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PART 1– RESEARCH PHASE:

(By: Basmala Lotfy)

1. About Our Page:

Our page is dedicated to promoting Egypt as a top travel destination through marketing campaigns, videos, and engaging content and our goal is to simply showcase Egypt's famous, underrated attractions and hidden gems, making it appealing to global travelers.

2. What is tourism and why is it important to Egypt?:

•Tourism means: The travel industry that involves visiting places for leisure, cultural experiences, or adventure.

Tourism is a major source of revenue for Egypt, contributing significantly to GDP and employment, and it certainly helps in preserving historical sites and promotes Egypt's rich heritage globally, and many other benefits for Egypt.

3. Egypt's Efforts to Attract Tourists:

- Infrastructure Development: Expansion of airports, hotels, and tourism facilities.
- Promotion Campaigns: "Egypt Never Sleeps" and "Experience Egypt" initiatives to attract more visitors.
- Visa Simplifications: E-visa options and visa-on-arrival for certain countries.
- Security Enhancements: Strengthened security measures in tourist areas to improve safety perception.

4. Popular Tourist Attractions in Egypt:

- Cultural & Historical Sites: Pyramids of Giza, Karnak Temple, Abu Simbel, Valley of the Kings.
- Coastal & Beach Destinations: Sharm El Sheikh, Hurghada, Marsa Alam, Dahab.
- Adventure & Nature Attractions: White Desert, Siwa Oasis, Mount Sinai.
- Religious Tourism: St. Catherine's Monastery, Hanging Church, Al-Azhar Mosque.

Beside those remarkable places that are most known to tourists, we need to attract their attention for the underrated places in Egypt because they offer unique experiences, fewer crowds, a deeper cultural connection and so many other reasons.

5. Underrated Places That Need More Exposure

- El Minya: A historical city with untouched Pharaonic sites.
- Fayoum: A hidden eco-tourism paradise with waterfalls, lakes, and ancient ruins.
- Wadi El-Hitan: UNESCO World Heritage Site with prehistoric whale fossils.
- Port Said & Rosetta: Coastal cities with unique history and architecture.
- Nubian Villages in Aswan: Rich in culture, vibrant colors, and authentic local experiences.

6.Our Vision:

To establish Egypt as a top global travel destination by showcasing its rich history, breathtaking landscapes, and vibrant culture through engaging digital storytelling.

7.Our Mission:

Our mission is to inspire and attract tourists to Egypt by creating compelling marketing campaigns, immersive videos, and diverse content that highlight the country's most captivating tourist sites. Through authentic storytelling and strategic digital outreach, we aim to increase global awareness, drive engagement, and enhance Egypt's appeal as a must-visit destination.

8.Unique Selling Points (USPS):

- 1.Authentic Storytelling (Showcasing Egypt's rich culture and heritage through real experiences, behind-the-scenes footage, and local perspectives.)
- 2.High-Quality Visual Content (Professional, visually stunning videos and photography that capture Egypt's beauty in a way that stands out online.)
- 3.Underrated and Hidden Gems (Going beyond mainstream tourist spots to showcase lesser-known, breathtaking locations across Egypt.)
- 4.Engaging and Interactive Content (Encouraging user interaction through travel tips, virtual experiences, and social media challenges.)

5.Targeted Digital Marketing (Using data-driven strategies to reach global travelers and adventure seekers looking for unique experiences.)

6.Seasonal and Thematic Campaigns (Creating content based on different seasons, events, and traveler preferences to boost engagement year-round.)

7.Multilingual and Accessible Content (Providing content in multiple languages to attract a diverse international audience.)

Identifying the Target Audience:

(by: Malak Yasser)

1-Demographic:

1. Gender: :includes both male and female students

2. Age: (18 to 45)

3. Social class and education : We are focusing on A and B class

5. Income : not all individuals may have a personal income; however, the average income within this group starts at approximately 16,000 EGP.

2-Geographic:

Global

3-psychographic :

1.Needs:

Escape stress, explore new places, and feel connected to history.

2.want :

Share experiences on social media and feel a sense of belonging.

3. Interested:

They are interested in visually appealing locations and engaging storytelling and easy travels fun and interactive content

4. Hope:

The hope is a unique ,enjoyable and affordable cultural experience

4-lifestyle:

Egyptians love socializing and exploring both modern and historical spots. They enjoy hanging out in cafés, visiting cultural sites, and finding affordable yet fun experiences. Social media is a big part of their lifestyle, with many sharing their outings online. While they appreciate their heritage, they prefer engaging and entertaining ways to experience it.

Tourists in Egypt come for history, adventure, and unique cultural experiences. Some look for luxury, while others prefer budget-friendly trips with local immersion. Many seek hidden gems beyond the usual tourist spots and love capturing their experiences for social media. Whether it's exploring ancient sites, enjoying street food, or relaxing by the beach, they want memorable and authentic moments.

SWOT Analysis for Epic Egypt:

(by Malak Yasser)

Strength	Unique story-telling approach	Authenticity and local perspective	Bilingual content strategy
Weakness	Competition with larger travel pages	Limited for places	Dual audience complexity
Opportunities	User-generated content	Post-pandemic tourism surge	
Threats	Changing social media Algorithms	Political and economic uncertainty	Short attention span

1-strength:

Unique Storytelling Approach: Unlike typical travel pages, Epic Egypt blends entertainment with historical and cultural insights in an engaging way.

Bilingual Content Strategy: Can cater to both local Egyptians and international tourists by offering content in Arabic and English.

Authenticity & Local Perspective: Unlike generic travel guides, Epic Egypt provides an insider's view, making experiences feel more personal.

2-weakness:

Competition with Larger Travel Pages: It may take time to establish places with different vibes and to make the audience think that we are different from other pages.

limited for places : means that we can't hide all places in Egypt, so it will be very difficult to target all the places and visit them.

Dual audience complexity: means that Epic Egypt is trying to appeal to two different types of people—those who love history and those who just want fun, entertaining content. The challenge

is keeping both groups engaged without making the content too serious for some or too light for others. It’s all about finding the right balance!

3-opportunities:

User-generated Content: Encourage followers to share their own travel experiences, increasing engagement and content variety.

Post-Pandemic Tourism Surge: As international and domestic travel recover, increased visitor numbers and renewed interest in historical and cultural sites can drive attention to your campaign

4-threats:

Changing social Media algorithms: organic reach can be unpredictable, making engagement strategies crucial.

Political or Economic Uncertainty: Travel restrictions, economic shifts, or safety concerns can impact tourism content.

Short Attention Spans: The challenge of keeping audiences engaged in a crowded digital space

Swot analysis for competitors:

SWOT Analysis for Echoes of Egypt

Strengths	Unique blend of history, culture, and modern topics.	Bilingual (Arabic & English) for wider reach.	Engaging content formats (articles, videos, memes).
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Weaknesses	New platform with a small initial audience.	High effort required for quality content creation.	Dependence on social media algorithms for reach.
Opportunities	Growing interest in cultural and historical digital content.	Possible collaborations with influencers and brands.	Monetization options (ads and sponsorships)
Threats	Strong competition from similar pages and platforms.	Difficulty in maintaining consistent content production.	

Strengths	Engaging Visual Content – Travel content is naturally eye-catching and performs well on TikTok.	Broad Audience Appeal – Travel appeals to a wide range of users, from budget travelers to luxury explorers	High Engagement Potential – Travel-related challenges, duets, and interactive content can drive engagement.
Weaknesses	Content Creation Costs – Traveling to different locations requires a budget for transportation and accommodations.	Inconsistent Posting – If travel is not frequent, maintaining regular content can be challenging.	Content Creation Costs – Traveling to different locations requires a budget for transportation and accommodations.
Opportunities	Collaboration with Brands – Hotels, airlines, and tourism companies may sponsor	Niche Focus – Specializing in hidden gems, budget travel, or cultural experiences can	

	content	set the page apart.	
Threats	Negative Feedback – A bad travel experience or misleading content could lead to backlash.	Saturation of Travel Content – With many creators making similar videos, originality is crucial.	Changing TikTok Trends – What works today may not work tomorrow, requiring constant adaptation.

Buyer Persona:

(by : Mahmoud Ahmed)

1-



-Name: Ahmed

Gender : male

-Age: 35

-Location: Dubai, UAE

-Income Level: Mid- to high-income

-Occupation: Marketing Manager

-Interests: Adventure travel, history, photography, local cuisines, cultural heritage

-Values: Authenticity, storytelling, social connection, learning through experiences

-Goals: Discover hidden gems, experience Egyptian culture beyond touristy spots, create meaningful memories, capture and share unique moments.

-Pain Points: Overcrowded destinations, lack of engaging experiences, difficulty finding reliable local guides

-Preferred Activities: Exploring ancient sites, trying local street food, joining historical walking tours, engaging in immersive storytelling experiences

-Media Consumption: Instagram, YouTube, Travel Blogs, Podcasts



2-

-Name: Nour

Gender : female

-Age: 28

-Location: Alexandria, Egypt

-Income Level: Mid-income

-Occupation: Graphic Designer

-Interests: Local culture, arts & crafts, traditional storytelling, photography, historical and exploration

-Values: Authentic experiences, creativity, personal growth, cultural heritage

-Goals: Escape routine, find inspiration, experience Egyptian culture in an interactive way, explore hidden gems

-Pain Points: Lack of engaging cultural experiences, difficulty finding unique local events, work-life balance constraints

-Preferred Activities: Attending calligraphy workshops, exploring historic neighborhoods, visiting local art markets, participating in storytelling sessions

-Media Consumption: Instagram, Facebook, Pinterest, YouTube (creative and travel content)

Pixar Framework:

(BY :MAHMOUD AHMED)

1-Ahmed's Story

-There once lived in Dubai a someone he called Ahmed. As a marketing manager, he had a challenging in his job that required constant attention to deadlines and meetings. However, he secretly yearned for an adventure, something significant that would bind him to culture and history.

- Every day, Ahmed found himself scrolling through Instagram, enthralled by travel bloggers who were visiting historical landmarks, trying out local food, and immersing themselves in different cultures.

- One day, while watching a YouTube video, Ahmed happened onto a historical walking tour in Luxor. With experienced guides, undiscovered stories, and breathtaking monuments, the trip promised to be an immersive experience.

-Ahmed made his travel arrangements as a result. He spent days studying from local historians who brought the past to life, exploring historic tombs, and sampling real Egyptian street cuisine.

-Ahmed eventually came to the realization that travel was about more than just seeing things; it was also about connecting with people and telling stories. He was excited to encourage others to travel for cultural experiences rather than just tourism after returning to Dubai with a fresh appreciation for history.

2-Nour's Story

-There lived in Alexandria a woman named Nour. As a graphic designer, she worked long hours in front of a screen while juggling creative pursuits and deadlines. But in her heart, she longed for a vacation, anything that would take her out of the virtual world and allow her to interact with something real and meaningful.

- Nour discovered that she was constantly looking through Instagram, saving pictures of little local cafés, traditional crafts, and hidden cultural sites all throughout Egypt. She hopes she can travel around her country more often than only on the weekends.

-One day, while browsing a friend's Instagram account, Nour discovered a cultural weekend escape in Old Cairo. To provide participants a comprehensive exposure to Egypt's rich cultural heritage, it included storytelling sessions, calligraphy lessons, and escorted tours of medieval alleys.

- As a consequence, Nour decided to enroll. She practiced Arabic calligraphy, ate at authentic home-cooked Egyptian cuisine, and listened to untold stories about Old Cairo throughout the weekend. She was able to reconnect with her creative roots and disengage from her job because of the process.

-Until Nour finally realized that she didn't have to travel far to get inspiration—Egypt itself was full of hidden gems that were just waiting to be found. When she returned to Alexandria with a fresh perspective, she was eager to tell her friends about her trip and include more cultural elements in her artwork.

social media/promotion:

We selected Instagram and TikTok as the primary platforms for Epic Egypt because they are the most engaging and visually driven social media channels, making them perfect for showcasing Egypt's hidden gems and historical wonders. TikTok allows us to create dynamic, short-form videos that capture attention quickly and go viral, reaching a younger, travel-curious audience. Meanwhile, Instagram provides a space for high-quality visuals, storytelling through reels and carousels, and strong community engagement. Both platforms have massive, active user bases, ensuring that Epic Egypt reaches the right audience in a fun, interactive, and visually compelling way.

Business Model Canvas (BMC) :

(by: fatma Mahmoud)

1. Customer Segments

- Foreign and Egyptian tourists seeking unique experiences.
- People interested in culture and history of all ages.
- Tourism companies and hotels seeking to promote their destinations.
- Tourism brands targeting tourists with their products.

2. Value Proposition

- Providing an enjoyable virtual travel experience through short, interesting videos.
- Highlighting the entertainment and cultural aspects of tourist destinations in a new way.
- Helping tourists plan their trips by exploring places before visiting.

3. Channels

- TikTok, Instagram Reels, YouTube Shorts. Facebook.
- Travel websites and tour companies.

4. Customer Relationships

- Interact via comments and messages.
- Create a digital community around tourism and entertainment.
- Collaborate with influencers in the travel and tourism industry.

5. Revenue Streams

- YouTube and TikTok ads.
- Partnerships with hotels and tourism companies in exchange for promoting their locations.
- Ads for brands offering tourism products (travel bags, cameras, etc.).

6. Key Activities

- Filming and producing videos in various tourist locations.
- Editing videos and adding effects to make them fun.
- Analyzing trends and creating content based on popular topics.
- Collaborating with real tour guides and tourists to create authentic content.
- Marketing and disseminating videos widely to increase engagement and views.

7. Key Resources

- A professional production team (photography, editing, digital marketing).
- A network of contacts with tour guides and tourist attractions.
- A budget for paid advertising and social media promotion.

8. Key Partnerships

- Tour guides.
- Influencers and travel bloggers to promote and increase engagement.

Tourism companies and hotels to promote in exchange for financial partnerships.

Local shops selling products related to tourist destinations.

9. Cost Structure

- Travel and transportation costs between tourist destinations.
 - Purchasing or renting photography equipment.
 - Paid marketing campaigns and Salaries for the staff.
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PART 2-Key Performance Indicators (KPIs):

(By: Basmala Lotfy)

KPI Framework for Egypt Tourism Attraction Page:

1. Budget & Ad Performance

Metric	Target
<u>Budget for Paid Ads: \$30 (EGP 1,500)</u>	
<u>Targeted Page Followers:</u>	<u>400 followers</u>
<u>Organic Reach per Post:</u>	<u>60 per day</u>
<u>Paid Reach per Post:</u>	<u>1,500 per day</u>
<u>Unique People Reached Per Month:</u>	<u>1,000 per month</u>

Engagement Rate (likes, comments, shares) 9%.

2. Logic Behind Set KPIs

Budget Allocation

- Increased to \$30 (EGP 1,500) to allow for better video promotion (since video content generally requires higher reach for traction).
- \$6 per ad \times 5 ads = \$30 ensures strong paid reach for high-impact visuals.

Page Followers Growth

- New pages typically gain 100–500 followers in the first few months.
- Increasing the goal to 400 followers ensures growth while keeping engagement as the primary focus.

Post Reach Benchmarks

- Organic Reach (without promotion): Increased from 40 to 60 per day based on expected engagement from high-quality video content.
- Paid Reach (with promotion):
Increased from 1,200 to 1,500 per day to align with optimized ad spend.

- Unique People Reached Per Month: Adjusted to 1,000 per month as video-based content usually gains more reach over time.

Engagement Level

- Video content tends to drive higher engagement, so 9% is a strong yet achievable goal.
 - This means 90 interactions per 1,000 views (likes, comments, shares, saves).
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PART 3: Setting Project Strategy:

(By : Maryam Ahmed)

Weekly Content Calendar – Tourism in Cairo (Culture, Food & Entertainment)

Week	Instagram & Facebook Posts/Stories	Reels / Short Videos	Engagement Campaign
Week 1	Top 5 Must-Visit Historical Places in Cairo (Citadel, Coptic Cairo, Pyramids)	Quick tour of Salah El-Din Citadel or Coptic Cairo	Quiz: How well do you know Cairo's history?
Week 2	Best Local Street Food Spots (Koshari, Hawawshi, Feteer)	Food vlog-style reel trying famous Koshari	Poll: What's your favorite Egyptian street food?
Week 3	Hidden Gems: Places in Cairo Locals Love (Zamalek, Maadi)	Reel exploring Zamalek's cafés or hidden streets	UGC: Share your favorite Cairo hidden gem!
Week 4	The Egyptian Museum: Discover	Reel showcasing iconic artifacts like	Poll: What's your favorite piece from

	Ancient Egypt's Treasures	Tutankhamun's Mask	the Egyptian Museum?
Week 5	Shopping in Cairo: Souks & Modern Malls (Khan El Khalili, Mall of Egypt)	Khan El Khalili bargaining scene	Challenge: Tag a friend you'd go shopping in Cairo with!
Week 6	Weekend Getaways Near Cairo (Al-Azhar Park, Nile Cruise, Fayoum)	Short trip vlog from Al-Azhar Park	Final CTA: Plan your Cairo weekend getaway now!