

Predicting 2024 Trends in Real Estate, Hospitality and Experiences, including an expected rise in FIT (Free, Independent Travelers) and Digital Nomads.

New “My Orascom Digital Platform” launched at exclusive event in Dubai to address broker needs for intuitive, data-driven decision-making.

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Orascom Development Holding, the leading international developer of vibrant, integrated sustainable towns in Europe, the Middle East and North Africa, looks ahead to real estate and hospitality trends in 2024 and launches a new digital platform to address broker needs.

Orascom Development was born from a simple yet visionary idea over 30 years ago – to create a small slice of paradise on the Egyptian coast of the Red Sea known today as El Gouna. Orascom Development now has a significant international track record and a landbank spanning just over 100 million sq. m., of which 40% is already developed into integrated towns with thriving communities across Europe, the Middle East and North Africa.

Since 1989, El Gouna has become a prime example of world-class destination development, and the developer has expanded its success with projects as diverse as Hawana Salalah in Oman, Andermatt Swiss Alps in Switzerland, The Cove in UAE and Luštica Bay in Montenegro. The company's business model is unique because it also operates many of its own amenities, infrastructure and facilities from golf courses, marinas, and commercial outlets to schools and hospitals across the destinations.

Adept at identifying trends and integrating them into its approach to placemaking, Orascom Development has revealed what it sees as four driving forces shaping the hospitality, real estate and development sectors for 2024:

- **Rise of FIT travellers** – A rise in FIT travellers ('free independent traveller'), who seek creative, experiential itineraries. Orascom Development is poised to cater to this trend by curating destinations that resonate with the preferences of discerning travellers seeking personalised, experiential adventures.

- **Digital Nomads Uniting:** Buyers are looking for more home office space, room layouts that allow for multiple screens and connectivity. Digital nomads, who may only need to be in the office once a week or less, are typically choosing more charming locales in breathtaking environments over dense downtowns. Orascom Development's destinations are focused on offering work-life balance, with state-of-the-art workspaces, and products with home offices, in addition to business districts catering to the ever-changing customer preferences.
- **Nature-Centric Living:** Homebuyers are increasingly drawn to properties that seamlessly integrate with natural surroundings. Orascom Development recognises this shift and is committed to creating residential spaces that harmonise with the environment, offering residents the tranquillity and beauty of nature within their living spaces.
- **Community Connection:** There is a growing demand for authentic communities with ample facilities and amenities that foster genuine human connections. Orascom Development's towns are designed with natural meeting points and intersections – from commercial areas to parks to clubhouses and sports centres – where people can gather and connect, build friendships and develop networks.

Group CEO Omar El Hamamsy commented: *“For 2024, we anticipate the trends at the intersection of real estate, hospitality and experiences will include more free, independent travellers and homebuyers seeking to connect with nature and community. To meet these changing demands, we will continue to build on our commitment to being a global leader of integrated and sustainable destination developments. Beyond houses or hotels, we craft living experiences that align with the evolving needs and aspirations of contemporary society. One of the ways we do this is by strengthening our relationships with our core stakeholders, understanding their needs, and supporting their success through innovation and a focus on customer excellence.”*

In addition to tracking trends and preferences among homebuyers and investors, Orascom Development also continuously assesses the needs of brokers.

Recognizing the challenges in traditional broker-developer relationships, marked by information bottlenecks, Orascom Development is redefining this relationship with the introduction of its empowering sales tool: My

Orascom. This custom platform was recently launched during an exclusive event in Dubai, attended by members of the real estate broker community and Orascom Development's global leadership team.

My Orascom provides a self-service experience, enabling brokers to swiftly and immediately access the developer's property portfolio with detailed information such as unit details, payment plans, and real-time updates.

Mr. El Hamamsy added: *"Our goal for our new My Orascom platform is to transform the broker experience into a more agile and responsive partnership. We are confident My Orascom will serve as a powerful enabler for business growth as it provides real-time access to our portfolio of properties across Europe, the Middle East and North Africa."*

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