

# travel today



## Catching Waves

Kite-surfing at La Hacienda Ras Sudr

**Plus:** Inside Accor's newest city property

Courtesy Hacienda





Calm sea views from La Hacienda beach.



The resort has exceptional kitesurfing facilities.

## SERENE ESCAPE

La Hacienda Ras Sudr provides the perfect escape from the hustle and bustle of Cairo.

By Ahmed Mansour

If I had to describe my weekend at La Hacienda in Ras Sudr, I would surely describe it as the perfect place to chill. That is all I, and the people around me, did all day long when we were recently invited to check it out.

Ras Sudr is a place to relax, laugh, meditate, practice Yoga, and, if you're into it, kitesurf. La Hacienda claims to offer the best kitesurfing experience in Egypt, and for me it definitely was quite a thrill everyone should try.

La Hacienda has been one of the country's pioneering outposts in Ras Sudr since the day it welcomed the very first group of visitors in 1998. "La Hacienda was designed to be a real escape for its visitors from the busy city life. We have combined innovative design and attention to detail to fulfill your dream vacation. The kind of unforced natural beauty you find here is quite rare. When you visit La Hacienda, you get to enjoy having no worries. You get a hassle free time where you can free your mind and enrich your soul. I find this a difficult combination

to reach and we do work hard to preserve it for our clients," says the resort's director of marketing and business development Sarah Youssef.

La Hacienda prides itself in developing a luxurious and relaxing resort in the heart of Ras Sudr and located amid charming scenery that also offers a lot of privacy. After years of uninterrupted success, La Hacienda currently has high brand awareness among Ras Sudr lovers of all ages and interests. Accordingly, the resort is set to expand into a sixth phase to welcome more peace and tranquility seekers.

The place's charm is linked to their private sea view that separates the resort from any nearby destination. The seafront homes are placed on gently sloping grounds and the elevation lends a feeling of exclusivity. Each set of units is built on a plateau of sorts to ensure equal access to the resort's stunning sea view.

Ras Sudr is every kitesurfer's haven as this stretch of the Red

Sea features a constant supply of wind and waves. Being on the shore of a bay, facing northwest, gives La Hacienda the advantage of attracting the sea breeze instead of the dusty wind which abounds in the surrounding desert.

"Soul Kite Surfing is one of the most distinguished kitesurfing centers in Ras Sudr. This is not only because of the professionalism of its instructors and the direction of the wind, but also because of its unique decor, inviting atmosphere and friendly staff," Youssef says, adding that Ras Sudr's first yoga center, Soul Yoga has also recently been launched and is currently being helmed by talented instructor and health enthusiast Jennifer Osman.

La Hacienda also boasts one of the most harmonious communities. Their team spares no effort to keep the resort's infrastructure and cutting-edge services in a perfect condition. New facilities and activities are added every year based on the requests of new owners and their needs. For example, a new deal with OB hotels and restaurants was made to ensure exceptional management.

Overall, a stay at La Hacienda will surely be memorable one and the resort provided me with a much-needed haven of serenity away from Cairo's sometimes overwhelming noise.



La Hacienda offers fun for all the family.



The resort's beachfront properties.



Poolside lounges are the perfect place to unwind after a day of watersports (above).

