



*Celebrating Egypt's rich culture,
nature, hospitality, and beauty.*



Africa's Leading
Luxury Resort



Egypt's Leading
Luxury Resort

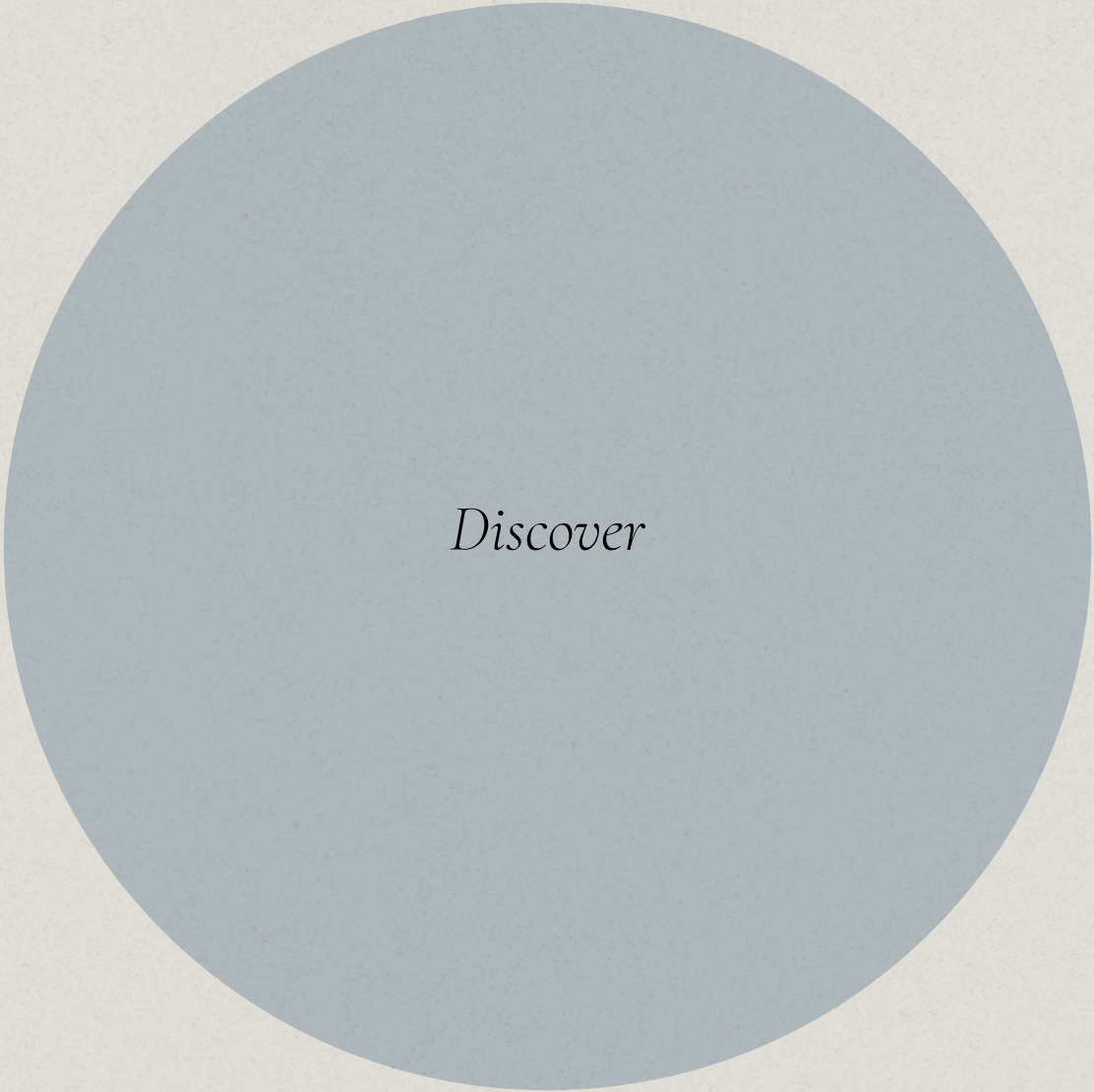


“سيد القوم خادهم”

“The master of the people is their servant.”

Our late founder, Mr. Mohamed Said, known to all as Serry, had a famous saying that shaped everything we do. He believed true hospitality is an act of generosity, similar to hosting people in one’s own home. At Serry, we get the pleasure of serving and offering guests an experience of true warmth and abundance.

Serry is a reflection of the founder’s personality: a family man, simple, warm, inviting, fun, generous, and alive with the love of a good thrill. What began in 1983 as Credence Hospitality Developments has become Egypt’s most ambitious independent luxury hospitality vision. Over four decades, we have presented travellers with moments of exceptional quality along the Red Sea. Serry is an exciting new chapter, guided by the appreciation of what preceded it.



Discover



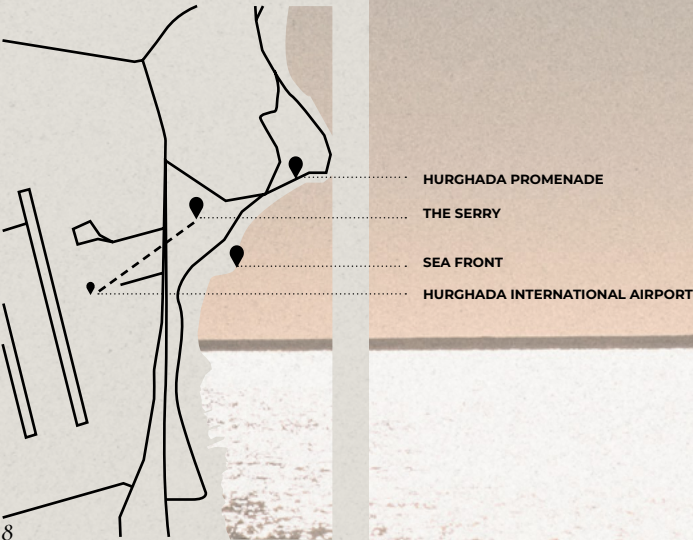
The Egyptian people believe their land is cherished by and gifted from the creator of the universe. Nature made of magic: white and golden sandy beaches, coral reefs, lush resourceful landscape, and a culture that witnessed the beginning of civilisation. The Red Sea on its own is one of the finest destinations in the world for vacation and unlimited experiences. It is with great delight that we welcome you to The Serry.

The Serry is a destination, a connected collection of three distinctive hotels, a design-led retail village, and shared experiences that together create something unprecedented on the Red Sea.

Set along Hurghada's touristic promenade, at the heart of the city, mere moments from the international airport. From the moment your bare feet touch the gentle lapping waves of the private beach, you know you have arrived somewhere special.

We have created a destination where every element is there for a reason or is not there for a reason. We have removed distractions so you can focus on what’s most meaningful to you.

Ecologically-friendly architecture is harmonious with the environment. Clean lines, inviting textures, and soothing curves engage the senses.



Natural, locally sourced materials and neutral tones confirm a distinct sense of place. Each space is integrated within beautiful, natural surroundings. Lush, verdant landscaping entices a gentle stroll and connection to nature.

Location

1 Mohamed Said St., Hurghada
Touristic Promenade, Red Sea,
Egypt

Airport

5 km / 10 minutes from
Hurghada International Airport

Hotels

Serry Beach Resort
Serry Beach House
Serry Beach Villas (11 villas, 33
bedrooms)

Beach

365 metres of private beachfront
(182m adults-only + 183m family-
friendly)

Dining

14 distinctive restaurants
and bars across the collection

Wellness

Nomad (Gym, Bathhouse and
Rituals), adults-only, and the
complimentary Palm Lagoon
outdoor spa at Beach House

Retail & Events

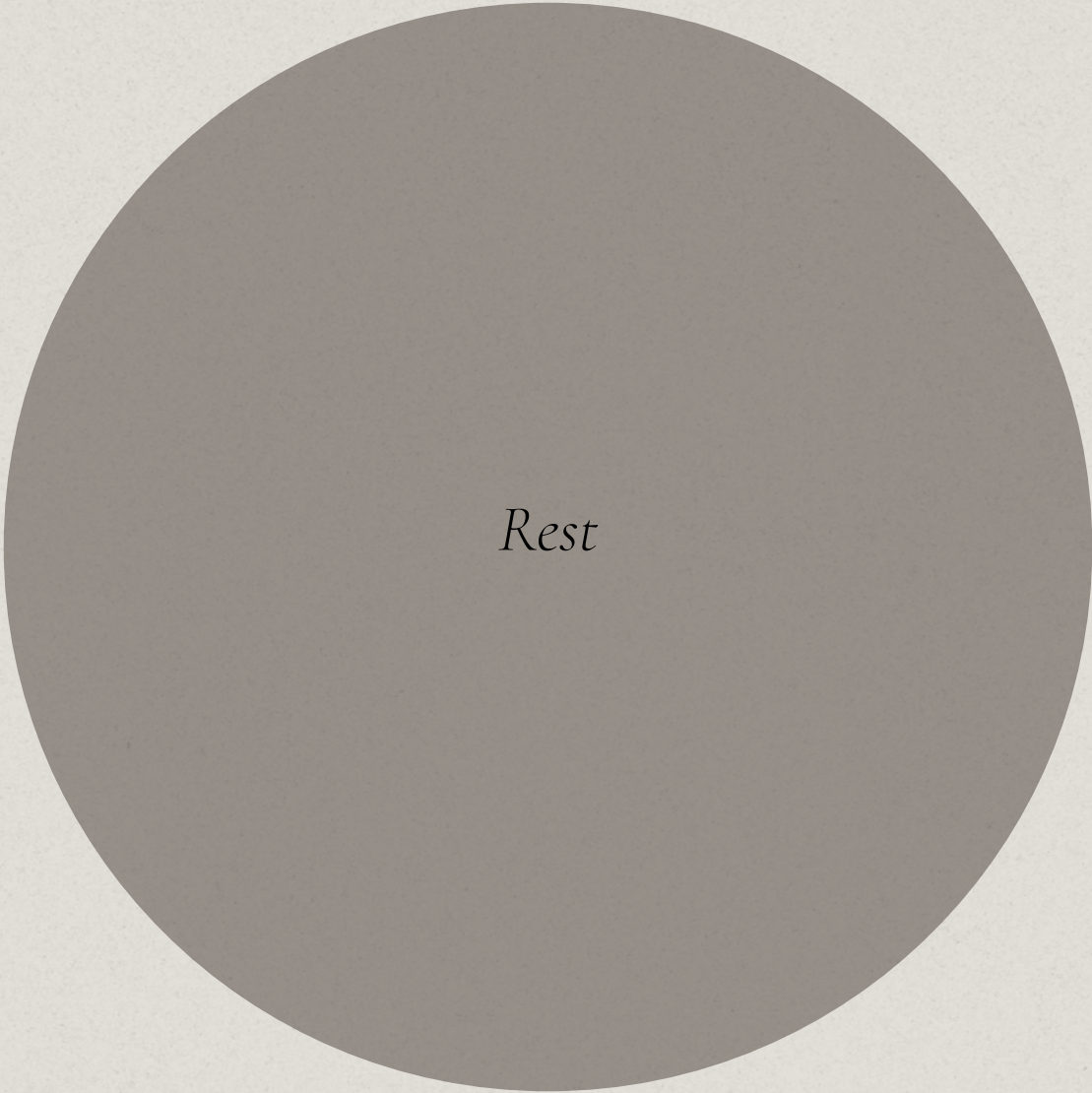
Souk, 6,335 sqm retail with 1,980
sqm conference facilities

Board Basis

Ultra All-Inclusive at Serry Beach
Resort and Serry Beach House | Bed
and Breakfast at Serry Beach Villas

Experiences

Dive Base Academy | Quest | The
Adventurers Club | Aqua Venture
| Sindbad Aqua Park | Red Sea
Moments | Naz Cabaret



Rest

Three hotels, three
temperaments, one
destination.

Whether travelling as an individual, couple, family, or with friends, a quintessential accommodation awaits.



Inspired by earthy, minimalist aesthetics, each appointed room, chalet, suite, and villa promotes calm and consciousness.

Perfectly positioned, each space affords the utmost privacy and enhances the sense of seclusion. Guests of any Serry hotel enjoy access to dining and experiences across the entire collection, with the exception of adults-only spaces reserved for guests aged 16 and above.

Serry Beach Resort

Luxury Beach Resort

Serry Beach Resort is where generations discover authentic connection to the Red Sea.

The resort provides sanctuary along 183 metres of beautiful sandy beach, with two heated outdoor pools, a spacious main pool and a dedicated children’s pool, complemented by complimentary access to the neighbouring Sindbad Aqua Park. This is also home to Saraab Junior Club, Nuba Escape, and a comprehensive entertainment programme for the entire family every hour of the day.



Beach

183 metres of beautiful sandy beach

Main Pool

Heated outdoor pool | Approx. 1,275 sqm | Max depth 160 cm

Kids Pool

Heated outdoor children’s pool | Approx. 166 sqm | Max depth 60 cm

Aqua Park

Complimentary access to neighbouring Sindbad Aqua Park, food and beverage included

All-Inclusive

An optional all-inclusive package is available as an add-on to any stay

Board Basis

Ultra All-Inclusive

Check-in / Check-out

3:00 PM / 12:00 PM

Accommodation

In every room and suite: a 55-inch smart TV, minibar, kettle, in-room safe, air conditioning, bathrobes and slippers, a hair dryer, dry and wet bathroom amenities, a weight scale, a telephone, and complimentary high-speed Wi-Fi.



PREMIER COASTAL ROOM



1 King Bed (180cm) or 2 Queen Beds (140cm)
45 sqm (from 49 sqm with balcony)



Maximum 2 guests (king) or 4 guests (two queens)

- King or two queens | Garden view, private garden, pool access or sea view | Private balcony
- Set a floor higher for cleaner horizons and a deeper sense of arrival, or at ground level opening directly onto a private garden of your own.

HERITAGE BEACHSIDE ESCAPE



2 Queen Beds (140cm)
32 sqm (37 sqm with balcony)



Maximum 4 guests

- Garden view, pool access, or sea view | Private balcony
- The welcoming room that opens to garden, pool or sea just steps from the sand, mindfully designed to present moments of exceptional quality.

DELUXE RESORT ROOM



2 Queen Beds (140cm)
40 sqm (46 sqm with balcony)



Maximum 4 guests

- Garden or sea view | Private balcony
- Think spacious soothing interiors. A private balcony means you can enjoy a cocktail to end a perfect day or a romantic evening dinner for two under a blanket of stars.

FAMILY HIDEAWAY CHALET



1 King Bed (180cm) + 2 Queen Beds (140cm)
49–76 sqm (57–87 sqm) | 2 bedrooms | 16 chalets



Maximum 6 guests

- Seafront or sea view | Private balcony
- This welcoming space offers the expected and some things pleasantly unexpected. Conducive to family living, the Chalet is mindfully designed to present moments of exceptional quality. Choose a beachfront chalet or a larger sea-view layout with a second bathroom.

GRAND SEAVIEW SUITE



1 King Bed (180cm) + 2 Queen Beds (140cm)
120 sqm (155 sqm) | 2 bedrooms | 8 suites



Maximum 6 guests

- Two bedrooms, each with en suite bathroom | Guest bathroom | Living room | Dining table | Capsule espresso machine with complimentary capsules | Butler service | Executive lounge access | Sea view
- When first stepping into this spacious suite, you get the distinct feeling that unforgettable family memories are about to take place.



SERRY SIGNATURE SUITE



1 King Bed (180cm) + 2 Queen Beds (140cm)
148 sqm (170 sqm including private plunge) | 2 bedrooms | 4 suites



Maximum 6 guests

- Private plunge pool | Kitchenette | Dining Room | Capsule espresso machine with complimentary capsules | Balcony | Private terrace and outdoor living space | Butler service | Executive lounge access | Sea view
- Peace and transcendence are the trademarks from the moment of arrival. Step into your private plunge pool with outstretched views beyond compare. It is hard to imagine how Red Sea living can feel more enjoyable. Exclusive to Serry Beach Resort.



Sofra

International Buffet

Inspiration

Cairo, the commercial and social heart

Capacity

386 guests | Six live cooking stations

Hours

Breakfast 7:00–11:00 AM | Lunch 12:30–3:00 PM |

Dinner 6:30–11:00 PM

Reservation

Not required

Infusing a nod to local essence and tradition, your times at Sofra will nourish and inspire. Live cooking stations offer every fresh cuisine you might desire. Feel genuine generosity and human connection: share, give, and gather.



Dar

All-Day Lounge

Inspiration

The serene lounge, the perfect escape

Capacity

100 guests | Indoor, open on all sides for natural ventilation

Hours

Open 5:30 AM–1:00 AM

Reservation

Not required

A gentle breeze flows through serene white interiors, embellished with candlelit lanterns and modern Arabesque chandeliers. One continuous menu of light Mediterranean snacks and beverages runs from the first light of morning to the small hours. Life feels harmonious here.



Rayhan

Beachfront Trattoria

Inspiration

The convivial Italian table, where meals become memories

Capacity

86 guests | Beachfront | À la carte

Hours

Breakfast 7:00–11:00 AM | Lunch
12:30–3:00 PM | Dinner 6:30–11:00 PM

Reservation

Required

Wood-fired pizza oven, fresh pasta station, and a warmth that celebrates traditional trattoria culture, right at the water's edge.



Badiya

Bedouin Grill

Inspiration

The Bedouin Saharan setting of the white desert

Capacity

200 guests | Rooftop | Live entertainment

tHours

Dinner 6:30–11:00 PM | Shisha (charged)
6:30–11:00 PM

Reservation

Recommended

Discover the magic of the Egyptian desert. A relaxing, authentic Bedouin-inspired atmosphere with a menu of Arabic charcoal grills and mezze influenced by Saharan traditions, with rotating live music and performances beneath the open sky.

Zaafran

Modern Indian

Inspiration

The aromatic traditions of the subcontinent

Capacity

112 guests | Rooftop with Red Sea and mountain views

Hours

Dinner 6:30–11:00 P

Reservation

Required

Tandoor-grilled tiger prawns with saffron cream, lamb rogan josh with aromatic basmati, butter chicken with house-made naan, paneer tikka with mint chutney, biryani served in traditional handi.

Safar

American Grill

Inspiration

The journey of flavours, where the frontier meets the fire

Capacity

100 guests | Rooftop with Red Sea and mountain views

Hours

Dinner 6:30–11:00 PM

Reservation

Required

A culinary journey to the American frontier: fire-grilled steaks and smoky Tex-Mex flavours under the open sky.



Keif

Asian-Fusion

Inspiration

The mystic energy of the Silk Road

Capacity

140 guests (90 inside, 50 outside)

Hours

Dinner 6:30–11:00 PM | Late Night

1:00–5:00 AM | Beverages 24 hours

Reservation

Required

Alluring and multisensory, allow a nomadic flavour-centric experience to elevate your mood. By day, a realm of relaxation. By evening, vibrant beats inspire energy, movement, and dance.

Also at Serry Beach Resort: **Dokan**, the daytime Sweet Corner (10:00 AM–6:00 PM), and the suite-only **Manara** (Breakfast 8:00–11:00 AM | Beverages 5:00–9:00 PM).

Serry

Beach House

Adult-Only Luxury Beach Resort |
Guests Aged 16+

Serry Beach House presents a sophisticated sanctuary exclusively for guests aged 16 and above. A space where every element serves a purpose, removing distractions so you can focus on what truly matters.



Beach House provides intimate sanctuary along its exclusive private beach. An 840-square-metre pool stretches the entire length of the hotel, and the sea-facing Palm Lagoon offers a complimentary outdoor spa of stillness. Beach House is also home to the collection's wellness destination, Nomad. Guests enjoy dining and experiences across the wider Serry Collection

Adult-Only Policy

Minimum age 16 years

Beach

182 metres of beautiful sandy beach, exclusively Adults-Only

Main Pool

840 sqm (70m × 12m), extending entire hotel length

Palm Lagoon

Sea-facing shallow fresh-saltwater lagoon with in-water palms, over-water hammocks, private cabanas, a sauna, whirlpool and hidden waterfall; complimentary for Beach House and Villa guests; Beach Resort guests by cabana booking

Adventures

Dive Base Academy, Quest, The Adventurers Club, Aqua Venture, Sindbad Aqua Park

Property Size

19,380 sqm

Board Basis

Ultra All-Inclusive

Check-in / Check-out

3:00 PM / 12:00 PM

Accommodation



In every room and suite: a 55-inch smart TV, minibar, kettle, a capsule espresso machine with complimentary capsules, in-room safe, air conditioning, bathrobes and slippers, a hair dryer, dry and wet bathroom amenities, a weight scale, a telephone, and complimentary high-speed Wi-Fi.

PREMIER RESORT ROOM



**2 Queen Beds (140cm)
38 sqm (43 sqm with balcony)**



Maximum 2 guests

- Garden view or pool view | Walk-in shower | Separate WC | Private balcony
- Twin comfort with the Beach House's signature calm, at the heart of the pools and planting.



SEAVIEW PREMIER ROOM



**2 Queen Beds (140cm) or 1 King Bed (200cm)
38 sqm (43 sqm with balcony)**



Maximum 2 guests

- Sea view | Walk-in shower | Separate WC | Private balcony
- Twin comfort or King bedding, both turned to the water. Pared back, polished — the everyday luxury of waking to the Red Sea.

SEASIDE JUNIOR SUITE



**1 King Bed (200cm)
37 sqm (47 sqm with outdoor living room)**



Maximum 2 guests

- Sea view or garden view | 10 sqm outdoor living room | Butler service | Executive lounge access
- The expansive terrace becomes an outdoor living room with unobstructed Red Sea vistas. Perfect for sunrise coffee or sunset relaxation.

WELLNESS TERRACE ROOM



2 Queen Beds (140cm) or
1 King Bed (200cm)
35 sqm (48–51 sqm with
wellness terrace)



Maximum 2 guests

- Vitality (shaded Outdoor Hydromassage Bath) or Serenity (sea-facing Outdoor Hydromassage Bath) | Private outdoor wellness terrace
- A special room with its own outdoor wellness terrace at the pool's edge, offering a shaded Outdoor Hydromassage Bath, or a sea-facing one under the open sky.



HORIZON PLUNGE
RETREAT



1 King Bed (200cm)
37 sqm (48 sqm including
floating plunge) | 21 suites



Maximum 2 guests

- Floating plunge pool | Two-person hydromassage lounger | Top-floor sea views
- A top-floor wellness retreat with a floating plunge against the horizon and a two-person hydromassage lounger.

SANCTUARY PRIVATE POOL SUITE



1 King Bed (200cm)
44 sqm (77 sqm including private pool)
| 21 suites



Maximum 2 guests

- Private pool (12.6 sqm) with integrated hydromassage lounger | Terrace | Butler service | Executive lounge access
- Exclusive ground-floor suites offering the added privacy of a personal outdoor sanctuary. Step from your room directly into your private pool surrounded by lush greenery.

RESERVE OASIS SUITE



1 King Bed (200cm)
69–79 sqm (74–114 sqm) | 21 suites



Maximum 2 guests

- Sky, beachfront or sea-facing | Separate bedroom, living room and kitchenette | Select suites with private pool, plunge or soaking tub | Select sea-facing suites with a freestanding bathtub behind a mashrabiya screen | Butler service | Executive lounge access
- A serene one-bedroom reserve with room to breathe. Bathtub with a view, a kitchenette, and dining table. A sense of refined elegance and comfort surrounds you.



ROOFTOP TERRACE SUITE



1 King Bed (200cm)
39 sqm (81 sqm including 37 sqm rooftop) | 12 suites



Maximum 2 guests

- Pool view or sea view | Outdoor rooftop living room | Whirlpool | Outdoor kitchenette | Butler service | Executive lounge access
- Relax in your rooftop whirlpool on your private terrace, soaking in the profound tranquillity that defines luxurious Red Sea living.



Samar

All-Day Café

Inspiration: Where café culture meets Red Sea ease

Capacity: 66 guests | Double-height arches, indoor and outdoor terrace

Hours: Open 24 hours

Reservation: Not required

A bright gathering space serving one continuous menu of light Mediterranean snacks, quick bites and beverages around the clock, with seamless indoor-outdoor flow.

Nur

Beach Club

Inspiration: Moorish culture blending vibrant Hispanic and Arabic influences

Capacity: 120 guests | Beachfront | Mexican-influenced menu

Hours: Lunch 12:30–3:00 PM | Dinner 6:30–11:00 PM | Beverages 10:00 AM–12:00 AM

Reservation: Recommended

Sun loungers lie across the sandy shoreline, creating the perfect setting for rustic rest and relaxation. It is barefoot luxury redefined.



Sabil

Glasshouse Buffet

Inspiration: The immersive greenhouse, where light nourishes

Capacity: 164 guests | Greenhouse-inspired

Hours: Breakfast 7:00–11:00 AM | Lunch 12:30–3:00 PM | Dinner 6:30–11:00 PM

Reservation: Not required

Live cooking stations beneath soaring glass ceilings. Natural light streams through lush greenery to create an immersive garden dining experience.

Bustan

Mediterranean Garden

Inspiration: Arabian orchards meeting Mediterranean shores

Capacity: 228 guests | Rooftop with panoramic Red Sea and promenade views

Hours: Breakfast 7:00–11:00 AM | Lunch 12:30–3:00 PM | Dinner 6:30–11:00 PM

Reservation: Recommended



Elevated dining with Mediterranean herb garden touches, romantic seating coves, water fountains, and panoramic sunset vistas.

Gamar

Nikkei Robata

Inspiration: The moonlit connection between fire, sea, and craft

Capacity: 100 guests | Moonlit rooftop with Red Sea and mountain views

Hours: Dinner 6:30–11:00 PM

Reservation: Recommended



Japanese precision meets Peruvian fire. Robata-grilled anticuchos, bright ceviches and tiraditos, and a sushi counter come together beneath the moonlit rooftop, where Red Sea and mountain views frame the evening.



Sokar

Seafood Grill

Inspiration: Alexandria, the serene seaside living of the North

Capacity: 100 guests

Hours: Dinner 6:30–11:00 PM

Reservation: Required

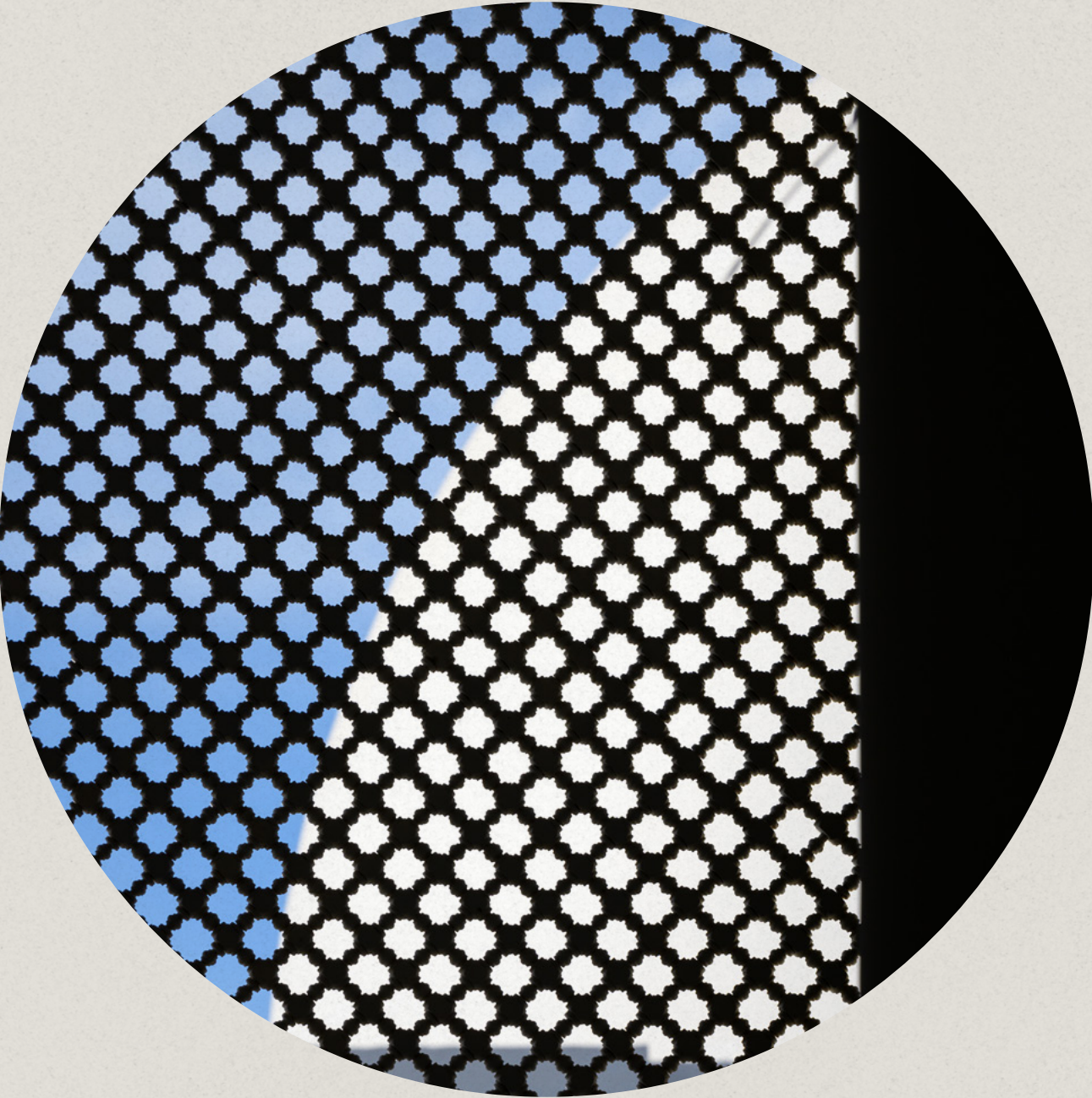


Come and be at one with the sea. Choose your perfect fresh seafood selection and have it cooked in front of you, just to your preference. Soft sunlight and shadows dance playfully across surfaces, and sea views extend before you, defining tranquillity.

Serry
Beach Villas

Private Beachfront Residences
| 11 Villas | 33 Bedrooms

Discover thoughtfully created spaces for families or groups seeking a truly private Red Sea experience. Serry Beach Villas offers 11 exclusive beachfront residences, each a duplex masterwork of space, light, and architectural drama.



A six-metre double-height living space opens before you, with generous arches spanning the entire width of the villa. Every villa includes a private pool and sunbathing lounge. Rooftop (Sky) villas feature rooftop pools with a private bathroom and dedicated sun terrace; ground-floor (Garden) villas open directly onto garden pools with an outdoor shower. They are homes, designed for the art .of living well

Villa Specifications

In every villa: 65-inch smart TVs, an in-villa safe, air conditioning, bathrobes and slippers, a hair dryer, dry and wet bathroom amenities, a weight scale, a telephone, complimentary high-speed Wi-Fi, and a fully equipped kitchen with a capsule espresso machine and complimentary capsules.

Total Villa

11 villas with 33 bedrooms

Distribution

1-Bedroom (1) | 2-Bedroom (2) |

3-Bedroom (5) | 4-Bedroom (2) |

5-Bedroom (1)

Reserved Beach

Two-level beach spot per villa:

a private, serviced upper-deck

cabana hidden in lush greenery

with its own fridge, service bar

and beautiful sea views, plus

floating shaded loungers at the

water’s edge

Character

Sky villas (rooftop pool and sun

terrace) or Garden villas (ground

pool and private garden)

Architecture

Duplex residences with 6m

double-height living spaces and

full-width arches

Reserved Beach

Two-level beach spot per villa:

a private, serviced upper-deck

cabana hidden in lush greenery

with its own fridge, service bar and

beautiful sea views, plus floating

shaded loungers at the water’s

edge

Basement

Every villa (except the One-

Bedroom Sky Villa): private parking,

staff housing, laundry, full-service

kitchen

Collection Access

All Serry dining charged on

consumption, Nomad (16+),

Sindbad Aqua Park, experiences,

Souk and The Serry Store

Board Basis

Bed and Breakfast

Check-in / Check-out

3:00 PM / 12:00 PM



1-BEDROOM VILLA

138 sqm + 101 sqm rooftop terrace | 1 Villa (Sky)

- Upper floor with rooftop pool (20.69 sqm), private bathroom, and sun terrace
- 1 King bedroom with private whirlpool | 2 bathrooms | Dining for 6 guests

2-BEDROOM VILLA

145 sqm | 2 Villas (1 Garden, 1 Sky)

- Sky villa: rooftop pool (47.39 sqm) | Garden villa: garden pool (39.71 sqm) with outdoor shower and 25 sqm garden
- 1 King bedroom + 1 twin bedroom (two queen beds) | 3 bathrooms | Dining for 8 guests

3-BEDROOM VILLA

181–182 sqm / 5 Villas (2 Garden, 3 Sky)

- Sky villas: rooftop pools (49.08 sqm) | Garden villas: garden pools (39.4 sqm) with outdoor shower and 25 sqm garden
- 1 King bedroom + 2 twin bedrooms (two queen beds each) | 4 bathrooms | Dining for 8 guests

4-BEDROOM VILLA

218 sqm / 2 Villas (1 Garden, 1 Sky)

- Sky villa: rooftop pool (49.2 sqm) | Garden villa: garden pool (39.7 sqm) with outdoor shower and 23 sqm garden
- 2 King bedrooms + 2 twin bedrooms (two queen beds each) | 5 bathrooms | Dining for 8 guests



5-BEDROOM VILLA

355 sqm + 160 sqm garden / 1 Villa (Garden)

- The crown of the collection. Ground floor with garden pool (81 sqm) and outdoor whirlpool. Two separate living rooms, each with its own guest bathroom.
- 2 King bedrooms + 3 twin bedrooms (two queen beds each) | 8 bathrooms | Dining for 12 guests

Suhail

Egyptian Farmhouse

Hours: Breakfast 7:00–11:00 AM, included in the villa rate | Lunch 12:30–3:00 PM and Dinner 6:30–11:00 PM, charged on consumption

Egyptian family-style dining featuring farm-fresh ingredients in an intimate rooftop setting with Red Sea views. Capacity for 80 guests. Available exclusively to Serry Villas guests.



Villa Services

24-hour dedicated butler service | Daily housekeeping and evening turndown | Private chef on request | Personalised concierge | 24-hour in-villa dining from collection restaurants | Fully equipped kitchen with capsule espresso machine and capsules | In-villa and resort laundry | Complimentary high-speed Wi-Fi throughout.

Savour

Reservations are recommended at our à la carte restaurants and required where indicated. Dress is resort-casual by day and smart-elegant in the evening.

The Rooftop Terrace is the Collection's rooftop dining destination, spanning both hotels: Badiya, Zaafran and Safar at Serry Beach Resort, and Sabil, Bustan, Sokar and Gamar at Serry Beach House. It is reached from Souk and is open to visiting guests as well as those staying with us.



Fourteen distinctive dining venues across the collection. We have created enticing adventures that honour local heritage and savour some of the most desirable flavour sensations in the region and beyond.

Our chefs' food philosophies celebrate sustainability, using locally sourced and farmed ingredients. Guests of any Serry hotel enjoy access to dining across the entire collection, except for adults-only venues and Suhail, exclusive to Villas guests.

Beach
Resort

Seven Venues



- Sofra (International Buffet, 386 guests)
- Dar (All-Day Lounge, 100 guests)
- Rayhan (Beachfront Trattoria, 86 guests)
- Badiya (Bedouin Grill, 200 guests)
- Zaafran (Modern Indian, 112 guests)
- Safar (American Grill, 100 guests)
- Keif (Asian Fusion, 140 guests)
- Plus Dokan (Sweet Corner) and the suite-only Manara (Suite Lounge).

Beach
House

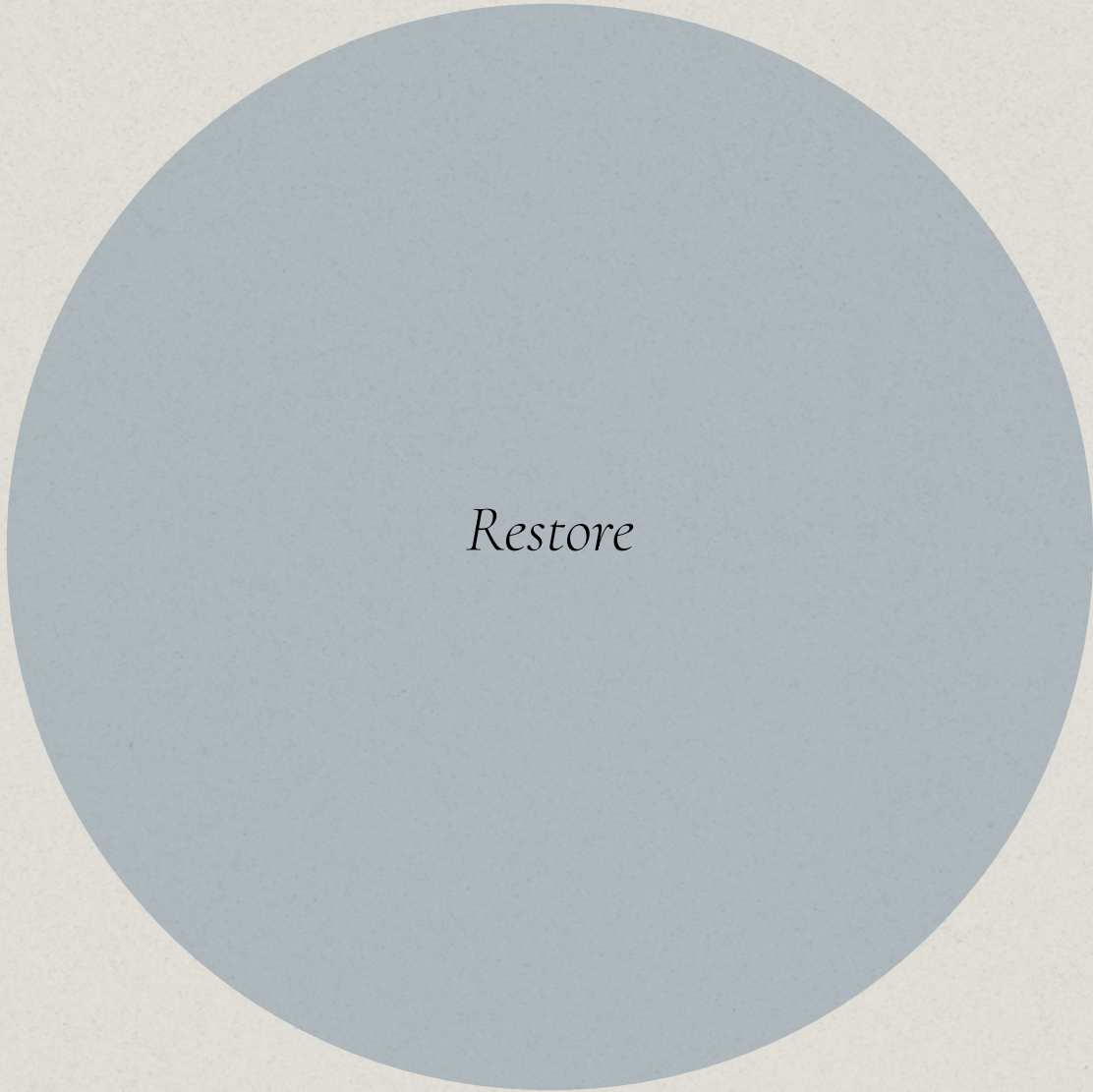
Six Venues

- Samar (All-Day Café, 24 hours, 66 guests)
- Nur (Beach Club, 120 guests)
- Sabil (Glasshouse Buffet, 164 guests)
- Bustan (Mediterranean Garden, 228 guests)
- Gamar (Nikkei Robata, 100 guests)
- Sokar (Seafood Grill, 100 guests)



Beach
Villas

- Suhail (Egyptian Farmhouse, 80 guests, Villas guests only)



Restore

Nomad, Gym,
Bathhouse and Rituals

Nomad

Nomad is the collection's adults-only wellness destination (16+), set within Serry Beach House and open to all Serry guests.

Serene neutrals, natural textures, soft lantern light and the subtle scent of mastic set the tone, wrapped in a relaxation lounge, a spa boutique and a dedicated wellness reception. Nomad unfolds in three parts: a complimentary gym, and two chargeable wings, Nomad Bathhouse for thermal bathing and Nomad Rituals for treatments.



Nomad Gym

Set across 540 sqm and framed by 360° Red Sea views through double-height arches above the elevated salt pool, the gym is a light-filled space to move and restore.

It is equipped with premium Technogym cardio and strength machines, free weights up to 30 kg, and dedicated studios for yoga, Pilates and group training. Complimentary for all guests, open 9:00 AM to 8:00 PM, with 24-hour access via room key.



Nomad Bathhouse

Set across 640 sqm, the thermal and bathing wing centres on an elevated indoor saltwater pool (46.8 sqm) with 360° Red Sea views. A trio of heat rituals follows: the Finnish Sauna (80 to 95°C), the Bio-Sauna or Sanarium (50 to 65°C) with chromotherapy and aromatic ritual, and the hammam-inspired Steam Room (42 to 48°C), completed by an ice plunge (–6°C to –12°C), two whirlpools and two ice bucket showers, all glass-walled above the sea. Available by appointment or day pass.

Nomad Rituals

A hushed enclave of six single treatment rooms and seven couple rooms, each with a private whirlpool, alongside a Private Spa Suite with its own sauna, cold plunge and whirlpool for up to six guests. Here, holistic therapies and rituals inspired by regional traditions are delivered by expert hands, amid natural textures, soft lantern light and the quiet scent of mastic, with herbal teas to close. Available by appointment or day pass.



The Palm Lagoon

Set apart for stillness, this is the Beach House at its most serene: a shallow lagoon of fresh salt water drawn straight from the sea, threaded with mature palms that rise from the water itself and hung with hammocks strung between their trunks, made for long, slow afternoons suspended just above the surface.

Private cabanas are tucked into the lush greenery on every side, each a shaded world of its own, while a sauna, a whirlpool and a hidden waterfall wait deeper in the planting. Sea-facing and screened by greenery all around, the Palm Lagoon doubles as the Beach House's outdoor spa, a calm, secret counterpoint to the main pool, and it is complimentary for all Beach House guests.



The Red Sea Experiences,
shared across the entire
collection.

From scuba diving and speed-boat island trips to parasailing and beachfront water sports, dolphin encounters and sunset catamaran sails, desert safaris and the neighbouring water park, every experience is curated so you can shape your stay exactly as you wish, with space for both togetherness and time to yourself.

Sindbad Aqua Park

Complimentary for all Serry Collection guests, with food and beverage included for Ultra All-Inclusive guests, the neighbouring Sindbad Aqua Park brings adult and children's water slides, multiple pools and family-friendly attractions just steps from the resort, a playful dimension to the Red Sea experience (subject to operating hours and safety guidelines).



Dive Base Academy

A 5-star PADI diving centre in the heart of the Red Sea promenade.

With expert instructors and personalised guidance for all levels, it offers exceptional underwater experiences in the tranquil surrounds of The Serry, your gateway to the Red Sea's aquatic wonders.



Quest

High-performance speed boat excursions for thrill-seekers of the open sea.

From the two-hour Reef Run across vibrant coral formations to the three-hour Magawish Island adventure with snorkelling and exploration, Quest delivers the Red Sea at its most exhilarating.



The Adventurers Club

Sea and land journeys beyond the resort into the Red Sea's most striking landscapes.



From island cruises, dolphin encounters, and sunset catamaran sails to desert safaris and the wind-carved formations of Stars Valley, each adventure reveals a different side of the region.

Aqua Venture

*The Serry's beachfront
water sports centre for
both thrill and ease.*

From parasailing and towed
inflatables to wakeboarding
and water skiing, Aqua Venture
offers guided experiences for
every level across the Red Sea.



Red Sea Moments

*Professional photography
capturing the magic of
your Red Sea experience.*



From intimate couple portraits
against sunset horizons to family
adventures in the water, our
photographers preserve the
moments that matter.

Wander

Souk is a three-storey lifestyle destination where guests and locals can shop, dine, and gather in a sunlit setting that transforms into the Red Sea’s nightlife hub after dark.

Located within The Serry on the Hurghada Touristic Promenade, Souk spans 6,335 sqm of leasable space with 41 retail units and 23 F&B venues across three levels: retail at ground, restaurants and cafés on the second, and rooftop lounges and bars above.



Designed with ecologically conscious minimalist Arabian aesthetics, natural ventilation, and lush greenery, it welcomes around 70,000 visitors monthly with parking for 41 vehicles.

Serry
Department
Store

A curated edit of local fashion and emerging Egyptian designers, spanning beachwear, occasion wear, jewellery, and beauty in a refined retail setting that celebrates quality and craft.



Serry
Concept
Store

An experiential space showcasing Egyptian artisans at work, from pottery and weaving to copper-making, with exclusive pieces and complimentary hands-on classes for guests.

Serry Harvest Store

A specialty food destination celebrating Egyptian cuisine, featuring spices, blends, and artisanal ingredients in a warm, market-inspired setting.



Speciality Boutiques

A curated collection of jewellery, beauty, perfumery, eyewear, watches, artisanal workshops, and more, each operated by specialists and celebrating Egyptian craft within Souk's sunlit setting.

Sela

Blend business and leisure effortlessly in our breezy co-working destination with inspiring views.

Private cabins and meeting rooms are accessible 24 hours, with the café open 10:00 AM–9:00 PM. Sela pours Egypt’s heritage brews alongside signature lattes and specialty coffee, a menu that moves from ahwa and karkadé to rose lattes and cold brew. Open daily 11:00 AM to 10:00 PM.



Conference & Events

Two grand event halls, each divisible into three separate 330 sqm rooms or opened into one large hall (1,980 sqm total).

Each hall has its own breakout area, bathrooms and reception, and is equipped with LED screens, hybrid-meeting capability, advanced technology, high-speed internet and business services, alongside the Manna, Numu and Namana venues for more intimate gatherings. With capacities up to 1,200 guests per hall (2,400 total), bespoke menus and a dedicated banquet team, every event at The Serry is seamlessly executed and thoughtfully tailored. No gathering is too large or small.





Saraab Junior Club

Saraab Junior Club is our vibrant and secure kids club, open daily from 10:00 AM to 6:00 PM.

With magician shows, shell craft, pottery making, ceramics painting, henna painting, arts and crafts, family cinema, and kids disco, among many more, younger guests can explore, learn, and have fun under dedicated supervision.



Nuba Escape

Nuba Escape is a dedicated teen space for connection and competition.

From billiards, ping pong, and air hockey to gaming tournaments, social mixers, Xbox challenges, and movie marathons, it is designed to energise and inspire in a relaxed setting.



Entertainment Programme

Daily animation programmes
and nightly live performances
entertain guests of all ages.



From folkloric shows and live music
to beach yoga, Red Sea workouts,
tennis, football, and more, curate
your stay via theserry.com or with our
guest experience team.

Entertainment Venues

Two settings for after-dark entertainment across The Serry.

Badiya

Open-air and complimentary to all Serry Collection guests, with a daily live programme that opens with a beautiful Arabian acoustic duet and moves through a rotating cast of authentic performances: belly dance shows, whirling dervishes, live qanun, Nubian shows, electric oud, and more, all beneath the open sky.



Naz

An adults-only speakeasy hidden behind a bookshelf door, inspired by 1940s Cairo. A live oriental jazz band, live singers, belly dancers, acrobats and exotic acts fill the candlelit room, with crafted cocktails and cabaret glamour from 9:00 PM to 4:00 AM (reservations required).

Stay Connected

As we continue to grow, we invite you to join us on our journey and discover why those in the know return to us year after year.

Follow #EXPERIENCESERRY to connect with us further. We invite you to share your personal #EXPERIENCESERRY. Our guests have become an extended global virtual community.



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Hashtag
#EXPERIENCESERRY

Affiliation
A Proud Member of Preferred
Hotels & Resorts

Airport
5 km / 10 minutes from
Hurghada International
Airport



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