

CRUISE TOURISM IN TUNISIA: THE SUMMER SEASON IS IN SIGHT



After two years of global health crisis and a delicate political and social context, optimism is blowing in the Tunisian tourism sector, which hopes to regain color.

Cruise tourism is booming in Tunisia. Calling at the port of La Goulette is an opportunity to diversify the tourist offer and enhance the value of Tunisian cities, most of which have a rich cultural heritage.

At the port of La Goulette, tourists are coming back in droves. In addition to the regular visits to the medina and the archaeological sites of Carthage, some are opting to explore the port city.

'The giant of the seas, the MSC Grandiosa, which can carry 6,500 passengers and 1,700 crew, is moored in the port for a stopover at sea.

With 2,421 cabins spread over 19 floors, the ship, which will enter service in 2019, features several amenities and means of comfort and leisure, including a swimming pool, theater, art museum, restaurants, cafes, and game rooms.

The development of cruise tourism can regain its charm thanks to tourists interested in art, cultural experiences, and visits to archaeological sites. A stopover is an ideal way to discover Tunisia, known for its diverse landscapes and cultural sites.

Tunisia is working to position itself on the world stage and make it a powerful competitive tool.

Experts believe Tunisia will welcome 500,000 cruise passengers by 2027.

A light at the end of the tunnel for Tunisian cruise tourism

These cruise ships are a reassuring sign of a promising tourist season and an opportunity for artisans to sell their products.

A total of 44 cruise ships are expected to visit Tunisia this year. Between 180,000 and 190,000 cruise passengers are expected to visit the country, compared to 50,000 last year.

Between January and May 2023, Tunisia welcomed nearly 3 million tourists, an increase of 89% compared to the same period last year.

According to data published by the Central Bank, tourism revenues reached 1.7 billion dinars (\$550 million) in the first five months of 2023, up 57.7% compared to the same period in 2022, a record since the health crisis.

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