What is the Current Situation in Egypt?

* Number of Visitors in 2012 reached 11.5 million (17.3%)
* Number of Nights in 2012 reached 138 million (21%)
* Revenues $10 billion (15%)
No. of Visitors (million) Jan. – May 2010 - 2013

- 2010: 5.9 million
- 2011: 3.4 million (-42%)
- 2012: 4.4 million (29.8%)
- 2013: 4.9 million (12.4%)

No. of Nights (million) Jan. – May 2010 - 2013

- 2010: 55.2 million
- 2011: 35.1 million (-36.3%)
- 2012: 51.0 million (45.2%)
- 2013: 57.1 million (12%)
Revenues (million US $) Jan. – May 2010 - 2013

Why TSA is important for Egypt?

* Provide a benchmark for development of tourism statistics.
* Assess the contribution of tourism to the economy.
* A tool of comparisons between countries
For Policy Makers

* Help to understand size and importance of the sector.
* Set targets for tourism long-term strategies.

For Private Sector

* Support analysis & business developments.
* Provide information to tourism projects.
* Explain and elaborate numbers & figures.
* Help in promotion and marketing.
What TSA for Egypt?

* A Dream since 1996: Objectives and tools
* Many trials since 2000: Feasibility study with USAID.
* Cooperation in 2009: with UNWTO consultants.
* 8 tables of TSA in 2010: Results.
* Start Awareness Workshops for the importance of TSA in 2010: for Media, Parliamentarian and Academia.

2011-2013

Business as Usual

* After Jan. 25th Revolution in 2011 TSA became more important:
  - To monitor the impact of the revolution on tourism.
  - To extract markets profile and identify the main characteristics of Tourists visiting Egypt.
  - To prepare studies to attract more tourists to the various tourism destination (Sharm – Luxor - Aswan - ... )
2011-2013 Business as Usual ... (Cont.)

In 2012:

* Expanding the countries' Markets Profile.

* Disseminating Information to ETA and its Tourism Offices abroad (17).

* Preparing detailed information to Decision Makers to promote tourism in Egypt.

Market profile for 29 Countries

* Characteristics of main top country.
  * (e.g. Russian market)
How we benefit from TSA?

* **Table 1: Inbound Tourism**
  
  * Quarterly information on tourism expenditure.
  * Importance of same-day expenditure.
  * Marketing campaign (Tourist Profile)
  * Prepare information for International Fairs & Exhibitions.
  * Provide tourists details for some countries (e.g. Poland)

How we benefit from TSA? … (Cont.)

* **Table 2: Domestic Tourism**
  
  * Collaborate with other related entities (Railway- Road-Antiquities- Aviation) Showing the importance of transportation.
  * Promotion campaign.
  * Incentive domestic transport.
  * Foreigners resident expenditure in Egypt.
Table 3: Outbound Tourism

- Provide details & information of outbound tourism (Hajj, Omra & Other purposes) as:
  - Total outbound tourism expenditure.
  - Relative distribution of outbound expenditure by purpose.
  - Relative distribution of outbound expenditure by product group.

Table 4: Internal Tourism

Provide information & details on:
- Time share & rented flats.
- Incentives for employees in governments.
- Provide Information on the informal sector to the ministry of Finance: Barbers' shops, Taxi drivers, Falouka, Camels and Chariot.
Table 7: Employment

- Vision for the future.
- Designing training programs
- Information of gender distribution.

TSA Publications
Future Steps

* Implementation of questionnaires & surveys for year 2014.
* Phased implementation for Regional TSA.
* Operating TSA Employment Module for human resources development in the tourism sector.
* Prepare for the Meeting Satellite Account.

Conclusion

TSA is not solid tables for comparisons but it is a treasure of information

Special Thanx for UNWTO
Thank you

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