

## Statement by: H.E. Mounir Fakhry Abdel Nour, Minister of Tourism

Since the latest developments that put Egypt on the path of real democracy and fulfillment of the Egyptian people aspirations, we have been receiving positive signals from various countries, especially European governments, that lifted and/or softened the travel warnings about Egypt, allowing their citizens to travel to Egyptian destinations in the Sinai Peninsula, Red Sea and Upper Egypt (Luxor and Aswan).



With this favorable climate, the Ministry of Tourism has intensified its contacts and dialogue with business partners both inside Egypt and abroad, and is initiating steps to take part in major world tourism fairs to spread the message that

- 1 Egypt is a safe and secured tourism destination and,
- 2 Life is coming back to normalcy, and
- 3 Egypt, more than ever, beckons tourists and tourism investors to enjoy Egypt's unique treasures, stability and guaranteed profitable investments in the tourism sector.

Egypt's new creative and revolutionary spirit will be translated in to clear strategies and action plans to restore Egypt's tourism market share in total cooperation with tour operators worldwide who have shown their loyalty, love and devotion for Egypt.

The Ministry realizes the power of modern communication technology and the value of using on-line and social media to take Egypt's marketing messages globally, and will utilize these tools extensively in the future.

We are happy that Egypt has now restored its active role in shaping the present and the future of the world and we appreciate the worldwide support for Egypt...the land where it all begins and the land where you will always find new beginnings.

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## A Market research h on tourists in Egypt after 25 January Visiting Sharm El Sheikh and Hurghada

In March 2011 the market research unit at the Egyptian Tourist Authority was assigned to make a research to profile the tourists that visited Egypt after the events of 25th January and the impact of the revolution on tourism.

Research has been designed to assess:

- Profile of tourists that visited Egypt after the revolution.
- Perceptions of Egypt as a tourist destination after the revolution.
- Motivations and intentions towards visiting Egypt these days
- The effectiveness of using of the 25th January event in promoting Egypt.

Summary

- Most of the respondents were repeaters and families
- The most visitors of Hurghada were Germans, while British tourists were the most visitors in Sharm El Sheikh
- German tourists were more worried about the situation in Egypt than British and Russians tourists.
- Most respondents came for the beach, weather & diving
- Promotion should focus on the friendly locals
- Revolution shouldn't be used in promoting any destination in Egypt.
- Social media for each market should be monitored and used in promotion.

Hurgada :

Most of the respondents were repeaters, however, the main reason for some cancellations were due to their government's warnings. Most respondents had booked their holidays before the revolution. From the tourists' point of view, the revolution had no impact on tourism in Hurghada, and most respondents didn't feel any difference before and after the revolution. All respondents did not find it positive to point to the revolution in Egypt's tourist ads, but one respondent expressed the necessity of the PR in this phase, because news channels give only news about the negative things happening in the world.

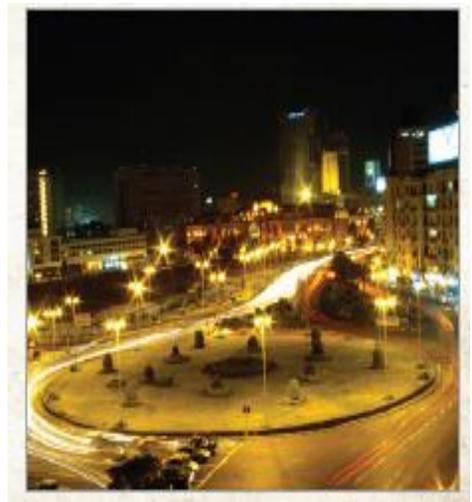
Sharm El Sheikh :

Results of the poll was that 35% of the interviewees were visiting Egypt for the first time, while 65% were repeaters. First time visitors made bookings after the revolution. The visitors advised that Sharm el Sheikh should be promoted as a family destination, for its friendly welcoming people, value for money, climate and safety. As for the young people, Sharm El Sheikh would be promoted for scuba diving and sea activities. The young people find that visiting Egypt will not be affected by the events in the Middle East while the older tourist sees that people are worried to come.

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## The Legend of Tahrir Square

Tahrir square (Liberation Square) was originally called Ismailia Square, after the 19th-century ruler Khedive Ismail commissioned the new downtown district's 'Paris on the Nile' design. After the Egyptian Revolution of 1919, the square became widely known as Tahrir Square, but was not officially renamed until the Egyptian Revolution of 1952, which changed Egypt from a constitutional monarchy into a republic. Tahrir Square was the talk of the world during the recent events, where the Egyptian people rose against the former president's



regime. The 18-day revolt centered in the square – led by the young people and later joined by Egyptians of all ages, genders and classes - succeeded in removing the regime on 11 February 2011. Save for one violent day, the Egyptian revolution was called the white revolution, an unprecedented event that has not happened anywhere in the world.

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## The International Airline Companies Take Part in a Campaign Promoting Tourism in Egypt with the Egyptian Tourism Promotion Authority

In line with the joint efforts deployed by the tourism sector’s employees including hotels, travel and tourism agencies to overcome the crisis post January revolution, an agreement has been made with the international airlines companies operating in Egypt (Lufthansa, British airways, air France, Alitalia, Iberia, Delta, KLM) and Egyptair to play a role with the Egyptian Tourism Authority to encourage press and media delegations from around the world to visit the touristic sites in Egypt. The purpose of the visits is to show tourists that the security situation is improving. It is noteworthy that this positive initiative shows the new face of Egypt and the determination of its people to bring back the security to the streets, thus encouraging tourists to visit the country again.

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## The Egyptian Museum extends Fridays’ visiting Hours till 4 pm

Egypt’s Antiquities Ministry announced that the Egyptian Museum will extend Friday’s visiting hours till 4 pm instead of 2 pm, as of April 29th, 2011. The visiting hours will remain unchanged during weekdays from 9 am till 7 pm. Dr. Zahi Hawas, Minister of State for Antiquities said that the decision comes after the continuous increase in tourists’ numbers to the Egyptian Museum and the touristic sites that reach 2000 tourists per day. On his part, Dr, Tarek El Awady, Director of the Egyptian Museum added that the Egyptian museum’s doors will be opened during week days till 7 pm, while an early closing on Fridays is scheduled for cleaning and maintenance purposes.



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## Hilton Opens Zamalek Residence

Hilton Hotels & Resorts opened its 16th hotel in Egypt - Hilton Zamalek Residence Cairo. The 88-room and 76-suite property overlooking the Nile completed a US\$20 million renovation to convert to the Hilton Hotels & Resorts brand. Situated on Zamalek Island, Hilton Zamalek Residence Cairo is located between downtown Cairo and Giza, approximately 20 km from Cairo



International Airport. It features five restaurants including an all-day dining restaurant, specialty restaurant, coffee shop, pastry shop and pool café. Guests can also make use of three meeting rooms, a business centre and a health club and spa.

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## Renovations at the Continental Resort Hurghada

The Continental Resort Hurghada has completed a renovation project, executed by one of the most famous Interior designers companies in Egypt. The renovation plan included the followings: changing all furnishings in the rooms and adding new electronic equipment. Also the swimming pool and hotel's lobby underwent a complete renovation. Over and above the children's playground has been equipped with high quality, safe and hygiene toys



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## Rocco Forte Hotels to Open Property in Luxor



Rocco Forte Hotels announced it has entered into a contract to help refurbish and then operate the Luxor Hotel in Egypt from 2013 as a luxury hotel. Occupying an outstanding location in the heart of the city, adjacent to the famous Luxor temple, The Luxor Hotel is currently closed and scheduled to open mid 2013 following an extensive refurbishment. Built in 1880 by John Cook, son of the travel pioneer Thomas Cook, the hotel provided a glamorous retreat for distinguished guests, including European royalty and the family of the Mohamed Aly Pasha, the founder of modern Egypt. The 82-room property will be the company's second hotel in Egypt. The Shepherd hotel in Cairo, will join Rocco Forte Hotels in 2013 once a full renovation has taken place. Together these landmark hotels will provide an ideal pairing for the significant numbers of international tourists combining visits to the country's ancient and modern capitals.

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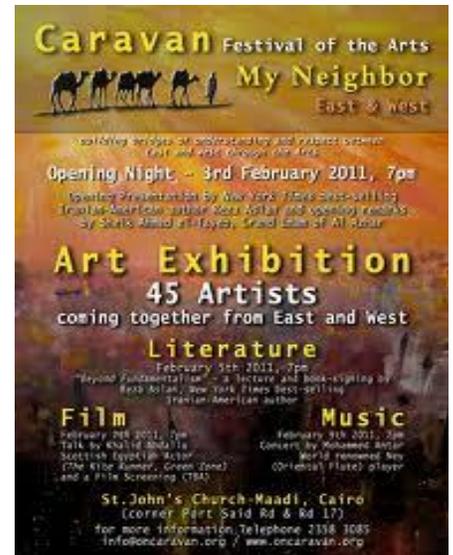
## Advisory against travelling to Egypt lifted World countries lift travel bans on Egypt

Since the 21st of February, many countries around the world decided to lift their travel advice against travelling to Egypt among which are Russia, UK, Italy, Switzerland, Finland, Sweden, the Netherlands, Norway, Belgium, Denmark, Germany. Spain, China, Austria, France & Canada gave the green light for travelling to the following cities: Sharm El Sheikh, Hurghada, Luxor & Aswan. On The other hand, Ukraine & Poland lifted their advisory against travelling to Sharm Elsheikh & Hurghada. Japan downgraded its travel advise to Egypt from level (3) to level (2), and Australia downgraded its travel advise from level 5 (do not travel) to level 4 (to consider travelling to Egypt).

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## CARAVAN FESTIVAL OF THE ARTS May 12-18

During the weeks of and following the demonstrations, an unprecedented coming together of Egyptian Muslims and Christians has been witnessed at the grassroots level as an inter-religious movement of the two faiths worked together side by side to re-shape their amazing country. Hosted at the historic St. John's Church in Maadi/Cairo, with the desire to honor the building of bridges between Muslims and Christians that has taken place, the CARAVAN arts initiative comes out of a vision that the Arts can be one of the most effective mediums to enhance understanding and encourage friendship. To be officially opened on May 12 at 7 PM by Yousra, the celebrated Egyptian film actress and the United Nations Resident Coordinator to Egypt, James Rawley, 45 premier Middle Eastern and Western visual artists will come together for the exhibition held inside St. John's Church, each submitting work reflecting the theme, "My Neighbor". A diverse range of artists will participate, from one of Egypt's leading contemporary artists, Mohammed Abla, to rising star Reda Abdel Rahman, to expatriate artists Britt Boutros Ghali and Roland Prime. Special guest artists to the CARAVAN Festival include Mohammed Antar, world renowned Ney (Middle Eastern Flute) player for a closing concert (May 18th at 7:00 PM). Other special guests include Khaled El Khamissi, best-selling Egyptian author of the internationally acclaimed novel Taxi. The initiative has generated attention from the global media and art world. Attendance is free and 20% of all art sales of the "My Neighbor" exhibition go to Middle Eastern charities.



## Dahab Festival, May 14th – 21st

Dahab International Festival of Water Sports, Culture and Desert Adventure, will be held this month. The week-long event has been organized by members of the Dahab Resort (90 km North of Sharm El Sheikh) community to showcase what this beautiful small resort town has to offer. The festival will bring together all aspects of the activities, water sports, culture and adventures. This includes: Diving, wind surfing, kite surfing, snorkeling, free diving, desert adventures (safaris, camel race), Bedouin cultural events (bread making, music night and desert treks). Among other events will be rock climbing, quad biking, yoga and other healing arts classes, art exhibition, craft markets, movies and documentaries, a children's circus, treasure hunts, games, parties, live music and DJs. The majority of the events during the festival will be free for all visitors.



*Meet us at IMEX 2011 in Frankfurt: 24 - 26 May at Egypt's stand D-600 you can take an appointment either thru our online agenda at IMEX web or write to us about you convenient hour & day.*

