport, the upscale Hilton Ain Al Sokhna will house 200 stylish rooms and is set to open during 2024. Overlooking the dazzling Red Sea, the hotel is set to be a unique destination for city visitors. Hilton Ain Al Sokhna will offer a unique leisure experience, with an all-day dining restaurant, one specialty restaurant, a lobby lounge and three bars in addition to an outdoor pool, a spa and a fitness center. Moreover, the hotel will be well equipped to host business functions and retreats with five meeting rooms, one board room, one ballroom and a business center.

“Hilton Ain Al Sokhna is set to be a perfect getaway destination, with its proximity to Cairo and prime location in Kai Sokhna,” said Hilton’s Mohab Ghali. “We are delighted to partner with Misr Italia Properties to introduce our first hotel under Hilton Hotels & Resorts brand in Ain Al Sokhna. Upon its opening in 2024, Hilton Ain Al Sokhna will be a valuable addition to our existing portfolio of 15 Hilton Hotels & Resorts strategically located across Egypt, to offer Hilton’s world-class hospitality services to Egyptians and visitors alike.”

“Kai Sokhna” overlooks an exclusive beach that allows various beach activities and water sports. Thanks to its proximity to windmill sites, the project is set to be a perfect site for kite surfing. Fins Kitesurfing Center is planned to start operation in Q4 this year and will be managed by Sherif Soliman and Jennifer Osman, the kitesurfing gurus. Last but not least, the project units are designed to enjoy a spectacular sea view, a large number of facilities and services including; water sports area, spa, and beachfront restaurants.

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About Misr Italia Holding

Misr Italia Holding has been at the vanguard of developing Egypt’s leading real estate market for years. It is known for providing paramount projects for residential, commercial, coastal and hospitality properties across Egypt. Misr Italia Holding has grown to become one of the largest developers with total investments of 68 Billion EGP over the coming 14 years. The company’s land bank totals to 11 Million meters square across Egypt with 11 residential projects, 9 commercial projects, 5 luxury hotels and 6,000 delivered units. Flagship projects include IL BOSCO, VINCI & VINCI Street in the New Administrative Capital, La Nuova Vista, Garden 8 & Cairo Business Park in New Cairo, Kai Sokhna, Kai Sahel, IL BOSCO City in Mostakbal City, Hilton Ain Al Sokhna and Hilton Garden Inn.



About Hilton

Hilton (NYSE: HLT) is a leading global hospitality company with a [portfolio](#) of 18 world-class brands comprising more than 6,200 properties with more than 983,000 rooms, in 118 countries and territories. Dedicated to fulfilling its mission to be the world's most hospitable company, Hilton welcomed more than 3 billion guests in its 100-year history, earned a top spot on the 2019 World's Best Workplaces list, and was named the 2019 Global Industry Leader on the Dow Jones Sustainability Indices. In 2020, [Hilton CleanStay](#) was introduced, bringing an industry-defining standard of cleanliness and disinfection to hotels worldwide. Through the award-winning guest loyalty program Hilton Honors, the 108 million members who book directly with Hilton can earn Points for hotel stays and experiences money can't buy, plus enjoy instant benefits, including digital check-in with room selection, Digital Key, and Connected Room. Visit newsroom.hilton.com for more information, and connect with Hilton on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).

About Hilton Hotels & Resorts

[Hilton Hotels & Resorts](#) has set the benchmark for hospitality around the world, providing new product innovations and services to meet guests' evolving needs. With 580 hotels across six continents, Hilton Hotels & Resorts properties are located in the world's most sought-after destinations for guests who know that where they stay matters. [Hilton Honors](#) members who book directly through preferred Hilton channels have access to instant benefits. Begin your journey at www.hiltonhotels.com, and learn more by visiting newsroom.hilton.com/hhr and following Hilton Hotels & Resorts on [Facebook](#), [Twitter](#), and [Instagram](#).