

**Safe  
travels**

by

WORLD  
TRAVEL &  
TOURISM  
COUNCIL

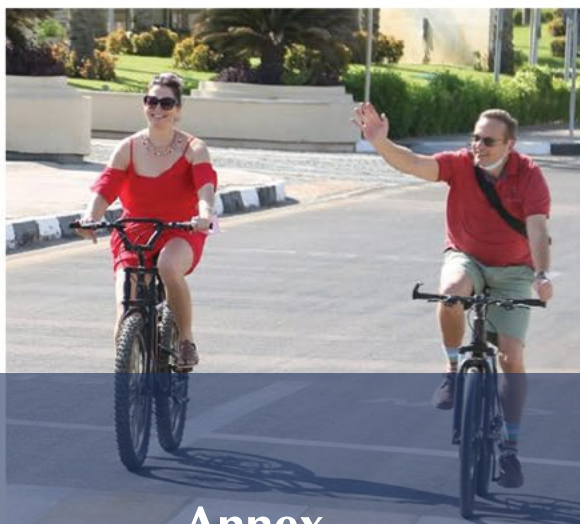
egypt

Welcome Back



LIFE. PROSPERITY. HEALTH.

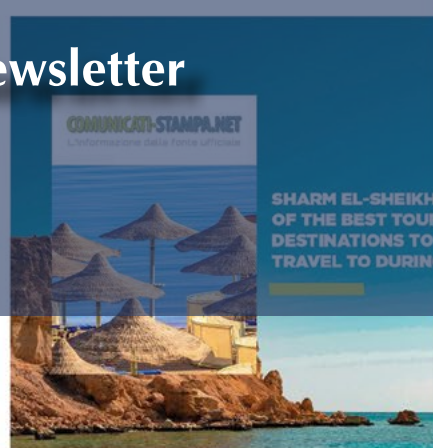
# ONE YEAR ON THE RESUMPTION OF INBOUND TOURISM TO EGYPT



Annex

Ministry of Tourism and Antiquities Newsletter

July 2021





## One Year on the Resumption of Inbound Tourism after the Coronavirus Pandemic

For the past few years, Egypt has given the tourism sector unprecedented support. It is with no doubt that the impact of the Coronavirus pandemic has affected the travel and tourism industry in Egypt and across the world.

The Egyptian government took the necessary measures to support this vital sector, and the Ministry worked diligently to mitigate the effect of the Coronavirus, and prepare for the safe resumption of tourism after the decision was made to suspend international air traffic starting 19 March, 2020.

The Secretary-General of the World Tourism Organization praised the efforts of the Egyptian government for the resumption of tourism. As of 1 July, 2020, Egypt received inbound tourism in coastal governorates (Red Sea, South Sinai and Matrouh), and since that date tourists flocked to Egypt at an increasing rate.

Everyone involved in Egypt's tourism sector has worked incredibly hard to get to this point and be able to offer a safe travel experience. Now a year since the resumption of inbound tourism to Egypt, we are happy to see that tourist numbers are steadily rising and have almost doubled since January and February 2021.

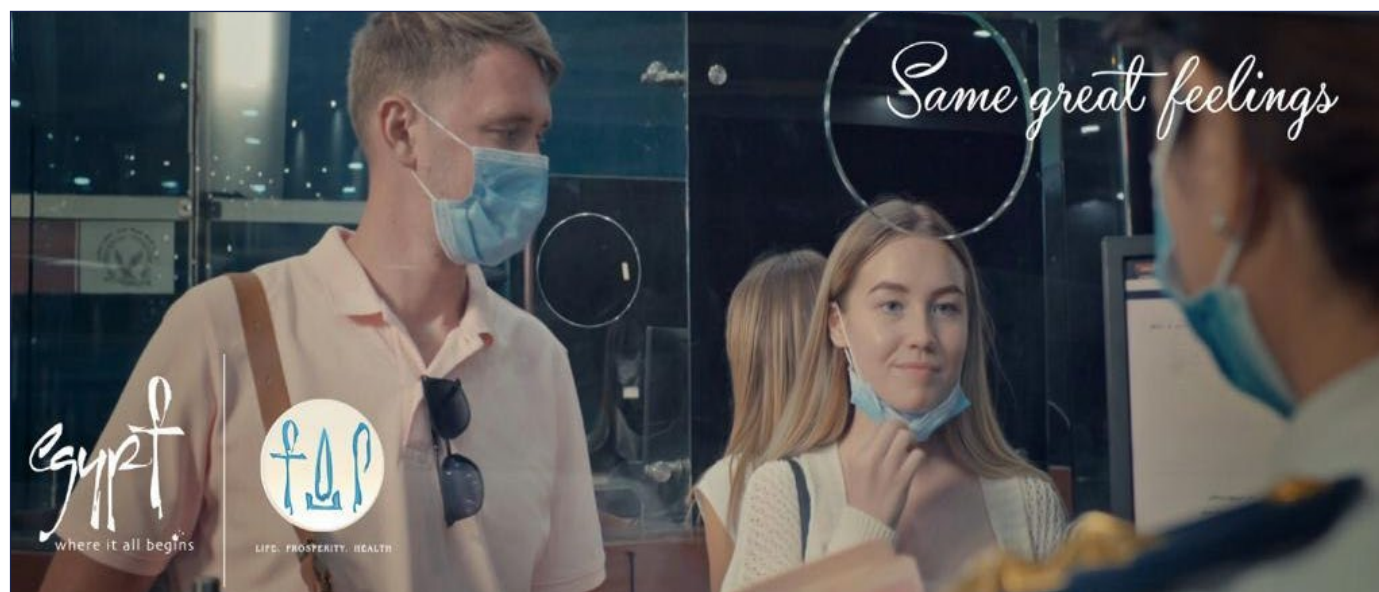
The number of tourists who arrived in Egypt in January was 300,000 and increased to reach an average of more than 500,000 tourists from March until June, which is more than 45 % of tourist numbers during the same period in 2019. This indicates the confidence of tourists in Egypt as a tourist destination and their confidence in the hygiene safety regulations implemented. Our doors are open and we are extending a warm invitation to people from around the world.

Our hygiene safety regulations are praised by officials from countries exporting tourism to Egypt; the Minister of Foreign Affairs of the Czech Republic indicated, in a press conference with his Egyptian counterpart, that the Egyptian government imposes strict measures to preserve public health, which has led to the influx of tourists from the Czech Republic to Egypt.

Egypt has not closed its borders to tourists since the resumption of inbound tourism in July 2021, and the infection rate among tourists is almost non-existent. The chairman of one of the leading air travel companies in Berlin said that around 30 thousand German tourists visited Egypt during the period from April to June 2021, and all returned back safe without a single case of COVID- 19.



## Good Management of the Crisis Coronavirus Pandemic



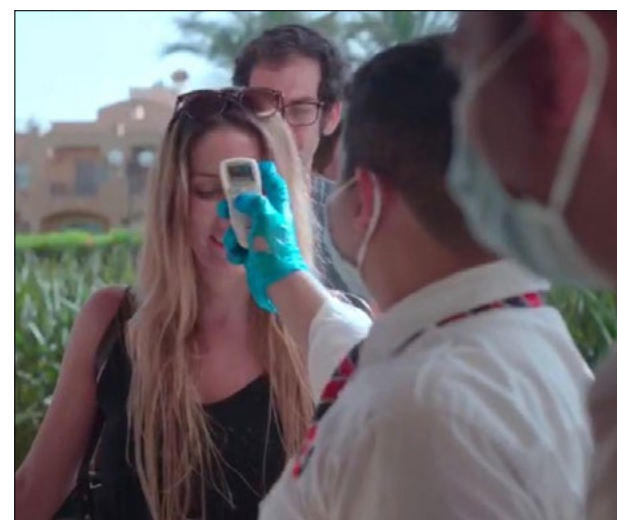
Egypt implemented strict precautionary measures and Hygiene Safety regulations, placing the health and safety of its citizens and guests at the top of its priorities. The Ministry in coordination with the Ministry of Civil Aviation, the Ministry of Health and Population, and the Egyptian Tourism Federation have put forward a guide for outlining the hygiene safety regulations in compliance with the recommendations of the World Health Organization (WHO). They were announced on 14 June 2020 and a "Hygiene Safety Certificate" was approved as a pre-requisite for resuming operations and receiving visitors (837 hotels have received it so far). On 18 June 2020, the World Travel and Tourism Council WTTTC acknowledged Egypt's efforts in that area and granted us, its Safe Travel Stamp.

The Ministry updates the Hygiene Safety Regulations regularly in light of new global developments. Before the decision to resume inbound tourism was announced, Egypt set a timeline for its gradual and safe resumption. This was preceded by complete disinfection of all hospitality establishments (hotels and restaurants), archaeological sites and museums, conducting necessary training and awareness programs for employees and workers in the tourism sector.

The Ministry in cooperation with the Ministry of Health and Population conduct regular inspections and send secret inspection committees to certified hotels and restaurants to ensure efficient implementation of the regulations. Legal action is taken against those who violate them. The Ministry launched a hotline service 19654 to receive complaints and suggestions of the tourism sector, and on 1 July 2020 it was activated in English to receive inquiries and comments of tourists.



Safe travels stamp



Implementing hygiene safety regulations in hotels



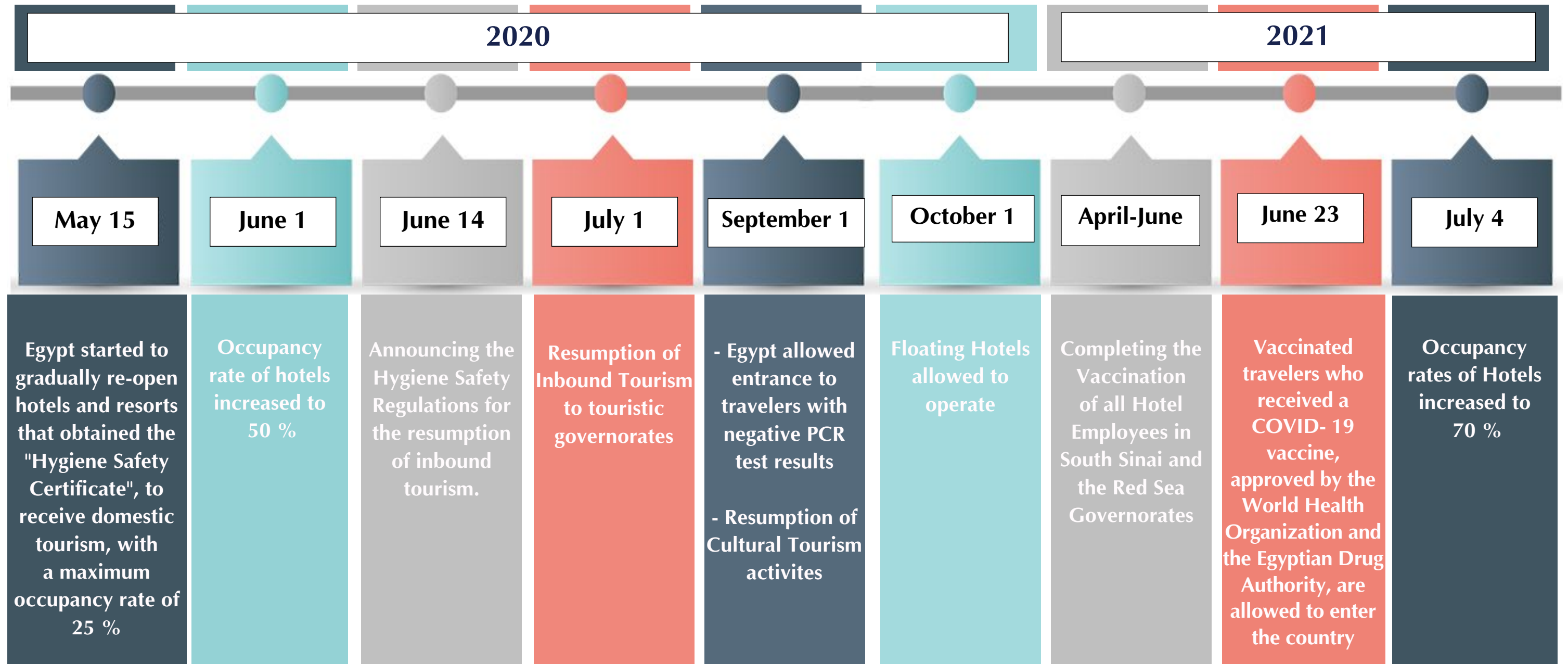
The Minister following up on hygiene safety regulations



Disinfection procedure carried out



## Timeline for the Resumption of Tourism



Cover of the Regulations for the Resumption of Tourism to Egypt

The Hygiene Safety stamp



## Promoting Egypt's Tourism Did not Stop



Despite of the impact of the Coronavirus Pandemic on the tourism and travel sector, the Ministry continued its promotion activities; promoting Egyptian destinations locally, regionally and internationally. When international travel was halted, the Ministry invited the world to visit Egypt's unique museums and archeological sites online through virtual tours (Experience Egypt from Home campaign). The Ministry also launched the Same Great Feelings campaign in light of the announcement of Egypt's readiness to receive internation tourists starting July 2020 to reassure visitors that Egypt implements all hygiene safety regulations.

In May 2021, the Ministry launched a digital campaign in the Arab market under the title Summer in Egypt 'حكاية الصيف في مصر..' on main social media and digital booking platforms. In January 2021 the Ministry launched "Winter in Egypt" campaign in collaboration with the Ministry of Aviation and the Egyptian Hotel Association to promote domestic tourism. The Ministry signed a contract with an international PR and Crisis management agency. It also contracted a Canadian-English alliance to prepare an integrated brand strategy in preparation for launching an international promotional campaign for Egypt in the last quarter of 2021 and for a period of three years.



The Egyptian Tourism Promotion Board organized a number of Fam trips for tour operators, diplomats, national, regional and international media delegations. In addition to hosting influencers and bloggers from Ukraine, the UK, the Czech Republic, Russia, Arab counties and local influencers. The Ministry participated in a number of international tourism exhibitions like the ITB in Berlin, FITUR in Madrid, the ATM in Dubai. The Supreme Council of Antiquities took a number of decisions to promote cultural tourism; like giving a %50 discount on entry-ticket prices of museums and archeological sites for Egyptians during the mid-year vacation, a 50 % reduction on prices of entry tickets to museums and archaeological sites for foreigners in Qena, Luxor and Aswan during the summer. It also granted a 50 % reduction on those prices January-May 2021 as part of "Enjoy your Winter in Egypt" initiative. It exempted all cafeterias and bazaars located in museums and archaeological sites from paying rents until June 2021, and granted medical teams and their families free entry to all museums and archaeological sites throughout 2021. It also waved the fees of shooting talk shows at archaeological sites and museums for Egyptian, Arab and foreign channels.





أسعار تذاكر  
الطيران تبدأ من:



أسعار الإقامة  
تبدأ من:

# تنتلي في مصر

من ١٥ يناير إلى ٢٨ فبراير

١٥٠٠ جنيه مصري

إلى

٣٠٠ / ١٥٠٠ جنيه مصري

إلى

٢٠٠٠ جنيه مصري

إلى

٧٥٠ / ٢٠٠٠ جنيه مصري

إلى

سعر موحد ذهاب و عودة  
شامل الضرائب

شاملة الضرائب و الخدمة  
و الوجبات

٥٠٪ تخفيض في المواقع الأثرية والمتاحف






٢٨ عابا

٢٨ اسوان

٢٧ الفصور

٢٦ نهر النيل

٢٥ مرسى علم

للمزيد من المعلومات زور صفحتنا  
على فيسبوك "Experience Egypt"  
والصفحة الرسمية لفرقة المنشآت الفندقية



### From the fam trip of bloggers



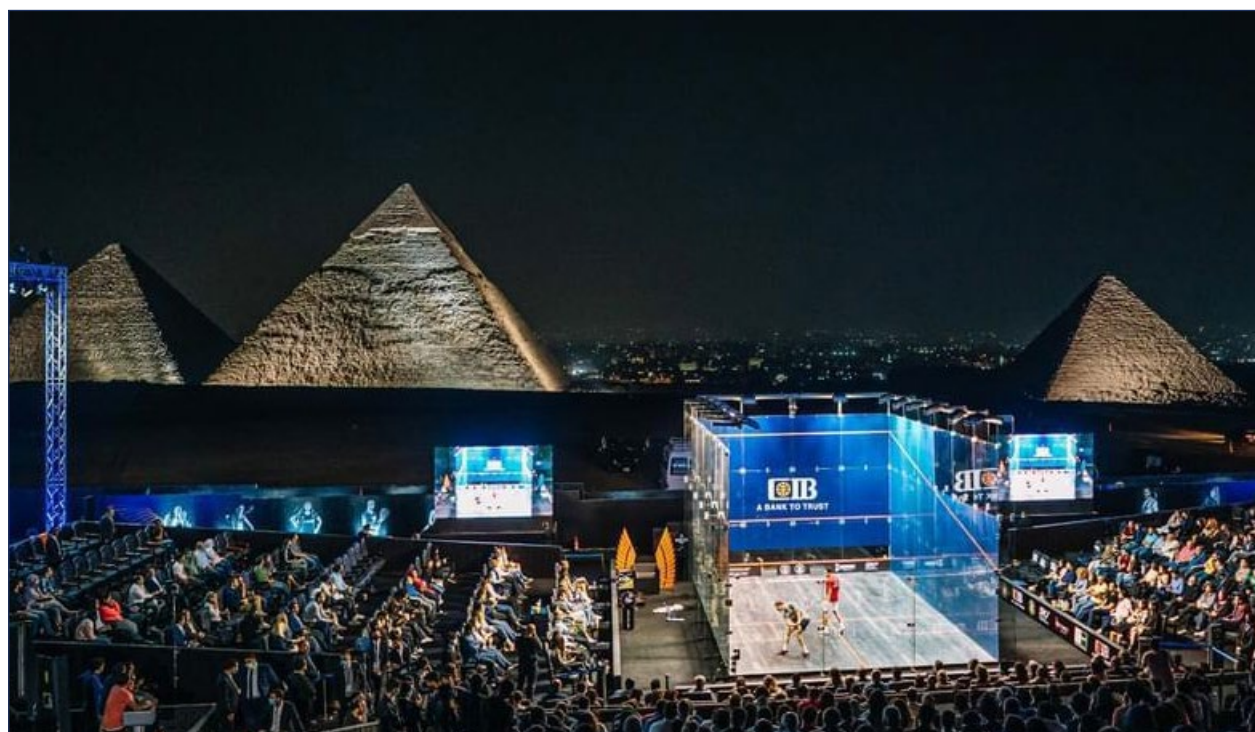
## International Events with International Participation



While implementing precautionary measures and strict hygiene safety regulations, Egypt has successfully organized a number international and local events since July 2020.

The Ministry organized an exceptional global event, on 3 April 2021 that has captured the world's attention, which is the "Pharaohs' Golden Parade" where 22 royal mummies were transferred from the Egyptian Museum in Tahrir to the National Museum of Egyptian Civilization in Fustat.

Egypt organized a number of international sports tournaments that hosted players and international



Egyptian Squash Open



From the "Pharaohs' Golden Parade"

sports teams from all over the world; the most important of which was World Men's Handball Championship in January 2021, where the Ministry of Health and Population, in cooperation with the Ministry of Youth and Sports, implemented a hygiene protocol including a "bubble concept", which received international acclaim. In addition to the Egyptian Open International Squash Open Championship, among others. The Ministry of Culture organized a number of events, including the Cairo International Book Fair, in July 2021, and the Cairo Film Festival, December 2020, among others.



Cairo Film Festival



## Important Visits to Egypt



The Minister with the Director of UNESCO in Aswan



President of Kenya visiting the Sphinx

Since July 2020, Egypt has welcomed senior officials, public figures and celebrities from all over the world. Among them were heads of state and ministers of many countries; including Kenya, the Democratic Republic of Congo, the Minister of Foreign Affairs of the Czech Republic, the Ministers of Tourism in Greece, the Kingdom of Saudi Arabia,



Minister of Tourism of Greece at the Pyramids



The Secretary-General of the UNWTO in Hurghada

the Minister of Higher Education, Science and Technology in South Sudan, the Director-General of UNESCO, the Secretary-General of the World Tourism Organization and other senior officials, public figures and celebrities who praised the health and hygiene safety measures implemented in Egypt.



Brazilian Olympic National football team in Tahrir Museum



Luis Figo at the Pyramids



## International Cooperation Activities Continued



The Minister attending the UNWTO's crisis committee

The Ministry continued its international cooperation activities, despite of the Coronavirus Pandemic, to enhance collaboration in the field of tourism and antiquities and to boost inbound tourism to Egypt. The Minister visited a number of countries and held meetings with officials there; including Germany, Ukraine, Belarus, the Czech Republic, Athens, Poland, and Armenia.

The Ministry participated in various events held by the World Tourism Organization, including the 112<sup>th</sup> session of its Executive Council in the Georgian capital Tbilisi, the 113<sup>th</sup> session of its Executive Council and the Crisis Committee of the Organization in Madrid, Spain, the Tourism Revitalization Summit and the 47<sup>th</sup> meeting of the Regional Committee for the Middle East of the World Tourism Organization in Riyadh, Kingdom Saudi Arabia, during which Egypt won the presidency of the organization's regional committee for the Middle East for two years, and it was agreed that Egypt will host the 48<sup>th</sup> meeting of the committee in 2022.

The Ministry also participated (via video conference) in several international meetings and conferences, with global organizations such as the World Travel and Tourism Council, the Arab Tourism Organization, the African Union, and the Asia Pacific Travel Association "PATA".



The Minister with HRH Prince Sultan bin Salman bin Abdulaziz Al Saud in Riyadh

## Expanding Egypt's Hotel Capacity



A new hotel that opened in Hurghada

The Coronavirus Pandemic and its worldwide implications did not stop the tourism sector in Egypt from working on upgrading its infrastructure. 2,613 new hotel rooms are up and running, expanding hotel capacity in Egypt, especially in touristic governorates. More hotel rooms are expected to be added in the coming period, making the total number of new hotel rooms during 2021 to be approximately 6,500 rooms.



A new hotel opened in the North Coast



## Opening New Projects and Making Archeological Discoveries



HE the President during the opening of Baron Empain Palace

Work on archaeological projects continued despite the crisis and new Museums were opened. His Excellency the President of Egypt opened 3 new museums, in 3 different governorates on 31 October, 2020; the museums of Sharm El-Sheikh, Kafr El-Sheikh and the Royal Carriages in Cairo; in addition to opening the National Museum of Egyptian Civilization in Fustat, and the Palace of Baron Empain in Heliopolis, Cairo.

The first tourist restaurant in the Giza Plateau, a mosque and the mausoleum of Imam al-Shafi'i, were among the many openings that took place since July 2021, in addition to the development projects of 3 sites on the path of the Holy Family journey in Egypt, as part of the project of reviving the trail of the Holy Family in Egypt.

Two museums of Egyptian antiquities were also opened in Terminals 2 and 3 at Cairo International Airport, in addition to the first factory for archaeological replicas in Egypt and the Middle East. Work in the Grand Egyptian Museum continued in full swing. Excavations of archaeological missions also continued, while implementing strict hygiene safety measures, making important archeological discoveries; the most important of which was in Saqqara, which was featured among the top 10 discoveries of 2020 worldwide.



From the announcement of Saqqara discovery



The Minister at an excavation site in Saqqara



The Replica factory



## Egypt Supports the Tourism and Antiquities sector During the Crisis



The travel and tourism sector worldwide is among the hardest hit sectors by the COVID - 19 pandemic, and the Egyptian government took the necessary measures to support the tourism industry in Egypt during the crisis.

### Some of the Decrees issued by the Cabinet to mitigate the Effects of the Coronavirus Pandemic on the Sector

- Rescheduling of debts and arrears.
- Postponing fees due to the government.
- Extending the deadlines for paying tax returns.
- Postponing the payment of social security Subscriptions
- Exempting hotel and tourist establishments from real estate tax.
- Postponing the procedures for administrative detention.
- Postponing the payment of monthly dues for electricity, gas and water bills
- Postponing the payment of value-added tax (VAT).



### Central Bank Initiative to Support the Tourism Sector (LE 50 billion)

- The Interest rate was decreased from 12 % to 10 % and then 8 % for loans directed to replacement and renewal of hotel and tourism facilities.
- The Ministry of Finance provided a EGP 3bn worth guarantee to the Central Bank of Egypt to support the tourism sector with 5 % interested directed to the payment of salaries and operating expenses.
- The Central Bank agreed to postpone liens on lagging investors for a year, until June 2021.

## Incentives to Promote inbound tourism

- A new Aviation Incentive Program was launched.
- Allowing 73 nationalities to obtain an emergency visa at Egyptian ports.
- Allowing tourists with valid (pre-used) visas from the United States of America, the United Kingdom and the Schengen states to enter Egypt.
- Tourist visa fees were waived for one year until 30 April, 2021.
- Allowing 74 nationalities to obtain tourism electronic-visas.
- Aviation fuel prices are reduced by 15 cents per gallon until 31 December 2021.
- A 50 % discount on landing and housing fees and a 20 % discount on ground handling fees in airports of touristic governorates until 31 October, 2021 were granted.





## COVID-19 Preparedness in Red Sea and South Sinai Governorates

By Dr Mohamed Hassany

Assistant Minister of Health and Population for Public Health initiatives

### Introduction

The covid19- pandemic is one of the most pressing global health problems that affect to a great extent all the life aspects. After many fluctuating waves of infections which hit many countries and lead to extraordinary measures, many countries are wishing to succeed in the recovery of their standard life measures, especially after the achievement of many successful steps against the virus, like the start of mass vaccination programs and after the appearance of more specific treatment like the mono-clonal antibodies, which lower the level of fear from going back to life norms.

Egypt is one of few countries that adopted a balanced approach of management of COVID19- to maintain its social, health, and economic stability and succeeded to regain many activities in a short time and to look forward to sustaining these steps in the next few months of the battle between humanity and COVID19-.

### Current epidemiological situation

Since the start of June 2021, there is a sharp decline of the COVID19- incidence in all Egyptian governorates; also, the number of new cases in both the Red Sea and South Sinai governorates reached 4-0 cases/day, and the whole R factor for Egypt is currently 0.7 (EMRO, WHO report).

### Hospital Capacity

The number of dedicated beds for COVID19- response in both governorates is 438 regular beds, 94 ICU beds, and 58 ventilators equipped beds.

### Ambulance Fleet

The number of ground ambulance cars in both governorates is 187 cars with 326 working staff, added to an air-ambulance helicopter ready for emergency evacuation to hospitals outside both governorates.

### Testing Capacity

All COVID19- tests are available at different sites starting from RNA testing using PCR, rapid antigen testing, rapid nucleic acid detection (ID NOW), IgG and IgM tests, and anti-spike tests. Adding to this, regular assessment of the viral genetic sequencing using NGS techniques allows for proper follow-up and detection of COVID19- variants.

### Vaccination Status

Egypt prioritized giving the covid19- vaccine to all the workers in tourism in both governorates and reached a %100 vaccination level. Also, the vaccination coverage for people in South Sinai came to (70 persons/100 person) and in the Red Sea to (50 persons/ 100 person). Egypt used the WHO-approved vaccines (AstraZeneca, Sinopharm, Sinovac) and started the implementation of the Sputnik V vaccine to boost the vaccination coverage; Egypt is also one of five countries that have been chosen to share in Sputnik light clinical trial.



Sharm El-Sheikh international hospital

## Dealing with Tourists who Show Symptoms or Test Positive with COVID-19 During Their Stay in Egypt

A designated floor in every hotel (or area within the vicinity) is allocated for the quarantine minor, non-critical or suspected cases. The hotel covers the cost of lodging, food and soft drinks of the minor and non-critical cases of tourists testing positive with COVID- 19 and the Ministry of Health and Population covers the cost of medication and treatment.

PCR, antigen and other tests, requested by travelers upon departure (according to the requirements of different countries), are available at a cost of USD 30 .



Vaccinating All Tourism Staff in Red Sea and South Sinai

Egypt has fully vaccinated all tourism staff working at both Red Sea and South Sinai governorates, two of the country's tourism hotspots. Staff working in establishments including hotels, resorts, cafes, restaurants, bazaars and tourism transportation and airports in those two governorates have received COVID- 19 vaccine.

The vaccination drive will continue in the Red Sea and South Sinai governorates with the aim to complete vaccination for their entire population.

Egypt has begun the vaccination for tourism staff in other key destinations including Cairo, Giza, Luxor and Aswan.

## 'WHO' Places Egypt at Lowest Level of Coronavirus Spread Risk

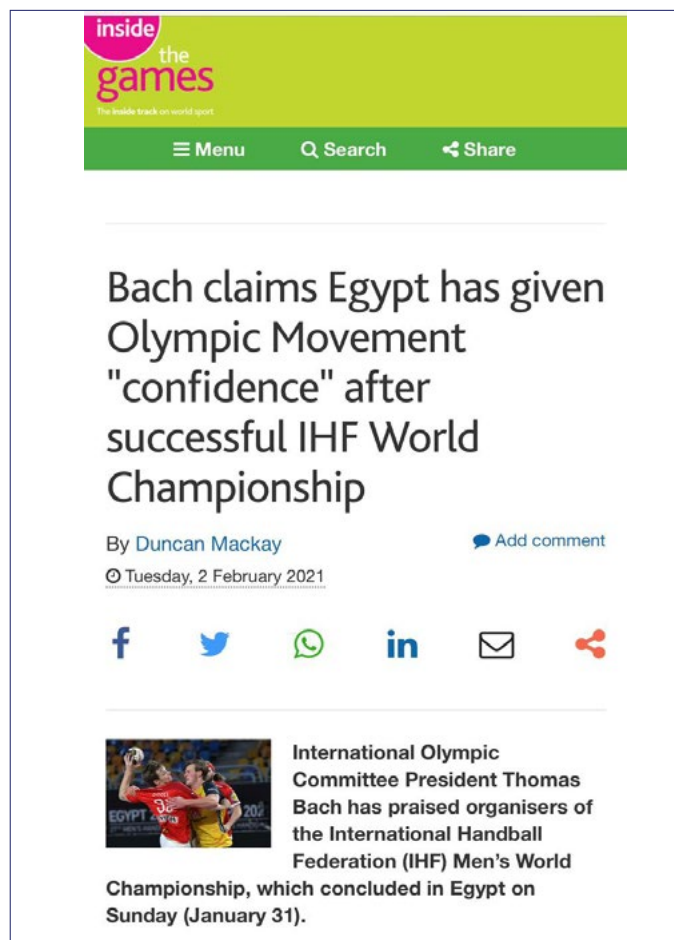
The World Health Organization (WHO) has placed Egypt at the lowest level in terms of the risk of the coronavirus pandemic spread. WHO assessed the country's epidemiological position and the risk of the virus spreading globally, and divided them into 6 levels, placing Egypt at the lowest level in terms of the risk of the spread of the epidemic



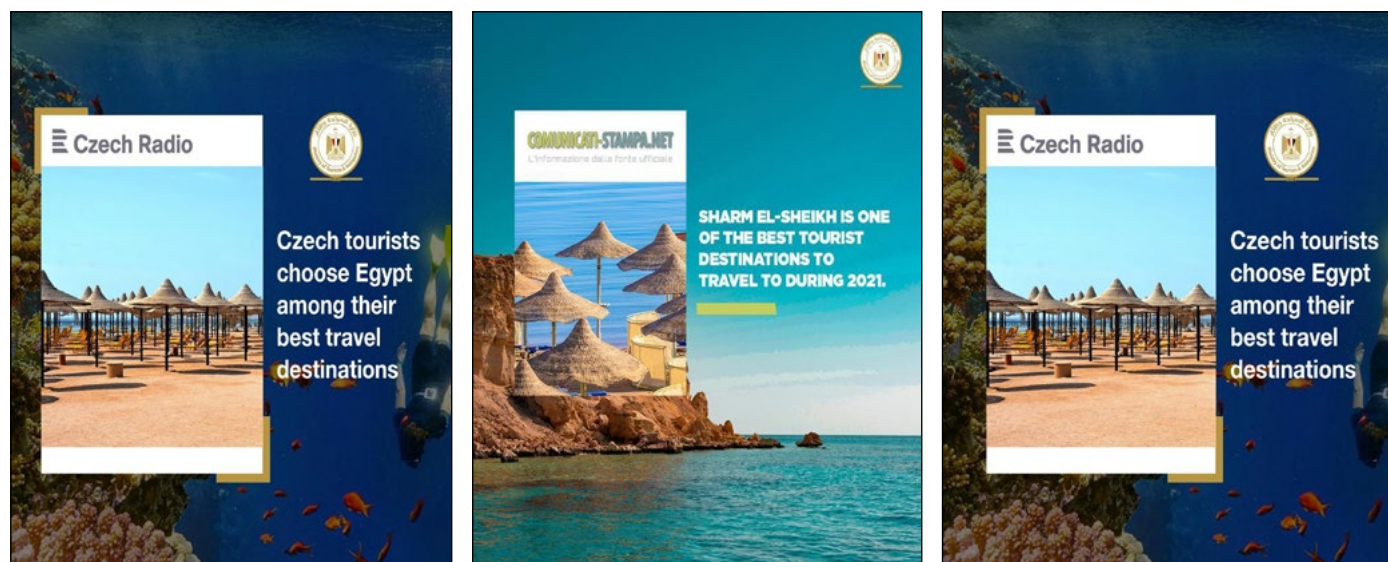


## International Media Choose Egypt as One of The Best Travel Destinations in 2021

International media and travel platforms chose Egypt as one of the best travel destinations in 2021; they included: CNN Travel, the British Telegraph newspaper, the Swiss Travel Inside magazine, Travel Pulse, ETURBO News, the official page of the Czech radio, Trip Advisor, the British Guardian, and the Daily Mail newspaper among others. Many international websites and social media platforms praised global events organized and hosted by Egypt, like the "Pharaohs' Golden Parade, and the Men's Handball World Championship.



From the video of the Amba



## Ambassadors and Tourists Promote Egypt



From the videos shot with tourists

Under the title "Egypt in the eyes of ambassadors of the European Union", ambassadors of European Union countries in Cairo shot more than 20 videos promoting their favourite Egypt's touristic, archaeological and cultural sites and posted them on their social media platform and those of their embassies. The Ministry also posted those videos on its social media platforms. The Ministry also posted on social media platforms locally and globally testimonials conducted with tourists from different countries spending their vacations in Egypt. In those videos, they said they enjoyed Egypt's picturesque beaches and warm, sunny weather, praising the precautionary measures and hygiene safety regulations implemented making them feel safe during their stay.



From the video of the Ambasaador of the EU at Tahrir Museum

.. And the Ambasaador of Finland at the Museum of Islamic Art



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