

Domina Coral Bay Resort to Receive Prestigious AFASU Golden Awards for Excellence in Hospitality and Leadership

Sharm El Sheikh, Egypt – October 26, 2024 – Domina Coral Bay Resort, an icon of luxury hospitality in Sharm El Sheikh, is proud to announce its recognition at the esteemed AFASU Golden Awards ceremony. The resort will be honored with three distinguished awards: **"Best Integrated Hotel Service," "Best Distinguished General Manager,"** and **"Best and Longest Continuous and Safe Foreign Investment in Sharm El Sheikh."**

This prestigious event was attended by a host of notable figures, led by **Dr. Khaled Mubarak**, Governor of South Sinai, alongside businessmen, tourism and travel experts, and representatives from international, Arab, and Egyptian media. **Dr. Hossam Darwish**, President of the **African-Asian Union** for Development, Tourism, and Technology, expressed his pride in this significant achievement. He highlighted that the judging panel, consisting of top global experts, conducted a thorough evaluation of every detail, confirming the quality of management, the services offered, and the sustainable investment provided by the resort and its owners.

A Legacy of Excellence

Founded in 1994 by Mr. Ernesto Preatoni and Mr. Eugenio Preatoni, Domina Coral Bay Resort has long stood as a beacon of luxury and hospitality excellence in Egypt's premier Red Sea destination. For the past 30 years, the resort has continuously raised the bar in delivering world-class services and experiences, setting new standards for both leisure and business travelers alike.

This recognition by AFASU not only underscores Domina Coral Bay's commitment to **exceptional service** but also highlights its role as a cornerstone of safe and **consistent foreign investment in the region**. The resort's long-term vision, guided by a commitment to luxury, innovation, and community support, has cemented its place as a leader in Sharm El Sheikh's hospitality landscape.

Eugenio Preatoni, owner of Domina Coral Bay Sharm El Sheikh, expresses his happiness *"This prestigious honor reflects our commitment to setting new standards of excellence in the hospitality industry."*

Milestones Under the Leadership of Michael Wieser

Since joining Domina Coral Bay as Managing Director in September 2021, Mr. Michael Wieser has been instrumental in elevating the resort to new heights. During his speech he expressed his pride in receiving the **three AFASU Golden Awards**:

"Winning the three prestigious golden awards was a tremendous honor for our organization. The management team was incredibly proud and viewed it as a testament to our hard work

and dedication. Team members expressed excitement and a renewed sense of motivation, which has fostered a positive atmosphere throughout the company. This recognition not only boosts our morale but also encourages us to continue striving for excellence in all our endeavors".

His leadership has ushered in several key developments, all aimed at enhancing the guest experience while maintaining the resort's reputation as a luxury destination of choice.

Among these developments are:

Extensive Renovations:

Under Mr. Wieser's guidance, the resort's main reception areas, including its **Lounge Lobby Bar**, Prestige and Elisir Receptions, have been completely refurbished, combining modern elegance with a welcoming atmosphere. Additionally, room categories such as the Oasis and Aquamarine Beach Deluxe have been upgraded, offering guests a refined and contemporary style that blends comfort with sophistication.

Expanding Resort Features:

Domina Coral Bay continues to enhance its facilities to ensure guests enjoy the finest in luxury and comfort. Recent upgrades include the renovation of the **Salt Lake area**, now featuring new sunbeds and additional amenities for a more relaxing and immersive guest experience.

The **Spa** has also undergone significant improvements, with the addition of **New Refined Deluxe rooms** dedicated to massages and treatments, as well as a brand-new **Sauna** and **Steam** rooms. A Turkish Hammam is currently under construction, promising an even more diverse range of wellness experiences for guests.

We are also proud to announce the **renovation of our gym**, now featuring the latest equipment for an improved fitness experience. In addition, a **modern outdoor gym** project is underway, bringing a new dimension to wellness with open-air fitness facilities designed for both relaxation and vigor.

Domina Coral Bay boasts the **best padel court in Sharm el Sheikh**, designed to meet international standards. With high-quality materials, professional lighting, and spacious surroundings, the court offers an elite playing experience.

In a commitment of sustainability and convenience, the resort has introduced **electric mobility options**: new i-scooters (i-Tango) and Taf Taf, allowing guests to explore the property in an *eco-friendly way*.

Additionally the Resort is expanding its **Shopping Area**, with over 30 new shops being built to offer guests a wider selection of retail experiences right within the resort.

Pioneering Online Marketing and Technological Innovation:

Recognizing the importance of **digital presence** in today's hospitality landscape, Mr. Wieser has driven strategic investments in online marketing, successfully expanding the resort's reach to new international markets.

This **digital transformation** has not only increased visibility but also enhanced direct communication with prospective guests, ensuring a seamless booking experience.

We are also proud to announce the **resort's upgraded Wi-Fi infrastructure**, offering **high-speed connectivity** across the property. This new system ensures guests fast internet access, whether for work, leisure, or staying connected with loved ones.

In addition to expanding its digital presence, Domina Coral Bay has introduced the **Domina Application**, designed to enhance the guest experience. The app simplifies the **check-in process**, provides comprehensive information on hotel services, and allows guests to easily access dining options and activities.

Building on this innovation, the resort is excited to announce its latest digital initiative, **Domina Senses**, in collaboration with My-Money. This innovative project features the Vacation Pack, a **biometric system** offering secure, effortless transactions and access within the resort.

These advancements offer **unparalleled security, convenience**, and a frictionless guest experience, setting a **new standard in luxury hospitality**.

A Comprehensive Approach to Guest Experience

What truly sets Domina Coral Bay apart is its comprehensive approach to creating a memorable guest experience. The award for "**Best Integrated Hotel Service**" speaks directly to this commitment.

Mr. Michael Wieser, affirms *"Our commitment to exceptional guest experience is driven by personalized service, attention to detail, and **continuous development of our human capital**. We prioritize understanding our guests' needs and preferences, which allows us to tailor our services accordingly, ensuring a memorable stay"*.

With a focus on personalization, the resort's attentive staff ensures that every guest's needs are met, making each stay a unique and unforgettable experience.

Commitment to Safety and Investment

Domina Coral Bay's award for "**Best and Longest Continuous and Safe Foreign Investment in Sharm El Sheikh**" highlights the resort's unwavering commitment to both financial sustainability and guest safety. Over the course of three decades, the resort has consistently invested in its infrastructure, services, and staff, ensuring that it remains at the forefront of the hospitality industry in Egypt.

The resort's dedication to safety and security, particularly in a region that has experienced periods of uncertainty, has helped solidify its reputation as a trusted destination for international travelers. By continuously investing in its people, property, and services, Domina Coral Bay has maintained its leadership position as a premier resort in the Red Sea region.

Mr. Eugenio Preatoni has also added *"We are planning great investments in the future inside and outside the existing area of the resort with the support of the Egyptian authorities and in particular with the support of the Governorate Office, which has always been incredibly supportive and an extraordinary ally in every project that we wanted to develop and that I'm sure we will develop in the future"*.

Honoring Excellence in Hospitality

In a video message from Thailand, **Bernard Metzger**, global tourism expert and Chairman of Travel Index, Chairman of the Sustainable Development Award and the Capital of Religions, Tolerance, and Peace Award, and a member of the AFASU Golden Awards Supreme Committee, praises the prestigious award. **Metzger** noted that the award recognizes hotels that exemplify luxury stays and set a standard of excellence both locally and globally.

"The winners in this category embody refined elegance, flawless service, and unmatched comfort, while encouraging successful management and growing investment".

Awards and Recognition

Domina Coral Bay has consistently been recognized for its excellence in hospitality and commitment to sustainability. The resort is proud to have received several prestigious awards:

- Luxury Lifestyle Award, an international accolade celebrating the best luxury goods and services worldwide.
- Haute Grandeur Global Awards, regarded as the pinnacle of achievement in global hospitality, recognizing exceptional hotel, spa, and restaurant experiences.
- Green Star Hotel Certification, awarded by the Egyptian Hotel Association under the patronage of the Ministry of Tourism, for our dedication to sustainable tourism practices.

These awards reflect our ongoing commitment to providing unparalleled service, luxury, and environmental responsibility.

A Bright Future Ahead:

Looking ahead, Domina Coral Bay is poised to continue its legacy of innovation and excellence. With plans to further expand its offerings and strengthen its position as a leader in sustainable luxury tourism, the resort remains committed to providing unforgettable experiences for its guests while fostering strong connections with the local community.

“To sustain our success, we plan to invest in further training for our team members, enhance our facilities, and explore new marketing strategies to attract a diverse clientele. Our next steps include expanding our eco-friendly initiatives and introducing new services that cater to evolving guest preferences” affirms Mr. Wieser.

About Domina Coral Bay Resort:

Domina Coral Bay stands out from other luxury resorts in the area with its idyllic setting, refined accommodation, with 12 different room categories, tailor-made services and wide range of activities, including a casino, a diving center, a shopping area and more. Guests can satisfy all their needs without leaving Domina. The resort is proud to offer this unique and unrivaled experience.

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