



## *Directory*



S E R R Y BEACH  
RESORT

*Preferred*  
HOTELS & RESORTS



## *The Founder* (Serry)



“سيد القوم خادهم”

“The master of the people is their servant.”

Our late founder, Mr. Mohamed Said, AKA Serry, had a famous saying “Sayed El Qawm Khademhom” which translates to: The master of the people is their servant.

Serry is built around this saying and we believe that nothing reflects this more than a truly thoughtful & human centered hospitality experience. Similar to hosting people in one's own home, at Serry we get the pleasure of serving & offering people an experience of true warmth and abundance.

Serry is a true reflection of the founder's personality; a family man, simple, warm, inviting, fun, generous, loves a good thrill & excitement.

Serry is an exciting new chapter ahead that is guided by the appreciation of what preceded it.





## Welcome to Serry Beach Resort

The Egyptian people believe their land is cherished by and gifted from the creator of the universe. Nature made of magic, white and golden sandy beaches, coral reefs, lush resourceful landscape, and a culture that witnessed the beginning of civilization. The Red Sea on its own is one of the finest destinations in the world for vacation and unlimited experiences. It is with great delight that our team welcome you to Serry Beach Resort, where we guarantee that you will indulge in an experience like no other.

In this Room Directory you will find general information about the resort as well as detailed information on all services, activities, and facilities that our resort has to offer. Should you have more specific questions or requirements, please do not hesitate to contact any of the team members who would be happy to assist. At Serry Beach Resort, we welcome you as our dear guest and say our goodbyes to you as a dear friend.



# In Room Amenities

## ADAPTERS AND ELECTRICITY

The voltage in your room, chalet, or suite is 220v. For your convenience, each guest room area is equipped with a minimum of one USB, or to request universal adapters. Please call on your telephone for further assistance.

## AIR CONDITIONING & WEATHER

Our architectural design and airflow planning, assures a natural and sustainable breezy atmosphere indoors at the hottest of days. We value the importance of natural air ventilation, so we have equipped all our rooms with ceiling fans for natural air cooling. We have also added a screen to all windows, so you can leave your windows open all day and night for a pleasant breeze of fresh air. For the ones that prefer ACs; All suites and rooms are equipped with a thermostat which allows you to adjust the temperature according to your preference. The door must be locked to turn on the room's electricity system, once it's unlocked, the system will change to the energy - saving mode. As part of our sustainable efforts, the AC system is connected to the windows, and will shut off automatically, if the windows are left open.

## AMENITIES IN YOUR ROOM

Your washbasin area: soap, shaver, toothbrush (upon request), cotton bud, cotton cleaner, tissue, shower cap. Aroma bathtub is available based on advance request (only for suites).

Your shower area: shower gel, shampoo, and conditioner. Your closet: robe, slippers, and hair dryer. For anything else that will make your stay more enjoyable please press 0 on your telephone and tell us what you may need.

## EXTRA BED/DAY BED

Based on advance request when making a reservation. Charges apply. Please press 0.

## LUGGAGE HANDLING

Please press 0 for assistance.

## DRESS CODE

Serry is an open-air laid-back resort, casual and beach or pool style by day and in the evening proper attire is recommended.

## HOUSEKEEPING

We are pleased to provide housekeeping service at your preferred time. Housekeeping can provide extra towels, drinking glasses, hangers, and other additional items upon request. If you have any question concerning the care of your room please contact 0 on your telephone.

## DRY CLEANING

Price lists and laundry bags are provided in your closet. Notify housekeeping, dry-cleaning items will be returned within 24 hours or less. Press 0 for laundry pick up.

## IN ROOM DINING

In suite dining at Serry is a fine-dining experience within the comfort and convenience of your room or suite. Choose from an extensive menu throughout the day, featuring Egyptian, Mediterranean, International, and Asian favorites. Room service will set your table, and can provide a selection of wines and other alcoholic beverages in your suite or room. Enjoy the convenience of placing your order by calling the room service team or utilizing the IPTV system.

## CHECK IN OR CHECK OUT

Check in is at 14:00 hours and check out is at 12:00 hours. Every effort will be made to accommodate requests for late check out. Check in or check out: 50% late checkout charge will apply until 18:00 hours and 100% charge after 18:00 hours. Early check in will be granted the same courtesy if accommodations are available. You can deposit your luggage with us and enjoy the resort. In case you wish to keep your room after the respective check out time. Please contact 0 or your guest experience team in the reception and we will inform you about availability and the additional charges.

## ROOM TV

We are pleased to offer a variety of news, sports and entertainment television channels. Please refer to your TV channel guide placed inside the stationary box where you also will find the remote control for TV.

## IN-ROOM SAFE

Each room is equipped with an in room safe located within the closet. Please read the instructions on how to operate the safe before using it.

## SERRY BEACH RESORT MOBILE APPLICATION

Enhance your stay with our exclusive mobile application, offering seamless access to hotel services, dining reservations, and more.





## MINI BAR

Includes selection of snacks water, juices, soft drinks, and beers. Charges are applicable.

## PILLOW MENU

Our different pillows are designed to cover the full range of sleeping styles. Choose between Feather Pillow, Hard Pillow, Non-Allergic Pillow, or Memory Foam Pillow. Just call 0 for assistance.

## INTERNET SERVICE

Wireless high-speed internet access is available in your room and all over the resort area including at the pool, beach, and restaurants areas.

## IRON SERVICE

Please contact our guest experience team at 0 for the delivery of an iron & board. However, if you are in one of our suites, your butler will be happy to take care of all your iron needs and will return your clothes within a very limited time.

## PERSONAL CHECKS

Please accept our apologies for not honoring personal checks. For alternative forms of payment please contact our guest experience team or call 0 for additional assistance.

## MEETING & EVENTS

Our luxury meeting rooms, conference hall, the beach, pool and garden areas are all the special places for your meetings, birthday parties, wedding shower or engagement parties, anniversaries, reunions, and weddings. Complimentary use of meeting rooms and facilities under the "Serry Priority Guest Program" is available. For further information please contact our guest experience team at 0.

## ANNIVERSARY AND CELEBRATIONS

For any kind of anniversary or celebrations, your guest experience team will be happy to assist you with all arrangements and details to ensure it will be a memorable experience. Cakes, flowers, special dinner arrangements are all available.

## RESERVATION

Please press 0 for assistance or contact the guest experience team in the reception.

## CHARGES AND CREDIT CARD

All charges to be settled at Check Out. Serry accepts all major currencies and major credit cards, i.e. VISA®, MasterCard and American Express.

## LIMO SERVICE

Serry offers a full and elegant transportation services for renting a car, hotel transfer, tours, weddings, and ceremonies. Contact your guest experience team at 0.

## FLOWER SERVICE AND CAKES

Selection of Serry Signature Flower arrangements and Cakes are available for every kind of occasion. The guest experience team will be happy to assist and show you the available flowers. 24 hr advance notice will be required. Please press 0 on your telephone for further assistance or come directly to the guest experience team in the reception who will show you the flowers available.

## AIRPORT-HOTEL-AIRPORT TRANSFER

Your luxury transfer from and to Serry will be in style. Relax, sit down, and enjoy your transfer. The drive to the airport will only take 15 minutes. Complimentary for suites and ultra guests. Shuttle bus fees apply. For reservation and more detail press Priority Service Line 0 on your telephone or contact the guest experience team in the reception.

## DRONES

The safety and privacy of our guests, employees and property is of primary concern to Serry Beach Resort. The unauthorized use of Unmanned Aerial Systems (UAS), including, but not limited to, drones and radio-controlled aircraft and devices, by the public, employees or guests is strictly prohibited at Serry.

## BEACH AND POOL INFORMATION AND REGULATION

Children under the age of 16 years must be under the supervision of adults at all times when they are in the vicinity of the pool/beach. Parents should ensure that their children do not go near the pool or beach unless accompanied by a responsible adult. Non-swimmers and learners must be supervised by a responsible adult. For the comfort and safety of all guests, please refrain from jumping or diving into the pool or running or jumping around the pool area. For your personal health and safety, do not swim within 1.5 hour after the consumption of food or alcohol. Do not go into the sea after dark. Using the pool after hours is not permitted. For more information, please contact the guest experience team at 0.



S E R R Y  
S E R R Y

FOR  
YOU  
TO

# *Rest.*

Earthy, minimalist  
Arabesque Zen  
Accommodations.

#EXPERIENCESERRY





# *A Red Sea escape*

Sweeping Red Sea views lie outstretched before you.  
Serry is home to 453 scenic guest accommodation.

Inspired by earthy, minimalist Arabesque Zen, each  
appointed Room, Chalet and Suite promotes calm  
and consciousness.

Sustainable surfaces and details encourage tranquility.  
Perfectly positioned, each space affords the utmost  
privacy and enhances the sense of seclusion.

*Our accommodation is designed to allow a welcoming fresh breeze to flow through each space. Whether travelling as an individual, couple, family or with friends, a quintessential accommodation is there for our discerning guests accustomed to living life to its fullest potential.*



S E R R Y  
S E R R Y

FOR  
YOU  
TO



# *Restore.*

Discover a food  
culture that  
transcends.

#EXPERIENCESERRY





Discover a food culture that transcends. Our culinary spaces present multisensory moments that feel wonderful, course after course, round after round.

We have created enticing adventures that honor local heritage and savor some of the most desirable flavor sensations in the region and beyond.

*Our chefs' food philosophies celebrate sustainability. We use locally sourced and farmed ingredients, encouraging our community to thrive.*

*Fill your food journey with truly memorable experiences. We believe in maintaining the goodness and integrity of our food. Our plates are freshly prepared and simple without having to rely on sauces or herbs.*

#EXPERIENCESERRY is your culinary connection. Discover other amazing guest experiences in our restaurants and bars. Search the hashtag and follow our culinary happenings.



# Sofra Food Hall

*Infusing a nod to local essence and tradition, your times at Sofra will nourish and inspire. Feel genuine generosity and human connection. Share, give and gather together. Live a true reflection of the region's culinary culture. Select succulent meat from our charcoal grill; kebab, kofta and shish tawouk are always crowd pleasers.*

Presenting a vibrant courtyard market aesthetic; discover an abundance of choice. Live cooking stations become bespoke interactive experiences. Verdant greenery and tall palms bejewel natural, rustic settings. Sofra is our culinary hub where immersive times take place.



## IN ESSENCE

<b>Concept</b>	Courtyard / Marketplace / Food Hall
<b>Inspiration</b>	Cairo, the commercial and social heart
<b>Space</b>	Open Space / Relaxed / Social Connectivity
<b>Open</b>	Breakfast: 7:00 am to 10:00 am Lunch: 12:30 pm to 3:00 pm Dinner: 6:00 pm to 9:00 pm





# Dar Lounge

*A gentle breeze flows through the serene white interiors, embellished with neutral finishings, candlelit lanterns and modern Arabesque chandeliers.*

Relax in solitude or gather with friends to connect, sip on a cocktail or tea created from traditional local ingredients, and let chilled Arabic rhythms soften the air, pairing perfectly with generous hot and cold selections, making life feel harmonious here.



## IN ESSENCE

<b>Concept</b>	Western Mediterranean Delights
<b>Inspiration</b>	Serene Lounge, the perfect escape.
<b>Space</b>	Indoor & open on all sides for natural ventilation
<b>Open</b>	Early Breakfast: 5:30 am to 7:00 am Late Breakfast: 10:00 am to 12:00 pm Afternoon Tea: 3:00 pm to 6:00 pm Late Dinner: 9:00 pm to 1:00 am



S E R R Y

# Keif

## Asian Fusion

### Restaurant

*Alluring and multisensory, allow a nomadic flavor centric experience elevate your mood. Keif is reminiscent of the Oriental Silk Road, where culturally rich Asia and Arabia intersected for trade.*

Raw, rustic, industrial aesthetics heighten the senses. An Asian fusion & sushi menu transcends what is expected. We suggest you try the Beef Tataki appetizer. The Sashimi is also out of this world. Mindful design blurs the boundaries of indoor spaces. Keif is a realm of relaxation during the day. Then, if you desire more, our evenings come alive with vibrant beats, inspiring energy, movement and dance.



#### IN ESSENCE

<b>Concept</b>	Asian Fusion & Sushi cuisine
<b>Inspiration</b>	The mystic energy of the Silk Road
<b>Space</b>	Indoor & open-air terrace
<b>Open</b>	Beverages 24/7 Dinner: 6:30 pm to 11:00 pm Reservation is required





# Sokar Seafood Restaurant

*Come and be at one with the sea.  
Socialize with aquatic-minded  
enthusiasts. Rustic structures,  
handmade from natural materials  
by local craftsmen, emphasize  
serene times through sensation.  
Sokar is a minimalist interpretation  
of a little Mediterranean  
fisherman's village.*

Explore a menu flavored with local culture, with a focus on fresh locally sourced ingredients.

Soft sunlight and shadows dance playfully across surfaces.  
Sea views extend before you, defining tranquility. When the sun sets, a night lounge vibe is born.



## IN ESSENCE

<b>Concept</b>	Traditional Coastal living / Seafood / Mediterranean
<b>Inspiration</b>	Alexandria, the serene seaside living of the North
<b>Space</b>	Beachfront (open air & shaded) tables / Bar lounge areas
<b>Open</b>	Beverages: 09:00 am to 11:00 pm Dinner: 6:30 pm to 11:00 pm Reservation is required



S E R R Y

# Nur Beach Club

*Nur is a beach club experience. Our sun loungers lie across the sandy shoreline; creating the perfect setting for rustic rest and relaxation. Curated for all types of human connection, from seaside solitude to partners seeking privacy and group liaisons.*

Nur Beach Club provides a serene setting ideal for relaxation and connection, whether you're alone or with others. Enjoy Mexican cuisine with a blend of Moorish and Arabic flavors, alongside expertly crafted cocktails.



## IN ESSENCE

<b>Concept</b>	Tropical Beach Club Fare
<b>Inspiration</b>	Mexican cuisine with Moorish culture blending the vibrant Hispanic and Arabic influences.
<b>Space</b>	Sun loungers on beach / Elevated levels / Beach Bar
<b>Open</b>	Beverages: 11:00 am to 11:00 pm Lunch: 12:30 pm to 3:00 Late Lunch: 3:00 pm to 5:00 pm Dinner: 6:30 pm to 11:00 pm - Reservation is required





# Naz Cabaret

*Enter a hidden door in the reception bookshelf that will lead you down to a decadent subterranean night club. Step into an exotic world, reminiscent of an underground Cairene cabaret in the 1900's.*

Nightly performing acts add to the upbeat, nostalgic vibe. From dancers to magicians every evening will be full of fun, energy, music and dancing. Paired with a crafted cocktail menu, nights at Naz are beyond compare.



## IN ESSENCE

Concept	A sultry nightclub
Inspiration	1940s Cairo's underground cabaret culture
Space	Nostalgic / Speakeasy / Alluring
Open	Open   9:00 pm Show & DJ: 10:00 pm to 4:00 am Extra Charge - Reservation is required



# The Rooftop Terrace

*Discover the magic of the Egyptian desert at The Rooftop Terrace. Enjoy a relaxing, authentic Bedouin-inspired atmosphere with a menu of Arabic Charcoal grills and Mezze influenced by Saharan traditions. Nestled in a rustic, open-air setting, the Terrace offers a tranquil and visually captivating experience.*



## IN ESSENCE

<b>Concept</b>	Arabic charcoal grills and Mezze with Saharan Influence
<b>Inspiration</b>	The Bedouin Saharan setting of the white desert
<b>Space</b>	Rooftop / Rustic Ambience / Open-air & shaded
<b>Open</b>	Dinner: 6:30 pm to 11:00 pm Shisha (Extra Charge): 6:30 pm to 11:00 pm





Experience the enchantment of the Egyptian Desert at our Rooftop Terrace, where the laid-back ambiance reflects the rich cultural heritage of the Bedouins. An authentic and warm atmosphere that invites you to relax and indulge in the pleasures of good food, drinks and great company, all while immersing yourself in a setting that's both tranquil and visually stunning





S E R R Y  
S E R R Y

FOR  
YOU  
TO

*Play.*

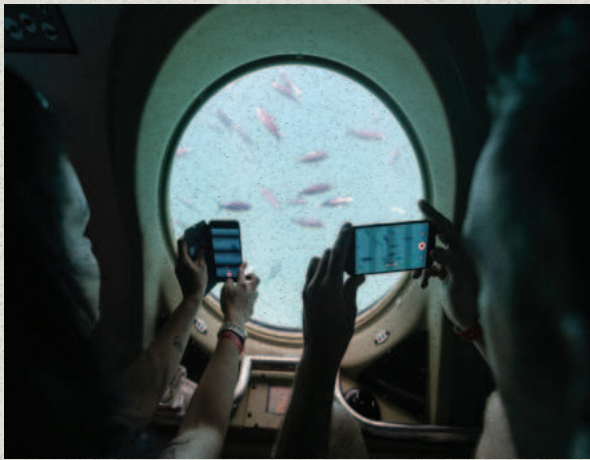
Enjoy life  
to the  
fullest.

#EXPERIENCESERRY





A lot of thought goes behind bringing you the most enjoyable and unique experiences.



*Perhaps, Red Sea underwater exploration is more your vibe. Trust that we present a myriad of physical activities to get the heart racing a little. Your vacation will feel perfect.*

From exciting water activities to relaxing moments amidst lush greenery, every experience is designed to create lasting memories.

Discover the wonders of the underwater world and embark on unique adventures that reveal breathtaking marine beauty.





## *The Sindbad Experiences*

At Sindbad Experiences, we give you everything you need to make amazing memories with people you'll never forget. Our attractions are not just fun diversions; they're experiences that will color your life for years and years to come



*Whether you want to explore the underwater world or stay above water, you can find it with us. No matter what you're looking to do or how you want to spend your time, Sindbad Experiences offers the perfect experience just for you so you can make amazing memories that last a lifetime*

## *Aqua Park*

*For travelers seeking a more family focused vacation, Aqua Park presents fun filled, unforgettable aquatic experiences.*

Home to a wave pool, swimming pools and water slides that cater to all ages. An animation program also offers exciting, high energy activities. Lush green landscaping around the pools and slides adds to a relaxed tropical aesthetic. Comfortable sunbeds and rustic, straw sun umbrellas add to your Red Sea holiday vibe. Your time at Aqua Park can be as laid back or action packed as you and your family desire.







## Sindbad Submarines

*The only submarines in  
Africa and the Middle East.*

There are only 14 real recreational submarines in the world, and two are right here at Sindbad Club. A new adventure awaits you 25 meters below the sea. Join us for an unforgettable journey aboard the Sindbad Submarines, where you will explore 500 meters of coral reef and its marine inhabitants.



## Dive Base Academy

*Diving in Hurghada is an amazing experience, choosing to dive with us 'the original and still the best' multi-award winning Red Sea Diving Academy will make your Red Sea diving experience an unforgettable one.*

Whether you're booking to learn to dive in Hurghada or looking as a qualified diver for a high quality, great value daily diving experience, look no further. Dive Base Academy is a five star certified PADI diving center and is a qualified professional diving school.

## Explore our glass bottom speed boats...

*Sindbad Quest is a unique fish-eye glass-bottom speed boat, which provides the most extensive field of view in existence today. It is built to provide up to 15 guests an incredible view of the coral reefs and the fascinating sea creatures.*

Guests also take in a stunning view of the Hurghada coastline through the Quest's transparent frontage. The Quest's unparalleled and exciting speed allow our guests to reach the best coral reefs of the Red Sea in no time, enabling them to experience three different coral sites in just one trip and efficiently spend time viewing the magnificent underwater world and its wonders.



S E R R Y  
S E R R Y

FOR  
YOU  
TO

# *Connect.*

Endless activities  
to keep you  
entertained.

#EXPERIENCESERRY





Serry is home to many distinguished meeting and function spaces, that all visually express calming Red Sea vibes. They are the premium choice in Hurghada.

Discover technologically advanced spaces where business runs smoothly. private events are actualized. Your time spent with us extends beyond our physical spaces.

We have tailored many activities to keep you entertained. There are no lengths to how you can spend your time from the moment of your arrival, to when you take your leave.

*#EXPERIENCESERRY will always keep you connected and in touch with our like-minded Serry community. Our co-working space is the first of its kind in the region. Both high-tech facilities and friendly, professional staff ensure your expectations are exceeded.*

Discover leisure options that allow you to spend quality time with your family. If you would like to enjoy some adult time alone, know your precious ones are safe. Register at [theserry.com](https://theserry.com), fill your group's individual profiles, and let us know your likes and preferences. We will suggest a curated weekly itinerary for each of your group and family members based on your profile and preferences. You can sign up for activities directly online or request our guest experience team to create an amazing itinerary for you.

Our guest's experiences will be further enhanced via this exciting new technology. We can also match guest profiles so that groups and individuals can enjoy activities, shows and exhilarating parties together. Don't forget to share your amazing moments at #SerryExperience



# Sela Co-Working Space

*Located on the mezzanine level of the Resort, our thoughtfully designed co-working space is the finest the Red Sea has seen. Modern Arabesque in style, the minimalist interiors merge harmoniously with the Red Sea views and abundance of fresh greenery.*

The welcoming neutral color schemes and natural materials promote a resort-like sense of calm so that you always feel like you are in your happy place and are free from distraction. The layout is conducive to you always being at your peak. Seating arrangements vary according to your needs. High seating, deck chairs and lounge areas ensure your every mood is taken into consideration. Whether an individual or group, you will always feel a communal sense of joy and connectivity. Conducting business has never felt so fulfilling.



## DISCOVER

- 3 meeting and conference rooms
- Hold seminars, workshops and mentorship events
- Private working nooks
- Universal power outlets and adaptors
- Office equipment and accessories
- High-speed Internet
- Business center services
- 24/7 access
- Private cabins for confidential calls
- Snacks and beverage delivery
- Private outdoor terrace
- Direct access to food hall
- Unparalleled sea and pool views





# Meeting Rooms

Our dedicated team of professional meeting and event organizers will ensure your meeting is effortless and successful. We present 3 highly advanced meeting spaces, each one configured to your requirements and fitted with the latest technology.

- Multi-purpose venues
- Bespoke and international menus
- Coffee break menus
- Advanced projection screens
- Universal power outlets and adaptors
- Office equipment and accessories
- Advanced sound system and audio equipment
- Versatile seating arrangements
- High-speed Internet
- Business center services
- Business Lounge



## MANNA

19 sqm

<b>Banquet Style</b>	60-inch round tables 72-inch round tables	19 people 18 people
<b>Conference Style</b>	Rectangular tables	7 people
<b>Classroom Style</b>	18-inch wide desks 30-inch wide desks	16 people 13 people
<b>Theatre Style</b>	Rows of chairs	26 people
<b>Reception Style</b>	Standing / Poseur tables	26 people

## NAMANA

80 sqm

<b>Banquet Style</b>	60-inch round tables 72-inch round tables	80 people 74 people
<b>Conference Style</b>	Rectangular tables	32 people
<b>Classroom Style</b>	18-inch wide desks 30-inch wide desks	69 people 56 people
<b>Theatre Style</b>	Rows of chairs	107 people
<b>Reception Style</b>	Standing / Poseur tables	107 people

## NUMU

24 sqm

<b>Banquet Style</b>	60-inch round tables 72-inch round tables	21 people 19 people
<b>Conference Style</b>	Rectangular tables	8 people
<b>Classroom Style</b>	18-inch wide desks 30-inch wide desks	18 people 15 people
<b>Theatre Style</b>	Rows of chairs	28 people
<b>Reception Style</b>	Standing / Poseur tables	28 people



## Entertainment Program

*Let us entertain you! Our evenings are filled with daily changing dynamic and artistic performances.*

Feel Hurghada's vibrant nighttime vibe with our live shows every evening, perfect for families, young couples and Serry's guests seeking enjoyable times. Each show is unique and entertaining. From Egyptian Folkloric performances and international dance shows to live singers and competitions, there's always exhilarating moments in our Resort.

Discover leisure options that allow you to spend quality time with your family. If you would like to enjoy some adult time alone, know your little ones are safe. Our daily scheduled animation programs are tailored to entertain guests of all ages and all levels of fitness. Take dance lessons, go for a beach workout, or simply play one of the many games we have on deck. There is always something exciting going on.



## Nuba Escape

*Evenings come alive with our teen social mixers, offering a relaxed vibe for making new friends, while movie marathons showcase the latest hits. At Nuba Escape, every activity is designed to inspire, energize, and create lasting memories for our teen guests!*



Our dynamic program includes everything from PlayStation tournaments and air hockey championships to music and karaoke fun, ensuring there's something for everyone. Evenings come alive with our teen social mixers, offering a relaxed vibe for making new friends, while movie marathons showcase the latest hits. At Nuba Escape, every activity is designed to inspire, energize, and create lasting memories for our teen guests!





# Saraab

## Junior Oasis

*At Saraab Junior Oasis, our kids club, we believe in creating memorable experiences for our younger guests. Saraab is a vibrant and secure space where children can explore, learn, and have fun under the watchful eyes of our dedicated entertainment team daily from 10:00 am to 6:00 pm*



For endless fun, we offer a variety of special programs. Children can be mesmerized by magician shows, get creative in pottery workshops, and explore the art of traditional henna designs. Our art and craft sessions provide a creative outlet for young artists, while our cinema nights feature a selection of kid-friendly movies. Storytelling sessions ignite imagination with captivating tales, and the kids disco offers a vibrant space for dancing and music enjoyment. For some traditional fun, a variety of classic board games and video gaming consoles are available.



S E R R Y  
S E R R Y

FOR  
YOU  
TO

# *Inspire.*

Embark on a  
journey within a  
journey.

#EXPERIENCESERRY





## *Inspiring the mind, body & soul*

Embark on a journey within a journey.  
Times spent with us can inspire both  
relaxation and invigoration.  
Simply pause and have some 'me' time  
to refresh and revitalize your senses.

Each one of our guests interprets  
their wellness needs differently. Relish  
escapism at Nomad Spa. Discover  
energy healing to sound healing  
vibrational acoustic massages.

*Explore the vibrant Souk for unique finds or visit the Serry  
Store to take home a piece of your unforgettable experience.  
At Serry Beach Resort, every detail is designed to  
elevate your stay.*



S E R R Y

# Nomad Spa...

*Our sanctuary of calm presents many holistic happenings for you to feel your inner bliss. Discover rituals and treatments inspired by the cultural traditions of the region.*

Serene neutrals and natural textures invite you to release and let go. The alluring scent of mastic gently fills the air. Soft lantern light dances across surfaces. 3 treatment rooms encourage fully immersive experiences for individuals and couples. Our culturally diverse therapists take you through sensory journeys. Relax in our sauna and steam rooms before or after your spa session to further enjoy the benefits of your time with us.



Locally inspired herbal tea blends will soothe the mind and body further, sipped in our dedicated spaces for quiet after treatment moments. An elevated private indoor pool allows you to witness uninterrupted panoramic vistas.

Nomad Spa is a true haven for the mind, body and soul.



# Nomad Gym...



theserry.com



*Workout in surrounds that soothe and inspire. Imagine elevated fitness spaces that are an abundance of natural light and scenic views. Your wellness routine will promote inner tranquility as you exercise whilst overlooking the stunning swimming pool.*

Our gym is fully equipped, so you will always relish the chance to work out. Engaging classes are also scheduled. Nomad Gym affords you a thousand ways to indulge your body and mind.



S E R R Y

## Souk

Shop. Dine. Explore

*Souk is a beautiful, 3 storey serenely designed shopping center where both guests and locals can browse, dine, shop and enjoy the breezy, sunlit scenery. In the evening, our rooftop offerings come alive, being the epicenter of Hurghada's exhilarating nightlife.*



Souk is located in front of the Resort's façade, at the center of Hurghada's most prestigious promenade. International shops and local high-end brands have been carefully curated to offer global merchandise as well as products that best represent Egypt and the Red Sea's rich heritage and local culture. Handcrafted by many Egyptian artisans, discover textiles, ceramics, jewelry and natural herbs. The Kids' Play area is also conveniently placed next to the shopping center, so parents can relax and enjoy the overall experience while their children are in safe hands.





## Serry Store

Discover the finest local Egyptian craftsmanship and design at the Serry Store

Step into the heart of Serry Beach Resort, where the Serry Store captures the resort's signature blend of luxury and charm. Designed to reflect the tranquil and sophisticated vibes of the Red Sea, the store offers an array of carefully curated items that celebrate both modern elegance and local heritage.



From bespoke souvenirs and artisanal crafts to beach essentials and chic resort wear, every piece embodies the spirit of Serry's exceptional hospitality.

Indulge in unique finds that tell a story, or take home a taste of luxury with our selection of fine, locally inspired goods. Whether you're seeking a timeless keepsake, a touch of regional culture, or just a delightful browsing experience, the Serry Store is a destination of discovery. Its serene ambiance, infused with soft lighting and thoughtful design, invites you to linger and explore the perfect complement to your unforgettable stay at Serry Beach Resort.



# TV Channel Guide

<b>1</b>	Experiences	<b>Generals</b>	<b>30</b>	BBC News Europe	<b>News</b>
<b>2</b>	Al Arabiya	<b>News</b>	<b>31</b>	MBC 3	<b>Children</b>
<b>3</b>	Al Ghad HD	<b>News</b>	<b>32</b>	MBC Drama	<b>Drama</b>
<b>4</b>	Sky News Arabia HD	<b>News</b>	<b>33</b>	Mazzika	<b>Music</b>
<b>5</b>	BBC Arabic HD	<b>News</b>	<b>34</b>	Nogoum FM TV	<b>Music</b>
<b>6</b>	Extra News	<b>News</b>	<b>35</b>	TV5	<b>Generals</b>
<b>7</b>	Bloomberg European TV	<b>News</b>	<b>36</b>	Rai 1 HD	<b>Generals</b>
<b>8</b>	France 24 (en français)	<b>News</b>	<b>37</b>	Rai 3 HD	<b>Generals</b>
<b>9</b>	France 24 Eng	<b>News</b>	<b>38</b>	Abu Dhabi TV HD	<b>Generals</b>
<b>10</b>	CNN	<b>News</b>	<b>39</b>	AD Nat Geo HD	<b>Documentary</b>
<b>11</b>	Al Jazeera English HD	<b>News</b>	<b>40</b>	AD Sport 1 HD	<b>Sports</b>
<b>12</b>	ON E HD	<b>Generals</b>	<b>41</b>	AD Sport 2 HD	<b>Sports</b>
<b>13</b>	AlHadath Alyoum	<b>News</b>	<b>42</b>	Al Emarat TV HD	<b>Generals</b>
<b>14</b>	Egyptian TV HD	<b>Generals</b>	<b>43</b>	Majd Kids TV HD	<b>Children</b>
<b>15</b>	CBC Drama	<b>Drama</b>	<b>44</b>	Dubai One	<b>Movies</b>
<b>16</b>	MBC 1	<b>Generals</b>	<b>45</b>	Dubai Racing 2	<b>Sports</b>
<b>17</b>	MBC 2	<b>Movies</b>	<b>46</b>	Dubai Racing 1	<b>Sports</b>
<b>18</b>	MBC 4	<b>Drama</b>	<b>47</b>	Dubai Sports 1	<b>Sports</b>
<b>19</b>	ON Drama	<b>Drama</b>	<b>48</b>	Dubai Sports 2	<b>Sports</b>
<b>20</b>	Sada El Balad	<b>Generals</b>	<b>49</b>	YAS Sports HD	<b>Sports</b>
<b>21</b>	Sada El Balad 2	<b>Generals</b>	<b>50</b>	Dubai TV	<b>Generals</b>
<b>22</b>	TeN TV	<b>Generals</b>	<b>51</b>	Euronews	<b>News</b>
<b>23</b>	Nile Comedy	<b>Drama</b>	<b>52</b>	France 24 (in arabic)	<b>News</b>
<b>24</b>	Nile Cinema	<b>Movies</b>	<b>53</b>	Mix	<b>Movies</b>
<b>25</b>	MIX ONE	<b>Movies</b>	<b>54</b>	SPACETOON ARABIC	<b>Children</b>
<b>26</b>	MBC Action	<b>Movies</b>	<b>55</b>	CBC	<b>Generals</b>
<b>27</b>	MBC MASR	<b>Movies</b>	<b>56</b>	Rotana Cinema EGY HD	<b>Movies</b>
<b>28</b>	MBC Masr 2	<b>Generals</b>	<b>57</b>	Rotana Clip	<b>Music</b>
<b>29</b>	MBC Bollywood	<b>Movies</b>	<b>58</b>	Rotana Drama	<b>Drama</b>





# Phone Directory

<b>59</b>	Rotana Khalijia	<b><i>Drama</i></b>
<b>60</b>	CBC Sofra	<b><i>Generals</i></b>
<b>61</b>	Alhayat Muslsalat	<b><i>Drama</i></b>
<b>62</b>	Al-Nahar One	<b><i>Drama</i></b>
<b>63</b>	Al-Nahar Drama	<b><i>Drama</i></b>
<b>64</b>	8 TV RU	<b><i>Generals</i></b>
<b>65</b>	CGTN	<b><i>Generals</i></b>
<b>66</b>	THT	<b><i>Generals</i></b>
<b>67</b>	NHK World Japan	<b><i>null</i></b>
<b>68</b>	BBC English	<b><i>Generals</i></b>
<b>69</b>	TVRUS	<b><i>Generals</i></b>
<b>70</b>	TVRUS Plus	<b><i>Generals</i></b>
<b>71</b>	ONTIME SPORTS HD	<b><i>Sports</i></b>
<b>72</b>	ONTIME SPORTS2 HD	<b><i>Sports</i></b>
<b>73</b>	DMC HD	<b><i>Generals</i></b>
<b>74</b>	Dmc Drama	<b><i>Drama</i></b>
<b>75</b>	Misr Quran Kareem	<b><i>Generals</i></b>
<b>76</b>	Das Erste	<b><i>null</i></b>
<b>77</b>	KabelEins CH	<b><i>null</i></b>
<b>78</b>	ORF 1	<b><i>null</i></b>
<b>79</b>	ORF 2 Tirol	<b><i>null</i></b>
<b>80</b>	ProSieben CH	<b><i>null</i></b>
<b>81</b>	SAT.1 CH	<b><i>null</i></b>
<b>82</b>	ZDF	<b><i>null</i></b>
<b>83</b>	ServusTV	<b><i>null</i></b>
<b>84</b>	Bein Sport	<b><i>Sports</i></b>
<b>85</b>	Bein Sport	<b><i>Sports</i></b>
<b>86</b>	Bein Sport	<b><i>Sports</i></b>
<b>87</b>	Bein Sport	<b><i>Sports</i></b>

Call Center: **0**Reception: **2**Concierge: **192**Room Service: **3**Group Reception: **4**Guest Relations: **6**Housekeeping: **194**Room to room: **5 + Room number**



# In-Room Dining Menu

## Breakfast

**Light Breakfast** 16  
Eggs prepared your way, muesli served with milk of your choice. Seasonal sliced fruits, cold cuts, plain homemade yogurt. Whole grain white and brown toast served with honey, jam and butter margarine, fresh juice and tea /coffee

**Continental** 16  
Bakery selection, cereal, muesli, milk of your choice, homemade yogurt, seasonal fruit platter and your choice of fresh juice tea/coffee

**Serry Egyptian Breakfast** 21  
Foul medammes (fava beans with olive oil, falafel, white cheese with tomato and, two eggs cooked your way, feteer with molasses, honey & tahini, pickles, baladi bread, your choice of fresh juice and tea/ coffee

---

## All-Day Dining

**SOUP** 11  
**Lentil soup:**  
traditional Egyptian style, served with garlic croutons and lemon  
**Soup of the day:** 12  
Chef's special soup of the day, prepared with fresh,seasonal ingredients

**Salad, Appetizer & Mezze** 6  
**Mezze Platter**  
Adelightful assortment of hummus, fattoush,babaghanough, tahini, and Egyptian salad served with Pita and Baladibread.

**Greek Salad** 10  
Fresh Cucumber, tomatoes, peppers, black olives and feta cheese with herbs

**Classic Caesar Salad** 10  
Crisp lettuce, shaved parmesan, croutons, caesar dressing. Your choice of grilled chicken or grilled shrimps

---

## SANDWICHES

**Signature Club Sandwich** 14  
Triple-decker with grilled chicken, beef bacon, hard-boiled eggs, tomato, lettuce and mayo

**Gourmet Beef Burger** 16  
Grilled beef burger served with tomato, lettuce, and yourchoiceofcheese.

**Grilled Vegetable Panini** 8  
Grilled seasonal vegetables with mozzarell cheese and pesto sauce on ciabatta bread.

*All sandwiches are served with your choice of french fries or a side salad*

---

## PASTA 12

**Classic Spaghetti Bolognese**  
Spaghetti served with a rich Bolognese sauce made with slow-cooked beef and tomatoes.  
Topped with Parmesan

**Penne Alfredo with Grilled Chicken**  
Penne pasta tossed in a creamy Alfredo sauce with grilled chicken and Parmesan cheese Topped with Parmesan





## PIZZA

**Pizza Margherita: (V)** 11  
Classic Margherita pizza with tomato sauce, mozzarella cheese, and fresh basil.

**Seafood Delight Pizza** 14  
Tomato sauce, mozzarella, garlic, parsley, calamari, baby shrimps, seabass and mussel

**Vegetarian Supreme Pizza (V)** 13  
Tomato sauce, mozzarella, mushroom, zucchini, peppers, onion and black olives

---

## MAIN DISHES

**Grilled Chicken Breast** 23  
Tender grilled chicken breast marinated in herbs and served with your choice of sauce.

**Grilled Beef Tenderloin** 35  
Succulent grilled beef tenderloin served with your choice of mushroom or green peppercorn sauce.

**Fresh Catch of the Day**  
Grilled seabass fillet drizzled with a light and zesty lemon butter sauce.

*All main dishes are served with your choice of sautéed or grilled vegetables, mixed green salad, white or oriental rice, or French fries.*

---

## KIDS MENU

**Chicken Tenders** 12  
Crispy breaded chicken tenders served with French fries, ketchup, and mayonnaise.

**Mini Cheese Burger** 14  
Mini burger with cheddar cheese, lettuce, and tomato, served with French fries.

---

## DESSERT

**Seasonal Fruit Platter** 12  
A refreshing assortment of local, seasonal sliced fruits.

**Oriental Pastries** 12  
Indulge in a variety of delicious oriental pastries and sweets.

**Caramel Crème Brûlée** 12  
Creamy caramel custard with a caramelized sugar crust.



## *PH's I-Prefer Loyalty Program*

Join I-Prefer and enjoy a multitude of privileges, connection, and access to global luxury destinations via Preferred Hotels platform where you can redeem your points in various corners of the world.

*Your loyalty is priceless to us, as you become a part of our family, our team is always dedicated to serve your needs and wants at an unprecedented guest experience level.*

Join I-Prefer rewards program and enjoy a multitude of privileges, connection, and access to global luxury destinations via Preferred Hotels platform where you can redeem your points in various corners of the world.

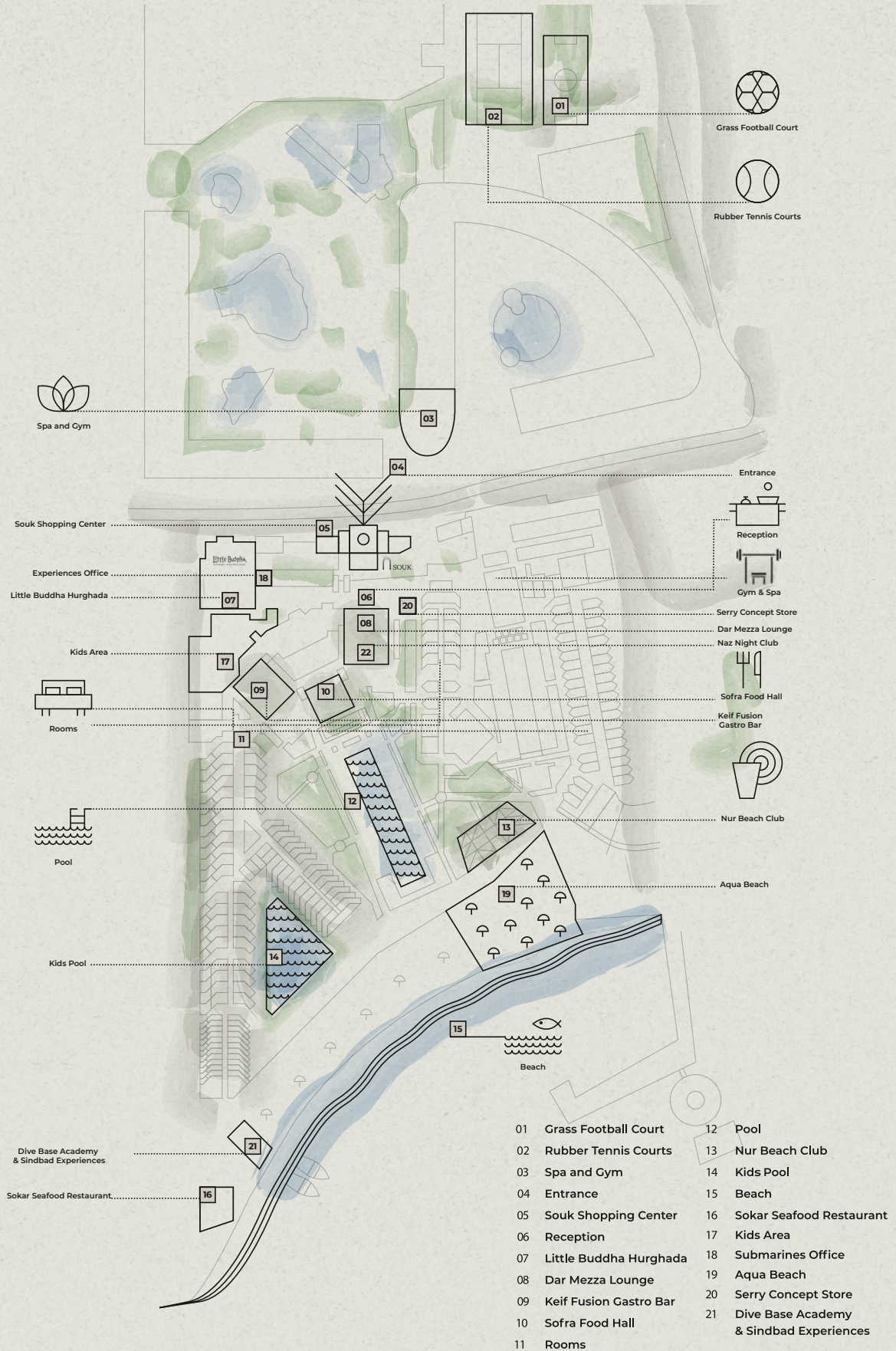
As you begin your journey of a hospitality experience that brings you an array of concepts that enriches human sustainability, human connection and cultural heritage; you collect points on your wallet that could be used in any of the Serry Collection properties and Sindbad Experiences.

As you join I-Prefer, you will be prioritized from the moment you check-in until your next visit; this means consistently doing our best to place your wants and needs ahead of our list. Benefits include instant elite status matching and unlimited points' transfer across profiles. When members book their stays through Preferred Hotels, they earn loyalty points, enjoy the advantage of exclusive member rates, our lowest available rates, and gain an elevated stay experience with free Wi-Fi, mobile check-in and checkout, and mobile service requests wherever available along with a variety of F&B, Banquet and many other benefits.





# The Serry Collection Map





## *Words from the Serry Team*

Every member of Serry's family, values the meaning and inhabits the core belief that comes with honoring the profession of guest service, we take hospitality as our way of life, in our motion of body and mental state, we are here to bring you the luxury of the guest experience; emotional intelligence and sophistication is at the source of how we deliver you a memorable stay.

### **HEAD OF HOUSEKEEPING**

We have hand-picked and scrutinized every detail to match and exceed the potential we envisioned for Serry and its guests. Our credibility derives from excellence.

### **HEAD OF GUEST EXPERIENCE**

Human experiences merged with Sustainability is at the heart of everything we do; we are committed to being involved in global changes within hospitality, human connectivity and sustainability for a never ending enhanced guest experiences at Serry.

### **EXECUTIVE CHEF**

Every sunrise at Serry brings us the delightful emotions that we are doing something that stands out for all of our guests. We are aware of how crucial it is that every detail tickling your senses has to be in line with the special aura we promise to our guests.





## *Wishing You A Memorable Stay*

*Amir Nagy,*

**HOTEL DIRECTOR**

For generations we have built experiences that can accommodate the expectations of people from various corners of the world; throughout those years we have sharpened our understanding of what a holiday means to travelers and its relation to human experiences, we have considered every part of your visit up to the point of the non-tangibles that you can take back home with you.

We wish you a delightful and memorable stay that you can come back to every time expecting more.





A PROUD MEMBER OF

*Preferred*  
HOTELS & RESORTS

📍 1 Mohamed Said st., Hurghada, Red Sea, Egypt

📷 📱 serrybeachresort | info@theserry.com | **theserry.com**