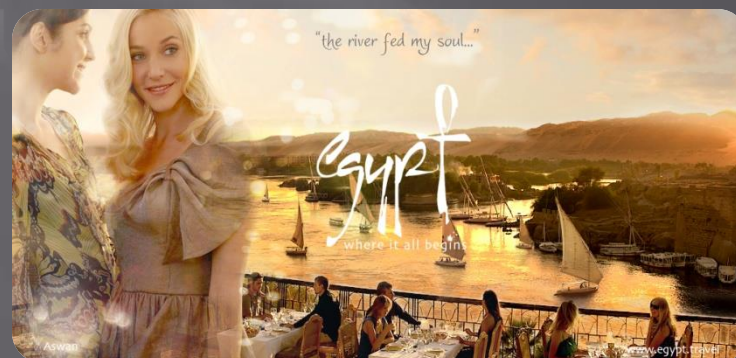


EGYPT

WHERE IT ALL BEGINS





WHY DO WE RECOMMEND
EGYPT FOR ALL ?!!

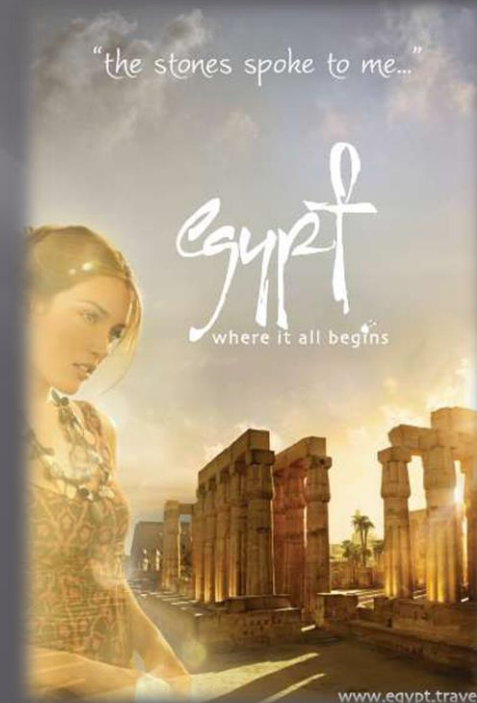
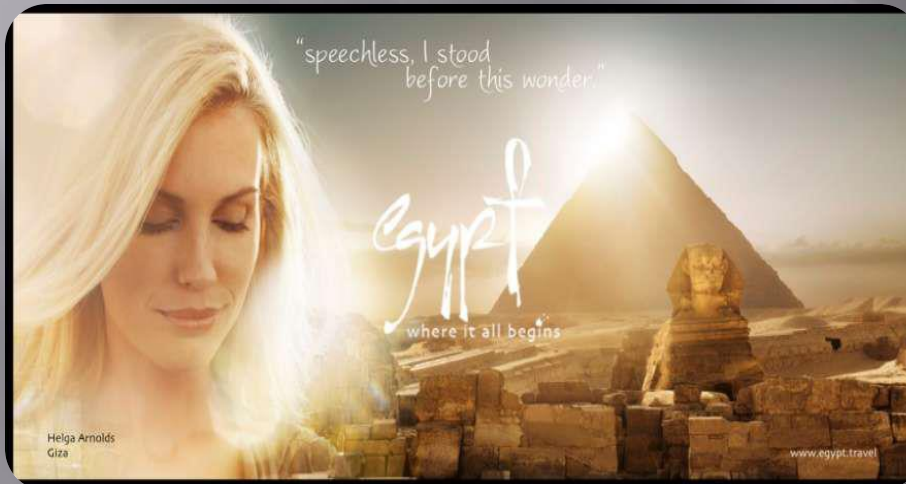
Why Egypt ?

- Number 1 Culture Destination in the world
- Variety of Tourism Products (Culture, SSS, Nile Cruise , Golf , Desert & More ..)
- Good Value For Money
- All Year Around Destination (365 days of sunshine)
- Beautiful Landscape
- Product Diversity & Unparalleled Experience
- Accessibility (EGYPTAIR, TURKISH AIRLINES, almost all the airlines in the whole world fly to all Egyptian destinations.)



Cradle of Civilizations

- ◆ Number One worldwide branded Culture Destination.
- ◆ Unique Pharaohnic Heritage.
- ◆ Pyramids ,The only Remaining Wonder of Ancient World



Aquatic Paradise

- ❑ Longest Coast in Mediterranean & Red Sea (2500 km.)
- ❑ All year around Blue Sky
- ❑ Under Water Treasures
- ❑ New Resorts :Porto Marina, Porto Ghalib, Porto El Sukhna,Taba & Taba Heights , Soma Bay & Makady Bay



High quality infrastructure

- Suitable domestic flight routes.
- Good land-road network connecting the tourist destinations.
- Airport handling facilities with VIP services.
- Up-to-date telecommunication services.
- Modern financial & monetary system



Stable business structure

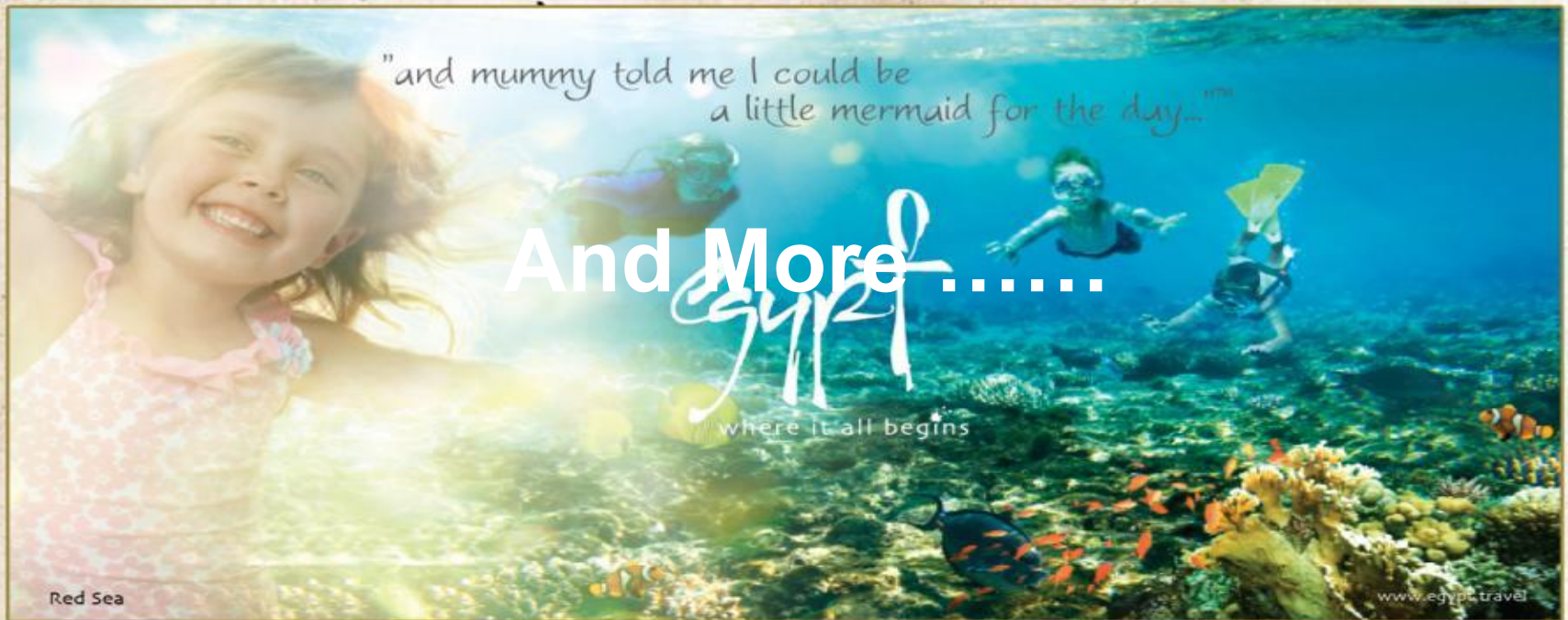
- Clear relations between the business sectors.
- Clear regulations and strict laws.
- Governmental guarantees for all partners.
- Encouraging policies and facilities.
- Strong associations and organizations:
 - Egyptian Tourism Federation - www.etf.org.eg
 - Egyptian Travel Agents Association- www.etaa-egypt.org
 - Egyptian Hotels Association - <http://www.eha.org.eg>
 - Egyptian Chamber of Tourist Establishments - www.cte-egypt.org
 - Egyptian Chamber of Tourist Commodities.
 - Egyptian Chamber of Diving and Water Sports - www.cdws.travel
- Easy access databases of service providers.

Variety of Hotel Categories

A wide Rang of
Hotel Categories
Always match
your
requirements
Quality & Price.



Variety of Tourism Destinations



City Breaks



**Luxor
Open Air Museum**



**Alexandria
Pearl Of Egypt**



**Cairo
a City of
Thousand
Faces**



**Sharm El
Sheikh
24 Hours
Activities**



**Aswan
Perfect
Tranquility
Break**



Nile Cruise



Adventure



Bird Watching



Desert



Shopping



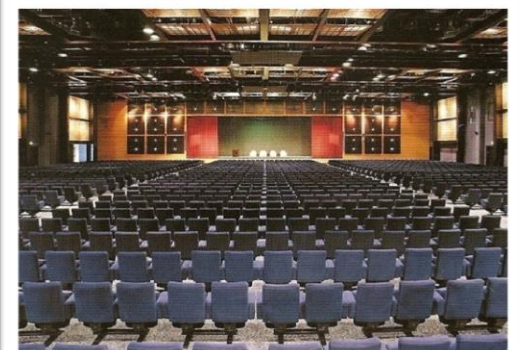
Yachting



Golf



Mountain Climbing



MICE

Diving

- Set Quality Control Measurements System to improve Diving Practice In Egypt in cooperation with , Egyptian Chamber of Diving & Water Sports CDWS
- Int. Diving Campaign in 9 European markets (Diving Magazines- On line- Diving Trade Fairs)



Spa & Wellness

- Set a complete Marketing Strategy to reposition Spa & Wellness in Egypt in International Tourist Map
- Establish Egyptian Spa & Wellness Association (ESWA) including the best Qualified Resorts & Hotels to guarantee High Quality Service (Under Construction)
- Credentials from Int. Best Health Austria (TUV) to be renewed yearly
- New Brochure in English , French Languages



Desert & Oases

- Establish “*Egyptian Desert Keepers Association*” under supervision of Egyptian Travel Agents Association to guarantee & develop Best Practices in Desert Tourism .
- Set Code Of Ethics to organize & monitor performance.
- Logo to represent & guarantee Best & Safe Performance.
- The First Desert & Oases Tourist Guide, Map



Golf

- More than 17 Golf Courses according to National Standards in most Tourist Destinations with all facilities and services- 10 new courses under Construction
- Golf Brochure in 5 languages
- Specific Approaches in UK ,Germany , Italy
- Hosting Number of Tournaments with Egyptian Gifts , Marketing Partnership , Ads



New Initiative Approaches

□ Develop Sustainable Tourism Programs & Best Practices “Green Star Hotels “

Green Globe certification in El Gouna

□ Reposition Sharm El Sheikh as a green city.

□ National Parks ; Ras Mohamed , Nabq, Ras Gallium...etc (Code of Ethics & Best Practices)



THANK YOU

Egypt

where it all begins