



AmCham Travel and Tourism Committee Annual Media Visit  
(November 11-18, 2018)

***"AmCham hosts a select group of U.S. Social Media Influencers and Bloggers for a Tour of Egypt"***

Cairo- November 11, 2018

**Press Release:**

The AmCham Egypt Travel and Tourism Committee, in cooperation with the Egyptian Ministry of Tourism, is hosting a senior delegation of ten media Social Media Influencers and Bloggers from the United States for a comprehensive tour of Egypt encompassing the cities of Cairo, Luxor, and El Gouna.

This visit aims at promoting Egypt as a favorable destination among tourists from all over the world and positioning it as an attractive, safe, and unique travel and investment spot. The Media Visit is an important activity that the AmCham Travel and Tourism Committee leads each year in order to create the much-needed positive visibility on Egypt in international print and social media channels.

Taking place from November 11<sup>th</sup> to the 18<sup>th</sup>, the program is tailored to provide ample time for the delegation to witness Egypt's cultural heritage – from ancient times to the modern days, and its state-of-the-art leisure facilities. Accordingly, the trip will include visits to Luxor's Karnak Temple, an exclusive visit to the newly renovated Khonsu Temple; as well as Cairo's historical sites - the Giza Plateau, El Moez Street, and a private tour of the Grand Egyptian Museum. This year and for the first time, the delegation is scheduled to visit El Gouna in Hurghada, where they will be experiencing the leisure facilities and unique pleasures of this resort.

Parallel to the scheduled itinerary, delegates will have the opportunity to interact with senior private sector executives and leading Egyptian entrepreneurs from among the AmCham membership; allowing for a first-hand overview of the country's business community. Additionally, they will meet with some of Egypt's top jewelry and fashion designers and view their exceptional products.

This annual highlight is made possible through the generous support of members of the AmCham Travel and Tourism Committee, who spare no effort to ensure the success of this initiative. During their stay in Egypt, delegates will enjoy the warm hospitality of the Semiramis Intercontinental Hotel, Four Seasons Hotels and Resorts, Cairo Sheraton Hotel, Hilton International, and Orascom Development. All travel and logistical support is being offered by ASTRA Travel, Travco Holidays, and Emeco Travel.

For more details, on this and previous Media Trips, please visit:

<https://www.amcham.org.eg/events-activities/events/Committee-Initiatives17>

Follow the Media Delegation Visit on Social Media: **Hashtag: #Egyptunveiled #amchamegypt**

**About AmCham Egypt:**

AmCham Egypt, established in 1982, is one of the largest and most active overseas affiliates of the U.S. Chamber of Commerce, connecting more than 2000 business leaders representing U.S. companies operating in Egypt, Egyptian companies engaged in trade, commerce and investment with the United States and multinational companies doing business in Egypt. AmCham serves its members by advocating on their behalf for a favorable business environment, promoting trade and investment, and fostering a socially responsible business environment. AmCham produces a wide variety of research publications and offers numerous business services and training programs to its members, as well as to the business community at large. AmCham is a founding member and the permanent secretariat of the AmCham MENA Regional Council.

For more information on AmCham Egypt; please visit: [www.amcham.org.eg](http://www.amcham.org.eg)