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PRESS RELEASE

D-8 ORGANIZATION FOR ECONOMIC COOPERATION

D-8 HIGHLIGHTS SALIENCE OF ASWAN'S DESIGNATION AS "TOURISM CITY OF THE YEAR 2026"

The Developing-8 Organization for Economic Cooperation (D-8) has highlighted the salience of Aswan's designation as the "D-8 Tourism City of the Year for 2026" as it brings into sharp focus one of the world's most captivating cultural and historical destinations.

Set along the timeless flow of the Nile, Aswan stands as a living testament to Egypt's rich civilization -- where ancient heritage, vibrant Nubian culture, and striking natural landscapes converge. Aswan's designation under the D-8 Tourism City initiative reflects not only its enduring legacy but also its growing relevance as a dynamic and sustainable tourism destination in today's global landscape.

Building on the successful launch of this initiative with Antalya in 2025, the recognition of Aswan this year illustrates the continuing evolution of D-8's efforts to elevate high-potential destinations and deepen tourism cooperation among Member States. The initiative serves as a platform to enhance international visibility, foster collaborative partnerships, and unlock new opportunities across the tourism value chain.

Speaking on the subject, D-8 Secretary General Ambassador Sohail Mahmood reiterated his warm felicitations to the government and people of Egypt, describing Aswan's designation as a "highly important achievement." He expressed the hope that besides putting renewed international spotlight on Aswan, this would generate enhanced tourist flows and promote further intra-D-8 tourism collaboration.

Throughout 2026, Aswan will take center-stage within the D-8 tourism framework, with a series of coordinated activities aimed at amplifying its global profile. These efforts will include targeted promotion, collaborative tourism initiatives, and closer engagement among public and private stakeholders to support sustainable growth and innovation in the sector.

The D-8 calls upon Member States, tourism authorities, industry leaders, and development partners to actively engage in this shared endeavor -- leveraging Aswan's designation to deepen cooperation, strengthen people-to-people exchanges, promote cultural dialogue, and reinforce tourism linkages across the vast D-8 geography.



Istanbul, 14 April 2026