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Minor Hotels Signs Anantara Somabay Resort & Residences on Egypt's Red Sea



▲ Ibrahim El Missiri, Somabay Group Chief Executive Officer, Deema Abu Ghazaleh, Somabay Hotel Company Chairman, Amir Golbarg, COO Minor Hotels Middle East & Africa and Lema Yazigi, Senior Development Director Minor Hotels Middle East & Africa

Minor Hotels, a global hospitality leader with more than 640 properties in operation and committed development across 63 countries including Asia Pacific, the Middle East, Africa, Europe and the Americas, has announced the signing of Anantara Somabay Resort & Residences, marking a significant milestone in the group's strategic expansion in Egypt.

Scheduled to open in May 2030, Anantara Somabay Resort & Residences will feature 300 hotel keys alongside 150 branded residential units, bringing the Anantara brand to one of the Red Sea's most established integrated resort destinations. The signing underscores the continued

collaboration between Minor Hotels and Somabay Hotel Company SAE and reflects a shared ambition to further strengthen Somabay's international profile.

Located within Somabay masterplan, Anantara Somabay is envisioned as a landmark destination that brings together refined hospitality and private living within a thoughtfully developed resort environment.

The resort will offer an inviting collection of sea-view and lagoon rooms alongside an elegant portfolio of beach and pool villas, culminating in a signature Grand Royal Beach & Pool Villa. This is complemented by a selection of branded residences, ranging from stylish apartments to ultra-private beachfront villas with dedicated boat dock piers, designed for extended stays and ownership living. A vibrant dining and social scene anchors the experience, while curated wellness, leisure, and family facilities support a relaxed yet enriching resort lifestyle.

Somabay is situated approximately 45 minutes from Hurghada International Airport, offering strong connectivity to key European source markets as well as regional access from the Middle East.

Amir Golbarg, Chief Operating Officer of Minor Hotels Middle East & Africa added, "Our partnership with Somabay Hotel Company SAE is central to our vision to expand Anantara into destinations that support both luxury hospitality and branded residences in Egypt. The signing of Anantara Somabay Resort & Residences reflects our shared commitment to combining expertise and elevating luxury experiences in Egypt. With strong fundamentals and sustained international demand, Somabay is an ideal setting for a fully integrated resort and residential offering."

Ibrahim El Missiri, Somabay Group Chief Executive Officer, stated: "This partnership with Minor Hotels reflects Somabay's long-term vision to evolve as a fully integrated luxury destination on the Red Sea. By introducing the Anantara brand, we are strengthening our position within the global hospitality landscape while continuing to build a destination defined by quality, sustainability, and long-term value creation for Egypt's tourism sector"

Deema Abu Ghazaleh, Somabay Hotel Company Chairman, added: "This partnership marks a significant milestone for the future of luxury hospitality in Egypt. At Somabay, we are committed

to meaningful, long-term investments that create value and drive growth. Together with Minor Hotels, we will further elevate the Red Sea coast as a premier global destination while honoring the essence of this remarkable location.”

Visit [somabay.com](https://www.somabay.com) for more information, and connect with Somabay on [Facebook](#), [Instagram](#), and [YouTube](#).



About Minor Hotels

Minor Hotels is a global leader in the hospitality industry with more than 640 hotels, resorts and branded residences in operation and committed development across 63 countries. The group crafts innovative and insightful experiences through its hotel brands including Anantara, Elewana Collection, The Wolseley Hotels, Tivoli, Minor Reserve Collection, NH Collection, nhow, Avani, Colbert Collection, NH, Oaks, and iStay, as well as a diverse portfolio of restaurants and bars, travel experiences, and spa and wellness brands. With over four decades of expertise, Minor Hotels builds stronger brands, fosters lasting partnerships, and drives business success by always focusing on what matters most to our guests, team members and partners.

Minor Hotels is a proud member of the Global Hotel Alliance (GHA) and recognises its guests through one unified loyalty programme, Minor DISCOVERY, part of GHA DISCOVERY.

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