

## Official Opening Ceremony at the Steigenberger Hotel El Tahrir in Cairo

*Frankfurt am Main, 22 May 2017*

The Steigenberger Hotel El Tahrir in Cairo formally opened for business last Saturday after a soft opening in February 2017. The new location in Cairo adds another mega-city of international significance to the hotel group's portfolio. It is the 100th hotel to go operational. This represents an important milestone within Deutsche Hospitality's declared strategy of growth.

The company is continuing on its path of expansion whilst focusing both on tapping into new markets and on strengthening brand presence at existing locations. Egypt is playing a crucial part in this process. Ten hotels and three Nile river ships now make the country the company's second largest location after its home market of Germany.

The hotel offers 300 exquisitely furnished rooms and suites, all of which are equipped with the very latest technology. There are also five conference rooms and a large banqueting hall which provides plenty of space for events of all kinds. Further facilities include a spa, a health and beauty centre and a gym complete with swimming pool.

The Steigenberger Hotel El Tahrir occupies a central position on Tahrir Square, only 900 metres from the famous Egyptian Museum and a mere stone's throw from the Khan El Khalili Bazaar. This makes it the ideal starting point for any kind of activity tourists and business travellers wish to pursue.

"The development of our portfolio in this local market reflects our ongoing expansion. Our presence here has undergone enormous growth over the past few years. Our hotel is located in Downtown Cairo, this is a quarter which was of particular significance in the early 1920's and it is now enjoying a renaissance. When this history is being written, we are part of it", Puneet Chhatwal, CEO Deutsche Hospitality.

The company is also contributing to the region in another way: Deutsche Hospitality is financing the construction of four drinking water treatment plants in areas of Egypt where there is no fresh water supply. The first of these plants, which is located in the small town of

El Kefah 600 kilometres South West of Cairo in the Egyptian desert, is now operational. A second plant is currently being erected in conjunction with the climate protection organisation Atmosfair. The drinking water treatment plants being built feature a design that produces no emissions. They filter out heavy metals and are able to deliver up to 10,000 litres of disinfected water per day.

Information on the [water project](#)

Current press information is available in our [press portal](#).

**Deutsche Hospitality** brings together three separate hotel brands – Steigenberger Hotels and Resorts, Jaz in the City und IntercityHotel. The Deutsche Hospitality brand encompasses a total of 125 hotels, more than 25 of which are at the development stage. The portfolio includes 58 Steigenberger Hotels and Resorts and 42 IntercityHotels. The first Jaz Hotel opened in Amsterdam in November 2015.

#### **Press contact**

Steigenberger Hotels Aktiengesellschaft | Lyoner Straße 25 | 60528 Frankfurt a. M.

Jannah Baldus | Tel.: +49 69 66564-360 | Fax: +49 69 66564-424

E-mail: [jannah.baldus@deutschehospitality.com](mailto:jannah.baldus@deutschehospitality.com)



<https://www.deutschehospitality.com/en>

[www.steigenberger.com](http://www.steigenberger.com)

[www.intercityhotel.com](http://www.intercityhotel.com)

[www.jaz-hotel.com](http://www.jaz-hotel.com)