

A SHARM-ING HOLIDAY EXPERIENCE AT THOMSON'S ALL NEW SENSATORI RESORT

Submitted by: TUI UK
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Holiday company announce new flagship hotel in Egypt from February 2011

The fourth hotel in Thomson's exclusive Sensatori collection (<http://www.thomson.co.uk/editorial/sensatori/sensatori-resort.html>) will open its doors to Thomson customers in February 2011. Located on the Red Sea Riviera, the new all-inclusive 5T Sensatori Resort Sharm-el-Sheikh (<http://www.thomson.co.uk/destinations/africa/egypt/egypt-red-sea/sharm-el-sheikh/hotels/sensatori-sharm-el-sheikh.html>) – which like the other Sensatori resorts, takes its name from 'Senses' and 'Satori', the Buddhist term for the 'Wow Moment' - will incorporate signatory elements including swim-up, whirlpool and family rooms, six restaurants, a selection of bars and a world class spa, as well as its own dive centre.

Located just 15 minutes from the airport and overlooking Tiran Island and the Ras Nosrani Bay, Sensatori Resort Sharm El Sheikh will be exclusive to Thomson in the UK. Like the other Sensatori resorts, Sensatori Resort Sharm El Sheikh will seek to live up to its name by excelling in luxury, service, dining and relaxation.

This resort is suitable for both adult and family holidays in Egypt (<http://www.thomson.co.uk/destinations/africa/egypt/holidays-egypt.html>), with a choice of rooms available. Accommodation will incorporate a selection of rooms for both couples and families, all with a contemporary feel and incorporating hi-tech features that include plasma TVs and whirlpool baths. Swim up rooms, rooms with a whirlpool on the balcony and suites will also be available.

As with the other Sensatori resorts, dining will be at the core of the Sensatori Resort Sharm El Sheikh experience. There will be a choice of six chic restaurants with a variety of dishes to match. Four of these; an Italian bistro, a Middle Eastern eatery, an American diner on-the-beach and a pan-global buffet restaurant, are included as part of the all inclusive offering.

The resort, which has been designed to make the most of the outstanding views over the Red Sea, features a huge rooftop terrace complete with a gym, the 'Stone Grill' restaurant and a world class spa that will offer a variety of relaxing or reinvigorating treatments. The resort's facilities will also include a lagoon-style pool with its own island, an activity pool and a children's pool complete with tipping buckets and water jets. Like its sister resorts, the entertainment offering will be of the highest calibre, including West End-style shows, live music, classical artists and showbiz talent from the UK making regular appearances.

"When we opened our Sensatori resorts in Crete in 2008 and Mexico in 2009, Thomson's aim was to offer British holidaymakers an exclusive, luxurious holiday experience that offered outstanding value for money," says Alex Loftus, Head of Product, Short/Midhaul, Thomson. "What we didn't anticipate was just how popular this new concept would be with our customers, who consistently rate their Sensatori holiday as exceptional in our feedback questionnaires. With Sensatori Resort Tenerife opening this summer, followed by Sensatori Resort Sharm El Sheikh next winter, our flagship resorts will continue to illustrate Thomson's aim of offering a quality, service oriented holiday experience built with the

customer very much in mind.”

The introduction of Sensatori Resort Sharm el Sheikh is a further example of Thomson's ongoing strategy of offering quality, differentiated and, above all, value for money holiday experiences to its customers.

Lead in:

Thomson offers seven night holidays in Egypt

(<http://www.thomson.co.uk/destinations/africa/egypt/holidays-egypt.html>), staying at the Sensatori Resort Sharm El Sheikh

(<http://www.thomson.co.uk/destinations/africa/egypt/egypt-red-sea/sharm-el-sheikh/hotels/sensatori-sharm-el-sheikh.html>)

in February 2011 from £685 per person based on two sharing. Price includes accommodation on an all inclusive basis, flights from London Gatwick and transfers. For further information, visit www.thomson.co.uk/sensatori or call 0871 2313234.

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Editor's Note:

The Sensatori concept is exclusive to Thomson, and incorporates state of the art hotels and resorts that are ideal for families or couples looking for an affordable luxury experience. Sensatori is a word which combines 'senses' (as in the five senses) and 'satori' which is the Buddhist term that translates as 'the Wow Moment' and perfectly describes Thomson's five star resort concept. Combining Sensatori signature elements of relaxation, play, sport, high-end entertainment and dedicated areas for families and couples, this flagship holiday experience has proved hugely successful, with some of the highest customer satisfaction ratings in our portfolio of hotels.

Launched in Crete in 2008 and followed by Mexico in 2009, the number of Sensatori Resorts increases further in 2010 with the opening of the 5 star + Sensatori Resort, Tenerife, which incorporates accommodation in the form of deluxe rooms and world-class spa facilities.

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