

Successful opening for Steigenberger Hotel & Nelson Village in Taba

Unique location of the 16th Steigenberger Hotel in Egypt

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Steigenberger brand expands with beach destination: Deutsche Hospitality opens a property on the Sinai under the name "Steigenberger Hotel & Nelson Village". The hotel, which is operated by Deutsche Hospitality since 2017, was completely renovated and developed to become part of the Steigenberger Hotels & Resorts family. With the opening in mid-March the company now increases the Egyptian market presence of its "Steigenberger Hotels & Resorts" brand to 16 properties.

The unique location of the Steigenberger Hotel & Nelson Village, at the northern end of the Sinai Peninsula reveals views overlooking three countries: Israel, Jordan and Saudi Arabia. The snorkeling paradise at the Red Sea also convinces with wild desert landscapes, mountains and Bedouin camps.

Guests at the Steigenberger Hotel & Nelson Village enjoy a hotel-owned sandy beach, freshwater and saltwater pools, several restaurants serving traditional Oriental cuisine, exquisite seafood specialties, and Mediterranean and international cuisine. Further, the hotel offers three bars in the lobby, by the pool and at the beach.

In the main building, every suite and room have a balcony with sea view, the Nelson Village is a picturesque settlement of cottage buildings, all with their own terrace directly on the beach. Directly in the hotel is a casino and various meeting and banquet facilities.

"Steigenberger has a strong presence in Egypt, building on what is now decades of trustful cooperation. With the Steigenberger Hotel & Nelson Village in Taba, we have succeeded in integrating a special highlight into our brand family," said Kai H. Gehrman, Vice President Franchise & North Africa at Deutsche Hospitality. "The team around General Manager Ezz El-Din Ahmed has done a fantastic job in opening this special destination to our guests."

Steigenberger hotels in Egypt, directly at the Pyramids, in El Gouna, Hurghada, Luxor, Sharm el-Sheikh and many other destinations can be booked at www.hrewards.com.

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

About Deutsche Hospitality

Setting standards since more than 90 years: **Deutsche Hospitality** delivers outstanding hospitality in over 130 hotels in Europe, Asia and Africa. Eight distinctive brands, ranging from economy to luxury are unified under **H Rewards**, both seamless booking platform and loyalty program for more than 200 million loyalty members internationally. Deutsche Hospitality is part of Asian-based H World, one of the biggest and fastest-growing hotel groups in the world with a focus on digitization, technology and innovation. Visit [deutschehospitality.com](https://www.deutschehospitality.com) for more information.

Steigenberger Icons are extraordinary hotels juxtaposing historical uniqueness and state-of-the-art concepts. **Steigenberger Porsche Design Hotels** blend the distinctive Porsche Design lifestyle with hospitality and service. At **Steigenberger Hotels & Resorts**, visitors are treated to an unforgettable upscale hotel experience. **Jaz in the City** is a music centered lifestyle brand, always on point, lively and individual. Supporting local heroes, **House of Beats** is an innovative brand with an uncompromisable community approach. **IntercityHotel** is synonymous with flexible mobility and central locations, delivering high standards in design and comfort. **MAXX by Deutsche Hospitality** amplifies the essentials in the midscale area of the market. **Zleep Hotels** provide Danish design, quality and Scandinavian simplicity at an affordable price. Book your stay at [hrewards.com](https://www.hrewards.com).

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