

TUNISIAN TOURISM REVENUES RISE



Despite only slightly changing visitor numbers, Tunisian tourism witnessed a rise in revenues. By the end of September 2026, revenues were TND 6.37 billion, which is TND 272 million or 4.5% higher than the same period last year, reports the Central Bank of Tunisia.

The increase came despite the stable arrival numbers. Specifically, up to the end of August, visitor numbers grew by only 0.2% year-on-year. Hence, **the rise in revenue was driven by higher spending by tourists, which makes Tunisian tourism more attractive.**

French tourists are the largest European group in Tunisia, and they grew by between three and four percent. The UK is now in second place, surpassing Poland and Germany. Therefore, there is a clear tendency to change tourist sources and look for new ones, which is probably even more attractive to Tunisian tourism officials than the mere growth of visits.

They set the target of welcoming more than 12 million tourists in 2026, up from 11 million in the previous year. To achieve this, the Ministry is ready to develop the tourist product and explore new markets, including China, Russia, and Belarus. In addition, **it will develop air transport to alternative tourist destinations to ensure the continuous growth of the sector.**

With only three months left in the year, the growth of revenues is a positive sign. Moreover, there is a tendency to change not only the sources of growth but also the structure of tourism to make it more attractive. Thus, it is not only the quantity of visitors that determines the growth of Tunisian tourism, but also their quality.

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