

ADD PROPERTIES

# Lifestyle

MAGAZINE



HYATT CENTRIC  
CAIRO WEST  
**FIRST-EVER  
LIFESTYLE  
ART HOTEL**

STEIGENBERGER PURE LIFESTYLE  
**BEST OF THE  
BEST**

CAIRO WEST  
**A WORLD CLASS  
DESTINATION**





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CO**  
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cuisine

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**Authenticity**

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# Editor's Note

This year's issue celebrates the magic of travel and the unforgettable memories we create along the way. With Egypt as our canvas and Cairo in the spotlight, history meets modernity, and art merges with lifestyle. Egypt welcomes over 15 million tourists annually, and that number continues to grow as travelers seek extraordinary, authentic experiences.

Having been part of ADD Properties' journey for over six years, I've witnessed how this company transforms dreams into reality. It's not just about luxurious 5-star stays in Hurgada or Cairo's vibrant energy—it's about the care, passion, and attention to detail that leave a lasting impression.

This year, I felt immense pride as we unveiled Hyatt Centric Cairo West, Egypt's first art-inspired lifestyle hotel. Building on that success, we are thrilled to introduce Hyatt Centric Cairo West Residences.

The first and only Hyatt Centric branded residence in the Middle East—marking a bold new chapter in luxury living at Cairo West Destination. This launch represents more than a milestone; it's a testament to our belief in creating spaces where creativity, comfort, and community converge.

Our excitement also extends to the Red Sea, where we've reimagined our three leading resorts, enhancing every element to reflect our commitment to excellence. Hospitality, to us, is about crafting unforgettable moments that linger long after the journey ends.

At the heart of all this is our philosophy. The name ADD was not just chosen—it was earned. We didn't choose a name. We chose a philosophy. We are here to ADD: to add value, add experience, and add meaning. It reflects our core belief that every project, every detail, and every guest interaction should contribute something meaningful. We strive not just to build properties, but to enrich lives through thoughtful design, inspired hospitality, and a relentless pursuit of excellence.

Through these pages, I hope you feel the soul of ADD Properties—not just in our stunning hotels and residences, but in the hope, effort, and passion behind every achievement. These are the stories we're proud to share: stories of resilience, love, and the belief that anything is possible when you give it your all.



*Mayada.*

**Mayada Abdelmoteleb**  
Head of Marketing  
ADD Properties | Hospitality Division



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**Lifestyle**  
MAGAZINE

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# CRAFTING EXPERIENCES, CREATING VALUE

## THE STORY OF ADD PROPERTIES

Established in 2007, ADD Properties is a dynamic arm of the renowned Sami Saad Holding—one of Egypt's most respected and longstanding business groups. With a foundation built on trust and a forward-looking mindset, ADD Properties has rapidly evolved into a key player in the real estate and lifestyle sectors.

Headquartered in Cairo with operations in Egypt and the UK, the company leads a diverse portfolio that spans real estate development, hospitality, property management, residential communities, F&B concepts, and cultural ventures. Constantly capitalizing on market opportunities and expanding its product portfolio across multiple lines of business, ADD Properties continues to shape the future of integrated living.

Guided by a bold vision and a global perspective rooted in Egyptian heritage, ADD Properties is committed to delivering sustainable value, elevating everyday experiences, and transforming destinations into thriving lifestyle ecosystems.

HOSPITALITY

STEIGENBERGER  
ALDAU RESORT  
HURGHADA - RED SEA

 **HYATT  
REGENCY**  
CAIRO WEST

 **Holiday Inn**  
AN IHG HOTEL

**HYATT  
CENTRIC**  
CAIRO WEST

REAL ESTATE & RETAIL

 **CAIRO  
WEST**

 **PYRAMIDS  
HEIGHTS**  
CAIRO WEST

**ALDAU**  
HEIGHTS

**ALDAU**  
VILLAGE MALL

 **ALDAU  
STRAND**





# CAIRO WEST... YOU'VE ARRIVED!

At the capital's new cosmopolitan heartbeat lies a destination that redefines what it means to live, work, and unwind in style. Spanning 200 acres of contemporary luxury, this refined mixed-use development is perfectly positioned along the Cairo-Alex Desert Road. It offers breathtaking views of Cairo with the Great Pyramids of Giza on the horizon and brings the "15-minute neighborhood" philosophy vividly to life. It's a thoughtfully designed space where the residential allure blends calm with curated experiences.

Expertly master-planned by ADD Properties in collaboration with Simeon Halstead, Cairo West is home to over 550 guestrooms and suites across two ultra-modern lifestyle hotels: Hyatt Regency Cairo West and Hyatt Centric Cairo West—both delivering world-class hospitality wrapped in modern flair.

Residential communities like Pyramids Heights embody the neighborhood's authentic charm, while the upcoming Hyatt Centric Cairo West Residences—the first of its kind in the Middle East—adds a distinctive edge. New branded residences are also on the horizon, set to raise the bar for modern living, all seamlessly supported by the elevated service of global hotel brands.

With lush landscaping, tailored lifestyle services, and a variety of shopping and retail offerings, Cairo West is set to become a signature destination that redefines modern living. Whether you're seeking a serene sanctuary or a space to connect and create, the district's mix of striking architecture, greenery, and vibrant public spaces provide the perfect backdrop.

From wellness sanctuaries and temple-like spas to alfresco brunches with skyline views and a buzzing nightlife scene, every experience is designed to inspire. Fine dining restaurants such as Barranco, Takumi, and other culinary hotspots keep the neighborhood's vibrant energy alive.

An open-air venue brings the community together through mega events and cultural festivals, while cutting-edge business facilities and high-spec meeting rooms make Cairo West a hub for professionals and entrepreneurs alike.

This haven for tastemakers, creatives, and global citizens is a place where stories unfold, circles expand, and every moment is infused with purpose, elegance, and edge.





HYATT CENTRIC CAIRO WEST

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*Not Just Another New City Hotel*  
**IT'S THE FIRST  
ART-LIFESTYLE  
HOTEL IN  
EGYPT**







**L**ike checking in at a gallery, Hyatt Centric Cairo West is Egypt's first artistic and lifestyle hotel, blending Cairo's rich history with its vibrant, evolving culture.

It exhibits the journey of this ancient civilization through architectural designs where unique wall art and artifacts decorate 304 modern guest rooms and suites, each telling a cultural story through masterpieces crafted by Egyptian artists.

Located in Cairo West, the hotel overlooks the mesmerizing cities of Giza and Cairo, offering easy access to the Giza Pyramids and the Grand Egyptian Museum. It's approximately 30 minutes from Sphinx International Airport and 50 minutes from Cairo International Airport, making it a perfect hub for travelers.

Hyatt Centric Cairo West is designed for socially connected guests and savvy explorers. Those eager to tap into what's fresh, vibrant, and inspiring. It's a haven for travelers seeking an immersive experience among local art and contemporary sculpture, all while enjoying stunning views of the cityscape and the majestic Pyramids of Giza.

The artistic city hotel features five vibrant indoor and outdoor restaurants and bars, including the main restaurant Muse, a convenient "Grab-and-Go" market, a 24-hour Lounge Bar, a sophisticated Whiskey Lounge, and the inviting Pool Bar, Rizz.

What makes this hotel truly unique? Hyatt Centric Cairo West takes the "art of hospitality" to a literal level, with innovative features designed to inspire, entertain, and connect. Cairo's first built-in swimming pool billiard table: Dive into fun at the city's only billiard table set inside a spacious, heated party pool—blending play and leisure like never before. Creative spaces at your fingertips: Express yourself in the hotel's fully equipped Podcast Room and Guitar Studio, made for aspiring podcasters, musicians, and creators.

Art in every corner: As the first hotel in Egypt to collaborate with 11 local artists, every space feels like a curated gallery, constantly inspiring exploration and discovery. The Baboon's Whimsical Welcome: A colorful baboon sculpture greets guests in every room, adding a playful and memorable artistic touch to each stay.

Aqua Fitness Innovation: The Aqua Gym redefines workouts with state-of-the-art underwater fitness equipment, including multifunctional aquatic bikes, a runsphere, an aqua pole, and a cutting-edge aquatic treadmill. Tech-driven exercise facilities: Fitness enthusiasts will find everything they need at the 24-hour gym, outfitted with the latest machines and a wide range of weights to keep goals within reach.

The Centric Collection is our curated gift shop, where every piece carries the essence of our story. More than souvenirs, these are keepsakes of experience—bold, authentic, and deeply rooted in the creative spirit that defines us. That same spirit lives on in The Centric Space, where bold designs meets effortless flow. More than just meeting rooms, it's a canvas for connection—a place where every detail is thoughtfully crafted to energize minds, spark new ideas, and transform gatherings into meaningful moments.

Prepare for an experience where art and creativity meet in perfect harmony, offering guests not just a stay, but a continual source of inspiration.



# A SUITE STAY TO REMEMBER

## Introducing Cairo's Most Exclusive Suite Stay Experience

For the first time in Cairo, a collection of suites designed not just for comfort, but for character. From the city's first loft-style suites to spaces tailored for the art lover, the wellness seeker, and the modern traveler. At Hyatt Centric Cairo West and Hyatt Regency Cairo West, every suite category has been thoughtfully curated to offer more than a stay; it offers a story. Every detail has been considered, every experience elevated, ensuring that each guest finds a space that speaks to them and an experience that feels made for them.

Discover a new chapter of hospitality, where the suite you choose isn't just a room, It's a reflection of you.



### Hyatt Centric Cairo West

Vibrant, unexpected, and created for those who seek more than just a place to stay. Hyatt Centric Cairo West stands out as Cairo's first art-lifestyle hotel, and the first to bring the 'Loft Suite' concept to the city. These bold, art-inspired spaces are designed for the modern explorer with a fresh take on urban luxury. A signature offering of the hotel, the Loft Suites set a new benchmark for lifestyle-focused stays in Egypt.

### PREMIUM LOFT SUITE

(68–80 sqm | Terrace | Private Jacuzzi | Pyramids or Pool View)

Step into Cairo's most original stay. As part of the city's first-ever loft suite category, exclusive to Hyatt Centric Cairo West, this duplex suite blends boldness with unfiltered contemporary designs, featuring double-height ceilings and gallery-style interiors, creating a spacious and artful retreat. A private terrace invites open-air relaxation, complete with your own in-suite jacuzzi.

### PREMIUM SUITE

(55 sqm | Private Jacuzzi | Pyramids or Pool View)

Blending artistic flair with contemporary comfort, the Premium Suite offers 55 square meters of a thoughtfully designed space that reflects Cairo's creative energy. Enjoy stunning views of the iconic Pyramids or the serene pool, all from the comfort of your own private jacuzzi, crafted for moments of indulgence and relaxation. Every detail is carefully considered to immerse you in a stay where art, culture, and luxury meet.

### DELUXE SUITE

(42 sqm | Separate Living Room | Pyramids, Pool, or City View)

Designed for selective guests who value intentional spaces, the Deluxe Suite envelops you in modern Egyptian elegance. A separate living room creates the perfect space for work or lounging, while panoramic views of the pyramids or city skyline elevate the experience.

### ONE-BEDROOM SUITE

(33 sqm | Pyramids or City View | Modern Design Accents)

Tailored for the urban traveler, the One-Bedroom Suite offers a refined layout accented with a bold modern design and curated local artwork. Whether overlooking the pyramids or the vibrant cityscape, the suite is a stylish retreat.

### Hyatt Regency Cairo West

Elegant, timeless, and fully tailored to the discerning guest. Hyatt Regency's suite collection offers some of the most spacious and timeless accommodations in Cairo, thoughtfully designed to feel like private residences. With exclusive amenities and pyramid views from nearly every window, every stay here is designed to be restorative and quite extraordinary.

### ROYAL SUITE

(200 sqm | 2 Bedrooms | 2 Jacuzzis | Sauna | Massage Room | Terrace)

The Royal Suite is the very definition of elevated living. Generously appointed with private wellness features and expansive living areas, it is Cairo's most discreet luxury residence. Inside, two in-room Jacuzzis, a private sauna, and a dedicated massage room offer wellness without compromise. The suite also includes two bedrooms, two dressing rooms, a full kitchen, dining area, and a vast living room.

### PRESIDENTIAL SUITE

(145 sqm | Private Terrace | Billiard Table | Sauna | Kitchenette)

Modern elegance meets personal flair in the Presidential Suite—ideal for extended stays, intimate entertaining, or stylish escapes. A private terrace with pyramid views sets the scene, while a billiard table, in-room couple jacuzzi, and sauna make this suite a true sanctuary. A full living and dining space with a kitchenette completes the experience.

### DIPLOMAT SUITE

(112 sqm | Living & Dining Room | Jacuzzi in selected units)

The Diplomat Suite combines flexibility, functionality, and comfort, whether for business or a longer escape. Enjoy pyramid or pool views from a spacious living and dining area with a working zone and kitchenette. Select the diplomat suite, which includes in-room Jacuzzis and massage areas, while the other features a chic bar with skyline views.

### Your Stay, Your Style

With suites that are the first of their kind in Cairo, but the moment you decide how you want to feel. Whether you're here to recharge, celebrate, or simply escape, it's not just a suite. It's the most elegant stay in Cairo West.





# CHECK INTO A LIVING CANVAS IN CAIRO

From bold murals to playful sculptures, Egypt's art scene takes center stage. As Giza's first artistic and lifestyle hotel, Hyatt Centric Cairo West reimagines Egypt's timeless spirit through a contemporary lens. Blending pharaonic heritage with the pulse of Cairo's pop culture, the hotel's vision comes alive through collaborations with some of Egypt's most dynamic contemporary artists. Every detail (from the architecture to the installations) tells a story of tradition evolving into modernity.

From the moment guests arrive, the experience feels like entering a living art exhibition. Bold colors and intricate cultural forms greet visitors at the gates, unfolding into a journey through Egypt's layered history and vibrant present. Every space is curated to spark curiosity and invite exploration, offering a sensory adventure where creativity animates every corner.

Throughout the hotel, monumental murals, intricate mosaics, and thought-provoking sculptures celebrate Egypt's landscapes, traditions, and identity. Artists combine traditional craftsmanship with modern innovation and layered paintings that honor Egypt's cultural pillars, and playful reinterpretations of ancient icons like the baboon that was created by 1 artist and colored by a hundred. Each encounter draws guests deeper into a rich, immersive dialogue between past and present, making every stay as inspiring as it is unforgettable.

The guest rooms in the hotel feature a curated gallery wall that presents a selection of digital artworks as well as traditional crafts pieces. The artworks in each room are carefully selected to create a cohesive visual narrative giving glimpses of the rich popular culture of Egypt, from the ancient civilization to the modern era. The artwork includes depictions of famous iconic figures, architectural landmarks, Arabic text, pop culture, and historical events.

Gallery Wall  
Digital prints by Cairopolitan, Odd Behaviour, Daad Geem.  
Traditional crafts include khayameya crafts & handpainted tiles.



**SEA IS LIFE**  
*Ehab El Toukhy*

**TOGETHER**  
*Sayed Waked*

**SEA OF THE GARDEN**  
*Aliaa Elgready*

**THE GARDEN OF DIVINE OFFERINGS**  
*Marwan Sabra*

**THE SEVEN PILLARS OF EGYPTIAN IDENTITY**  
*Ibrahim Khattab*

**LAND OF CIVILIZATION**  
*Mohamed Banawy*

**FROM THE BOTTOM TO THE TOP AND VICE VERSA**  
*Bassem Yousri*

**WAVES**  
*Omer Toussoun*

**THE BABOON**  
*Mariam Elksabany*

**ODE TO PEASANTS TILLING THE LAND**  
*Yasmeen ElMeleegy*

**RUNNING MAN**  
*Almed Askalany*



# THROUGH *Malak's* EYES



**MALAK SHENOUDA**  
Chief Curator of ADD Art

## HOW ART REDEFINES HOSPITALITY AT ADD PROPERTIES

### Art as a Lifestyle: How does art transform the guest experience at ADD Properties?

"When a guest's visit is informed by culture at every corner of the hotel, it takes their experience to new depths. They don't just stay, they embark on an insightful journey through Egypt's rich heritage, something no ordinary property can offer."

### The ADD Art Vibe: Describe ADD Art's aesthetic in three words.

1. Local contemporary art. It's about spotlighting Egyptian talents. 2. Unique opportunities, we create platforms that artists wouldn't find elsewhere. 3- Collaboration. Whether fostering young creatives or working with established names, it's all about dialogue."

### Hyatt Centric's Cool Factor: What's one unexpected art moment guests love at Hyatt Centric Cairo West?

"It's impossible to pick just one! The richness lies in how all the artworks coexist in harmony. They're curated to tell one narrative, yet each piece (whether textile, sculpture, or digital art) invites guests to peek around the next corner, always surprised. It's a layered, dynamic snapshot of Egypt's art scene."

### The Baboon Symposium: What surprised you most about the Day Painting event?

"We started with 300 artists and identical white baboon sculptures. By the end, Each had its own unique personality. Thanks to the artists interventions. Even with the same starting point, the results were gloriously unpredictable."

### Malak's Creative Vision: What's your dream project?

"I want every ADD property (local or global) to be synonymous with art. Imagine one famed for massive commissions, another for rotating

exhibits, a third for residencies. Most of all, I'd love to use our international projects to showcase Egyptian talent worldwide."

### Art for Everyone: How do you make art feel approachable in hotels?

"Galleries target a very limited group of people. Our strength is bringing art into lobbies, hallways, pools... Spaces where people naturally gather. Artists get to dream big, and guests discover art without even intending."

### The Local Art Scene: How do you discover emerging artists?

"Egypt's art scene is one of Africa's oldest and most vibrant. We stay plugged in through our team's networks and regular visits to Cairo's galleries, festivals and institutions."

### Behind the Scenes: What's unconventional about curating for hotels?

"We started developing Hyatt Centric's art two years before construction! Our work does not just overlap with artists, we collaborate with architects, engineers, even legal teams. Every piece must balance creativity with practicality: safety, maintenance, budget, and how guests will experience it."

### The Future of Art in Egypt: How is ADD Art shaping what's next?

"The private sector is finally investing in art, and ADD Properties led the change. By founding ADD Art, they've shown how businesses can contribute to the ecosystem. Not just through sponsorships, but effective partnerships."

### A Personal Touch: If you could steal any artwork for your home?

"Monet's Water Lilies, without question. It's timeless."

# THE BABOON *Symposium*

## A BOLD CELEBRATION OF EGYPTIAN CREATIVITY

In a breathtaking convergence of heritage and contemporary expression, The Baboon Symposium has redefined the intersection between ancient symbolism and modern art. Curated with vision and vitality by ADD Art in collaboration with Hyatt Centric Cairo West, this one-of-a-kind event brought together 300 of Egypt's most innovative artists, each tasked with reinterpreting a timeless cultural icon—the baboon—through their unique artistic lens.

At the heart of the symposium were 300 baboon sculptures, which served as blank canvases for this creative reawakening. The choice of the baboon was far from arbitrary. In ancient Egypt, baboons held deep symbolic meaning: they were considered sacred, associated with hospitality, awakening, and divine wisdom. Frequently depicted in temple murals with arms raised skyward, they were believed to be advisors of Ra, the sun god, celebrating the break of dawn and welcoming each new day.

It is precisely this symbolism that inspired Hyatt Centric Cairo West—the city's first art hotel—to embrace the baboon as its signature motif. As a permanent feature in all 304 guest rooms, each baboon sculpture offers a personalized welcome, inviting guests to begin their day with the same warmth and renewal once celebrated in ancient

rituals. The experience is as playful as it is meaningful, with guests left wondering which vibrant, artist-designed baboon will greet them in their room.

This symbolic bridge between past and present was crafted through the hands of Egypt's rising and established creatives. The original baboon sculpture design was created by Mariam Elksabany (@ksabanysculptures), a renowned Egyptian sculptor known for her imaginative work inspired by insects and creatures. A graduate and current teaching assistant at the Faculty of Fine Arts Sculpture Department, Elksabany brought both technical mastery and whimsical insight to the figure that now serves as a canvas for 300 artists.

The results were extraordinary as each baboon was transformed into a standalone piece of art, and the Baboon Symposium didn't just celebrate the



**MARIAM ELKSABANY**  
Baboon Sculptor

past... It elevated it. By reimagining a timeless figure through the prism of contemporary Egyptian art, the symposium has sparked a vibrant cultural dialogue, one that continues to unfold each morning in the rooms of Cairo's most art-forward hotel.





# Discovering the latest in MODERN HOSPITALITY

## At Hyatt Regency Cairo West

**P**erched on the horizon of Cairo, Hyatt Regency Cairo West is where ancient Egyptian culture meets sleek, contemporary elegance. This 5-star haven offers an ultra-modern experience with 250 meticulously designed guestrooms and suites, each featuring a 65-inch LCD TV, a smart mirror, and indulgent amenities that set a new standard for modern comfort. Guests are treated to spectacular views of the Giza Pyramids, making every stay feel like a moment of pure wonder.

The hotel's design draws inspiration from Egypt's Solar Boat of King Khufu, evident in the braided rope details at the reception, the wooden ceiling installations, and vibrant tapestries that reflect Egypt's timeless heritage. Upon entering the grand lobby, guests are welcomed by an atmosphere that perfectly encapsulates Cairo's essence where history and energy converge in an unforgettable blend.

As you explore, the cultural immersion continues. The hotel's corridors are adorned with stunning photographs of the Pyramids and the Sphinx, evoking a deep connection to Egypt's storied past. Outside, lush tropical greenery and serene water features complement the building's striking golden, ultra-modern design. For ultimate relaxation, take a dip in the heated pool, unwind at the tranquil relaxation pool where a cascading waterfall and tropical landscape provide a soothing escape from the bustling city, and treat your body to one of Egypt's top massages at Pure Spa.

For fitness enthusiasts, the fully equipped StayFit Gym is open 24/7, with a personal trainer available to assist. Families will also appreciate the convenience of Camp Hyatt, the hotel's dedicated kids' club, open daily from 7 a.m. until sunset. It is an ideal space where children stay entertained and safe while parents relax or explore.

Hyatt Regency Cairo West is also renowned for its 7 exceptional indoor meeting rooms including Cwest Ballroom that can accommodate up to 400 guests and surround them with 360-degree LCD screens, and the outdoor venue Arena that overlooks Cairo's top view with the Pyramids on the horizon. Equipped with the latest technology, offering premium food and beverage service, and supported by a hand-picked, attentive team that exemplifies true hospitality.

Whether you're discovering the ancient wonders of Cairo or indulging in the hotel's modern comforts, this luxurious oasis offers an unforgettable experience that seamlessly blends tradition with contemporary elegance.

Taking pride in its diverse culinary offerings, Hyatt Regency Cairo West features six exquisite dining outlets that cater to every picky palate and every occasion.

Starting at the hotel gate, grab your speedy snack at The Market, where you'll find delightful bakery choices, aromatic coffees served by Starbucks and teas, and refreshing juices, all designed to give

you the freedom to have them on-the-go.

Discover flavors from across the seas, among 11 theatrically displayed live-cooking stations and a vibrant setting at the first food hall of its kind in Egypt, the hotel's main restaurant Park Food Hall.

For an elegant evening cocktail, the 24/7 Lounge Bar is operated by skilled baristas who will create the best beverage that suits your mood along with a variety of sophisticated snacks, all against a backdrop of panoramic floor-to-ceiling glass walls that invite natural sunlight with a view of tropical greenery.

When the sun starts to set, The Plaza is an inviting locally-inspired sunken lounge area for a stimulating Egyptian experience once you step into this relaxing shisha lounge.

The Pool Bar is a casual, dynamic place to have a variety of juices, cocktails, light snacks, while having fun and relaxing as you bathe in the magical Egyptian sun and the refreshing cool water.

The sixth fine-dining restaurant at Hyatt Regency Cairo West is Barranco, a glamorous Japanese-Peruvian addition to Cairo's dining scene that serves timeless and contemporary regional dishes to upbeat lounge music. At night, this restaurant transforms into one of Cairo's highly anticipated night hubs that amuses guests with thrilling live entertainment and enticing aura.







SCAN FOR VR TOUR



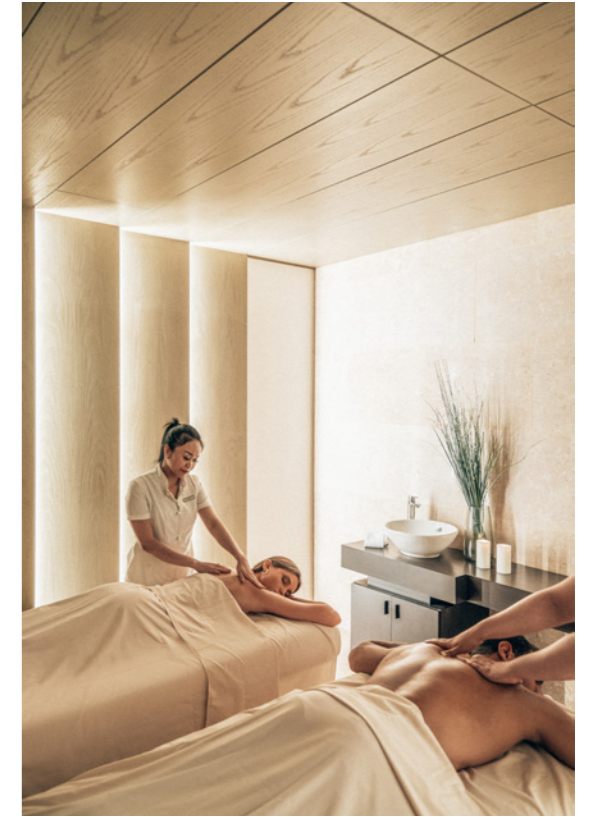




WORLD  
LUXURY  
SPA  
AWARDS  
**WINNER**  
2022



**PURE SPA**



## Pure Spa at Hyatt Regency Cairo West

Pure Spa at Hyatt Regency Cairo West is a modern temple of serenity and wellbeing, designed to offer guests a comprehensive range of spa treatments and massages that leave every inch of the body relaxed and rejuvenated. The spa features 7 different treatment rooms, each tailored for a specific experience, along with luxurious facilities like a Sauna, Jacuzzi, Steam Room, Thai Massage, and a traditional Turkish Hammam. Guests can unwind and indulge in the ultimate relaxation experience with personalized therapies designed to soothe the body, mind, and soul.

What makes this experience even more convenient for guests at Hyatt Centric Cairo West is the spa's location directly across from the hotel, granting easy access to Centric guests. Whether you're looking for a rejuvenating massage, a calming sauna session, or a complete Pure Spa Day, you'll feel like royalty with the luxurious treatments that embody the grandeur of ancient Egypt.



# BEYOND DINING, BETWEEN ICONS

## CAIRO WEST'S DEFINITIVE DESTINATION FOR CULINARY ART AND LIFESTYLE

ADD properties is venturing into the F&B scene with a hospitality-driven restaurant complex, embraced by the posh modernism of Hyatt Regency Cairo West and the bold artistic flair of Hyatt Centric Cairo West. This vibrant new F&B complex is a carefully curated destination where hospitality excellence and culinary artistry harmoniously intertwine, offering more than just world-class F&B. It introduces top-notch brands and elevated experiences to the city's most dynamic new lifestyle hub.

**A**t Cairo West, culinary journeys come to life across eight innovative dining concepts, each offering authentic international and local cuisines. From refined French and bold Italian to rich Lebanese and delicate Japanese flavors, the venues are set amidst elegant architecture and exquisite interiors that will leave you eager to return for another unforgettable experience. The journey begins with Barranco, a Nikkei-inspired signature restaurant where Japanese precision meets the bold soul of Peruvian cuisine.

Named after the bohemian district of Lima, Barranco is a celebration of flavor, color, and craftsmanship. The vibrant design and artistic details set the stage for an experience that is both visually striking and soulfully flavorful. Helmed by a Peruvian head chef, Barranco honors authentic culinary traditions while adding a contemporary flair. Signature highlights include bright, zesty ceviche, delicate Chilean sea bass escabeche, melt-in-your-mouth tiraditos, and a vibrant sushi selection. The lively atmosphere is amplified by stunning outdoor waterislands, dynamic beats from guest DJs, and a buzzing outdoor bar, making Barranco a true sensory escape.



Just steps away, Takumi Teppanyaki Bar redefines Japanese dining with an experience rooted in the philosophy of Wabi-Sabi, embracing beauty in simplicity and authenticity.

Named after the Japanese word for "artisan," Takumi invites guests to an extraordinary multisensory teppanyaki journey, where masterful chefs deliver



precision, elegance, and creativity before your eyes. Each moment, from the sizzle of fresh ingredients to the artistry of plating, is designed to be savored.

Founded in 2012 and renowned for its celebrated locations in Katameya Heights and El Gouna, The Smokery now graces Cairo West with a stunning rooftop venue offering panoramic views of the Giza Pyramids.

Built on the Henein family's legacy of pioneering smoked salmon craftsmanship in the region since 1986, The Smokery blends tradition with contemporary flair. At Cairo West, guests can indulge in a menu crafted by Executive Chef Erwan Laurenceau, whose French-inspired dishes celebrate local ingredients with creative sophistication. Complemented by a vibrant beverage selection from celebrated mixologist Hrag Hagopian, evenings at The Smokery promise a harmonious fusion of sunset views, flavorful dishes, lively cocktails, and a

warm community atmosphere.

Adding to the vibrancy of the destination, the UK's award-winning San Carlo Restaurant Group makes its much-anticipated debut in Cairo West. Already adored for their acclaimed Signor Sassi locations in Marassi Marina and El Gouna's Fanadir Marina, San Carlo brings its hallmark blend of authentic Italian cuisine, timeless charm, and inviting ambiance.

At their new prime location, San Carlo offers guests a taste of Italy with handmade pastas, wood-fired pizzas, classic risottos, fresh seafood, and decadent desserts where each dish is crafted with the group's signature passion for flavor and quality.

Whether it's a casual dinner among friends or a festive celebration with family, the restaurant's elegant yet lively atmosphere promises to be a favorite for locals and visitors alike, further enriching the evolving lifestyle and dining scene.





# LARS GEWEYER

CHIEF EXECUTIVE OFFICER  
ADD PROPERTIES | HOSPITALITY DIVISION

# Interview

with the **CEO**

Mr. Geweyer's passion for the industry is evident as he shares, "I come from a long line of hoteliers, with my great-grandfather, grandfather, father, and myself, all deeply involved in the industry." With hospitality running in his veins, Mr. Geweyer's career took him through twelve countries across four continents before he found his calling in Egypt, where he has resided for the past twenty years.

**A** DD Properties — member of Sami Saad Holding — is a prominent name in hospitality and real estate, spearheading innovative projects such as the branded residences, setting high standards in the industry. At the helm of ADD Properties' Hospitality Division is Lars Geweyer, a distinguished German CEO overseeing all hotels and forthcoming ventures in Egypt. In an exclusive interview with Lars, he shares valuable insights into ADD Properties achievements and sheds light on the future trajectory of the hospitality sector in Egypt.

The company distinguishes itself by fully developing the real estate it operates on. When asked what drew him to ADD, Mr. Geweyer stated, "Our model, for sure, it's attractive in that it combines ownership, development, and management under one roof with international hotel brands. We don't just build hotels; we craft entire destinations." Further elaborating on essential elements integral to ADD's core existence, he mentions, "We strongly believe in the future of

mixed-use developments, ultra-all-inclusive luxury, and a philosophy of minimal hierarchy. We maintain an open door policy and prioritize clear communication. We differentiate ourselves by paying attention to very minor details, conducting thorough market surveys, and embracing 360-degree development and management."

The development firm specializes in upscale offerings, focusing on niche hotels and excelling in unique quality service. Operating at such a high level of quality makes them open to challenges that other companies of lesser standards may not encounter. During the COVID-19 pandemic, which posed significant risks to businesses across industries, ADD also had to navigate these challenges.

Mr. Geweyer remembers, "Like many others who had to close their hotels, we shuttered our properties in Hurgada for three months. Rather than adopting a wait-and-see approach, we proactively utilized all our resources to open Hyatt

Regency Cairo West." Further explaining their fundamentals, he says, "Our ethos revolves around persistent working, thinking, and planning to stay ahead of the game." When asked what factors they consider when entering a new market, Mr. Geweyer explained, "Our analysis starts with the top market demand, delving deep into current and projected needs in hospitality services. Following closely is the economy, considering the area's stability, growth prospects, and infrastructure. We then assess the regulatory environment, including ease of business, local laws, and the political climate.

Understanding the competitive landscape is paramount, identifying demand, gaps, and opportunities for improvement to be a truly differentiator in the industry. Our long-term vision guides our strategic decisions, emphasizing clear communication within our management team. We firmly believe that transparent communication empowers employees to excel and exceed expectations."



//  
 Be humble, be hungry,  
 take your chances  
 & always be the  
 hardest worker  
 in the room.  
 ”



ADD is in a strong position emerging from the pandemic, showcasing many projects across Egypt. Presently, the development firm operates five hotels in Egypt & the United Kingdom, with two more in the pipeline.

They are also acquiring a new hotel in Hurghada, close to Steigenberger ALDAU Resort, that features three existing category-leader hotels, luxury, family and adults only hotels among the stunning coasts of Hurghada with over 1300 rooms.

Yet one of their most impressive projects in development is internally referred to as the "GEM". Situated in Giza, this grand project will feature 700+ rooms with stunning views overlooking the UNESCO heritage site of the pyramids and the Great Egyptian Museum. It will include the most oversized suites in town, introducing a new type of suite, the "Gentlemen Suite," complete with a whiskey bar, and pools with panoramic views of the pyramids. Notably, it will also feature the first infinity pool overlooking the pyramids and the museum, offering unparalleled experience in the world.

When asked why they are focusing construction on the west side of Cairo, Mr. Geweyer explained, "The location of the pyramids is significant as they are situated on our land, which we have meticulously redeveloped as part of mixed-use complex that will include a cluster of hotels, starting with the opening of Egypt's first art-lifestyle hotel, Hyatt Centric Cairo West in Q4 2024, branded residences, food and beverage hub, and retail spaces. The Egyptian government is prioritizing Giza as the new touristic capital. We acknowledge and appreciate the government's efforts and are keen on being an integral part of this vision. Cairo will soon host one of the world's most immense museums, a unique asset we aim to leverage to its fullest potential.

The CEO's role is an enormous responsibility amid all the ongoing activities. Effective leadership is crucial to bringing everything together cohesively. When asked how he remains motivated, Mr. Geweyer said, "The key is maintaining a positive outlook, viewing situations with optimism, and looking at the glass as half full. Stay open-minded, adapt to market trends, and remain alert for changes as life evolves. Embrace change, stay hungry, and work diligently to achieve your goals." He further adds the value of partnerships in maintaining progress, "we've had a significant partnership with EBRD, NBE National Bank of Egypt, Hyatt Hotels, InterContinental Hotels and H World International. Having long-term visions and fostering partnerships are crucial. It enhances our perspective and plays a key role in our multi-brand strategy, paving the way for our major projects."

As sustainability takes center stage globally, corporations in Egypt strongly emphasize environmental responsibility. ADD is at the forefront of this movement, as Mr. Geweyer elaborates on its commitment to eco-friendly practices. "It's crucial to embrace new sustainable practices, including water reuse and energy-efficient methods." He further states, "We must all harness the power of technology while also being mindful to give back to the environment we so consume."

In the past decade, Egypt has witnessed remarkable progress, particularly in the tourism sector, as significant investments have been made to unlock its immense potential as a premier destination for travelers worldwide. When asked what he, as a CEO, sees in Egypt, Mr. Geweyer informed us, "Egypt's significant advantage lies in offering unparalleled world heritage experiences that are unmatched globally. With a climate boasting

365 days of sunshine, we provide one of the best year round weather conditions. No other destination can match Egypt's unique combination of climate and heritage. Despite our challenges, the future holds great promise for our nation." Egypt is also adopting international tech trends such as AR, VR, and AI, recognizing their immediate relevance. Witnessing massive projects like creating new capital and acquiring Ras El Hekma for a complete destination design, along with developing a speed train, Egypt anticipates significant business enhancements for both the public and private sectors... Our industry's ambitious goal is to double tourist numbers from 14 to 30 million within the next five years. While it presents challenges, we believe it's within our reach."

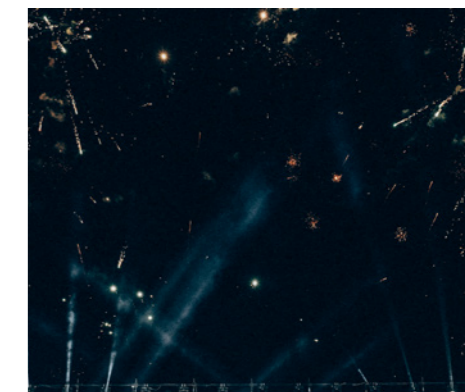




# UNPARALLELED MEETINGS & EVENTS: ADD Properties Sets the Standard in Cairo & Hurghada

ADD Properties continues to lead the market with its unparalleled meeting facilities in Cairo at Hyatt Regency Cairo West, and in Hurghada, at Steigenberger ALDAU Beach Hotel. Renowned for delivering the highest quality standards, cutting-edge technology, and exceptional 5-star hospitality services, ADD Properties remains at the forefront of innovation, crafting exceptional meetings and creating dream-like events.

At the heart of Cairo's business scene lies Hyatt Regency Cairo West, a revolutionary concept for meetings, conferences, and events. With one of the region's most advanced and versatile conference facilities, this ultra-modern venue combines elegance and innovation, managed by a dedicated team that ensures every event is flawlessly executed. Strategically located at Cairo West Business Park, making it close to



key landmarks like the Giza Pyramids, the Grand Egyptian Museum, and the new Sphinx International Airport. It is a central hub for both local and international guests.

Hyatt Regency Cairo West offers 7 state-of-the-art meeting spaces. The largest indoor space is the Cwest Ballroom, a 428 sqm masterpiece, featuring 360° LED screens and panoramic glass walls that provide a breathtaking backdrop for weddings, receptions, grand celebrations, meetings, and exhibitions.

The Sky Meeting Room, which spans 151 sqm, and accommodates up to 90 guests, is ideal for impactful meetings and gatherings with a view of the Pyramids. For outdoor events, The Arena boasts 2,000 square meters of fully customizable open space and can host up to 1,100 guests. Set against Cairo's dramatic skyline, it's the ideal venue for large weddings, events, and social occasions.

Additionally, the Grand Meeting Residence offers a sophisticated yet cozy breakout space, perfect for informal yet productive discussions in an elegant setting.

Hyatt Regency Cairo West is also a culinary haven that offers vibrant live cooking stations to buffet spreads, featuring International and local flavors. The food and beverage offerings are meticulously crafted to elevate any event.

Located in Hurghada, the ALDAU International Conference Center is the Red Sea's premier destination for events of all sizes. The largest venue, ALDAU Grand Ballroom, is a versatile space that accommodates up to 1,200 guests in a theater-style layout or 600 for a formal banquet. Featuring immersive 360° LED technology, the ballroom delivers a spectacular visual experience, making it an ideal choice for conferences, gala dinners, and grand celebrations.

Steigenberger ALDAU Beach Hotel also offers 17 naturally lit meeting rooms in a variety of sizes and configurations. Each room is equipped with cutting-edge audiovisual technology, ensuring seamless, impactful, and successful events.

Both Hyatt Regency Cairo West and Steigenberger ALDAU Beach Hotel

exemplify ADD Properties' commitment to blending luxury, technology, modernity, and impeccable service. Together, they redefine the art of hosting, offering unforgettable experiences for meetings, events, and celebrations.



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CAIRO WEST  
RESIDENCES





# A GEM BESIDE THE GEM



## THE GRAND EGYPTIAN MUSEUM

# OPENS JULY 3 STAY AT THE HEART OF HISTORY!



After decades of anticipation, the wait is finally over. On July 3, 2025, the Grand Egyptian Museum (GEM) — the largest archaeological museum in the world dedicated to a single civilization — officially opens its doors. Positioned on the edge of the Giza Plateau, just 2 kilometers from the Great Pyramids, this monumental achievement stands as a modern gateway to Egypt's timeless past.

Spanning over 500,000 square meters, the museum is home to more than 100,000 artifacts, offering one of the most comprehensive collections of ancient Egyptian heritage ever assembled under one roof. Designed by Dublin-based Heneghan Peng Architects, GEM's striking façade of translucent alabaster and angular contemporary form is a bold tribute to Egypt's ancient architectural language.

Unparalleled Exhibits and Experiences Await: Inside the Grand Egyptian Museum, visitors are greeted by a breathtaking array of treasures that bring ancient Egypt vividly to life. Among its most celebrated highlights is the complete treasure collection of King Tutankhamun, displayed together for the first time since its discovery.

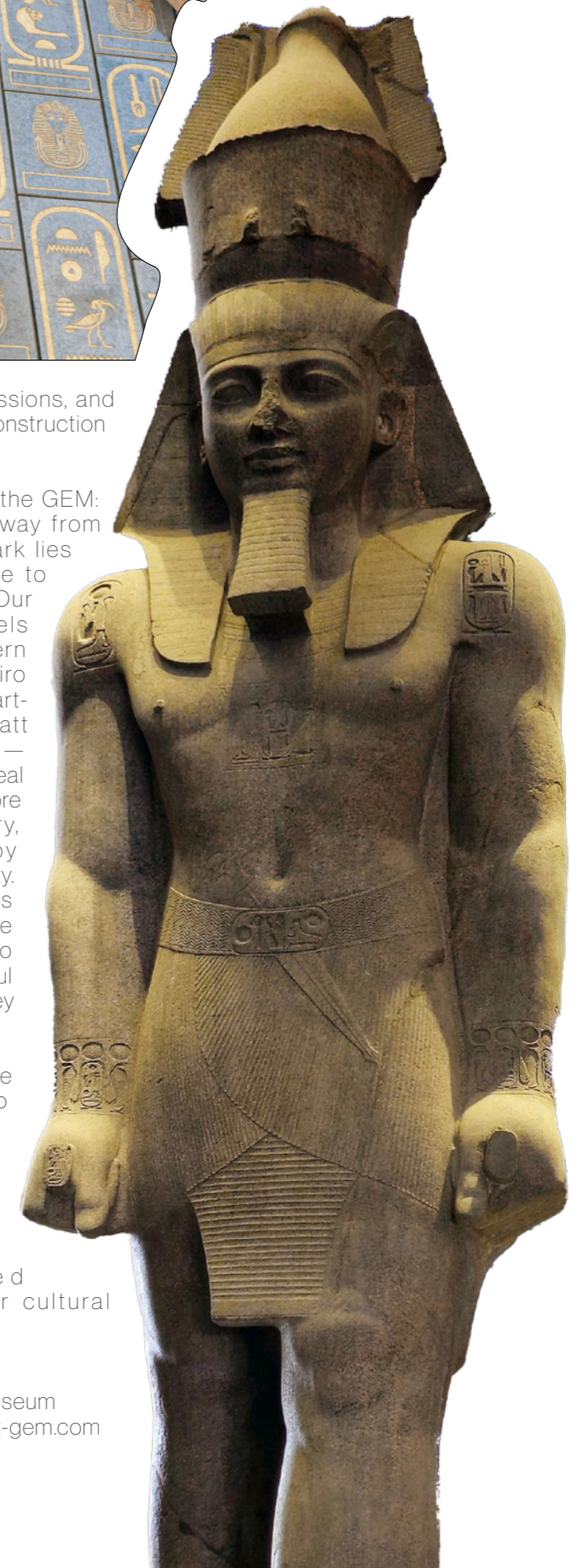
Towering in the sunlit atrium is the colossal 12-meter, 83-ton statue of Ramses II, offering a majestic welcome to all who enter. Another remarkable exhibit is the Solar Boat of King Khufu, a 4,600-year-old cedar vessel believed to have carried the pharaoh's soul into the afterlife. Enhancing the experience further are interactive virtual reality and digital displays that bring to life ancient

rituals, royal processions, and the awe-inspiring construction of the pyramids.

The Gems Beside the GEM: Just 10 minutes away from this iconic landmark lies your perfect place to experience it all. Our two distinct hotels — The ultra-modern Hyatt Regency Cairo West and the first art-lifestyle hotel, Hyatt Centric Cairo West — offer travelers the ideal starting point to explore Egypt's rich history, complemented by world-class hospitality. More than just places to stay, our hotels are your front-row seat to Egypt's timeless soul — where your journey into history begins.

Our hotels offer more than just proximity to the Grand Egyptian Museum — they offer two distinct journeys, crafted with creativity, rooted in heritage, and designed to complete your cultural experience.

Explore More  
• Grand Egyptian Museum  
Official Website: [visit-gem.com](https://www.visit-gem.com)





# AN EXCLUSIVE INTERVIEW WITH THE CULINARY DIRECTOR CHEF SHIBIN



**I**n this interview, we have the privilege of speaking with a distinguished culinary leader whose remarkable journey spans continents and cultures. With a background in Hotel Management from India, a Gold Medal in Best of Gastronomie, and prestigious affiliations with renowned culinary organizations, he has carved a niche for himself in the world of luxury hospitality and fine dining. From his early experiences at Oberoi Hotels and Michelin-starred kitchens to his current role as Cluster Culinary Director at ADD Properties' Hyatt Hotels, his passion for food and dedication to excellence have shaped his culinary vision. Join us as he shares insights on his career, culinary philosophy, and the exciting future of the Hyatt Regency Cairo West and Hyatt Centric Cairo West hotels.

**Can you tell us a bit about your background?**

I'm originally from India. After earning a Bachelor of Hotel Management, I received a scholarship to Oberoi Hotels and Resorts in India, where I learned essential values. I then worked with renowned restaurants and Michelin-starred chefs before moving to the UAE, where I gained valuable experience with luxury hotels in Dubai.

**How did it feel to receive a Gold Medal with Best of Gastronomie and be accepted into the World Chef competition?**

I felt incredibly proud that my hard work and dedication were recognized by such esteemed associations. It was a great honor to receive the Gold Medal with Best of Gastronomie, and to be accepted into the World Chef competition was a major milestone in my career. I'm also deeply proud to be recognized as a professional member of Worldchefs Culinary. Being designated as a Senior Member of the Worldchefs Association, as well as being affiliated with the Emirates Culinary Guild, Saudi Culinary

Guild, and Egyptian Culinary Guild, are all achievements that I truly cherish. In addition, being an approved Culinary Judge for the World Chef Association and being a member of both the Chaine des Rotisseurs and the Master Chef Association further solidifies my commitment to this craft. It's humbling and motivating to be a part of such distinguished culinary communities.

**How would you describe your food?**

My food comes from the heart. Something you can taste, see, and smell. In my opinion, all the love, care, and attention to detail that goes into making a dish is what elevates food. I've always been very food-oriented, but I've learned from different hotels and great chefs that it's about the whole experience: who greets you, to the quality of the plates, cutlery, glassware, the rapport, and even the music, they're all essential. Of course, the food is a significant part of it, that is why people go to luxury hotels and restaurants, but it's certainly not just that.



Were you introduced to various different flavors, and learned new ingredients?

From the moment I stepped foot in my first kitchen, I was lucky to be constantly presented with new and exciting produce. Traveling the world as part of the process has opened my eyes even further, and continuing to learn and discover is what makes my job so enthralling.

It must have been such an honor to hold the role of Culinary Director at ADD Properties Hotels (Hyatt Regency Cairo West & Hyatt Centric Cairo West). Tell us a bit about your time there.

That role was just one of the many I have been incredibly lucky to hold. You know the "right place, right time" adage? Well, with this one, it was absolutely that for me. Egypt is a wonderful country, and I was so fortunate to be able to cook great food at the very heart of political and diplomatic power in Cairo, to an ever-evolving guest list like no other.

Tell us about your current role at ADD Properties Hyatt Hotels and the type of cuisine you explore.

My current role is very broad and incredibly varied, overseeing 160 chefs who are cooking tirelessly right now. Our cuisine is pretty international across the board, but with local ingredients at its core. We have brilliantly experienced chefs who bring impressive ideas from their respective journeys, many of whom, like me, have come home to this beautiful and historic city to put all that experience into practice.

How did your travels to Asia, the Middle East, and Africa inform how you run your hotels and restaurants, and develop your culinary skills?

Significantly! Food is like any other art: the more you're exposed to it, the better you understand and enjoy it. Being exposed to different cultures, ingredients, and people. Being able to communicate with locals has helped



me build my culinary repertoire, and has shaped my approach to cooking and presenting different cuisines to different people.

I don't believe anyone who cooks for a living couldn't benefit massively from travel. The world is so accessible, yet cultures, and especially regional foods, can be so wildly different, even within the same country.

How does it feel having other people cook for you?

If I ever get invited to someone's house to eat, they always get nervous cooking for a chef. But actually, we're the easiest people to cook for because we love eating someone else's food! I'm simple, I like grilled local food.

What's your overall vision as Cluster Culinary Director at the hotel?

Someone once told me that I am like an artist of the plate, ensuring that each member of the culinary team

plays their respective roles to come together harmoniously and create gastronomic experiences delivered with innovation, passion, and quality.

You have built an impressive portfolio and held amazing positions at exquisite venues. Would you say this has helped develop your culinary experiences?

Absolutely, and every day I realize how lucky I've been. It's not necessarily all about the food; it's also about the richness of the experiences in and out of kitchens. I've met characters along the way who have influenced my direction and allowed me to reach where I am today.

What's next for ADD Properties Hotels Group?

The company is very ambitious, and the sky's the limit. Very soon, we plan to open new hotels and restaurants in Cairo and Hurghada on the Red Sea, and we have a few more projects on the horizon as we continue to grow.

“  
They always get nervous cooking for a chef. But actually, we're the easiest people to cook for because we love eating someone else's food!  
”

What's your signature dish?

I've always said I wouldn't have a signature dish because that implies it's perfect. As a chef, I know that no dish can ever be perfect. However, we have the sticky toffee pudding soufflé, which has been on the menu since we opened. I created it for the show Saturday Brunch, so it was a no-brainer to add to the menu, and it's our best-selling dessert. You could say that's a signature dish, but I couldn't settle on just one.

What's your favorite local ingredient to cook with?

I love working with local seafood for its simplicity. You don't have to do much to make it shine. If you mask it with a heavy sauce, you lose the flavor of the seafood. I also believe that late-summer strawberries and mangoes from the North Coast are among the best in the world; I haven't found any that

taste as good as they do here in Egypt. We are blessed in Egypt with one of the most incredible natural resources, so using it cleverly and respectfully is the right thing to do. You'd be hard-pressed to find better game, fresh summer fruits, seafood, and mangoes all from the same nation.

How do you approach menu planning, from selecting ingredients to bringing them fresh into the kitchen and into dishes?

We start by speaking to suppliers to find out what's in season. I keep a catalog of all my past recipes and images as a reference. We review them and decide what might work and how we can adapt or simplify it. We also talk to the team to find out what they've done before, they may know a technique I don't, whether it's the commis chef or the sous chef. It's a collaborative effort.

What changes have taken place on the F&B side since opening?

We have extended the terrace and launched a snack and small-plate menu to further enhance guests' experiences. When people arrive, they can relax and enjoy an aperitif on the terrace.

At Hyatt Regency Cairo West, our culinary philosophy focuses on dishes that nourish both mind and body, offering diverse options for various dietary needs like gluten-free, dairy-free, vegan, and vegetarian. Local ingredients from dairies and farms shine through in our simple, authentic food, crafted to excite and delight.

The Arena Weddings & Meetings Whether guests are planning a wedding or a relaxing getaway, we strive to provide an exceptional experience. We offer a unique approach: brides and grooms can sample a variety of canapés, starters, mains, live stations, and desserts, selecting their favorites to share with guests on the big day.

In Hyatt Centric Cairo West our menus are funky and cool, with a variety that appeals to a modern audience. We're proud to offer an exceptional selection of street foods from across Cairo, served in a clean and fresh environment.

What is the secret to becoming a successful chef?

Passion, innovation, and commitment to quality, accompanied by a deep understanding of your culinary culture and identity, are essential qualities for success in this industry. It's also important to foster a collaborative spirit with your team, always striving to create memorable experiences for your guests.



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## *Steigenberger ALDAU Resort* **A TRIO OF EXCELLENCE**

Hurghada's shining star, set against the golden beaches of the Red Sea, and one of Egypt's top tourist destinations. With endless exhilarating activities, breathtaking adventures, unparalleled dining, and a spicy nightlife that pulsates with energy after dark. Steigenberger ALDAU Resort is conveniently situated ten minutes away from Hurghada International airport, and only 3 to 5 hours away from Europe.

Steigenberger ALDAU Resort is a luxurious haven of three distinct hotels, each tailored to meet the diverse needs of all types of travelers. Whether you are seeking a fun-filled family vacation, a thrilling getaway with friends, or a romantic retreat as a couple, the three personas of Steigenberger ALDAU Resort provide a perfect staycation. With its expansive amenities, world-

class dining, relaxing spas, and recreational activities, the resort is constantly under subtle upgrading. Working like elves, smartly introducing modern solutions and more contemporary facilities to refine guests' experiences and grant them a more pampered accommodation with every visit. Find out more about the revamped facilities in the next pages.





*Steigenberger ALDAU Beach Hotel*

# A NEW ERA OF SUITE REFINEMENT



The award-winning 5-star luxurious beach hotel that has been leaving guests in awe for years, and inspiring visitors with its elegant ambiance, endless conveniences to relish, and exhilarating activities to do.

**I**ntroducing A Resort's New Look! Dedicated to continuously redefining luxury by staying innovative, the hotel has recently upgraded all its stays, from opulent rooms to expansive suites, elevating the level of comfort and sophistication for guests to become a 400-revamped all-suite hotel. Here are some of the upgrades at the new rooms:

The spacious suites have been redesigned to add separator wood walls to give a more luxurious Oriental cozy feeling, a state-of-the-art adaptable multi-purpose tech device, the largest in town 65-inch 4K LED flat-screen TV, a separate "Beauty Area" with a dedicated makeup desk, uninterrupted streaming with upgraded high-speed WiFi.

Dining at Steigenberger ALDAU Beach Hotel is a heartwarming escapade of its own. Where your day starts with an exceptional daily open buffet at

the main restaurant Tamarind, that serves breakfast, lunch, and themed dinners in an array of international cuisines, meticulously prepared by world-class chefs to satisfy even the most discerning palates.

Throughout the day, the luxurious beach hotel spoils guests with flavorsome dishes in over 7 dining outlets to choose from at every corner. For a delightful dessert, a strong coffee, or a quick snack between activities, Karibu Lobby Lounge and Ukumbi Cafe will both provide the perfect munch.

As for those who prefer the outdoors, Bwala Pool Restaurant & Bar offers à la carte lunches and drinks inside its in-pool bar. As for a breezy beachfront meal, Tanga Beach Restaurant & Bar will impress you with its Mediterranean flavors at lunch, and its Lebanese or Oriental tastes at dinner.

For a laidback evening with an

authentic Oriental flair, Dewan Cafe makes the best Egyptian Shisha with many flavors.

Beyond gourmet dining, the hotel excels in providing exhilarating activities for every type of traveler. Starting with the Aqua Center (Ilios Dive Club), a haven for water enthusiasts who love to kayak, parasail, Windsurf, wakeboard, water ski, ride on a banana boat, and go on speedboat tours, or boat cruises for island hopping, snorkeling, and Scuba diving.

As for the more laidback travelers, a long lazy river flows through green landscapes, passing through the heart of a 5,000 m<sup>3</sup> swimming pool with a jacuzzi island, and a kids club that has a shallow kids' pool and a colorful playground. For a more intense level of relaxation, the recently renovated Pure Spa will have its massage treatments and Thalasso pool taking your breath away.









## Unveil the New Renovations at *Pure Spa* & Pure Beauty Salon

Steigenberger ALDAU Beach Hotel has recently rebranded and revamped its in-house spa and beauty salon to grant guests a more elevated level of relaxation in a modern and sophisticated 1000 sqm sanctuary that provides a variety of body massages, scrubs, hammam soap treatments, and a pleasurable Thalasso pool. And we highly recommend trying the couples' massage room that has recently been transformed into a more modern pampering facility. All adhering to the highest international safety standards.



Pure Beauty Salon offers exceptional styling services to glam you up. From vitalising facials to hair treatments and flawless manicures, we confidently challenge you to put our artists and stylists to the test.







# HOSPITALITY INSPIRED *Living*

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**Travelers' Choice™**



**2025**

**Best of the Best**



*Steigenberger Pure Lifestyle*  
**Awarded TripAdvisor Travelers' Choice  
"Best of the Best" Two Years in a Row!**

**S**teigenberger Pure Lifestyle proudly stands among 1% of the world's top hotels, having earned the prestigious TripAdvisor Travelers' Choice "Best of the Best" award for 2024 & 2025, and HolidayCheck Award in 2025.

These honors place it alongside other elite hotels in the Middle East and prestigious international brands, reflecting their commitment to exceptional standards and unforgettable guest experiences.

Steigenberger Pure Lifestyle takes luxury and leisure to a whole new level with its 135 suites! As this white oasis of pure vibes is always alive with upbeat parties and relaxing activities like yoga classes on the

rooftop, offering contemporary chic accommodation with festive energy like no other.

Steigenberger Pure Lifestyle is an adults-only boutique hotel in Hurghada that offers jacuzzi suites, swim up pool suites, suites with plunge pools, and penthouse suites, embodying a posh Mediterranean lifestyle with a fresh, modern flair. The day always starts with indulgent lounge music that gradually shifts to lively, hip vibes in the afternoon. And dynamic entertainment programs are packed with excitement, from in-house and guest DJs by the pool to live music performances and thrilling pool parties.

With seven dining outlets including

the posh rooftop Gourmet Market, the chic Alex Beach Club, a convenient pool bar serving nourishing snacks, and a stylish lobby bar, Pure Lifestyle is renowned for its flavorful buffets and live cooking stations.

And for a more laid-back vibe, head to our relaxing pool that features a built-in billiard table. Finally, don't miss the ultimate Friday boat party in the summer, a thrilling experience that sets the perfect adventure for an unforgettable stay. The stretched golf fields cater to those seeking a more tranquil yet equally engaging experience. Enjoy a 9-hole par 3 pitch and putt course nestled on the beach of the Red Sea that offers a unique challenge to beginners, and experienced golfers.





# The True Meaning Of a Lifestyle Stay

*Steigenberger Pure Lifestyle sets the benchmark for travelers seeking  
a Lifestyle experience and pure relaxation.*





*Steigenberger Aqua Magic*

# HURGHADA'S FAMILY HAVEN OF ADVENTURE AND SERENITY

**H**urghada's most loved family haven, exquisitely designed to the highest International standards in quality and safety. Steigenberger Aqua Magic boasts a fantastic array of water attractions and endless beach activities. With sprawling swimming pools, a Lazy River, 6 aqua slides for adults and kids, endless kids' entertainment that include a Pirates Ship Aqua Park, Kids' Club, playground, a private beach, 6 dining areas, and 7 bars that cater to every taste, this vibrant resort is passionate about creating a vacation experience that dazzles guests of all ages.

An Adults Sanctuary Within a Kids' Paradise. Steigenberger Aqua Magic values the importance of relaxation and having some "me time", that's why it goes above and beyond by offering adults their own world to unwind in a peaceful environment at the adults-only rooftop pool.

The resort features kids-free areas where you can escape the rush of family activities, where these serene spots are designed to provide a calm and luxurious environment to relax, enjoy a

cocktail, or indulge in spa treatments without the presence of younger guests. The ultimate hotspot for family fun in the Red Sea has upgraded its stay to a more modern and comfortable accommodation. Refurbishing its rooms to be an exemplar of contemporary refinement and ultimate pampering. Steigenberger Aqua Magic has upgraded 114 rooms, 24 sqm each, providing an ideal retreat for every type of guest.

Revamping extends to the dining areas. Starting with the main restaurant, Magic Flavors completed its expansion project, enhancing its offerings and space for an even more exceptional dining experience, to offer plentiful spaces for your enjoyment. Delight in daily seasonal open buffets at lunch, and themed dinners, with both indoor and outdoor seating options at your service for a truly vast dining experience.

As a guest at Steigenberger Aqua Magic, enjoy putting on some happy weight, because the hotel offers irresistible round-the-clock dining in an array of 7 bars and 3 à la carte restaurants for a wider sea of menus at indoor and outdoor venues.





ADD LIFESTYLE //59//



# THE VIBRANT PULSE OF HURGHADA



**ALDAU**  
VILLAGE MALL

16492  
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# ALDAU VILLAGE MALL SAVOR THE VIBE: HURGHADA'S DINING & ENTERTAINMENT BEAT



Is an upscale retail hub located on Hurghada's touristic promenade, offering a blend of local and international brands across 16,400 SQM of leasable spaces. The mall features indoor and outdoor areas with over 60 units, including shopping,

dining, entertainment, and essential services, providing a unique village-like shopping experience. It aims to elevate Hurghada as a luxury destination for both tourists and residents with a mix of renowned outlets and exclusive brands.







## ALDAU HEIGHTS Immerse yourself in Stunning Views

Offers comfortable, community-focused homes within walking distance of Hurghada's touristic promenade and the Red Sea, with a strong commitment to fulfilling residents' needs. ALDAU Heights boasts luxury apartments, designed by international architects, featuring stunning sea views, extensive amenities, and high safety standards. Residents benefit from 24-hour security, concierge services, underground parking, and various facilities, including pools, retail shops, and dining outlets.







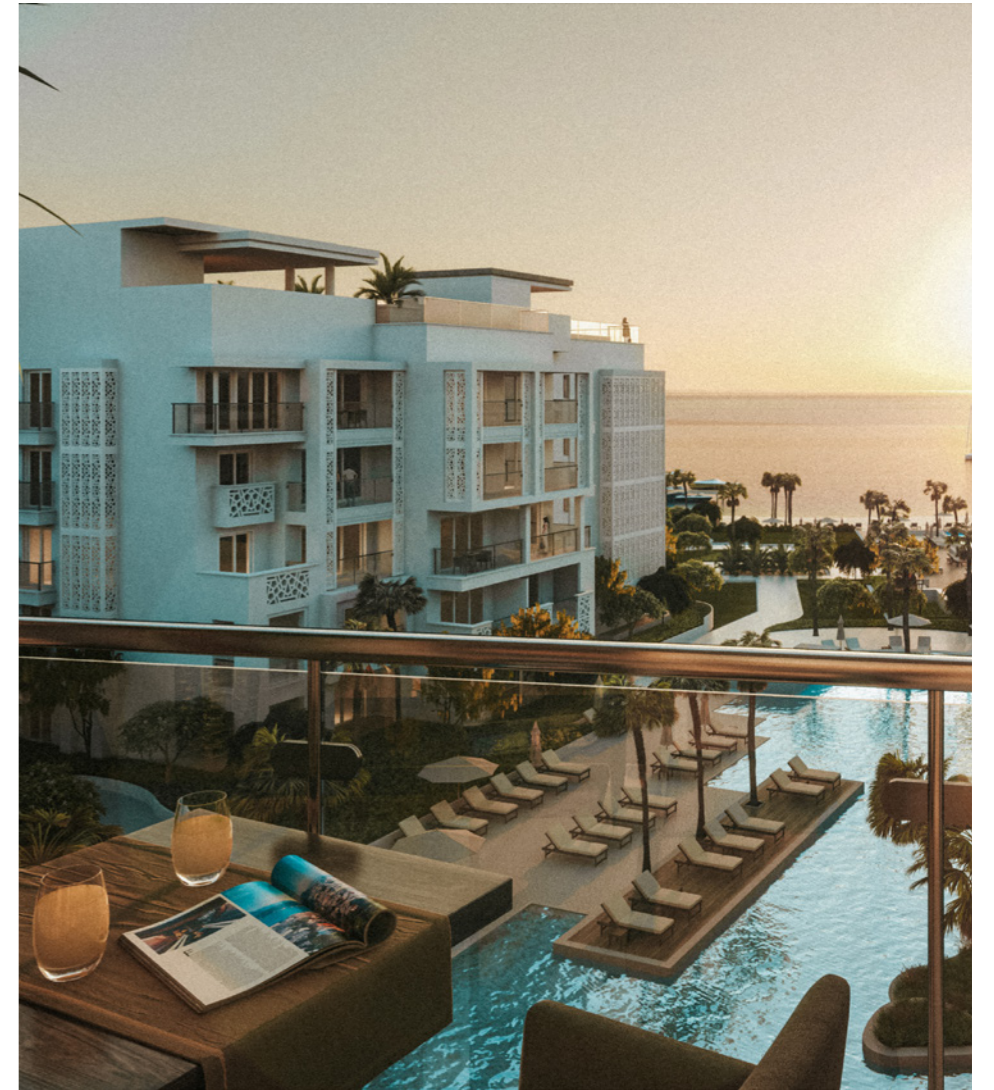
# Your Place by the Water's Heartbeat at ALDAU STRAND

ALDAU Strand is a beachfront residential compound offering contemporary homes designed by Simon Halstead & Associates, located near the tourist promenade and ALDAU Village Mall.

or gardens, along with numerous amenities like 24-hour security, a lagoon pool, rooftop infinity pool, and a health club.

The development provides a variety of meticulously finished apartments with exceptional views of the sea, pools,

ALDAU Strand creates a vibrant year-round waterfront community, combining relaxation and entertainment in a picturesque setting designed by UK landscape architects.





# INTERVIEW WITH Tarek El Masry

Chief Operating Officer - ADD Properties Hospitality Division

As the Chief Operating Officer of ADD Properties' hospitality division, Mr. Tarek plays a pivotal role in shaping the guest experience across multiple properties. With a deep commitment to excellence, innovation, and sustainability, he ensures that each hotel under the ADD brand delivers world-class service while maintaining its own unique identity. In this interview, he shares insights into the company's strategic approach to operations, marketing, finance, and sustainability, highlighting how ADD Properties continues to set new standards in the hospitality industry.

**Q. Mr. Tarek, as the COO of ADD Properties' hospitality division, what are your key responsibilities and strategies in managing 5 different properties?**

My role is to ensure that every guest is dazzled by the exceptional experiences that our properties offer, by sustaining the world-class service standards that we are keen on conserving.

This involves continuous innovation in our services and products, refining F&B services, upholding top-tier security and housekeeping standards, and driving excellence across all touchpoints. Achieving this requires us as departments to stay coordinated and well communicated: operations, marketing, sales, and guest relations, so that every team functions as one unit.

**Q. What do you believe sets ADD Properties apart from competitors?**

Proudly, our relentless commitment to excellence and innovation. At ADD Properties, we don't just follow international industry standards, but

we also set new ones of our own.

We have worked extremely hard to give each property its unique identity while maintaining our commitment to our "ADD" culture of hospitality. Through clear connection, cooperation, and dedication to our values, we create environments where our teams can thrive, and our guests can live a life-changing journey, not just an accommodation.

**Q. Sustainability is becoming increasingly important in the industry. How does ADD Properties incorporate it into its operations?**

Sustainability is at the core of everything we do. And because it is a responsibility rather than a choice, we are committed to reducing our environmental footprint through initiatives such as utilizing solar panels at Steigenberger ALDAU Resort in Hurghada, transitioning to digital solutions instead of paper brochures, and minimizing single-use plastics in cutlery, as well as replacing the small disposable amenity bottles with long-term, larger ones.

Our goal is to integrate sustainable practices without compromising the luxury and comfort that our guests expect. By continuously investing in renewable energy, resource efficiency, and waste reduction, we ensure that our developments contribute positively to the environment while maintaining the highest standards of hospitality.

**Q. In your opinion, how does the marketing department shape the image and identity of the various hotel brands under ADD? How do you see marketing's role evolving in the future?**

As you know, social media is now the world's strongest marketing tool, and it allows us to communicate the unique experiences we offer.

We've incorporated marketing in creative ways across our properties, constantly bringing in fresh ideas from diverse regions. Marketing also plays a big role in building the loyalty and identity of each hotel, keeping us distinct yet cohesive.





**Q. What strategies do you find essential for financial management in a dynamic industry like hospitality, since the role of finance is critical in ensuring the steady growth and sustainability of different hotel brands?**

Our financial team has a forward-thinking mindset that moves beyond traditional roles, we've shifted our focus from merely controlling budgets to prioritizing financial analysis. This approach allows us to allocate company resources strategically, evaluate optimal financing options, and maintain a strong capital structure.

We also provide clear strategic direction, closely monitor cash flow, and ensure the accuracy of financial reporting while overseeing the accounting and finance departments. This comprehensive strategy has enabled us to adapt to market demands, drive profitability, and ensure the steady growth and sustainability of our hotel brands.

**Q. HR is fundamental in shaping a hotel's culture and team. From your perspective, how does the HR department contribute to the success of ADD's hospitality division, and what's your vision for its ongoing role?**

HR is the heart of our operation that shapes a culture of excellence and innovation. We prioritize hiring young, dynamic, and ambitious talents who are eager to learn and grow. In addition, we focus on diversity by hiring a high percentage of competent women in leadership roles. Our HR department also invests in training programs. For example, in 2024, senior management across ADD Properties received training from Boston University to enhance our skills and broaden our perspectives.

And for 2025, we have a full plan for all potential candidates to undergo a specialized training program designed to develop their skills and equip them with the precise tools and knowledge

needed to take the company to even higher levels of success.

**Q. What role does the operations team play in delivering the standards and guest experience that distinguish ADD Properties? How do you ensure consistency across diverse locations and hotel types?**

Our teams receive consistent training and are regularly updated on best practices, because our ultimate goal is to ensure that every guest experience is memorable, focusing on creating unique moments, whether it's a wedding or a special event.

We conduct regular weekly meetings between the commercial teams in Hurgada and Cairo, which allow us to review competitor research and stay ahead of market trends. This focus on efficiency has produced outstanding results.

**Q. What is your perspective on the importance of the sales and commercial revenue teams in driving growth across ADD Properties?**

Our success comes from the ability of sales to identify the market needs, conduct market research, and monitor commercial performances to ensure our offerings are competitively priced.

**Q. With managers overseeing clusters of different hotel brands, navigating the distinct demands and identities of each brand, how do you support them in balancing their responsibilities across the portfolio?**

Each hotel is completely different, and our guests should feel the variance and uniqueness in identity the moment they step into any of our properties. It's not just about luxury or modernity, it's about consistency, attention to detail, and a deeply established culture of hospitality. This is why we emphasize clear communication, proactive collaboration, and an unwavering commitment to our values. When we



**AMR GHAZY**  
Hyatt Centric Cairo West | Hotel Manager

all move in the same direction, we exceed our own expectations.

Each hotel has its unique identity. We've succeeded in tailoring services to different nationalities, especially in F&B, where we adapt our offerings to suit diverse tastes

**Q. Finally, what is your ultimate vision for ADD Properties' hospitality division?**

My vision is clear: to become the ones who redefine hospitality excellence across the world. We want our guests to feel the "ADD" difference in every interaction, from the warmth of our service to the flawless efficiency of our operations.

By fostering innovation, maintaining world-class standards, and leading in sustainability, we ensure that ADD Properties remains a pioneer in the industry, not just today, but for generations to come.

# THE GAME CHANGERS







## ALDAU ART PROMENADE

# IT'S A VIBRANT EXPERIENCE

*Stretching across the heart of Steigenberger ALDAU Resort lies Hurghada's most captivating open-air destination: ALDAU Art Promenade. Extending gracefully for 500 meters, this vibrant strip redefines the art of strolling. Imagine over 100 handpicked shops, each offering a curated taste of fashion, design, and local craftsmanship that blends global style with Red Sea charm. For the soul in search of stillness, the international spa offers blissful rituals, while the two-story salt cave that is wrapped around a silent lake draws you into a sanctuary of serenity and renewal.*

*But the real magic? It's in the air, literally. A cutting-edge sound system surrounds visitors with a dynamic playlist that shifts with the time of day, the season, and the occasion. Whether it's golden hour jazz or upbeat sunset beats, every moment is scored to perfection through an official Soundtrack subscription. Sculptures with stories, outdoor dining, and nightlife that lingers under the stars. This is more than a promenade. It's Hurghada's cultural catwalk, and you're invited to walk it.*

**I**f your idea of adventure involves chopsticks and sizzling pans, S-Square is your holy grail. Three restaurants in one court: Sushi Bar, Teppanyaki Grill, and Noodles Bar. Each delivers next-level Asian flavors where chefs turn dinner into a show.

Taj Indian Restaurant will hit you with flavors so bold, you'll question every "mild" curry you've ever had. Also at the Promenade, White Elephant brings the heat of Thailand with Thai classics that balance sweet, sour, and spicy like a culinary tightrope walk. And for those who want an authentic taste of Egypt with a modern twist, Namliyah serves up Alexandrian liver, crispy hawawshi, and feteer so rich, it should come with a warning.

Because no night out is complete without small plates and big vibes, Moby Dick steps in with a tapas menu that's perfect for sharing (Or not. We won't judge). This Travelers' Choice Award winner has been called a restaurant you'd never forget, and one visit will show you why.

ALDAU Art Promenade isn't just a place, it's a mood. Explore a vibrant local bazaar filled with unique finds, and savor a world of flavors at distinguished restaurants and artisanal eateries, or just vibe with art that speaks to your soul, one thing's for sure: boring isn't on the menu of ALDAU Art Promenade.

So, lace up your coolest kicks and hit the boulevard. Hurghada's most dynamic spot is waiting. Tucked in the heart of S-Square and ALDAU Art Promenade, Elements Club redefines the classic American sports bar with its bold new Sports Bar & Lounge for laid-back rivalry and electric match nights.

The revamped vibrant space is designed for connection: five massive screens stream every goal, every play, every second, while cozy lounge areas invite you to kick back with friends, drink in hand, soundtrack on point. Up for a little action? Grab a cue and challenge your crew on one of three billiard tables or take on the foosball table for some fast-paced fun.





Forget ordinary nights out! Elements Club & Lounge at ALDAU Art Promenade is where the party actually happens. This isn't just a club; it's a full-throttle, American-inspired nightlife experience, blending slick beats, electric energy, and a crowd that knows how to keep the vibes spicy.

By day, the promenade is all about art and leisure. But when the sun dips, Elements flips the script transforming into Hurghada's ultimate after-dark playground. Think high-energy dance floors under hypnotic black lights, signature cocktails flowing, and DJs (both global stars and local legends) dropping sets that'll have you moving till sunrise. Whether it's a chic social soirée or an all-out dance marathon, every night here feels like an event.

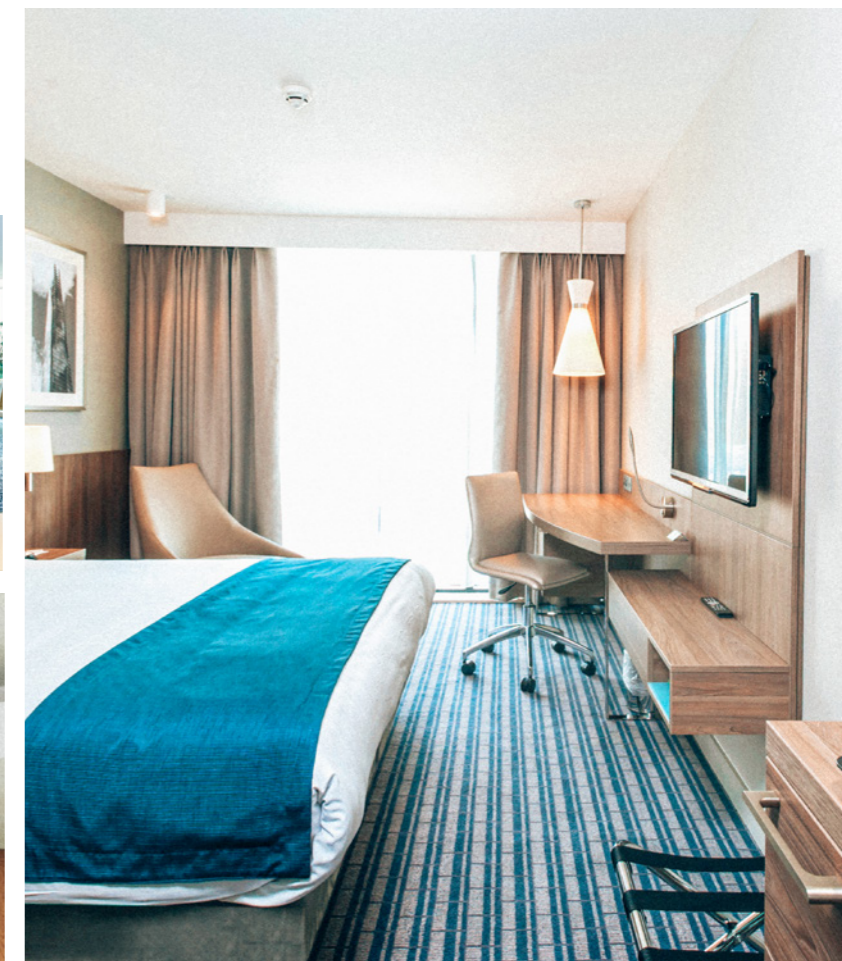
**PRO TIP:** Don't just show up—stay updated. Catch their next big night by following @elements\_club on Instagram and Elements on Facebook. Because FOMO is real, and this is one party train you won't want to miss.



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London is a city that never fails to captivate. From its iconic UNESCO World Heritage Sites -the Tower of London, Royal Botanic Gardens of Kew, Palace of Westminster, and Maritime Greenwich- to modern marvels like the London Eye and its world-class museums, one visit simply isn't enough to soak it all in!

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innovative open lobby design, the hotel effortlessly blends work, relaxation, and leisure. And don't forget your umbrella, London is a rainy city, but its charm shines in every season!

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Whether you're a history buff, a foodie, or simply seeking nonstop entertainment, Holiday Inn London West is your gateway to an extraordinary London adventure. Come and discover the city in style, where culture, convenience, and comfort meet.



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