

OPTIMISTIC FORECASTS FOR TUNISIAN TOURISM IN 2023



Tourism in Tunisia has been on the rise since 2022, with over 9 million tourists entering the country this year - surpassing the numbers from 2019 before the pandemic closed.

Experts in the Tunisian tourism industry predict that this year **the country will surpass the 9 million tourist mark achieved in 2019**. The outlook for the current tourist season in Tunisia is optimistic since airports and borders have resumed operation following closures during the COVID-19 pandemic.

Tunisia has a well-equipped tourist infrastructure capable of accommodating the expected summer travel, representing the country's peak demand for tourist facilities. Tunisia operates 220,000 hotel beds and employs 600,000 travel and hospitality workers.

Tunisian tourism experts discussed the consequences of the Russian-Ukrainian war on tourism to Tunisia, and it's estimated that the war has cost Tunisia 650,000 Russian tourists and 100,000 Ukrainian tourists.

However, tourists from Maghreb countries, especially Algeria and Libya, are guaranteed to come because of their neighborhood, proximity, and mentality. **For example, Tunisia expects two million Algerian tourists this year.**

However, the process of crossing the border must be facilitated. Cross-border tourists from neighboring countries are not coming as part of organized tourism, and sometimes they should wait for 5 or 6 hours at the border before entering Tunisia. The Algerian tourist spends 114 dinars (36.7 dollars) daily, while the Libyan spends 96 (30.9 dollars).

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