

TripTactix Executive Summary

Egypt is one of the richest countries in the world in terms of historical and cultural heritage, yet many Egyptians are unaware of the treasures that exist within their own borders. While millions of international tourists flock to see the Pyramids, Luxor, and other iconic sites, local tourism remains significantly underdeveloped. The proposed project aims to bridge this gap by creating a comprehensive **online platform dedicated to domestic Egyptian tourism**, designed to educate, inspire, and facilitate exploration among Egyptians.

The platform will serve as a **user-friendly digital guide and booking system**, showcasing museums, monuments, and historical sites across Egypt. It will include rich descriptions, historical context, photos, and interactive features like maps and location-based suggestions. In addition, the website will allow users to easily **book tickets for tours and attractions**, either individually or in groups.

The business model is **commission-based**, supplemented by advertising and partnerships with local tourism-related businesses and service providers. With the increasing use of mobile internet among Egyptians and growing interest in cultural identity, the platform is expected to gain traction quickly.

The primary objective is to increase **cultural awareness and national pride** while making local tourism more accessible and enjoyable. In the long term, the project also seeks to support the local tourism economy by promoting small tour operators, guides, and cultural institutions.

This business is built not only for profit but also for **social impact**—encouraging Egyptians to rediscover the value of their own heritage.