

# Marriott, Landmark Sabbour sign agreement to open W Hotel in Cairo

Marriott International has entered into an agreement with Landmark Sabbour to bring the W Brand's design to Cairo. Expected to open in 2024, W Cairo will be situated in 1-Ninety - a 300,000 sqm mixed-use development in the emerging New Cairo district featuring retail space, commercial and residential components.



Amr Sultan, managing director of Landmark Sabbour and Alex Kyriakidis, president and managing director, Middle East & Africa, Marriott International at the signing ceremony of W Cairo.

Landmark Sabbour recently launched 1-Ninety. With a total investment of EGP 28 billion (\$1.75bn).

Located just 25 kilometres from Cairo International Airport, the new hotel will add its own vibrant W experience to the ultra-modern urban landscape of New Cairo.

When W Cairo opens in 2024, the hotel will embody W Hotels' work hard, play hard philosophy with a signature WET Deck (pool deck), AWAY Spa and FIT Fitness Centre alongside 350 rooms and suites. The hotel is also expected to offer multiple food and beverage venues, mix and mingle spaces, plus a meetings and events space which will include a 500-square-metre Great Room.

"New Cairo is a burgeoning, dynamic lifestyle destination in Cairo, and we are excited to collaborate with Landmark Sabbour to redefine modern luxury in one of the most awe-inspiring travel destinations in the world," said Alex Kyriakidis, president and managing director, Middle East and Africa, Marriott International. "This signing not only illustrates our commitment to Egypt but also reinforces the increasing demand for the W Hotels brand in this region and around the globe."

Eng. Amr Sultan, managing director of Landmark Sabbour, added: "We choose to work with those who share our development standards, innovative perception of luxury community building, and whose objectives align with our own. Our collaboration with Marriott International represents another milestone in our growth; it further demonstrates our commitment to collaborate with industry leaders and stands as a chance to integrate the unique customer-centric services of W Hotels into our line of upscale products in 1-Ninety."

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#### About W Hotels Worldwide:

Born from the bold attitude and 24/7 culture of New York City, W Hotels (<https://W-Hotels.Marriott.com/>), part of Marriott International, Inc., has disrupted and redefined the hospitality scene for nearly two decades. Trailblazing its way around the globe, with more than 50 hotels, W is defying expectations and breaking the norms of traditional luxury wherever the iconic W sign lands. With a mission to fuel guests' lust for life, W ignites an obsessive desire to soak it in, live it up and hit repeat. The brand's provocative design, iconic Whatever/Whenever service and buzzing Living Rooms create an experience that is often copied but never matched. Innovative, inspiring and infectious, the brand's super-charged energy celebrates guests' endless appetite to discover what's new/next in each destination, to see more, feel more, go longer, stay later. For more information on W Hotels, visit <http://bit.ly/2RUAQ8E> or follow us on <http://bit.ly/38He8Xn>, <http://bit.ly/2Es9NcF> and <http://bit.ly/2POAGgf>. W Hotels Worldwide is proud to participate in Marriott Bonvoy, the new name of Marriott's travel program replacing Marriott Rewards®, The Ritz-Carlton Rewards®, and Starwood Preferred Guest® (SPG). The program offers members an extraordinary portfolio of global brands, experiences on Marriott Bonvoy Moments and unparalleled benefits including earning points toward free hotel stays and nights toward Elite status recognition. To enroll for free or for more information about the program, visit <http://bit.ly/2IQpBbZ>.

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