



Tourism

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Egyptian Tourism Authority reports record visits to www.egypt.travel

Cairo.– The Egyptian Tourism Authority announced that its official website www.egypt.travel has attracted a staggering 1,596,096 visits since its launch in March 2006.

Created to provide travellers with a one-stop resource for finding out more about the country, Egypt was also the first international tourist board to pioneer the new '.travel' domain name.

The portal has been designed to appeal to a wide range of potential visitors to Egypt and provides users with information on the destination's wealth of historical and cultural attractions, as well as highlighting its beautiful beaches and range of activity based holidays such as diving, desert safaris, yachting and golfing.

The website also features travel information such as visa requirements and useful phone numbers to help visitors have an enjoyable stay in Egypt. Available in English, German, French, Italian, Spanish and Russian www.egypt.travel is one of the key initiatives of Egypt's integrated marketing campaign designed to double global visitor numbers from eight million in 2004, to 16 million in 2014.

Mr Ahmed El Khadem, Chairman of the Egyptian Tourism Authority commented: "Since the launch of www.egypt.travel a little over five months ago, it is clear that there is significant demand for a dedicated online travel resource that enables visitors to Egypt to plan all aspects of their vacation to our exciting and diverse country."

A second dedicated website www.trade.egypt.travel has also been developed specifically for travel agents and media and is currently available in 18 different countries in 14 different languages (including all Scandinavian languages, Czech, Polish).

In addition to comprehensive destination details, the site also provides agents and journalists with additional features such as the opportunity to download photographs, access press releases and media packs or simply order a sales guide. In coming months, the Egyptian Tourism Authority will also add a series of online educational modules for agents.