



# TOURISM SECTOR IN (EGYPT)

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# INTRODUCTION

The tourism sector is one of the largest employers in Egypt, providing **3.1 million jobs** or 9.5% of the total workforce. In 2018, Egypt recorded 9.8 million international arrivals, an increase of 48% compared to the previous year.

Egypt's Travel & Tourism sector's contribution to the nation's GDP fell from \$32 billion (8.8%) in 2019, to **\$14.4 billion** (3.8%), just 12 months later, in 2020.





Red Sea

## **BEAUTIFUL PLACES TO VISIT IN EGYPT:**

GIZA.

ASWAN AND ITS ISLANDS.

CRUISE ON THE NILE.

KARNAK.

CAIRO.

LUXOR.

HURGHADA AND THE RED SEA.

SINAI.



# BEAUTIFUL PLACES IN EGYPT:



**THE GREAT PYRAMIDS OF GIZA**



**Amr ibn al-aas Mosque**



**Mosque of Ibn Tulun**



**Egyptian Museum in Tahrir  
Square**

# DATA SCIENCE & ANALYTICS APPLICATIONS IN TOURISM SECTOR:



Customer  
sentiment  
analysis



Predictive  
analytics



Analytics



Travel  
Support  
Bots



Route  
optimization

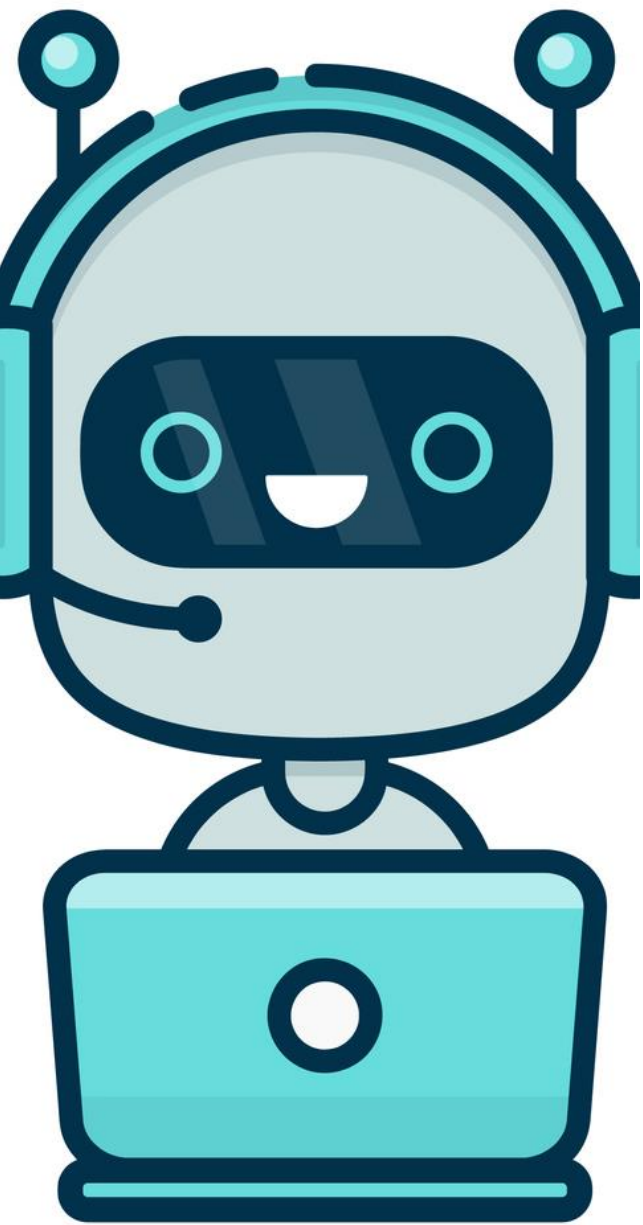


# IN DEPTH:

## (ROUTE OPTIMIZATION)

- Route optimization plays a significant role in the travel and tourism industry. Trip planning, taking into account different destinations, schedules, working hours and distances may be quite challenging. Here comes travel route optimization.
- Key objectives of this optimization are as follows:
  - minimization of the travel costs
  - time-management
  - minimization of distance.

Thus, travel route optimization largely contributes to customer satisfaction.



## IN DEPTH:

### (TRAVEL SUPPORT BOTS)

- Nowadays, travel bots are truly changing the travel industry by providing exceptional assistance in travel arrangements and support for the clients. An AI-powered travel bot can answer questions, save user's time and money, organize the trip and suggest new places to visit. The 24/7 accessibility mode and support of multiple languages make a travel bot the best possible solution for customers support.
- The most important factor to mention here is that these bots are constantly learning, therefore they become smarter and even more helpful every day. Thus, chatbot is capable of solving major travel and tourism tasks. Integration of a bot into your website would prove to be very beneficial.

# IN DEPTH: (ANALYTICS)

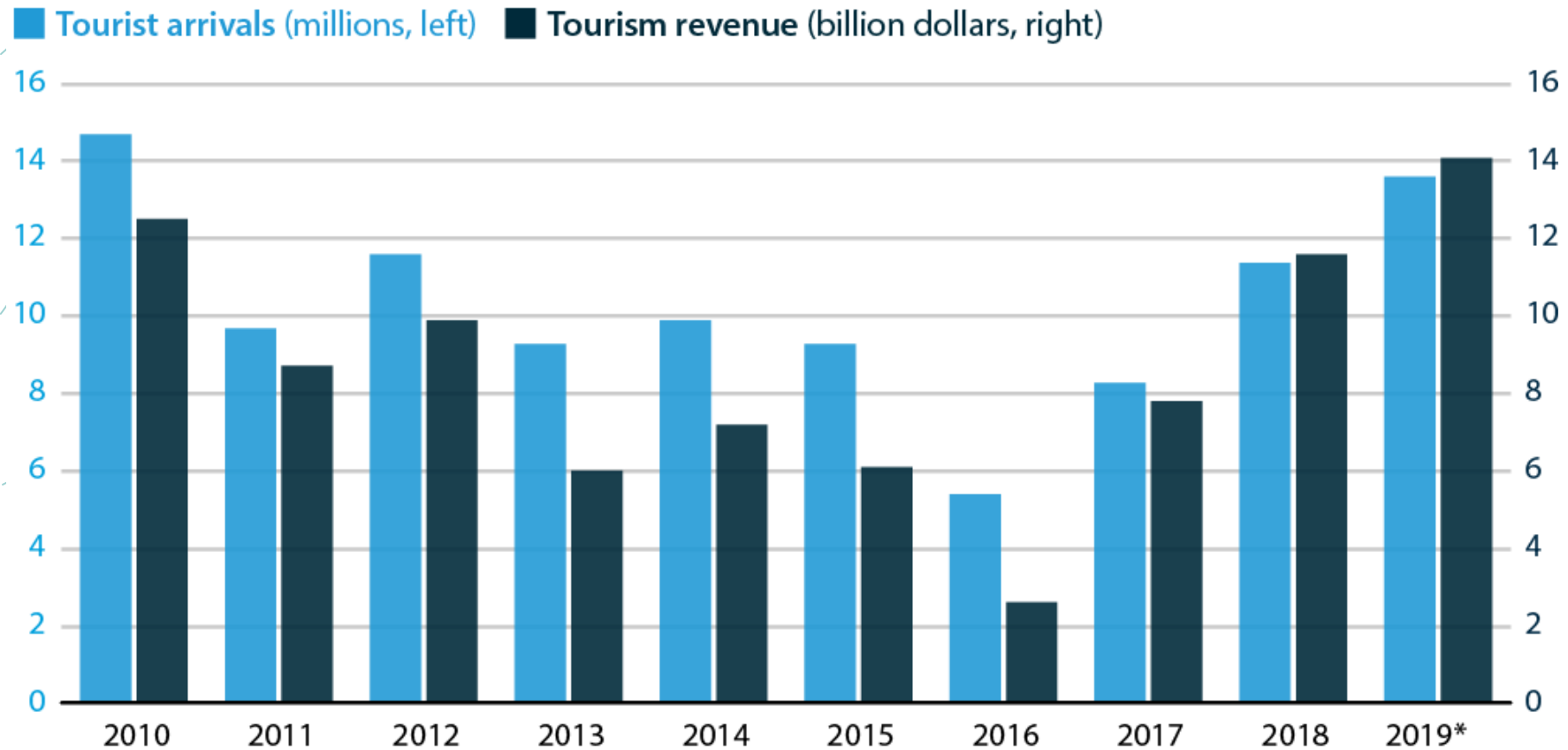


- In getting competitive advantages the companies seek to use big data with maximum benefit. In making decisions and actions travel and tourism companies largely rely on analytics. Both real-time and predictive analytics have many applications in the travel industry.



# EGYPT TOURISM ARRIVALS & REVENUE (2010-2019)

Egypt: Tourism arrivals and revenue, 2010-19

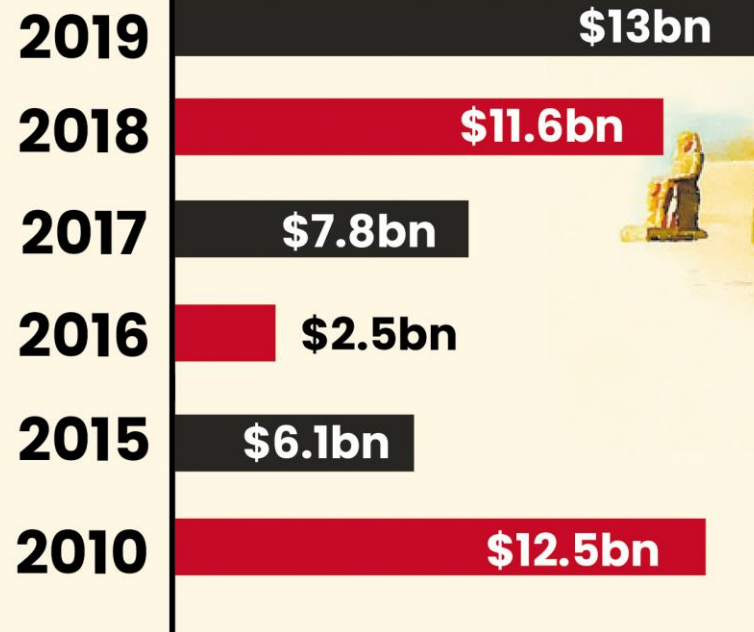


\* Estimates, based on most recent published data

Sources: CBE, CAPMAS

# HUGE OPPORTUNITIES IN EGYPT:

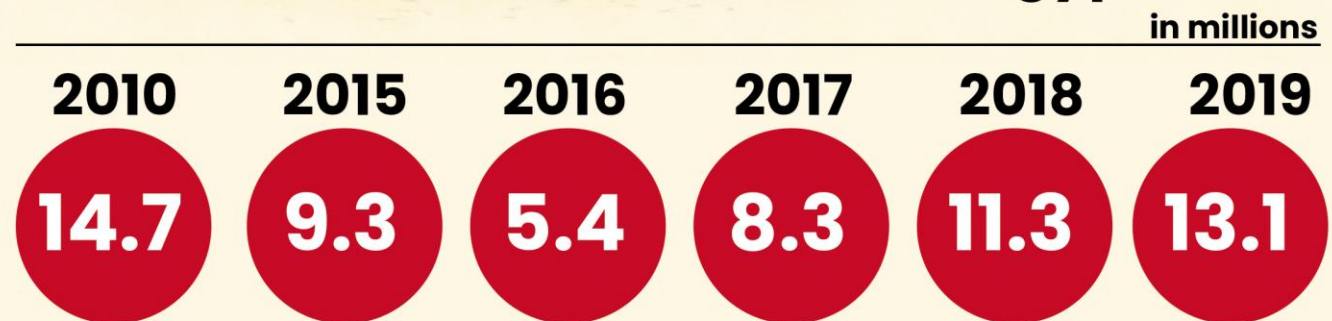
## Tourism revenues in Egypt



Source: Central Bank of Egypt (CBE)

**DN**  
EGYPT

## Number of tourists visited Egypt

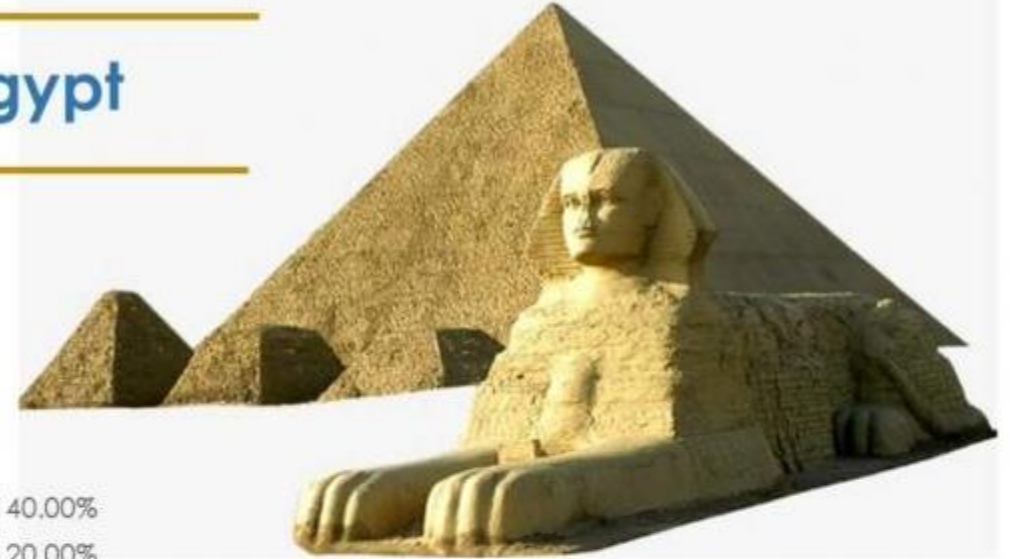


# HUGE IMPORTUNITIES IN EGYPT:

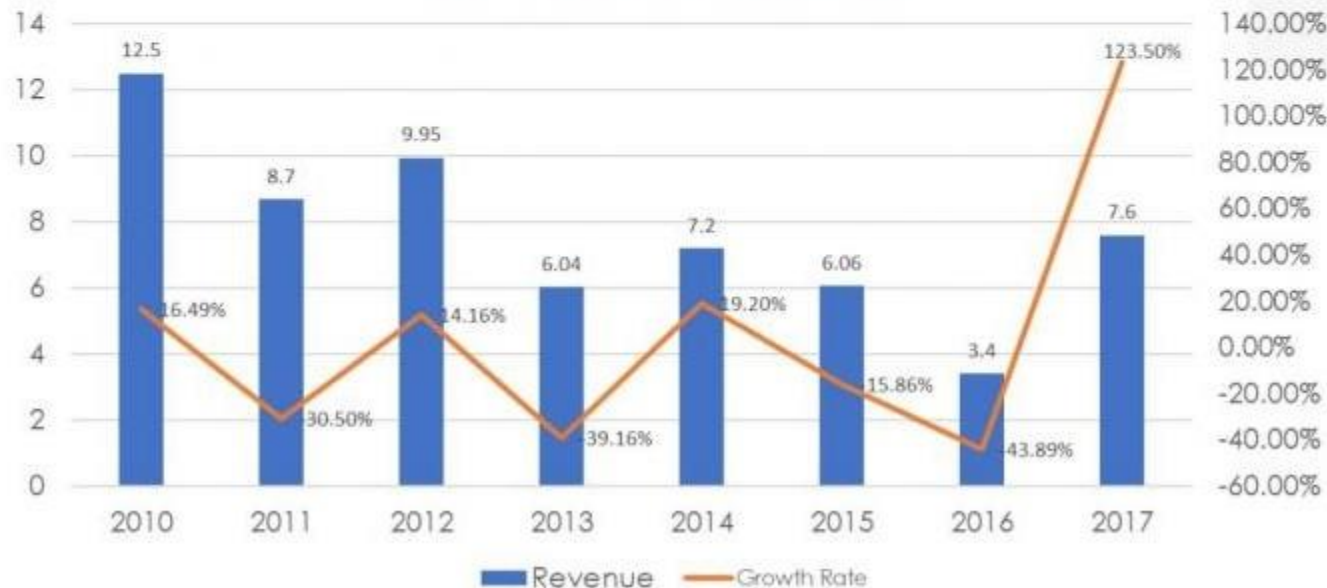
## Impact on GDP

The direct contribution of Travel & Tourism to Egypt's GDP was EGP87.4bn (USD8.7bn), 3.2% of total GDP in 2016 and is forecast to rise by 2.5% in 2017, and to rise by 5.6% pa, from 2017-2027, to EGP153.8bn (USD15.3bn), 3.9% of total GDP in 2027

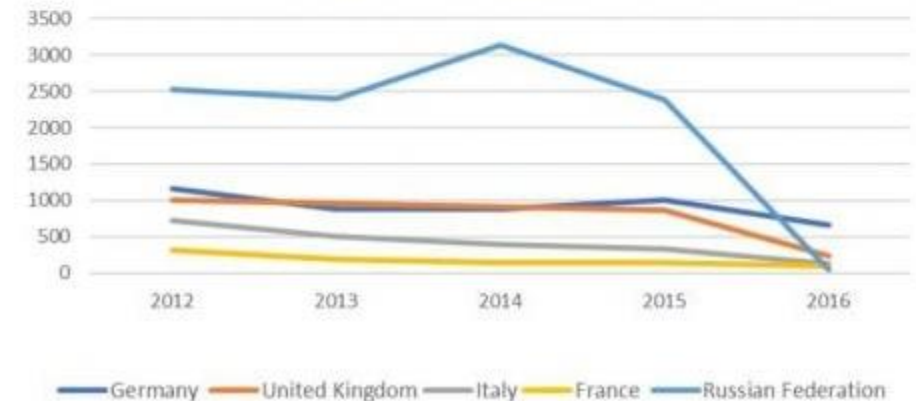
## Tourism in Egypt



### Egypt's Revenue from Inbound Tourism 2010-2017 in USD Billion



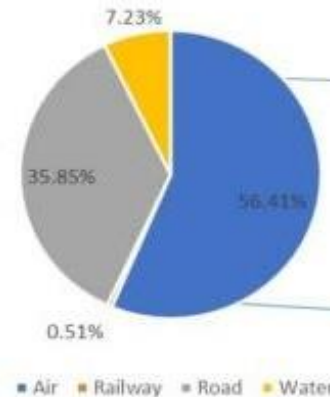
### Visitors from Top 5 Countries (Numbers in Thousand)



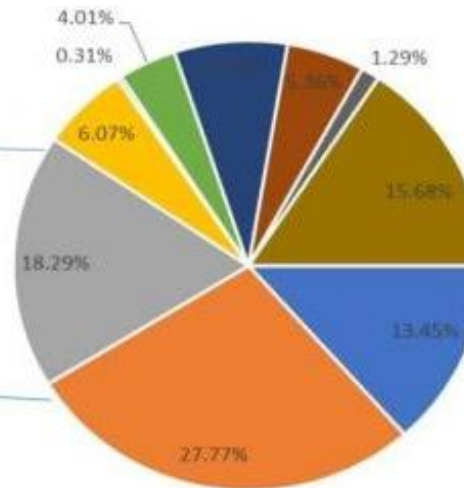


# HUGE IMPORTUNITIES IN EGYPT:

Mode of Transport Used By Toursits in Egypt



In Which Services Tourists Spend the Most Money in Egypt



Establishing the Tourism Development Authority and Ministry of Tourism as a one-stop-shop for licenses and permits, developing an intranet system linking hotels, chambers and the Ministry, and establishing an advisory committee of experts headed by the minister. Providing a new entry regime for many source markets with an E-visa system and support for the private sector when establishing new routes or enhancing frequency for travel.

- Accommodation services for visitors
- Passenger transport services
- Transport equipment rental services
- Sports and recreation services
- Country-specific tourism characteristic services
- Food and beverage serving services
- Travel Agencies and other reservation services
- Cultural services
- Country-specific tourism characteristic goods
- Other consumption products

**Disclaimer :** All product names, logos, and brands are property of their respective owners. Infographic data is sourced from USDA website, we believe data is accurate as it is sourced from government website.



Data Source

Design Concept by : Sudeep Chakravarty  
(MarketResearchReports.com)



# CONCLUSION:

There is a huge importunities in the tourism sector In Egypt. There is a tremendous amount of data in Egypt that's not being used at all. This data could generate insights and ideas worth not only millions of Egyptian pounds but literally without exaggerating hundreds of millions of Egyptian pounds and even more if we involved DS in the tourism sector. I see huge potential and opportunities in my country. And I hope to be among the first who put a leg on that treasure island of unused data.



# REFERENCES:

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# THANK YOU

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EGYPT

