



The Tourism Rebound in Egypt

Egypt's tourism industry is again on the rise, with promising hotel construction plans, new investment from the Red Sea to Cairo, and millions of tourists from around the world travelling to our shores. As one of the pillars of Egypt's economy, the travel industry serves as a leading indicator for overall economic progress, stability and modernization. Political stability has returned a sense of safety and normalcy to Egypt, and as a result, tourists are coming back to experience several millennia of ancient cultural heritage and breathtaking geography.

Steady and Sustainable Growth:

Tourists flock to Egypt to enjoy our pristine beaches, unmatched underwater beauty, impressive pyramids, vibrant cities and vast archaeological sites. This unique combination has drawn tourists for centuries, long ago establishing Egypt as a hub for global tourism. Arrivals during the first quarter of 2015 improved with 2.15 million visitors overall – a 6.9 percent increase from last year. Over the same period, arrivals from the U.S. increased by 30 percent, and thousands of new tourists are streaming into Egypt from China, Germany, Japan, Italy and Finland.

Egypt's tourism revenues also jumped to nearly \$4 billion during the first half of the current fiscal year 2014/15, as compared to \$1.9 billion during the same period last year. This growth reaffirms to international audiences that Egypt – its rich culture and archeological heritage – remains timeless and draw a diverse range of global visitors.

Reaffirming Global Confidence:

Hospitality industry leaders Hilton Worldwide and Marriott International are demonstrating confidence in Egypt's reinvigorated tourism sector. Hilton Worldwide is set to open five new hotels in Egypt over the next three years, increasing its base of hotels in Egypt to twenty-three.

Marriott International reaffirmed its commitment to Egypt's tourism revival through the announcement of the #Activ8Egypt campaign, which is designed to unite key stakeholders from the Egyptian tourism and commercial industries to help rebuild the country's reputation as a tourism and business hub. And this summer's opening of the iconic Nile Ritz-Carlton Cairo with new conference space and expanded facilities is another positive indicator of Egypt's reemerging tourism industry.

Investing in the Future:

Moving forward, the Government of Egypt has set a target of doubling the tourism sector's size to 15 million tourists generating \$15 billion in revenue by fiscal year 2017/18 (topping 2010's record year) and to 30 million tourists generating \$30 billion in revenue by 2020. Achieving these targets requires the successful implementation of Egypt's long-term tourism strategy that includes:

- Deploying a new global advertising campaign to promote Egypt's tourism industry;
- Providing incentives for hotel, infrastructure and retail investment;
- Broadening tourism offerings to include key sectors like business travel and conventions; and
- Implementing comprehensive sustainability strategies to ensure envisaged growth is viable for future generations.



Arrivals from the U.S. increased by

30 PERCENT

in the first quarter of 2015, as compared to last year



According to advance bookings

12 MILLION TOURISTS

are expected to visit Egypt in 2015



In 2014 Cairo hotel occupancy increased

150 PERCENT



Egypt is making a **1 BILLION**

5 year investment to build two new resorts on the Red Sea and Mediterranean