



# EGYPT SOURCE MARKETS

ARABIAN TRAVEL MARKET SERIES

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# INTRODUCTION

Egypt has been witnessing a strong growth in touristic performance during the past number of years, particularly in 2018 and 2019. Such growth is expected to continue throughout 2020 and beyond backed by a number of initiatives from the Ministry of Tourism, such as global marketing and media campaigns and participating in tourism events across the world.

Egypt has a blended mix of source markets which makes it less vulnerable and mitigates the risk of being dependent only on one market or few.

According to Euromonitor, in 2019, there were 17.8 million trips to Egypt. Germany remains on top of source markets similar to the previous year with a total number of trips equating to 2,479m, representing a significant growth of 46%.

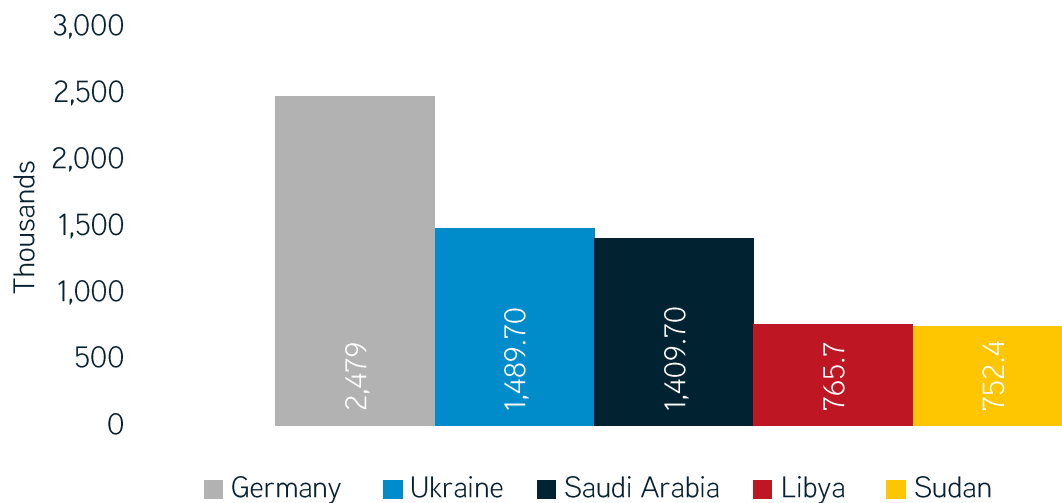
Egypt's inbound receipts had recorded EGP 264bn in 2019 which is 54% higher than 2018. The biggest share of inbound receipts spending was through Germany, equating to EGP 48.4bn.

Egypt's outbound tourism trips particularly to GCC, has recorded 1,84m in 2019 and is expected to record 2.64m trips by 2024.

## EGYPT TOP SOURCE MARKETS

Following Germany, the second largest source market in 2019 was Ukraine with a number of trips equating to 1,490m representing a remarkable growth of 49% against the previous year, followed by Saudi Arabia with 1,410m trips in total.

Top 5 Source Markets 2019



## TOP SOURCE MARKETS ARRIVALS FORECAST







Germany Arrivals to Egypt		Ukraine Arrivals to Egypt		Saudi Arabia Arrivals to Egypt		Libya Arrivals to Egypt		Sudan Arrivals to Egypt	
2019	2024	2019	2024	2019	2024	2019	2024	2019	2024
2,479	2,903	1,490	1,975	1,410	1,802	766	902	752	1,200
CAGR (2019 - 2024)		CAGR (2019 - 2024)		CAGR (2018 - 2024)		CAGR (2018 - 2024)		CAGR (2018 - 2024)	
3%		6%		5%		3%		10%	

Top source market arrivals are expected to reach 8,783m trips by 2024, representing an increase of 27% versus 2019.

## AVERAGE SPEND BY TOP 5 SOURCE MARKETS

“ Colliers estimates that GCC tourism spend will increase by 11% in 2020, generating over USD 2.362 billion for the country. This positive trend in tourist spend is also expected to be experienced by all of the other top source markets ”

### Traveler's Average Spend in Egypt in 2019

Traveler's Average Spend in Egypt in 2019	
	
Germany 	USD 1,220 <b>CAGR 2019 -2024</b> +11%
Ukraine 	USD 0.568 <b>CAGR 2019 -2024</b> +13%
Saudi Arabia 	USD 0.633 <b>CAGR 2019 -2024</b> +13%
Libya 	USD 0.478 <b>CAGR 2019 -2024</b> +11%
Sudan 	USD 0.955 <b>CAGR 2019 -2024</b> +14%

## HOT TOPICS

- The significance growth in number of Ukrainian trips to Egypt in 2019 equating to 1,490m is mainly driven by the resumption of direct flights to the country which took place in April 2018, after a two year suspension. In addition to the attractive holiday packages being offered by tour operators to the Red Sea Coastal cities and affordable charter flights.
- China is a new mass source market that has been growing rapidly throughout 2018 and 2019. Chinese tourists arrivals has increased by 54% in 2019 in comparison to the previous year, driven by the active approach taken by tour operators and Egyptian hospitality holiday makers, which is a good indicator for future steady demand.
- British tourism arrivals to Egypt are expected to steadily increase driven by the resumption of direct flights to the Red Sea.

In 2019, total tourist spend in Egypt reached USD 16.4bn. This is expected to accelerate to USD 29.7bn by 2024. Germany is expected to achieve the highest tourism spending in 2024 equating to USD 5bn. All inbound tourists are expected to grow in average spend by 13%.

## FOR MORE INFORMATION

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