Redefining luxury
tourism in the UAE



# Company Profile

## Hydro Sports Group

# Table of Content


02 Table of content

03 About us

04 Vision & mission

05 Hydro companies

06 Leadership team

07 Driven by excelence

08 Company assets

09 Sustainability initiatives

10 Sales & marketing

11 Growth & success

12 Future innovations

13 Excellence & innovation

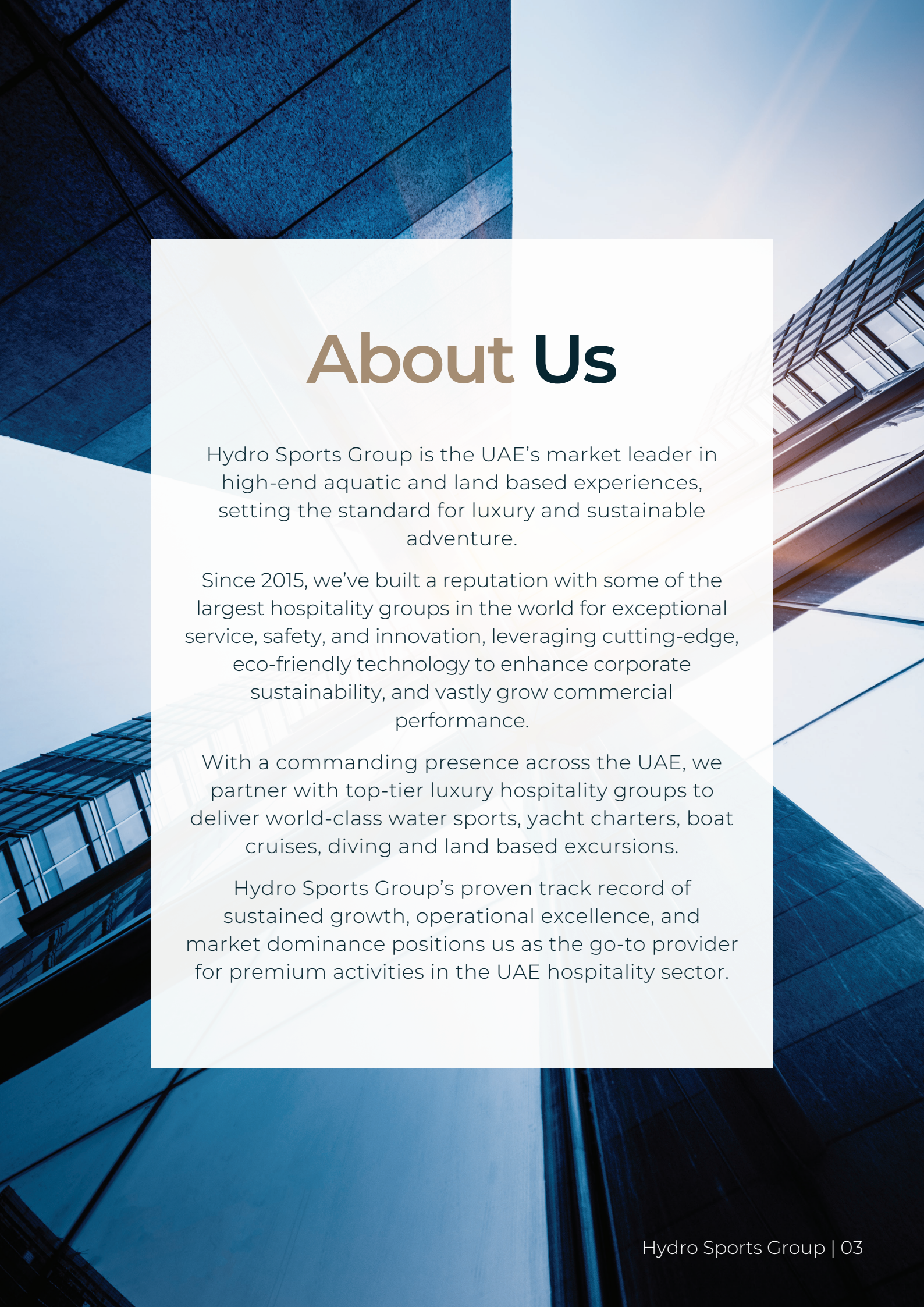
14 Regulatory authority partners

15 Hotel partners

16 Supporting partners

17 Collaborating for success

18 Awards



# About Us

Hydro Sports Group is the UAE's market leader in high-end aquatic and land based experiences, setting the standard for luxury and sustainable adventure.

Since 2015, we've built a reputation with some of the largest hospitality groups in the world for exceptional service, safety, and innovation, leveraging cutting-edge, eco-friendly technology to enhance corporate sustainability, and vastly grow commercial performance.

With a commanding presence across the UAE, we partner with top-tier luxury hospitality groups to deliver world-class water sports, yacht charters, boat cruises, diving and land based excursions.

Hydro Sports Group's proven track record of sustained growth, operational excellence, and market dominance positions us as the go-to provider for premium activities in the UAE hospitality sector.

# Vision & Mission



## Our Vision

To become the premier provider of water sports and luxury excursions to the global hospitality sector, distinguished by our commitment to innovation, safety, exceptional customer service, and environmental stewardship.



## Our Mission

To lead and transform the aquatic adventure and luxury experience landscape in the UAE, by prioritising innovation, safety, and sustainability in every offering..

# Hydro Companies



## Hydro Water Sports

Hydro Water Sports is the premier provider of luxury water-based experiences in the UAE. Offering a range of high-end activities from exhilarating water sports to the latest sustainable equipment in the world with a focus on safety, and exceptional service.



## Hydro Elite

Hydro Elite offers curated, luxurious land-based experiences. Our land excursions are crafted to deliver a seamless and unforgettable adventure.



## Hydro Yachts

Hydro Yachts specialises in offering luxurious yacht charter experiences, providing clients with exclusive access to some of the finest vessels.



## Hydro Jet Ski

Hydro Jet Ski offers an adrenaline-pumping, luxury water sport experience, featuring top-of-the-line seadoo jet skis for both beginners and thrill-seekers.



## Hydro Dive Club

Hydro Dive Club offers an exhilarating, premium diving experience, featuring state-of-the-art equipment suitable for both novices and diving enthusiasts.

# Leadership Team



**Mahmoud Torky** | Managing Director

A visionary Managing Director and founder of Hydro Sports Group, a company he established in 2015 with a clear mission to revolutionize the water sports and luxury leisure sector. With extensive experience in both the hospitality and water sports industries, Mahmoud has been instrumental in driving the company's rapid growth and market dominance.



**Ayman El Hadidi** | Director of Finance

Plays a pivotal role in driving the company’s financial strategy and ensuring its continued growth and profitability. With a strong background in finance and corporate management, Ayman brings a wealth of expertise in financial planning, risk and legal management, and operational efficiency.



**Joe Gates** | General Manager

With over 20 years of experience in luxury hospitality, alongside a proven track record of managing high-end operations, Joe has successfully led teams in some of the world’s most prestigious hotels and resorts. His expertise in delivering exceptional guest experiences and optimizing operational performance has been key to Hydro Sports Group’s reputation for excellence.



# Driven by Excellence

At Hydro Sports Group, our skilled team is committed to delivering cutting-edge experiences for our guests. With certified instructors boasting vast experience in water and land based excusions, multilingual sales representatives, a collaborative marketing team working closely with our partners, and a detail-oriented finance department, we guarantee seamless day-to-day operations and commercial performance.

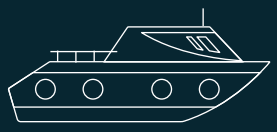
Hydro Sports Group operates with excellence across core departments including **Finance**, **Human Resources**, **Administration and Sales & Marketing**. Alongside this our dedicated teams in **Sales**, **Photography**, **Asset Management**, and **Location Managers**, collaborate to ensure seamless and efficient operations, all under the strategic guidance of our senior leadership, driving the organization toward continued success and innovation.

| 250+ | 10+ | 20+ |
|---|---|---|
| Professionals | Departments | Locations |

# Company Assets

Hydro Sports Group is equipped with state-of-the-art assets to ensure the highest standards of safety, performance, and guest satisfaction. Our diverse fleet includes electric and non-motorised water sports equipment, modern yachts, and luxury vehicles tailored for unforgettable experiences.

Each asset is meticulously maintained through our dedicated Asset Management team, ensuring reliability and sustainability. By investing in cutting-edge technology and environmentally friendly solutions, Hydro Sports Group continues to lead in delivering premium adventures across the UAE.



A fleet of over **75 high-end vessel** assets, including luxury yachts, mini yachts, fishing boats, speedboats, and jet skis, ensuring a diverse range of premium water-based experiences.



Our water sports asset portfolio totaling over **290 individual pieces** blends the latest sustainable innovations with classic water-based experiences, offering everything from electric-powered water scooters, jetboards and foils to traditional kayaks, paddleboards and diving gear.



**19 water sports centres** supported by a large **warehouse**, a central **head office** in Al Barsha, and **additional office spaces** in 5 other strategic locations. The extensive network allows us to deliver exceptional service across our diverse portfolio.



Vehicle assets include a **fleet of 7 road vehicles**, a variety of towable trailers, and a luxury guest transfer vehicle, all designed to ensure smooth operations and an exceptional guest experience. These vehicles are meticulously maintained to support our activities while providing seamless, high-end transportation for our clients.

# Sustainability Initiatives

Hydro Sports Group integrates sustainability into every aspect of its operations. By focusing on preserving natural ecosystems and promoting responsible tourism, the company actively contributes to mitigating climate change and protecting marine environments.

### 1. Transition to Electric Equipment

A major step in sustainability is Hydro's transition to electric-powered water sports equipment. This shift significantly reduces greenhouse gas emissions, improves air quality, and eliminates noise pollution, creating cleaner and quieter marine environments.

### 2. Technology for Safety and Efficiency

Hydro Sports Group invests in advanced technologies like the OtoTrak Jet Ski tracking system. This innovation has eliminated Jet Ski collisions, reduced fuel consumption, and further minimised noise pollution, enhancing both safety and environmental protection.

### 3. Pioneering Sustainable Water Sports

In 2024, Hydro Sports Group opened the UAE's first fully sustainable water sports center at Jumeirah Saadiyat Island. This facility exclusively offers eco-friendly activities, including the groundbreaking eWave and E-surf experiences, setting a benchmark for the industry.

### 4. Partnerships for Desert Conservation

Hydro Sports Group collaborates with experience-driven companies that share a commitment to desert conservation. By supporting initiatives that protect the UAE's unique ecosystems, we help preserve the natural beauty of the region while promoting responsible tourism practices.

### 5. Leading by Example

Through these initiatives, Hydro Sports Group demonstrates its leadership in sustainable water sports. By prioritizing environmental responsibility, the company is paving the way for a greener future in the UAE and inspiring others to adopt eco-conscious practices.





# Sales & Marketing

Hydro Sports Group has built an exceptional reputation through consistent growth, innovation, and dedication to delivering high-quality experiences. With a strong online presence, outstanding reviews, and industry recognition, we continue to excel in providing unparalleled water sports and adventure services.

### Expanding Online Presence

Hydro Sports Group has cultivated a strong digital footprint with over 24K social media followers, reaching over 12K users monthly on Instagram. On LinkedIn, we've achieved 42K organic impressions in just six months, highlighting our ability to engage a wide audience.

### Outstanding Customer Recognition

With over 2K five-star reviews on TripAdvisor and consistently ranking in the top 5 for Boat Tours and Water Sports in Dubai, we've earned the trust and loyalty of our customers. Our dedication has also been acknowledged with the Travellers' Choice Award for six consecutive years.

### Driving Innovation Through Digital Growth

The launch of Hydro Elite's new website in January 2025 marked a milestone in our digital strategy. Combined with SEO efforts that secured first-page rankings for our top three keywords, we continue to enhance our visibility and attract organic traffic.

### Powered by a Dedicated Team

Behind every achievement is our committed in-house marketing team. From social media engagement to SEO improvements, their expertise drives our growth and ensures that we remain at the forefront of the water sports and excursions industries.

# Growth & Success

Hydro Sports Group has established itself as one of the leading hospitality experience companies in the UAE, driven by innovation, sustainability, and a commitment to exceptional service. Our growth is supported by adaptability, customer-centric strategies, and investment in talent and technology.

### Market Leadership

Through substantial growth and development plans, Hydro Sports Group has gained the majority market share in the UAE. We provide cutting-edge experiences tailored to the luxury hospitality market.

### Innovation and Sustainability

Our success is rooted in pioneering technology and sustainable practices. By enhancing customer experiences while minimising environmental impact, we set ourselves apart in the UAE market.

### Adaptability to Market Changes

Flexibility in responding to shifting market dynamics and consumer preferences ensures our continued relevance and customer satisfaction.

### Investing in Talent

We attract and nurture top talent from the hospitality industry, fostering a supportive environment that encourages professional growth and leadership.

### Exceptional Customer Service

Customer satisfaction is at the heart of our operations. Personalized, high-quality service has helped us build a loyal customer base and reinforce our reputation for excellence.

### Future-Focused Growth

Hydro Sports Group remains committed to expanding our horizons. Our future plans include new sustainable initiatives, exploring emerging market opportunities, and maintaining our industry-leading position.

# Future Innovations

Hydro Sports Group is at the forefront of innovation, committed to transforming the water sports industry through sustainable practices and cutting-edge electric-powered solutions. Our vision is to align our services with a sustainable future while enhancing customer experiences.

### Commitment to Sustainability

We are dedicated to transitioning all our water sports activities, including boats and yachts, to fully electric-powered experiences. This transformation reflects our vision of contributing to a greener, more sustainable future.

### Collaborating with Industry Leaders

To achieve our goals, we have partnered with renowned industry innovators such as Seadoo, Yamaha, Yujet, Econelo, and Gulf Craft. These collaborations enable us to remain at the cutting edge of technological advancements in water sports.

### Pioneering Electric Innovations

Through strategic partnerships, we aim to develop and introduce new electric technologies tailored to enhance our services. These innovations are designed to improve operational efficiency and elevate customer satisfaction.

### A New Era of Water Sports

This transformation will pave the way for electric boats, yachts, jet cars, and jet skis. These advancements meet both our commercial needs and our unwavering commitment to sustainability, setting a new standard in the water sports industry.



# Excellence & Safeguarding

At Hydro Sports Group, we prioritise delivering the highest standards of safety, reliability, and innovation. Through comprehensive insurance coverage, dedicated health and safety management, and cutting-edge research and development, we ensure unparalleled service and quality in the water sports industry.



## INSURANCE

Worldwide A++ insurance and third-party general liability coverage up to **$5 million**, ensuring top-tier protection and reliability globally.



## HEALTH & SAFETY

A dedicated health and safety manager ensuring adherence to all policies and laws, maintaining exemplary process and standards.



## RESEARCH & DEVELOPMENT

A Research and Development team dedicated to enhancing quality standards and advancing equipment technology.



# Regulatory Authority Partners

Hydro Sports Group operates in close collaboration with key regulatory authorities across Dubai, Abu Dhabi, and Ras Al Khaimah. These partnerships ensure compliance with local regulations, promote safety, and uphold the highest standards of service across all our locations.

## DUBAI

DMCA
Nakheel Waterways
Nakheel Marinas
Dubai Coast Guard
Dubai Police
Dubai Tourism (DTCM)

## ABU DHABI

Abu Dhabi Environment Egency
Abu Dhabi Coast Guard
Saadiyat Management Office
Aldar Hospitality

## RAK

RAK Tourism
RAK Coast Guard

# Hotel Partners

Hydro Sports Group proudly partners with some of the most prestigious hotels and resorts in the UAE, including Jumeirah, Atlantis, Anantara, and One&Only properties. With a portfolio spanning over 10,500 hotel rooms, we deliver premium water sports experiences tailored to the luxury hospitality market.

ATLANTIS THE ROYAL DUBAI

ATLANTIS DUBAI

AQUAVENTURE WORLD

BURJ AL ARAB

JUMEIRAH AL NASEEM

JUMEIRAH BEACH HOTEL

JUMEIRAH AL QASR

JUMEIRAH ZABEEL SARAY

JUMEIRAH DAR AL MASYAF

JUMEIRAH MINA AL SALAM

JUMEIRAH SAADIYAT ISLAND ABU DHABI

ANANTARA THE PALM · DUBAI RESORT

ANANTARA WORLD ISLANDS DUBAI · RESORT

ANANTARA MINA AL ARAB RAS AL KHAIMAH · RESORT

One&Only ROYAL MIRAGE

One&Only THE PALM

RAFFLES DUBAI

THE RETREAT PALM DUBAI

Kempinski HOTEL & RESIDENCES PALM JUMEIRAH · DUBAI

MANDARIN ORIENTAL THE HOTEL GROUP

BANYAN TREE

DELANO DUBAI

DUKES THE PALM

CENTARA MIRAGE BEACH RESORT DUBAI

# Supporting Partners

Hydro Sports Group is proud to collaborate with a diverse network of supporting partners, including global leaders like Seadoo, Azimut Yachts, Econelo, and iAqua, as well as key local organizations such as Nakheel, Dubai Police, and Dubai Holding. These partnerships enable us to enhance our offerings, maintain excellence, and drive innovation in the water sports and tourism industry.

# Collaborating for Success

At Hydro Sports Group, we collaborate closely with our partners to promote a wide array of activities and excursions, boosting visibility and sales for both parties. Through strategic marketing and PR efforts, we showcase the exceptional water sports and yacht services offered on-site. Additionally, we foster unique experiences for VIPs, influencers, and celebrities while supporting eco-friendly initiatives such as beach cleanups. Together, these efforts enhance our partners' reputations, champion sustainability, and build a community dedicated to preserving the natural beauty of our environment.



# Our Awards

We have been recognised multiple times by TripAdvisor and the Travel & Hospitality Awards. These awards reflect our steadfast commitment to excellence, exceptional customer service, and dedication to creating unforgettable experiences for our guests. Receiving these awards is a testament to our team's hard work and our continuous pursuit of the highest standards in the industry.

2023 Travelers' Choice™ Tripadvisor

Tripadvisor Travellers' Choice Awards 2024

THA TRAVEL & HOSPITALITY AWARDS

THA TRAVEL & HOSPITALITY AWARD WINNER

Top 10% Tripadvisor attractions worldwide

# Hydro Sports Group

Redefining luxury tourism in the UAE


**Phone**
+971 4 263 4300

**Email**
info@hydro-watersports.com

**Water Sports Website**
hydro-watersports.com

**Excursions Website**
hydro-elite.com

**LinkedIn**
hydrosportsgroup

**Instagram**
@hydrowatersportsuae

**Facebook**
/hydrowatersports

**TikTok**
@hydrowatersports