



Impact of Grand Egyptian Museum on Tourism



2025 Insights



Grand Egyptian Museum: Background

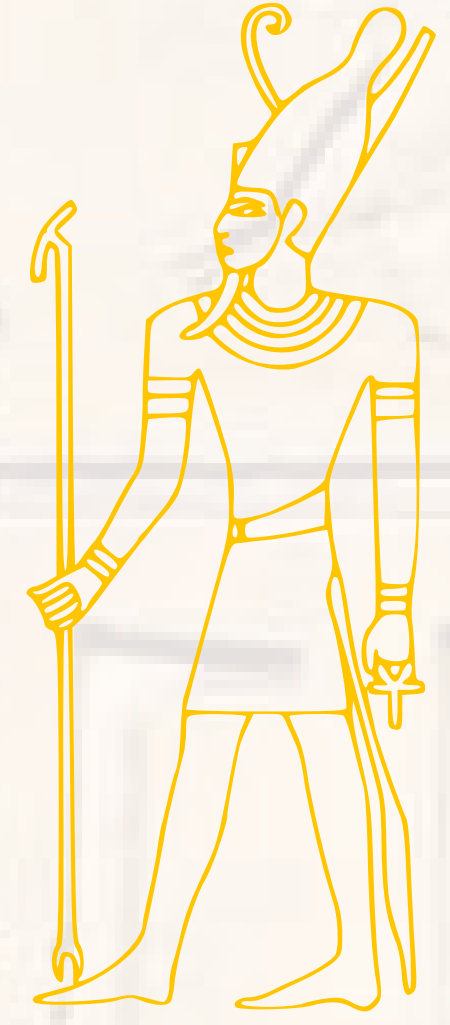
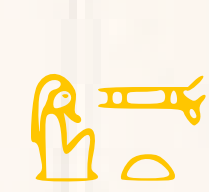
- Construction: **2005** → Opening: **Nov 1, 2025**
- Total investment: **\$1.2 billion**
- Area: 500,000 m² (70 football pitches)
- Collection: 100,000+ artifacts spanning 7 millennia
- Complete **Tutankhamun collection** (5,992 artifacts)
- Located 2km from Giza Pyramids with panoramic views

Cultural Significance & Unique Features



- **Complete Tutankhamun collection** (5,992 artifacts) displayed together for first time
- **State-of-the-art technology** including VR and interactive exhibits
- **4,500-year-old funerary boat** of Khufu
- **16m-long suspended obelisk** of Ramesses II
- Grand staircase lined with statues of ancient kings and queens
- **Giant window** offering framed view of pyramids





Visitor Experience & Management Systems

📅 **New reservation system** to manage visitor numbers

🌐 Online booking **exclusively through** museum's official website

🕒 **Weekends Holidays** Require advance booking

⚖️ **Balanced approach** to enthusiasm & capacity

🌍 Recognized as **world-leading cultural landmark**

✅ **Smooth visitor flow** under the new system

System ensures high-quality experience across vast exhibition areas

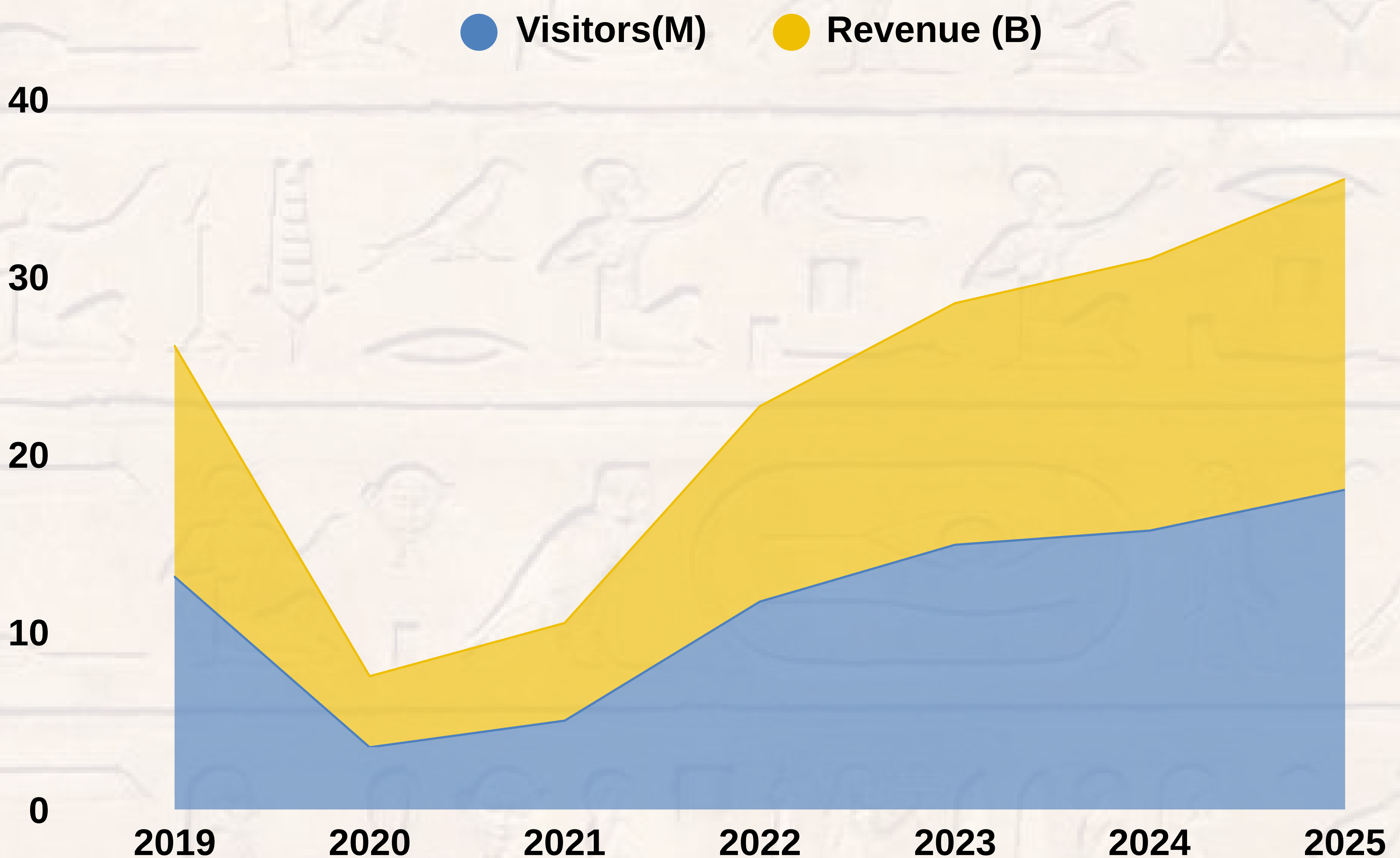


Tourism Statistics: Before & After GEM Opening

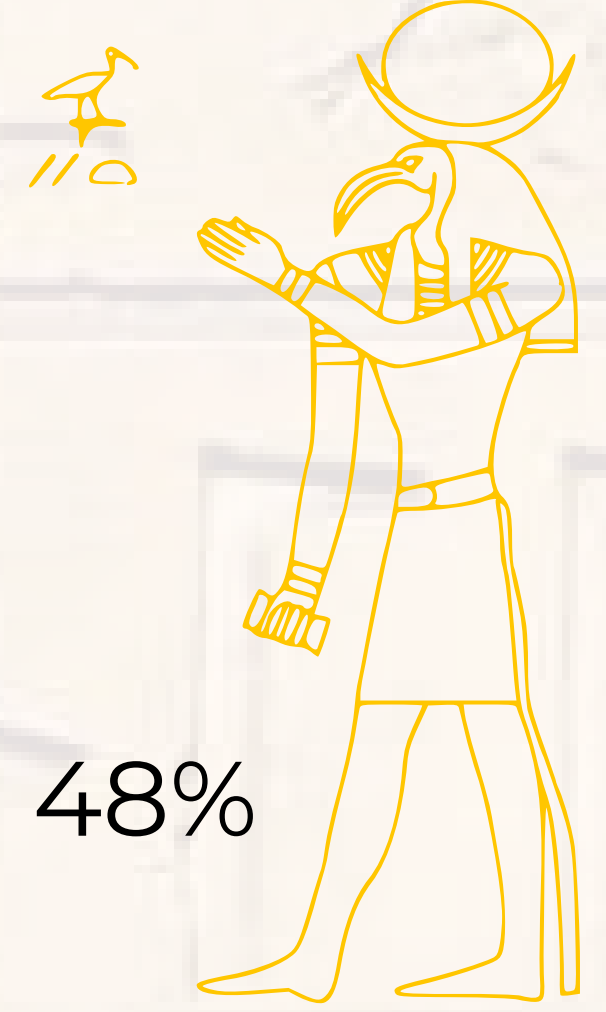
- 👤 **2024 15.7 million** visitors, **\$15.3 billion** revenue
- 📈 **2025** Projection: **18 million** visitors
- 🏠 GEM: **19,000** daily visitors (first week)
- 🏠 GEM expected to attract **5 million** visitors annually
- 📅 **15,000** daily visitors to GEM
- ✈️ International visitor spending up **36.1%** vs 2019
- 🏠 Domestic visitor spending up **31.8%** vs 2019



Egypt tourism growth (2019 - 2025)



Impact on Hotel Rates & Occupancy



🏨 Hotel ADR: **3,354.75 EGP** (2023) → **4,964.97 EGP** (2024) 48%

💰 RevPAR: **2,172.81 EGP** (2023) → **3,203.28 EGP** (2024) 47%

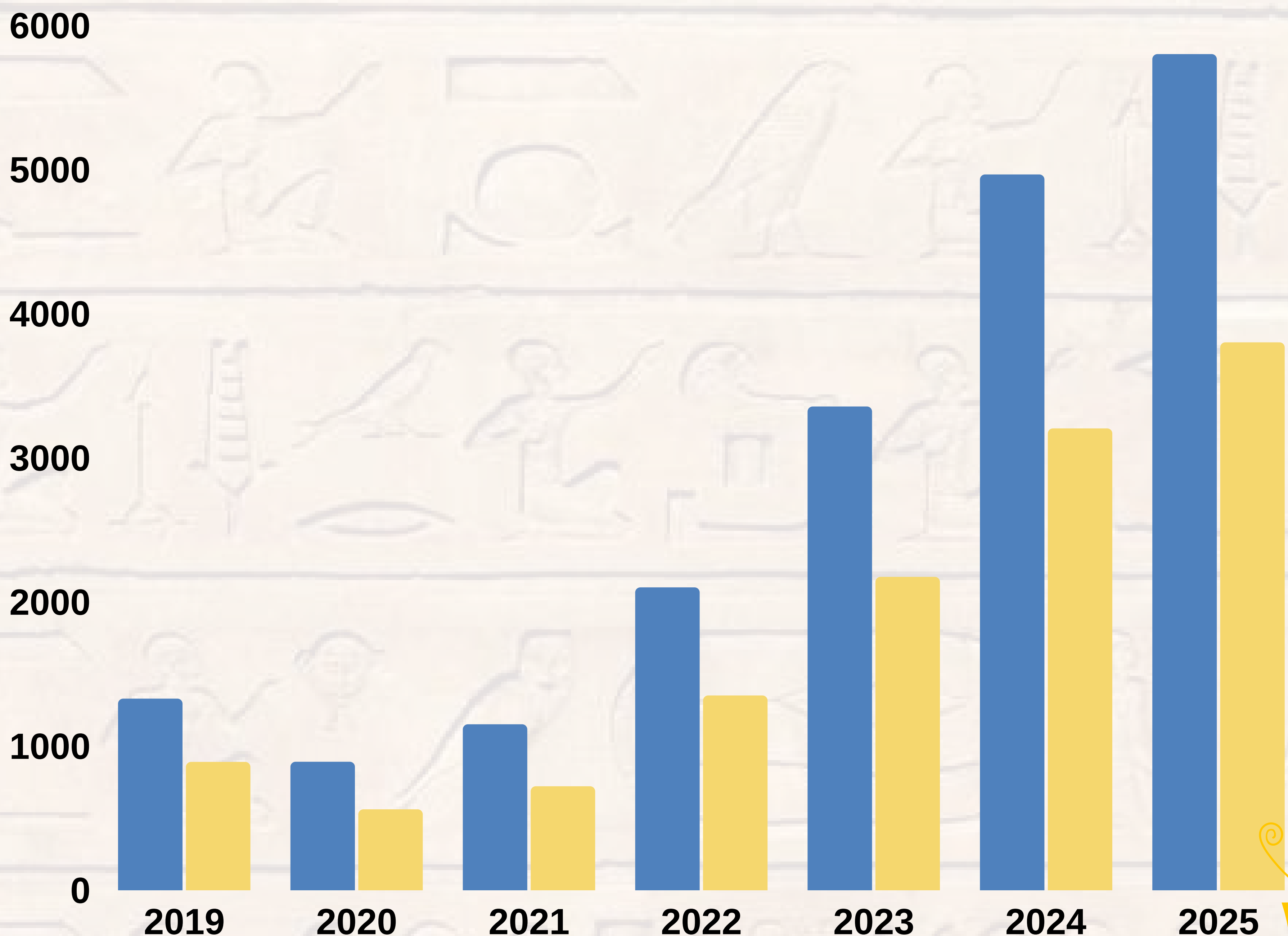
🏨 Cairo pipeline: **70 hotels, 17,757 rooms**

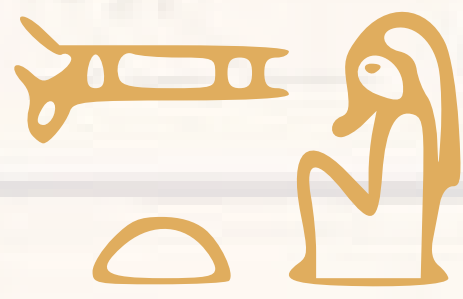
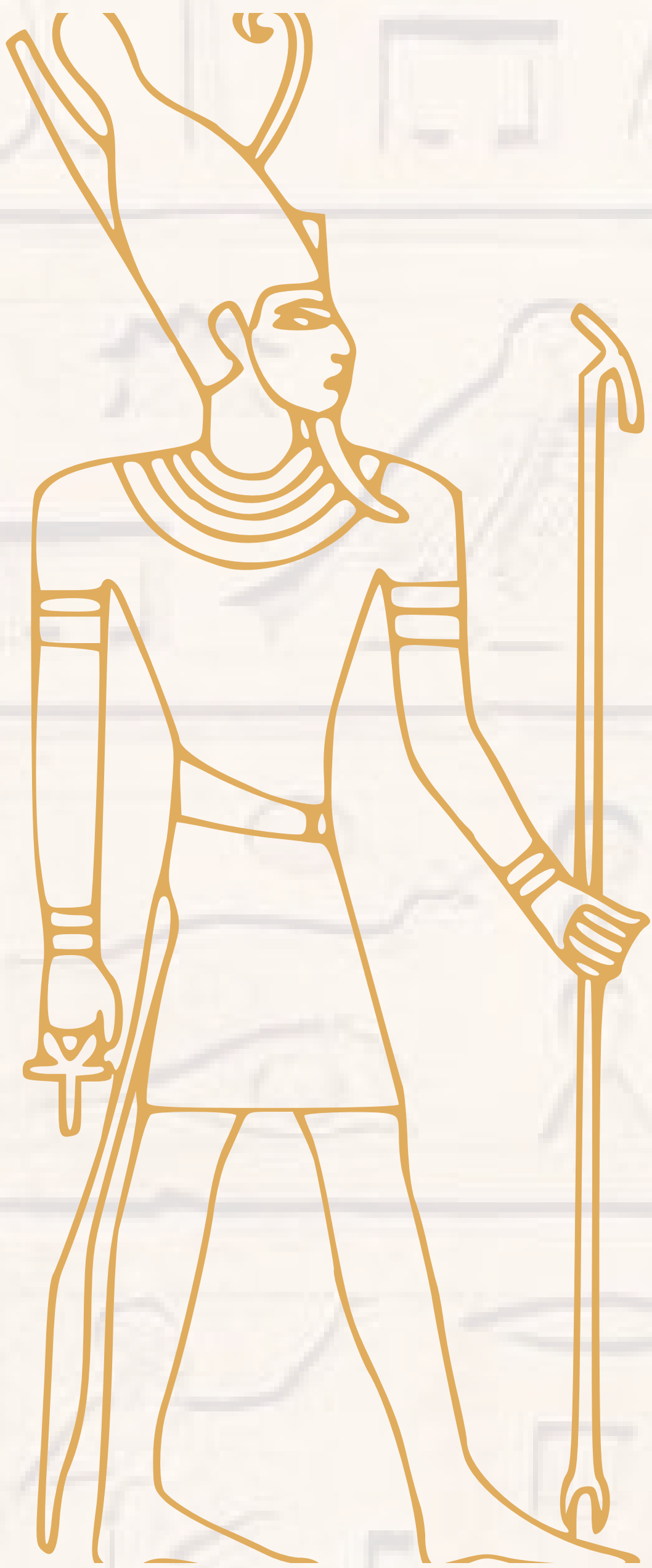
☂️ Sharm El Sheikh occupancy: **36%** (Jan 2023) → **91%** (May 2025)

📅 Tour operators now offering **week-long GEM-focused** itineraries

Egypt hotel performance (2019 - 2025)

● Average daily rate (egp) ● Revenue/room (Egp)



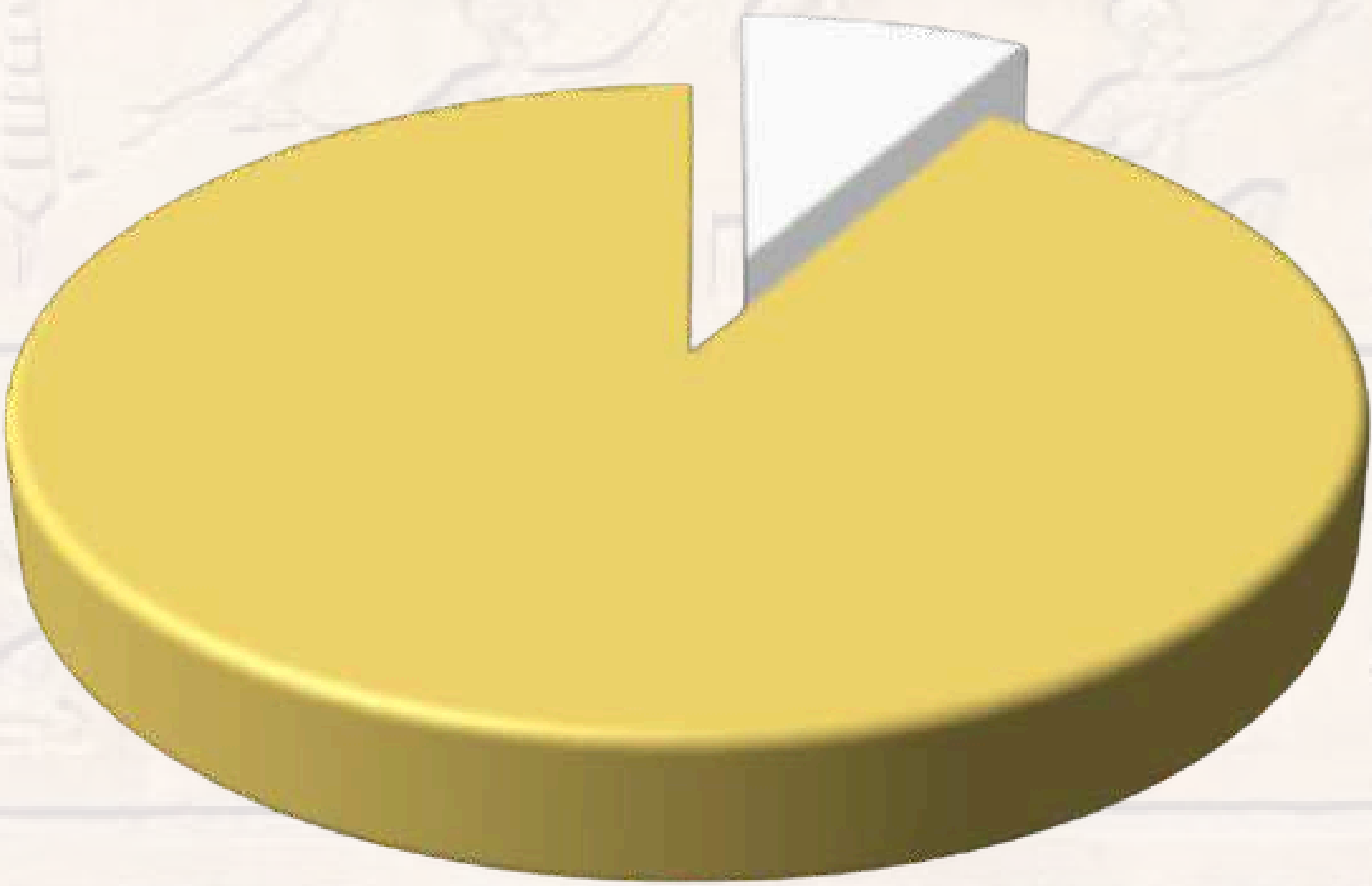


Economic Impact & Job Creation

-  Tourism contributed **8.5%** to Egypt's GDP in 2024
-  Sector supported **2.7 million** jobs in 2024, exceeding 2019 peak
-  2025 employment forecast to rise to **2.9 million** 22.3% vs 2019
-  GEM created **tens of thousands** of direct and indirect jobs
-  Every direct tourism job creates **2-3 indirect** jobs
-  Tourism revenues reached **\$15.3 billion** in 2024 9% YoY

TOURISM CONTRIBUTION TO EGYPT GAP

TOURISM, 8.50%



OTHER SECTORS, 91.50%



Future Projections & Highlights

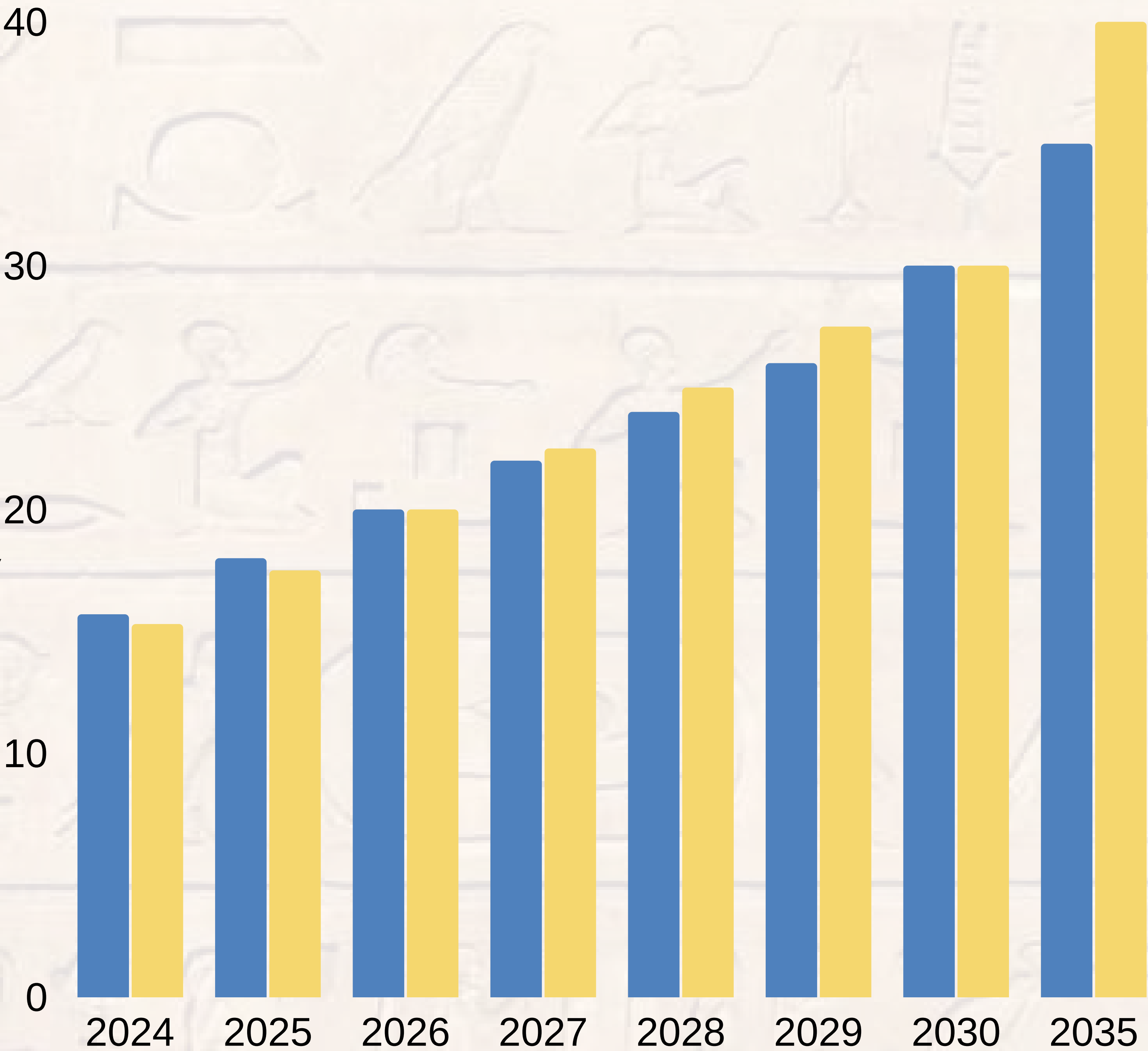
- 👥 Egypt aims to attract **30 million** tourists by **2030**
- 💰 Target of **\$30 billion** in tourism revenue by end of decade
- 📈 By **2035**, tourism expected to contribute **EGP 2.1TN** to national economy
- ✈️ International visitor spending projected to reach **EGP 1.1TN** by 2035



● Tourists (M) ● Revenue (B)

📍 GEM encouraging visitors to travel to **Luxor and Aswan**, creating new tourism flow

✈️ New infrastructure including **Sphinx International Airport** improving accessibility



Conclusion & Key Takeaways

- ★ GEM has become a **major catalyst** for Egypt's tourism revival
- 📈 **Significant increases** in visitor numbers and tourism revenue since opening
- 🏨 Hotel rates and occupancy have seen **substantial growth**



- 👛 **Tens of thousands** of jobs created across tourism ecosystem
- 📖 Museum is **reshaping Egypt's tourism map**, especially in Cairo
- 🚧 **Strong foundation** laid for achieving 2030 tourism targets

The Grand Egyptian Museum represents a transformative milestone for Egypt's tourism sector, driving unprecedented growth and setting the stage for long-term economic prosperity.