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## Holidays in Egypt all the rage



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Steigenberger Hotels & Resorts are the perfect hosts

for travel to the land of the pharaohs

**Frankfurt am Main, 30 May 2023** - Balmy temperatures all year round, breathtaking landscapes and a fascinating culture - Egypt is a destination right out of a picture book. From the world-famous pyramids of Giza at the gates of the capital Cairo to the Nile and the picturesque coast along the Red Sea, this land in North Africa promises pure holiday enjoyment and delight. According to an analysis by Travel Data + Analytics for the German Travel Association, Egypt is one of Germans' most popular destinations for the summer of 2023 [\[1\]](#).

The perfect gateway for adventures in Egypt: the 16 Steigenberger Hotels & Resorts, located in exclusive settings in all holiday regions of the country. Be it beach, cultural or golf holidays or weddings and honeymoons - Steigenberger Hotels & Resorts make holiday dreams come true. Simply incandescent with their majestic architecture, their sumptuous furnishings and refined cuisine.

### Beach holiday: unwinding under the African sun

Scarcely ever rain and up to twelve hours of sunshine a day make Egypt a paradise for water lovers and sun worshippers all year round. The water temperature of the Red Sea never drops below 20 degrees and even regularly surpasses the 30-degree mark in some places at the height of summer. No fewer than eleven Steigenberger hotels are located right next to the sea. The multi-award-winning Steigenberger Resort Alaya and Steigenberger Coraya Beach, for example, enchant visitors with their vast poolscape and the hotel's own private vast coral reef for swimming, snorkeling and diving. Steigenberger Hotel & Nelson Village in Taba, recently renovated from top to bottom, welcomes guests with a golden sandy beach, its own diving center and breathtaking views of three countries: Israel, Jordan and Saudi Arabia. Steigenberger Aldau Resort in the coastal city of Hurghada comprises three hotels directly by the sea: a luxury beach hotel, a family resort and an Adults-Only boutique hotel. All three hotels have won numerous awards - Steigenberger Aldau Beach Hotel alone has received more than 80 awards so far, including Tripadvisor's Travellers' Choice Award.

### Cultural holiday: in the footsteps of the ancient Egyptians

The traces of Ancient Egypt, dating from around 4,000 BC to 400 AD, fascinate millions of people from all over the world year after year. Probably the most famous vestiges of the glorious past are the pyramids of Giza, the only one of the seven wonders of the ancient world to survive down to the present day and a UNESCO World Heritage Site since 1979. At Steigenberger Pyramids in Cairo, guests enjoy an unparalleled view of the pyramids from poolside. The Great Sphinx of Giza and the oldest archaeological

museum in the Middle East, the Egyptian Museum, are also just a stone's throw away. Many other Steigenberger hotels are situated at premium locations in close proximity to important cultural sites in the country, such as Steigenberger Resort Achi and Steigenberger Nile Palace near the Valley of the Kings in Luxor or Steigenberger Cecil Hotel located close to the monumental Qaitbāy Citadel in the port city of Alexandria, overlooking the Mediterranean Sea.

### **Golf holiday: hole-in-one between desert and sea**

Egypt looks back on a long golfing tradition - one of Africa's oldest golf clubs was opened here as far back as 1899. Lovers of the grassy sport are also in good hands at Steigenberger Hotels & Resorts: The 18-hole golf course completely surrounding Adults-Only hotel Steigenberger Makadi was voted Egypt's best golf course in 2019. Steigenberger Resort Ras Soma, with its proximity to the world-class golf course "The Cascades Golf & Country Club", which is only a few minutes away, is a true golfers' delight, not least because of its designer: it is the first course in the Middle East carrying the signature of golf legend Gary Player. At the recently redesigned Steigenberger Golf Resort El Gouna, guests tee off on an 18-hole championship golf course designed by Gene Bates and Fred Couples, offering panoramic views of the mountains and the Red Sea, and enveloped by the picturesque waterways of Egypt's lagoon city El Gouna.

### **The magic of a Thousand and One Arabian Nights: Unforgettable weddings and honeymoons in Egypt**

Celebrate the happiest day of your life in style at hotels like Steigenberger El Lessan. With the Ras El Bar lighthouse in northern Egypt at its doorstep, its location is second to none. Spacious suites offer guests a stunning view of the very place where the Nile flows into the Mediterranean.

Steigenberger Alcazar in Sharm El Sheikh, located on the Red Sea, offers the perfect backdrop for a stunning wedding and honeymoon afterwards as well. A magical oriental atmosphere will captivate you the moment you step foot in the hotel. After passing through the imposing entrance gate, guests are received with excellent service in a sumptuous lobby. In the TUI Global Hotel Awards 2023, the hotel made it into the top 100 worldwide out of more than 13,000 hotels in 180 destinations. In the ranking of the best hotels in Egypt, it took second place.

### **More information & booking**

Travelers can conveniently reserve their hotel at [www.hrewards.com](http://www.hrewards.com), where they have access to attractive offers as well as additional information.

The Steigenberger family in Egypt includes the following hotels: Steigenberger Hotel El Lessan, Steigenberger Cecil Hotel, Steigenberger Hotel El Tahrir, Cairo, Steigenberger Pyramids, Cairo, Steigenberger Hotel & Nelson Village, Steigenberger Alcazar, Steigenberger Golf Resort El Gouna, Steigenberger Aldau Beach Hotel, Steigenberger Aqua Magic, Steigenberger Pure Lifestyle, Steigenberger Makadi, Steigenberger Resort Ras Soma, Steigenberger Coraya Beach, Steigenberger Resort Alaya, Steigenberger Nile Palace and Steigenberger Resort Achi.

[1] German Travel Association (DRV): <https://www.driv.de/anzeigen/txnews/deutschland-will-verreisen-mittelmeer-und-kreuzfahrten-sind-die-renner.html>. The analysis is based on booking data from travel agencies and online travel portals selling tour operator products.

### **About Deutsche Hospitality**

Setting standards since more than 90 years: **Deutsche Hospitality** delivers outstanding hospitality in over 130 hotels in Europe, Asia and Africa. Eight distinctive brands, ranging from economy to luxury are unified under **H Rewards**, both seamless booking platform and loyalty program for more than 200 million loyalty members internationally. Deutsche Hospitality is part of Asian-based H World, one of the biggest and fastest-growing hotel groups in the world with a focus on digitization, technology and innovation. Visit [deutschehospitality.com](http://deutschehospitality.com) for more information and [hrewards.com](http://hrewards.com) for bookings.

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### **Medieninhalte**



Steigenberger Pyramids Cairo © Steigenberger Hotels GmbH



Pool at Steigenberger Resort Alaya © Steigenberger Hotels GmbH



Steigenberger Golf Resort in the lagoon town of El Gouna © Steigenberger Hotels GmbH



Poolscape at Steigenberger Coraya Beach © Steigenberger Hotels GmbH



Steigenberger El Lessan with a view of the Nile River meeting the Mediterranean Sea © Steigenberger Hotels GmbH



Nestled between desert, sea and a golf course: Steigenberger Makadi © Steigenberger Hotels GmbH



Steigenberger Hotel & Nelson Village in Taba © Steigenberger Hotels GmbH



*The magnificent lobby of Steigenberger Alcazar © Steigenberger Hotels GmbH*



*Steigenberger Cecil Hotel in Alexandria © Steigenberger Hotels GmbH*

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