

Impact of negative media reporting on tourism in Egypt

In November 1997 the Luxor incident leaves 71 dead out of 60 were tourist coming from Germany, Japan and Switzerland. The incident came two months after nine German tourists and an Egyptian driver were killed when a tour bus was firebombed outside the Egyptian Museum in Cairo

The incident took place at the Deir al-Bahri temple, also known as Hatshepsut, in the Valley of the Kings on the west bank of the Nile. The popular archaeological site is located 300 miles (500 km) south of Cairo.

Attacks by Moslem militants have killed at least 34 international tourists in the past five years. Overall about 1,100 people have been killed since 1992, when extremists launched a campaign aimed at ousting President Hosni Mubarak.

Tourism is a key industry for Egypt and Media Tenor analysis show that negative reporting on this issue in German media had a negative effect on this industry. Tourist from Germany to Egypt decline by 38 percent in the next year and as long the media stopped to report on this issue the number of tourist suddenly recover.

