The Communication Group plc

SOMABAY

Somabay expands sporting offering with new tennis and football offerings





London, 11 July 2025: Somabay is pleased to announce the expansion of its sporting offering with the introduction of its new **S Tennis Academy**, along with the signing of a partnership with **ONEflow Soccer Academy** to introduce a new football offering to the destination. Further cementing the destination as a leader in sports tourism, the new initiatives promise to elevate Somabay's already impressive sports facilities with tournaments and training camps for guests.

S Tennis Academy offers a world-class tennis training facility in the heart of the destination, allowing guests to train against the breathtaking backdrop of the Red Sea. Founded by three experts in the tennis world – **Gilbert Schaller**, **Mohamed Safwat**, and **Hend Eissa** – the facility brings **twelve hard courts**, **four grass courts**, and **three clay courts** to Somabay, making it one of the few academies in the world to offer training facilities on all three major tennis surfaces in one location. Offering a holistic approach to training, S Tennis Academy integrates tennis training with physical conditioning and mental agility to develop athletes who are primed for both competition and personal fitness.

Kicking off the training schedule for the summer, S Tennis Academy will be hosting a **Summer Tennis Camp** for children aged 12 to 18 in August and September. Providing budding young players with ten-day-long all-inclusive training camps, participants will undergo an intensive holistic programme designed to hone their skills and improve their standard. This will be followed by a series of **International Tennis Federation Tournaments** in September, with one male and one female tournament taking place in each of the first three weeks of the month, giving players an opportunity to test their competitive skills against their peers.

ONEflow Soccer Academy will bring premier football programmes to the destination, designed to redefine the football experience on Egypt's Red Sea coast. It will introduce its internationally recognised training methodology to Somabay, providing a football camp programme that focuses on high-level training, discipline, and player development. Guided by UEFA-licensed coaches and football professionals, the Academy will give players the chance to practice their game in one of the Red Sea's most beautiful locations, further enhancing the sporting offering in the destination.

For more information, please visit: https://somabay.com/

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About Somabay:
Somabay is an exclusive Red Sea resort in Egypt. Just a 4-hour flight from Central Europe, with year-round sunshine and mild temperatures, Somabay offers vacationers an ideal Red Sea holiday. The resort location boasts some of the sandiest beaches of the Red Sea and panoramic views of desert mountains and blue skies. Luxury hotels, Gary Player championship golf course, a Holistic Spa & Thalasso centre, a diving and kite surfing centre all make Somabay the ideal place for relaxation and recreation.