

The Culinary Route wins over the French market at the Salon Mondial du Tourisme in Paris!



Tunisia was one of the star destinations at the Salon Mondial du Tourisme, held in Paris from March 16 to 19. Tunisia is back in the spotlight with a sustainable tourism strategy aimed at diversifying the country's offering by showcasing its culinary and intangible heritage.

Learn how to make harissa, designated an Intangible Heritage by UNESCO last December From making your own olive oil in the Dahar region, to discovering all the secrets that make Kerkennah octopus fishing so unique, from immersing yourself in the oasis cultures of the South-West with a unique date palm experience, to entering the world of Tunisian wine producers, the experiences are as diverse as they are infinite.

For four days, the Tunisian stand was the focal point for travelers in search of alternative experiences, while the numerous conferences, presenting a Tunisia rich in cultures and territories, also attracted a large and interested audience, both B2C and B2B.

Conference on Tunisia's Culinary Route, hosted by Caroline Couret, Director of the Creative Tourism Network® and Leïla Tekia, Director of the Tunisian National Tourist Office in France, Spain and Portugal, brought together future tourists and B2B professionals wishing to integrate these offers into their catalogs, in order to "revisit" the Tunisian destination.

Indeed, while recent crises have enabled some destinations to reinvent themselves, Tunisia is one of the best examples. By focusing on creative, themed tourism, Tunisia has become THE Mediterranean destination for new generations of travelers in search of authenticity and human values.