



EMECCO NEWS

July | 2026

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Corporate Updates:

News from Emeco Travel & Our Strategic Initiatives



Emeco Achieves Biosphere Certification

Emeco Travel has become Egypt's first Destination Management Company to achieve the **Biosphere Certification**, highlighting its commitment to sustainable tourism and responsible travel development.



Egypt Awarded “Best Tourist Destination” at KITF 2026

Egypt was awarded “Best Tourist Destination” at the 24th KITF International Tourism Exhibition in **Almaty**, Kazakhstan, showcasing its rising global appeal for cultural, leisure, and luxury travel in Central Asia and beyond.



EGYPTAIR Launches First Airport Support Room for Invisible Disabilities

EGYPTAIR has introduced the first airport support room for travelers with invisible disabilities at Cairo International Airport, focusing on comfort for passengers with autism and anxiety. This initiative underscores Egypt's commitment to accessible tourism and passenger well-being.

Airlines Updates:

Keeping You Connected to Egypt

- **Air Cairo Launches New Cairo–Athens Route**

Air Cairo has announced the launch of its new scheduled service between Cairo and Athens, operating five weekly flights starting 24 July. The new route strengthens connectivity between Egypt and Greece, offering travelers greater access to one of Europe's most historic destinations while supporting growing leisure and business travel between the two countries.

- **Air Cairo Launches Direct Flights Between Armenia and El Alamein**

Air Cairo has announced the launch of new direct seasonal flights connecting Armenia with El Alamein, further expanding access to Egypt's rapidly growing North Coast destination. The new route supports increasing demand from Eastern European markets while strengthening Egypt's position as a leading Mediterranean summer destination.



Airlines Updates:

Keeping You Connected to Egypt

- **EGYPTAIR Launches First Direct Flights Between Cairo and Venice**

EGYPTAIR has inaugurated its first-ever direct route between Cairo and Venice, further expanding its European network. The new service enhances travel opportunities between Egypt and northern Italy, supporting cultural tourism, business travel, and stronger connectivity while providing passengers with a more convenient travel experience.

- **Air Cairo Launches First Direct Flights Between Porto and El Alamein**

Air Cairo has introduced its first direct service connecting Porto, Portugal, with El Alamein, expanding access to Egypt's rapidly growing North Coast destination. The new route supports Egypt's strategy to attract more European leisure travelers while showcasing El Alamein as an emerging premium summer destination.



Industry News:

The Latest Developments Across Egypt's Tourism Industry

- **Egypt to Develop New Sky Sports Hub at the Giza Plateau**

Egypt has officially announced plans for a new Sky Sports Hub at the Giza Plateau, aiming to transform the historic area into a destination for international sports entertainment and immersive tourism experiences. The project reflects Egypt's broader vision of blending heritage, innovation, and global event tourism around its most iconic landmarks.

- **Egypt's Red Sea Resorts Ranked Among the World's Best Swimming Destinations**

According to a Forbes travel study, Sharm El Sheikh and Hurghada are ranked among the world's top swimming destinations for 2026, thanks to Egypt's clear waters, year-round sunshine, coral reefs, and luxury coastal experiences that draw global travelers to the Red Sea.



Industry News:

The Latest Developments Across Egypt's Tourism Industry

• Mandarin Oriental Expands with Two Iconic Heritage Hotels in Egypt

Mandarin Oriental has announced its expansion into Egypt through two iconic heritage properties. The legendary Old Cataract Hotel in Aswan is undergoing a phased transformation and will reopen as *Mandarin Oriental Old Cataract*, Aswan in Q4 2027. At the same time, the historic Winter Palace in Luxor is being fully restored and is scheduled to reopen as *Mandarin Oriental Winter Palace*, Luxor in Q3 2027, reinforcing Egypt's position as a premier luxury hospitality destination.



Old Cataract Hotel • Aswan • Future Mandarin Oriental Old Cataract



Winter Palace • Luxor • Future Mandarin Oriental Winter Palace

Industry News:

The Latest Developments Across Egypt's Tourism Industry

- **Egypt's First Renewable Energy Powered Boat**

Egypt has launched its first renewable energy-powered tourism boat in Sharm El Sheikh, marking a significant step toward sustainable tourism development in the Red Sea. The eco-friendly vessel supports Egypt's long-term environmental strategy while promoting greener marine tourism experiences for international visitors.

- **Cairo International Airport Wins ACI Africa Award for “Ask Mariam” Assistant**

Cairo International Airport has received an ACI Africa award recognizing its “Ask Mariam” smart digital assistant initiative. The innovation enhances passenger experience by offering real-time airport guidance and multilingual support, reinforcing Cairo Airport's ongoing digital transformation efforts.



Industry News:
Wellness Tourism

Egypt Positioning Itself as a Wellness Tourism Destination



Siwa Wellness Escape



Red Sea Wellness Retreat



Eco retreats

Industry News:

New Culinary Openings:

Khan Al Pasha & Durbar by Oberoi

Khan Al Pasha

Located in the heart of historic Khan el-Khalili, Khan Al Pasha delivers a refined dining experience inspired by Egypt's rich cultural heritage and timeless oriental charm. Surrounded by the atmosphere of Old Cairo's iconic bazaar, the venue blends traditional architecture, authentic flavors, live entertainment, and contemporary hospitality to create a uniquely immersive culinary destination for both local and international guests.

Durbar

Durbar by Oberoi brings a sophisticated Indian fine dining experience to Cairo, offering a curated menu inspired by royal Indian cuisine and elevated contemporary presentation. Combining elegant interiors, premium hospitality, and authentic flavors, the restaurant reflects Cairo's growing reputation as a regional luxury culinary and lifestyle destination.



NORTH COAST

E G Y P T

WHERE LUXURY MEETS THE COAST

LUXURY RETAIL INTEGRATION

High-End Shopping

Global luxury brands are selectively integrated within North Coast destinations, mainly concentrated in Marassi Marina & retail hubs, creating a seasonal, lifestyle-driven shopping experience.

Zegna



Dior



Loro Piana



Valentino



Louis Vuitton



Saint Laurent





A c t i v i t i e s & A d r e n a l i n e

Water Activities

Experience the Energy of the Mediterranean





THE MEDITERRANEAN PLAYGROUND

Egypt's North Coast is rapidly evolving into one of the region's most exclusive summer destinations, combining pristine beaches, luxury hospitality, and world-class lifestyle experiences

Marinas & Yachting

Luxury Coastal Living

Marinas across the North Coast offer a premium yachting lifestyle, integrating dining, leisure, and social experiences.



Marassi Golf

Experience

An 18-hole championship golf course positioned within a luxury coastal destination, appealing to high-end leisure travelers.



A wide-angle photograph of a resort pool area. In the foreground, several white lounge chairs with blue cushions are arranged on a light-colored deck. Large white umbrellas provide shade. The pool water is a vibrant blue, reflecting the sky and the surrounding palm trees. In the background, more palm trees and resort buildings are visible under a clear blue sky.

Hotels

Luxury & Boutique Mix

The North Coast combines international luxury brands with lifestyle boutique hotels.

Al Alamein Hotel

MARASSI



An iconic luxury hotel in Marassi combining timeless elegance with modern hospitality.
Known for its refined atmosphere and premium beachfront experience.

- Located in Marassi
- Classic luxury positioning
- Strong reputation for service and comfort

Address Marassi

BEACH RESORT



A **modern** luxury beachfront resort offering premium accommodation, direct beach access, fine dining, and wellness facilities. Designed for high-end lifestyle travelers.

- Direct beach access
- Luxury rooms with Mediterranean views
- Spa, multiple pools, and dining concepts

A large crowd of people is gathered at a night concert. The scene is illuminated by bright red stage lights, creating a vibrant and energetic atmosphere. In the background, stage equipment and scaffolding are visible. The crowd is dense, with many people raising their hands and holding up smartphones to capture photos or videos. The overall mood is one of excitement and celebration.

NORTH COAST COMES ALIVE

UPCOMING EVENTS

North Coast • Summer Highlights

Where Music, Art & Coastal Lifestyle Come Together.

Shorelines Festival brings together internationally acclaimed DJs, immersive performances, and premium lifestyle experiences. Each summer, the festival attracts thousands of local and international visitors, reinforcing Egypt's North Coast as one of the Mediterranean's premier destinations for music, entertainment, and luxury beach tourism.



Shorelines Festival • Almaza Bay • Egypt's North Coast

North Coast • Summer Highlights

Adriatique Takes Over Egypt's North Coast

Among the world's most sought-after melodic techno acts, Adriatique arrives on 24 July for a breathtaking open-air performance on Egypt's North Coast. Expect an immersive night of cutting-edge visuals, deep soundscapes, and one of the season's hottest electronic music events.



Solomun Returns to the North Coast

A global icon of house and techno, Solomun returns to Egypt's North Coast on **7 August**. Renowned for his marathon sets and unmatched ability to command the dancefloor, this is one of the summer's most anticipated electronic music events.



North Coast • Summer Highlights

Al Alamein Festival

Returns for a Landmark Summer Season

The New Alamein Festival returns for its 2026 edition, bringing together world-class concerts, cultural performances, entertainment, sports, and family-friendly experiences along Egypt's Mediterranean coast. Hosted in New Alamein City, the festival continues to position the destination as one of the region's premier summer tourism and entertainment hubs, attracting both domestic and international visitors throughout the season.



Al Alamein Festival • Music • Culture • Entertainment



شُكراً
Thank
You