



IR.T

IR.T  
PRESENTATION

HEAR THE HISTORY  
LIVE THE STORY

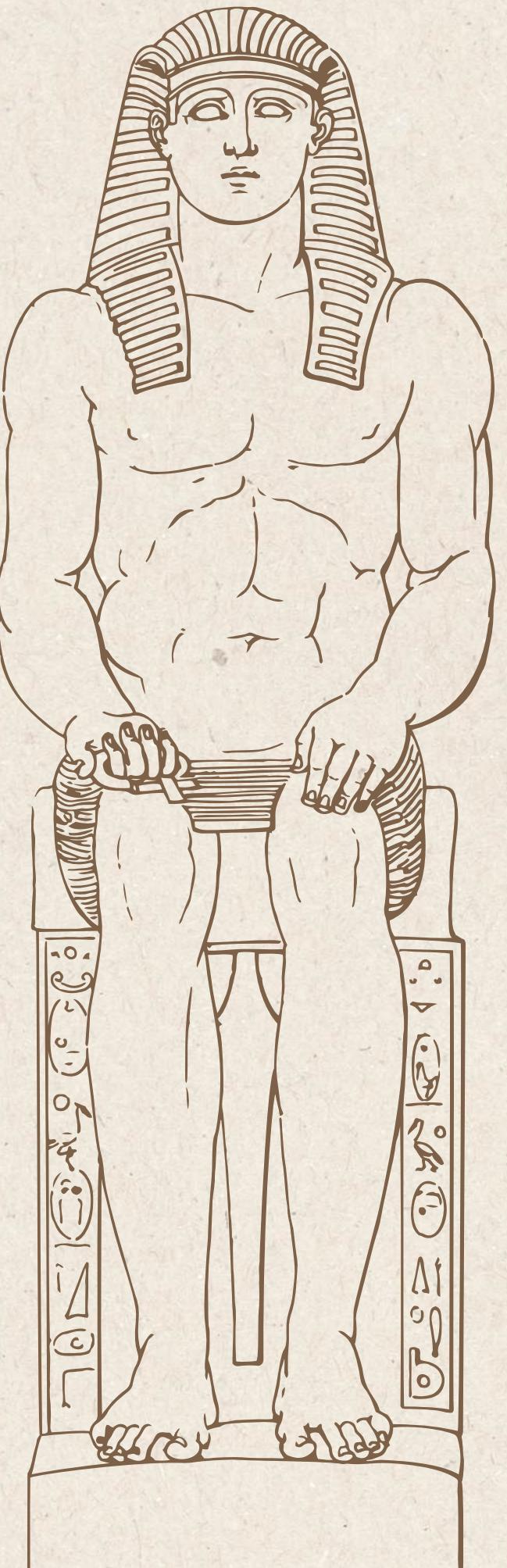
# WHY EGYPT?

Egypt is vital for global tourism because it combines rapid growth, strong revenues, iconic cultural heritage, modern offerings, and an ambitious long-term vision—positioning it as one of the fastest-growing and most attractive destinations worldwide.



# OUR VALUE PROPOSITION

**Self-guided audio tours transform the way visitors explore Egypt's cultural treasures. Instead of depending on a traditional guide, travelers can move at their own pace while listening to stories told directly by the monuments themselves. High-quality, human voice translations bring authenticity and emotion to the experience, ensuring every visitor connects deeply with the history around them. With immersive content, offline accessibility, and a simple user-friendly design, these tours offer a modern, flexible, and unforgettable way to discover Egypt's timeless heritage.**





# SWOT ANALYSIS



# STRENGTH

- Mixing history with modern tech in a smooth way.
- Making things easy and open for people with disabilities or social challenges.
- Connecting cultures using different languages and translations.
- Showing a journey through time that links the past and present.
- A youth project that combines old heritage with new ideas.

# WEAKNESS

- Usability challenges for first-time or less tech-savvy visitors.
- Limited public awareness of the project's purpose and value.
- Maintenance difficulties and potential risk of device damage.

# OPPORTUNITY

- Rising interest in cultural tourism and immersive smart experiences.
- Ability to scale through language options and accessibility enhancements.
- Potential partnerships with educational institutions like schools and universities.
- Support opportunities from government bodies and NGOs focused on innovation and inclusion.



# THREAT

- Limited public awareness of smart technology in heritage spaces.
- Possible resistance from officials or traditional institutions toward the concept.
- Technical malfunctions, device misuse, or ongoing maintenance risks.
  - High costs and the need for reliable funding.
- Security concerns regarding device handling and potential data misuse.



# MARKET RESEARCH



# GLOBAL MARKET SIZE

- Global audio-guided tourism market = **\$2.34B in 2024.**
- Projected to reach **\$5.21B by 2033 (CAGR 9.1%).**
- Growth driven by demand for immersive travel experiences (museums, heritage sites).

# EGYPT MARKET

- Egypt welcomed 15.7M tourists in 2024 (record high).
- Expected growth in 2025 with Grand Egyptian Museum opening.
- Key target sites: Pyramids & Sphinx, GEM, Luxor & Aswan temples, Cairo Tower, Nile Corniche.





# POST-COVID IMPACT

- Shift toward touch-free, self-guided solutions.
- Smart audio headsets = safe & personalized alternative to group tours.



# CURRENT USE IN EGYPT

→ Existing audio guides:

- NMEC (Royal Mummies Hall).

- Egyptian Museum (Tahrir).

- Apps like izi.travel.

→ Main users:

- Foreign tourists + culture/history seekers.

- Lower adoption: Locals prefer live guides/Arabic explanations.

→ Challenges with current systems:

- Limited languages.

- Devices not always available or user-friendly.

- Many tourists feel uncomfortable using them.



# USAGE PREFERENCES

→ **Device Format:**

- **Smart headset** → main choice (hands-free, easy, walking tours).
- **Mobile app** → companion for settings & extras.
- **Wearables** → less preferred.

→ **Content Format:**

- **Audio** = primary (while moving).
- **Text** = secondary (noisy areas).
- **Audio + text** = improves accessibility.

# VISITOR TRENDS

- **Europe (DE, FR, UK, IT):** Heritage focus, long stays, eco-tourism.
- **Gulf (KSA, UAE, Kuwait):** Family + luxury, short frequent trips, shopping focus.
- **Russia:** Budget-friendly beach tourism, myths/legends interest.
- **North America:** Pyramids, Nile cruises, museums, organized tours.



# REVENUE OPPORTUNITIES

- **B2C:** Device rentals at museums.
- **Premium in-app content:** Exclusive stories, extra languages.
- **B2B:** Bulk distribution with authorities, hotels, and travel agencies.



# CHALLENGES

- **Competition:** Mobile apps & traditional guides already exist.
- **Awareness gap:** Local visitors not familiar with audio guides.
- **Initial costs:** High investment in production & distribution.
- **Adoption barrier:** Some tourists/locals may still prefer human guides.





# TARGET AUDIENCE

## AGE SEGMENT

- 18–25 (Youth)
- 26–35 (Young Adults)
- 36–45 (Families)
- 45+ (Older Tourists)

## PLATFORMS

- Instagram
- TikTok
- Facebook
- X
- Youtube

## BEHAVIORAL

- Tourists using headphones or guided tools.
- Travelers searching online for Egypt tours or audio guides.
- Users of travel and culture apps.

## NATIONALITIES

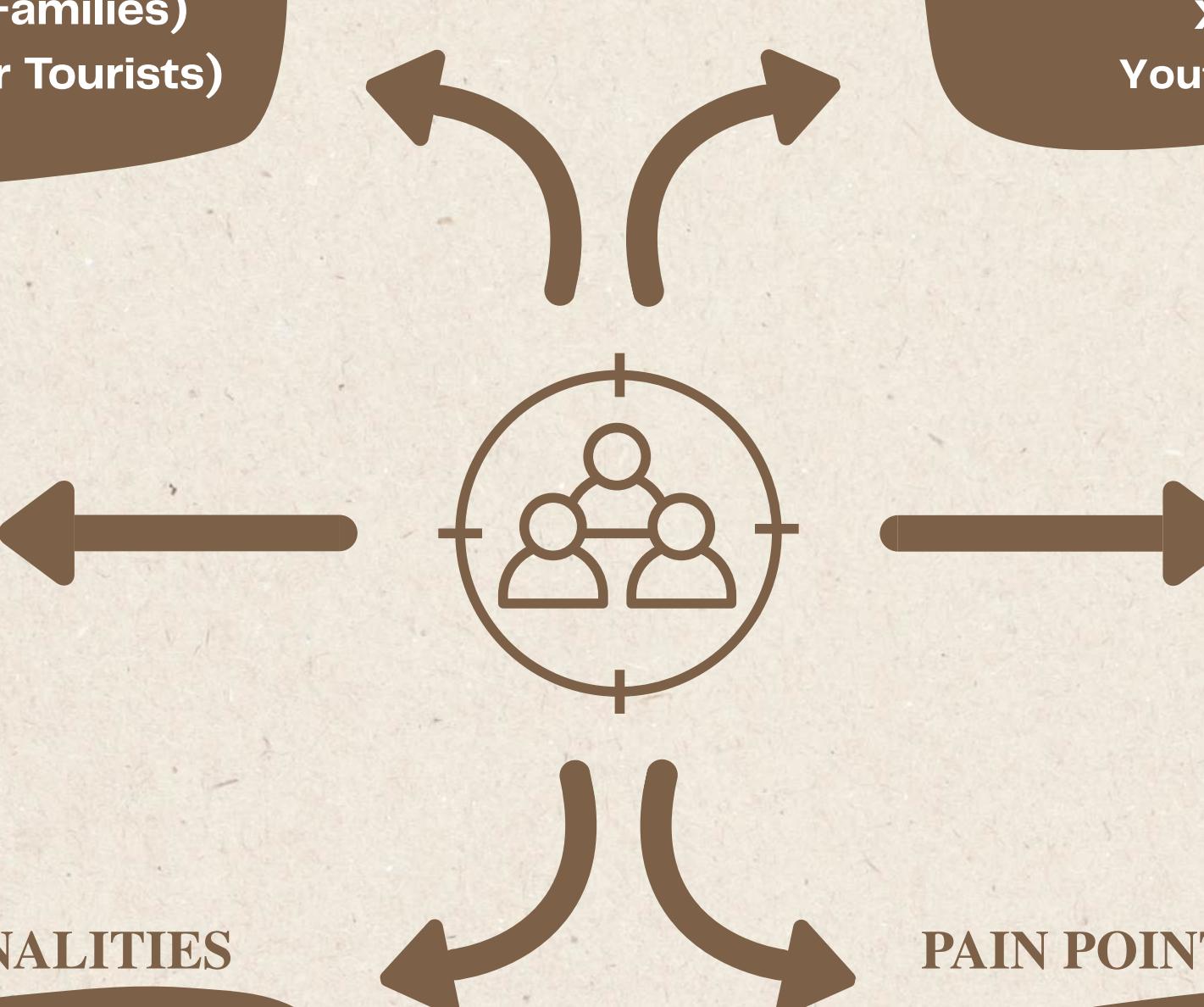
- Europeans
- Middle East
- North Americans
- Asian Tourists

## PSYCHOGRAPHICS

- Cultural & historical tourism lovers.
- Seek unique, memorable experiences.
- Tech-friendly travelers.

## PAIN POINTS & NEEDS

- Difficulty understanding monument history.
- Limited or costly access to tour guides.
- Need for simple, engaging storytelling in preferred languages.



# BUYER PERSONA



Name:  
Sophie Müller

Nationality: German  
(from Munich)

Age: 38

## Demographics

- Income: High (3,500 – 5,000 EUR/month)
- Marital Status: Married – travels once or twice a year

## Social media Platforms

- Instagram
- X
- Facebook

## Challenges

- Museum texts are often unclear or poorly translated
- Crowds make the experience tiring
- Difficulty understanding staff due to accents or language barriers

## Personal characteristics

- Enjoys visiting historical and Interested in ancient civilizations
- Seeks real, immersive experiences not just photos
- Dislikes traditional tour guides

## Why She'll Love I.R.T:

- Full freedom to explore independently
- Can listen to content in her native language (German)
- Comfortable and personalized experience
- Can focus on what matters to her and enjoy the journey her way



# STRATEGY

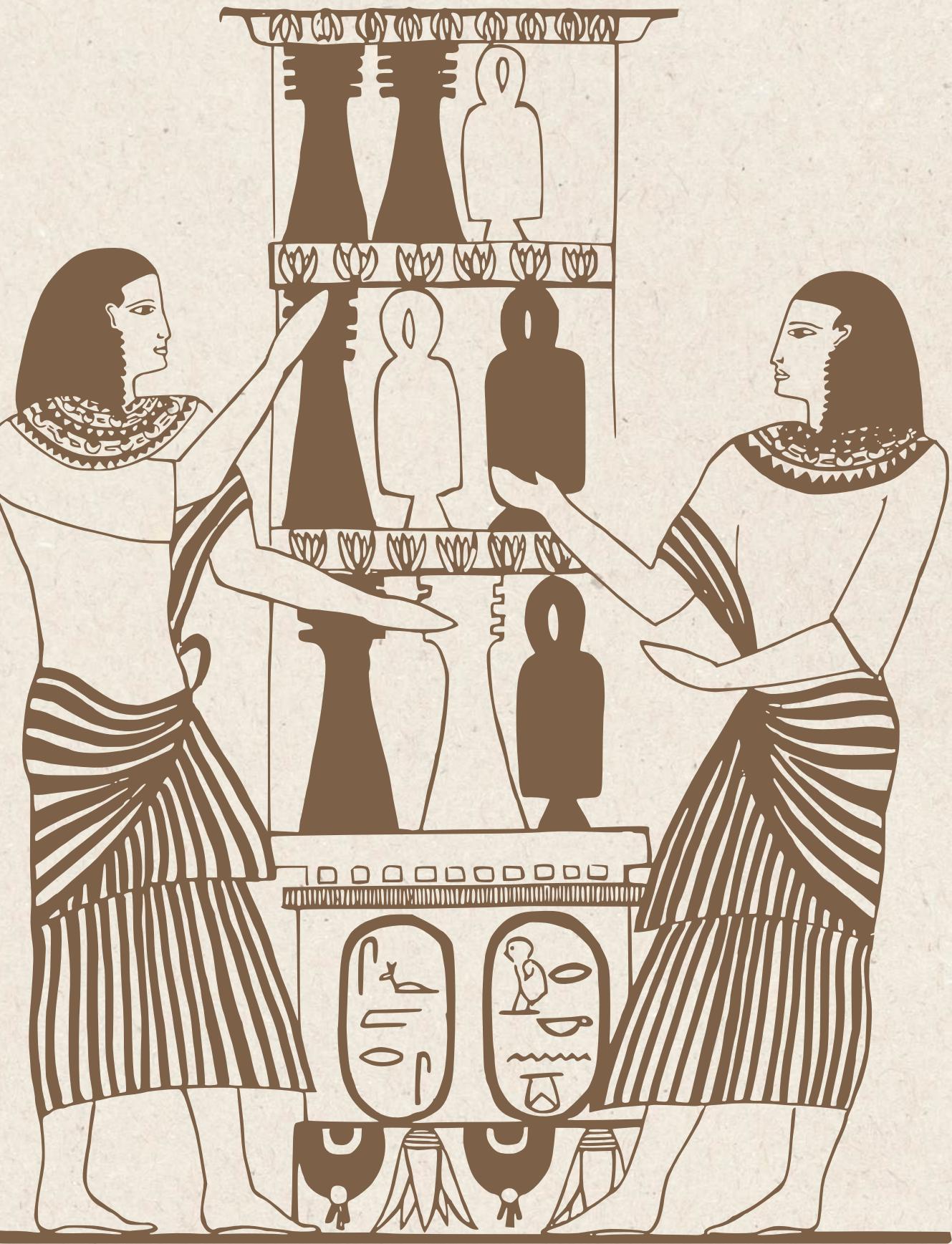
# CONCEPT & OPPORTUNITY

- **Audio guide headset** where monuments “tell their own story.”
- **Big opportunity:** Egypt’s rich heritage needs innovative presentation.
- **Challenges:** Competition (guides & apps) + initial costs + low awareness.



# TARGET AUDIENCE

- **Europeans:** Culture + immersive tech.
- **Gulf Tourists:** Comfort, premium, quick guidance.
- **Locals (families, schools, universities):** Educational, affordable.



# COMPETITORS

- **Traditional Guides** → Human touch but limited languages.
- **Mobile Apps** → Easy access but not immersive.
- **Global Platforms** → Established but not Egypt-focused.





# OBJECTIVES

- **Short-term:** Launch at 3 key sites + build awareness.
- **Long-term:** Expand nationwide + partnerships + strong Egyptian brand.



# TACTICS & FUTURE

- **High-quality** storytelling audio + lightweight headset.
- **Rental & purchase** models, locally manufactured (Made in Egypt).
- **Future:** Augmented Reality, smart maps, full tourism platform.

# MARKETING STRATEGY

- **Social Media:** TikTok/Instagram Reels, Facebook Ads, YouTube videos , X .
- **Partnerships:** Ministry of Tourism, travel agencies, hotels.
- **On-Site:** Free trial zones + posters/brochures.



# MARKETING MIX (4PS)

PRODUCT  
SMART  
HEADPHONES+  
APP, MULTI-MODE  
(TOURIST / KIDS).

PLACE  
MUSEUMS, GEM  
ENTRANCE.

- PROMOTION
- SOCIAL MEDIA & PAID ADS.
  - INFLUENCER & BLOGGER PARTNERSHIPS.
  - ON-SITE PROMOTIONS (AIRPORTS, HOTELS).
  - POSITIVE ONLINE REVIEWS.

PRICE  
AFFORDABLE  
RENTAL FEE (PER  
HOUR/DAY),  
DISCOUNTS FOR  
STUDENTS AND  
SCHOOLS.

# KPIs Explanation

## **1. SOCIAL MEDIA GROWTH**

- REACH (20K–30K): NUMBER OF PEOPLE EXPECTED TO SEE OUR ADS/POSTS IN THE FIRST 6 MONTHS – SMALL BUT REALISTIC FOR A PILOT.
- FOLLOWERS (1.5K–3K): BUILDING A SMALL, ENGAGED COMMUNITY ON INSTAGRAM & FACEBOOK.
- ENGAGEMENT RATE (5–6%): HEALTHY RATE, SHOWING PEOPLE INTERACT WITH OUR CONTENT.

## **3. CUSTOMER INTEREST & AWARENESS**

- 10–15% OF AD VIEWERS WILL SHOW REAL INTEREST (COMMENTS, SHARES, DMS).
- 500+ HASHTAG USES (#HEAREGYPT) WITHIN 6 MONTHS → PROOF OF AWARENESS.

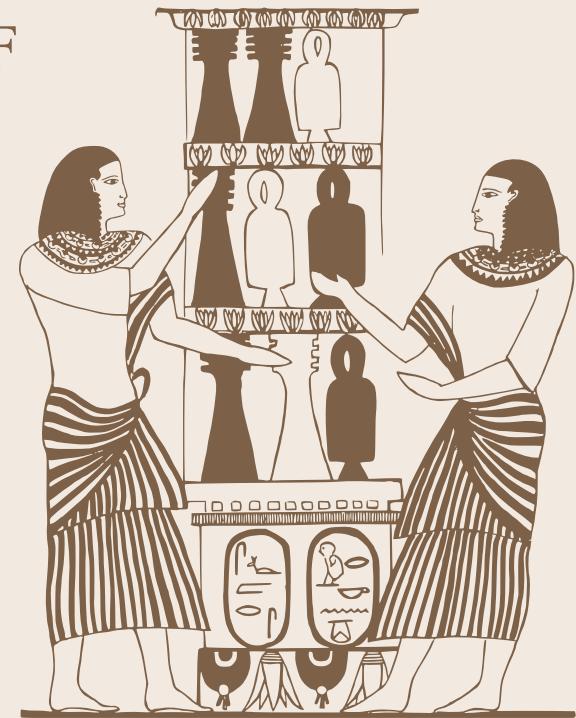


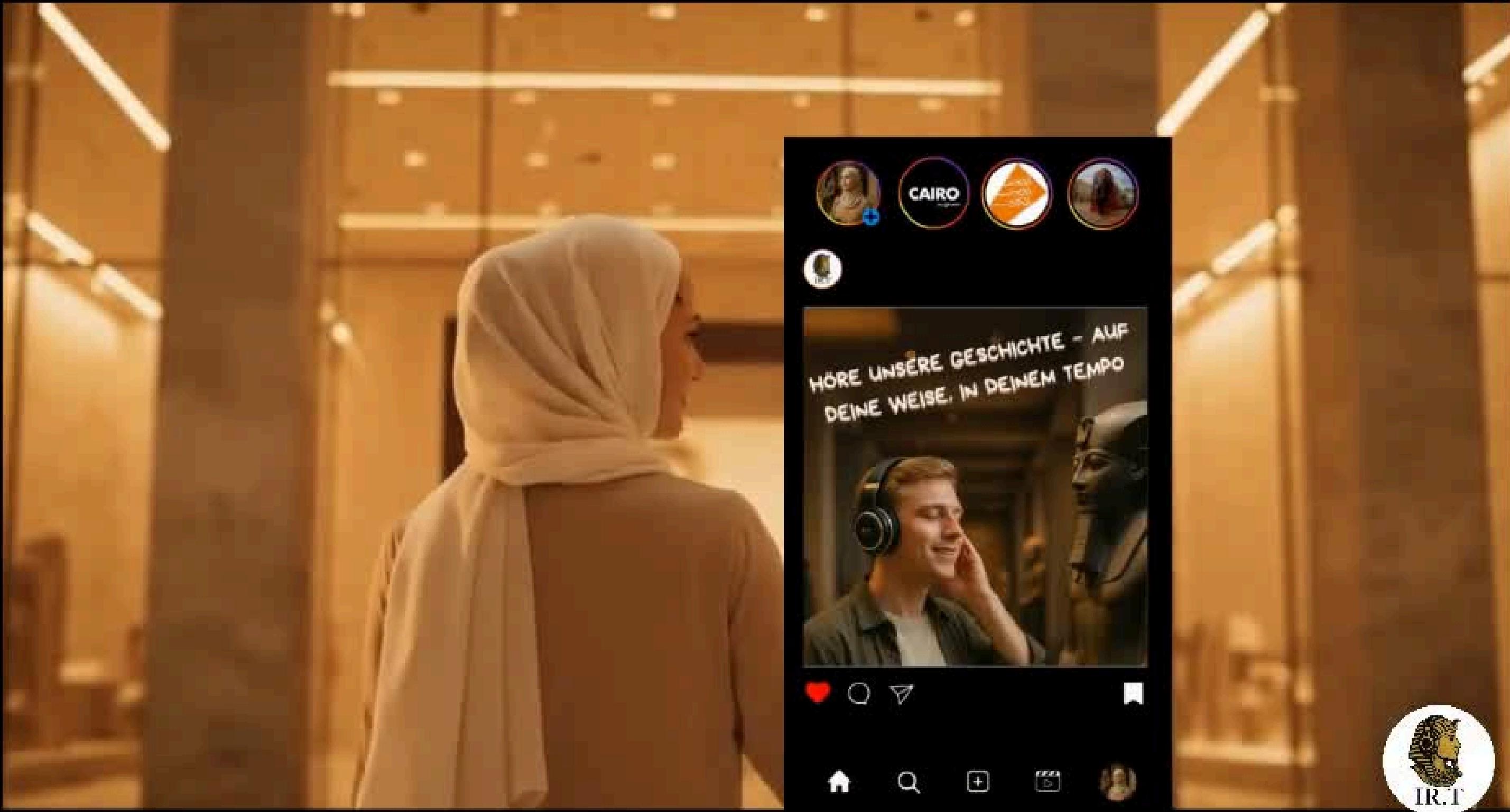
## **2. AD CAMPAIGN PERFORMANCE**

- CTR (1.5–2%): PERCENTAGE OF PEOPLE WHO CLICK AFTER SEEING AN AD – AVERAGE FOR TOURISM CAMPAIGNS.
- CPC (\$0.20–\$0.40): EXPECTED COST PER CLICK IN EGYPT'S MARKET.
- LEADS (150–250): NUMBER OF INQUIRIES/MESSAGES GENERATED PER CAMPAIGN.

## **4. CONVERSION (TOURIST RENTALS)**

- 3–5% CONVERSION RATE: PORTION OF ENGAGED USERS WHO ACTUALLY RENT DEVICES.
- 100–150 RENTALS PER MONTH AT PILOT SITES (E.G., PYRAMIDS, GEM).

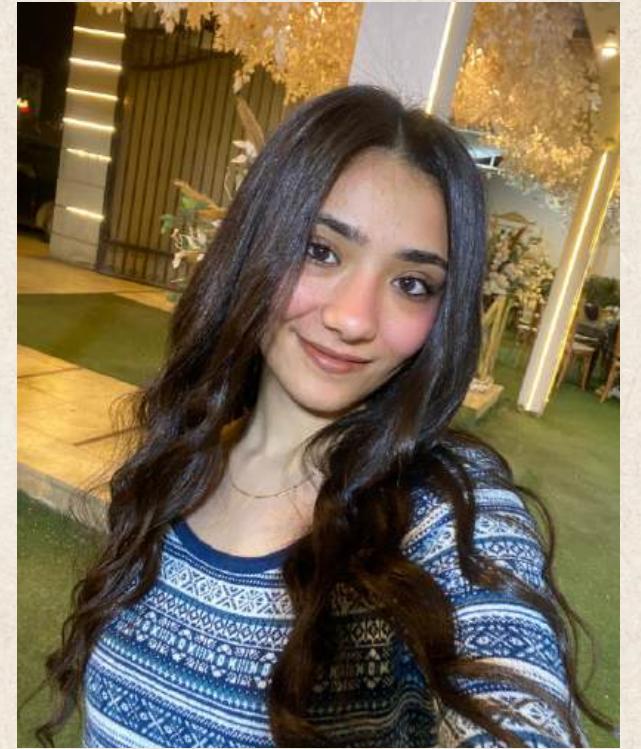




اسمع قصتنا بطريقتك وعلى راحتك



# THE TEAM



MOHRAIL ATIYA



NOUR ALLAH  
AHMED



AHMED  
MEDHAT



NOOR  
EL-HOUDA



MENNA  
HUSSIEN



TOQA  
HUSSEIN

OUR MENTOR AND INSTRUCTOR : YOUSEEF ABDELSABOUR



ANY  
QUESTION?

Let's discuss it

THANK  
YOU

GROUP 3

