Sawah- سواح

A comprehensive academic–business style table of contents for سواح project paper;

1. **Abstract**

2. **Introduction**

   - Background of Tourism in Egypt

   - Purpose of the Project

   - Scope (features) & Objectives

3. **Problem Statement & Need for the Project**

   - Issues in the Current Tourism Experience

   - Importance of Developing سواح

4. **Market Research & strategic analysis**

   - 7Ps & 7Cs
   - PESTEL analysis

   - SWOT analysis

   - Competitor analysis
   - Unique Selling Proposition

5. **Target Audience Research**

   - Target audience research

   - Primary Persona (The Young Explorer)

   - Secondary Persona (The Family Planner)

   - Tertiary Persona (the solo female traveler)

6. **Strategy Framework**

- Brand promise

Abstract:

Tourism is one of Egypt's most vital industries, contributing significantly to national GDP and employment. However, many visitors face challenges such as lack of reliable trip planning, hidden costs, limited transparency, and difficulties in accessing authentic local experiences.

سواح is a digital tourism application designed to enhance the tourist journey by offering **personalized trip customization, price transparency, financial awareness, gamification through historical avatars, environmental consciousness, and smart recommendations**. Unlike traditional tour guides or agencies, سواح empowers tourists with **control, clarity, and cultural immersion**, while also encouraging sustainable tourism and protecting visitors' rights. This paper documents the project's conceptual

framework, market research, identified problems, and proposed solutions to redefine the tourism experience in Egypt

Introduction:

Background of Tourism in Egypt

Egypt has long stood as one of the world's most iconic travel destinations, celebrated for its **ancient heritage, religious landmarks, and diverse leisure opportunities**. From the pyramids of Giza to the shores of the Red Sea, the country attracts millions of visitors annually seeking history, spirituality, and recreation. Tourism contributes significantly to Egypt's economy, supporting local businesses, creating jobs, and shaping international perceptions of the nation.

Yet, despite its importance, the Egyptian tourism sector continues to face **experiential and structural challenges**. Tourists frequently report difficulties such as **hidden costs, tipping pressure, limited digital support, and restricted access to authentic experiences**. These issues, if left unaddressed, can affect visitor satisfaction and long-term loyalty.

Purpose of the Project

The project سواح aims to **redefine the tourism experience in Egypt through technology-driven solutions**. It is not designed to replace tour guides, but to serve as a **digital companion** that empowers travelers to explore Egypt with greater control, clarity, and enjoyment. By integrating **price transparency, financial awareness, cultural storytelling through historical avatars, eco-conscious options, and daily weather-based recommendations**, سواح directly addresses the most pressing needs of modern tourists.

Scope of the Project (features)

سواح will serve as a **mobile application** tailored to both **international tourists and Egyptians living abroad who return for visits**, while also extending value to domestic travelers. Its scope includes:

- **Trip Customization**: Personalized itineraries based on budget, group size, interests, and trip duration.

- **Financial Protection**: Clear price lists, awareness of tipping limits, and fair ride estimations to avoid unnecessary expenses.

- **Sustainability Features**: Guidance on reducing carbon footprints through walking, cycling, or eco-friendly alternatives.

- **Smart Recommendations**: Daily indoor or outdoor suggestions based on real-time weather data.

- **Engagement Tools**: Gamification via historical avatars and loyalty programs that reward exploration
- **Loyalty programs** : that build a relationship between customer and the country visited

Objectives

The objectives of سواح are:

1. **Enhance the Tourist Experience** by providing accessible, transparent, and personalized trip planning.

2. **Encourage Tourism in Egypt** by making visits more convenient, enjoyable, and cost-efficient.

3. **Protect Tourist Rights** through financial awareness and clear guidelines.

4. **Promote Sustainable Tourism** by raising awareness about eco-friendly travel choices.

5. **Strengthen Egypt's Global Tourism Image** as a country that embraces innovation while preserving cultural authenticity.
6. **create an emotional bond between tourists and Egypt:** To build an emotional bond between tourists and Egypt through immersive storytelling that highlights the country's heritage, culture, and people

problem statement (why Sawah is needed):

Issues in the Current Tourism Experience:

Although Egypt is one of the world's most attractive destinations, tourists still face recurring challenges that affect their satisfaction and overall journey:

- **Lack of Personalization:** Tours are often generic and fail to match the diverse needs of travelers (families, cultural explorers, religious tourists, etc.).

- **Hidden Costs & Tipping Pressure:** Tourists encounter unplanned expenses, overcharging, and tipping pressure, which creates distrust.
- **Weather-related Constraints:** Sudden climate changes can disrupt plans without providing alternative activities.

- **Weak Storytelling Integration:** Tourists often miss the engaging, emotional side of Egypt's history and culture.

Importance of Developing سواح :

The Sawah application is designed to solve these challenges and enhance Egypt's tourism experience by acting as a **personalized, transparent, and interactive trip planner**. *Its main features include:*

1. ***Transparent Pricing & Exclusive Offers*** *– to prevent hidden costs and ensure trust.*

2. ***Financial Awareness Tools*** *– providing tipping guidelines, transportation costs, and budgeting advice.*

3. ***Immersive Storytelling Avatars*** *– using historical figures as digital companions to narrate Egypt's legacy.*

4. ***Sustainability Features*** *– promoting eco-friendly tours and supporting local crafts.*

5. ***Weather-based Recommendations*** *– suggesting indoor/outdoor activities based on real-time conditions.*

6. ***Loyalty & Rewards Program*** *– encouraging exploration through points and incentives.*

By integrating these features, Sawah directly addresses the **current gaps in Egypt's tourism industry**, *offering a modern solution that empowers tourists, improves satisfaction, and reinforces Egypt's position as a global tourism leader.*

Market Research & strategic analysis

7Ps:

1- product:
- Mobile app lets tourists create their own trips
- Covers all main destinations and activities

2- price:
- Fair pricing
- Value for money

3- place:
- Available online with in-app guidance
- Accessible globally

4- promotion
- App designed to make tourists feel safe, confident and happy
- Storytelling features guide tourists and provide tips for their visit.
- Focus on reassuring and supporting tourists through the app.

5- people:

- Ai- driven trip planning handles all tour arrangement
- Tourists don't need to rely on strangers
- Human support available in-app for questions or help

    6- process:

- Easy, step-by-step plan creation in the app.
- Tourists select trip type, duration, number of people, budget, and activities.
- Recommendations shown at each step, with photos for reference
- Multiple payment options available.
- App tracks choices and updates plans instantly.

7- physical evidence:

- Interactive app interface: intuitive, visually appealing, easy to navigate.
- Photos and videos of destinations and past trips included.
- Daily schedule table with activities, times, and locations.
- Maps and travel tips provided digitally.

- Instant updates and confirmations available in the app.

7Cs:

1. Customer Value:

- Provides a full trip planning experience

- Offers personalized itineraries based on trip purpose, family/group size, and budget.

- Adds a gamified experience (points & levels) that makes traveling fun and engaging

2. Convenience:

- Mobile app accessible anytime, anywhere.

- Simple, user-friendly interface.

- Centralizes everything in one place: accommodation, transportation, activities, and dining.

3. Cost:

- affordable

- Users can unlock discounts, offers, and promo codes by earning points.

- Budget-based customization ensures no hidden or unexpected costs.

4. Communication:

•	Smart notifications (e.g., suggesting indoor activities if the weather is hot).

•	Social media integration: users earn points by sharing posts and tagging the app.

•	Feedback and review system to strengthen two-way communication with users

5. Credibility:

•	AI recommendations enhanced by real user reviews.

•	Partnerships with trusted hotels, restaurants, and attractions.

•	Verified offers and promo codes to ensure reliability.

6. Consistency:

•	Provides the same quality of service across the entire trip journey (from airport arrival to departure).

•	Seamless experience between planning, booking, recommendations, and rewards.

•	Consistent branding and user experience across all app features.

7. Context:

•	Aligns with global travel trends: self-guided tours, personalization, and gamification.

•	Fills a market gap where most apps only focus on booking, not end-to-end experiences.

- Perfect timing for the tourism market in Egypt and the Middle East, where travelers seek smart, digital-first solutions.

PESTEL analysis

1- Political:

- Egypt reliance on tourism

- Egypt's tourism sector today is characterized by developing **modern infrastructure**, and a **strategic approach to visitor experience and market positioning**.

- A threat for the "Egyptian general tour guide syndicate"

- Need to have a license to align with ministry of tourism laws

- Political in/stability: regional or any internal disturbance in Egypt will have a huge effect for the application

2- Economic :

- Possible economic downturn : or any financial constraint has a huge impact on tourist, they tend to be more budget-conscious.

- inflation & price adjustment

- Economy contribute in the country's infrastructure and development which drive higher demands for tourism

- Foreign Exchange Rates: Stronger foreign currencies against the Egyptian pound make Egypt more affordable (as shown below in a travel blog as well)

NEVER ENDING FOOTSTEPS
Travel the world, one step at a time

AFRICA   ASIA   CENTRAL AMERICA   EUROPE   THE MIDDLE EAST   SOUTH AMERICA   OCEANIA   UNITED STATES

AFRICA | EGYPT | TRAVEL EXPENSES

THE COST OF TRAVEL IN EGYPT: MY 2025 BUDGET BREAKDOWN

LAUREN JULIFF   JANUARY 28, 2025 |

After spending five months travelling in Egypt, stopping for about two of those in Cairo, I got a real sense of how varied, unpredictable, and totally chaotic the country is. The messiness that characterizes every aspect of Egypt, from its streets riddled with cars, donkeys, and people (who never walk on the sidewalk!), to its complex cultural norms

MEET LAUREN JULIFF

3- Social factor:

- Changes in today's consumer behavior : Today's travelers expect brands to recognize their individual preferences, anticipate their needs and deliver seamless experiences at every touchpoint, according to study made , it was found that ;

- 87% of consumers are more likely to do business with travel brands offering personalized experiences.

- 61% are willing to spend more with companies if they offer a more personalized customer experience.

- People pay a lot of money at the moment for a personalized travel experience

- Family & children / adults only features – provide better , socially comfortable customer experience.

- Culturally / religiously appropriate

- Rise of Digital Dependence: Social media integration and gamification appeal to younger, tech-savvy travelers.

4- Technological factor:

- smartphone Penetration: High smartphone usage globally ensures accessibility; app must support multiple languages.

- AI avatar & Personalization: Using AI-driven questionnaires to create trip plans aligns, creating a preferred king / queen avatar as a friend to remind and notify the customers beside know their historical stories ,satisfy tech- savy and build a relationship with customers.

- Climate Data Integration: Using real-time weather APIs for indoor/outdoor recommendations enhances credibility

- Creating a loyalty programs that is point-based feature encourage retention

- Cybersecurity: Data protection and secure payment options are essential for building trust.
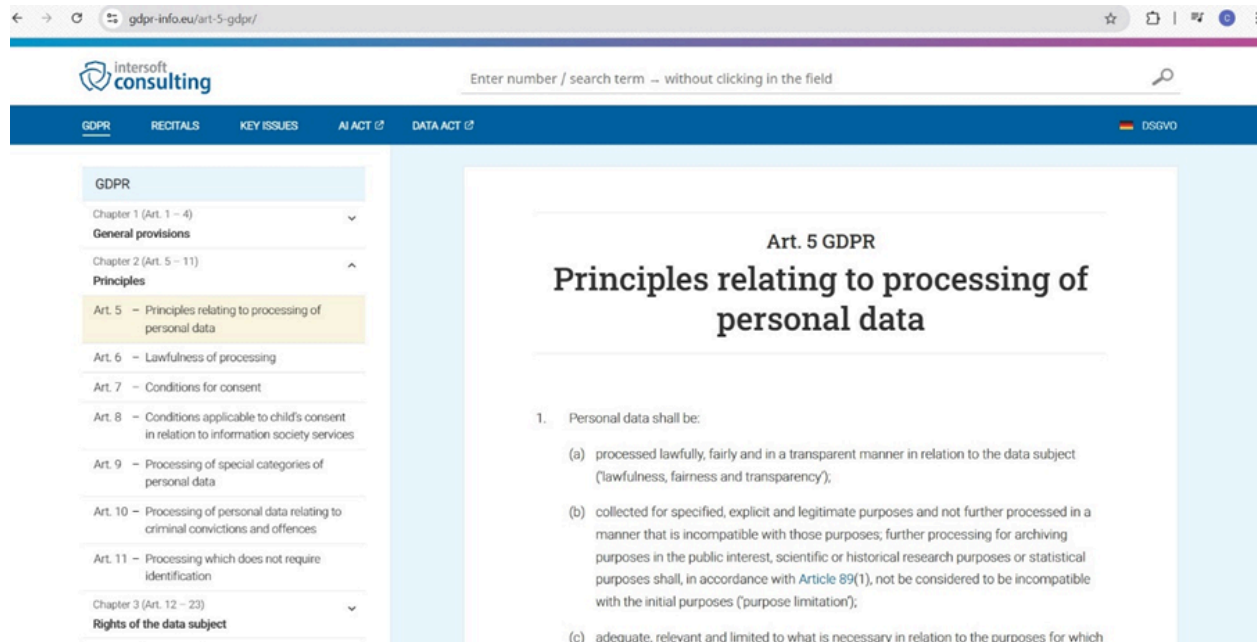
5-environmental factor:

- Sustainable Tourism Demand: Growing interest in eco-friendly travel; app can promote green destinations, local crafts, and responsible tourism

- Daily Weather sensitivity – (places and activities) recommendations provided (indoors / outdoors)

- Carbon Footprint Awareness: Younger tourists may prefer recommendations that minimize environmental impact (e.g., walking tours, public transport)

5- Legal factors:

- **Contracts with Partners**: Legal agreements with restaurants, hotels, and attractions for promotions in the loyalty program.

- **Tourism Laws & Licensing**: Must comply with Egyptian tourism regulations; ensure app is positioned as a **"trip planner"** not an illegal replacement of licensed guides.

- Data Privacy: Compliance with GDPR (for EU tourists) and other international data regulations

1) GDPR-(**General Data Protection Regulation)**: A strict European Union law that ensures EU citizens' data is collected, stored, and used responsibly.

2) **For EU tourists**: Since many visitors to Egypt come from Europe, the app must follow GDPR rules, even if it operates outside the EU.

Why it matters:

3) Builds **trust** with tourists using the app.

4) Avoids **legal risks or penalties**.

5) Ensures tourists feel their personal data is safe when using the service.

intersoft consulting

Enter number / search term – without clicking in the field

GDPR   RECITALS   KEY ISSUES   AI ACT ⌐   DATA ACT ⌐   DSGVO

GDPR

Chapter 1 (Art. 1 – 4)
General provisions

Chapter 2 (Art. 5 – 11)
Principles

Art. 5 – Principles relating to processing of personal data

Art. 6 – Lawfulness of processing

Art. 7 – Conditions for consent

Art. 8 – Conditions applicable to child's consent in relation to information society services

Art. 9 – Processing of special categories of personal data

Art. 10 – Processing of personal data relating to criminal convictions and offences

Art. 11 – Processing which does not require identification

Chapter 3 (Art. 12 – 23)
Rights of the data subject

Art. 5 GDPR

Principles relating to processing of personal data

1. Personal data shall be:

(a) processed lawfully, fairly and in a transparent manner in relation to the data subject ('lawfulness, fairness and transparency');

(b) collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes; further processing for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes shall, in accordance with Article 89(1), not be considered to be incompatible with the initial purposes ('purpose limitation');

(c) adequate, relevant and limited to what is necessary in relation to the purposes for which

SWOT – analysis:

Strength :

- Personalized experience: builds tailored trip plans based on user preferences (budget, type of visit, duration).

- Convenience: a new face for the traditional tour guide

- Cost effective: more affordable than hiring a private guide

- Cultural diversity: Can highlight entertainment, religious, and historical tourism

Weakness:

- User adaptation: Some older tourists may find it hard to rely on an app.

- Language barrier: need to have various of language options

- Internet dependency: Tourists in remote areas may struggle with app usage.

- Initial content building: Requires extensive and accurate data about destinations, hotels, transport, etc.

Opportunities:

- **Growing tourism sector:** Egypt attracts millions of visitors yearly**.**

- **Tech adoption:** Increasing smartphone usage among travelers.

- **Partnerships:** Can collaborate with hotels, airlines, local businesses, and government tourism boards.

- **Post-COVID trend:** Tourists prefer more personalized, contactless experiences.

- **Expansion potential:** Can evolve into a super app for all travel needs (booking, tickets, shopping).

- Internal political stability in egypt that provide opportunities for tourism

- A huge investment done in the tourism sector in Egypt (specially museums and historical landscapes)

Threats:

- **Competition**: Existing travel apps (TripAdvisor, GetYourGuide, Google Travel).

- **Regulatory risks**: Compliance with international data privacy laws (GDPR, etc.).

- **Economic & political sudden changes**: Affects tourism flow.

- **Cybersecurity risks**: Data breaches can damage trust.

- **Tourism seasonality**: App usage might drop during off-peak seasons

Competitor analysis:

Note: there is no application for trip planning, all competitors are websites.

Competitive Analysis

	iEgypt Travels	MystiEgypt	Over Egypt Tours	Egypt World Tours	Egypt Tours Booking	GetYourGuide	Travco Group	Egypt Tours Portal	Noga Tours	toatravels
Strengths	• Long plans (9~14 days) • Meals + transport • Professional staff • Clear website • Customised plans	• Customised plans • Shows details and info with photos • Easy cart selection for places	• Trip types • Hotel included • Car rental • Seasonal pricing info • Customisable plans • Moderate pricing	• Plans longer than 2 weeks • Clear, detailed plan • Content based website • Strong branding (Tips on what to do in Egypt)	• Affordable pricing • Many activities included • Transportation included • Clear plan with photos • Customise plans	• Clear plans with activities • Easy online booking. • Trusted global platform. • More variety of places • Feature: "Skip the line" For ticketing	• Biggest tourism company • Strong brand reputation • Wide network (hotels, transport, cruises) • Trusted • Strong branding • Good word of mouth	• plans with clear schedule • strong partners • customise plans • good prices • Egyptian events & tips • variable places & activities • variable payment options	• Clear Plans with daily schedule • Affordable pricing • Group discounts available	• Long-duration trips • Affordable pricing • Variety of Plans and Activities
Weaknesses	• Expensive • Weak social media marketing	• Limited variety • Price & plan not clear • No varied activities • Weak branding	• Limited activities included in plans • Some plans expensive for solo travellers • Weak branding	• High pricing • Limited activities • Limited places	• Limited destinations • Short trip durations	• Short trip durations • un flixable plans	• Expensive packages	• poor customer experience • negative repetition • inconsistency between advertising & actual experience	• Limited destinations • No activities included in the plan • Weak content	• limited areas • weak branding
Opportunities	• partnership opportunities • Expand marketing • leverage technology • tourism interest	• partnership opportunities • Expand marketing • leverage technology • tourism interest	• Partnership opportunities • Expand marketing • Leverage technology • Tourism interest	• partnership opportunities • Expand marketing • leverage technology • Tourism interest	• partnership opportunities • Expand marketing • leverage technology • tourism interest	• partnership opportunities • Expand marketing • leverage technology • tourism interest	• partnership opportunities • Expand marketing • leverage technology • tourism interest	• partnership opportunities • Expand marketing • leverage technology • tourism interest	• partnership opportunities • Expand marketing • leverage technology • tourism interest	• partnership opportunities • Expand marketing • leverage technology • tourism interest
Threats	• High competition • Price sensitivity • Instability risks • Trend changes • Inflation	• High competition • Price sensitivity • Instability risks • Trend changes • Inflation	• High competition • Price sensitivity • Instability risks • Trend changes • Inflation	• High competition • Price sensitivity • Instability risks • Trend changes • Inflation	• High competition • Price sensitivity • Instability risks • Trend changes • Inflation	• High competition • Price sensitivity • Instability risks • Trend changes • Inflation	• High competition • Price sensitivity • Instability risks • Trend changes • Inflation	• High competition • Price sensitivity • Instability risks • Trend changes • Inflation	• High competition • Price sensitivity • Instability risks • Trend changes • Inflation	• High competition • Price sensitivity • Instability risks • Trend changes • Inflation
Pricing	• 1d: from $80 • 14d: from $3000	• not clear	• 2d: from $340 • 15d: from $3520 • car rental based on your rental period	• 6d: from $1560 • 17d: from $9999	• 4d: from $545 • 13d: from $1520 lower price per person for larger groups.	• 2d: from $162 • 5d: from $700 depend on the activity or places • activity :from $14	• 4d: from $660 • 15d: price on request	• 1d: from $90 • 15d: from $1740	• 3d: from $275 • 12d: from $950	• 1d: from $60 • 15d: from $1914 • activity :from $8

SWAH stands out as the only app offering fully flexible Egypt plans with all activities included at a very reasonable price, allowing tourists to customize their trip easily.

Point of differentiation :

Sawah is the only application (not a website) that offer fully customizable trips with a customized budget

USP:

Sawah stands out as the only app offering fully flexible Egypt plans with all activities included at a very reasonable price, allowing tourists to customize their trip easily.

Target audience research & buyer persona:

Culture: Interest in Egypt's rich history and culture (Pharaohs, Nile, Islamic & Coptic heritage).

Subculture: Different tourist segments (young adventure seekers, families, seniors, digital nomads).

Social class:

-Budget travellers → looking for affordable experiences.

-Luxury travelers → looking for premium services and exclusive trips.

2. Social Factors

-Reference groups: Travel communities on Facebook, Instagram, TripAdvisor, and YouTube travel channels.

-Family: Families planning trips together, requiring easy booking, family-friendly activities, and safety.

-Roles and status:

Influencers / travel bloggers inspiring followers to visit Egypt.

Travelers wanting to enhance their social image by visiting iconic destinations.

3. Personal Factors

-Age and life cycle stage:

Youth (18–30) → adventure, nightlife, unique experiences.

Families (30–50) → comfort, safe activities, cultural + fun mix.

Seniors (50+) → cultural, historical, and relaxed tours.

-Occupation:

Digital nomads combining work & travel.

Employees taking short vacations.

-Economic situation:

Budget travelers → hostels, group tours, discounts.

High-income travelers → luxury hotels, Nile cruises, private guides.

-Lifestyle: Adventurers, culture lovers, relaxation seekers, eco-tourists.

Personality and self-concept:

Adventurers → desert safari, diving.

Culture lovers → museums, Luxor, Aswan.

Relaxation seekers → Red Sea resorts.

4. Psychological Factors

Motivation: Explore ancient history, enjoy warm weather, adventure, relaxation.

Perception: Egypt as a land of wonders, affordable compared to other destinations.

Learning: Word-of-mouth, reviews, travel apps, social media experiences.

Beliefs and attitudes:

Positive: Egypt = history + hospitality + unique experiences.

Negative: Concerns about safety, transportation, Harassment or scams.

Buyer persona:

Persona 1: The Young Explorer

Age: 22

Occupation: University student

Budget: Low–medium

Goals:

- Wants adventure (desert safari, diving in the Red Sea, nightlife in Cairo).
- Interested in unique, Instagram-worthy experiences.

Challenges/Pain points:

- Needs affordable options.
- Relies heavily on online reviews and social media recommendations.

Motivation: Seeks fun, social connections, and memorable adventures.

Persona 2 : The Family Planner

Age: 35–45

Occupation: Professional (parents with stable income)

Budget: Medium–high

Goals:

- Looking for safe, family-friendly trips (pyramids, Nile cruise, Sharm El-Sheikh resorts).
- Wants easy booking for hotels, activities, and transport in one app

Challenges/Pain points:

- Safety concerns.
- Needs activities suitable for kids.
- Motivation: Create educational + fun experiences for the whole family.

Persona 3: The Solo Female Traveler

Age: 24–32

Occupation: Young professional / freelancer / content creator

Budget: Medium

Goals: Wants to explore Egypt safely on her own.

 Interested in a mix of history (pyramids, temples), culture (local food, bazaars), and relaxation (Red Sea resorts, yoga retreats).

Seeks authentic experiences (local tours, cultural events).

-Challenges / Pain Points:

- Concerned about safety, scams, and navigating alone.
- Needs trustworthy guides and women-friendly options.
- Prefers clear information about transport and secure accommodation.

Motivations:

- Empowerment and independence.
- Personal growth through solo travel.
- Sharing her journey on Instagram / TikTok (content-driven travel).

Preferred App Features:

- Safety tips & verified guides.
- Solo-travel packages and women-friendly tours.
- In-app chat/help support.
- Reviews from other female travelers.

Strategy Framework:

Brand promise:

To give every traveler the freedom to explore Egypt their own way , with fair pricing, full flexibility, and personalized plans , making each trip simple, memorable, and stress-free

Vision

To become the leading digital companion for travelers in Egypt by redefining tourism through transparency, flexibility, and cultural connection

Mission:

Sawah empowers tourists to create fully customized trips across Egypt at a fair price. By integrating real-time recommendations, financial awareness, storytelling, and sustainable travel options, we ensure every visitor experiences Egypt with confidence, comfort, and authenticity

Goals:

1- Enhance Tourist Experience : deliver personalized, budget-based itineraries that include all activities and attractions.

2- Promote Fair & Transparent Tourism : reduce hidden costs, tipping pressure, and overcharging through clear pricing.

3- Differentiate Through Technology : position Sawah as the **only mobile app** offering fully customizable Egypt tours with integrated budgeting.

4- Encourage Sustainable Tourism : include eco-friendly travel options and raise awareness of carbon footprints.

5- Build Emotional Connection : use storytelling avatars and cultural features to help travelers connect deeply with Egypt's heritage.

6- Foster Loyalty & Retention : create a rewarding system that motivates tourists to explore more and return.

SOSTAC MODEL:

Situational analysis

Tourism Industry in Egypt: Egypt attracts millions of tourists yearly, but visitors often face challenges like hidden costs, tipping pressure, lack of personalization, and weak digital solutions.

Consumer Behavior: Modern travelers demand **customization, transparency, sustainability, and storytelling-driven experiences**.

Competition: (return back to page 15 for a detailed competitor analysis , point of differentiation and unique selling proposition)

Internal Insight: *Sawah* is uniquely positioned as the **only mobile app** offering **fully flexible Egypt tours with transparent pricing and budget customization**.

Objective

Launching sawah app by reaching 300 followers across Instagram and TikTok within the first 2 months of launch, while maintaining an average engagement rate of at least 5% on all posts

Strategy

Positioning: Position *Sawah* as the **trusted digital companion** for Egypt tourism, offering personalized, fair-priced, and eco-conscious experiences

Segmentation & Targeting: (mentioned in page 16)

Brand promise : (mentioned in page 17)
Brand differentiation: (mentioned in page 15)

Marketing communication strategy: a national campaign starting with escalating then flat communication approach, divided into 2 phases per month the first is for introducing our campaign and the second aiming for engagement ,main objective is to launch sawah and position it as a trusted digital companion for egypt tourism. It's a long term program that will be planned for tourists and egyptian who lives abroad and visit egypt from time to time. This campaign will be adjusted every 4/ 3 weeks and will heavily depend on social media outreach as well as public outreach.

tactics& tools

1- marketing mix (7PS & 7CS - mentioned from page 6-9)
2- social media marketing
3- content strategy + content calendar
4- instagram & tiktok paid ads

Tools:
1. Social Media (Instagram, TikTok) for storytelling + visuals.

2. Partnerships with restaurants, hotels, local brands and touristic spots.

3. Influencer campaigns with travel vloggers.

Action:

Action Plan:

Launch Plan:

- Phase 1: Awareness (teasers, storytelling videos on social media).

- Phase 2: engagement (user-generated content,reposts,interactive content & influencer collaborations).

Team Roles:

- Marketing team → Campaigns & content.
- Partnerships team → Deals with hotels/restaurants/attractions.
- Customer support → Handle user inquiries.

Timeline:

- monthly content calendar
- weekly KPI check (followers, engagement, number of ugc content created)
- **Final Report:** by the end of 2 months

Control :

KPIs to Track- awareness KPIs

1. **Follower Growth** : 200 new followers per platform (Instagram, TikTok).

2. **Engagement Rate** : 50 likes, comments, shares, saves.

3. **Content Reach** : 400 of people who saw the posts.

4. **Top-Performing Content** : posts/reels with the highest engagement.

Control Timeline

Month 1 (Launch & Awareness)

- Week 1 → Track starting numbers (baseline followers, engagement).

- Week 2 → Monitor engagement on first batch of posts (reels, stories).

- Week 3 → Check which content type (video, story, carousel) performs best.

- Week 4 → Report follower growth and app store clicks.

Month 2 (Engagement & Optimization)

- Week 5 → Compare engagement trends with Month 1 (improvement or drop).

- Week 6 → Focus more on high-performing content formats.

- Week 7 → Track user interaction (comments, shares, DMs).

- Week 8 → Final report: total follower growth, average engagement rate, app store clicks.

Tool

- **Instagram Insights / TikTok Analytics :**to track engagement, reach, followers.

Content Strategy & Execution:

Content plan:
Themes:
Travel Tips & Itineraries → Budget hacks, customizable trip plans, hidden gems.
Cultural & Heritage Content → Facts, traditions, food, and festivals in Egypt.
Engagement & Community → Polls, quizzes, challenges, user-generated content
Seasonal & Trend-Based → Christmas, New Year content.

Social media marketing approach:
Platforms: Focus on **Instagram & TikTok** for visuals, storytelling, and UGC.

Content Mix:

- 40% Reels (high reach + storytelling).

- 30% Carousels (tips, recommendations, value content).

- 20% Stories (polls, quizzes, interaction).

- 10% UGC & testimonials.

Posting Frequency: 3 posts per week + stories.

Tone of Voice: Engaging, friendly, culturally rich , a mix of "local expert" and "fun travel buddy."

Influencer Collaboration: Work with travel vloggers, lifestyle influencers, and Egyptian creators.

Paid Ads: Boost high-performing posts and retarget users who engaged with content

KPIs: Engagement rate, follower growth, reach & UGC participation.

Content calendar :

Date	Platform	Content Idea	Content Form
1/11	IG	Teaser (Launching Soon), Counting soon	Post/ Story
3/11	IG & TikTok	Episode 1 of series "The Journey Begins"	Reel (Storytelling)
7/11	IG	5 Problems travelers face without a tour guide, ending with how sawa7 solves them.	Carousel Post
10/11	IG	When you travel, what's your top priority? Budget/ Entertainment/ Exploring Cultures, history/ Relaxation	Post
14/11	IG & Tiktok	"Weather feature" Too hot for the pyramids today? Sawah recommends these 3 indoor gems instead	carousal post
16/11	IG & TikTok	5 hidden gems that must be visited in Egypt. (Last post will include a CTA to download the app for a discount.)	Video

Date	Platform	Content Idea	Content Form
20/11	IG	If you could travel anywhere this weekend, where would you go?	Post
22/11	IG & TikTok	Episode 2 of series "How sawa7 began"	Video
25/11	IG & TikTok	"Did you know?" Series Reels about surprising Egyptian Cultural facts.	Video
27/11	IG	Top 5 street foods you must try in Egypt.	Post
29/11	IG & Tiktok	Myth-busting Series "Egypt isn't just pyramids!"	Carousel Post
1/12	IG	Street life snapshot "Short video of Egyptian lifestyle" (Budget)	Reel

Date	Platform	Content Idea	Content Form
2/12	IG	Top 3 winter destinations. (Aswa, Luxor, Siwa)	Carousel Post
5/12	IG	Create a "Travel in Egypt Bingo Card" (e.g., Ride a felucca ⛵, Visit the pyramids, Eat koshari 🍲). Users screenshot, check what they've done, and repost.	Story + UGC
8/12	IG & TikTok	Guess the Place Challenge Choose 3 winners to win a small gift. (Local brand collab)	Post
11/12	IG	"POV: You planned your Egypt trip with Sawah / almost forgot this is the whole point	reel
15/11	IG & Tiktok	Hidden Costs vs Sawah Savings	carousal post
18/12	IG	This or That (Swipe to Choose Your Trip) -"Comment your choice & let Sawah plan it for you"	carousal post

Date	Platform	Content Idea	Content Form
21/12	IG	Top 5 Winter Destinations in Egypt to spend your new year eve	carousalPost
25/12	IG & TikTok	Episode of series "BTS Sawah journey"	Video
28/12	IG	Ask users to share their Christmas-in-Egypt moments → repost with #SawahChristmas.	story-UGC
31/12	IG & tiktok	sharing with the followers how our journey is ended , showcasing every milestone we reached , memories , challenges and happy moments we shared together.	video

Branding & Brand Identity:

Conclusion & Recommendations:

This paper examined *Sawah* as an innovative mobile app designed to improve tourism in Egypt through personalization, transparency, sustainability, and storytelling. The research confirmed a clear market need for such a solution, though our **survey sample was limited** and did not fully reach the target audience of international tourists and Egyptians abroad.

To strengthen future findings, we recommend conducting a **larger survey with more diverse respondents**, building stronger partnerships with travel stakeholders, and investing in multilingual support and user testing. Despite the limitations, this research adds value by identifying key market gaps, applying strategic tools (PESTEL, SWOT, 7Ps, SOSTAC), and offering a roadmap for positioning *Sawah* as a trusted tourism companion.

In conclusion, *Sawah* has the potential to reshape Egypt's tourism experience while promoting fairness, sustainability, and cultural connection.

References & Appendices:

- https://live.worldtourismforum.net/news/egypt-tourism-from-ancient-wonders-to-modern-resilience-investment-opportunities
- Blog : https://www.neverendingfootsteps.com/cost-of-travel-egypt-budget/
- https://www.idomoo.com/blog/the-future-of-travel-is-a-personalized-guest-experience/
- https://gdpr-info.eu/art-5-gdpr/