

Egypt Tourism Report Q4 2015

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Abstracts

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BMI View: We are forecasting a tentative recovery in Egypt's tourism market in 2015, with arrivals set to increase over the next few years following the sharp falls seen in 2011 and 2013. Key to our growth forecasts is an improvement in the security situation on the ground, with recent car bombings in Cairo and attacks on tourist attractions around the country likely to deter potential visitors. Should security be maintained, Egypt's tourism industry offers enormous long-term growth potential.

Egypt's tourism market is well established as the country has long been a popular destination for travellers from European markets, particularly in the package holiday sector. As a result, the hotel and accommodation industry is very well developed in Red Sea coastal areas and in the capital Cairo. As well as beach tourism, Egypt also offers an enormous range of historical and cultural attractions, with seven UNESCO World Heritage Sites as well as numerous museums and other cultural and religious sites. While the country therefore has a lot to offer tourists, the tourism industry is being held back by the weak security situation at present, with the rise of Islamic State activities in Egypt a major cause for concern.

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