



## 196+ roundtable nile

egypt, south sudan,  
sudan

cairo  
(07.03.2023)

9

participants

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### NOTES

1) calculated as per PKF sample; includes all  
properties with at least 100 rooms; 2) as per 31  
December 2022; 3) as per the PKF contract  
database; 4) from the viewpoint of hotel groups

## supply

<b>522</b> properties	<b>166,823</b> rooms <sup>1</sup>
<b>69%</b> branded rooms	<b>78%</b> chain affiliated rooms

### group / brand profile

- › strongest brand: **Jaz**
- › strongest group: **Pickalbatros**
- › fastest growing brand: **Xanadu**
- › fastest growing group: **OTI**
- › strongest regional brand (global presence): **Jaz**
- › fastest growing regional brand: **Sunrise**

## pipeline

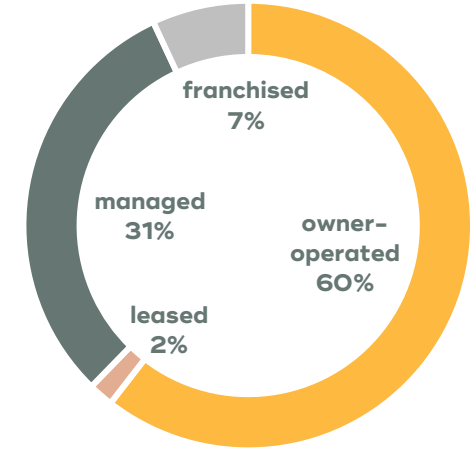
<b>69</b> properties	<b>19,907</b> rooms <sup>1,2</sup>
<b>56</b> hotels under construction	<b>13</b> planned hotels

### selected openings of 2022

- › Xanadu Makadi Bay, Hurghada, **815 rooms**
- › Regal Heights Hotel, El Alamein, **695 rooms**
- › White Hills Resort Sunrise Grand Select, Sharm Ash-Shaykh, **371 rooms**
- › Albatros Blu Spa, Hurghada, **318 rooms**
- › Meraki Resort, Sharm Ash-Shaykh, **218 rooms**

## contracts

<b>300</b> properties	<b>102,550</b> rooms under contract <sup>2,3,4</sup>
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## key takeaways

- › Cairo's infrastructure is in great need for an upgrade.
- › There are plans to install high budget projects but the worry is the maintenance thereof.
- › Aiming to reach 30m visitors by 2028.
- › Chinese groups are back.
- › Local brands are continuing to grow their number of units.
- › The owner operated model continues to be very strong in this market.
- › Egypt's tourism industry is placing a focus on sustainability with 173 hotels being green star graded.

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