

EGYPT AIMS TO ATTRACT 15 MILLION TOURISTS IN 2023



Minister of Tourism and Antiquities Ahmed Eissa announced the success of the action plan adopted by the ministry and the private sector to attract tourists to Egypt. The country received 7 million tourists during the first half of 2023, and the aim to attract 8 million tourists during the second half of the year.

According to experts, Germany and Italy are the most significant source markets for Egypt, with the Polish and Arab markets following closely behind.

As markets with significant growth potential, Egypt targets the United Kingdom, Russia, France, Ukraine, Belgium, the Netherlands, Switzerland, Denmark, Austria, Sweden, and Finland. Continued cooperation and coordination with the Ministry of Civil Aviation should help increase the available air seats in these countries.

100% increase in the number of Russian tourists

The number of Russian tourists visiting Egypt in the first half of 2023 increased significantly by around 100% compared to the same period in the previous year. However, the authorities are determined to further boost the flow of tourists from Russia during the latter half of the year, with a particular focus on October, November, and December.

According to the data presented, there was a significant rise in Chinese tourists visiting Egypt in the first six months of 2023, with an increase of about 300% compared to the same period in 2022. However, there were fewer Chinese tourists than the desired target, with only around 90,000 Chinese tourists visiting.

Official data indicate that 11.7 million tourists traveled to the Arab Republic in 2022, a significant increase of 46.2 percent from the 8 million visitors recorded in 2021. Egypt's national tourism strategy aims to attract 30 million foreign visitors by 2028, requiring 25-30 percent yearly growth. To this, hotel capacity must be increased by half a million rooms.

Date: 2023-07-18

Article link: <https://www.tourism-review.com/number-of-tourists-visiting-egypt-grows-news13423>