

# U Residences & Hotel

## Sahl Hasheesh



A Tropical Signature... Managed By U

# Table of Contents

- Sahl Hasheesh
- The Beach
- Opportunity, Investment
- U Hotels & Resorts Brand
- U Residences & Hotel
- Why U
- Location
- Project Master Plan
- About U Residences & Hotel
- Amenities
- Units' Types
- Interior Designs
- Contact us

# Sahl Hasheesh

Nestled along Egypt's stunning Red Sea coastline, Sahl Hasheesh is an exclusive bay located approximately 18 km south of Hurghada International Airport.

Renowned for its crystal-clear waters, pristine beaches, and breathtaking natural beauty, the destination offers a unique blend of luxury and tranquility.

Stretching across 11-kilometer shoreline and embracing a 7-kilometer sandy bay, Sahl Hasheesh is home to vibrant coral reefs and picturesque islands, making it a world-class destination for diving and snorkeling enthusiasts.

As a protected marine area, it supports a rich and diverse ecosystem, creating an exceptional environment where nature and coastal living coexist in perfect harmony.



# THE PIAZZA

Sahl Hasheesh



# Sahl Hasheesh Hurghada



Its prime and highly accessible location on the Red Sea coast is just a short flight from Cairo (less than 1 hour) and a 2–4 hour flight from Europe, with several airlines offering direct flights to Hurghada.

More than 50% of all tourists to Egypt fly directly to the Red Sea.

A woman with long dark hair, wearing a yellow bikini, is seen from behind as she paddles a bright yellow kayak on clear turquoise water. In the background, a sandy beach is lined with numerous white umbrellas and lounge chairs. Beyond the beach, a large, multi-story resort building with a prominent white dome and other architectural features is visible under a clear blue sky.

# Sahl Hasheesh

combines natural beauty  
with premium commercial and  
entertainment infrastructure.

An aerial photograph of the Sahl Hasheesh resort city in Egypt. The image shows a long, curved coastline with a wide, white sandy beach. The water is a vibrant turquoise color, transitioning to a deeper blue further out. In the background, there are several large, modern resort buildings with multiple stories and balconies. The surrounding landscape is a mix of desert and developed areas. The sky is clear and bright, suggesting a sunny day.

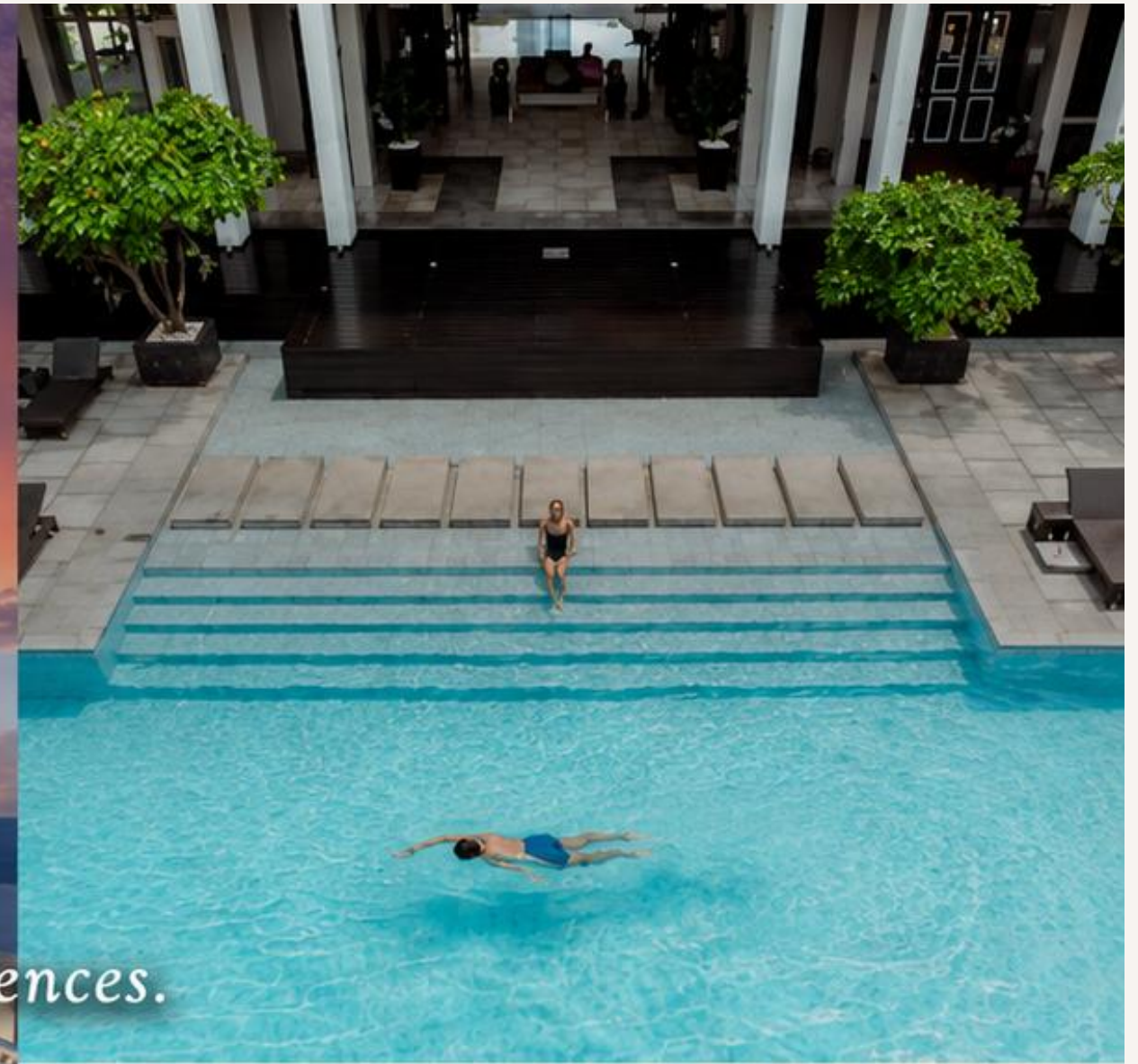
## Investment Opportunity in Sahl Hasheesh

The long term vision for Sahl Hasheesh is to become a fully integrated Resort city.

Already, it is home to over 1,000 residences. At full build out of land forming part of the future land release, it is expected that this thriving community could employ some 90,000–100,000 people across a range of different sectors, including health care, schools, entertainment, business and retail districts; establishing Sahl Hasheesh as a significant regional center within Egypt.

Therefore, Sahl Hasheesh represent a prime investment option for first or second home owners, given the high quality of residential development by a range of community services and amenities; designed to foster an environment where one can live, work and play.

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U HOTELS & RESORTS INTERNATIONAL



HOTELS & RESORTS

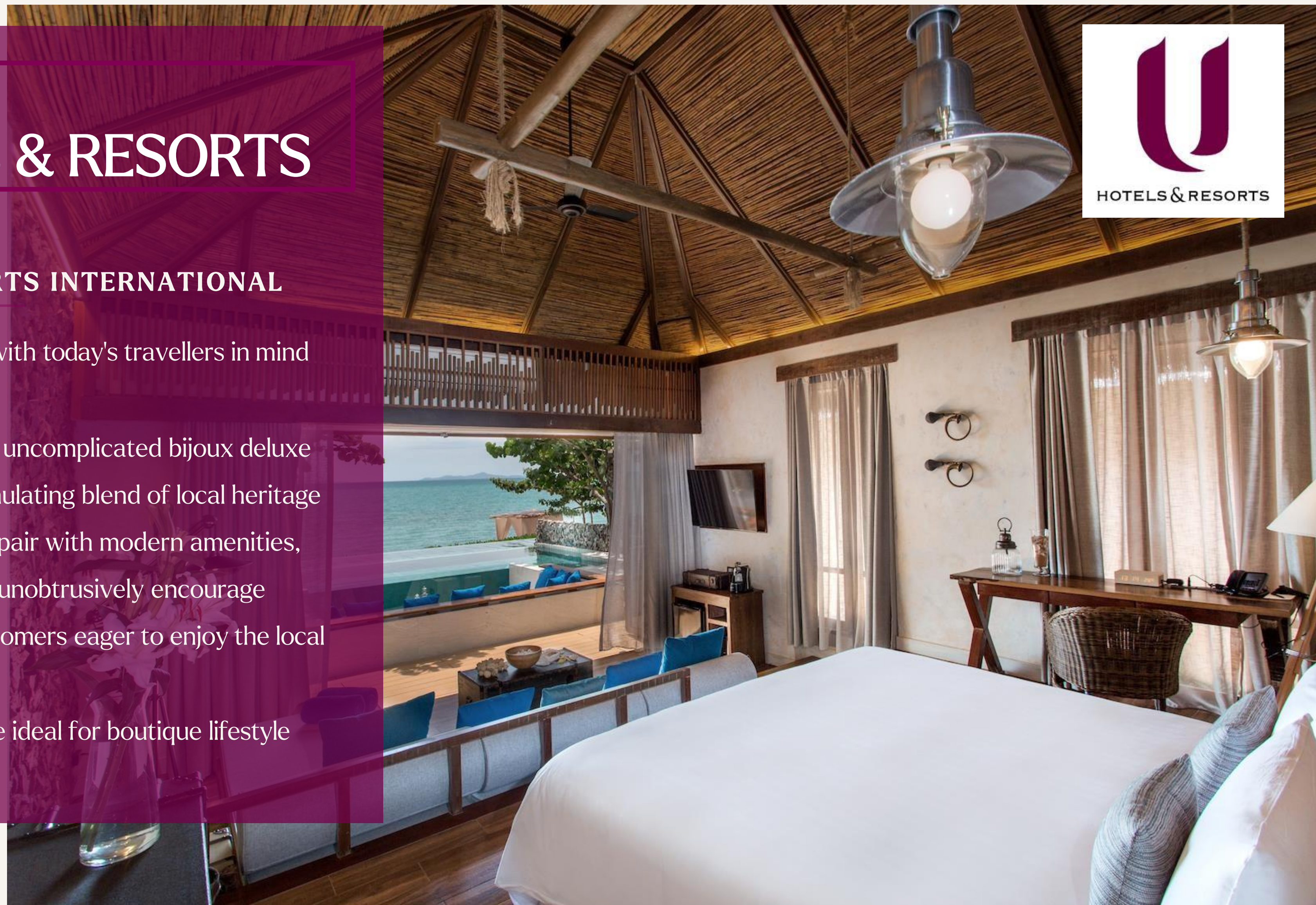
# ABOUT U HOTELS & RESORTS

## U HOTELS & RESORTS INTERNATIONAL

The brand was created with today's travellers in mind and their expectations.

U Hotels & Resorts is an uncomplicated bijoux deluxe hotel brand that is a stimulating blend of local heritage and design accents that pair with modern amenities, services and facilities to unobtrusively encourage sophisticated target customers eager to enjoy the local environment.

U branded properties are ideal for boutique lifestyle developments.



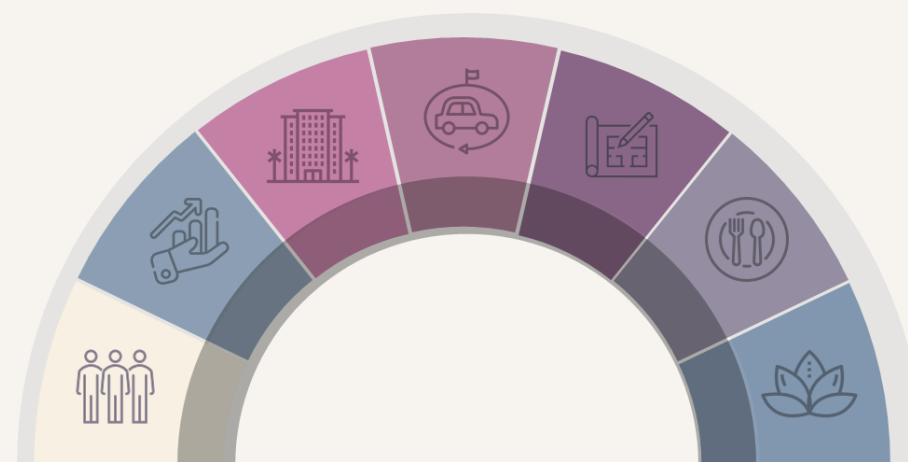
# The U International Journey

The U Hotels & Resorts was created as a core brand during the founding of Absolute Hotel Services (AHS) in 2008,

responding to the need for an uncluttered high end hotel experience in our markets. The flexibility of the brand allows owners to achieve faster positioning, on projects with less layering from the design stage through to the opening.

The positioning, are high quality and upper upscale boutique hotels that can achieve significant profitability even with smaller key counts.

Rates can be yielded above this positioning, and the properties operate on a lean cost structure.



U Hotels & Resorts grows in a sustainable and balanced manner, carefully selecting locations where value can be added best.

Our goal is to add depth and character to our portfolios in Middle East, Africa, India and across Southeast Asia.

A PARTNERSHIP U DESERVE



RESIDENCES & HOTEL  
— SAHL HASHEESH —

A Tropical Signature... Managed By U



U RESIDENCES & HOTEL

U RESIDENCES & HOTEL



# WHY U ?

- Worldwide Elite Branded Residence in (Asia, Europe & Middle East).
- Prime Seafront Location.
- Unique Classy Tropical Interior Designs for all resorts Exteriors & Interiors and units interiors -90% Seaview to all apartments.
- Highest ROI in the area ranging from (15% - 22%)- High Capital appreciation ranging from (10% - 20%), Different Unique investment & residential programs just for our clients.
- Elite Community.
- Unlimited Facilities.
- Investment Guaranteed programs.



**HRG** Hurghada International Airport

# U Residences & Hotel Location



**20 Minutes**

HURGHADA AIRPORT



**10 Minutes**

SENZO MALL



**5 Minutes**

SAHL HASHEESH MARINA



**5 Minutes**

INTERNATIONAL HOSPITAL



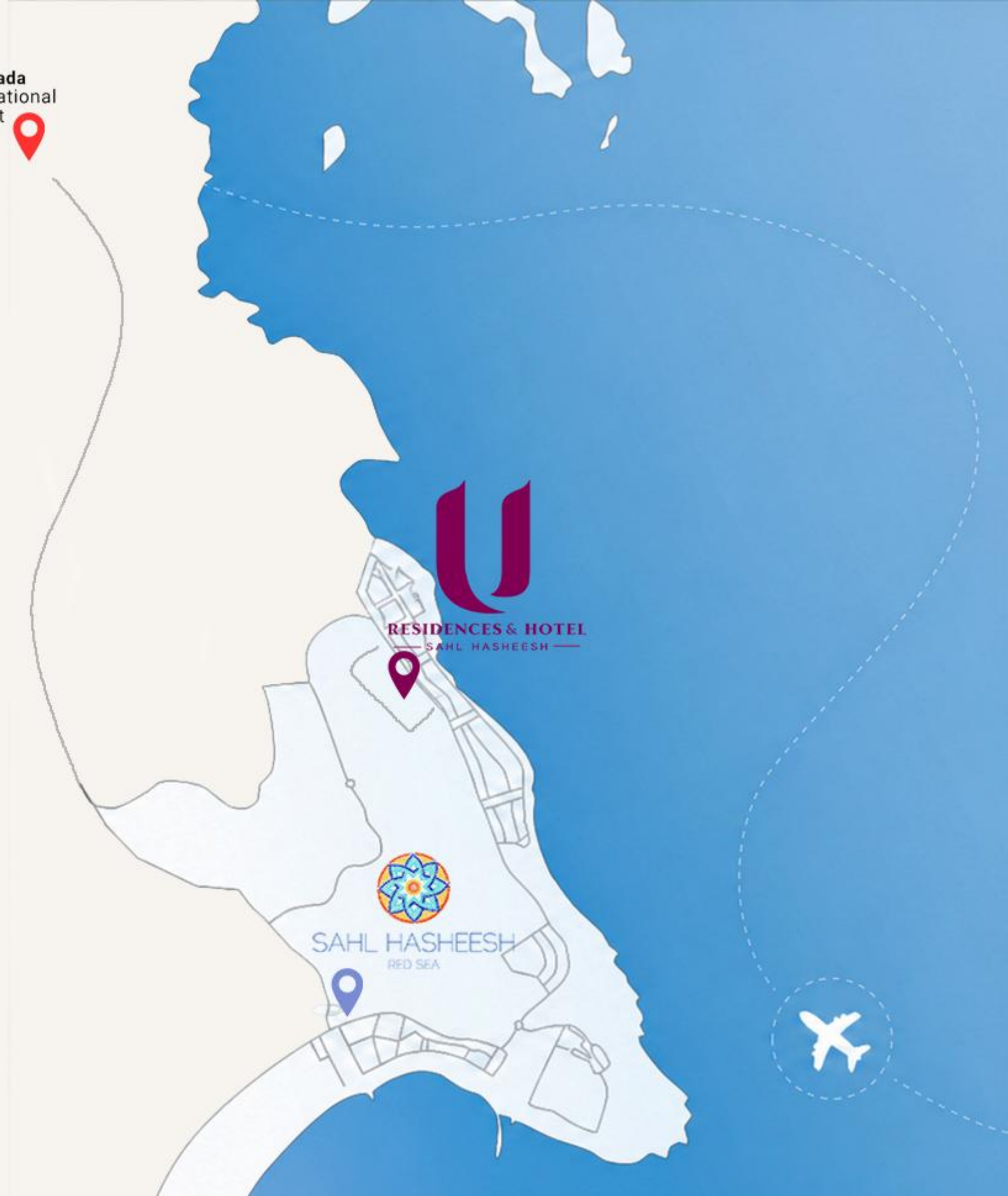
**5 Minutes**

SAHL HASHEESH DOWNTOWN



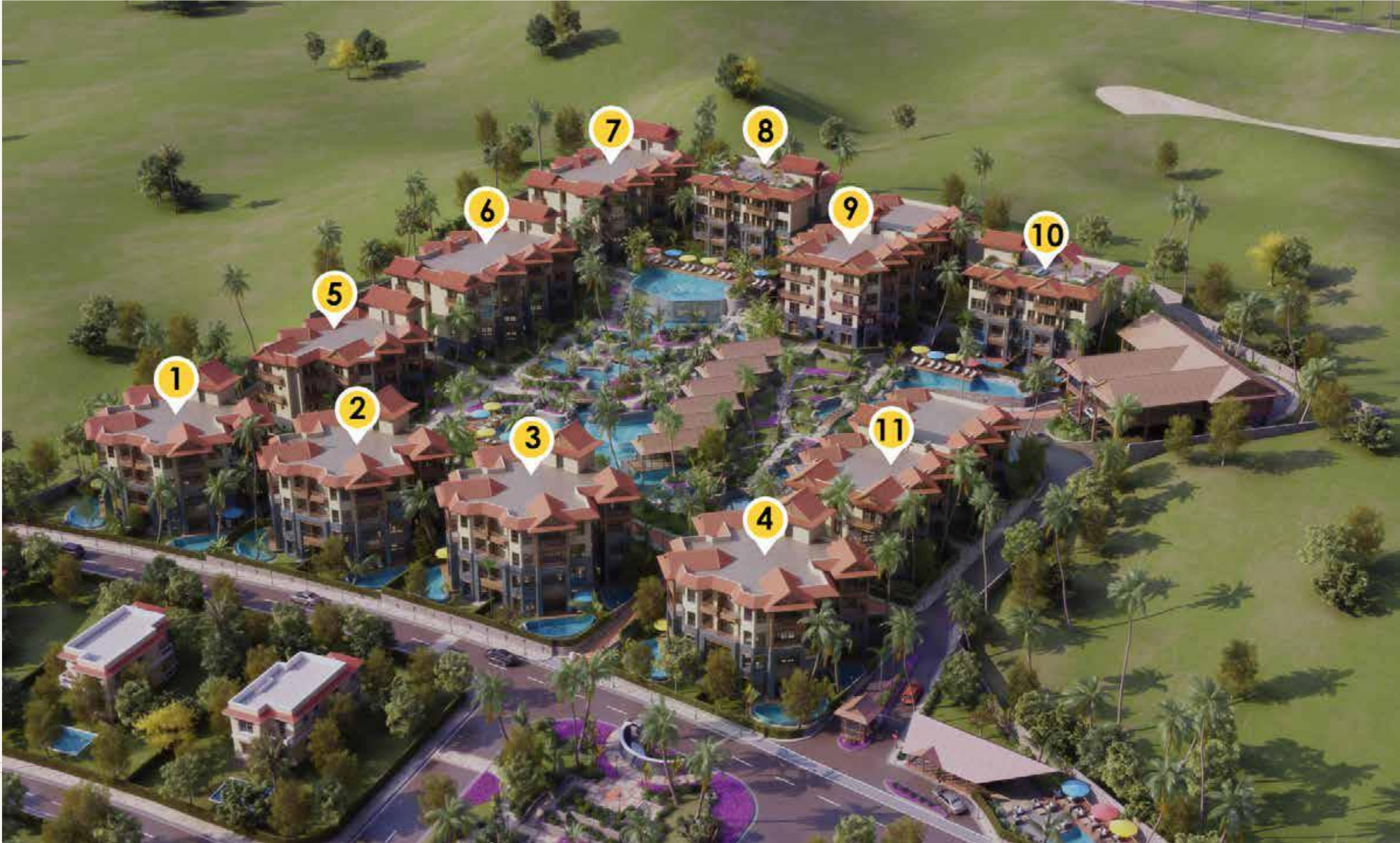
**1 Minute**

SANDY BEACH



# Master Plan

U RESIDENCES & HOTEL



RESIDENCES & HOTEL  
— SAHL HASHEESH —

# Master Plan





U Residences & Hotel

# About

## U Residences & Hotel

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Sea View For Real Estate Development entered into a strategic partnership with **U Hotels & Resorts International**, Transitioning **U Residences & Hotel Resort** into a branded residences development.

Under this agreement, **U Hotels & Resorts** will fully manage both the residential community and the hotel operations, ensuring a seamless integration of luxury hospitality standards with private residential living.

This collaboration enhances the project's value, elevates the guest and resident experience, and aligns the development with an internationally recognized hospitality brand.



U RESIDENCES & HOTEL

*Discover The  
Wonder at U*



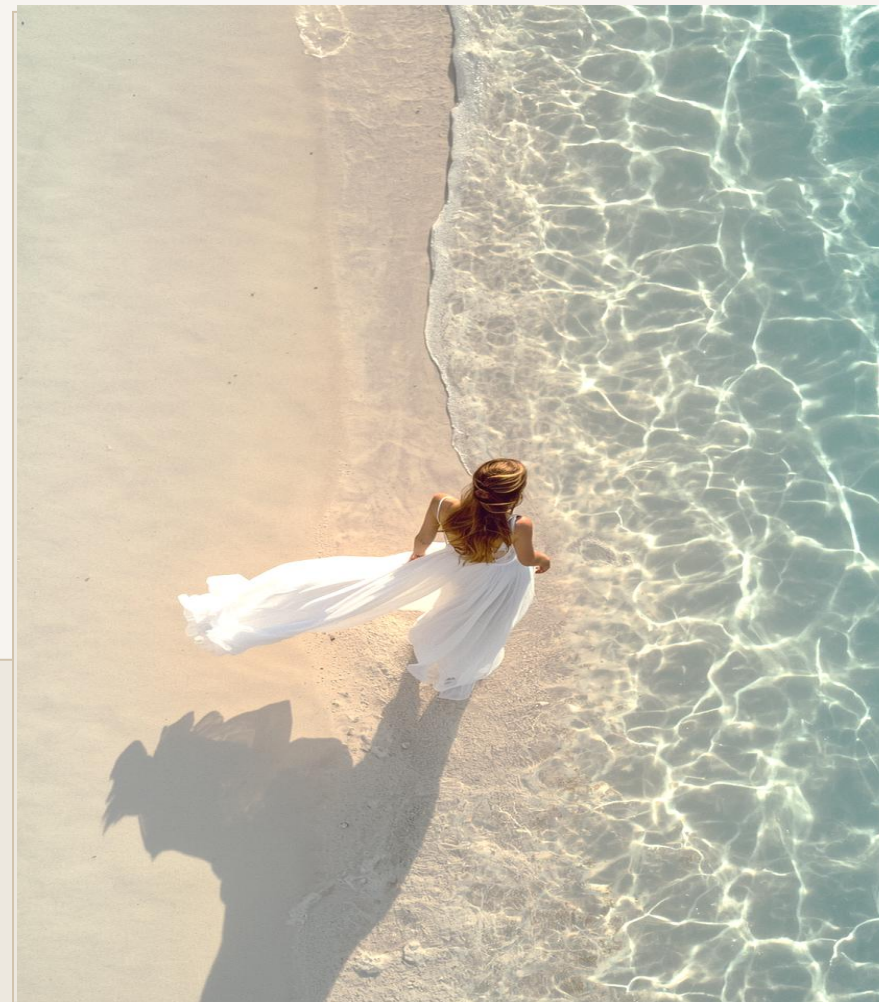
Commitment to  
Exceptional living  
Experiences on  
Egypt's Red Sea coast

U RESIDENCES & HOTEL

# Exclusive Lifestyle Amenities

## Property Management

Services by international property management.



## U Spa

Signature treatments blending local heritage with modern luxury wellness experiences.



## Golf

Enjoy two championship 18-hole courses with free shuttle to airport and Old Town.

# Exclusive Lifestyle Amenities

## Facility Management

We maintain the highest standards of quality.

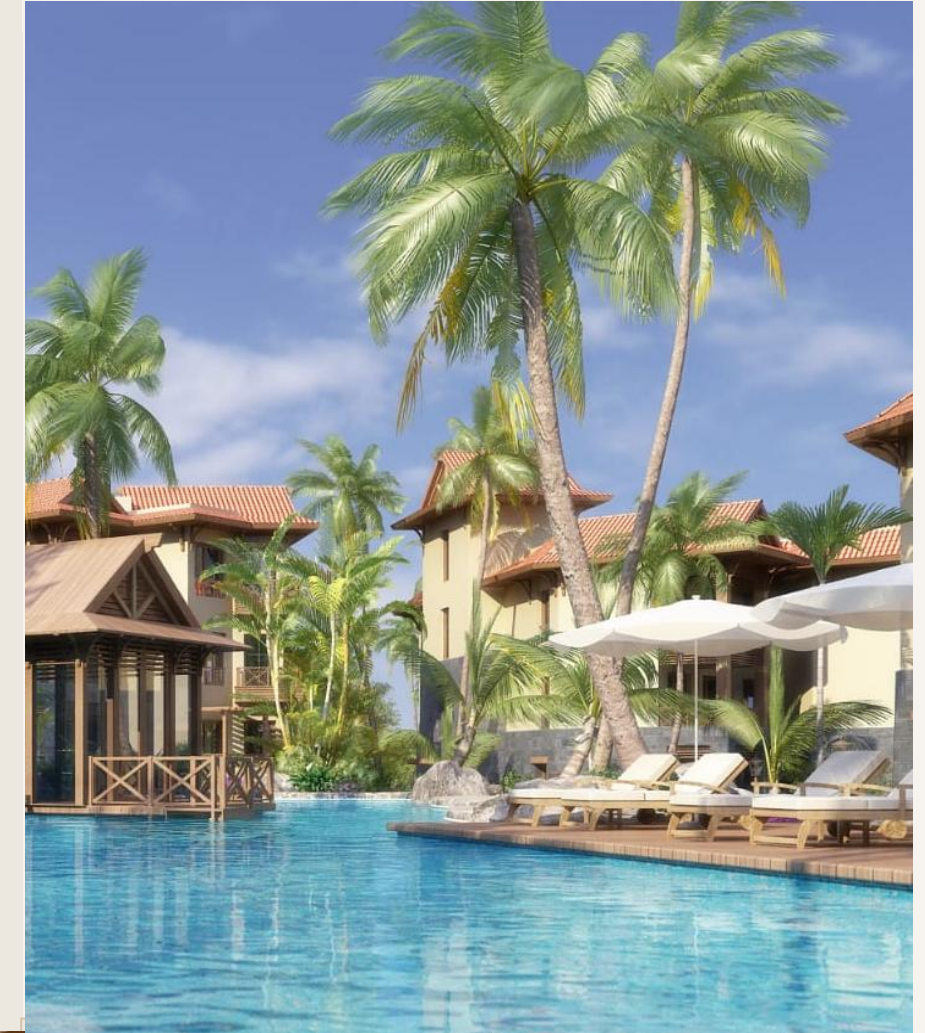


## Limosin Airport

Complimentary shuttle to Hurghada Airport and Old Town.

## House Keeping

Thoughtful housekeeping services designed to elevate every stay



## Swimming Pool

Panoramic pools merging with the horizon of the Red Sea.



RESIDENCES & HOTEL  
— SAHL HASHEESH —

## Units' Types



# Studio 52 Sqm



# Apartment 1-Bedroom

61 Sqm  
Type D



# Apartment 1-Bedroom

61 Sqm  
Type C



# Apartment 1-Bedroom

72 Sqm



# Apartment 2-Bedrooms

88 Sqm



# Duplex 2-Bedrooms

110 Sqm



Ground Floor



First Floor

# Duplex 3-Bedrooms

150 Sqm



Ground Floor



First Floor

# Units for Every Lifestyle & Investment Goal

## Branded Apartment:

Ideal for clients seeking a primary residence and year-round living. Enjoy a full-time ownership and personal use of your unit.

## Holiday Homes:

Perfect for clients who wish to use their units while generating seasonal rental income during selected periods of the year. Benefit from professionally managed rentals when the unit is not occupied.  
Expected annual ROI: 15%–18%.

## Hotel Apartment:

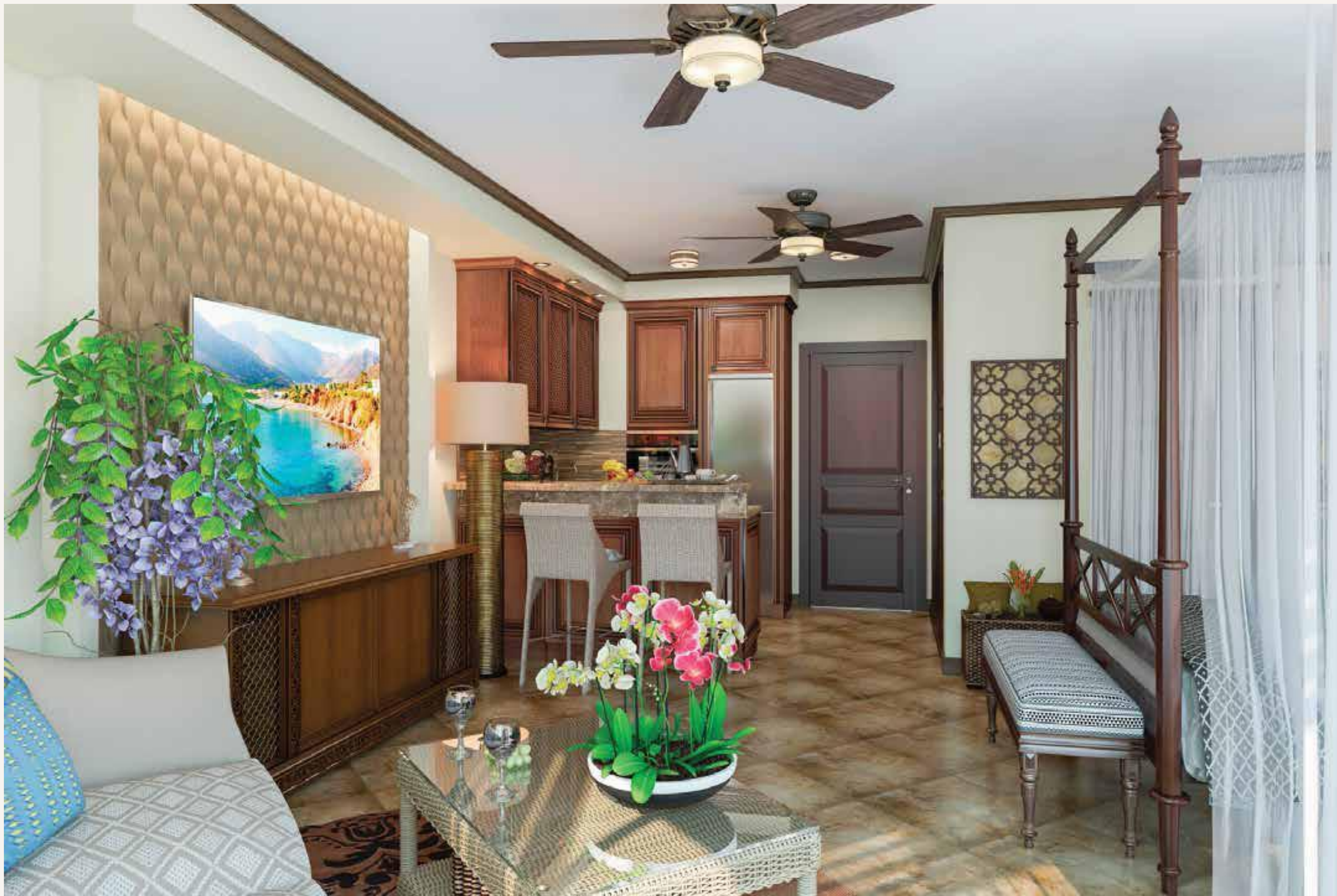
Designed for investors seeking maximum rental returns with a fully managed hospitality model. The units are operated as part of the hotel inventory throughout the year.  
Target annual ROI: 18%–22%.

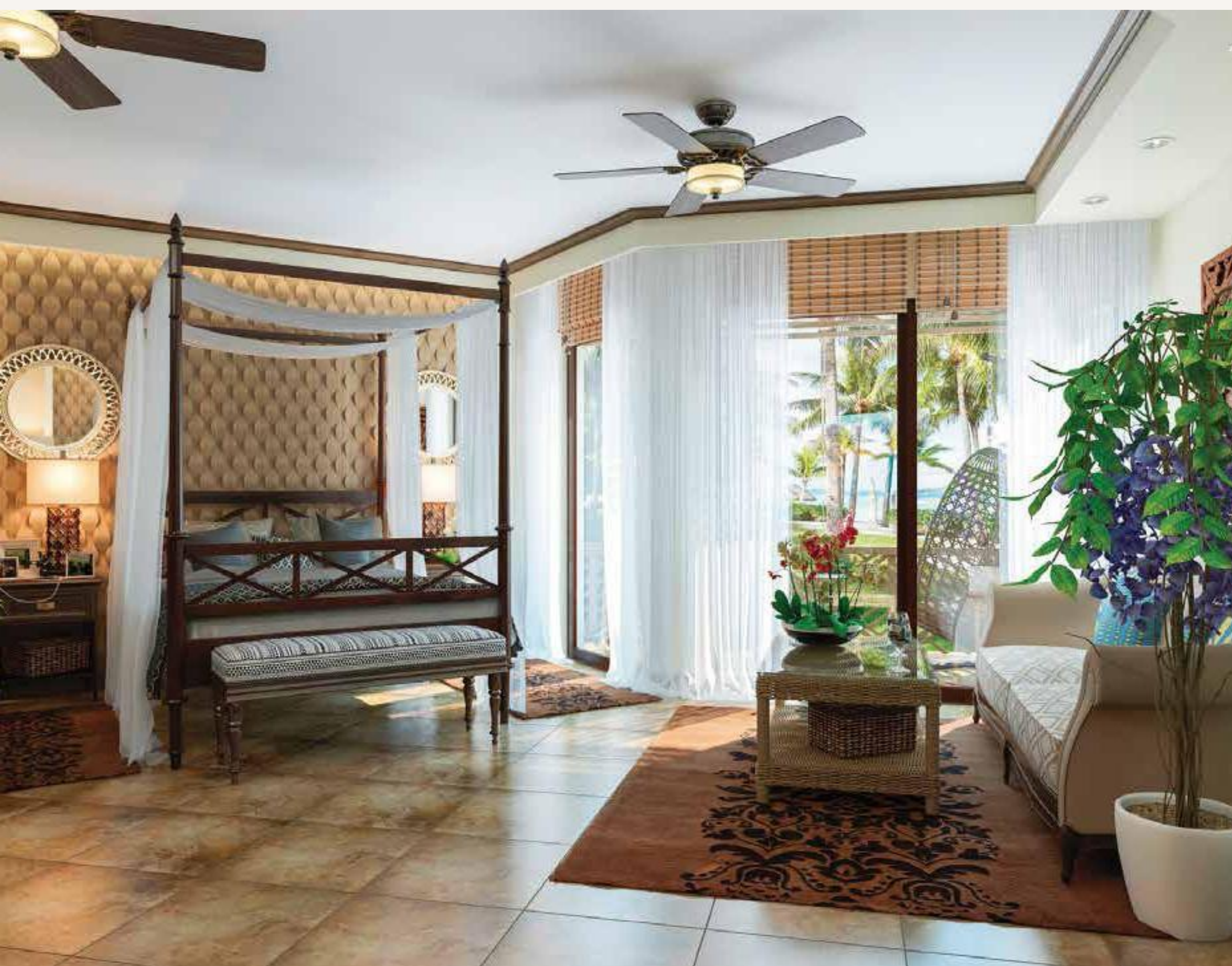


# Interior Designs



A Tropical  
Living Vibe





A Unique  
Panoramic Sea View



Experience the  
Unique Smart Design  
& Luxury Finishing

Where Luxury  
Meets Comfort





Designed With Intent.  
Lived With Ease



RESIDENCES & HOTEL  
— SAHL HASHEESH —

Partnered with the global expertise  
of U Hotels & Resorts, redefining  
resort living in Egypt.



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**Your Paradise Awaits**

## Contact us

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 Old Town, Sahl Hasheesh. Hurghada – Red Sea

