



EGYPT



THE EGYPTIAN MINISTRY OF TOURISM



Outline

- **EGYPT at a Glance**
- **Egyptian Culture**
- **Tourism in Egypt**
- **Offers**
- **Experiences**
- **Kick-off Agenda**

EGYPT at a Glance

- **Population:** over 85 million people
- **Area:** 1,002,450 km²
- **Official Language:** Arabic
- **The main foreign languages taught in schools:** are English, French, German and Italian
- 10 Egyptian universities offer Chinese courses
- **Currency:** Egyptian Pound (EGP)

1 USD = 6.73 EGP

Egyptian Culture

- Egyptian Cuisine
 - Vegetable and Meat Meals
 - Popular and national dishes
- Sports
 - Football is the popular national Sport
 - Winners of African Cup of Nations for 7 times
- Art
 - Festivals
 - Music
 - Others



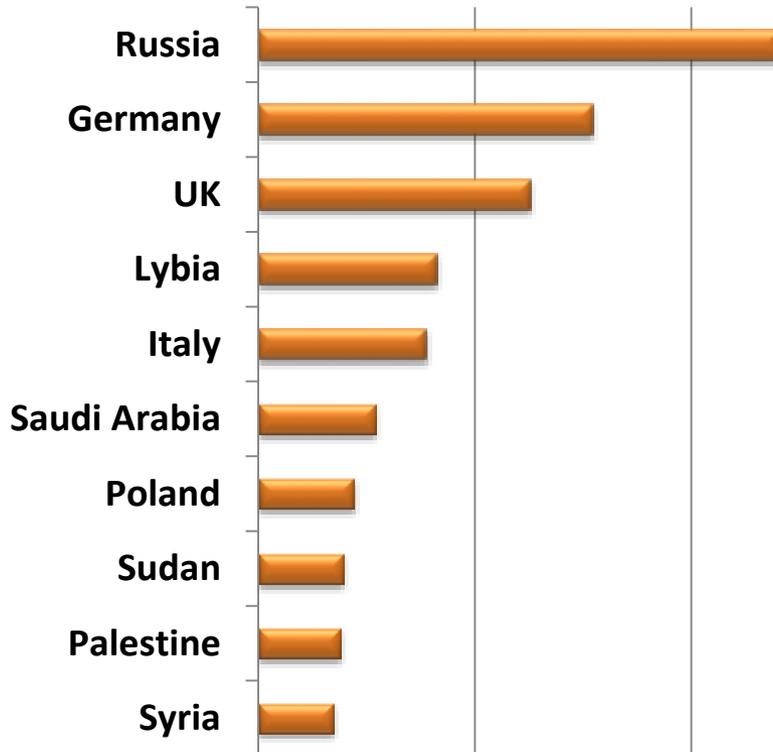
Contribution of Tourism to the National Economy

- ❑ 11.3% of GDP
- ❑ 30% of Foreign Exchange Receipts
- ❑ 3.4% of Total Sales Tax
- ❑ 12.6% Employment
 - ❑ 1.8 million direct jobs
 - ❑ 1.2 million indirectly
- ❑ 20% of Foreign Currency Counted for Egypt in 2010
- ❑ 15.2% investment in service sector

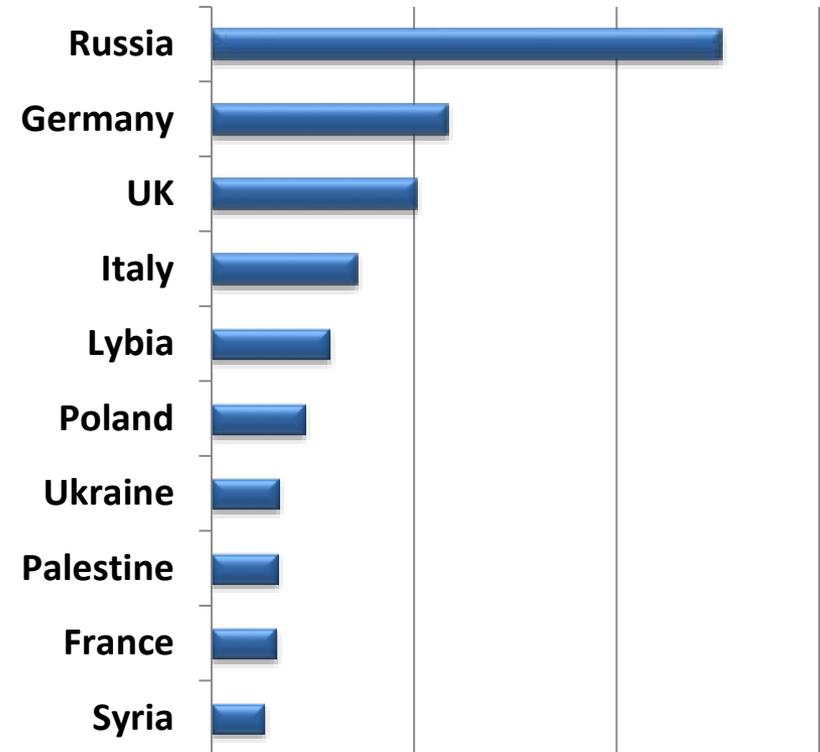
The Tourism Main Indicators

(4) Top 10 Tourism Markets for Egypt (2012)

No. of Tourism Nights

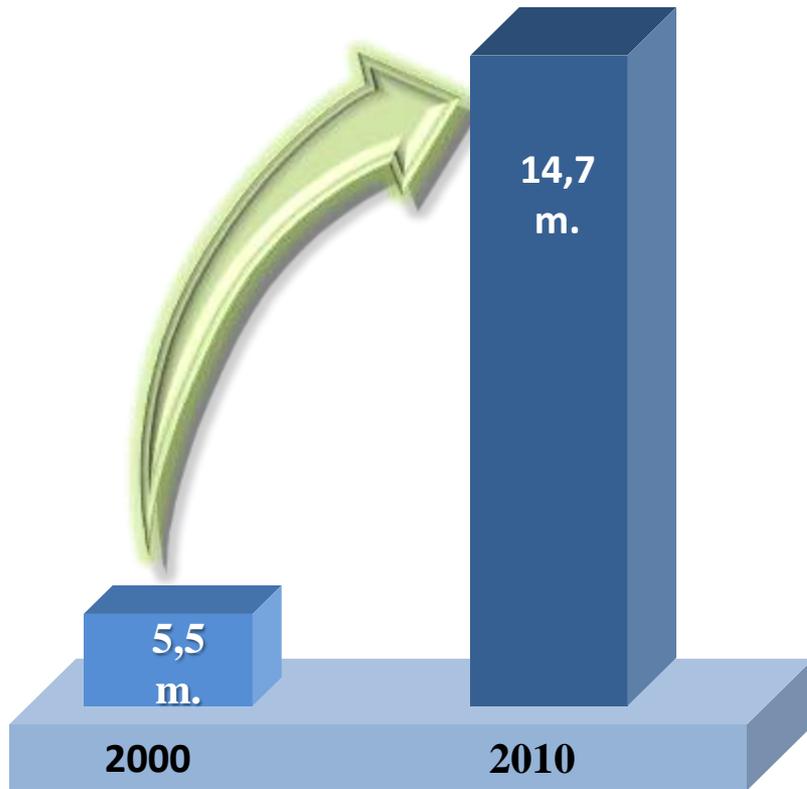


No. of Tourist Arrivals





Egypt: Inbound Tourism (2000/2010)



Tourism Arrivals

Year	Arrivals / Million
2000	5,5
2010	14,7

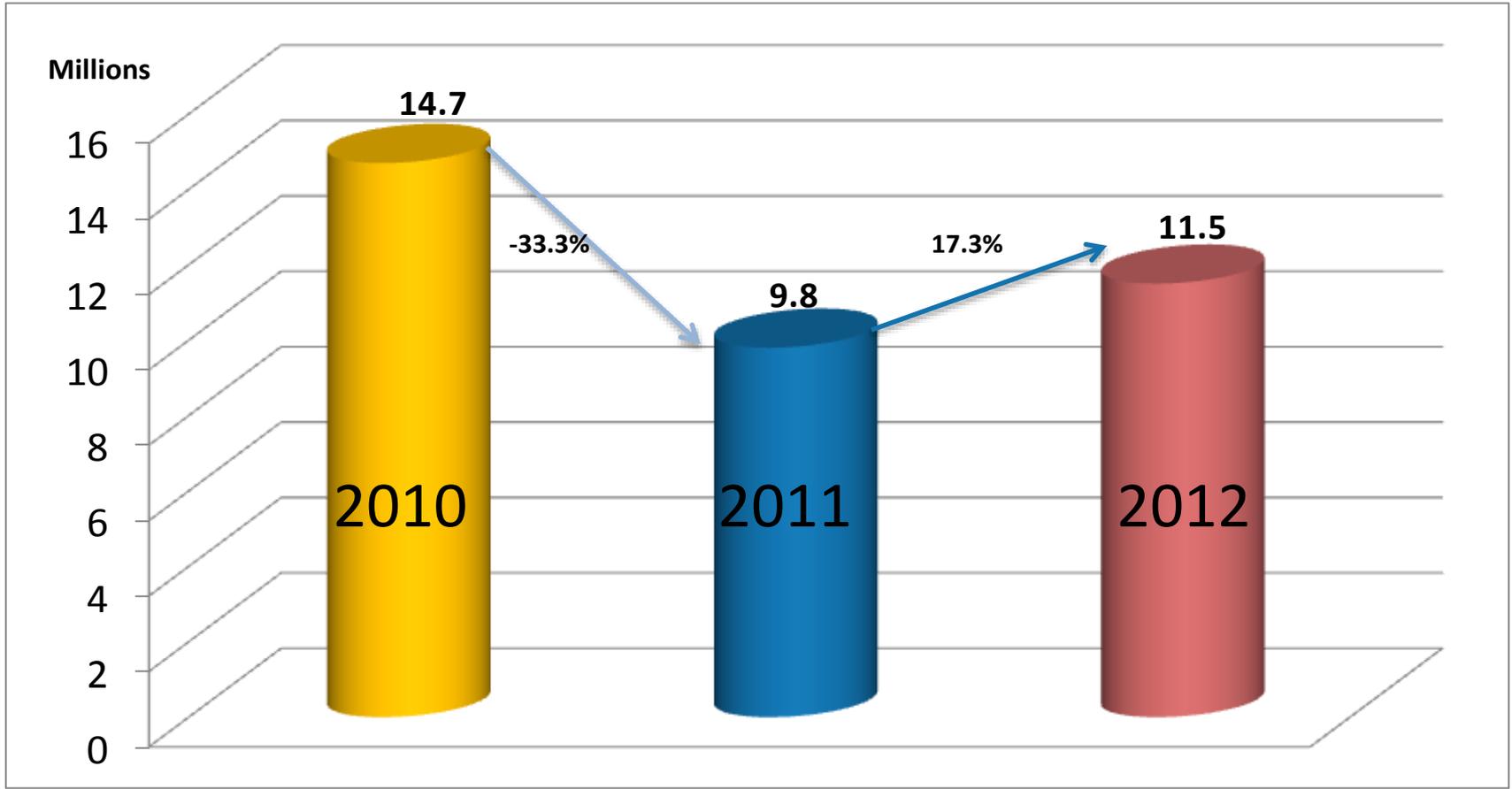
Revenues

Year	USD/Billion
2000	4,2
2010	12,5

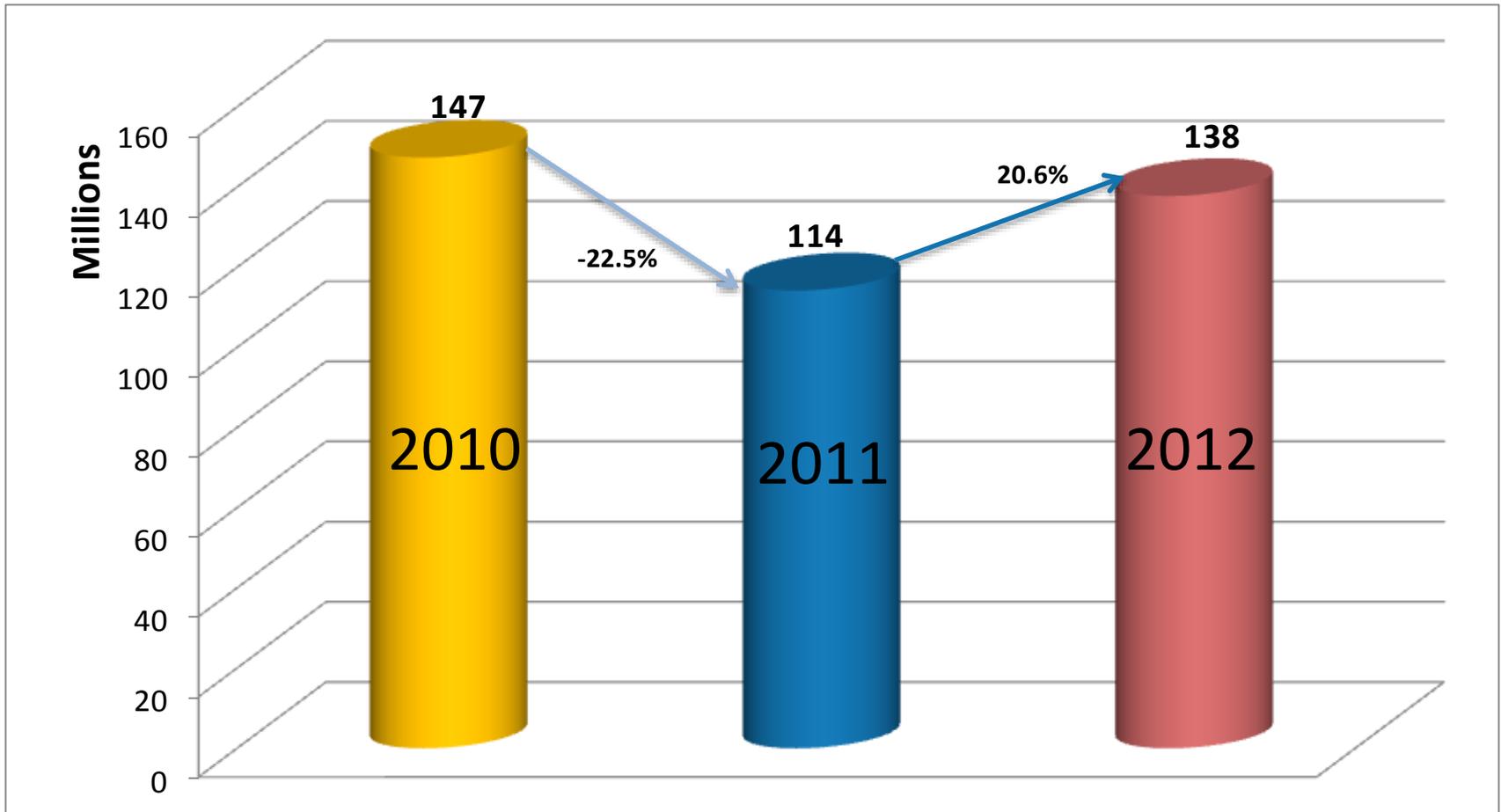
Source : Ministry of Tourism

Administration of Passports , Nationality & Immigrations” Ministry of Interior”

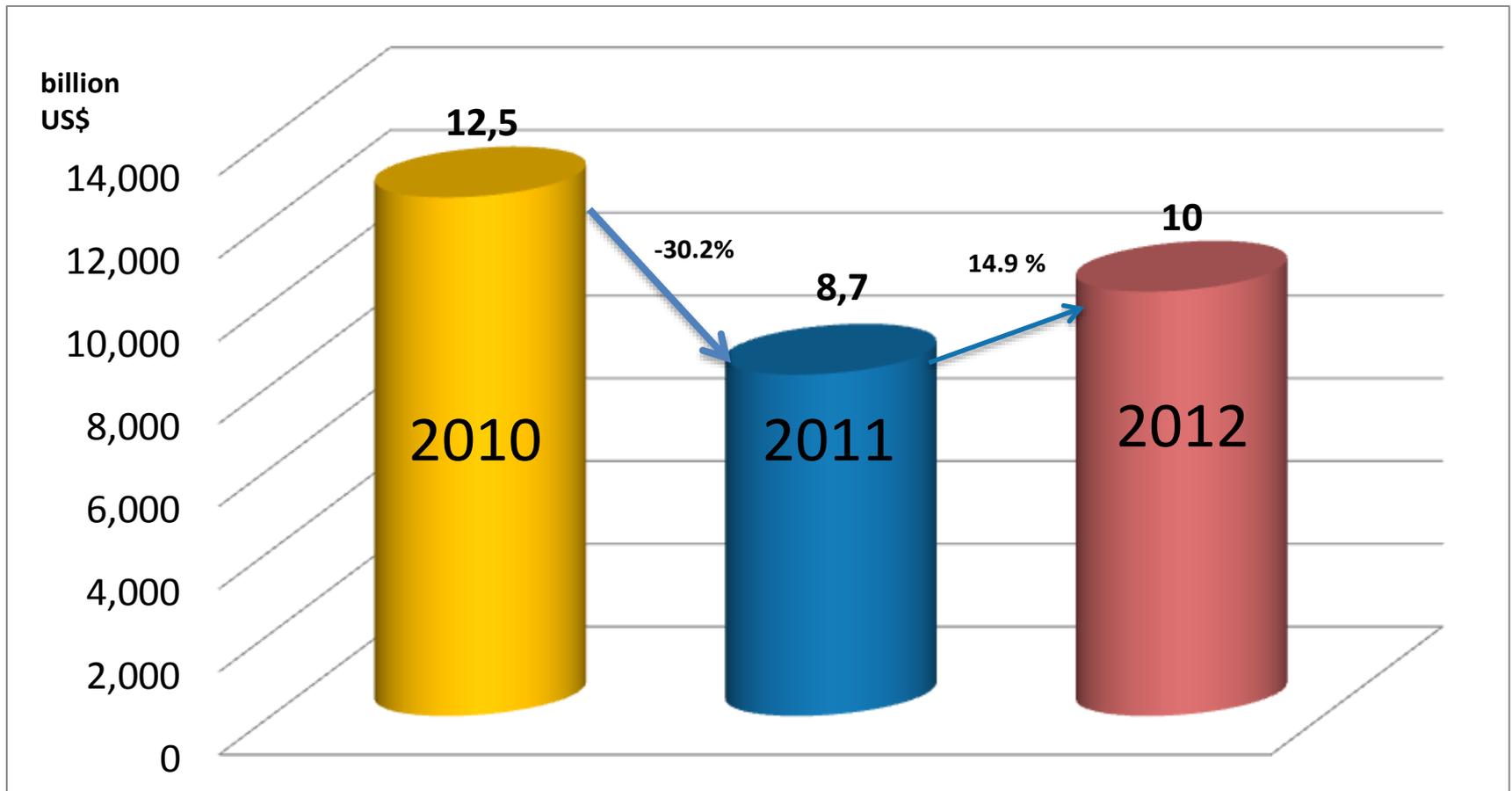
Tourist Arrivals



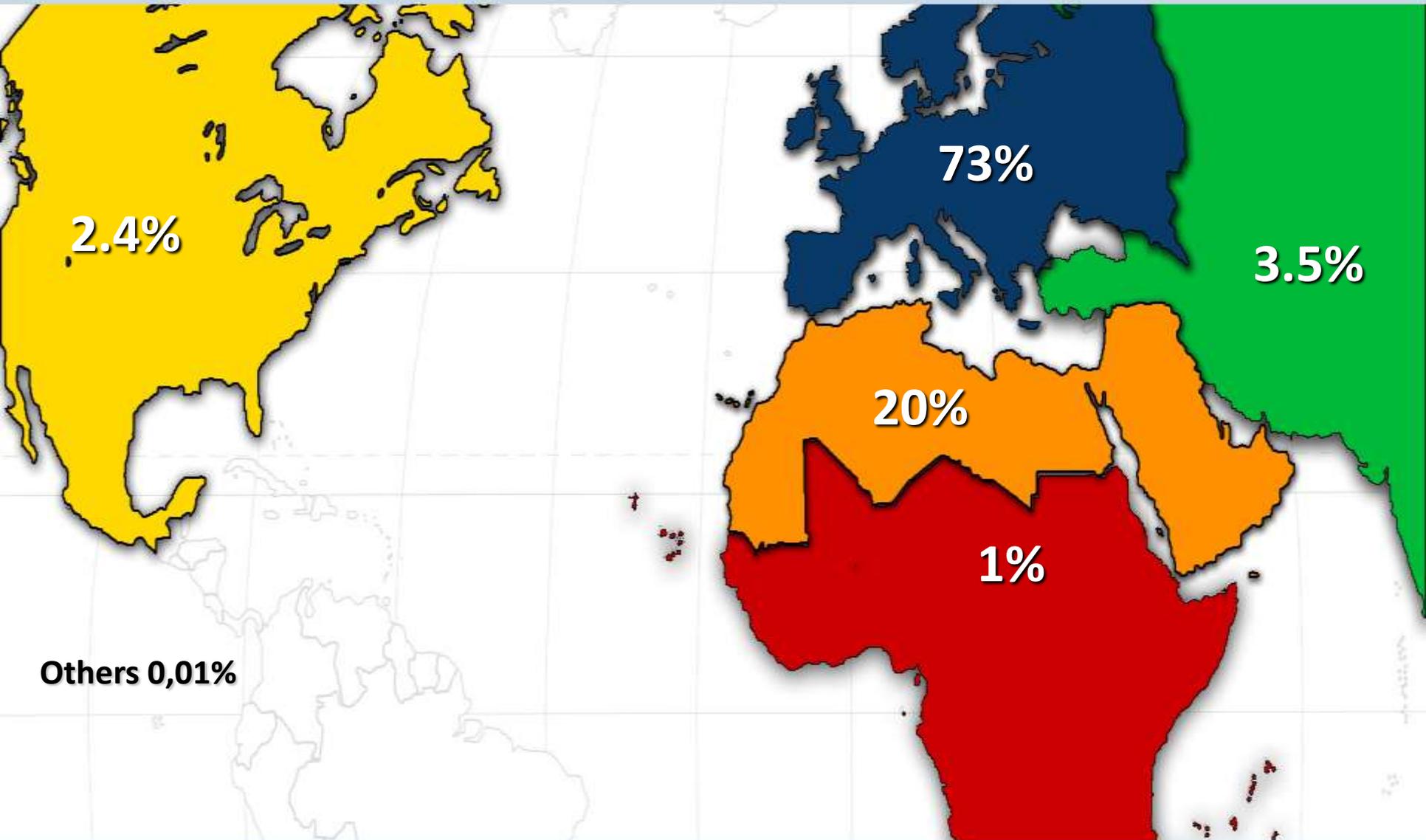
Tourist Bed Nights



Tourism Receipts

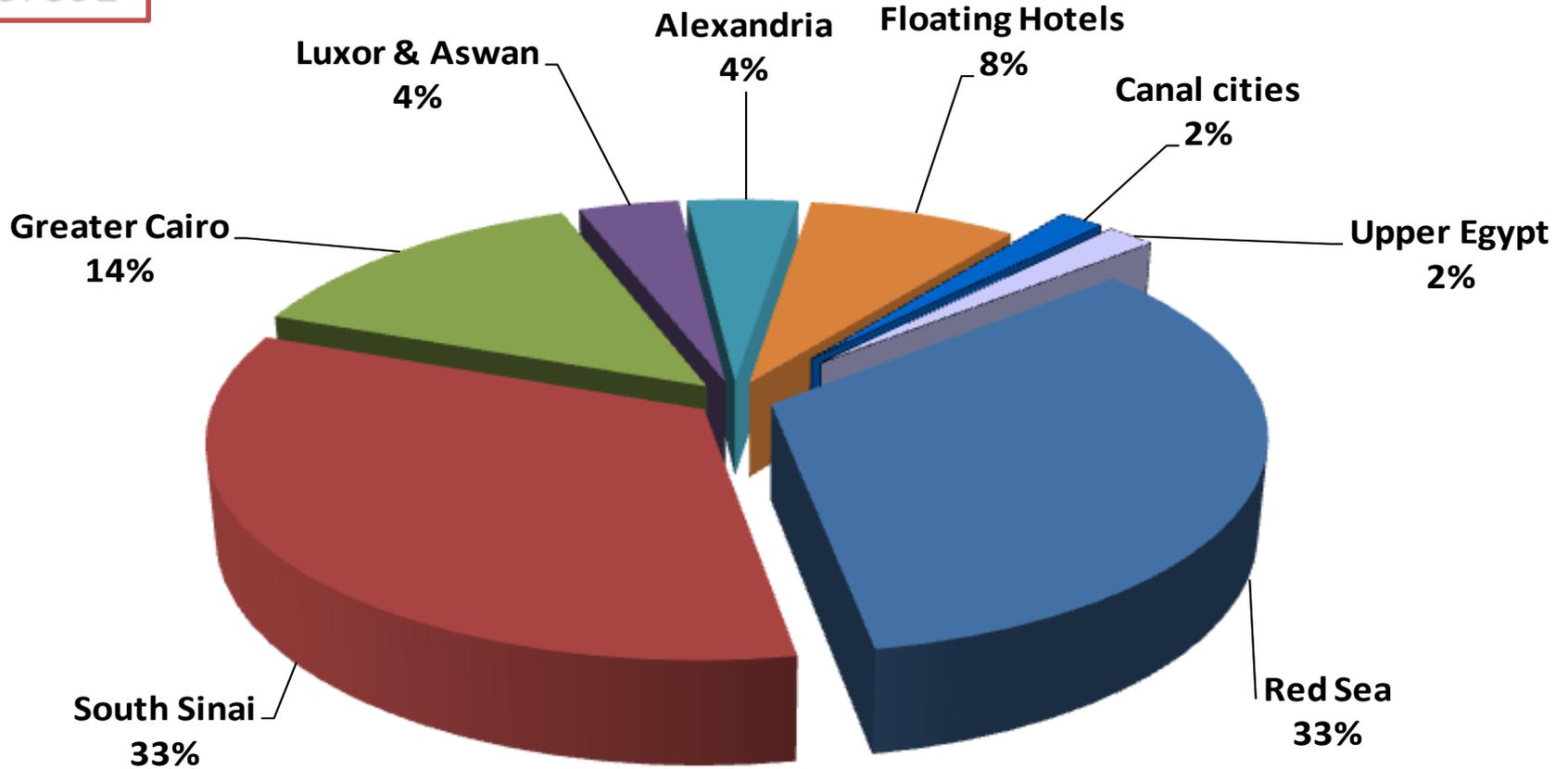


Tourist Arrivals, by Regions



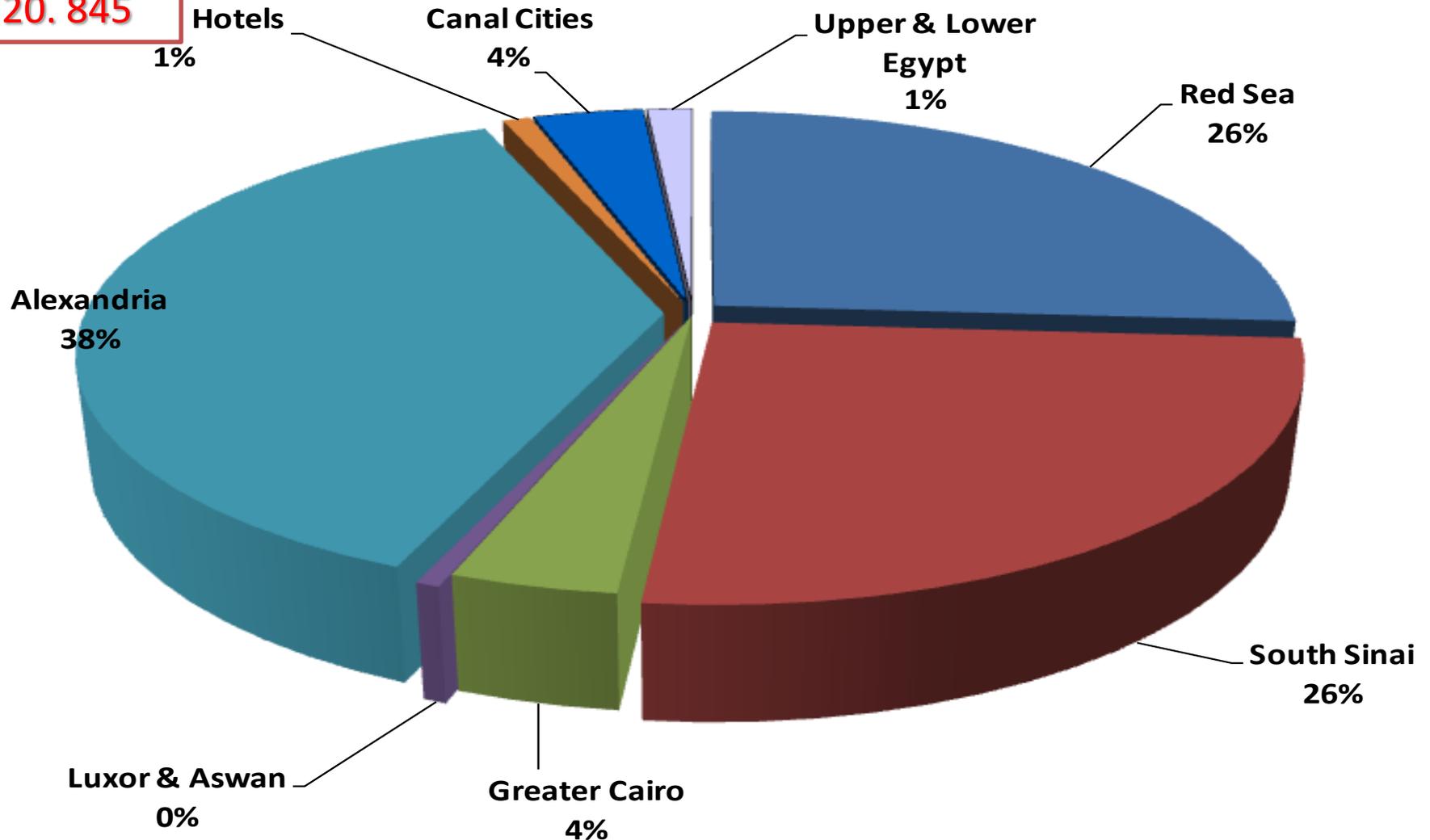
Hotel Capacity

225.592



Hotel Capacity (UNDER CONSTRUCTION)

20.845



2013 Tourism Forecasting



What would we like to offer...

Start-up Phase

- Programs and activities:
 - Incentive Charter Flights
 - Official Invitations
 - Familiarization Trips
- Direct flight “Charter”
 - Take off City Destinations
 - Duration
 - Frequency

Implementation Phase

- Programs and activities:
 - E-Learning for wholesalers and retailers
 - Co-advertising
- Road Shows
- Travel Fairs

THE EGYPTIAN TOURIST AUTHORITY INVITES YOU TO BECOME AN EGYPT SPECIALIST!

LEARN

- Why Egypt is one of the fastest growing economies in the world
- Why Egypt is one of the best value destinations for your clients
- How Egypt provides the perfect fit for increasing customer demands for exciting and authentic travel experiences

ACHIEVE

- Exclusivity with the country's best attractions
- Exclusive (something your clients' special interests with the right Egypt vacation experiences for them
- The resources required to effectively market and sell the destination your clients have been dreaming about

EARN

- The opportunity to become a niche specialist in this increasingly competitive sales market
- Customer Retention! Your contact information will be placed in a resource on the Egyptian Tourist Authority's website, which will be shared with the Egyptian Tourist Authority, allowing them to market
- 2-0-0! It is again, after participating in the Travel Specialist's certification program
- Egypt Specialist certificate and the right to use the Egypt Specialist logo

Register now at www.EgyptTravelSpecialist.com

EGYPTAIR FEDERAL DEPARTMENT OF TOURISM STI

What else...

Tourist Guides

Custom-Tailored Itineraries

Visa

Multiple Travel Information Sources

Competitive Prices, and Value for Money

Further Actions...

Travel Guides Brochures in Turkish Language

Brochures
Multimedia and Downloads

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Brochures

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Red Sea & Sinai Tea-round sunshine, amazing diving conditions, crystal clear waters, and water sports await. Discover... By ETA 15 October 2010 Download (2,705 KB)	

Turkish Language Integration into ETA website

Choose Market: Egypt

English

- English
- Deutsch
- Español
- Dansk
- Nederlands
- العربية
- 日本語
- 中文
- Pycckий
- Polski
- Čeština
- Italiano
- Français
- Magyar

About Egypt | Egypt Experiences

What to Do | News & Events | Trip Planner

Before Your Trip
Travel Tips

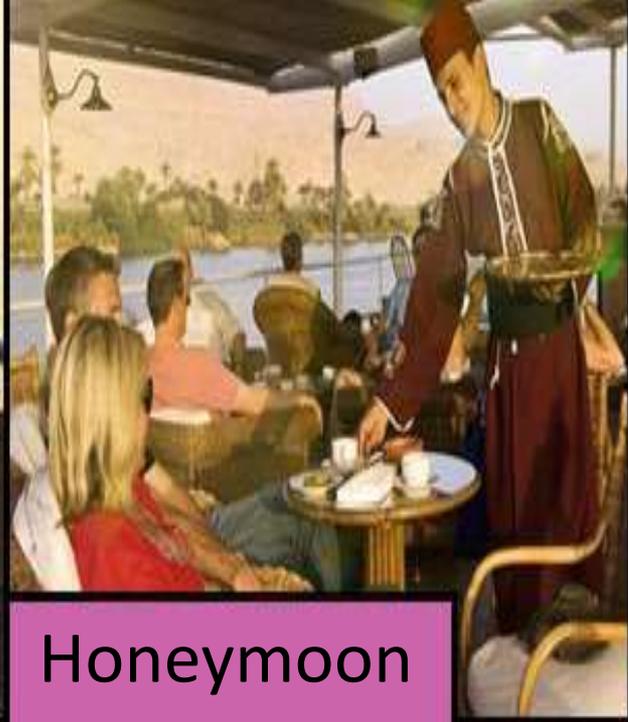
WHY EGYPT?

EGYPT EXPERIENCES

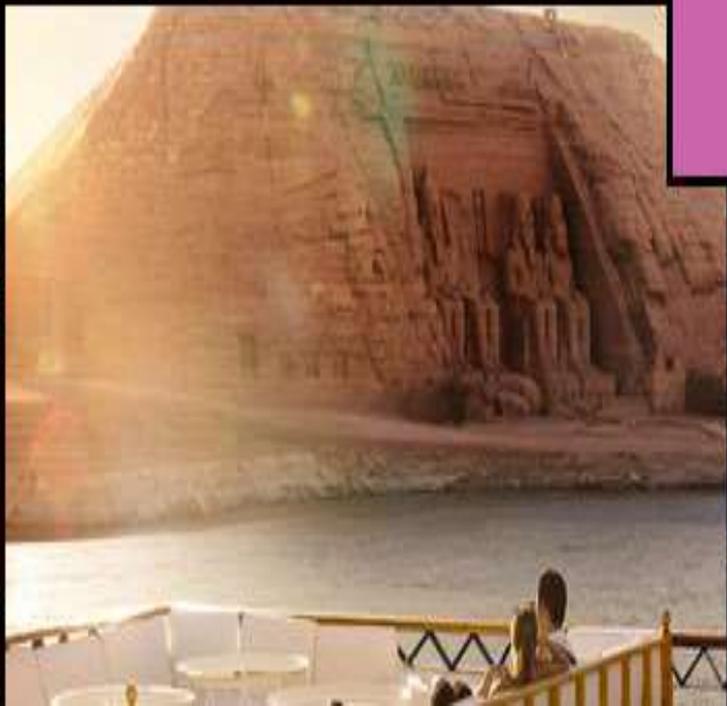


Family
Holiday





Honeymoon
in Egypt

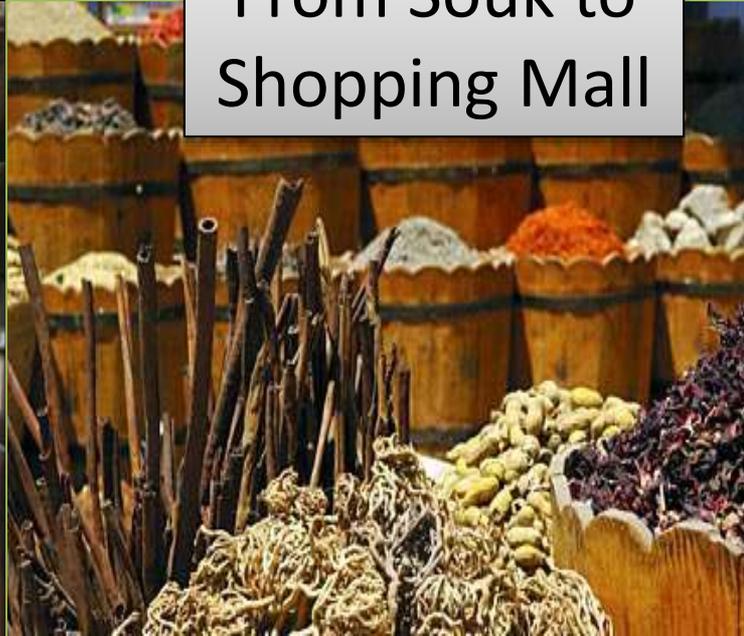


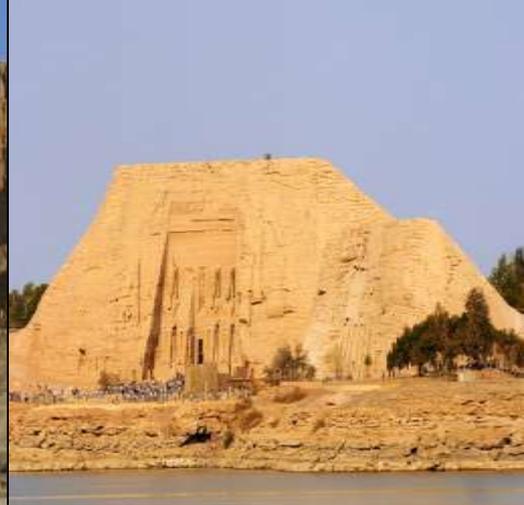
Cruise Experience and Sail the Nile
Short Nile Cruises LUXOR-ASWAN
Long Nile Cruises CAIRO- ASWAN
Sightseeing Ancient Egyptian monuments
Full Board Accommodation
Diverse Amenities on Board



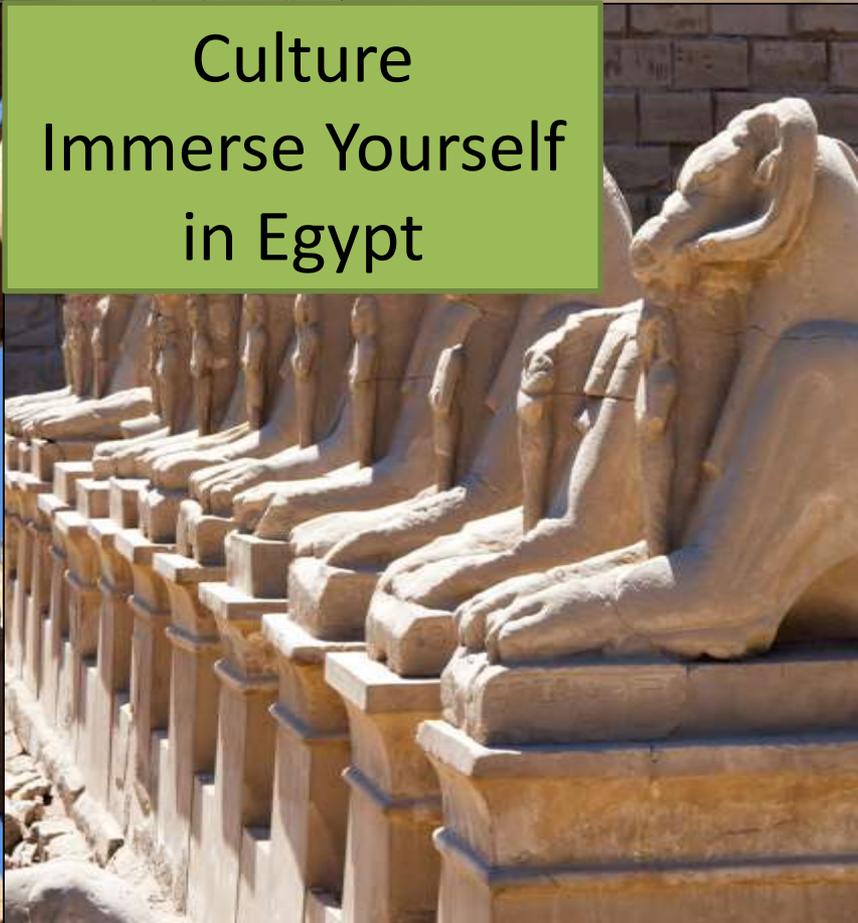


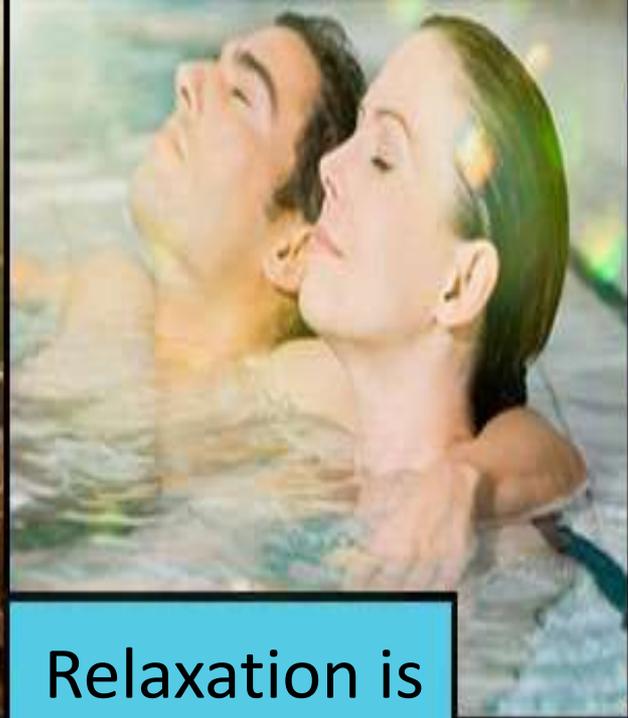
From Souk to Shopping Mall





Culture
Immerse Yourself
in Egypt



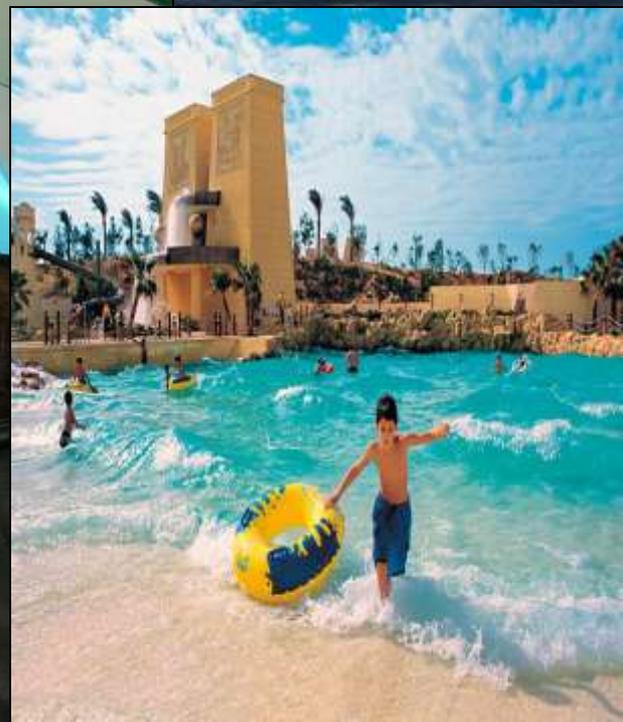


Relaxation is
in Egypt



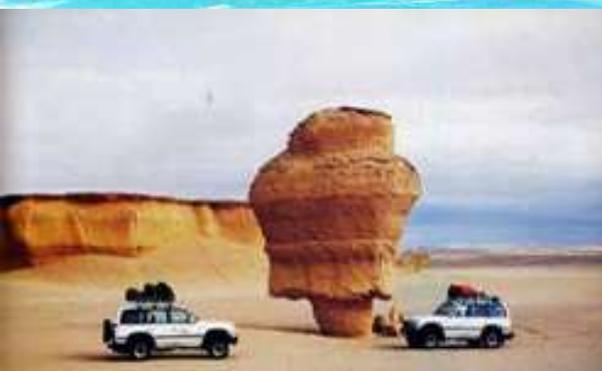


Sea Side



SAFARI

Egypt



Kick off Agenda...

**What and How Can We
Work Together?**

Cooperation is Required!!!



Thanks for your attention
See you soon in Egypt