

Rixos Hotels Egypt Elevates Destination Management for India's Expanding Wedding Market

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[Rixos Hotels Egypt](#) continues to strengthen its role in destination management development by positioning Sharm El Sheikh as an emerging global centre for international weddings and large-scale event tourism. The spectacular Indian wedding hosted over three days at Rixos Radamis Sharm El Sheikh marks a defining milestone for regional tourism, showcasing the destination's capacity to host events of exceptional scale, sophistication, and international reach.



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The celebration welcomed approximately 600 distinguished guests from around the world, who arrived in Sharm El Sheikh via multiple private jets and large charter flights, underscoring the global significance of the event. To ensure complete exclusivity, all 26 villas at Club Prive by Rixos, along with all hotel suites and premium accommodation categories, were fully reserved for the occasion. Throughout the three-day celebration, Rixos Radamis Sharm El Sheikh operated as a fully immersive destination, utilizing its expansive event venues, beachfront stages, and specially designed production areas to deliver a seamless, world-class experience.

One of the most memorable highlights of the event was a breathtaking 15-minute drone performance featuring 500 synchronized drones, creating a striking visual spectacle across the Sharm El Sheikh skyline. This moment symbolized the scale, innovation, and production excellence that defined the

entire celebration.

Months of meticulous preparation preceded the event, involving the collaboration of leading international partners from Egypt, Dubai, the UK, and France. From complex stage constructions and advanced technical infrastructure to visual effects and logistics, every element was executed through a continuous, around-the-clock production process. Feedback following the celebration confirmed a significant shift in perception, with Sharm El Sheikh now recognized not merely as an alternative venue, but as a destination brand of choice for Indian weddings. Notably, several families from the same network have already expressed firm interest in hosting future weddings at Rixos Radamis Sharm El Sheikh.

Having previously welcomed heads of state, global summits, and concerts by international superstars such as Jennifer Lopez and Enrique Iglesias, Rixos Radamis Sharm El Sheikh once again demonstrated its ability to position Indian weddings as a strategic pillar within its destination management vision.

Commenting on the event, **Mr. Erkan Yildirim, Managing Director of Rixos Hotels Egypt**, said, *"At Rixos, we have evolved beyond operating hotels to creating destinations on a global scale. The complete reservation of our highest accommodation categories by international guests reflects the confidence placed in our vision. Following this celebration, several families have already expressed their intention to host future weddings here, reinforcing Sharm El Sheikh's growing appeal. In the period ahead, we will continue to bring even more ambitious visual productions and international events to the destination."*

Through hosting high-profile weddings and exclusive events –

particularly from the Indian market – Rixos Hotels Egypt continues to elevate Sharm El Sheikh's standing on the global destination map, reinforcing its position as a premier hub for luxury celebrations and international tourism.

