

Egyptian Tourism Sector Snapshot

Introduction

Egypt's tourism industry is still reeling, but hope is on the horizon. The country is one of the major destinations contributing to the Arab Peninsula's tourism industry as the destination is favored mainly by Europeans who enjoy the nearness of such a country with an endless activities to enjoy; however, the sub-region's average was weighed down by sharp decline in Egypt (-45% decline) following the security incidents in 2015 and 2016 and the negative travel advisories. Political upheaval, air crashes and fears over security at ancient sites have devastated the country's tourism industry – but the return of flights from the UK to Luxor is a welcome step towards recovery

Travel & Tourism Competitiveness Index

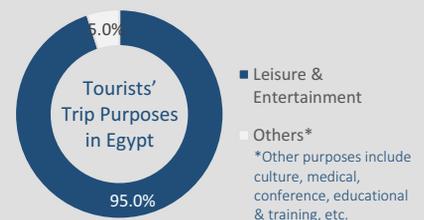
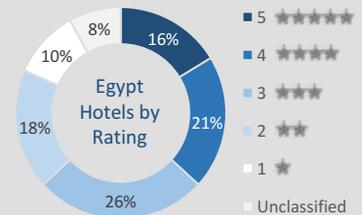
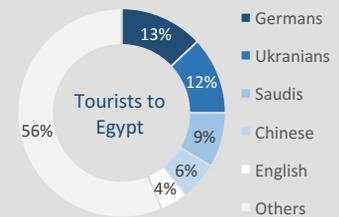
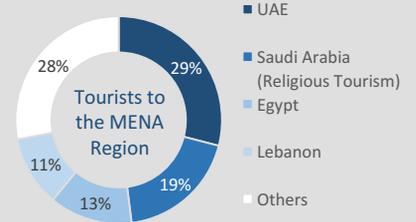


Sector Highlights

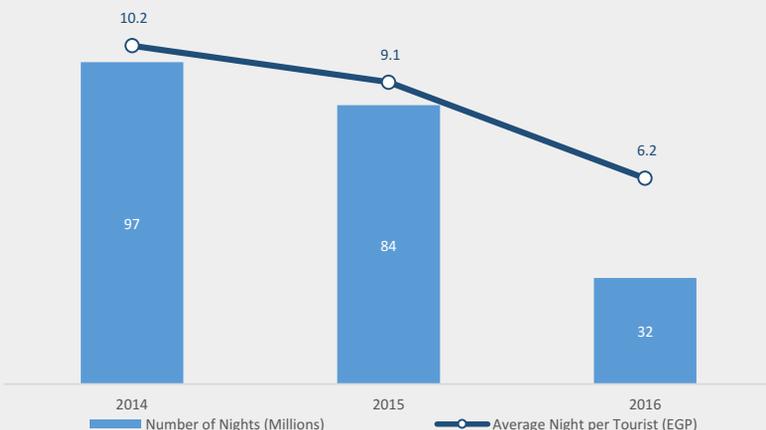
Hotels Breakdown, International Tourism Occupancy, and Room Rates



Other Sector Indicators



Tourists Nights



Tourism Sector Analysis

Market Analysis

Drivers

The tourism market is a very sensitive market easily affected by a number of factors ranging from political, economic, cultural etc. ...

Sector Main Attractiveness



Impact

... that if a slight turbulence in any of them, can have a huge effect on any country especially countries that are nearly tourism based economies similar to the Egyptian market...

Tourist Arrivals to Major Incidents (In Millions)

2007 2008 2009 2010 2011 2012 2013* 2014 2015 2016



*Starting 2013 and following the June 30th revolution, violence in the Sinai surged once again continuing till this day

Recommendations

... raising the flag for an immediate response to all those aspects in order to support tourism in the country.

Enhancing Safety & Security

Marketing Campaigns & Promotions

Improving Service Quality

Enhancing Sustainability

Providing Visas on Arrival

The country lost around 50% of its tourist flow driven mainly by the crash of the Russian operated airline gaining the country zero flow of Russian tourists who represented around 20% of total tourists. Security measures are the main driver for the tourism sector given that the remaining factors are mainly convenience aspects that can be shaped as per a tourists interest

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