



Ministry of Tourism

# Regional Tourism Statistics in Egypt

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## Necessary Basic Data & Indicators to Measure Regional Tourism

*"It should nevertheless be pointed out that all the countries  
have equally relevant experiences in terms of the  
measurement and analysis of tourism at sub-national levels".*

*Massieu, INRoute, December 2012*

### **In EGYPT**

- Border Survey ✓
- Domestic Tourism Household survey ✓
- Accommodation Survey X BUT Administrative RECORDS ✓
- Structural Business Survey X
- Annual Estimates of Resident Population ✓
- Arrivals by air and slot allocation figures ✓

## Where is the bottle neck??

- Good coordination **vs** Lack of coordination
- Well designed Surveys **vs** General surveys
- Good use of Data (well dig for data)

**vs**

Simple use of data

- Institutional set up ( Committee of Stakeholders)

**vs**

One Man Show

## Why Regional Statistics is Important??

### Users

- Stakeholders, Private Investors, Politicians , and Decision Makers

### Data Coverage

- Not only Official Statistical Sources (**Surveys/ Geo-references**)

### Data Quality

- Reliability- Consistency- Coherence

### Multiple Geographical Views

- Governorate Level
- Tourism Destination Level

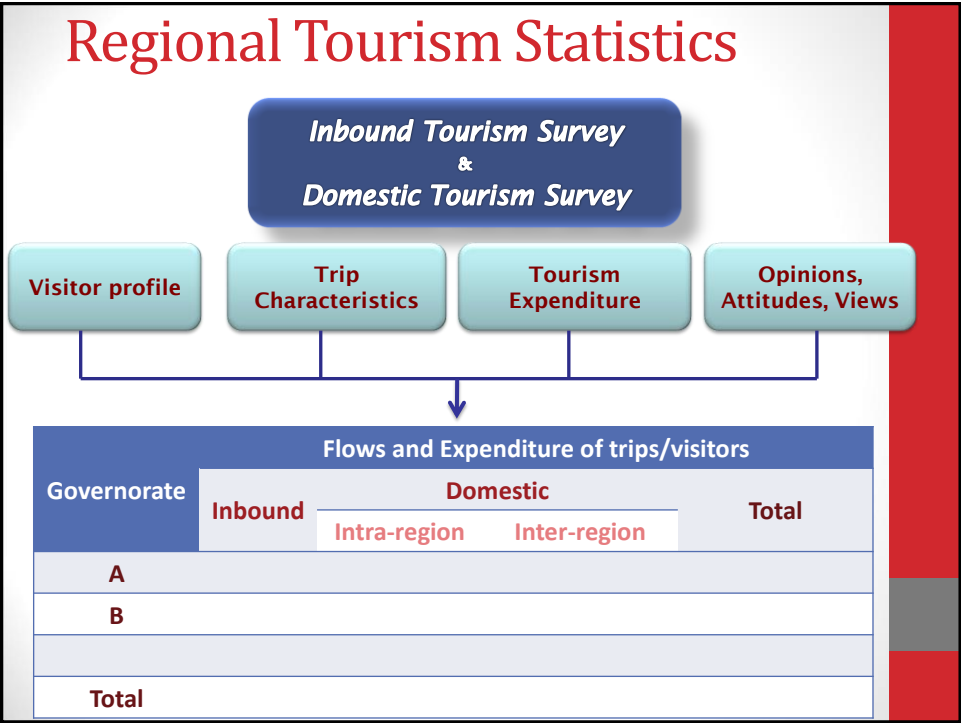
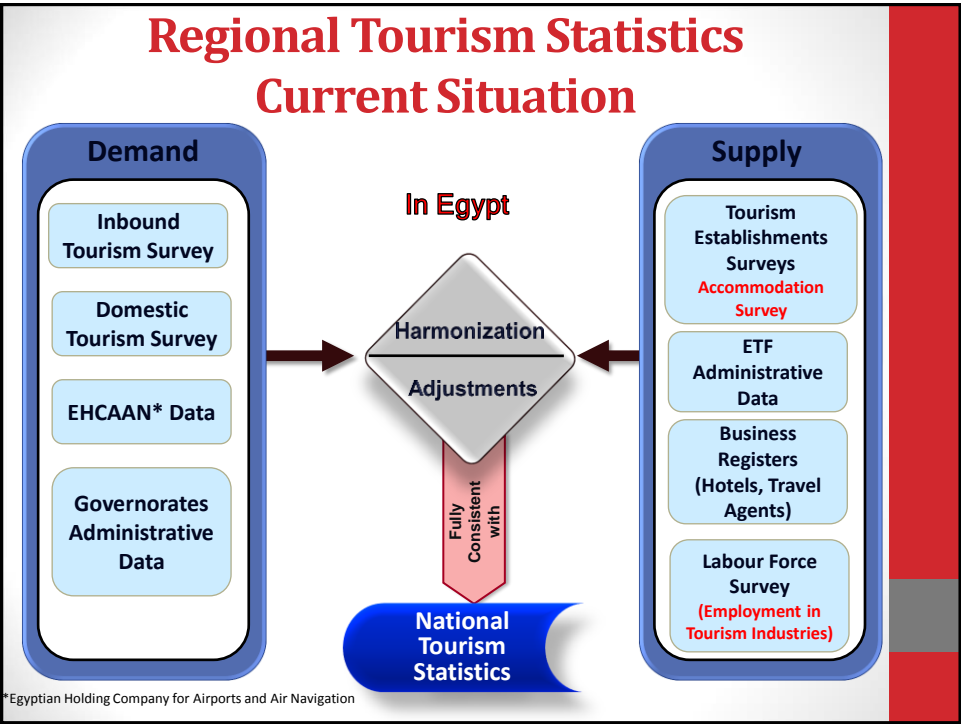
### Roles & Partnership

- Institutional Set-up ( Inter-Ministerial+ Technical Working Group)
- Cooperation with Governorates

### Funding

- Sustaining Funding Requirements/ Private Sectors





Please specify the total nights according to the place of stay in the visited areas :

Inbound Survey

Place of stay		Hotel Category/ Tourist villages					Accommodation Type A-Full board B-Half board C-Bed & Breakfast D-Overnight	Medical Centers or Hospitals	Relatives or friends	Owned apartment	Furnished apartment	Camp	Youth Hostel	Others (mention).....	Total no. Of Nights
		5 stars	4 stars	3 stars	2 stars	other									
Region	Hotel														
	Tourist Village														
Cairo & Giza	Nile Cruise														
	Hotel														
	Tourist Village														
Luxor	Nile Cruise														
	Hotel														
	Tourist Village														
Aswan	Nile Cruise														
	Hotel														
	Tourist Village														
Alexandria, North Coast & Matrouh	Nile Cruise														
	Hotel														
	Tourist Village														
Red Sea (Hurghada, Marsa Alam, Safage, Qusier )	Cruise														
	Hotel														
	Tourist Village														
South Sinai (Sharm El-Sheikh, Dahab, Ras Sedr, Nuweiba, Taba, St.Catherine	Cruise														
	Hotel														
	Tourist Village														
Others "mention" .....	Cruise														
	Hotel														
	Tourist Village														

\* Please insert a code to identify the accommodation type in the relevant box.

Trips which were taken by family and non-family members within the country boundaries' during the past three months

101-During the past three months, did you or any member of your family move out of your place of "usual" residence with the purpose of taking a domestic tourism trip -i.e.- one day visit or visit relatives and friends?

Yes 1 No 2

Domestic Survey

Trips No.	Main Destination	Date	Main Purpose of The Trip
00	102a 102b		
	Which region / governorate did you visit?	During which month did you take this trip?	What was the main purpose of your trip?
	Region Governorate		Leisure & recreation Visiting relatives & friends Business tourism Fairs & conferences Therapeutic tourism Religious tourism Others
01			1 2 3 4 5 6 7
02			1 2 3 4 5 6 7
03			1 2 3 4 5 6 7

## Pilot RTStatistics: Red Sea Governorate

Population:329000 ,

**62% Male      38% Female**

Area :119000km<sup>2</sup>

Nb. of Cities : 6

➤ Ras Gharib

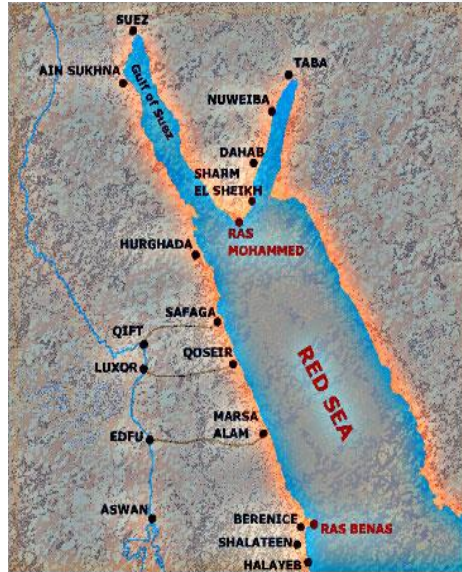
➤ Hurghada

➤ Safaga

➤ Qusier

➤ Marsa Alam

➤ Shalatin

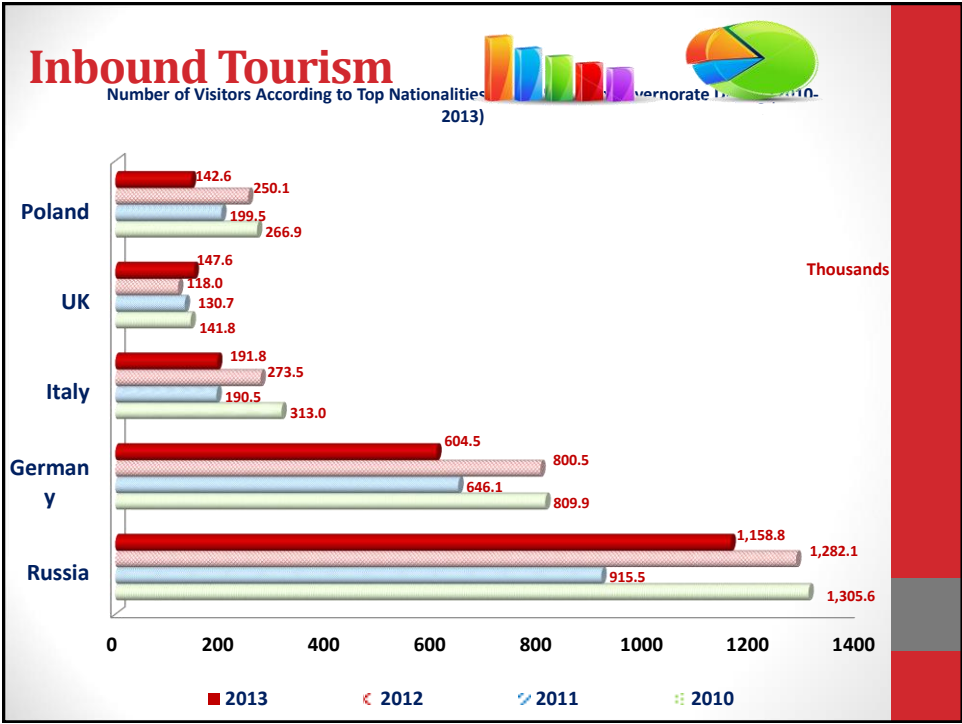
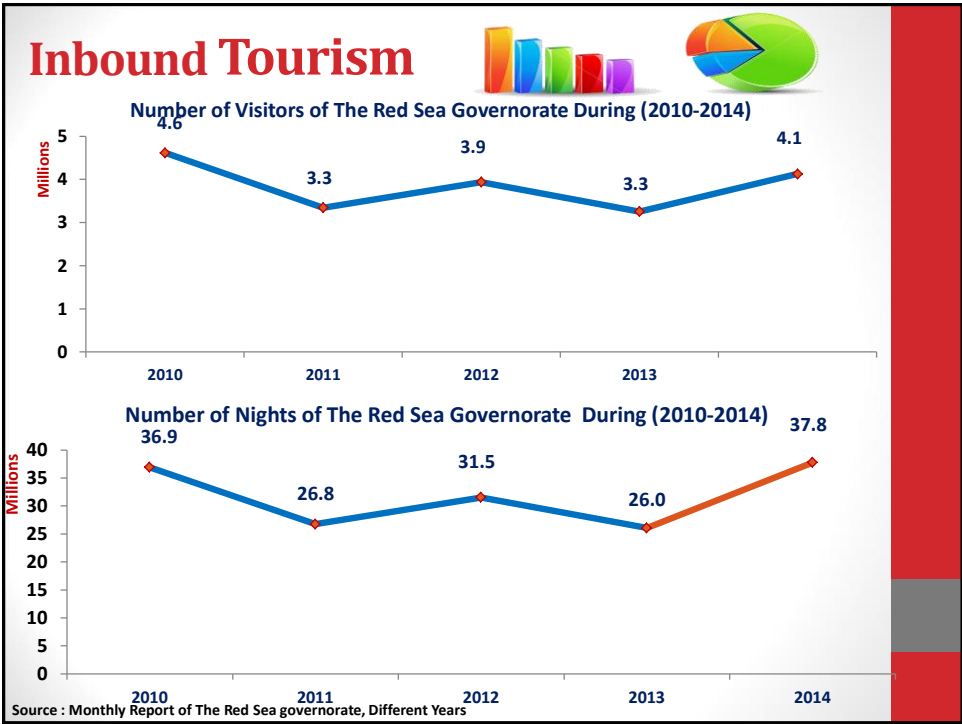


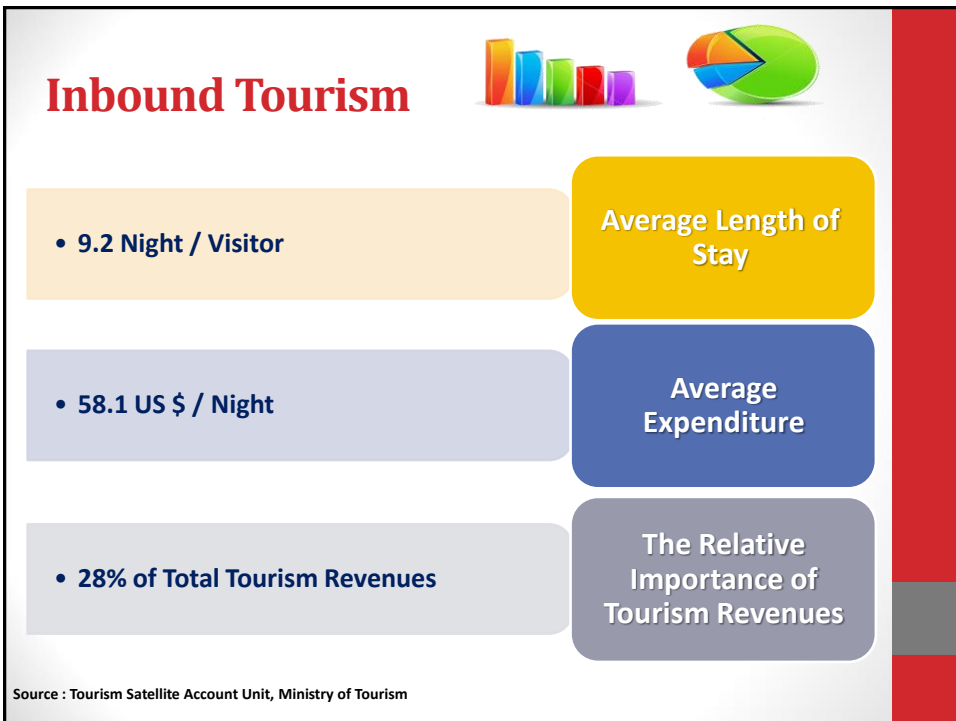
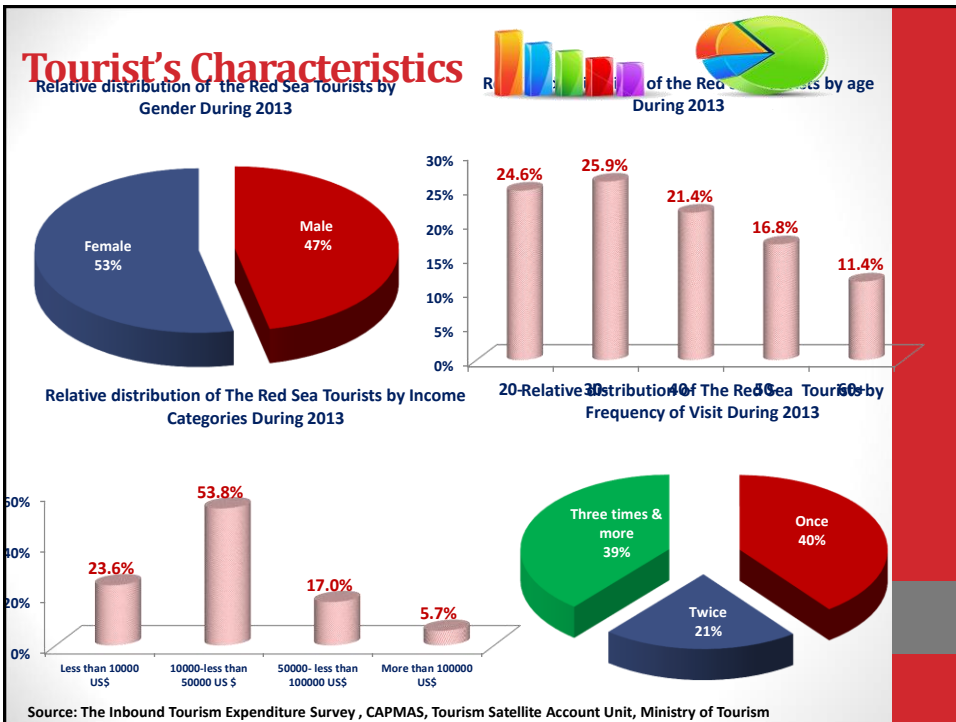
## Why Red Sea Governorate ?

### Destination with different Tourism Products:

- Recreational/Historical/Religious/Therapeutic/Safari & Adventure
- 35% of Existing Accommodation Capacity
- 26% of the Under Construction Accommodation Capacity
- 2 International Airports
- 2 Maritime /Sea Sports
- Good Roads and Infrastructure



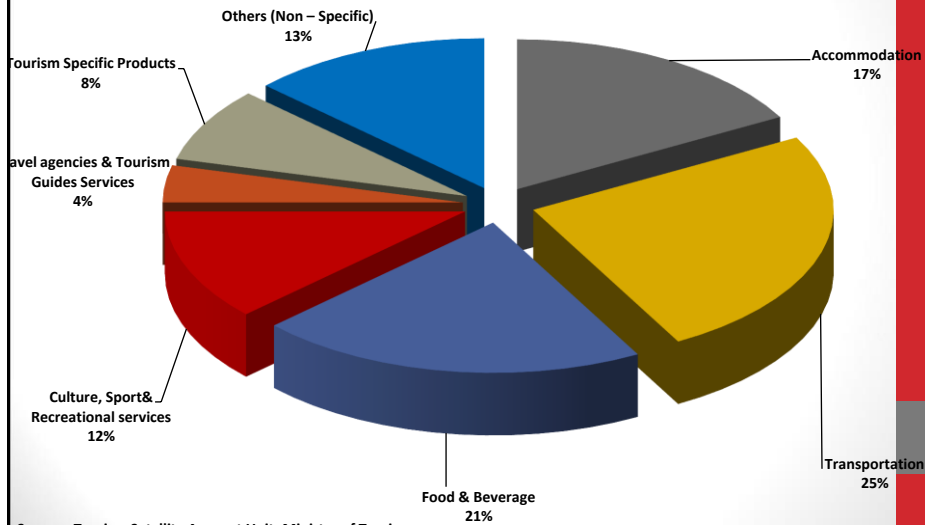




## Tourist's Characteristics

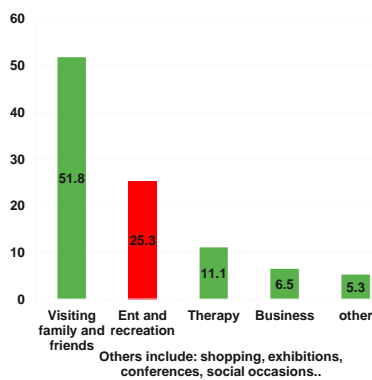
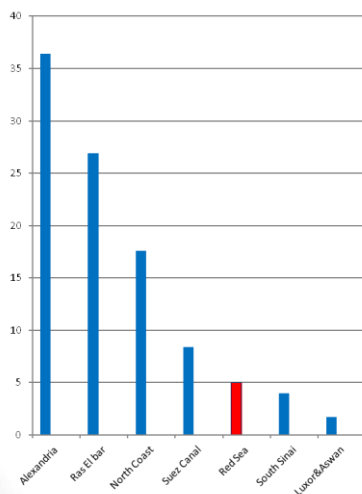


The Relative Distribution of Inbound Tourism Expenditure by basic components, 2013



Source : Tourism Satellite Account Unit, Ministry of Tourism

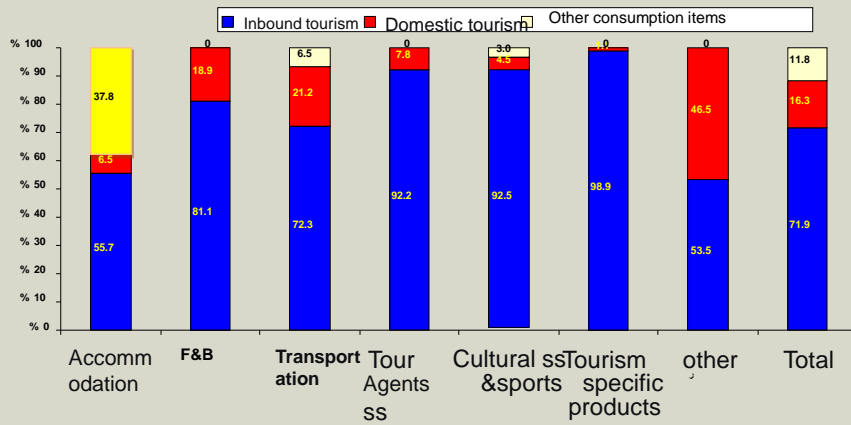
## Domestic Tourism 2013



Source : Tourism Satellite Account Unit, Ministry of Tourism



## Contribution of Different Forms in Tourism Consumption

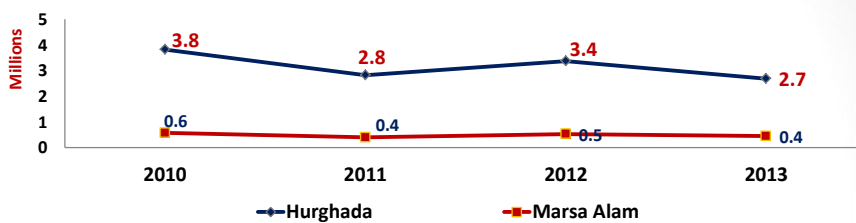


Source : Tourism Satellite Account Unit, Ministry of Tourism

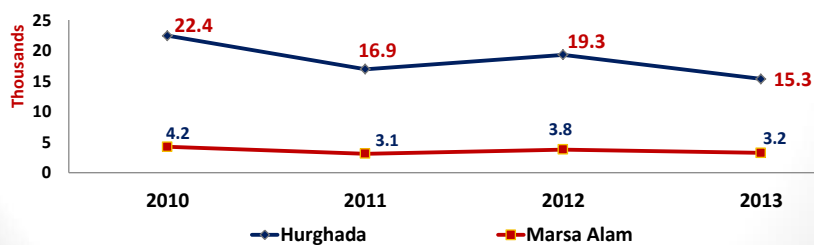
## The International Air Movement



The Air Movement of Departing Passengers During (2010-2013)



The Air Movement of Departing Aircraft During (2010-2013)

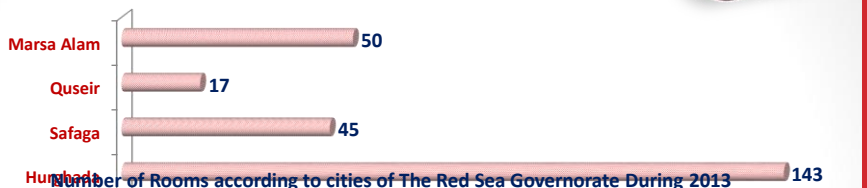


Source: Annual Statistical Report, Egyptian Holding Company for Airports and Air Navigation, The Ministry of Civil Aviation , Different years.

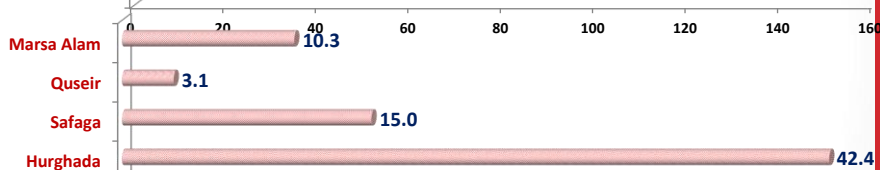
## Hotel Capacity Distribution



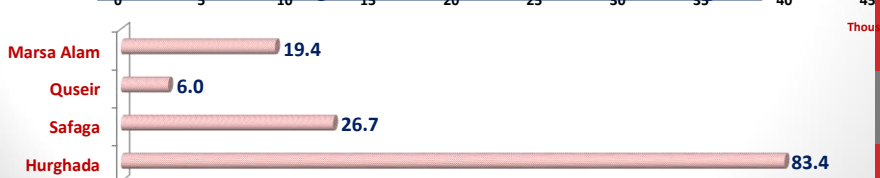
Number of Hotels according to Cities of The Red Sea Governorate During 2013



Number of Rooms according to cities of The Red Sea Governorate During 2013



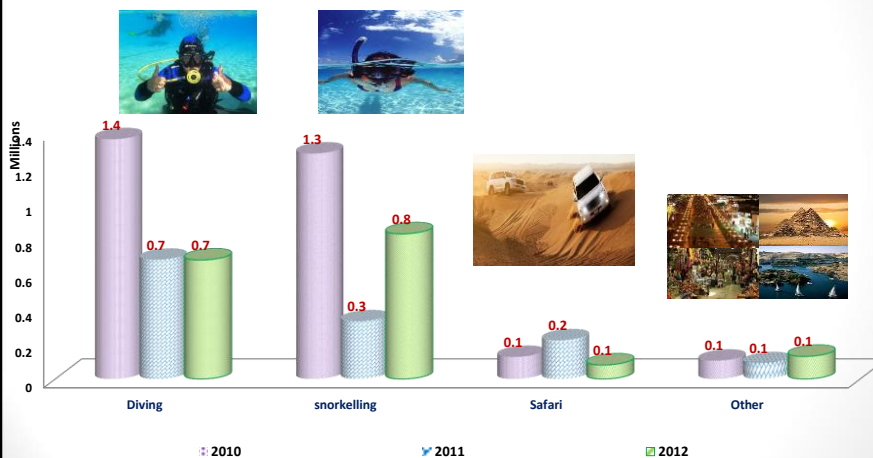
Number of beds according to Cities of The Red Sea Governorate During 2013



Source : Monthly Report of The Red Sea Governorate, Different Years

## Tourism Activities

The Number of Visitors According to Activities During (2010-2012)

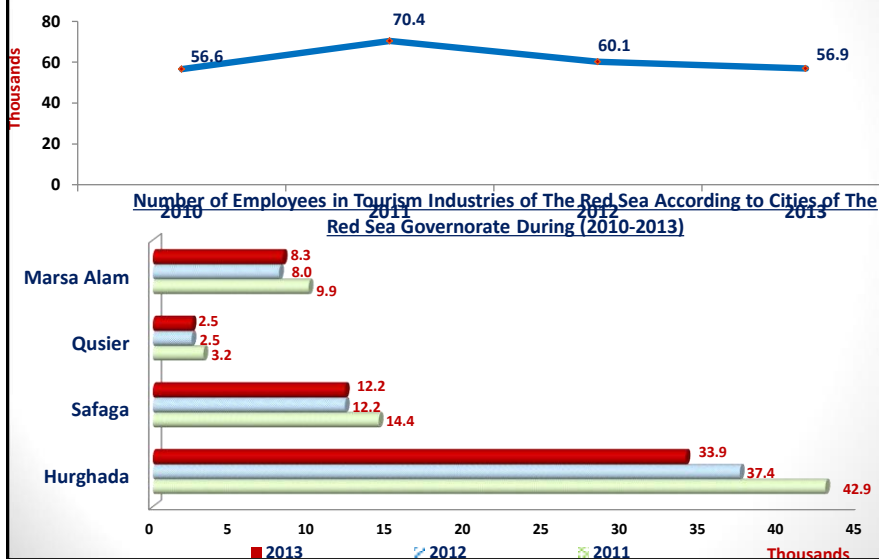


Source : Monthly Report of The Red Sea Governorate, Different years

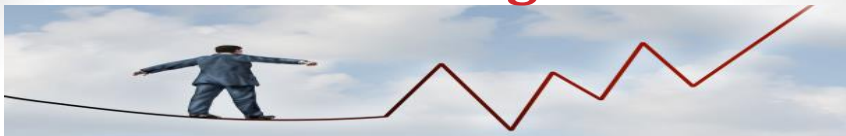
## Employment in The Red Sea Governorate



**Number of Employees in Tourism Industries of The Red Sea Governorate During (2010-2013)**



## Challenges



- **Disaggregation of Expenditure on Multi-Destinations Trips**  
Some difficulties when estimate Visitor expenditure by destination (For example, some overnight Visitors to Red Sea travel to visit Luxor on over day trips)
- **Disparity of Administrative Data for Employment in Hotels and TSA Data on Tourism Employment**  
The difficulty arises from different methodology of data collection; Governorates collect their data from tourism establishments ( Full Time Workforce, while TSA depends on (Households survey) for employment data (Full Time Equivalent) .
- **Variation of Airports Data (Visitors/Travelers/Excursionists)**  
Airports provide total data on arrivals and departures regardless of purpose of travel/visit.
- **Lack of Regional Production Accounts/ Regional Input-Output Tables**

## The Way Forward

- Intensification of work with Governorates Administrations to ensure ongoing support
- Designing Capacity Building Programs targeting employees at ETA offices as well as tourism departments inside Governorates Administrations
- Studying the feasibility of using Mobile Positioning Data for capturing, in Particular, Domestic visitors Movement across Egypt
- Working on sharing Electronic Card Transactions data with Visa Inc. which is willing to provide us with the following:
  - Growth in visitors and tourism spending
  - Spending categories
  - Top visited merchants
  - Spend split by Goods, Services and Travel
  - Spend split of Source regions and categories

## The Way Forward

As recently, the Central Agency for Public Mobilization and Statistics (CAPMAS) has launched the Fourth Economic Census this could be used to build regional Input-Output tables and where number of TSA unit's experts are involved in this process.





Ministry of Tourism

# Thank You

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Ministry of tourism  
Tourism Satellite Account Unit  
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