

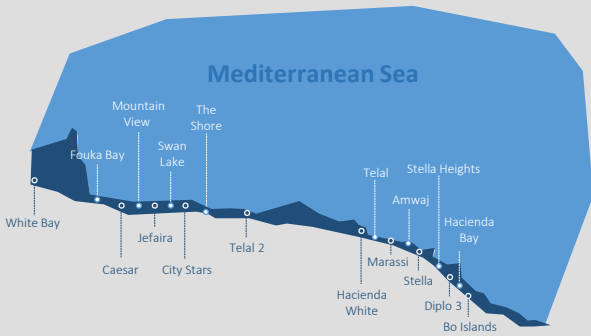
## Vacation Homes, Egypt 2017 Overview

### Top Destinations on Map

Vacation homes in Egypt are mainly occupied by locals except for Gouna, home for many foreigners who work there. Recently, almost all top developers in Egypt have or are in the process of developing projects in Sahel, Sokhna, and Gouna (the top 3 destinations for a vacation home) introducing a diverse number of units and payment terms to attract specific clients. Each destination has its own characteristics; the criteria for staying in these destinations differ from one location to another, for instance, most people who stay in Gouna prefer hotels, whereas in Sahel, people prefer to either rent or stay at a friend/relative's home until they reach a specific age or level that allows them to purchase a unit



### Top Destinations Overview and Respective Trending Projects

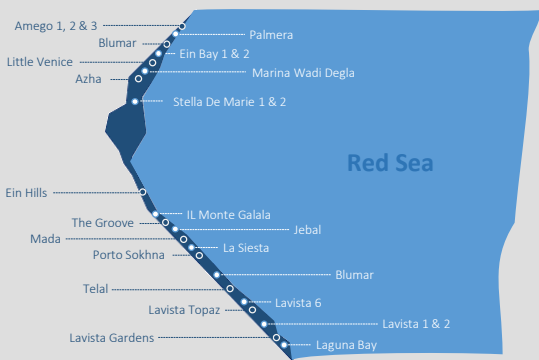


**Sahel (North Coast)**

Upscale Compounds	Seasonal Facilities	Water Sports	Relaxation
Entertainment/Nightlife	150+ km Shoreline	Crystal Clear Waters	Fitness Services

Summer Spot

Clientele Type: A, B, B+, A+

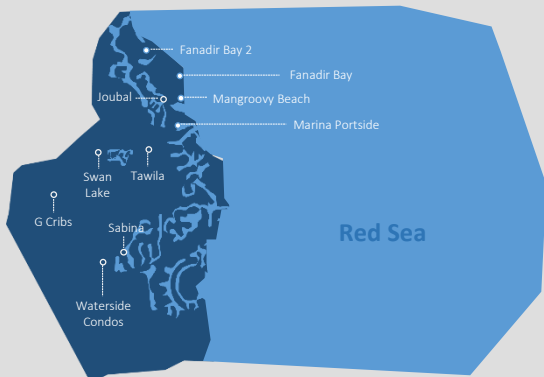


**Sokhna**

Short Drive to Cairo	Deep Sea Fishing	Camping	Therapeutic Tourism
Wind & Kite Surfing	Sightseeing	Relaxation	Underwater Photography

All Year Round

Clientele Type: A, B, B+, A+



**Gouna**

Private Villas with Water Fronts	Entertainment Options	Short Flight from Europe	24,000 Residents
International Tournaments	International Marina	Commercial Downtown	Many Hotels & Resorts

Winter Spot

Clientele Type: A, B, B+, A+

## Vacation Homes Market Findings

### Market Analysis

#### Who

Type of clientele who purchase/rent vacation homes

LEVEL  
**B – A+**

Sokhna offers a wide range of prices and payment terms that are affordable for people slightly lower than the middle class; Sahel comes next, however Gouna is more sufficient for A class clientele

AGE  
**35 +**

Most clients start purchasing or renting when they reach a specific level of income which allows them to meet the monthly installments/rent starting the mid thirties in addition to clients who purchase as a retirement plan

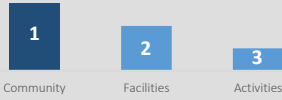
NATIONALITY  
**Locals**

Given the higher youth percentage in population, most of the vacation destinations are occupied by youngsters who seek leisure in target seasons or sometimes if they are working remotely

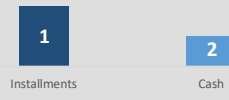
#### What

Ranking of target locations and units preferred by clients

##### Compound Characteristics



##### Payment Type



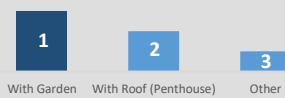
##### Delivery Period



##### Unit Type



##### Unit Characteristics



##### Number of Bedrooms



#### Why

Reasons for buying vacation homes in Egypt



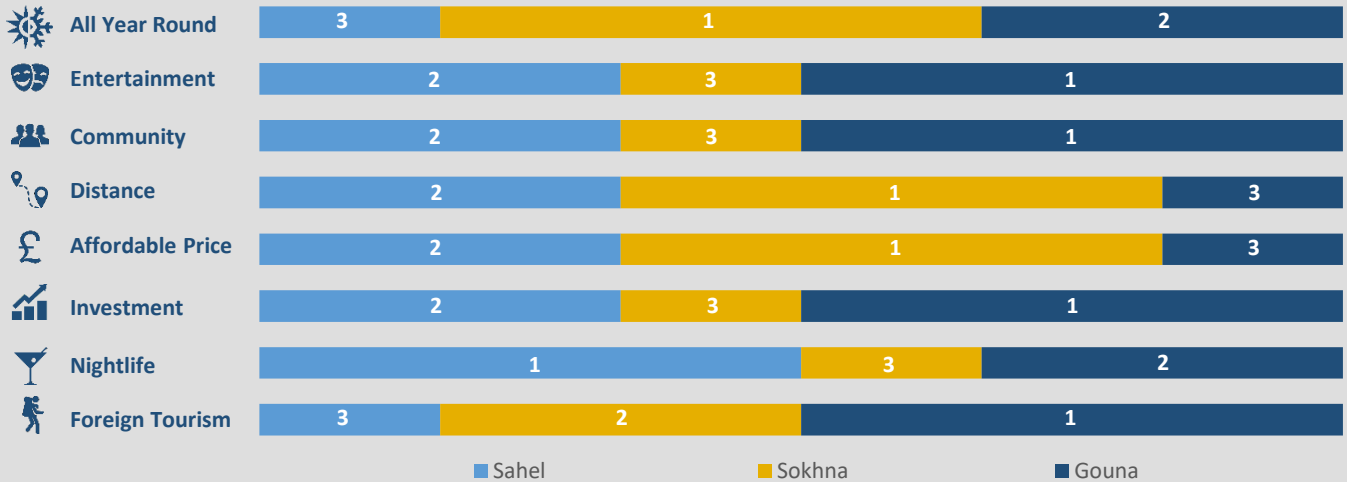
##### Locals

Very few locals above the age of 70 tend to purchase units in Egypt as a retirement plan; they prefer to stay in the capital which is not the case for citizens above thirty who buy units for frequent getaway trips and seasonal vacations

##### Foreigners

Many old foreigners in or outside Egypt pick the country to be a perfect retirement plan utilizing its great weather, low cost of properties and standard of living (benefiting from EGP floatation), and significant low taxes compared to their home countries

### Destination Rankings According to Driving Factors



### Vacation Homes as First Homes

## SAHEL

The destination has not been considered as a first home yet and not expected to be, in the near future at least, given the rare job opportunities, weather in the winter, shortage in services (such as hospitals, schools, universities) in the area. This leads to limited investment opportunities other than the summer season

## SOKHNA

Very soon, the destination will be considered the primary residence for many as a result of the existing projects and developments in progress, such as the Galala City which will include a major hospital and university and the New Administrative Capital (35 km from Sokhna), which will allow a good investment opportunity all year round

## GOUNA

Considered a first home for many; projects are on the rise on the coast starting from Gouna all the way to Sahl Hashish which drove developers to have presence in the area to cater for clients interested to buy. Also, freelancers and online service providers took Gouna as their primary residence. Therefore, Gouna allows a good investment opportunity anytime of the year, also, given the good standard of living for locals and expats

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