

TRAVEL AND HOSPITALITY

Nobu Hospitality announces multi-development entry into Egypt

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The group will bring its luxury hotels, branded residences and acclaimed Nobu restaurant to the country by 2026. Image credit: Nobu Hotels

By LUXURY DAILY NEWS SERVICE

Global hospitality group Nobu is setting its sights on a new market.

The company is pushing two new properties into development in Egypt: one will land in the capital city of Cairo, while another is slated for the nation's North Coast. Partnering with local real estate developer SODIC on the effort, the dual five-star constructions will include luxury hotels, branded residences and the group's acclaimed Nobu restaurant upon their respective completions, scheduled for 2026.

"We are extremely excited about our partnership with SODIC and the launch of these two exceptional projects," said Trevor Horwell, CEO of [Nobu Hospitality](#), in a statement.

"Egypt holds a rich history and a vibrant culture, making it an ideal canvas for us to create remarkable spaces that epitomize the essence of Nobu's luxury and innovation," Mr. Horwell said. "These developments will not only redefine luxury living but also offer a distinct blend of hospitality and lifestyle experiences for our guests and residents."

Egyptian expansion

The multimillion dollar establishments will station in Cairo's up-and-coming New Zayed neighborhood, as well as Egypt's beachfront North Coast area.

The New Zayed development, called the "Nobu Hotel and Residences Cairo," will encompass a range of single-family housing, apartments and resort spaces.

In the Ras El Hikma region, 440 acres of oceanfront terrain will house a Nobu Hotel and Residences on the North Coast, offering views of the Mediterranean Sea.

Egypt's landscapes are showcased in a new video from Nobu Hotels

The company states there will be an extensive array of amenities available to each location's guests. A statement notes that The North Coast Nobu Hotel and Residences will operate seasonally from May through October.

Nobu Hotels' update joins a surge of luxury expansions into Egypt. Last year, fellow luxury hospitality group Four

Seasons announced its plans to move into the country by 2025 ([see story](#)).

"Our partnership with Nobu is a testament to SODIC's ability to attract world-class international partners," said Ayman Amer, general manager at SODIC, in a statement.

"Nobu's iconic brand perfectly complements our signature projects, offering The Estates' and our newest North Coast development communities a seamless and exceptional experience of integrated vibrant hospitality and high-end dining at the highest standards of luxury."

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