



USAID
FROM THE AMERICAN PEOPLE

Visit Tunisia Activity Newsletter | April 2023

VISIT TUNISIA



Dear partners, supporters, and friends,

As the summer season approaches, Tunisia is preparing to welcome millions of visitors who come to enjoy the country's most prominent feature - its pristine 808 miles of coastline. To complement the high season, we are committed to highlighting the many hidden gems and unique experiences that Tunisia offers while supporting the development of new experiences that benefit local communities across the country.

Helping us with this promotion, we are excited to announce the launch of the Authentic Tunisia campaign, which will showcase the authentic experiences available across the country through the lenses of 12 European influencers. These influencers, hailing from five different countries, will journey across Tunisia from May 1st to May 12th, immersing themselves in the country's unique heritage practices, historic places, and natural beauty. We invite you to follow the journey of these influencers and get a firsthand look at the authentic experiences awaiting you in Tunisia - follow the hashtag #AuthenticTunisia and join their adventures from home!

Alongside this international marketing spotlight, our other projects are continuing strong: we are working to provide technical assistance and training to local entrepreneurs to help them develop new tourism products that meet international standards and appeal to a global market. Additionally, we are supporting the marketing of 12 top adventure SMEs, from scuba diving to hot air balloons, and the incubation of three different international festivals. Read more about this in next month's newsletter.

We know that tourism has the power to benefit all Tunisians, and we are proud to work with our partners and friends to support local businesses, sustain the beauty of natural landscapes, and preserve the rich cultural heritage. Thank you for your continued support, and we hope to welcome you to Tunisia soon!

Sincerely,
Leila Calnan
Chief of Party, USAID Visit Tunisia Activity

CALL FOR SMALL TOURISM BUSINESSES:
Receive Technical Assistance to Deliver and Market Unforgettable Visitor Experiences

Apply now!

[Call for funds] Get up to 40 thousand in loans & up to 1,250 TND in grant!

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منحة توصل حتى 1250 دينار مع قرض حتى إلى 40 مليون

قدم طلبك للإنتفاع بـ المشاريع المدعومة في إطار هذا البرنامج:

- تطوير أو إعادة هيكلة منشآت سياحية و ترفيهية
- تعزيز هوية أو تزيين و تجميل المنشآت
- وتعزيز من المشاريع السياحية الأخرى

ماتضيعش الفرصة توجه لأقرب فرع ليزك و عمر الإستثمار

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AUTHENTIC TUNISIA CAMPAIGN: 12-DAY JOURNEY THROUGH TUNISIA'S HIDDEN GEMS AND AUTHENTIC EXPERIENCES



On May 1st, USAID Visit Tunisia will launch “Authentic Tunisia”, its brand-new international marketing campaign designed to build awareness around Tunisia as a diverse tourism destination and connect tourism SMEs with international travelers. 12 European influencers from France, Germany, Italy, Spain and Belgium will travel across the country, engage in over 50 experiences and share their experience with their followers from May 1st to May 12. Follow the #Authentic Tunisia journey!

Authentic Tunisia: 12 Influencers. 12 Days. 6 Itineraries. 59 Experiences.

Through an international marketing campaign entitled “Authentic Tunisia”, local and international visitors will be invited to discover the authentic beauty of Tunisia through the eyes and lenses of 12 European influencers from France, Germany, Italy, Spain and Belgium who will travel across Tunisia and share their 12-day experiences with their followers from May 1st to May 12.

6 circuits were designed to cover the various regions in Tunisia from North to South. The main theme of the campaign is Nature and Adventure and the influencers will engage in over 50 experiences across the country through visiting tourism businesses and experience providers.

The 12 influencers were selected from a pool of 120 initially contacted by Wantotrip. The selection criteria included engagement rates, quality and relevance of content, as well as target markets to name a few. Stay tuned to discover the 12 influencers!

Supporting Tunisian businesses and the private sector through international marketing campaigns

This campaign aims to contribute to the sustainable development of Tunisia's tourism industry and support local startups and businesses. In line with its mission, USAID Visit Tunisia subcontracted the Tunisian start-up Wantotrip to co-design and implement this international marketing campaign. Local travel startups, **WildyNess**, **Sud extreme**, **Camp Mars**, **Kabylis**, and **Idwey.tn** designed customized itineraries for the influencers and unique and engaging experiences were also created by **Tajrabi**.

Join 12 influencers from 5 different countries as they showcase Tunisia's rich history, culture, and breathtaking landscapes. Follow us on this inspiring journey from May 1st to May 12th using the hashtag **#AuthenticTunisia** and discover why Tunisia is a top travel destination.

Follow **Authentic Tunisia** for more news on **Facebook** and **Instagram!**



The international "Authentic Tunisia" campaign is a private sector led campaign designed to build awareness around Tunisia as a diverse tourism destination and connect tourism SMEs with international travelers. 12 European influencers will engage in over 50 experiences across the country and share their experience with their followers. The campaign will be launched May 1st by implementing partner **Wantotrip**.

PAVING THE WAY TO THE LONG-TERM SUSTAINABLE TOURISM SECTOR GROWTH OF TABARKA/AIN DRAHAM, KAIROUAN, TOZEUR, GABES/MATMATA, TATAOUINE AND KEBILI/DOUZ



A banner featuring a few accommodations and attractions in Tozeur and Kebili region. The DDP of Tozeur aims to help tap into the region's tourism potential. Photo: ©USAID

USAID Visit Tunisia finalized six regional destination development plans for Tabarka/ Ain Draham, Kairouan, Tozeur, Gabes/Matmata, Tataouine and Kebili/Douz — a key milestone achieved, paving the way to the long-term sustainable growth of the regional tourism sector. The DDP activity aims to provide capacity building and leadership support to ONTT's Regional Tourism Offices (CRTs), and municipalities located in the target destinations to engage the private sector and help tap into their regions' tourism potential.



USAID Visit Tunisia presenting the DDP of Tataouine on March 14, 2023. Photo: ©USAID

Destination Development Plans to enhance the tourism industry and quality of life in the regions

The main purpose of the destination development plans is to bring the public and private sectors together within six key destinations around Tunisia to have public-private dialogue around what tourism investment priorities, including infrastructure needs, are required to increase tourism influx in the destination. The DDP document is designed to be used by the regional destination to advocate for themselves, the future of tourism, and infrastructure investments in the region.

“We really need to have this high-quality document which gives an overview of the region and includes key information about the rich and diverse tourism products in Tataouine.”

— Yacine Dahari,
CRT Director of Tataouine.



USAID Visit Tunisia presenting the DDP of Gabes on March 15, 2023. Photo: ©USAID

The Tunisia National Sustainable Tourism Strategy 2035 is built on four strategic objectives: compete, diversify, invest, and market.

To align the plans with the national strategy, each regional DDP was also built on these four strategic objectives. These strategies are designed to support the sustainable growth of the tourism industry in each target region while enhancing the quality of life for people living there. The strategy takes a sustainable destination management approach designed to address negative impacts on the industry while creating positive impacts for local residents, the environment, and cultural heritage.

To attain the above strategic objectives, a matrix table has been prepared for each DDP including the different initiatives and actions needed as well as the proposal of the entities in charge of the strategies' implementation.

“The DDP of Gabes is an important document that highlights the destination’s vision, structural challenges and potential tourism products and experiences.”

— Haythem Yakoub, Owner of Dar El Ferdaous in Gabes.

The DDPs include the following main elements for each region:

- A cartography and synthesis of the natural and cultural attractions;
- A statistical analysis of tourist flow evolution during the period 2017-2021 (22);
- A SWOT analysis specific to the tourism sector in the region;
- A common vision and strategic axes for the tourism sector by 2035; and
- A matrix of initiatives and crucial actions for regional tourism development based on the four strategic axes: competition, investment, marketing, and diversification.

To know more, download the regional DDP of your choice at the bottom of this article!

A Look Back on the DDP Methodology

The DDP development process involved desk research, field research, and dialogues with a wide range of stakeholders from local government, tour and transport operators, accommodation providers, small business owners, artisans, NGOs and residents across each region.

To successfully complete and deliver the six DDPs, USAID Visit Tunisia convened six round table meetings involving a total of 200 participants, conducted six virtual meetings with 80 participants, and engaged in 270 individual meetings with key stakeholders, including municipalities, regional administrations, artisans, travel agencies, hotels, private museums, camps, restaurants, NGOs and local guides, among others. By proactively engaging with these stakeholders, USAID Visit Tunisia ensured that the DDPs are tailored to the unique needs and strengths of each local community, ultimately enhancing their sustainability and impact.



A few examples of accommodations and cultural attractions in Tozeur and Kebili. Photo: ©USAID



“The main objective of this DDP is to bring together public and private sector stakeholders in the Tabarka-Aïn Drahem region and establish a dialogue. We need the DDP to advocate for the destination’s interests and tourism development and infrastructure, including investments.”

— Issa al Marouani, CRT Director of Tabarka/Ain Drahem.

“The DDP of Tozeur constitutes a structured and effective way to guide the various operators in the region to better contribute to the establishment of a sustainable and high value oasian and Saharan tourism sector.”

— Yasser Souf, CRT Director of Tozeur.

“The dialogue and exchanges between the public and private sectors developed during the establishment of the Tozeur DDP have generated tangible and indispensable proposals to respond to the various problems of the tourism sector.”

— Abdel Fattah Mlik, President of the Regional Federation of Travel Agencies Southwest I.



DDP Kebili/Douz consultation held on March 16, 2023. Photo: ©USAID

“The study conducted by USAID Visit Tunisia has allowed us to propose practical actions in the main areas of development of oasian and Saharan tourism (competitiveness, diversification, investment and marketing). It is of great interest to proceed immediately to the implementation of these actions in partnership between the public and private sector.”

— Ali Abdel Moula, Manager of the Saharan Camping Guerba, Douz.

“The Tozeur DDP includes a detailed analysis of the region’s attractions as well as the factors of the crisis in the tourism sector. This study includes solutions that mainly affect the investment and organization of the sector and consolidates the contribution of local private actors.”

— Monsef Makhlof, President of the Regional Federation of Hotels of the Southwest.

Download the DDPs!

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|---|---|--|---|--|---|
| <p>DESTINATION DEVELOPMENT PLAN: TATAOUINE 2022 - 2035 Prepared by USAID Visit Tunisia Draft for Consultation</p> | <p>DESTINATION DEVELOPMENT PLAN: TABARKA 2022 - 2035 Prepared by USAID Visit Tunisia Draft for Consultation</p> | <p>DESTINATION DEVELOPMENT PLAN: TOZEUR 2022 - 2035 Prepared by USAID Visit Tunisia Draft for Consultation</p> | <p>DESTINATION DEVELOPMENT PLAN: GABES 2022 - 2035 Prepared by USAID Visit Tunisia Draft for Consultation</p> | <p>DESTINATION DEVELOPMENT PLAN: KAIROUAN 2022 - 2035 Prepared by USAID Visit Tunisia Draft for Consultation</p> | <p>DESTINATION DEVELOPMENT PLAN: KEBILI-DOUZ 2023-2035 Prepared by USAID Visit Tunisia Draft for Consultation</p> |
| Download Tataouine DDP guide in English | Download Tabarka/Ain Draham DDP guide in English | Download Tozeur DDP guide in English | Download Gabes/Matmata DDP guide in English | Download Kairouan DDP guide in English | Download Kebili-Douz DDP guide in English |

The Arabic version of the DDPs will be added soon. Stay tuned!