

press release



For Immediate Release
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EGYPT ATTRACTS RECORD UK HOLIDAYMAKERS IN 2006 BREAKING THE ONE MILLION MARK FOR THE FIRST TIME

London, UK - The Egyptian Tourism Authority has revealed that over one million UK holidaymakers visited Egypt in 2006, representing an impressive increase of **23.3%** on 2005 figures.

From January - December 2006, 1,033,761 UK holidaymakers visited Egypt, breaking the one million mark for the first time and making it the biggest tourist market for Egypt, also a first. The UK leaps three places to number one, followed by **Russia**. At the same time, UK tourist nights have increased by 21.1% to 9,105,599.

Khaled Ramy, UK Director of the Egyptian Tourist Authority, commented: "Our thanks and appreciation go out to everyone in the trade – all our tour operator, airline and hotel partners – who have worked so hard to help make these results possible. We are extremely grateful for their continued support and look forward to welcoming even more visitors to Egypt in 2007."

The huge increase in 2006 is a further indication that Egypt is on course to achieve its aim of welcoming 16 million visitors from around the world every year by 2014, an ambitious target announced last year by the Egyptian Minister for Tourism, H.E. Zoheir Garrahan.

For more information on Egypt visit www.gotoegypt.org or www.Egypt.travel.

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Notes to Editors

- The Egyptian Tourist Authority has an ambitious strategic programme which aims to double visitor numbers from 8 million in 2004, to 16 million in 2014.
- In Autumn 2006, the Egyptian Tourist Authority unveiled its new multi-million dollar worldwide TV and print advertising campaign titled '*The Gift of the Sun*', designed to appeal to a wide consumer audience. The campaign will continue to be rolled out across Asia, Europe, North America and the Middle East throughout 2007.

About Egypt

Bordered by the Mediterranean to the North, and the Red Sea to the South East, Egypt is a diverse country full of hidden treasures. Synonymous with the legends of the Pharaohs, Egypt offers a warm welcome by its friendly people and has a rich blend of culture and cuisine – combined with abundant coral reefs and luxurious beach resorts. Egypt provides the perfect backdrop for those seeking guaranteed year-round sunshine, value for money, and the highest standards of accommodation and service.

Further Information:

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