



MARKET

Since its establishment twenty years ago El Gouna has introduced a new concept of tourism to the Egyptian market – that of an integrated private resort town. The town accommodates tourists arriving at El Gouna's fourteen hotels as well as permanent residents and second home owners.

The market to which El Gouna caters is divided amongst Egyptian and European clientele. More than 336,750 German, 283,100 Egyptian, 150,950 Belgian, 88,700 British and 85,000 French tourists have spent their holidays at El Gouna in the last decade.

Other nationalities frequenting the destination include Dutch, Swiss, Italian and Scandinavian tourists. Recent evaluations of El Gouna's real estate sales show that offerings attracted buyers from Egypt (42%), Cyprus (39%), Germany (2%), UK (4%) and other countries (13%).

ACHIEVEMENTS

El Gouna boasts the highest rate of return guests in the country. Total guest nights spent at the resort's hotels have more than doubled from 670,000 nights in 1999 to 1.6 million nights in 2008 with hotel occupancy levels steadily rising from 69% in 1999 to more than 84% in 2008.

REAL ESTATE: Recent years have also proved to be of exceptional growth in the real estate sector. The newest project Fanadir townhouses, is built in a distinguished location that allows residents to fully enjoy the luxuries of the El Gouna life style. Designed by world renowned architect Adel Mokhtar, Fanadir offers four types of the finest homes with exquisite aquatic and greenery views. The neighbourhood includes waterfront villas and apartments in Andalusian and Modern styles. As a result of its world class reputation and ultimately the high demand on its offerings, the square metre value of El Gouna real estate has witnessed a steady compound annual growth rate of nearly 385% between the years 2000 and 2008.

FACILITIES: Approximately twenty new bars and restaurants opened between 2006 and 2008, demonstrating a commitment to variety within the town, whilst retaining the overall quality of services available to residents and guests. Additionally, a number of service outlets were added to the roster of massage, sport, and leisure options throughout the town.

To meet the educational needs of its growing community, in June 2008, El Gouna witnessed

the establishment of a public library developed in cooperation with the Bibliotheca Alexandrina and inaugurated by First Lady Suzanne Mubarak. The new library adds to the existing facilities of the American University in Cairo field centre and the British curriculum El Gouna International School.

ENVIRONMENT: OHD is an adamant advocate of the environment in every sense of the word. Accordingly El Gouna has one of the largest and most efficient recycling centres on the Red Sea. Five hotels have been awarded the Green Globe certification, complying with an international set of sustainable travel and tourism standards.

Green Tourism Initiative: The first of its kind in Egypt, the Green Star Hotel Initiative chose El Gouna as the location for its pilot programme. Inaugurated in May 2007 the goals of the initiative include reducing waste generation and water consumption, conserving energy and raising environmental awareness among the resort's hotel staff, guests, residents and tour operators.

Awards: The Sheraton Miramar Resort architect, Michael Graves, received the Design Award from the American Institute of Architects New Jersey Chapter in 1996 for excellence in architectural

design. As a destination El Gouna has also received excellent recognition from the Middle East and North Africa (MENA) Travel Awards, which annually reward superior services in the region, encouraging even higher standards and applauding exceptional efforts made within the industry. El Gouna received top notch awards for the Best Tourism project for five consecutive years.

HISTORY

El Gouna was established two decades ago by Orascom Hotels and Development. Located twenty kilometres north of Hurgada on Egypt's Red Sea coast, the destination was initially established as a get-away for a close circle of friends. As word spread, both within Egypt and abroad, El Gouna saw its clientele base grow exponentially from almost exclusively Egyptians to include residents and visitors from all over the world.

The resort has since expanded to include fourteen hotels, many of which are operated by internationally renowned hotel management companies, including the Moevenpick, Sheraton



and Club Med. As the resort has grown the number of available hotel rooms has steadily risen to its present level of over 2,594 rooms.

Orascom Hotels and Development (OHD), a subsidiary of Orascom Development Holding AG, has witnessed the growth and success of its model brand destination El Gouna, setting the standard for several other projects in the region and around the world. Today OD Holding is developing similar resorts in Jordan, Mauritius, Morocco, Oman, Switzerland and the UAE.

PRODUCT

El Gouna is a unique product. More than just a holiday destination it is increasingly becoming a permanent home to a growing cosmopolitan community. Offering hotels, residences, commercial space and a host of facilities, El Gouna distinguishes itself as the first and best developed private town in the region. As the sole developer OHD is in a position to set the highest standards for aesthetic beauty and quality services throughout the resort. The result is a stunning town with an inviting and friendly atmosphere.

RECENT DEVELOPMENTS

El Gouna has a new, larger marina basin, completed at the end of 2008, with the ability to accommodate super yachts. The surrounding area houses apartments, shops and restaurants as an extension of the existing Abu Tig Marina harbor town.

2008 also saw the commencement of construction on two of three six-star hotels, each with approximately 28 rooms. These boutique hotels will offer ultimate luxury in terms of service and accommodation, bringing an even higher standard to El Gouna lodgings. A second eighteen hole golf course is also under construction near the new hotels and marina basin to service residents and guests of this area as well as provide ample green space.

Ancient sands, a new luxury gated community, was launched in July 2008. Strategically situated

behind the marina's new super yacht basin and spread across 600 acres, the project will be neighbouring the Fanadir area. Ancient Sands community will overlook stunning panoramic views, with a majestic hill in its centre surrounded by an 18-hole championship golf course that overlooks El Gouna's crystal blue lagoons. The first phase of the project will include 73 homes with additional properties, including villas, soon to be launched.

The latest addition to El Gouna's real estate projects has been the launch of Um Jamar, the fourth development in the prestigious Fanadir community. The first of its kind in El Gouna, the exclusivity of Um Jamar is illustrated in the creative layout of the villas' exteriors, where each villa has its own private dock on the lagoon extending from the front garden. With several architectural styles, this spot will possess a sense of evolution, ultimately giving each house an authentic feel. The exceptionality of this project is further demonstrated in its high value and limited number of units.

In 2006, the five-star Moevenpick Resort & Spa added over 134 rooms, increasing its capacity by 30%. In 2008 the Sheraton Miramar and Steigenberger underwent significant upgrades and expansions to their facilities, including a new swimming pool at the golf resort. The three-star Ali Pasha hotel in the marina doubled its capacity with an extension for a total of 69 guestrooms in addition to 33 rooms in Arena Inn in 2008.

In 2007 the downtown quarter of Tamr Henna was completely renovated to create a pedestrian area surrounded by shops and a central square to host community events and weekly music festivals. In the Abu Tig Marina a newly-built children's amusement facility includes an indoor air-conditioned playground complete with trampoline, slides and swings as well as outdoor mini-golf, football pitch and picnic area sure to delight families all year round.

Catering to the active crowd, El Gouna has several International Kiteboarding Organisation (IKO) certified stations in addition to nine certified diving centres, providing professional service and instruction above and under the waves. 2007 saw the inauguration of the X-mania paintball battleground, a Tennis Academy, as well as The Orange Concept, a certified waterskiing and wakeboarding school.

PROMOTION

Local promotional campaigns target a specific sector through top of the line publications and



highly visual outdoor postings. The highly successful 2008 campaign maximised the "Feel the Vibe" slogan paired with appealing images of people living the lifestyle that is El Gouna. Subjects of the photography included nightlife, friendships, fine dining, extreme sports, sandy beaches and quality family time. The result was a colourful, active and happening image of the resort.

Apart from publications El Gouna is made use of the internet to reach clients with e-newsletters announcing new offerings, special events and promotions. Furthermore El Gouna has sponsored several major events to increase awareness of the brand and show its support of the arts, sports and local talent. Sponsored events include the International Yoga Festival, Culture Wheel concerts and exhibits and a marathon at the Great Pyramids of Giza.

Internationally El Gouna has sponsored the Miss Germany and Miss Belgium 2007 and 2008 events, welcoming contestants in the resort for training camps and prize trips. For the second year in a row El Gouna was also a sponsor of Monaco's Bal de L'Été hosted by Princess Catherine and attended by Europe's crème de la crème. Also, for two years running, El Gouna has proudly sponsored the Kessler Team in the Ferrari Challenge German event, where the destination logo is proudly displayed on the race car and track. The resort has directed its advertising in international markets towards its tour operators as well as directly to individual customers in Europe.

On a corporate level El Gouna has promoted its presence at several international fairs and shows including the most acclaimed tourism events in Europe's largest markets ITB Berlin, WTM London and Top Resa Paris. El Gouna reaches out to clients and industry partners using a variety of marketing materials including a destination brochure and multimedia CD as well as supporting collateral promoting particular aspects of the resort's multifaceted facilities.

El Gouna's multilingual website has also given millions of people access to book a vacation on the Red Sea. Away from their computers, Europeans see El Gouna out and about adorning the illustrious black cabs of London and in the air featured in the Thomas Cook Travel Magazine. On another level El Gouna has hosted trade partners and international journalists at the resort and published advertorials in tour operator publications as well as in golfing and



incentive travel brochures.

When tourists arrive at El Gouna branding is also seen on

the shuttle buses, boats and publicity materials. El Gouna's unique radio station, television channel and dedicated magazine drive the El Gouna brand home to residents and visitors alike.

BRAND VALUES

The destination's slogan "Experience El Gouna" expresses the town's mission to engage its residents and encourages them to pursue life as a continued adventure. The possibilities are endless, catering to active lifestyles or ones looking to get away from it all. Either way, residents and guests are exposed to opportunities rarely seen elsewhere, inviting everyone to truly experience El Gouna.

The El Gouna brand embodies the highest standards of quality in the services and facilities it provides. The El Gouna persona is care-free, ecologically involved and a lover of beauty and life.

www.elgouna.com



Things you didn't know about EL GOUNA

The resort covers a total area of 36.8 million square metres.

10.9 million square metres are currently developed.

The development is built along ten kilometres of beachfront property.

Fourteen hotels are currently in operation, offering over 2,594 guest rooms.

The town is home to nearly 15,000 residents.

Leisure options include an eighteen hole golf course and world-class spas.

Over 100 restaurants and bars provide diverse dining and after hours fun.

Two marinas provide a combined capacity of 240 berths.

Superbrands

