

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

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

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.

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 Austrian Operators for a possible cooperation.

Let's get
RESTARTED

