

12th Arab-Austrian Economic Forum October 20th, 2021

Klassifikation: TLP gelb (Adressatenkugie)ile

Folie 1

Introduction



Mag. Eva Buzzi



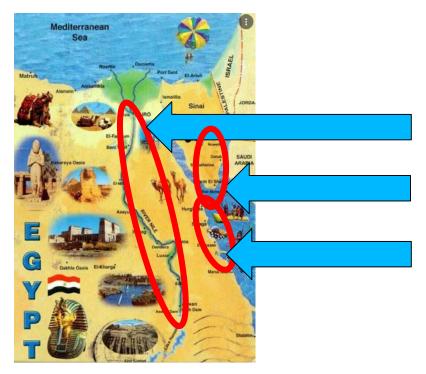
Since 2006: Managing Director Austrian Railways Tourism

Since 2021: President Austrian Travel Association





Main Touristic Destinations 2019



Cairo & Nile Valley 10% of total leisure guests

Sharm-el-Sheik, Dahab, Marsa Alam 25% of total leisure guests

Hurghada, El Gouna, Safaga 65% of total leisure guests



The COVID19 Disaster

2020

Complete breakdown of all touristic leisure businesses

Focus on national offers minus 70% for Egypt overall (Jan, Feb were in successful operation)

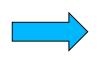
2021

Recovery of international tourism from June onwards Focus on EU-destinations Winter-Business still pending Minus 80% for Egypt expected from Austrian Operators

URV Österreichischer ReiseVerband

What do Austrians value in Post-COVID holidays?

- Strict regulations at Airports (distance to fellow travellers, complete and visible checks on COVID entry regulations....)
- highest possible hygiene regulations in hotels and strict compliance with them



We need to convey and provide security together.

UN ORVÖsterreichischer ReiseVerband

What do Austrian operators and travel agencies need to increase business to Egypt?

- Advertising campaign together with national Tour-Operators to raise the awareness of Egypt as THE perfect destination for winter & spring holidays
- Advertising campaign to ensure the guests of the high hygiene and safety standards regarding COVID-19
 Please get in touch with the



Please get in touch with the Austrian Operators for a possible cooperation.



Let's get RESTARTED

where it all begins

SAME GREAT FEELINGS

Klassifikation: TLP gelb (Adressatentarie)

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