

World's last ancient wonder is a magnet for explorers

For the intrepid traveller, keen to discover ancient monuments, desert safaris and long-held tradition - all whilst being bathed in year-round sunshine - Egypt is the archetypical dream. Long established as a hub for tourists looking to enjoy its rich offerings, the country is uniquely positioned at the juncture of Africa, Asia and Europe. Consequently, Egypt attracts tourists from all over the world, eager to immerse themselves in its huge cultural heritage.

Arguably the most legendary attraction in Egypt, the Giza pyramid complex is the last remaining monument of the Seven Wonders of the Ancient World; as a result, thousands of travellers purposely flock there each year.

The pyramids stand on the outskirts of Cairo, 8 km into the desert from the ancient town of Giza. Built in 25 BC, the pyramid complexes were designed and named after three prominent Egyptian pharaohs - Khufu, Khafre and Menkaure.

The Pyramid of Khufu (the Great Pyramid) is the largest and oldest of the three. It was constructed over a 20-year period and was considered to be the world's tallest man-made structure for over 3,800 years. A few hundred metres to the south-west lies the Pyramid complex of Khafre, whilst the smallest pyramid, the Pyramid of Menkaure, lies further south-west beyond that. To the east can be found the statue of the Great Sphinx; a half-human and half-lion beast, it is said to be the largest monolith statue in the world as well as the earliest known monumental sculpture.

With such prominent attractions, it is little wonder Egypt attracts such a large number of visitors. According to government statistics, Egypt's tourism industry has been developing strongly since the 1980's, due to the introduction of economic and social development plans. Coupled with the rise in low cost airline carriers in the early 1990's, which for the first time offered a cost effective method for those wanting to explore distant lands, tourism in Egypt now represents about 25% of its total foreign currency income: visitor demand is expected to increase by 5.4% year on year between 2008 and 2017.

Budget airlines have contributed significantly to the rise in people travelling to more exotic destinations, like Egypt. Indeed, prior to their existence, many could not afford to pay the airline fees. And, because of growth in tourist numbers, there have been more investment opportunities for entrepreneurs to develop new hotel complexes, restaurants and modern attractions, which has served to boost the country's economy. Accordingly, Egypt now offers an array of different holiday options, catering to all tastes.

Due to the increased competition, the rise in [cheap holidays to Egypt](#) has also increased. This has served to entice more people to come and experience the remarkable combination of natural and man made wonders, from the pyramids, to the mountains and the famous River Nile.

About the Author

Adam Singleton writes on a number of topics on behalf of a digital marketing agency and a variety of clients. As such, this article is to be considered a professional piece with business interests in mind.

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