

## North Coast Inbound Analysis



——— Tourists from the Gulf

————— Egyptians from the Gulf

## Ratings of Main Supporting Factors

### Lack of Supporting Factors

Despite the increase in flow of individuals and families to the number one summer destination in Egypt, most crucial aspects were not met to conveniently accommodate the mass crowd

	1	2	3	4	5
<b>Accommodation</b>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Emergency Aid</b>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Traffic</b>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Transportation</b>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Infrastructure</b>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Food &amp; Beverage</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
<b>Nightlife</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

## Supporting Factors Analysis & Recommendations

### Analysis

	<b>Accommodation</b>	<ul style="list-style-type: none"> <li>Many Egyptian travelers coming from the Gulf strived for places to stay given that most places were either occupied units or over priced hotels</li> <li>Most available units are for sale; the rent model is poorly supplied</li> </ul>
	<b>Emergency Aid</b>	<ul style="list-style-type: none"> <li>Many emergency cases from accidents to baby deliveries were met with shortage in staff, equipment, etc. which resulted in many critical cases</li> </ul>
	<b>Traffic</b>	<ul style="list-style-type: none"> <li>Highways were jammed on concerts &amp; events at weekends and Eid holidays given the unorganized resort entries</li> </ul>
	<b>Transportation</b>	<ul style="list-style-type: none"> <li>Low supply of local transportation; this season Uber expanded more across the North Coast but not enough to accommodate the demand</li> <li>Int. transportation accommodated the flow with minor drawbacks</li> </ul>
	<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>Many problems rose concerning all roads towards the North Coast from sandy, dark, to limited supply of road signs and critically located U-turns, and lack in the mobile signal coverage</li> </ul>
	<b>Food &amp; Beverage</b>	<ul style="list-style-type: none"> <li>Despite the increase in prices on all food chains, demand on the food outlets stayed strong given the diversity in designs, cuisines, and locations</li> </ul>
	<b>Nightlife</b>	<ul style="list-style-type: none"> <li>Despite Increase in the number of night clubs, bars, and café/lounges with the best services, still the supply is lower than the demand</li> </ul>

### Government Plans

- Construction of one of the biggest Airport terminal at the Borg El-Arab Airport with capacity of up to four million passengers a year; according to Egyptian Holding Company for Airports and Air Navigation (EHCAAN), the project is expected to cost US \$150 million which will be financed by the Japanese Government after the two countries got into agreement
- Construction of New Alamein City (current project name) which will include entertainment parks, hotels, serviced apartments, etc.

### Recommendations

- Accommodation --> Serviced Apartments** – Serviced apartments are the solution for most accommodation issues. Offering serviced apartments for all society levels will assist in accommodating destination travelers
- Emergency Aid --> Awareness Campaigns and High Quality of Services** – There are more than 15 hospitals/clinics serving the whole Coast that a very few travelers know of which calls for awareness campaigns of such services while enhancing their quality of services provided
- Traffic --> Specific Gates and Organized Lanes** – On concert weeks, resort administrations should appoint certain gates for concert attendees different from owner gates to facilitate their entrances. Also, the Government should appoint only the right lane to be the main line for concert attendees so as not to block the highway
- Transportation --> Uber, Careem, and Other Operators Presence along with Chartered Flights** – Increase Uber and Careem presence in the area and introduce more means of transportation. Also, provide more chartered flights on all supporting Airports in the area, such as, Borg Al Arab and Marsa Matrouh Int. Airports
- Infrastructure --> Maintenance** – Constant maintenance should be imposed by the Government on an annual basis to ensure safety of travelers on the roads

**The North Coast continues to attract local and international demand despite shortage in facilities and services given unique project designs, crystal clear waters, night entertainment, etc. However, this demand might come to an end if the facilities and services were not maintained properly to support the increasing flow of travelers to the summer destination**

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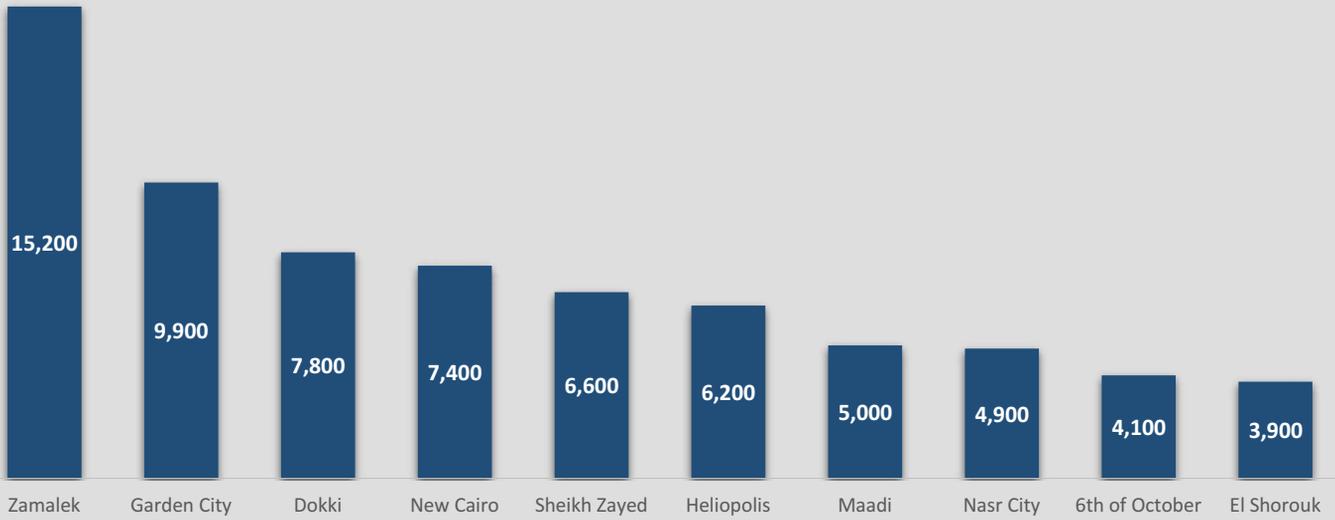
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## Residential Price Index

Ungated Communities Average Selling Prices/m<sup>2</sup> by District\*



\*Prices for the types of property differ as per the type of finishing (finished / unfinished or primary or secondary according to the availability of such variety in district)