



# Proactive marketing maintains demand for Egypt

Egypt is still 'flavour of the month' with Australian travellers, aided by continuing advertising campaigns and a favourable exchange rate.

*Image courtesy of Real Travel*

By Jenny Burns

**E**GYPT'S popularity with Australian travellers shows no sign of abating. According to the Egyptian Tourist Authority (ETA), the number of Australians visiting Egypt has increased by 17.5 per cent in the first half of 2010. Between January and June, 33,065 Australians visited the country. In 2009, 63,014 Australians visited Egypt.

With the ETA planning to continue to aggressively market Egypt to ensure it remains in the mind of Australian travellers, all major players agree the outlook is very positive.

ETA's Ibrahim Khalil, attributed public relations and marketing activities including a new logo, slogan and advertising campaign highlighting images of Egypt, and travel industry support for the increase in Australian numbers.

"To generate more positive and successful results for the July 2010-June 2011 period, ETA will continue to introduce attractive images of Egypt through major TV, newspapers, magazines and outdoor (bus sides) channels," Khalil said.

While the budget was not available for print, according to the ETA funding is up on last year.

"The Australian market has high potential for growth and ETA will continue to attract Australian visitors with continuous and various PR and marketing activities," Khalil said.

"The 2010/11 campaign will complement our efforts to increase the number of Australian travellers to Egypt and sustain the growth of Egypt tourism in the Australian tourism market."

As well as advertising, ETA will continue to participate in several major exhibitions such as AIME and travel expos. Working co-operatively with major travel agents in joint advertising and marketing campaigns is another priority. ETA will also continue to support and sponsor many business-to-consumer activities in Melbourne, Sydney and Canberra.

ETA is also planning to appoint a PR agency to represent the organisation in Australia.

Eastern Mediterranean Tourism Association (EMTA) chair, Iain Ferguson, is one of many major players who believe Egypt's growth will continue.

"Egypt has always been a stand-out

destination in the EMTA region and even the concerns of the GFC last year failed to dent its popularity," he said.

"No doubt the strength of the Australian dollar is a prime mover.

"Every year operators are also courageous enough to come up with innovative new products which capture the imagination and Egypt continues to grow in popularity.

"More and more Egypt is being linked with nearby countries, offering Australians extended time to experience more of the region. But in most cases Egypt has been the initial draw-card and is likely to remain so as more Australians are attracted to the region."

Real Travel director and general manager Riche du Plessis is also reporting a strong 2010, although Egypt is still yet to catch up with the levels of 2007/08.

Trafalgar managing director Paul McGrath believes Egypt will continue to perform well in the Australian market. "The strength of our dollar against other currencies, including the Egyptian pound, should also assist in maintaining strong booking numbers to the region," he said.

"Generally a region frequented by seasoned travellers, we are seeing

more and more first time travellers visit the region as they realise the ease and peace-of-mind of a guided tour."

Cox and Kings Australia corporate director Nigel Loveday said the company had been pleased with its sales performance in Egypt.

"The destination is traditionally one of our strongest sellers. We have enhanced our product range and predict another successful year."

African Wildlife Safaris' Praful Albuquerque, said Egypt was gaining in popularity. "We are very confident that business will continue to grow as a result of the Egyptian Tourist Authority's major marketing campaign across Australia using television, print and outdoor advertising"

According to Insight Vacations managing director, Lorraine Sharp, Egypt has long been a popular holiday destination for Australian travellers.

"Overall, our 2010 Ancient Civilizations program is up 57 per cent from 2009, with many of its product regularly appearing in top itineraries lists. The program has expanded year on year in response to consumer demand and has evolved considerably since we first began operating tours to the region," she said.



"and the stones spoke to me..."

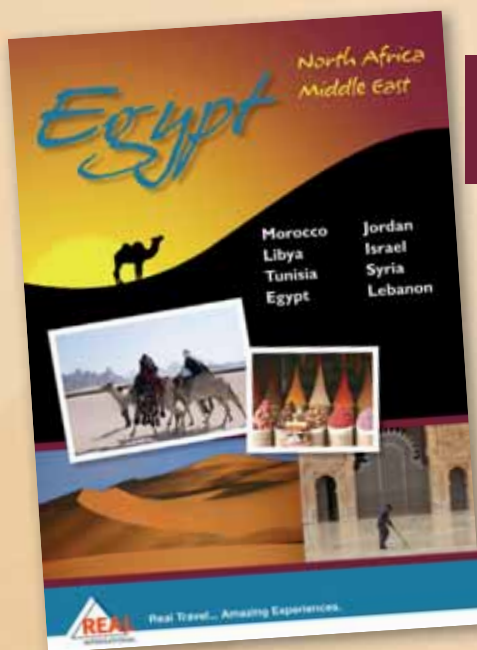


Egypt

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## Agent says 'mysterious' Egypt appeals to Aussie travellers

HAVING been born and raised in Egypt, Mary Anawati has a fantastic knowledge of the country.

Mary, a senior travel consultant with the Melbourne-based agency Jetset Sanctuary Lakes, has used that knowledge to ensure her clients have a great Egypt experience.

Over the 30-plus years Mary has worked as a travel agent in Australia she has noted changes in attitudes towards Egypt.

"Egypt is one of those places that people always want to go to, it has a really mysterious feel," she said.

However, during times of conflict Australian travellers have held off visiting. Now the destination was in great demand.

Mary recommends all visitors have

something organised before arriving in the country.

"Egypt isn't one of the destinations that you just turn up in," she said.

For FIT's Mary will arrange packages that include a meet and greet at the airport, transfers, hotel accommodation and a guide.

As well as selling a range of escorted tours from major wholesalers, Mary has also taken two groups to Egypt and is about to take a third next year.

She believes every trip to Egypt should include as a minimum three nights in Cairo and a three-night Nile cruise.

"Egypt is fantastic value for money, especially given the strength of the dollar against the pound," Mary said.

Aegean Odyssey aft deck



## Voyages to Antiquity packages Egypt on Aegean Odyssey

VOYAGES to Antiquity is offering five cruises highlighting Egypt on the *Aegean Odyssey* in 2011. The 2011 program also includes a host of new features including pre and/or post-cruise hotel packages, a variety of shorter cruise lengths and new destinations.

All itineraries are designed as cruise-tours featuring a range of seven to 12-night voyages with pre-and/or post-cruise hotel stays included in the fares in Rome, Athens, Istanbul, and Cairo.

Hotel stays include transfers to and from the airport and or the ship.

Cruises featuring Egypt include "Carthage is to be Destroyed", a 15-day cruise which travels from Athens to Cairo. Departing on March 26 the cruise includes visits to Syracuse, Valletta and mediaeval Mdina, Tunis, Carthage, El-Jem, Tripoli, Al Khums, Leptis Magna, Benghazi, Cyrene and Alexandria and a one night post cruise stay in Cairo. It costs from \$3590 per person (twin share).

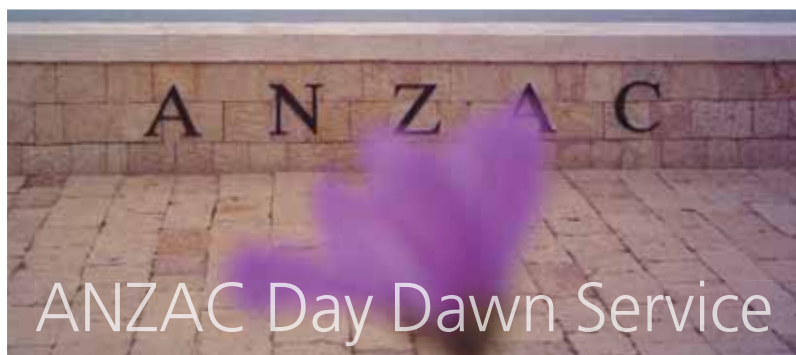
"Everything in Alexandria was Superlative" is a 14-day cruise costing from \$2870 per person (twin share) which travels from Cairo to Rome departing on April 8. It includes visits to Alexandria, Heraklion, Rethymnon, Chania, Valletta, Tunis, Trapani and Palermo and a three night pre-cruise stay in Cairo.

All cruises include shore excursions with complimentary bottled water, gratuities to shipboard staff, all meals on board the *Aegean Odyssey*, wine, beer, and soft drinks at dinner, transfers and portage. Guest lecturers and celebrated speakers are other highlight.

The *Aegean Odyssey* features 14 cabin categories, two restaurants, three lounges, four bars, a lecture theatre and cinema, a library, a shop, an internet centre, a medical centre, a swimming pool and jacuzzi and a beauty salon. Voyages to Antiquity is represented in Australia by Cruise Traveller.

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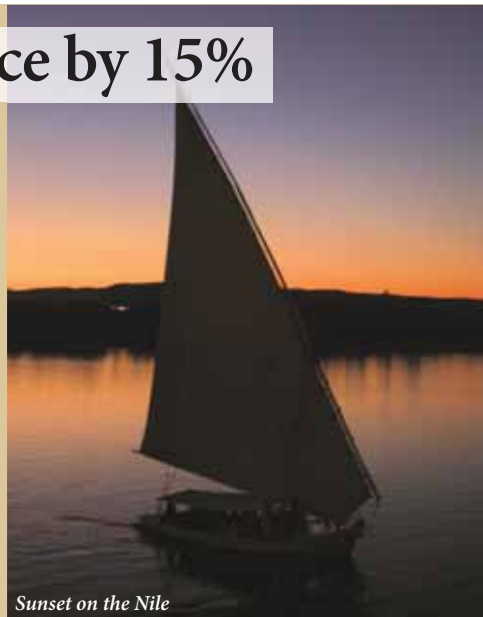
## Tempo cuts Egypt tour price by 15%

TEMPO has reduced the price of its "Total Egypt" program by 15 per cent valid for new bookings made and deposited by October 31, 2010 for travel before September 30, 2011.

The 13-day tour combines a cruise on the Nubian waters of Lake Nasser with a trip up the Nile, as well as visits to the bustling capital of Cairo and famous towns of Luxor, Aswan and Alexandria.

Highlights include the pyramids and Sphinx of Giza, the WWII battlefields of El Alamein, Philae Temple, the Valley of the Kings, Hatshepsut Temple and Abu Simbel. Prices now start from \$2667 per person (twin share). The price is inclusive of the discount and valid for travel between May 18 and June 16, 2011. Other rates, including the 15 per cent discount, apply to other travel periods.

The package also includes arrival and departure transfers, English speaking guides and licensed Egyptologists, private touring in Cairo, sightseeing, meals as specified, entrance fees to attractions, airport assistance and domestic flights where required.



Sunset on the Nile

## Experience the 'Real Egypt' with Trafalgar

TRAFALGAR'S recently released 2010/11 First Class Autumn, Winter and Spring program includes four Egyptian itineraries that depart between November 2010 and April 2011.

The tours start from \$1750 for the nine-day "Real Egypt", which includes a night in Cairo before boarding a luxury overnight train to Aswan. From there passengers board a three-night Nile River cruise travelling up the river and disembarking in Luxor. After an overnight stay in Luxor passengers fly back to Cairo for an additional two nights of exploration.

## African Wildlife Safaris expands Egypt product range to keep up with demand

AFRICAN Wildlife Safaris (AWS) has expanded its Egypt product range to keep up with the growth in business.

"We have seen major growth since we released our stand alone brochure in 2009," said AWS sales and marketing manager Praful Albuquerque. "The new brochure places more emphasis on promoting areas like Lake Nasser cruises and Abu Simbel both of which are becoming very popular."

Albuquerque said all Egypt tours included the best of the best, from five-star hotels to small hidden boutique gems which were packaged with private cars and guides and romantic Nile

cruises. Nile cruising takes centre stage with a new emphasis on dahabiyas.

"These 19th Century style riverboats are proving to be a popular choice with clients as an alternative to the large cruise ships," Albuquerque said.

"They offer a more authentic, tranquil and private Nile experience as they take only 16 passengers and can dock in places where large cruise ships can't, such as alongside islands in the river."

AWS is also offering Nile cruises onboard the *Oberoi Zahra*.

"Part of the Oberoi hotel chain, this vessel offers the impeccable service that the brand is renowned for and includes private docking arrangements at key sites along the Nile," Albuquerque said.

Lake Nasser was also becoming increasingly popular as an alternative to Nile cruising and was another focus of the brochure.

The 2011 brochure also sees AWS expand on Egypt's neighbouring destinations including Jordan, Morocco, Oman, UAE and the addition of Syria.

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## RJ launches Crown Class premium

ROYAL Jordanian Airlines (RJ) is now linking Egypt and other RJ destinations to Australia over Kuala Lumpur three times a week – every Monday, Wednesday and Friday – flying new A330-200s in a two class configuration.

Australian Kuala Lumpur connections are provided by Malaysia Airlines.

“Renowned for its inflight service, RJ’s A330s are fitted with the latest technology including the AVOD on-demand in seat video and interactive games system in all classes,” said Royal Jordanian’s Iain Ferguson.

“Crown Class is the result of Royal Jordanian merging its first and business classes to provide a premium cabin at business class prices.”

To celebrate the new service, Royal Jordanian is offering a limited duration, mixed class nett fare ex Sydney, Melbourne, Brisbane, Adelaide and Perth for \$3000 return to Egypt and other Eastern Mediterranean destinations, valid for flights issued by October 31.

“Passengers fly Malaysian economy class on the daylight sector between Australia and Kuala Lumpur, then stretch out in RJ’s lie-flat Crown Class sleeper chair for the overnight sector from KL to Amman refreshed before joining their Crown Class connection to such Egypt destinations as Cairo and Alexandria.”

## Real Travel expands Egypt brochure

REAL Travel has expanded its 2011 Egypt brochure, adding several new tours and touring options.

The 24-page brochure, Egypt, Jordan, Israel and Syria, includes both FIT and escorted tours.

Three escorted group tours are on offer, the five-star “Route of the Pharaohs” and “Egyptian Twist” and the four-star “Essence of Egypt”.

All tours include the classic sites of Cairo and the Nile Valley together with a cruise between Aswan and Luxor.

The “Route of the Pharaohs” is a 17-day escorted tour with a maximum of 15 people. Guests fly with Emirates and stay at some of Egypt’s finest hotels. Tours depart monthly and cost from around \$5300 which includes airfares.

“Egyptian Twist” is a new tour this year. It’s based on the “Route of the Pharaohs” and also includes a Sahara Desert experience. Four departures are scheduled during 2011 and the tour costs around \$5800 which also includes Emirates economy airfares.

Real Travel director and general manager, Riche du Plessis, said “Egyptian Twist” was introduced to cater for increased interest in Egypt

Kom Ombo Temple at night



and requests from past clients who want to return to Egypt but also add new experiences.

The brochure also includes a new five-day stay at a luxury beach resort at Hurghada on the Red Sea. The “Hurghada Experience” includes a day of quad-bike riding in the dunes behind the city and a full day’s sailing. The tour costs around \$500 per person.

Du Plessis said the option had been included to offer travellers a period of relaxation. “Following Egypt’s classical route can be a very intense experience for some visitors. We felt a period of relaxation at a luxury beach resort before returning home will improve the Egyptian experience.”

Real Travel pays 12 per cent commission on all land arrangements.



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\*Conditions: Prices are per person and based on twin share accommodation. 15% off Total Egypt is valid for new bookings booked and deposited by 31 Oct 10. The offer is for travel between 01 Oct 10 - 30 Sep 11 with last departure being 17 Sep 11. The advertised price is inclusive of discount and valid for departures between 18 May - 16 Jun 11. Prices are subject to availability at the time of booking and may vary due to currency fluctuations and changes to taxes and/or charges. Seasonal and single supplements may apply. Payments by credit card will incur a surcharge. For Tempo Holidays' full Terms and Conditions please refer to [www.tempoholidays.com](http://www.tempoholidays.com) or our 2011 Egypt brochure.

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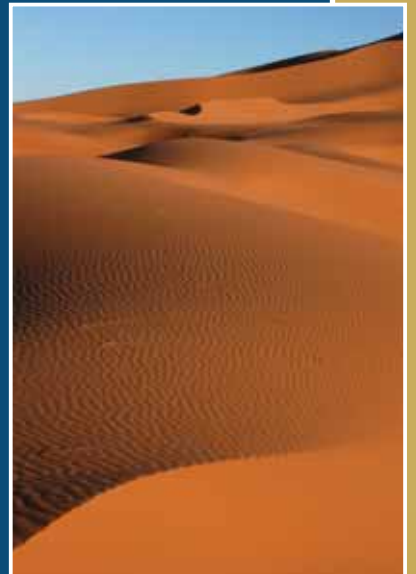
Includes a 1 night post-cruise stay in Cairo.

### *"Everything in Alexandria was superlative"*

**CAIRO TO ROME** - 8 April 2011 : 14 days from \$2,870\*

A Mediterranean spring voyage from Alexandria and Pharaonic Egypt to Byzantine Sicily: Cairo, Heraklion, Rethymnon, Chania, Valletta, Tunis, Trapani, Palermo, Rome.

Includes a 3 night pre-cruise stay in Cairo.

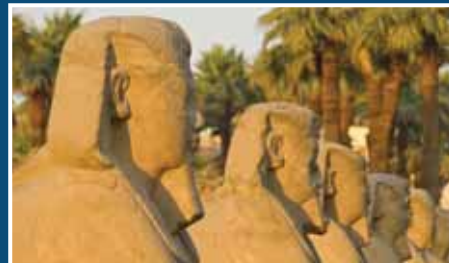


### *"Palmyra stood forth to rival Rome"*

**LIMASSOL TO CAIRO** - 8 Nov 2011 : 15 days from \$3,695\*

Iskenderun, Latakia, Syria's desert oasis of Palmyra and Krak des Chevaliers, Baalbek, Beirut, Suez Canal, Sharm el-Sheikh, Safaga, Luxor, the Pyramids at Giza.

Includes a 3 night post-cruise stay - 1 night in Luxor and 2 nights in Cairo.



### *"Time fears the pyramids"*

**AMMAN TO CAIRO** - 16 Nov 2011 : 15 days from \$3,805\*

Petra and the beauty of Jordan, the monasteries of St Catherine and St Anthony, and Ancient Egypt: Jerash, Petra, Aqaba, Sharm el-Sheikh, Safaga, Luxor, Valley of the Kings, Suez Canal, Port Said, Alexandria, Cairo.

Includes a 2 night pre-cruise stay in Amman & 2 nights in Petra, and a 2 night post cruise stay in Cairo.



### *"Leptis Magna, the most magnificent.."*

**CAIRO TO VALLETTA** - 26 Nov 2011 : 15 days from \$3,590\*

A voyage in the autumn sunshine discovering Ancient Egypt, Roman North Africa and Malta, Cairo, Alexandria, Cyrene, Benghazi, Leptis Magna, Al Khums, Tripoli, Tunis, Valletta.

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*Mrs P Ward, Figtree, NSW. August 2010*

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# Additional departures for popular Bunnik tour

BUNNIK Tours has added new departure dates for its "Egypt in Depth" tour. Bunnik managing director Dennis Bunnik said the new dates were to meet market demand.

"The new dates, which cover September, October and November, have been eagerly snapped up by the market," he said. "Now we see this tour

as one of our best performing."

Bunnik said the company had worked hard to put together a tour package that included many experiences which were offered by other tour companies as optional extras.

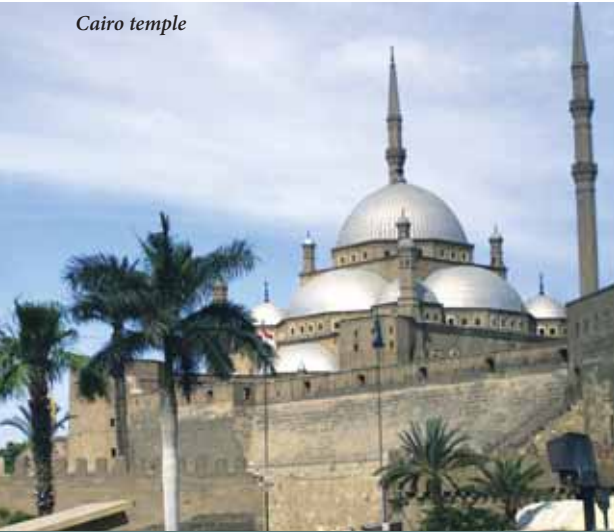
"For example while most other tour companies offer Abu Simbel as an optional extra, we think they are

such an important part of Egypt that we include them on all our tours to Egypt," he said.

"The scale of Abu Simbel is overwhelming but what is more remarkable is that these massive structures were actually moved to avoid flooding when the High Dam was built at Aswan."

Other highlights of the 17-day tour include the Great Pyramids of Giza, the Sphinx, the Valley of the Kings, the temples of Edfu and Kom Ombo, the Khan El Khalili bazaar in Cairo and the Mediterranean city of Alexandria, home of the famous New Bibliotheca. The tour costs from \$5178 per person (twin share).

Cairo temple



## Insight 'Ancient Civilizations' sales jump 57%

INSIGHT Vacations continues to report strong demand for its Egypt product.

According to Insight Vacations managing director, Lorraine Sharp, sales of the 2010 Ancient Civilizations program are up 57 per cent from 2009, with strong demand expected to continue.

"The results of the survey we completed earlier in the year on travel agents and consumers' attitudes towards travel to Egypt found 86 per cent of consumers indicating they would like to visit Egypt within the next five years," she said.

"To meet such high interest our Ancient Civilizations program provides the biggest range of Egypt tours to date, offering 11 itineraries to Egypt and 27 itineraries in total, including Egypt and surrounding regions."

"Travellers who choose to visit Egypt with Insight Vacations are provided with a smooth experience from the minute they

arrive, with guidance through immigration, and throughout the entire duration of their journey," she said.

"Each itinerary features travel by luxury air-conditioned coach, a range of first class to deluxe hotels which are scenically or centrally located, superb cuisine, unforgettable sights and the services of some of the regions most respected and experienced tour directors."

Sharp said itineraries which combined Egypt with other exotic destinations within close proximity to the region rated particularly highly with Australian travellers. The most popular region to add on was Greece with Turkey, Jordan and Israel not too far behind.

"On the back of this trend, we introduced the new 22-day 'Odysseys of the Ancient World' into our 2010 program, which encompasses all of these destinations with Egypt exploration."

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## APT combo cruise-tour links Cairo with Europe

THE March 31 departure of APT's 13-day "Majesty of Egypt" cruise-tour package can be linked to an APT Concerto Class ship 15-day cruise of Europe's rivers.

This is APT's new 27-day "Cairo-to-Amsterdam" combination for 2011, which is priced from \$11,640 per person (twin share).

APT general manager marketing, Debra Fox, said the new combined cruise package was designed for customers who had the time to take an extended holiday.

"It is a very stylish sort of stopover experience sought by our Europe river cruise target market," she said.

"It works well because we can deliver the same level of service and standards as provided in Europe and Canada-Alaska, which includes luxury accommodation, most meals, excursions led by expert guides, transfers and tipping."

For the approaching peak October-March season, APT has 42 departures of its two main Egypt packages (13 and 19-day "Majesty of Egypt"), both of which feature a four-night Nile cruise on the newly renovated *Moon Goddess*. The packages are priced from \$4195/\$6695.

Fox said top seller was the 19-day "Majesty of Egypt and Jordan", which



Pompeys Pillar, Alexandria

combined land touring of Alexandria, Cairo, Luxor, Amman, Petra, Dead Sea with a four-night Nile cruise. This is a small group tour, with an average of 18 guests and includes APT "Signature Experiences" – the temples of Abu Simbel, a horse-drawn carriage to the Sound and Light show at Karnak Temple, riding a camel across the Giza Plateau, dinner cruise on the Nile, ancient Petra by Night, jeep tour of Wadi Rum and swimming in the Dead Sea.

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