

Egypt launching first-ever budget carrier, subsidiary of EgyptAir

A Monitor Report

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Cairo : Egypt is going to launch its first-ever low-cost airline named Air Sphinx. It is scheduled to start operations in the winter of 2022/23, said a cabinet meeting press release published on July 8.

"The Cabinet was briefed on the [Ministry of Civil Aviation's] preparations for a low-cost airline, "Air Sphinx" [...] in order to enhance and increase the number of tourists arriving to Egypt from differing countries," the statement read.

The Cabinet's statement further specified that Sphinx Air will fly from Cairo International Airport, Hurghada International Airport, Sharm El-Sheikh International Airport, Luxor International Airport, and Sphinx International Airport in Giza.

Air Sphinx, a subsidiary company of state-run EgyptAir, will operate both domestic and international flights, aiming to provide tickets at competitive prices for more affordable travel opportunities.

On June 15, 2020, a few months into the pandemic's global lockdown - which began in March 2020 - Egypt's Civil Aviation Minister, Mohamed Manar, reported that EgyptAir had lost over EGP 56 billion (USD 3 billion) due to Covid-19's impact on tourism.

The country now continues to recover from the aftermath of the pandemic, as

tourism numbers are yet to reach the recorded 13.6 million visitors in 2019 - a number that once represented 15 per cent of the country's GDP.

Tourism campaigns by the Ministry of Tourism and Antiquities, such as the 'Follow The Sun' and 'Egypt Never Sleeps', aim to revive Egypt's tourism.

Now, the Ministry of Civil Aviation is doing its part in the sector's revival, as it attempts to entice prospective visitors to fly with Air Sphinx's low-cost prices.