Leveraging Experiential Marketing for Boosting Tourists' Engagement in the Egyptian Tourist Destination

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ARTICLE INFO	Abstract
	This research aims to explore how experiential marketing can be leveraged for boosting tourists' engagement in the Egyptian tourist destination. The research is based on primary data collected through distributing (520) questionnaires to tourists from December 2024 to February 2025. It also draws on various secondary data sources relevant to the topic. The findings highlight the significant role of experiential marketing in enhancing tourist engagement by influencing tourists' visits. If it is effectively applied within the Egyptian tourism sector, it can serve as a powerful tool for attracting and retaining tourists. The research recommends launching innovative experiential marketing campaigns e.g. LED 360-degree screens, virtual tours, pop-up shops, and guerrilla campaigns in high-traffic locations e.g. airports, shopping centres and tourism fairs. Furthermore, investment in interactive museums, sensory exhibitions, and immersive storytelling that are related to tourist attractions in Egypt is a significant issue. Tailored experiences that focus on cultural, recreational, and therapeutic tourism alongside a dedicated digital platform incorporating experiential marketing technologies are also recommended to maximise tourist engagement.

Introduction

Marketing has become a key component of business strategies in different enterprises, organisations and sectors for its role in attaining success and gaining a global competitive advantage (Kurstev & Purei, 2024). The marketing process plays a key role in observing trends and meeting the financial and strategic goals of service providers (Oliveira & Dendasck, 2020). Furthermore, it is a comprehensive sophisticated process encompassing strategies, initiatives, and actions designed to fulfil the target customers' needs, create value, and facilitate proper communication and engagement with them (Das et al., 2024). In today's highly competitive environment, traditional aspects of marketing have become less effective due to their repetitive nature, and as a result sectors became keen on adopting more innovatory and dynamic techniques to ensure success (Akbiyik, 2025). Moreover, the current advancements in technology have

revolutionised information gathering and decision-making by reducing reliance on traditional marketing methods (Nazib et al., 2024). The current level of competition within the global tourism industry is having a substantial impact on tourist destinations (Abashidze, 2024). Therefore, the use of effective tourism marketing techniques has become indispensable to tackle the intense rivalry amongst tourist countries and ensure success (Sophocleous & Prodromou, 2024). The purchasing decision refers to the process that consumers do when choosing and buying products or services, and which can be affected by some factors e.g. advertising and effective marketing (Rahma et al., 2025). Thus, tourism countries have become eager to adopt powerful marketing techniques to attract a higher proportion of tourists and realise a significant boost in tourism revenues (Segeda, 2024). Experiential marketing is one of the effective marketing techniques that shifts away from traditional and expected methods through its reliance on groundbreaking tools (Belhaj & Lehman, 2024). It stands out as an effective method that delivers clear results for tourist destinations by encouraging potential tourists to engage with the destination's offerings before actually visiting it (Wang et al., 2021). Egypt is one of the global top travel tourist destinations, which is renowned for its diverse range of tourist attractions and offerings (Yang, 2023). Therefore, implementing effective marketing techniques e.g. experiential marketing, is of utmost significance to increase tourists' engagement to the Egyptian tourist destination. This research examines the role of experiential marketing in increasing the number of tourists to the Egyptian tourist destination by engaging larger numbers of tourists in the Egyptian tourism offerings. The findings of an exploratory study have revealed that despite the effectiveness of experiential marketing, its tools are not widely employed in the marketing process of the Egyptian tourism sector. The central problem of this research lies in striking a balance between adopting experiential marketing in the marketing process of the Egyptian tourism sector and increasing tourists' engagement. Therefore, conducting a research based on these variables is key. The importance of this research stems from the efficacy of leveraging experiential marketing and its different facets to boost tourists' engagement and ultimately increase their numbers to the Egyptian tourist destination. Thus, this research aims to clarify the concept of experiential marketing, highlight its main pillars and identify its importance for boosting tourists' engagement in the Egyptian tourist destination.

Literature Review

1- Comprehending Experiential Marketing

Experiential marketing is one of the marketing techniques that gained prominence and popularity due to its effective role in creating new memorable and immersive experiences for different types of customers (De Silva, 2024; Mussa et al., 2024). This technique has been shown to be more effective than traditional marketing, which focuses solely on the product's price or quality (Ardini et al., 2024). Experiential marketing, which is also known as participation marketing, interaction marketing, live marketing and event marketing (Pour et al., 2024), is a marketing strategy that boosts the value of products and/or services by providing customers with opportunities to engage in events or activities connected to them (Bhardwaj et al., 2024; Youssef & Abdallah, 2016; Wu & Tseng, 2015). It focuses on meticulously creating memorable experiences that engage customers' senses, emotions, thoughts, actions, and connections for immersing them in a meaningful and interactive way (Jashwant, 2024; Wu & Tseng, 2015). In other words, experiential marketing focuses on stirring emotions that extend beyond consuming goods or services for creating emotional engagement and offering memorable experiences of a lasting positive impact (Asyhari & Dermawan, 2024; Onyeke et al., 2024). According to Hanif et al. (2025); Asyhari & Dermawan (2024); Girard (2024); Seung-Wan (2024); Maria et al. (2023); Dieguez & Conceição (2021) and Wu & Tseng (2015); experiential marketing relies upon several essential components represented in sensory experience, emotional experience,

thinking experience, acting experience and relating experience, as indicated in the following points:

a- **Sensory Experience,** which entails stimulating customers' senses to create memorable and meaningful experiences that provide added value of the offered product or service.

b- **Emotional Experience,** which entails linking customers with products and services through various channels e.g. staff communication, co-branding, product features and digital platforms. This approach seeks to evoke emotions, shape purchasing decisions and ignite imagination.

c- **Thinking Experience,** which motivates customers to reconsider their perception of a product and/or service by for instance incorporating advanced technology and unexpected elements.

d- **Acting Experience,** which includes inspiring customers' actions and fostering their engagement.

e- **Relating Experience,** which brings customers closer to other people and cultures.

2- Facets of Experiential Marketing

Experiential marketing has many facets represented in the supplementary tools that it depends upon to surprise, amaze and impress customers in unexpected ways for achieving its aim (Yu, 2025). These tools are represented in event marketing, brand activations, product sampling and immersive experiences, as follows:

a- **Event marketing:** it involves brands hosting or sponsoring live events e.g. concerts, festivals, or trade fairs for engaging people in an immersive way, fostering a sense of connection and leaving a long-lasting impression (Okolo et al., 2024). Event marketing depends basically upon offering people a meaningful and enjoyable experience that strengthens their relationship with the brand for affecting positively on the buying decision and enhancing impulse buying as well (Maulidya et al., 2024).

b- **Brand activations:** they are high-impact campaigns designed to capture immediate attention and encourage engagement by generating excitement and relying upon word-of-mouth marketing (Nurlibna et al., 2024). Instances of brand activation' tools, include some other supplementary tools e.g. pop-up shops, which are temporary retail spaces set up by brands or businesses for a short period, usually in locations where a large number of people pass through regularly e.g. shopping centres, busy streets, or special events, utilising bright and attractive colours, lighting, material and layout (Chen & Okken, 2020). They are designed to create exclusivity and urgency, often showcasing limited-edition products, seasonal collections, or new launches (Wang, 2023). These shops help brands connect with customers in a physical space without the commitment of a permanent shop (Deng, 2024). They also generate buzz, allowing businesses to test new markets or engage directly with their audience in a more interactive way (Kim & Park, 2024; Long, 2024; Mong-nam & Seong-Pil, 2024). Another tool of brand activation is flash mobs, which is a spontaneous-looking but carefully planned public performance where a group of people suddenly assembles in a crowded place e.g. a shopping centre, railway station, or public square to perform a coordinated act as a form of publicity (Gamst-Jensen et al., 2024; Grant, 2014). Flash mobs are often utilised for marketing awareness campaigns and rely upon the element of surprise to catch people's attention (Min et al., 2024). The other tool of brand activation is guerrilla campaigns, which are unconventional and low-cost campaigns that aim to create a strong impact through surprise, creativity and originality (Onyango et al., 2025). Guerrilla campaigns typically take place in public places e.g. streets, parks, or shopping centres, and rely upon catching attention in unexpected ways (Khalid, 2024). They are highly effective for word-of-

mouth promotion, which makes them ideal for brands looking to create a long-lasting impression without spending a lot of money (Babu et al., 2023; Wiryawan & Wardana, 2020).

c- **Product Sampling:** this strategy allows people to experience a product first-hand through free samples or trial versions depending upon assessment by the five key aspects of experiential marketing i.e. sensation, feeling, thinking, acting and relating (Nazib et al., 2024). By engaging with the product directly through the aforementioned factors, people can develop trust in the brand and increase the likelihood of future purchases depending upon enhancing the perceived value (Sedliacikova et al., 2020[a]; Sedliacikova et al., 2020[b]; Li & Lee, 2016).

d- **Immersive Experiences:** this type of experiential marketing engages people's senses and emotions, often through some tools e.g. multi-sensory pop-ups, interactive installations, augmented reality and virtual reality (Mishra et al., 2025; Demir et al., 2022). These experiences transport people into the brand's world by enabling them to explore its story in a unique and engaging way e.g. combining virtual reality with storytelling (Marasco et al., 2022). By creating a strong emotional connection, immersive experiences ensure that the brand remains in minds long after the interaction (Wen & Laporte, 2025).

3- Importance of Experiential Marketing

According to Ardini et al. (2024); Sulastri (2024); Sumira et al. (2024); Tafonao (2024) and Winoto (2024), it can be inferred that experimental marketing is an effective marketing technique due to the positive role it has in **a-** highlighting qualities and characteristics that differentiate the product or service from others and make it stand out, **b-** offering meaningful experiences to customers and creating value for them by engaging their emotions and feelings in the offered product or service, **c-** affecting positively on customers during the purchasing process by providing something distinctive and unique to them, **d-** enhancing customers' intention and fostering their loyalty about the offered product or service to guarantee repeat purchases and **g-** gaining a competitive edge and fostering sustainable growth, which supports the overall success of the business.

4- The Adoption of Experiential Marketing in Tourism

The perception and image of tourist destinations plays a crucial role in tourists' decision-making process, which effects on maintaining a steady flow of tourists (Küster & Vila, 2024). Experiential marketing has become widely recognised in tourism as an innovatory strategic approach for enhancing tourists' engagement with tourism products, services, destinations and attractions (Damiasih, 2025). The adoption of experiential marketing through sensory and symbolic stimuli can trigger tourists' imaginative and emotional responses and affect positively on their decision-making (Pour et al., 2024). By emphasising tourists' experience, engagement, service innovation, and tourism branding, experiential marketing can contribute positively to tourists' satisfaction and encourage them to visit the tourist destination. Furthermore, it has been noted that contemporary tourists, especially younger generations, are increasingly drawn to the "phygital" experience that integrate digital and physical environments, which are considered some of experiential marketing's tools (Alam, 2024). Experiential marketing has a pivotal impact on increasing tourist visits to destinations by enhancing their engagement (Alfattahu et al., 2025; Maheswari & Ariwangsa, 2024). It moves beyond the notion of a tourist destination as a self-contained concept by fostering greater tourists' engagement in understanding its value and increasing their likelihood of visiting and revisiting it (Dieguez & Conceição, 2021). Therefore, by incorporating immersive experiences, sensory experiences and other interactive activities, destination marketers can foster a deeper appreciation of the destination amongst tourists and consequently enhances their experience and engagement (Damiasih, 2025). Due to the significant role of experiential marketing in promoting tourist destinations, enhancing the

engagement of tourists and consequently increasing their numbers, some tourist destinations and attractions have begun in implementing experiential marketing to ensure success for their tourism industry and create positive destination experiences (Köchling, 2024), as indicated in the following points:

a- **Costa Blanca – Spain:** Costa Blanca is a region in the Spanish Alicante province, which depended upon experiential marketing; represented in event marketing by launching a unique street marketing event in Madrid's Plaza Callao, coinciding with the 2025 international tourism fair (Pardo, 2025). The campaign featured a large LED cube broadcasting immersive promotional videos, live presentations, and cultural performances that highlighted the Costa Blanca's landscapes, gastronomy, and leisure activities. This interactive initiative aimed to engage passers-by with visually striking content, generate curiosity and excitement about Costa Blanca and encourage immediate travel bookings by showcasing Costa Blanca as a tourist destination in a compelling way (Wollstein, 2025).

b- **Scotland – The United Kingdom**: Scotland in the United Kingdom has depended upon products sampling as a form of experiential marketing for promoting its culinary tourism (Noor, 2024). It simply utilised Walker's Shortbread, which is a 125-year-old brand of an authentic Scottish product, and launched a pop-up sampling experience at Edinburgh Airport (Sayles, 2024). Passengers were greeted with the aroma of freshly baked shortbread and invited to sample a variety of products. This product sampling initiative coincided with the Edinburgh festivals, aiming to immerse international visitors in Scotland's culinary heritage and tourism (Caswell, 2024). The Walker's shortbread shop at Edinburgh Airport also included a digital display with illustrations of iconic Scottish landmarks and symbols, which helped in promoting cultural tourism as well (Roxburgh, 2024). Moreover, the application of "Scotland Virtual Reality" was conceptualised and developed by the Scottish Government and the Heritage Lottery Fund as a part of a tourism initiative for promoting Scotland's rich history, heritage, and archaeology through experiential marketing by offering an immersive experience (Read, 2017). This application is available on both Google Play and the Apple Store to offer tourists and visitors from all over the globe the opportunity to explore immersive three hundred and sixty-degree virtual tours of twenty-six iconic Scottish sites of attraction including Scotland's UNESCO World Heritage Sites and landmarks (Edinburgh Napier University, 2022). By utilising smart phones' virtual reality headsets e.g. Google Cardboard potential, tourists can be offered an immersive experience of Scotland's landscapes, castles, and cultural sites (Edinburgh Napier University, 2022; Smith, 2020). Therefore, they can have a taste of Scotland before actually visiting it, and consequently increasing their desire to experience it in person (Glenday, 2017).

c- **The Florida Museum of Natural History – The United States of America:** Another implementation of experiential marketing represented in an immersive experience was in the Florida Museum of Natural History in the United States of America, which has introduced a virtual reality tour for supporting autistic tourists and their families in preparing for their visit, as a part of the "Museum for Me Programme" (Drageset et al., 2024). Through the virtual reality tour, visitors can explore the museum's exhibits remotely, which helps in easing any anxiety before experiencing it in person (Delgado et al., 2024; Drageset et al., 2024).

d- **The Archaeological Park of Cuma – Italy:** The Archaeological Park of Cuma in Italy has incorporated virtual reality on its website as a storytelling medium within experiential marketing through a user-focused design process for linking two unique immersive experiences, each utilising different narrative approaches to enrich tourists' engagement and to act as a persuasive tool before the actual visit of the site (Lucifora et al., 2023; Marasco et al., 2021; Incoronato, 2019).

e- **Selected Egyptian Cultural Sites of Attractions – Egypt:** In Egypt, there has been some instances of the technological applications of experiential marketing. Since 2020, the Egyptian Ministry of Tourism and Antiquities, in collaboration with scientific and archaeological institutions, has launched a series of virtual and guided video tours to showcase various museums and archaeological sites across Egypt including some sites in Cairo e.g. "the Coptic Museum, the Museum of Islamic Art, Gayer-Anderson Museum, Muhammad Ali Mosque, the Mosque-Madrassa of Sultan Barquq, Al-Fath Royal Mosque, Abu Serga Church, Al-Manasterly Palace, the iconic mask of King Tutankhamun", sites in Giza e.g. "the Zoological Museum of the Giza Zoo, the tomb of Meresankh III", other sites in Saqqara e.g. "the Step Pyramid of Djoser, the Pyramid of King Unas, the Tomb of

Mehu, the Tomb of Wahti, the Tomb of Ty, the Tomb of Niankhkhnum and Khnumhotep", in addition to "Abu Simble Temple" in Aswan and the "Temple of Amada in Nubia" (Ministry of Tourism and Antiquities, 2025). This initiative aimed primarily to provide global audiences with an opportunity to explore and appreciate Egypt's ancient civilisation from the safety of their homes during the Covid-19 pandemic. As a part of the ministry's efforts to maintain engagement and promote cultural heritage, the tours were available via the ministry's official website and social media platforms e.g. Facebook, Instagram, Twitter, and Experience Egypt, under the slogan "Experience Egypt from Home, Stay Home, Stay Safe" (SIS, 2020).

Hypotheses of the Research
Based on the preceding theoretical framework, it can be inferred that this research proposes two key hypotheses, as outlined below:

H 1: There is a correlation between the adoption of experiential marketing and the enhancement of tourist engagement in the Egyptian tourist destination.

H 2: There is an impact of the adoption of experiential marketing on the enhancement of tourist engagement in the Egyptian tourist destination.

Methodology

This research employed a mixed-methods approach by incorporating both primary and secondary data. The secondary data depended upon comprehensive theoretical studies relevant to the topic. Meanwhile, the primary data collection involved designing a questionnaire tailored to the research subject. Given the challenge of determining the exact number of potential respondents, a random sampling method was adopted. Consequently, the questionnaire was distributed to a randomly selected sample of (550) tourists, including both Egyptians and foreigners. A total of (520) completed questionnaires were valid for the statistical analysis yielding a response rate of 95%. According to Thompson (2012), the minimum sample size required for an unrestricted population should be (385) respondents. In accordance with the significance of online surveys as a widely utilised and reliable data collection tool (Guirado et al., 2024), this research depended upon utilising a Google Form to facilitate data gathering alongside the distributed paper-based questionnaire. The online questionnaire was disseminated via travel agencies' e-mail networks, official tourism-related social media pages and other tourism-related digital platforms, whilst the paper-based questionnaire was targeted at tourists in Cairo; as it is the capital of Egypt and one of the most high-traffic tourist areas in Egypt (El-Sherif & Afifi, 2020). The questionnaire was structured in alignment with the study's objectives and included three sections. The first section focused on collecting demographic information from respondents e.g. gender, age category, nationality, educational background, marital status and income average expressed in US dollars. The second section consisted of twenty-three Likert-scale statements concerning the experiential marketing's dimensions represented in sensory experience, feeling experience, thinking experience, acting experience and relating experience. The third section consisted of ten statements concerning the tourists' engagement with the tourist destination depending upon experiential marketing. These statements were developed based on a review of previous studies, including those by Aleksanyan & Suvaryan (2024), Pinheiro (2021) and Rather (2020). Responses were evaluated by utilising the Likert scale, with calculations including frequencies, mean scores, standard deviation and relative weight to assess variations in respondents' opinions. Moreover, Pearson correlation, Spearman correlation and the linear regression for the research's variables were calculated. A pre-test was conducted to evaluate the wording, layout, and completion time of the questionnaire. After following necessary adjustments, the final questionnaire was targeted at respondents between the 10th of December 2024 and the 21st of February 2025. The collected data were statistically

analysed by using the SPSS programme (Version 28). The results provided valuable insights into the research topic and were presented in a tabular format.

Reliability and Validity

As presented in the following Table (1), the research instrument demonstrates a high reliability coefficient of (0.986). The reliability values for the first and second variable of the research were recorded at (0.977), which confirms the instrument's effectiveness in attaining the research's objectives. According to Pallant (2020), a reliability coefficient of Alpha that is higher than (0.70) is suitable for implementing a questionnaire in research. Thus, it reinforces the validity of the study's methodology.

Table 1. Reliability Coefficient

No.	Variables of the Research	Number of Items	Cronbach's Alpha
1	Experiential Marketing Experiences	23	0.977
2	Tourists' Engagement with the Tourist Destination depending upon Experiential Marketing	10	0.977
	Total	**33**	**0.986**

Results and Discussion

Section One: Demographic Data

Table 2. Respondents' Demographic Data

Demographic Data	Attributes		Freq.	%		Rank	
Gender	Male		264	50.8		1	
	Female		256	49.2		2	
	Total		**520**	**100%**			
Age Category	Less than 35 years old		136	26.2		2	
	From 35 years old to less than 45 years old		144	27.7		1	
	From 45 years old to less than 55 years old		112	21.5		4	
	55 years old and over		128	24.6		3	
	Total		**520**	**100%**			
Nationality	Egyptian		312	60.0		1	
	Non-Egyptian	British	72		13.8		2
		American	16		3.1		3
		Bulgarian	16		3.1		3
		German	16	208	3.1	40.0	3	2
		Ukrainian	16		3.1		3
		Chinese	8		1.5		4
		Spaniard	16		3.1		3
		Syrian	56		58.5		1
	Total		**520**	**100%**			
Educational Background	Intermediate Educational Level		8	1.5		4	
	Bachelor of Science		232	44.6		1	
	Master of Science		192	36.9		2	
	Doctor of Philosophy		88	16.9		3	
	Total		**520**	**100%**			
Marital Status	Single		160	30.8		2	
	Married		280	53.8		1	
	Divorced		48	9.2		3	
	Widow/ widower		32	6.2		4	
						Continued	

Total		520	**100%**	
Income Average in US Dollar	Less than $500	72	13.8	3
	From $500 to less than 1000$	168	32.3	2
	More than $1000	280	53.8	1
Total		520	**100%**	

Table 2 shows that the sample includes a well-balanced representation of both men and women, with proportions that are nearly equal. However, the data indicate that male respondents slightly outnumber females, accounting for (50.8%) of the sample, compared to (49.2%) for females. The study encompasses a broad range of age categories, allowing for a more comprehensive analysis across different demographics. The largest proportion of respondents falls within the 35 to under 45 age category; representing (27.7%). This is followed by those under 35, making up (26.2%), and respondents aged 55 and above; constituting (24.6%). The smallest proportion belongs to the 45 to under 55 age category, comprising (21.5%) of the sample. In terms of nationality, the majority of respondents are Egyptian, making up (60%) of the sample, while non-Egyptians accounting for (40%). Amongst the non-Egyptian participants, Syrians represented the largest share at (58.5%), followed by British nationals at (13.8%). Americans, Spaniards, Germans, Bulgarians, and Ukrainians each constituted (3.1%), whilst Chinese respondents made up (1.5%). This diverse representation provides a wider perspective of respondents from different cultural backgrounds. Regarding educational backgrounds, most respondents hold a bachelor of science degree, representing (44.6%) of the sample. This is followed by those with a master of science degree at (36.9%) and doctor of philosophy holders, who made up (16.9%). A smaller proportion, (1.5%), have an intermediate level of education. This range of academic backgrounds contributes to a richer analysis by incorporating perspectives from individuals with varying educational experiences. The majority of respondents are married, comprising (53.8%) of the sample. This is followed by single individuals at (30.8%), divorced respondents at (9.2%), and widows and widowers, who represented (6.2%). The inclusion of different marital statuses ensures a diverse range of viewpoints, offering deeper insights into respondents from various relationship backgrounds. With regard to income levels, the majority of respondents earn over $1,000 per month, representing (53.8%) of the sample. This is followed by those with an income ranging from $500 to less than $1,000, who constituted (32.3%). The smallest proportion (13.8%) earns less than $500 per month. This variation in income levels provides valuable insights into respondents' differing financial capacities and spending behaviours.

The demographic data of respondents are illustrated in the following table (2), as follows:

Section Two: Descriptive Statistics of Experiential Marketing Dimensions

Tables 3, 4, 5, 6 and 7 represent descriptive statistics of experiential marketing dimensions:

Table 3. Descriptive Statistics of the Sensory Experience

Statement	N %	5-Point Likert – Scale					Statistics		
		5	4	3	2	1	x̄	SD	R
a- Sensory Experience									
1- Visually appealing promotional materials, e.g. colours, lighting, and design that represent the tourist destination, influence my travel decision	N %	64 12.3	384 73.8	56 10.8	16 3.1	0	**3.59**	**0.594**	5
2- The background music utilised and which is inspired by the local culture of the tourist destination, influences my travel decision	N %	64 12.3	424 81.5	24 4.6	0	8 1.5	**4.03**	**0.554**	2
3- Interactive sensory experiences utilising technology e.g. virtual reality tours, augmented reality tours, 360 LED screens and live holograms, influence my travel decision	N %	64 12.3	408 78.5	40 7.7	0	8 1.5	**4.00**	**0.582**	3
									Continued

		5	4	3	2	1	x̄	SD	R
4- Sensory elements e.g. interactive videos, make the tourist destination more appealing to me by presenting it in a more realistic way	**N** **%**	88 16.9	400 76.9	24 4.6	8 1.5	0	**4.09**	**0.519**	1
5- Sensory elements e.g. offering samples of local food and drinks unique to the tourist destination, encourage me to visit it	**N** **%**	40 7.7	440 84.6	24 4.6	8 1.5	8 1.5	**3.59**	**0.567**	5
6- High-quality auditory and visual effects help in creating a vivid depiction of the tourist destination	**N** **%**	48 9.2	432 83.1	32 6.2	0	8 1.5	**3.98**	**0.541**	4
Average of Sensory Experience dimension							**4.00**	**0.425**	

Table (3) was designed to identify the sensory experience created by the experiential marketing for urging tourists to visit a tourist destination. The general answers of respondents were at the level of "agree" for all statements; representing a general arithmetic mean of (4.00), which validates that the sensory experience created by experiential marketing helps in urging tourists to visit a tourist destination. This finding is consistent with the studies of Rather & Hollebeek (2021) and Datta (2017), which stated that tourists demonstrate a strong awareness of sensory and emotional experiences provided through experiential marketing and this affect positively on choosing a tourist destination.

Table 4. Descriptive Statistics of the Feeling Experience

Statement	N %	5-Point Likert – Scale					Statistics		
		5	**4**	**3**	**2**	**1**	**x̄**	**SD**	**R**
b- Feeling Experience									
7- The experiential marketing campaign influences my visit to the tourist destination by evoking a sense of nostalgia	**N** **%**	56 10.8	424 81.5	24 4.6	0	16 3.1	**3.97**	**0.656**	2
8- The appealing tourist image reflected in the experiential marketing campaign sparks my desire to visit a tourist destination	**N** **%**	64 12.3	424 81.5	24 4.6	0	8 1.5	**4.03**	**0.554**	1
9- The experiential marketing campaign evokes my sense of desire and excitement to visit a tourist destination	**N** **%**	32 6.2	448 86.2	32 6.2	0	8 1.5	**3.95**	**0509**	3
10- The emotional experience conveyed by the experiential marketing campaign helps in creating a connection between the tourist's motivations and the factors that satisfy these motivations at the tourist destination	**N** **%**	32 6.2	448 86.2	32 6.2	0	8 1.5	**3.95**	**0509**	3
Average of Feeling Experience dimension							**3.98**	**0.535**	

Table (4) was designed to identify the feeling experience created by the experiential marketing for encouraging tourists to visit a tourist destination. The general answers of respondents were at the level of "agree" for all statements representing a general arithmetic mean of (3.98), which validates that the feeling experience created by experiential marketing helps in encouraging tourists to visit a tourist destination after trusting it. This finding aligns with the study of Azis et al. (2023), which proved that experiential marketing has a notable impact on enhancing trust.

Table 5. Descriptive Statistics of Thinking Experience

Statement	N %	5-Point Likert – Scale					Statistics		
		5	4	3	2	1	x̄	SD	R
c- Thinking Experience									
11- Experiential marketing helps in presenting an engaging and appealing content to me about the attractions of the tourist destination by focusing on their uniqueness and distinction	N %	32 6.2	448 86.2	32 6.2	0	8 1.5	**3.95**	**0.509**	2
12- Experiential marketing presents the tourist destination in a way that satisfies my curiosity	N %	40 7.7	440 84.6	32 6.2	0	8 1.5	**3.97**	**0.526**	1
13- Experiential marketing enhances my awareness of new and appealing information about engaging in certain tourism activities that were unknown to me about the destination	N %	32 6.2	440 84.6	40 7.7	0	8 1.5	**3.94**	**0.523**	3
14- Experiential marketing helps me to understand all the information and facts about the tourist destination	N %	32 6.2	432 83.1	48 9.2	0	8 1.5	**3.92**	**0.536**	4
Average of Thinking Experience dimension							**3.95**	**0.515**	

Table (5) was designed to identify the thinking experience created by the experiential marketing for stimulating tourists to think about visiting a tourist destination. The general answers of respondents were at the level of "agree" for all statements representing a general arithmetic mean of (3.95), which validates that the thinking experience created by experiential marketing helps tourists to understand the tourist destination in a better way before visiting it. This finding is consistent with what the study of Thundeniya & Gunawardhana (2023), which mentioned that experiential marketing focuses on creating engaging experiences between the target people and a product or service so that they can completely understand it.

Table 6. Descriptive Statistics of Acting Experience

Statement	N %	5-Point Likert – Scale					Statistics		
		5	4	3	2	1	x̄	SD	R
d- Acting Experience									
15- Interactive materials, such as virtual tours, contribute to my travel decision-making	N %	48 9.2	432 83.1	24 4.6	8 1.5	8 1.5	**3.97**	**0.582**	2
16- Experiential marketing influences my comparison amongst different tourist destinations	N %	56 10.8	416 80.0	32 6.2	16 3.1	0	**3.98**	**0.541**	1
17- Experiential marketing encourages me to share the distinctive image of the tourist destination with my family and friends.	N %	32 6.2	432 83.1	32 6.2	16 3.1	8 1.5	**3.89**	**0.611**	5
18- Experiential marketing contributes to changing my usual behaviour from visiting one destination to another	N %	48 9.2	416 80.0	40 7.7	0	16 3.1	**3.92**	**0.664**	3
19- Experiential marketing helps me to take concrete steps towards visiting a tourist destination	N %	40 7.7	424 81.5	32 6.2	16 3.1	8 1.5	**3.91**	**0.626**	4
Average of Acting Experience dimension							**3.94**	**0.483**	

Table (6) was designed to identify the acting experience created by the experiential marketing for persuading tourists to act and take the decision of visiting a tourist destination. The general answers of respondents were at the level of "agree" for all statements representing a general arithmetic mean of (3.94), which validates that the acting experience created by experiential marketing helps tourists to act and take the decision to visit a tourist destination. This finding is in line with the study of Tian's (2024), which found that every dimension of experiential marketing, including the acting experience, positively influences customer satisfaction. Satisfied customers are more inclined to make a purchase, or in the context of tourism they commit to their travel plans.

Table 7. Descriptive Statistics of Relating Experience

Statement	N %	5-Point Likert – Scale					Statistics		
		5	4	3	2	1	x̄	SD	R
e- Relating Experience									
20- Experiential marketing enhances my interaction with local community members in the tourist destination	N %	32 6.2	416 80.0	48 9.2	16 3.1	8 1.5	**3.86**	**0.630**	4
21- Experiential marketing strengthens my communication and connection with other tourists who share the same travel motivations and interests	N %	48 9.2	424 81.5	32 6.2	8 1.5	8 1.5	**3.95**	**0.594**	1
22- Experiential marketing encourages me to share my travel experience	N %	48 9.2	416 80.0	40 7.7	8 1.5	8 1.5	**3.94**	**0.605**	2
23- Experiential marketing helps me feel connected to the value and identity of the tourist destination	N %	32 6.2	440 84.6	24 4.6	16 3.1	8 1.5	**3.91**	**0.601**	3
Average of Relating Experience dimension							**3.92**	**0.545**	

Table (7) was designed to identify the relating experience created by the experiential marketing for creating a positive relation between tourists and the tourist destination. The general answers of respondents were at the level of "agree" for all statements representing a general arithmetic mean of (3.92), which validates that the relating experience created by experiential marketing helps in creating a positive relation between tourists and the tourist destination and making tourists loyal to visiting it. This finding aligns with the finding of Butarbutar et al. (2023), which stated that experiential marketing offers direct experiences to consumers, and when it is implemented within the tourism sector, its impact can be very significant on tourists' loyalty.

Table 8. The Descending Order of the Experiential Marketing Dimensions

Experiential Marketing Dimensions	Mean	Standard Deviation	Rank
Sensory Experience	4.00	0.425	1
Feeling Experience	3.98	0.535	2
Thinking Experience	3.95	0.515	3
Acting Experience	3.94	0.483	4
Relating Experience	3.92	0.545	5
Total	**3.96**	**0.476**	

According to table (8), it is evident that the sensory experience is the most influential dimension of experiential marketing in enhancing tourists' visits to a tourist destination; representing an arithmetic mean of (4.00), which indicates a high level of agreement. This is followed closely by levels of agreements in other dimensions, represented in the feeling experience, with an arithmetic mean of (3.98), then the thinking experience with an arithmetic mean of (3.95). The acting experience comes next, with an arithmetic mean of (3.94), whilst the relating experience ranks last; representing an arithmetic mean of (3.92). It can be inferred that this finding is consistent with the study of Mwinuka et al. (2024), which mentioned that experiential marketing works on stimulating senses, emotions, thoughts, actions and connections, as each element complements the others for creating an immersive interaction.

Section Three: Tourists' Engagement with the Tourist Destination through Experiential Marketing

Table 9. Descriptive Statistics of Tourists' Engagement with the Tourist Destination through Experiential Marketing

Statement	N %	5-Point Likert – Scale					Statistics		
		5	4	3	2	1	x̄	SD	R
1- Engaging in an interactive experience through any experiential marketing tool makes me feel satisfied	N %	56 10.8	416 80.0	24 4.6	16 3.1	8 1.5	**3.95**	**0.643**	1
2- I become excited about the tourist destination through the interactive features of experiential marketing e.g. virtual tours and 360-degree display screens showcasing its attractions	N %	32 6.2	432 83.1	32 6.2	16 3.1	8 1.5	**3.89**	**0.611**	4
3- Experiential marketing tools help in making the tourist destination more appealing to me	N %	32 6.2	440 84.6	24 4.6	16 3.1	8 1.5	**3.91**	**0.601**	3
4- Experiential marketing tools make me more excited about the tourist destination	N %	56 10.8	408 78.5	32 6.2	16 3.1	8 1.5	**3.94**	**0.654**	2
5- Experiential marketing tools enhance my desire in learning more about the tourist destination	N %	48 9.2	424 81.5	32 6.2	8 1.5	8 1.5	**3.95**	**0.594**	1
6- The experiential marketing campaign enhances my interest about anything related to the tourist destination	N %	48 9.2	416 80.0	24 4.6	16 3.1	16 3.1	**3.89**	**0.727**	4
7- I recommend choosing a tourist destination to my family and friends based on the interactive marketing experience I relied on before visiting the destination	N %	48 9.2	424 81.5	24 4.6	16 3.1	8 1.5	**3.94**	**0.630**	2
8- Experiential marketing increases my participation in activities that were previously unknown at the tourist destination	N %	56 10.8	416 80.0	24 4.6	16 3.1	8 1.5	**3.95**	**0.643**	1
9- Experiential marketing enhances my understanding of the tourist destination in a way that aligns with my desires, interests and motivations	N %	56 10.8	408 78.5	32 6.2	16 3.1	8 1.5	**3.94**	**0.654**	2
10- Experiential marketing helps in strengthening the connection between me and the tourist destination	N %	48 9.2	424 81.5	24 4.6	16 3.1	8 1.5	**3.94**	**0.630**	2
Average of Tourists' Engagement							**3.93**	**0.583**	

Table (9) was designed to identify the relation between tourists' engagement with the tourist destination depending upon the role of experiential marketing in attaining that. The general answers of respondents were at the level of "agree" for all statements representing a general arithmetic mean of (3.93), which validates that there is a relation between tourists' engagement with the tourist destination depending upon the experiential marketing. This finding validates what was mentioned in the study of Upadhya & Maheshwari (2025), which stated that experiential marketing creates emotional connections by offering a holistic experience through diverse tools and techniques, and enhances customers' understanding and appreciation of a product through positive and memorable interactions.

The Correlation and the Simple Linear Regression Analyses

1- The Correlation Analysis between Experiential Marketing and Tourists' Engagement

Table 10. Correlation between Experiential Marketing and Tourists' Engagement

Dependent Variable / Independent Variable	Experiential Marketing	
Tourists' Engagement	Pearson correlation	0.926**
	Sig.(2-tailed)	0.000
	Spearman correlation	0.803**
	Sig.(2-tailed)	0.000

As indicated in table (10), the correlation analysis was utilised to assess the relationship between the two variables of the research. The Pearson correlation coefficient was calculated at (0.926), which is statistically significant at the (0.01) level. This indicates to a strong positive correlation between the variables. Moreover, the Spearman correlation coefficient was calculated at (0.803), which is also statistically significant at the (0.01) level and which also proves a direct relationship between the two variables. Thus, these findings approve that the adoption of experiential marketing can significantly enhance tourist engagement in the Egyptian tourist destination, which validates the first hypothesis that suggested that there is a correlation between the adoption of experiential marketing and the enhancement of tourist engagement in the Egyptian tourist destination.

2- The Simple Linear Regression Analysis

Table 11. Simple Linear Regression Analysis

Independent Variable	Beta β	T	T Sig.	R	R²	F	F Sig.
Tourists' Engagement	0.926	55.793	0.000	0.926	0.857	3112.855	0.000

Dependent variable: Experiential Marketing

As indicated in table (11), the simple linear regression analysis was utilised to assess the impact of experiential marketing on enhancing tourists' engagement at a significance level of (0.05). This analysis also aimed to validate the findings derived from the correlation analysis, which confirms that experiential marketing can be leveraged for enhancing tourists' engagement in the Egyptian tourist destination, which also validates the second hypothesis that suggested that there is an impact of the adoption of experiential marketing on the enhancement of tourist engagement in the Egyptian tourist destination.

The regression model is indicated as follows:

Y= b0 + b1 X

Tourists' Engagement = 0.985 +0.756 Experiential Marketing

Conclusion

This research has conducted an in-depth exploration of how experiential marketing can enhance tourist engagement in Egypt's tourist destination. Findings from the study's mixed-method approach indicate that experiential marketing is a relatively modern strategy within the marketing field, designed to immerse people in the offered products or services. The concept has evolved significantly in many sectors, including the tourism sector, especially with advancements in technology and the emergence of cutting-edge innovations e.g. multi-sensory pop-ups, virtual reality and augmented reality. These technologies have facilitated the creation of virtual tours, making tourist attractions more accessible and fostering deeper engagement with destinations. By providing immersive experiences, experiential marketing encourages tourists to connect with a destination and its attractions on a more personal level, ultimately motivating them to explore these places in real life. It has been noted that the review of secondary data highlighted successful applications of experiential marketing in tourism across several countries, including the United Kingdom, the United States of America, Spain, and Rome. Meanwhile, primary data revealed that tourists are highly receptive to experiential marketing campaigns, particularly its key aspects represented in sensory, feeling, thinking, acting and relating experiences, which help them gain a deeper understanding of the tourist destination. The study further emphasised that experiential marketing plays a crucial role in strengthening tourist engagement due to its role in influencing both initial visits and repeat visits to a destination. Consequently, the findings from both secondary and primary data confirm that, if experiential marketing is effectively implemented within Egypt's tourism sector, it can serve as a powerful tool for boosting tourists' engagement in the Egyptian tourist destination.

Recommendations
 a- Recommendations for the Egyptian Ministry of Tourism and Antiquities
- Increasing the technological applications adopted in the official website of the Egyptian Ministry of Tourism and Antiquities to include more advanced technological forms of experiential marketing.
- Creating an official website or platform specialised at implementing different technological aspects of experiential marketing for guaranteeing more tourists' engagement.
- Creating different experiential marketing campaigns e.g. LED 360 degree screen, pop-up shops, flash mobs and guerrilla campaigns to be presented in places where potential tourists from across the globe can be found e.g. airports, shopping centres, and tourism fairs.
- Investing in interactive museums, sensory expositions, and immersive storytelling for bringing Egypt's heritage and its different sites of attraction to life.
- Increasing online campaigns with interesting content, live-streamed events and virtual tours to attract more tourists.
- Promoting cultural festivals, traditional crafts, and authentic experiences for offering tourists a deeper connection to Egypt's local life
- Enhancing engagement with multilingual mobile applications for offering more personalised experiences.
- Creating tailored experiences that focus on specific types of tourism in Egypt e.g. cultural tourism, recreational tourism and therapeutic tourism.

b- Recommendations for Travel Agencies in Egypt

- Establishing an official website or platform that incorporates various technological elements of experiential marketing to ensure more tourist engagement with sites of attractions in Egypt.
- Incorporating local music and bright colours that reflect the core of Egypt into the experiential marketing campaigns.
- Ensuring the existences of skilled guides in storytelling techniques for making Egyptian sites of attraction come alive for tourists.
- Offering experiences that focus on cultural tourism, recreational tourism and other types of tourism in Egypt to cater to different segments of tourists.
- Utilising tourists' data for tailoring travel experiences based on tourists' preferences and interests.
- Encouraging tourists to share their experiences through photos, videos, and reviews for boosting the Egyptian tourist destination credibility.

Future Research

In light of the present research, it is advisable that the forthcoming research direction explores the relationship between experiential marketing and passenger behaviour within the context of Egypt's airline industry.

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الإستفــادة مــن التسـويـق التجـريـبي لـزيـادة تفـاعـل السـائحـين مـع المقصـد السيـاحي المصـري

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المستخلص

يهدف هذا البحث إلى استكشاف كيفية الاستفادة من التسويق التجريبي لزيادة تفاعل السائحين مع المقصد السياحي المصري. يعتمد البحث على البيانات الأولية التي تم جمعها من خلال توزيع (520) استبيانًا على السائحين خلال الفترة من ديسمبر 2024 إلى فبراير 2025، بالإضافة إلى مصادر البيانات الثانوية المتنوعة ذات الصلة بالموضوع. تشير النتائج إلى الدور البارز للتسويق التجريبي في تعزيز تفاعل السائحين من خلال التأثير على قرارات زياراتهم. وإذا تم تطبيق التسويق التجريبي بفعالية في قطاع السياحة المصري، يمكن أن يصبح أداة قوية لجذب السائحين. يوصي البحث بإطلاق حملات مبتكره للتسويق التجريبي، مثل شاشات LED بزاوية 360 درجة، والجولات الإفتراضية، والمتاجر المؤقتة، وحملات التسويق غير التقليدية في المواقع ذات الكثافة العالية مثل المطارات، ومراكز التسوق، والمعارض السياحية. بالإضافة إلى ذلك، يُعتبر الإستثمار في المتاحف التفاعلية، والمعارض الحسية، ورواية القصص التفاعلية المتعلقة بأماكن الجذب السياحي في مصر أمر ضروري. بالإضافة إلى ذلك، يوصي البحث بتقديم تجارب مخصصة تركز على السياحة الثقافية والترفيهية والعلاجية، إلى جانب إنشاء منصة رقمية متخصصة تتضمن تقنيات التسويق التجريبي لتعزيز تفاعل السائحين مع المقصد السياحي المصري إلى أقصى حد.

الكلمات الدالة: التسويق، التسويق التجريبي، مصر، المقصد السياحي.