

## Strengths

Wide range of potential activities for people to explore  
Great shopping venues and natural sights available  
Highly desirable destination for tourists  
Interesting history and culture in Alexandria  
experience Good dining options that provide a memorable

## Weaknesses

Limited timeframe (only one day) to explore the city  
Pressure to find activities that can be enjoyed by all visitors to Alexandria

### How to solve this?

The solution for the weakness of limited time frame to explore Alexandria in one day is to offer guided tours that cover the major attractions of the city within the available time. The tour can be customized to include the visitors' preferred activities and interests.

Additionally, to address the pressure of finding activities that can be enjoyed by all visitors, the tour can offer a range of options that cater to different age groups, interests, and physical abilities, such as historical, cultural, and outdoor activities. This will ensure that all visitors have a memorable experience in Alexandria, regardless of their preferences.

## Opportunities

Take advantage of cultural diversity present in Alexandria through showcasing unique food and shopping experiences

## Threats

in Alexandria Inclement weather may affect tourism activity during certain times of the year  
Rising competition from other cities within Egypt creating tighter market presence for Alexandrian tourism operations which could result in lower revenue if new strategies are not implemented effectively enough

### How to solve this?

To address the threat of inclement weather, ARYA tours can offer indoor activities or alternative tour options that can be enjoyed regardless of the weather. They can also provide rain gear or offer flexible rescheduling options for those affected by the weather.

To address the rising competition from other cities, ARYA tours can differentiate themselves by offering unique and personalized experiences tailored to the interests of each visitor. They can also utilize social media and online marketing strategies to increase their market presence and reach a wider audience. Additionally, they can focus on building strong relationships with local businesses and organizations to promote Alexandria as a destination and drive tourism.

## Competitors

<https://docs.google.com/spreadsheets/d/1CszSYh97k4ng2bL3CtHRi3zayhRwe76RXjsRfWBZjDs/edit#gid=0>

## **Porter's five forces**

1\_Threat of new entrants: The threat of new entrants in the tourism industry in Alexandria is relatively low. There are high barriers to entry due to the significant capital investment required to build and maintain tourist attractions, the need for strong relationships with local businesses, and the challenges of navigating the regulatory environment. However, there is always the possibility of new entrants that could pose a threat to existing players.

2\_Bargaining power of suppliers: The bargaining power of suppliers in the tourism industry in Alexandria can be moderate to high. Tourist attractions, accommodations, and restaurants may be dependent on suppliers of food, equipment, and other materials, and there may be a limited number of suppliers in some cases. This could result in suppliers having some leverage over pricing and terms.

3\_Bargaining power of buyers: The bargaining power of buyers in the tourism industry in Alexandria can be relatively high. There are a large number of visitors to Alexandria each year, and they have a wide range of options for accommodations, dining, and activities. This gives buyers the ability to compare and negotiate prices and quality, which could put pressure on tourism providers to keep prices competitive and maintain high standards.

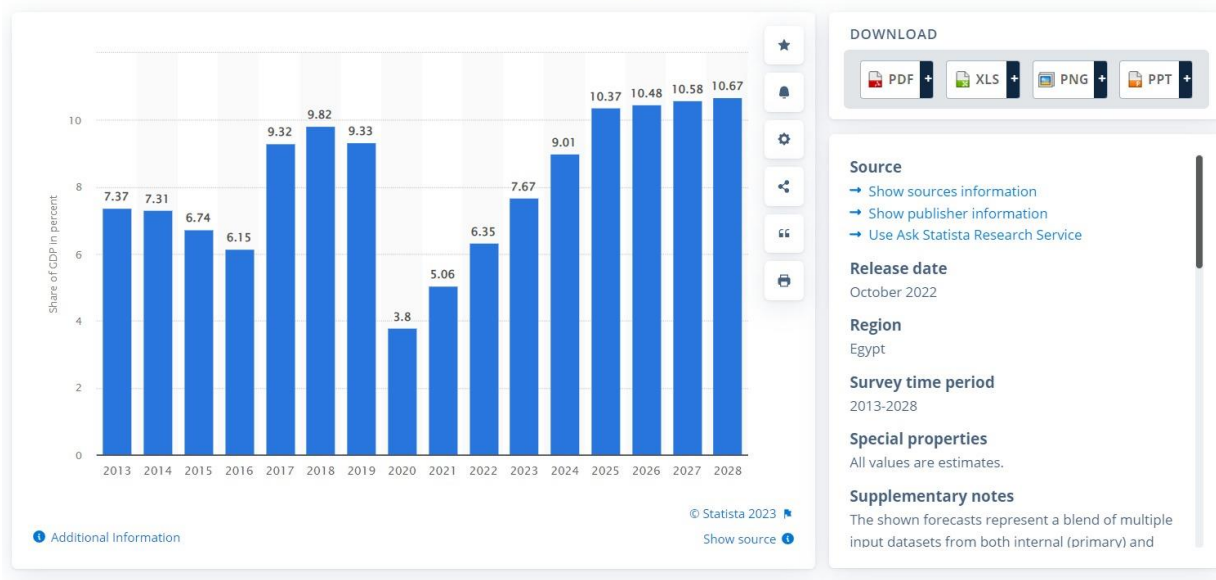
4\_Threat of substitutes: The threat of substitutes in the tourism industry in Alexandria can be moderate to high. Other destinations in Egypt and the region, as well as other forms of travel, such as cruises or beach vacations, can compete with Alexandria for visitors. Additionally, new technologies and innovations in the tourism industry could present new opportunities for substitutes.

5\_Competitive rivalry: The competitive rivalry in the tourism industry in Alexandria can be high, with many providers vying for visitors' attention and business. However, the competitive landscape can vary depending on the type of tourism product or service, with some segments being more competitive than others. The level of competition can also be influenced by factors such as seasonality, marketing and promotion, and visitor preferences.

## Market Insights

Travel, Tourism & Hospitality

### Forecast of the tourism sector GDP share in Egypt from 2013 to 2028



1. Domestic tourism companies in Egypt have seen a significant increase in demand over the past few years, as more Egyptians are choosing to explore their own country.
2. The Egyptian government has implemented several initiatives to encourage domestic tourism, such as offering discounts on airfare and hotel stays for domestic travelers.
3. Domestic tourism companies have also benefited from the growth of online travel booking platforms, which make it easier for Egyptians to book their trips at competitive prices.
4. The Egyptian government has also invested heavily in infrastructure projects to improve access to tourist destinations within the country, such as roads and airports.
5. Domestic tourism companies are also taking advantage of Egypt's rich cultural heritage by offering tours and activities that highlight its ancient monuments and archaeological sites.
6. As more Egyptians become aware of the benefits of domestic tourism, demand for these services is likely to continue growing in the future.