

# THE ARAB SPRING RECOVERY - TOURISTS MOST WELCOME!



This year's spring was most eventful in the political sense. The Arab Spring is now an official term which spreads worries within the tourism sector. Affected countries however firmly state they are safe and ready to welcome back the tourists.

At the beginning of November London hosted one of the most crucial tourism events of the year, the World Travel Market. Thousands of industry representatives gathered to stay in the loop, to promote their country and network with professionals from the trade.

This year's background topic were the effects of the Arab Spring. **Tunisia and Egypt have been battling with lack of tourist interest.** Many potential travelers simply doubt these - once immensely popular - destinations are safe and believe this is no time to be brave.

On the other hand travel agents from both countries alongside with industry experts agree safety of visitors has never been a major problem. Both countries have calmed down from political standpoint and claim to be completely safe. Furthermore, **lack of tourist attention pushed the prices of services down and a holiday in either country is bound to be much cheaper than ever before.**

Most recent events in Libya are naturally also a point of discussion and while the world wonders what will happen in Tripolis, professionals agree that this country has immense potential. Miles of beautiful Mediterranean beaches, rich cultural heritage and great appeal for history lovers, Libya has the prospect of becoming a hit with the tourists. However, all depends on the new government and local political climate.

Countries affected have already launched new marketing campaigns which involve social media as well as celebrities luring back tourists in short adverts. While the future prognoses do not promise massive growth, such initiatives still have a good chance of success.

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