

# EGYPT PLANS TO INCREASE THE NUMBER OF TOURISTS IN 2028 BY 30M



Tourism in Egypt is expected to increase by 30% by the end of the year bringing in approximately 15 million visitors. The Minister of Tourism and Antiquities, Ahmed Issa, said that there has been a 34% increase in tourists over the past two months in comparison to the same time period a year ago.

Issa said the Egyptian government has created a new tourism strategy planning to double the number of tourists by 30 million in 2028. **Egypt needs more effective collaboration with the private sector and 3,000 operators in the industry corresponding with 5 tourism chambers** and the Egyptian Tourism Federation. This would bring the projected rates between 25 and 30%.

There are 3 factors to bring about success in 2028. The airlines must double their capacity, boosting services such as protecting tourists from harassment and fraud, and improving investments by tripling the capacity of hotels and leisure operations.

Issa further said that the country has not tapped into a very large market of 272 million tourists who want to enjoy its products. He said there are many positive signs the country is trying to gain a greater portion of the market as indicated by last December's figures.

It was announced last week that 11.7 million tourists visited Egypt in 2022. Some of these numbers are contributing to areas the government has remained focused on including the Pyramids Area Development Plan.

According to data provided by the Central Agency for Public Mobilization and Statistics, tourism increased by 85.4% just in the first half of 2022. **In 2021, 8 million tourists visited the country which was a positive increase from 3.7 million in 2020.**

The statistics show clearly that by focusing on tourism and matching the numbers against the past two years, Egypt might very well exceed its positive growth and bring added prosperity to the country.

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