

# IHG grows footprint in Cairo with signing of first Crowne Plaza

InterContinental Hotels Group (IHG), in partnership with Al Badr For Investments and Commercial Spaces Company, have signed the Crowne Plaza Cairo Sheikh Zayed City hotel, the first Crowne Plaza in Cairo, scheduled to open in 2021. IHG currently has 2,169 rooms in Cairo under the InterContinental Hotels and Resorts, Holiday Inn and Staybridge Suites brands.

The new development aligns with IHG's strategy to grow the Crowne Plaza brand across the Middle East and North Africa (MENA), by further strengthening its presence in top-tier business epicentres and primary markets in the region.

In March 2016, Egypt and South Africa agreed to strengthen their relationship for the mutual benefit of tourism in both countries. With ancient monuments, desert treks, beaches and modern facilities, Egypt appeals to travellers from South Africa. According to the South African Ministry of Tourism, the Egyptian tourism market is amongst the top three in Africa, together with South Africa and Morocco.

## Prime location

The 187-room new build will form part of Phase II of Arkan Plaza, a prime up-scale mixed-used development, and is strategically located in the heart of Sheikh Zayed City, on the 26th of July corridor main spine, which connects the cities of Sheikh Zayed and 6th of October with the central Cairo area.



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The new hotel is 10 min away from the New Cairo Museum and 15 minutes from the Great Pyramids of Giza. It is also in close proximity to Cairo International Airport and will be just 10km away from the Sphinx International Airport.

Business and leisure travellers can get the best of both worlds with three meeting rooms and a business centre along with an outdoor pool, Club Lounge and a spa to invigorate and revitalise both body and mind. Guests will be spoilt for choice with three food and beverage outlets enhancing their culinary experience.

## Growing the Crowne Plaza brand, catering to business travellers

Rajit Sukumaran, chief development officer, Asia, Middle East and Africa, IHG, said: “The latest addition to our portfolio in Cairo underscores our commitment to the market and our overall expansion plan in MENA. The total number of Crowne Plaza hotels in MENA is set to grow over the next three to five years with eight Crowne Plaza hotels in our development pipeline.

Cairo is an important business hub and the upcoming opening of the Sphinx International Airport presents an excellent opportunity to introduce the brand to cater to the business travellers. We are excited to be partnering with Al Badr For Investments and Commercial Spaces Company and we are confident that Crowne Plaza Cairo Sheikh Zayed City is poised for success and will be a popular choice with both business and leisure travellers.”

Amr Badreldin, chairman, Al Badr For Investments and Commercial Spaces Company said: “Cairo continues to witness a growth in tourism numbers so it is the opportune time to be developing an internationally-branded hotel. Crowne Plaza has cemented its reputation as one of the top business hotel brands globally for ambitious, career-focused travellers and the location and proposition of the new Crowne Plaza Cairo Sheikh Zayed City will make it the perfect place to unwind during a business trip. The hotel’s offering and location also allow for a great experience for leisure travellers from Egypt looking for a weekend getaway or for international tourists exploring the city.”

*IHG currently has 81 hotels operating across five of the company’s brands in MENA including InterContinental Hotels and Resorts, Crowne Plaza, Holiday Inn, Holiday Inn Express and Staybridge Suites with a further 27 in the development pipeline. There are currently 412 Crowne Plaza hotels open across the globe, with a further 84 hotels due to open in the next three to five years.*

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