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Hilton Debuts Hilton Garden Inn on Egypt's Mediterranean Coast

Latest signing brings the global hospitality company's affordable and upscale brand to the beautiful Borg Al Arab beach on the North Coast

Cairo, Egypt – 14 October 2024 – [Hilton](#) (NYSE: HLT) today announced the signing of Hilton Garden Inn Borg El Arab Beach, in partnership with Tharaa Misr for Real Estate Development. Expected to open in 2028, the hotel will provide guests with upscale accommodation in the vibrant Borg El Arab area on Egypt's Mediterranean coast.

The hotel's coastal location, which is known for its crystal-clear waters and pristine beaches, makes it an ideal summer destination for domestic and international travellers. Hilton Garden Inn Borg El Arab Beach will be just half an hour from Borg El Arab Airport and less than a two-hour drive from West Cairo.

Carlos Khneisser, vice president, development, Middle East & Africa, Hilton said, “Egypt presents tremendous development opportunities for us, and we are on track to more than double our portfolio across the country in the coming years. Egypt's North Coast is rapidly growing to become one of the region's most exciting summer destinations. We continue working with our valued owners to diversify our presence, providing travellers with more destinations to stay – and Hilton Garden Inn Borg El Arab Beach is a prime example of this.”

Hilton Garden Inn Borg Al Arab Beach will offer 135 guest rooms and suites, a lobby bar, a pool bar, and an all-day dining restaurant, along with four flexible meeting rooms, a fitness centre, and a gym. Guests will be able to enjoy an outdoor pool and direct access to the beach. The hotel will be part of the Glee North Coast, a mixed-use development featuring recreational and commercial facilities, situated approximately 58 kilometers along the North Coast - Alexandria Road.

Eslam Hashem, chairman, Tharaa Misr for Real Estate Development, said, “We are delighted to collaborate with Hilton to launch Hilton Garden Inn Borg El Arab on the North Coast. As Borg Al Arab continues to stand out and be considered a gateway to the beauty of Egypt's northern coasts, we look forward to providing guests with the renowned hospitality Hilton is known for.”

Hilton operates 14 hotels across Egypt with 20 hotels under development, including the



recently announced [Hilton Garden Inn Cairo New Zayed](#) and the soon-to-open [Hilton Cairo Nile Maadi](#).

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About Hilton

Hilton (NYSE: HLT) is a leading global hospitality company with a [portfolio](#) of 24 world-class brands comprising more than 8,000 properties and nearly 1.2 million rooms, in 126 countries and territories. Dedicated to fulfilling its founding vision to fill the earth with the light and warmth of hospitality, Hilton has welcomed over 3 billion guests in its more than 100-year history, was named the No. 1 World's Best Workplace by Great Place to Work and Fortune and has been recognized as a global leader on the Dow Jones Sustainability Indices for seven consecutive years. Hilton has introduced industry-leading technology enhancements to improve the guest experience, including Digital Key Share, automated complimentary room upgrades and the ability to book confirmed connecting rooms. Through the award-winning guest loyalty program Hilton Honors, the nearly 190 million [Hilton Honors](#) members who book directly with Hilton can earn Points for hotel stays and experiences money can't buy. With the free [Hilton Honors app](#), guests can book their stay, select their room, check in, unlock their door with a Digital Key and check out, all from their smartphone. Visit [stories.hilton.com](#) for more information, and connect with Hilton on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).

About Hilton Garden Inn

The award-winning [Hilton Garden Inn](#) brand provides business and leisure guests upscale, affordable accommodations and modern amenities for an experience that is simply on another level. The Hilton Garden Inn Promise affirms the brand's goal to make each guest's stay better and brighter. Guaranteed. With more than 1,000 hotels in 62 countries and territories around the world, the brand ensures today's busy travelers have a bright and satisfying experience, starting with the first hello. Experience a positive stay at Hilton Garden Inn by booking at [hgi.com](#) or through the industry-leading [Hilton Honors app](#). [Hilton Honors](#) members who book directly through preferred Hilton channels have access to instant benefits. Learn more about Hilton Garden Inn at [stories.hilton.com/hgi](#), and follow the brand on [Facebook](#), [Instagram](#) and [Twitter](#).

About Tharaa Misr for Real Estate Development

Tharaa Misr for Real Estate Development is considered one of the leading companies in the real estate market. The company launched its first projects in the Egyptian real estate market, with total investments amounting to 22 billion Egyptian pounds. This pioneering project reveals a company that will not compromise its leadership in the Egyptian market. The company's shareholder structure includes Eslam Hashem, who is the Chairman of the Board of Tharaa Misr for Real Estate Development and the CEO of Contact Construction CD.