

Marriott International to debut eco-conscious Element brand in Egypt

CAIRO, Egypt - Marriott International has announced plans to debut Element Hotels, the stylish eco-incubator brand in Egypt, in early 2019. Located in Cairo's upscale Heliopolis district and slated to be the largest Element Hotel in the Middle East and Africa, Element Cairo is being developed by Abraj Misr Urban Development and is owned by Middle East Real Estate for Development (MERED), an Egyptian limited liability company.



Element Cairo - The Gate Project

Element Cairo will be part of The Gate Project, the new iconic eco-friendly development, featuring the largest housing, administrative, commercial facility in Egypt and the Middle East. The hotel will feature 344 light-filled rooms and an atmosphere designed to fuel a life in balance and on the move.

"Egypt is one of our key markets and we are excited to introduce a new brand to the capital's city center," said Alex Kyriakidis, president and managing director, Middle East and Africa, Marriott International.

"Element Cairo will be a highly-anticipated addition to our rapidly growing portfolio presenting travellers an appealing, new option for short and long stays in this market. We believe travellers deserve more than a place to stay so we don't compromise on comfort or quality for guests."

Engineer Ali Rabie, chairman of the Board of Directors of Abraj Misr Company, the real estate developer in the field of building via green architectural technology said, "It is with great pride that we announce the inking of an agreement to bring [Element Hotels](#) to Egypt as part of one of the foremost real estate projects by our company. Our collaboration is a continuation of the company's strategy of working with reputed international brands to redefine the lifestyle landscape. We are confident that this project with its modern and outstanding architectural design will be the first choice for those seeking uniqueness of experience and tranquility."

Located within easy access from the airport, downtown Cairo as well as New Cairo, Element Cairo will be part of a landmark mixed-use project with a high-end retail mall housing Egypt's largest indoor theme park and unbranded residences.

Spacious studios and one, two and three-bedroom suites at Element Cairo will offer a fluid design of modular furniture, fully equipped kitchens, the signature Heavenly Bed and spa-inspired bathrooms. Hotel amenities will include fast and free WiFi, complimentary bikes to borrow, a state-of-the-art 24-hour fitness centre, 668 square meters of flexible meeting space and a fully equipped business centre and an all-day dining cafe.

Element continues to grow at a phenomenal pace with hotels slated to open in numerous markets by the end of 2017, including the United States; China; Indonesia; and Malaysia.

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