



The Egyptian Tourism Authority-ETA

Experience Egypt's Unmatched Diversity

The Egyptian Tourism Authority (ETA), operating under the Ministry of Tourism and Antiquities, is the official destination marketing organization responsible for promoting Egypt worldwide and supporting international tourism partnerships.

With one of the world's richest cultural legacies and an increasingly diversified tourism portfolio, Egypt offers year-round travel opportunities that combine history, culture, luxury, leisure, nature, adventure, wellness, and world-class hospitality.

As a strategic partner to the international travel trade, the ETA works closely with tour operators, airlines, online travel agencies (OTAs), destination management companies (DMCs), cruise operators, media, and tourism investors to develop sustainable tourism growth and create successful business partnerships.

Why Egypt?

Egypt is one of the few destinations capable of offering multiple tourism products within a single itinerary:

- Ancient Egyptian Civilization and UNESCO World Heritage Sites
- Nile Cruises between Luxor and Aswan

- Red Sea Diving and Marine Tourism
- Mediterranean Coastal Holidays
- Luxury Resorts and Premium Hospitality
- Cultural and Heritage Experiences
- Desert Safari and Adventure Tourism
- Wellness and Spa Tourism
- Religious Tourism, including the Holy Family Trail
- Meetings, Incentives, Conferences and Exhibitions (MICE)
- Luxury River and Ocean Cruises
- Family Holidays
- Gastronomy and Lifestyle Experiences
- Shopping and Entertainment
- Sports and International Events

Accessibility

Egypt enjoys excellent international connectivity through major international airports, including Cairo, Hurghada, Sharm El Sheikh, Luxor, Aswan, Alexandria, El Alamein and Marsa Matrouh.

A modern domestic aviation network and extensive tourism infrastructure enable visitors to combine multiple destinations within a single journey.

World-Class Hospitality

Egypt offers accommodation across every market segment, including:

- International hotel brands
- Boutique heritage hotels
- Beach resorts
- Eco-lodges
- Desert retreats
- Nile cruise ships
- Serviced apartments
- Wellness resorts

The country's hospitality sector continues to expand through significant hotel investments and new tourism developments.

A Destination for Every Season

Unlike many destinations, Egypt welcomes visitors throughout the year.

Seasonal highlights include:

- Winter sunshine holidays
- Spring cultural exploration
- Summer Mediterranean and Red Sea vacations
- Autumn luxury and cruise experiences

This diversity allows travel professionals to market Egypt across multiple travel seasons and customer segments.

Tailored Experiences for the Japanese Market

Egypt has long been one of the world's most desired cultural destinations for Japanese travelers. The destination is particularly attractive for:

- Cultural heritage enthusiasts
- Educational and study tours
- Luxury travellers
- Senior travellers
- Photography enthusiasts
- Special interest groups
- Premium escorted tours
- Cruise passengers
- Incentive groups
- High-value FIT travellers

Japanese visitors appreciate Egypt's authentic history, exceptional archaeological treasures, hospitality, and unique cultural experiences that cannot be replicated elsewhere.

New Tourism Opportunities

Egypt continues to invest in new tourism products and experiences, including:

- The Grand Egyptian Museum
- New luxury hospitality developments
- Sustainable tourism initiatives
- New coastal destinations
- Premium yacht tourism
- Eco-tourism experiences
- Cultural festivals
- International sporting events
- Digital tourism services

These developments provide fresh opportunities for travel companies seeking innovative and differentiated products.

Partnership Opportunities

The Egyptian Tourism Authority welcomes cooperation with:

- Tour Operators
- Travel Agencies
- Online Travel Agencies (OTAs)
- Airlines
- Charter Operators
- Cruise Companies
- Destination Management Companies (DMCs)
- MICE Organizers
- Media Partners
- Content Creators
- Educational Institutions
- Tourism Investors

The ETA supports partners through:

- Joint marketing campaigns
- Destination training
- Product updates
- Familiarization (FAM) trips
- Trade workshops
- Business matchmaking
- Marketing materials
- Market intelligence
- Event participation

Visit the Egyptian Tourism Authority at the Exhibition

We invite travel professionals to meet with the Egyptian Tourism Authority team to explore new business opportunities, discuss market cooperation, and discover how Egypt can enrich your travel portfolio.

Together, we look forward to welcoming more Japanese travellers to experience the timeless wonders and contemporary attractions of Egypt.

