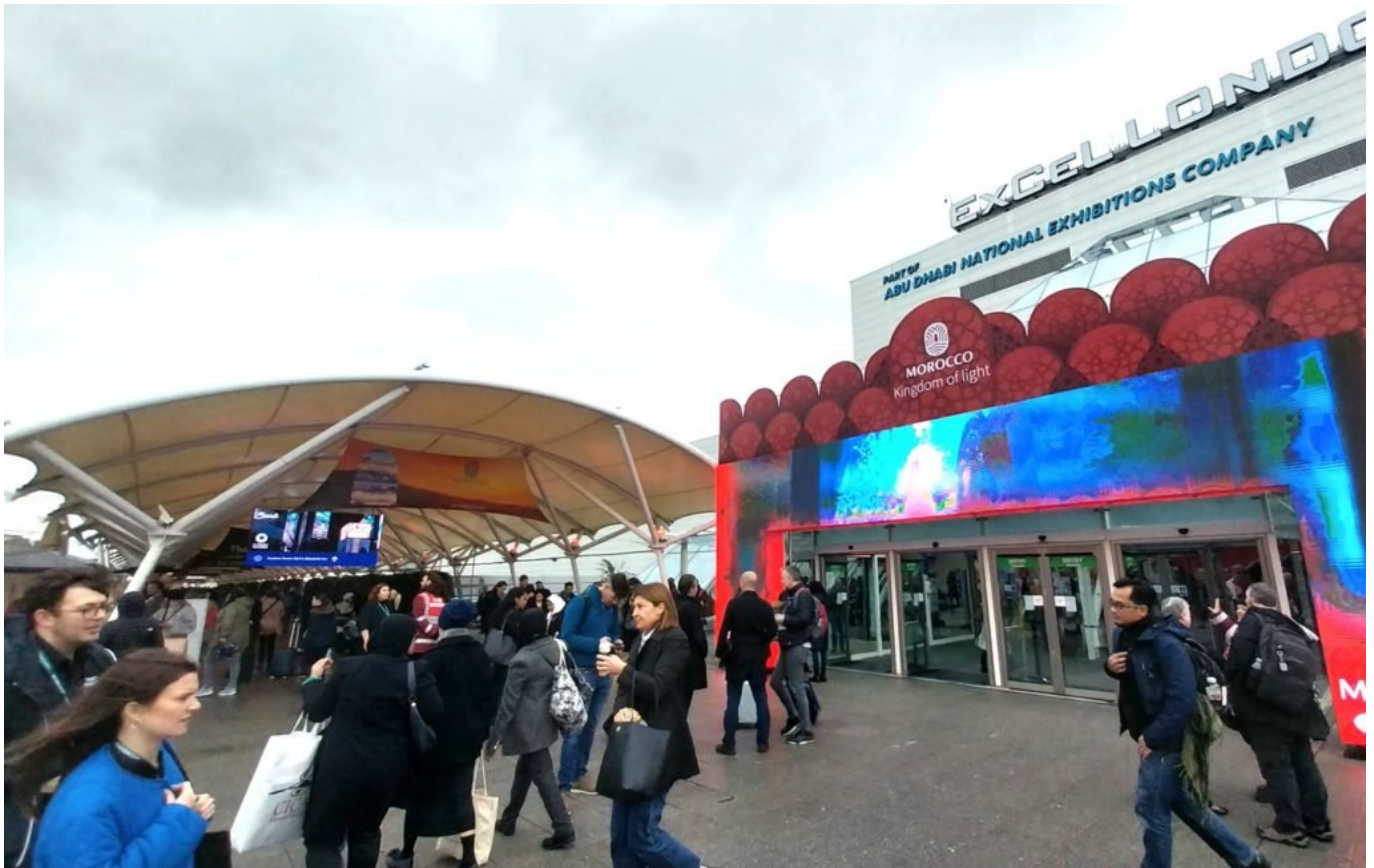
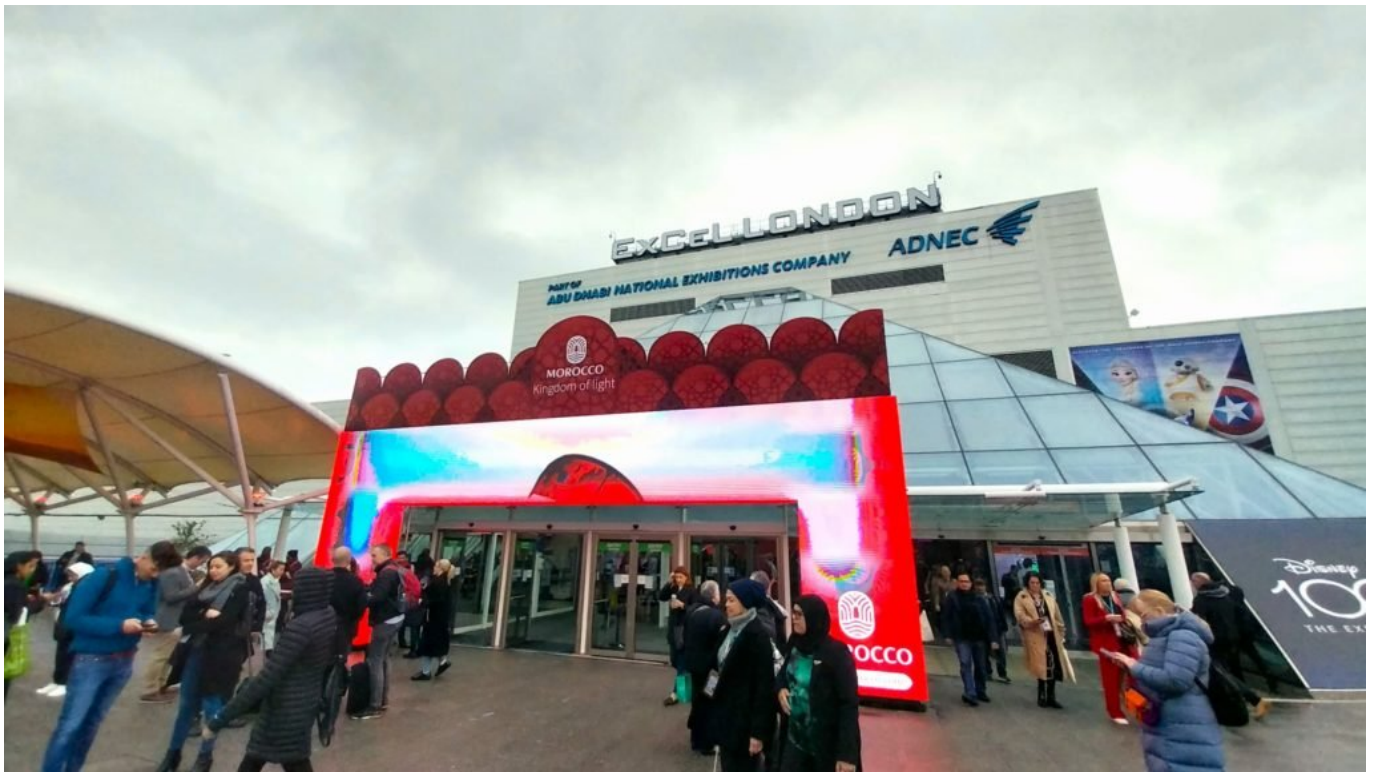


Enthusiastic welcome for The Culinary Route of Tunisia at World Travel Market in London!









The Culinary Route of Tunisia was launched to English-speaking markets around the world at the World Travel Market, held in London from November 6 to 8, 2023.

This new tourism offering, promoted by GIZ and Tunisia's Ministry of Tourism, has been enthusiastically received by professionals - tour operators and journalists - from all over the world, in search of authentic experiences, including learning how to prepare harissa in Cape Bon, fish for octopus in the Kerkennah Islands, make cheese or wine in the North, or oil in Djerba and the Dahar.

With different targets - solo travelers, seniors, team building, premium... - all have recognized the opportunities offered by "The Route" to offer their customers high value-added holidays.

Implementation has been swift, with many of them having signed up for upcoming press trips and eductours to discover the Route's experiences, and will also be taking part in the International Conference on Culinary and Creative Tourism on November 28 in Tunis, bringing together national and international professionals to develop business partnerships.

This offer is in addition to the fund-raising activities carried out by the Discover Tunisia - Office National du Tourisme Tunisien (ONTT) team in London to build loyalty among English-speaking audiences through strategic partnership agreements.

The synergies generated within one of the world's most important trade shows augur well for the long and successful trajectory of this project, and thus for all the professionals involved in making it a success.