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Hilton Announces Second Property in Marsa Alam

Hilton Marsa Wazar Red Sea Resort & Spa to bring world-class recreational and leisure offerings to the Red Sea coast

Cairo, 24 January 2023 – Hilton (NYSE: HLT) today announced the signing of its second property in the city of Marsa Alam, Hilton Marsa Wazar Red Sea Resort & Spa. In partnership with Boulevard for Tourism Development, the property will be operated under the Hilton Hotels & Resorts brand.

Located along the beautiful shores of the Red Sea, Hilton Marsa Wazar Red Sea Resort & Spa will offer access to a number of the world’s best diving, snorkelling and kitesurfing spots that this area is known for. The resort will also provide a variety of accommodation options across 282 units - from standard guest rooms and beach-front suites to stand-alone villas with private pools.

“Egypt is one of Hilton’s key markets across the region where we’re keen to expand our presence and provide new and exciting hospitality offerings to both domestic and international guests. Across Egypt, we currently have 14 properties in operation, with another 11 in the pipeline,” said Carlos Khneisser, vice president, Development, Middle East & Africa, Hilton. “The Red Sea shoreline enjoys great potential when it comes to resort and diving tourism, with untapped areas that are considered hidden gems. Entering Marsa Wazar is a great opportunity for us to offer our world-class services to avid travellers looking for a secluded, beach-side escape or to explore the wonders of the underwater world.”

Hilton Marsa Wazar Red Sea Resort & Spa will feature a variety of facilities and amenities designed to complement the immersive Red Sea experience, including its crystal-clear waters, sandy beaches, mesmerizing lagoons and the surrounding landscapes. The resort will offer two main outdoor pools and an indoor spa pool, a spa spanning over 1,000 square-metres, and a gym. Guests will be able to enjoy a variety of exceptional food and beverage options, including refreshing drinks at any of the four bars located at the lobby or by the poolside as well as delicious cuisine at the resort’s speciality restaurant or its all-day dining venue.

“We are proud to be partnering with Hilton in developing this new property, which will enhance the hospitality offering in the city of Marsa Alam. Hilton Hotels & Resorts is a renowned brand which is a great fit for the area and we look forward to welcoming our first guests,” said Maged Shafik, Founder & Managing Director, Boulevard for Tourism Development.

Hilton Marsa Wazar Red Sea Resort & Spa will be a 20-minute drive to Marsa Alam International Airport, with direct links to key European cities including Milan, Berlin, Budapest, Brussels, Amsterdam and Bratislava. Upon opening, the resort will be part of Hilton Honors, the award-winning guest loyalty program for Hilton's 19 distinct hotel brands, where members can book directly to have access to instant benefits.

Hilton Marsa Wazar Red Sea Resort & Spa joins 14 Hilton properties currently operating in Egypt under the Hilton Hotels & Resorts and Conrad Hotels & Resorts brands, as well as 11 properties in the pipeline.

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About Hilton

Hilton (NYSE: HLT) is a leading global hospitality company with a [portfolio](#) of 19 world-class brands comprising more than 7,000 properties and more than 1.1 million rooms, in 123 countries and territories. Dedicated to fulfilling its founding vision to fill the earth with the light and warmth of hospitality, Hilton has welcomed more than 3 billion guests in its more than 100-year history, earned a top spot on Fortune's 100 Best Companies to Work For list and been recognized as a global leader on the Dow Jones Sustainability Indices for six consecutive years. Hilton has introduced several industry-leading technology enhancements to improve the guest experience, including Digital Key Share, automated complimentary room upgrades and the ability to book confirmed connecting rooms. Through the award-winning guest loyalty program Hilton Honors, the nearly 146 million members who book directly with Hilton can earn Points for hotel stays and experiences money can't buy. With the free [Hilton Honors app](#), guests can book their stay, select their room, check in, unlock their door with a Digital Key and check out, all from their smartphone. Visit stories.hilton.com for more information, and connect with Hilton on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).

About Hilton Hotels & Resorts

For over a century, [Hilton Hotels & Resorts](#) has set the benchmark for hospitality around the world, providing new product innovations and services to meet guests' evolving needs. With more than 600 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. Experience a positive stay at Hilton Hotels & Resorts by booking at hiltonhotels.com or through the industry-leading [Hilton Honors app](#). [Hilton Honors](#) members who book directly through preferred Hilton channels have access to instant benefits. Learn more about Hilton Hotels & Resorts at stories.hilton.com/hhr, and follow the brand on [Facebook](#), [Twitter](#) and [Instagram](#).

About Boulevard

Boulevard Tourism Development is a company owned by a partnership between L.C.G. (Life Chemicals Group) & I.S.O (Integrated Systems Organization).

Boulevard is currently entering the Tourism Market with high effect, starting off with the Hilton Marsa Wazar Red Sea Resort & Spa, they will expand with a second Hotel in Marsa Allam as well as an 800 thousand m² compound in Marsa Allam.

Boulevard tourism will be an industry titan and a great figure within the tourism investment in Marsa Allam.