

AHS

Absolute News

Q3-September 2026

Our Locations:

Asia | The Middle East |
Africa | Europe



ABSOLUTE HOSPITALITY SERVICES

Global Hotel Management & Hospitality Solutions



Absolute
COLLECTION



Take the U Experience Home— The U Hotels & Resorts Online Boutique is Coming this October!

The U experience doesn't have to end when you check out.

We are excited to announce the upcoming launch of the U Hotels & Resorts Online Boutique, giving guests the chance to bring some of their favourite U experiences home.

Available directly through the U Hotels & Resorts website, the new online boutique will feature a curated selection of signature U products – from our comfortable bed linen and bedding essentials to the distinctive U signature scent, along with other carefully selected lifestyle items inspired by the U experience.

The new boutique extends our relationship with guests beyond their stay, transforming the things they remember and love about U into products they can enjoy every day.

Whether it's recreating the comfort of a U bed, bringing home a familiar fragrance, or finding a little reminder of a favourite stay, the U Online Boutique makes it easier than ever to take a little piece of U home.

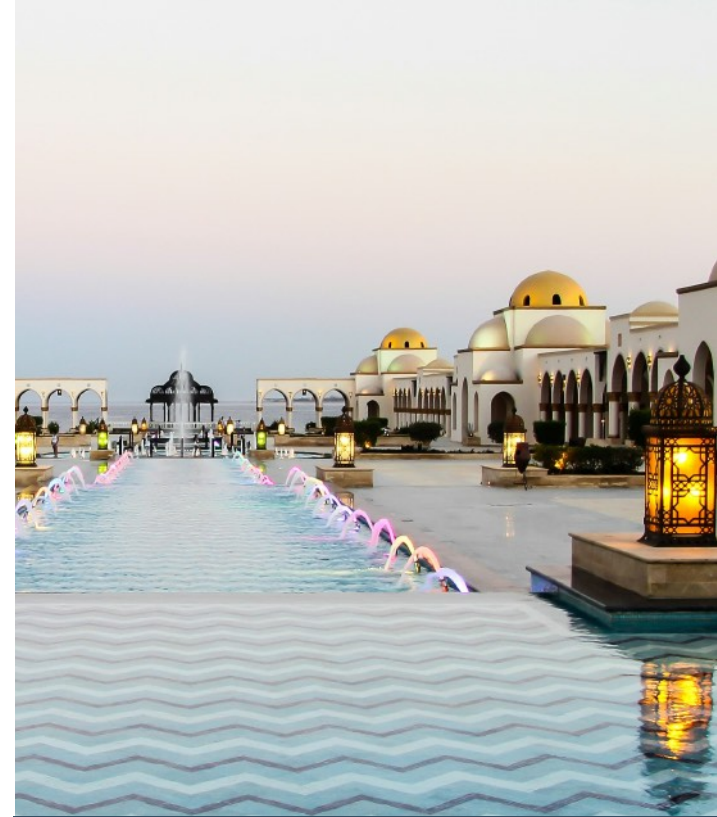
**Stay with U. Experience
U. Take U Home.**





U Sahl Hasheesh - Red Sea

Absolute Hotel Services Middle East & Africa has announced the handover of U Sahl Hasheesh, marking its third signing in both Egypt and the MEA region, as well as the third U-branded property in the country.



Located on the Red Sea coastline in Sahl Hasheesh, Hurghada, the new-build mixed-use beachfront development will feature 257 units, including 68 hotel rooms and 189 branded residences. Scheduled to open in 2028, the property will offer upscale hospitality and residential living, complemented by dining outlets, a fitness centre, swimming pool, and leisure facilities.



Sahl Hasheesh = Green Valley

Kevork Deldelian commented: "U Sahl Hasheesh represents a strategic addition to our portfolio and reflects our confidence in Egypt's long-term tourism potential and the strength of the Red Sea as a globally recognised leisure destination."

The signing further reinforces AHS's continued expansion across key resort destinations in the MEA region.



AHS MEA Signs First Hotel in Cairo and Debuts Eastin Brand in Egypt

Absolute Hotel Services Middle East & Africa has signed Eastin Residences Diplomatic District, marking both its first hotel in Cairo and the Eastin brand's debut in Egypt.

Located within the Suli Golf Residences project in Egypt's New Administrative Capital, the 107-residence property is scheduled to open in 2031. Designed for business and long-stay travellers, it will feature an all-day dining restaurant, fitness centre, and swimming pool.

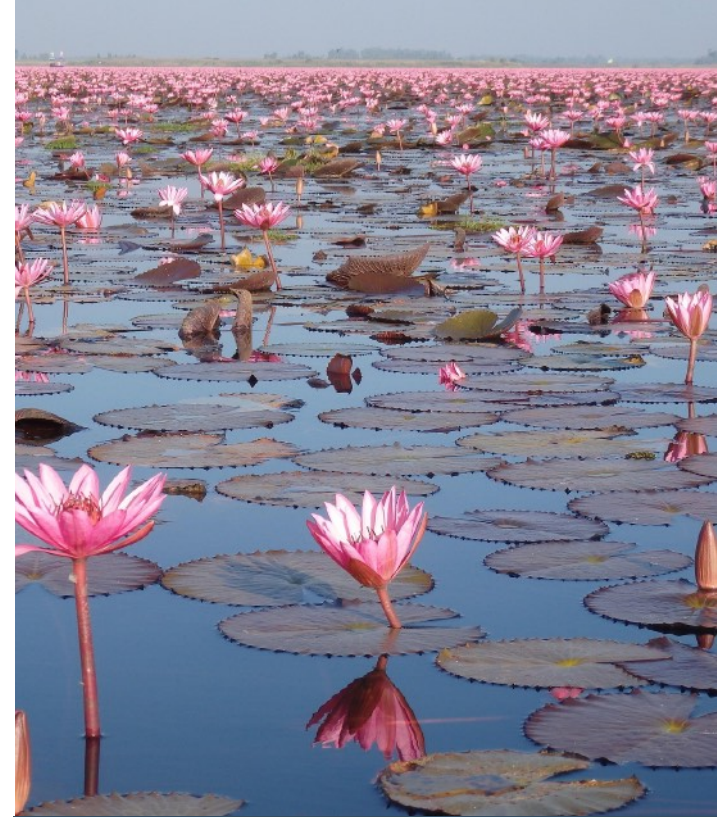
The signing further strengthens AHS MEA's growing presence in Egypt and reflects its confidence in the New Administrative Capital as an emerging hub for business, government, and residential communities.





AHS Signs Eastin Easy Udon Thani, Thailand

Absolute Hotel Services (AHS) is delighted to announce the signing of Eastin Easy Udon Thani, an exciting milestone as the first Eastin Easy hotel in Southeast Asia in the brand's latest format and the first in Thailand's Northeast.



Ideally located in the heart of Udon Thani, with easy access to the city centre and Udon Thani International Airport, the hotel will bring the refreshed Eastin Easy experience to this vibrant regional destination — offering smart comfort, convenience and great value in a relaxed and welcoming setting.



The signing marks an exciting new chapter for Eastin Easy as the brand continues to grow in Thailand. We look forward to welcoming travellers to Udon Thani and giving them an easy, comfortable place to relax, recharge and enjoy everything this wonderful destination has to offer.

Stay Smart, Stay Easy.



**People + Technology →
Better Decisions → Better
Hotel Performance**



Turning Data into Action with Avalon Analytics

Avalon Analytics will provide AHS with a centralised Business Intelligence platform that brings hotel performance data together in a clear, accessible format. With real-time and historical insights, customizable dashboards, automated reporting, and multi-property analysis, teams can identify trends, compare performance, and make informed decisions more efficiently.

AHS Advances Commercial Performance with New Technology Platforms

As part of our continued commitment to innovation, operational excellence and data-driven decision-making, Absolute Hotel Services (AHS) will introduce two new technology platforms across the group from January 2027: Avalon Analytics, a hospitality Business Intelligence (BI) platform, and Duetto, a leading Revenue Management System (RMS).



Smarter Revenue Decisions with Duetto

Complementing Avalon, Duetto will strengthen AHS's revenue management approach through advanced forecasting, pricing, and demand intelligence. The platform enables revenue teams to respond more dynamically to changing demand, optimise pricing strategies and automate selected revenue management processes while maintaining strategic control. This will allow our teams to spend less time compiling data and more time analysing opportunities and driving performance.



Repositioning with Purpose, Delivered Through One Integrated Approach

As markets evolve, existing hospitality properties often need a fresh direction to remain competitive. Through refreshed branding, new concepts, and thoughtful design, Absolute Design Services helps reposition properties, attract new audiences, and create renewed value—while preserving what makes each property distinctive.

Our integrated approach brings branding, concept development, design thinking, and hospitality expertise together under one roof. We also coordinate third-party consultants when required, giving owners and developers a single point of contact, a cohesive vision, and a more streamlined path from concept to completion.

The result is a more seamless journey from repositioning strategy to guest experience—bringing renewed relevance and value to existing hospitality assets.



Integrated Hospitality Services

Beyond traditional hotel management services, Absolute Hotel Services provides a comprehensive ecosystem of specialised hospitality solutions through its group companies.

Got a question about our hotel management solutions and other consulting services? We'd love to hear from you. Send us a message, and we'll respond as soon as possible.

www.absolutehotelservices.net

info@absolutehotelservices.com

Other Companies in our Group:

Absolute Golf Services
Absolute Design Services
The Moment

Our Brands:



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