

## When in Egypt

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### The Challenge

Egypt has experienced a significant downturn in tourism over the last six years. Using the record-high 14.7 million tourists that visited Egypt in 2010 as a reference point, Egypt has lost over 20 million tourists through 2015. In addition, there are persisting negative perceptions of Egypt in the West that continue limit the amount of people willing to visit Egypt. Our project aims to utilize rideshare advertising and travel bloggers to highlight Egypt's safety, showcase Egypt's destinations and display the stability of Egypt's government.



### Project Overview

We're planning on showing videos of travel bloggers and other Westerners traveling to Egypt within rideshare vehicles located in the U.S. In doing so, we believe we'll be able to combat many of the negative stereotypes of Egypt that persist in the West.

We want to work with travel bloggers because it allows us to leverage their bases of followers to promote Egypt as a destination. We will locate bloggers who focus on cuisine, art, nightlife and fashion and center our videos on their core areas of expertise. Each blogger will be connected with an organization in Egypt that shares their area of focus to encourage long-term continued engagement between the blogger, the organization and their respective followers.

We believe the only way to reverse the downward trend in tourism in Egypt is to overcome Americans' fear for safety in Egypt and educate them on Egypt's political stability and accommodating laws in the process. We will advertise our videos in rideshare vehicles like Uber and Lyft because airports and local tourist destinations are among their most frequently visited destinations. In addition, rideshare passengers are a captive audience, allowing us to highlight Egypt in a setting where information can be more readily absorbed. As a result, we think rideshare passengers are the perfect audience advertise Egypt to.

### The Goal

- Boost trade and tourism
- Fight stereotypes of Egypt
- Increase cultural understanding
- Highlight unique aspects of Egypt's culture
- Advertise multiple Egyptian destinations
- Reach over 2 million Americans

## **Population Served**

Our videos will be seen by 2 million rideshare passengers in the U.S. In addition, they'll be seen by the followers of the travel bloggers we select for the project. Since each travel blogger is selected by area of expertise, we'll be able to more readily target our videos to specific demographics in the U.S.

## **Project Milestones**

### **Phase 1: Weeks 1-7**

1. Create promotional materials to recruit travel bloggers
2. Begin outreach to famous travel bloggers & select Westerners
3. Reach out to potential sponsors

### **Phase 2: Weeks 8-11**

1. Pitch potential videos to sponsors & confirm creative direction
2. Confirm blogger timelines

### **Phase 3: Weeks 12-28**

1. Initiate blogger visits and begin shooting
2. Connect bloggers with local organizations for continued engagement
3. Initiate video post-production & revision process

### **Phase 4: Weeks 29+**

1. Initiate rideshare ad campaign in the U.S.

## **Expected Outcome**

Our campaign will be seen by over 2 million U.S. citizens and hopefully play a role in boosting Egyptian tourism to pre-2010 levels. Tourism is a vital part of the Egyptian economy and its success is important to the prosperity of Egypt. The reason we're choosing bloggers with different areas of focus like cuisine, art, fashion and nightlife is because it is our hope that we can position Egypt's image as a key player in each of these respective areas moving forward.

## **Furthering the Foundation's Mission**

*When in Egypt* will further the Foundation's mission of bridging the gap between the East and West and encourage Westerners to re-engage with Egypt. Our project will demystify Egypt, encourage increased dialogue and promote cultural understanding.