

6 Reasons Why Chinese Travelers Are Exploring MENA



ADVENTURE TRAVEL IS 'IN'

More than **50%** of tourists are millennial travelers focused on culture and heritage trips.

VISAS ARE EASIER TO ACQUIRE

Egypt, UAE, Morocco, Tunisia, Bahrain, Iran, Jordan, and Turkey are **visa-free** or offer **visa on arrival**.



RISE OF MEDICAL TOURISM

Egypt will bring over **100,000** medical tourism patients this year, including Argentine football superstar **Lionel Messi**.

INCREASED SECURITY

Through security collaboration with G7 nations and local efforts, tourism to Tunisia will increase **30% over 2017**, to **6.5M** visitors.



GOVERNMENTS NEED TOURISM REVENUE

1 in 8 Tunisian workers and **1 in 10** UAE workers is involved in the tourism industry.



REGIONAL POWERHOUSE RELATIONS

Tourism compliments initiatives like **"One Belt, One Road,"** which connects China to Central Asia and the Arab World.

