



Unleashing Iran's tourism capacities: *The Raisi effect*

In the face of Iranophobia peddled by hostile nations, president Raisi's government successfully ramped up revenue from the tourism industry by revitalizing and harnessing the indigenous and local capacities of our country. It also managed to bring down the unemployment rate by lending its support to industry activists and played a part in preserving precious environmental resources.

Tourism has long been on the Iranian governments' radar, with a focus dating back to the 4th National Development Plan. However, due to a lack of attention from the second to last government, the country fell behind its regional peers in this sector. Things took a turn for the better in the 7th Development Plan, guided by the Leader of the Revolution's general policies. The plan included a dedicated clause for tourism development. Seizing this opportunity, Raisi's government swung into action, vigorously working to rejuvenate the country's tourism capacities. Their efforts paid off, resulting in a significant influx of 7.1 million tourists and generating a substantial \$8.7 billion in revenue over the past two years.

Massive income from tourism

Statistics reveal a compelling story: foreign tourists injected \$6.2 billion into Iran's economy in 2022, marking a substantial 73.5% jump from 2021, when international visitors spent \$2.5 billion. Combined over two years, that's a hefty sum of \$8.7 billion. On top of that, we need to factor

in the spending of Iran's domestic tourists, who shelled out 225 thousand billion tomans (over \$7.5 billion) in 2021 and then upped their game in 2022, splashing out over 316 thousand billion tomans (over \$8.1 billion), reflecting a 40.1% year-on-year increase. Ebrahim Raisi, the late president,

consistently underscored the importance of harnessing all of Iran's diverse capacities to the fullest and set an ambitious target of attracting 15 million foreign tourists annually. Within the tourism sector, this goal stood as one of the most pivotal axes emphasized by the president and his government.

Special Issue
on Passing of
President Seyyed
Ebrahim Raisi and
his companions