

1 September 2023

**Dear Valued Partner,**

We are thrilled to share some exhilarating news with you. Our cherished establishment, Sheraton Soma Bay, is about to undergo a comprehensive revitalization, taking an already iconic Red Sea hotel to new heights of modern elegance and luxury in Egypt. This transformation is set to redefine the concept of upscale hospitality and cater to those with a discerning taste for the finer things in life.

As steadfast partners, your support has been invaluable over the years, and we humbly ask for your continued support during this exciting phase and beyond. Our enduring partnership has been instrumental in our success, and we are excited to embark on this journey with you.

**To provide you with insights into the upcoming renovation program, let us delve into the details:**

**Phase 1** kicks off on December 1, 2023, marking the commencement of the renovation of 75 rooms, the vibrant L'Abydos Buffet Restaurant, the inviting Pool Area and Bar as well as the Beach and Watersport Offices Structure. Work on the Beach and Watersport Structure will conclude at the end of January 2024.

**Phase 2** follows on January, 2024, bringing forth the rejuvenation of 52 more rooms, the elegant Hotel Lobby, the chic Solar Bar, and the rejuvenated Public Restrooms.

Both **Phase 1 and Phase 2** are set to conclude during March, 2024, marking a significant milestone in our transformation. April 2024 will be a hiatus in renovation activities, allowing for a brief respite.

**Phase 3** sets sail during May, 2024, with 30 Deluxe Beach Front Suites undergoing a complete transformation. This phase also includes the renewal of the L'Emporio Restaurant, the de Lux Beach Front Suites exquisite Private Pool area, and the introduction of the all-new Sheraton Club Lounge. The highlight of this phase lies in the individual plunge pools added to all ground-level Deluxe Beach front Suites. The new Sheraton Club Lounge promises an elevated experience for our elite guests and those staying in Deluxe Beach Front Suites, offering a serene retreat for relaxation, dining, and leisure, all while gazing out over the enchanting Red Sea. Phase 3 concludes during September, 2024.

**Phase 4** commences on June 16, 2024, bringing forth the rejuvenation of 60 more rooms, the rejuvenated Fitness Centre, the refreshed Spa, and the revamped Kids Areas. This phase concludes during September, 2024, ushering in a period of respite from renovation activities until the end of the year.

**Phase 5** resumes the renovation journey, starting in early 2025 and concluding in late July, transforming the remaining 86 rooms, Beach Bar and the Sea View Restaurant; concluding the comprehensive renovation project.

Throughout the renovation period, alternative facilities will be thoughtfully arranged to ensure minimal disruption to our guests' experiences. ***While we aim to provide seamless stays, it's imperative that all your guests arriving during this period are informed about the extent of the ongoing renovation, prior to arrival.***



SHERATON  
Soma Bay Resort

**As we work to improve certain areas, we have arranged alternative options to ensure our guests stays remains enjoyable:**

**Water Sport Structure:** While renovations are underway, a temporary facility will be available for their enjoyment.

**Beach Area:** To minimize disruption, only one half of the beach will be worked on at a time, so they can still relish the sandy shores.

**Main Restaurant:** During this time, guests can indulge in meals at our exquisite Italian Restaurant, Sea Breeze Restaurant, and the grand Main Ballroom.

**Pool Area & Bar:** We've set up a secondary pool facility with all the amenities needed for a refreshing and delightful experience.

**Lobby, Reception, Porte Cohere:** Our welcoming spaces will be temporarily relocated to the conference center, ensuring check-in and arrival experience is as smooth as ever.

**Solar Bar:** A pop-up bar facility will be at available, so guests can unwind with their favorite beverages.

**Italian Restaurant:** Delight in delectable meals at our L'Abydos and Sea View Restaurants while we enhance the Italian Restaurant.

**Spa:** The rejuvenating Thalassa, only 3 minutes away, will be open for guests (Paid Service) to pamper themselves and unwind.

**Gym:** Stay active at the nearby Fitness Centre, where guests can continue their fitness routine.

**Kids Area:** A temporary facility in the Aqua Park will keep the young ones entertained throughout the renovation period. The Aqua Park will remain open during the full renovation period.

**Beach Restaurant:** Enjoy meals at the L'Abydos and Italian Restaurants while we work on enhancing the Beach Restaurant.

**Beach Bar:** The Pool Bar and Water Sports Bar will remain fully operational, ensuring guests have delightful options for relaxation.

This marks a truly exhilarating chapter for Sheraton Soma Bay, and we extend an enthusiastic invitation to you, our esteemed partners, to join us on this remarkable journey. Together, we are forging an exceptional destination that will stand the test of time.

While timelines are set, dates may change if unforeseen circumstances are present. For any inquiries or further information, please don't hesitate to reach out to your account Executive and/or Christine Ragaie, our Director of Sales and Marketing.

With warm regards,

**Boris Bornman: General Manager**

**Introducing the Sheraton Soma Bay Arrival Experience, offering a sneak peek into tomorrow's world,**

