

CHINA-EGYPT TOURISM

Forging new bonds

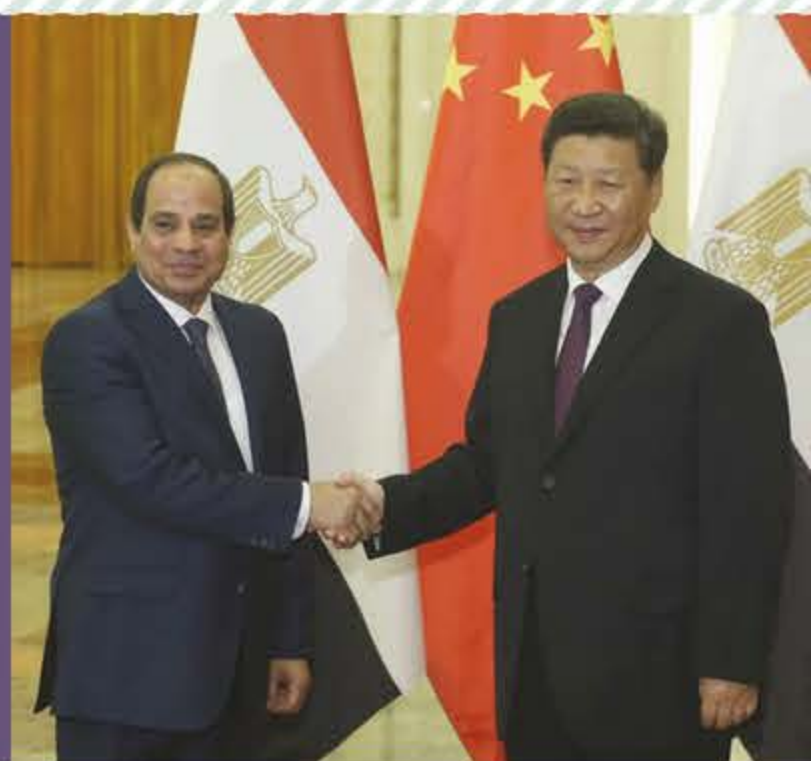


China's outbound tourism market is the largest in the world, and Egypt is fast becoming a popular destination for overseas travelers.

Here's what's behind the recent upswing:

GOVERNMENT COOPERATION

Agreement signed between the two nations in 2017 set goal of 1 million Chinese tourists to Egypt in 2018. State-owned and private travel industry players mobilizing to hit the mark.



CONVENIENT AIR TRAVEL

New, charter-sized planes commissioned for new direct flights connecting previously separated cities: Xi'an to Aswan, and Kunming to Cairo.



STREAMLINED LOGISTICS

Beginning in 2016, Chinese tourists traveling to Egypt were able to acquire visa on-arrival, while others were eligible for exemption from cumbersome visa process entirely.



INVESTMENT AGREEMENTS

Tourism to Egypt just one part of broad strategy to strengthen bilateral economic relationship. Egypt reformed investment laws in 2017; Chinese FDI rose 75% in the first half of that year.

