

EGYPTIAN TOURISM EARNED THE MOST IN AFRICA



According to data from the UNWTO, Egyptian tourism has seen a significant recovery, generating approximately \$14 billion in revenue in 2023, making it the leading country in African tourism earnings.

Morocco ranks second with around \$10 billion, South Africa ranks third with \$5.7 billion, and Tanzania ranks fourth with \$3.4 billion. The ranking also includes Tunisia, which earned \$2.6 billion; Uganda, with \$1.3 billion; Ethiopia, at \$1.1 billion; and Kenya and Ghana, generating about \$1 billion.

Additionally, the data indicates that Egypt ranks third among Arab countries for the highest number of tourists, attracting roughly 14.9 million visitors. The United Arab Emirates holds the top spot with around 28 million tourists, followed by Saudi Arabia with 27 million. Egypt is followed by Morocco, which received about 14.5 million tourists, Tunisia with 9.4 million, Jordan with 5.4 million, Qatar with 4.5 million, Algeria with 2.2 million, Syria with 2 million, and Lebanon with 1.7 million.

Promising Egyptian Tourism Prospects

According to the UNWTO barometer, Egypt experienced a notable increase in international tourists in 2024, a rise of over 5% compared to the previous year. This growth occurred despite the ongoing geopolitical tensions in the region. The increase is mainly signified by the recovery of tourist flows from key markets, including Europe, Asia, and the United States, as well as a significant rise in visitors from neighboring Arab countries.

Amr El-Kady, president of the General Body for Tourism Promotion (ETA), reported that more than 8 million tourists visited Egypt in the first seven months of 2024. Based on indicators of tourist flows from target markets, the Ministry of Tourism and Antiquities also projected that the total number of tourists for the year could reach approximately 15.3 million by the end of 2024, representing a 5% increase compared to the previous year.

Overcoming Challenges

Despite the positive results recorded in the Egyptian tourism sector, the country faces several challenges in maintaining its competitiveness in the global market. These challenges include increasing competition from emerging destinations in Africa and Asia, the sustainable management of tourist sites, and the need to preserve natural and cultural resources. Developing sustainable tourism that respects the environment and local communities could become a priority in the coming years.

Experts also highlight that fluctuations in air ticket prices and global economic variations can negatively impact the tourism flows. However, the resilience of the Egyptian tourism sector remains promising. Tourism plays a significant role in Egypt's Gross Domestic Product (GDP), and millions depend directly or indirectly on this sector for their livelihoods.

The report indicates that the rise in visitors has increased foreign exchange earnings and led to job creation in hospitality, transportation, and dining sectors. The Ministry of Tourism and Antiquities extensively trains the workforce to meet the growing demand for high-quality services in the tourism industry. Improvements in hospitality standards and enhanced air and ground transportation options allow for better fulfilling the expectations of an increasingly discerning clientele.

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