

# VISIT TUNISIA

**BUILDING A DIVERSE, COMPETITIVE AND RESILIENT TOURISM SECTOR IN TUNISIA**



## BACKGROUND

The USAID Visit Tunisia is a five-year activity to enhance the country's sustainable tourism potential, with the goal of generating revenues and jobs. This will be achieved by capitalizing on the country's rich natural, cultural, and historical endowments to develop a diversified and high-quality sector that supports broad-based economic growth.

## OBJECTIVES

- Enhance Tunisia's competitiveness as a tourism destination.
- Increase private sector financing.
- Improve the enabling environment for sustained growth in the tourism sector.

## ACTIVITIES

- Launch exciting travel marketing campaigns to promote distinctive tourism products and experiences in culture, nature, adventure, and more.
- Engage local businesses and communities in offering authentic products and experiences, prioritizing women and youth working in tourism.
- Promote international service quality standards for hotels, restaurants and other tourism businesses.
- Catalyze medium and large investments in the tourism sector, support access to finance for tourism SMEs, micro-businesses and entrepreneurs, to diversify and grow tourism offerings.

## LIFE OF ACTIVITY

2021 - 2025

## IMPLEMENTING PARTNERS

Chemonics International, Inc. in partnership with Solimar International and Smithsonian Institution Center for Folklife and Cultural Heritage

## ACHIEVEMENTS

- \$6.239M commercial credit & private investment mobilized for businesses & entrepreneurs
- \$1.026M grants mobilized for businesses & entrepreneurs
- 13.3% increased revenues for assisted businesses & entrepreneurs
- 792 new jobs created
- 1,836 tourism professionals trained
- 91 businesses marketed to domestic & international travelers through 6 marketing campaigns
- 922 businesses received USG-funded technical assistance
- Developed & launched Tunisia's first Tourism Satellite Account
- 125 tourism experiences, services or/and products developed
- 1678 MSMEs financed through micro-grants and micro-lending
- Supported airlift access capacity building, and air service agreement negotiations to re-launch international flights to Tozeur.