Tunisia’s Tourism Strategy
For The year 2016
Performance Assessment
45 years of Flourishing Tourism
1rst period: 1962-1987

<table>
<thead>
<tr>
<th>Investments</th>
<th>10 M TND</th>
<th>→</th>
<th>63 M TND</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels</td>
<td>74</td>
<td>→</td>
<td>434</td>
</tr>
<tr>
<td>Beds</td>
<td>4 000</td>
<td>→</td>
<td>100 000</td>
</tr>
<tr>
<td>Direct jobs</td>
<td>1 600</td>
<td>→</td>
<td>40 000</td>
</tr>
<tr>
<td>Visitors (non-residents)</td>
<td>53 000</td>
<td>→</td>
<td>1 875 000</td>
</tr>
<tr>
<td>Spent nights (non-residents)</td>
<td>396 000</td>
<td>→</td>
<td>17 516 000</td>
</tr>
<tr>
<td>Receipts</td>
<td>1,97 MD</td>
<td>→</td>
<td>568,9 MD</td>
</tr>
</tbody>
</table>
## Performance Assessment

### 45 years of Flourishing Tourism

#### 2nd period: 1987-2009

<table>
<thead>
<tr>
<th>Category</th>
<th>1987-2009 Data</th>
<th>2009-2019 Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investments</td>
<td>63 M TND (53 M USD)</td>
<td>254 M TND (212 M USD)</td>
</tr>
<tr>
<td>Hotels</td>
<td>434</td>
<td>856</td>
</tr>
<tr>
<td>Beds</td>
<td>100 000</td>
<td>240 000</td>
</tr>
<tr>
<td>Direct jobs</td>
<td>40 000</td>
<td>96 000</td>
</tr>
<tr>
<td>Visitors (non-residents)</td>
<td>1 875 000</td>
<td>6 900 000</td>
</tr>
<tr>
<td>Spent nights (non-residents)</td>
<td>17 516 000</td>
<td>31 557 000</td>
</tr>
<tr>
<td>Receipts</td>
<td>568.9 M TND (474 M USD)</td>
<td>3472 M TND (2552 M USD)</td>
</tr>
</tbody>
</table>
• **11** tourism regions
• **9** Airports
• **7** Ports
• **856** Hotels (240,000 beds)
• **400** Tourist restaurants
• **649** Travel agency
• **8** Public Tourism training center
• **4** Casinos
• **45** Thlassotherapy center
• **10** Golfs courses
• **6** Marina and pleasure boating
NEW DEVELOPMENT STRATEGY
2010 - 2016

3 MAIN OBJECTIVES

• competitiveness,

• profitability

• Sustainability

- 45,9 millions bed nights en 2014
- 54,3% bed occupancy rate
- 5,365,7 MD Receipts
- Built 21,000 new beds
NEW DEVELOPMENT STRATEGY
2010- 2016

5 AXES

• Product Innovation and Diversification
• Tourism Promotion
• tourism web compatible
• Financial sector restructuring
• Institutional framework

160 MEASURES

60 actions
20 actions
20 actions
40 actions
20 actions
I- Product Innovation and Diversification

- Develop a quality charter (charter jasmine) for all professionals

- Encourage the promotion of innovation (innovative projects by supporting and rebuilding the tourist areas)

- Diversify the types of tourist accommodation (encouraging new forms of accommodation)

- Strengthen the supply chains of diversification (business tourism, cultural, ecological, golf ... )
II- **Tourism Promotion**

- Adopt a marketing approach by country (the study of marketing strategy and communication plan)
- Sign partnerships air (creating a fund of support services to new countries...)

- Construct the new events policy (creation of two international events and an annual calendar of events)
➢ Diversify funding sources (taxes ...) to increase the budget

➢ Creating brand "Tunisian tourism" and a "regional identity"
III- Institutional Framework

- Re-structure ONTT by means of creating a tourist promotion and marketing structure and another one specialised in tourist vocational training, while effectively associating the profession to these two structures.

IV- Financial sector restructuring

- Perform an inventory of the financial health of hotels
- Restore the financial health of hotels in financial difficulty:
V - *Upgrading of ICT in tourism*

"*tourism web compatible*

- Site overhaul ONTT (intranet administration, extranet for business and community platform for the general public)

- Implement e-governance through an overhaul of the administration

- Strengthen training e-tourism (hotel schools ..)

- Create a Tunisian tourism portal to be updated and followed up by the National Board of Tunisian Tourism (ONTT).
➢ create a websites introducing Tunisia's cultural, historical and civilisational specificities.

➢ Increase the resources allocated to the web (allow 20 to 30% of the web promotion, creation of an ICT observatory, an internet code and a charter ICT)
THANK YOU
FOR YOUR ATTENTION