



Introduction

Egypt is considered to be a perfect destination for MICE trips from across the world in general and from the Indian market in particular. Hereby are some reasons to put Egypt on the top of your recommendations to a corporate when deciding a MICE trip:

- **Visa upon arrival for groups:** One of the most important factors for any company to consider a destination for a MICE trip is the easy visa process. Visa-on-arrival becomes a big attraction especially for the multi-regional companies where it is rather difficult to apply individually for advanced visa. For individuals also (in case that some employee is joining individually from another city), although a prior visa is required in such a case, but the process is still so easy since it doesn't require a personal interview. A recommendation letter from the company will help even expediting the process.
- **Various connections:** Egypt Air is connecting Mumbai to Cairo with 4 weekly flights on A330-200 aircraft with an average of 6 hours flying time. The flight time is perfect since it reaches Cairo early in the morning to catch the whole day. The departure is at 4:30 pm which perfectly matches with check-out time in the hotels. Besides EgyptAir, many other regional carriers are connecting the two countries with an average of 7 hours flying time such as:
 - * Emirates Airlines.
 - * Oman Air
 - * Kuwait Airlines
 - * Air Arabia
 - * Etihad Airlines
 - * Gulf Airlines





In case of having large groups from the same city, it might be a good idea to charter a flight. Charter companies are available in Egypt providing such services on competitive rates.

- **Variety of venues:** Besides the typical conference halls in the 5-star hotels in Cairo and other main tourist resorts, many other creative solutions are possible to deal with different requirements of the corporate clients such as:
 - * Separate conference halls that can accommodate large numbers of audience of more than 3000 guests at the same time.
 - * Outdoor events by a hotel beach in Sharm El Sheikh, Hurghada or Marsa Alam (open number of guests depending on the beach capacity).
 - * On-board events in one of the large-size Nile cruises between Luxor and Aswan (Up to 120 guests depending on the size of the Nile cruise).
 - * In one of the old temples between Luxor and Aswan or by the façade of Abu Simbel Temple (up to 500 guests depending on the capacity of the venue- prior permission required).
 - * In a historical royal palace in Cairo or Alexandria (up to 800 guests depending on the capacity of the venue – prior permission required)
 - * In a historical site in the old part of Cairo or Alexandria such as Salah Eldin Fortress in Cairo or Qaitbay Fortress in Alexandria.
 - * In the opera house in Cairo or in Alexandria, in case the event will require a stage performance or a cultural show.
 - * In a tent by the Pyramids: The most prestigious setup for an event can be arranged in luxurious tent looking at the Pyramids plateau. Such tents are fully equipped with luxurious services and catered by 5-star hotel staff.

- **Professional DMCs:** MICE business is well embedded in Egypt since 1869 when Thomas Cook Travel Company organised the inaugural ceremony of the Suez Canal. Many companies in Egypt are specialised in MICE tours with more than 25 years of experience. Some of them have such an experience of serving 3000-guest events.

- **Suitable infrastructure:** Egypt is well prepared to receive the maximum number of MICE business having large network of airports, VIP rail wagons, highways of 5-lanes in each side, up-to-date





monetary system, large ATM network, fiberoptic internet connections, media centers and multi-lingual translation services.

- **Budget Solutions:** Egypt offers some very affordable prices in terms of hotels, F&B and conference services that can bring the whole incentive package to a very competitive price compared to closer destinations of less varieties and offerings.
- **Profitability:** Since Egypt is still considered in the market as an exotic destination, the margin of between the package cost and the selling price is relatively higher than other mass destinations.

Some solutions for a 3-night conference in Egypt

Cairo 3 nights – Modern:

1st Day:

- Arrival at Cairo International Airport.
- Lodging at one of the luxurious hotels nearby the airport such as
 - * Royal Maxim Palace Kempinski Cairo: 245 rooms – Max hall capacity: 2500 (theater).
 - * Al Masah Hotel & SPA: 123 rooms – Max hall capacity: 2500 (banquet).
 - * Intercontinental Cairo Citystars: 824 rooms – Max hall capacity: 2200 (Theatre).
 - * JW Marriott Cairo: 439 rooms – Max hall capacity: 2262 (Theatre).
 - * Fairmont Towers, Heliopolis: 247 rooms – Max hall capacity: 2200 (theatre).
 - * Renaissance Cairo Mirage City Hotel: 333 rooms – Max hall capacity: 950 (theatre).
 - * Sonesta Hotel Tower & Casino Cairo: 409 rooms – Max hall capacity: 600 (theatre).
 - * Le Passage Cairo Hotel & Casino: 412 rooms – Max hall capacity: 500 (Reception).
 - * The Westin Cairo Golf Resort: 135 rooms – Max hall capacity: 650 (theatre).
 - * Le Meridien Cairo Airport: 349 rooms – Max hall capacity: 600 (theatre).
 - * And more.
- Evening: In-house entertainment – Inaugural ceremony.

2nd Day:

- **Morning:** full-day conference for the delegates – shopping & entertainment in a nearby megamall (Cairo Festival City, City Stars, Golf City Mall El Obour, etc.) for the spouses.



3rd Day:

- Morning: Whole day conference for the delegates – sightseeing (Pyramids, Cairo Museum) for the spouses.
- Evening: Closing ceremony at the same hotel.

4th Day:

- Free time till departure.



Cairo 3 nights – Elite:

1st Day:

- Arrival at Cairo International Airport.
- Lodging at one of the luxurious hotels in the downtown with a fascinating Nile view such as:
 - * Intercontinental Cairo Semiramis: 726 rooms- Max hall capacity: 1847 (theatre).
 - * The Nile Ritz-Carlton, Cairo: 331 rooms, Max hall capacity: 1500 (theatre).
 - * Sheraton Cairo Hotel and Casino: 650 rooms- Max hall capacity: 300 (theatre).
 - * Conrad Cairo Hotel & Casino: 614 rooms, Max hall capacity: 1300 (theatre).
 - * Cairo Marriott Hotel & Omar Khayyam Casino: 1087 rooms, Max hall capacity: 1000 (theatre).
 - * Four Seasons Hotel Cairo at Nile Plaza: 265 rooms- Max hall capacity: 850 (theatre).
 - * Grand Nile Tower: 715 rooms, Max hall capacity: 800 (theatre).
 - * Pyramisa Suites Hotel Cairo: 380 rooms, Max hall capacity: 500 (theatre)
 - * Ramses Hilton Hotel & Casino: 771 rooms, Max hall capacity: 500 (theatre).
 - * Sofitel Cairo Nile El Gezira: 433 rooms, Maximum hall capacity: 450 (theatre).
 - * Fairmont Nile City: 548 rooms, Max hall capacity: 350 (theatre).
 - * And more.
- Evening: Inaugural ceremony: Manial Palace (a historical venue).

2nd Day:

- A full-day conference at the hotel for delegates. The spouses might go for sightseeing (Pyramids, Cairo Museum, lunch in a downtown local restaurant).



- Evening: in-house entertainment program or a dinner in a floating restaurant on the Nile (Nile Maxim, Nile Crystal, Nile Pharaohs, Aquarius, Andrea, etc).

3rd Day:

- A half-day conference program for the delegates while the spouses could continue sightseeing in Old Cairo area.
- Evening: A mega closing ceremony and gala-dinner at Mohamed Ali Palace (historical venue).

4th Day:

- Half day shopping at Khan El Khalili Bazaar till final departure time.

Cairo 3 nights – Pharaonic:

1st Day:

- Arrival at Cairo International Airport.
- Lodging at one of the luxurious hotels near the Pyramids plateau such as:
 - * Mövenpick Hotel & Casino Cairo - Media City: 360 rooms, Max hall capacity: 2000 (theatre).
 - * Marriott Mena House Hotel: 420 rooms, Max hall capacity: 1210 (theatre).
 - * Le Meridien Pyramids Hotel & SPA: 633 rooms, max hall capacity: 800 (theatre).
 - * Hilton Pyramids Golf: 229 rooms, max hall capacity: 700 (theatre).
 - * Cairo Pyramids Hotel: 364 rooms, max hall capacity: 300 (theatre).
 - * Mercure Cairo Le Sphinx: 280 rooms, max hall capacity: 250 (theatre).
 - * Helnan Dreamland Hotel & Conference Centre: 166 rooms, max hall capacity: 180 (theatre).
 - * And more.
- Evening: Inaugural ceremony in the hotel (luckily if with a view over the Pyramids).

2nd Day:

- Morning: A full-day conference for the delegates. Spouses could enjoy a full-day sightseeing (Pyramids, Sun-boat Museum, Cairo Museum, Khan El Khalili Shopping, etc.).
- Evening: Gala-dinner in a floating restaurant on the Nile (preferably with Pharaonic decoration).





3rd Day:

- Morning: A half-day conference for the delegates. Spouses could enjoy the day at Egypt Mall (Skiing, shopping and dining), Arabia Mall (shopping, dining and entertainment), Dream Park (theme park).
- Evening: A mega gala-dinner in a customised tent on the Pyramids Plateau with Pharaonic and folkloric shows.

4th Day:

- Free day till final departure.
- Some ideas for Pre- & Post programs in Cairo:
 - * Sound & light show by the pyramids.
 - * Ballet-show or a concert at the opera house.
 - * Dinning on a floating restaurant.
 - * Dinning in an Indian authentic restaurant.
 - * Shopping at Khan El Khalili bazaar.
 - * Visit to Old Cairo (Religious complex, Al Azhar Mosque, The Citadel, etc.)
 - * Dinning at Al Azhar park.
 - * Folklore night at one of the cultural centers in old Cairo (Mahka Al-Qalaa, Wekalet Bazaraa, etc.).
 - * A visit to the National Circus, the Zoo or to Cairo Tower.
 - * Full-day golfing in one of the golf resorts in Cairo.
 - * Over-day to Alexandria (Mediterranean beach, historical sites, Bibliotheca Alexandria and great shopping, 218 km- good highway).
 - * Over-day to Fayoum (historical sites, geological sites, Christian monasteries and rural farms - 101 km- good highway).
 - * Overnight to Ain Sokhna (Red Sea beach resort- 133 km- good highway)



Alexandria:

1st Day:

- Arrival at Cairo Airport connecting to Alexandria by road (about 3 hours from Cairo Airport) or by air (to Borg Al Arab Airport).
- Lodging at one of the luxurious hotels such as:
 - * Four Seasons San Stefano: 118 rooms, max hall capacity:900 (theatre).
 - * Hilton Green Plaza: 314 rooms, max hall capacity: 3500 (theatre).
 - * Sheraton Montazah hotel: 291 rooms, max hall capacity: 700 (theatre).
 - * And more.
- Evening: Inaugural ceremony at the ballroom of the hotel.

2nd Day:

- A full-day conference at the hotel for delegates. The spouses might go for sightseeing (National Museum, Royal Jewellery Museum, Qaitbay Citadel).
- Evening: Attending a concert at the Alexandria Opera House (a historical opera house inaugurated in 1921).

3rdDay:

- A half-day conference program for the delegates while the spouses could continue sightseeing (Roman Amphitheatre, Catacombs of Kom El Shokafa, Bombay's pillar).
- Evening: Closing Ceremony Façade of Qaitbay Citadel.

4th Day:

- Half day shopping at local bazaars till final departure time.





Some other ideas of pre and post tours in Alexandria:

- Extra over-day sightseeing: Royal Montazah Gardens, Library of Alexandria (Largest Library in the world), Cavafy's museum, The Greco-Roman Museum, The Fine Arts Museum.
- Private-beach over-day: You might book a full-day private beach for your group having food served on beach along with beach activities.
- Over-day to El-Alamein (Most famous Second World War battle field – An army museum narrates the story of the war – about 112 km to the west of Alexandria).
- Overnight to Sidi Abdel Rahman (a new tourist destination of about 142 km to the west of Alexandria with many beach resorts).

Sharm El-Sheikh:

1st Day:

- Arrival at Cairo Airport connecting to Sharm El Sheikh by road (about 5h50m from Cairo Airport) or by air (to Sharm El Sheikh International Airport).
- Lodging at one of the luxurious resorts that offers meeting services in Sharm El Sheikh such as:
 - * Maritim Sharm El Sheikh: max hall capacity: 2000 (theatre).
 - * Royal Savoy Sharm El Sheikh: max hall capacity: 1400 (theatre).
 - * Hyatt Regency: max hall capacity: 740 (indoor theatre)- 850 (outdoor banquet).
 - * Baron Resort Sharm El Sheikh: max hall capacity: 400 (theatre).
 - * Four Seasons Sharm El Sheikh: max hall capacity: 450 outdoor - 275 indoor (banquet).
 - * Steigenberger Sharm El Sheikh: max hall capacity: 180 (indoor- theatre).
 - * And more.
- Evening: Inaugural ceremony at the ballroom or by the beach of the hotel.

2nd Day:

- A full-day conference at the hotel for delegates. The spouses might go for a whole day sea cruise with glass-boat or enjoy water sports and aquaparks by the beach.
- Evening: Attending a Bedouin dinner (a dinner served by local people in open air, mostly barbeque along with local folklore show).



3rd Day:

- A half-day conference program for the delegates while the spouses could go for over-day excursion to Mount St. Catherine.
- Evening: Closing Ceremony with a techno party in an outdoor discotheque.

4th Day:

- Half day shopping at local bazaars till final departure time.

Some other ideas of pre and post tours in Sharm El Sheikh:

- Extra over-day excursion to Mount Moses (where Moses has received the 10 commandments) and Nuweiba (to visit the coloured canyons).
- Over-day excursion to Ras Mohamed Protected Area (a wonderful area for snorkeling and diving).
- Extra 2 nights enjoying the beach activities (watersports, relax by the beach, fine dining, nightlife, etc.).
- Luxor-Aswan: (Cultural Experience): This program is better to cater smaller groups of 70 – 140 guests, less formal and more luxurious.
- Luxor-Aswan (Option 1- Abu Simbel included)

1st Day:

- Arrival at Cairo Airport connecting to Abu Simbel by air via Aswan.
- Lodging at one of Abu Simbel hotels.
- Evening: The Inaugural ceremony by Abu Simbel Temple.
- Overnight at the hotel.

2nd Day:

- Flight to Aswan, lodging to a Nile cruise- Start sailing towards Luxor.
- Evening: Casual reception onboard.





3rd Day:

- A half-day conference program for the delegates onboard.
- Evening: Entertainment program onboard.

4th Day:

- Continue sailing to Luxor with sightseeing.
- Evening: Closing Ceremony at Edfu Temple (requires special permission).

5th Day:

- Arrival at Luxor.
- Connecting to Cairo by air.

Luxor-Aswan (Option 2- Abu Simbel excluded)

1st Day:

- Arrival at Cairo Airport connecting to Aswan by Air.
- Lodging at a chartered Nile Cruise sailing towards Luxor.
- Evening: The Inaugural ceremony onboard with entertainment.

2nd Day:

- Continue sailing towards Luxor.
- Morning meeting onboard.
- Sightseeing.
- Evening: Gala-dinner in Kom-Ombo Temple.

3rd Day:

- Morning meeting onboard.
- Sightseeing.
- Evening: Entertainment program onboard.



4th Day:

- Arrival at Luxor.
- Sightseeing.
- Evening: Closing Ceremony at one of the large temples in Luxor (Karnak, Luxor, Hatshepsut).

5th Day:

- Connecting to Cairo by air.

Some other ideas for pre & post programs for Aswan-Luxor packages:

- Shopping at the old bazaars in Aswan and Luxor.
- Visit to the Nubian Villages near to Aswan.
- Visit to the High Dam in Aswan.
- Visit to the Aswan Botanical Garden in Aswan.



- Visit to Philae Temple in Aswan.
- Over-day trip to Abu Simbel.
- Hot-air balloon riding in Luxor.
- Felluka ride in the Nile.
- Ride a horse carriage by the Nile in Luxor.
- Extension of overnight in Luxor to visit the main attractions in the west bank of the Nile (the Colossi of Memnon, tomb of Tutankhamun, tomb of Ramses the 9th, tomb of Nefertari, temple of Hatshepsut, tomb of Tutmosis the 3rd).
- 2-night extension to Hurghada (about 285 km- beach escape).

General Tips:

- Other programs could be curated as per the requests of the clients. For exhibitions and marts, some special permissions are required to organise such events in Egypt. Please contact your DMC to get more information.
- Since, the large venues in Egypt serve the international as well as the local events such as weddings and regional meetings, it is recommended to book your event at least 4 months in advance.
- Make sure you accommodate your guests at the same venue as much as possible.
- Although many restaurants in Egypt have Indian menus, you might need to add an Indian cook to the delegation in case of having Jain guests or in case of requiring the Indian food to be continuously served during the whole trip. Please coordinate that matter with your DMC enough in advance in order to arrange the required partitions in the hotel kitchens.
- Please calculate exact requirements of vehicles, sightseeing tickets and meals beforehand in order to avoid any hassle during the trip. Sometimes, last minute arrangements are not possible in case of large groups.
- In case of having special rituals that require authentic materials or equipment, make sure to accompany it from India since it might be difficult to arrange it on-spot. In case such rituals will require fire setting, the DMC has to be informed well in advance in order to get the required permission.
- Egypt dress-code in the public areas is much similar to the Indian one. In Islamic religious premises, the ladies need to cover the hair and the body including the stomach. By the beaches the dress-code is the same as the international one.