

# Stark

für die Branche

DRV:  
Representing Tourism



Tunis, November 16<sup>th</sup> 2017

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## DRV – the German Travel Association



## DRV: Who we are

- **Founded in 1950**
- **Sector association for**
  - Tour operators
  - Travel agencies (offline and online)
  - Associated members (airlines, railway, rental cars, hotels and tourism service providers such as insurance companies etc.)
- **DRV's members are accountable for more than 90% of the sector's turnover**
- **Third largest travel association worldwide following**
  - the American Society of Travel Agents (ASTA)
  - the Association of British Travel Agents (ABTA)



## Germany – a tourism nation

On average Germans spend 958€ per holiday trip and person

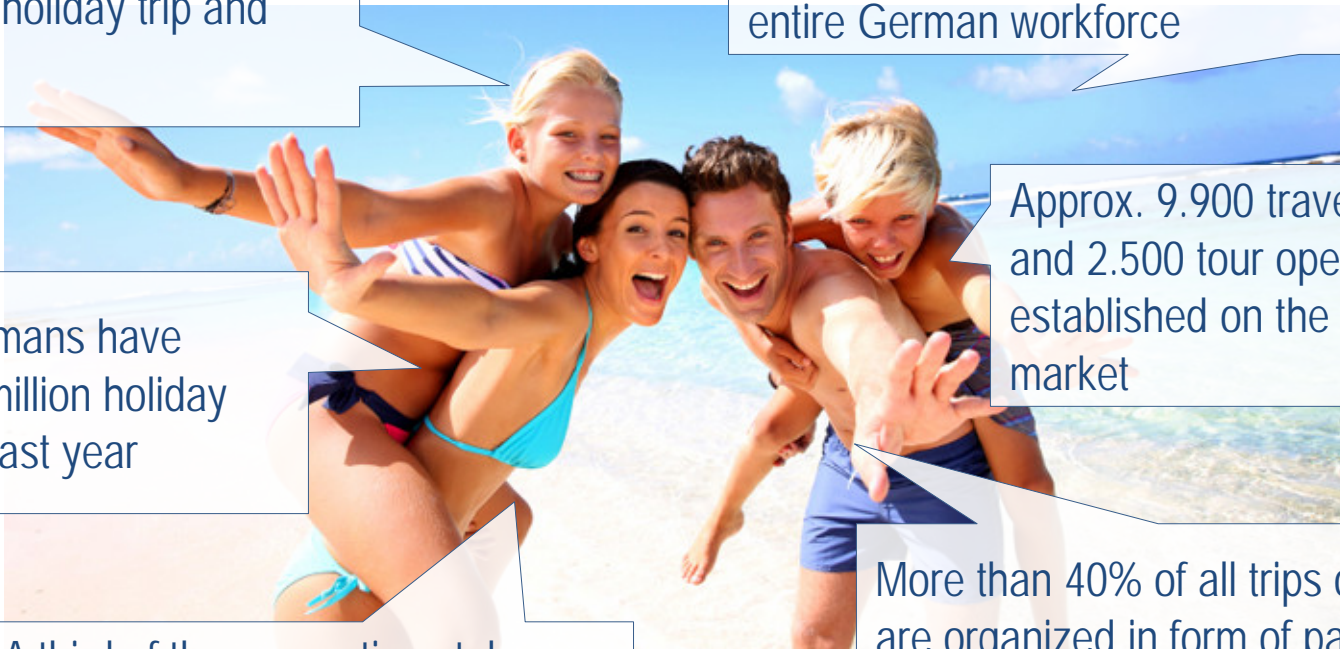
About 2,9 million people are working for tourism industry in Germany – that accounts for approx. 7% of the entire German workforce

In total, Germans have made 68,7 million holiday trips in the past year

Approx. 9.900 travel agencies and 2.500 tour operators are established on the German market

A third of these vacations take place within Germany, the other 70% consist of trips to foreign destinations

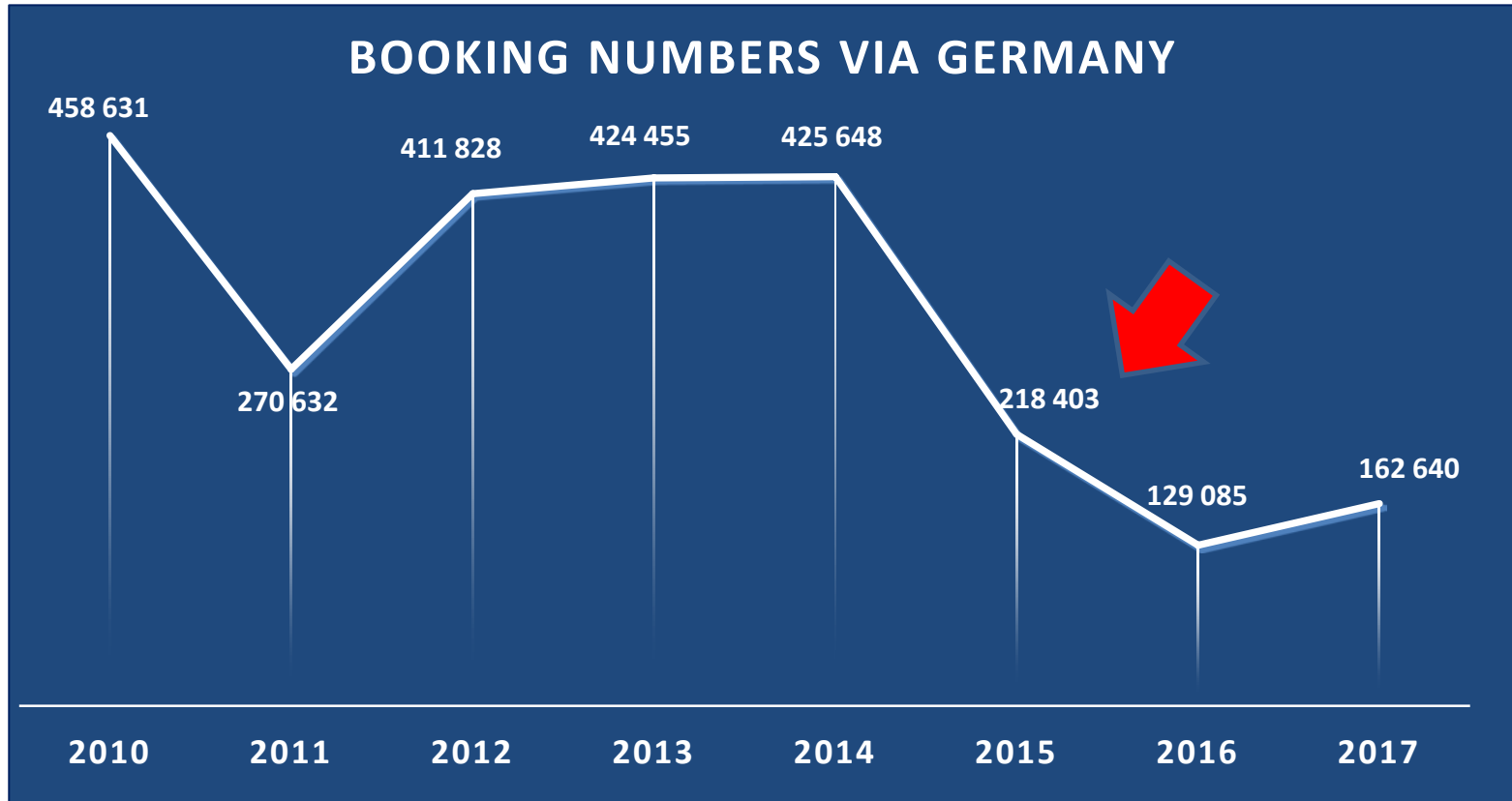
More than 40% of all trips of Germans are organized in form of package travel with the assistance of tour operators / travel agencies



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Tunisia – an important destination



## Tunisia - future for tourism

- 36,5% of German tourists have chosen the Mediterranean as their preferred destination
- Current price development in the western part of the Mediterranean is soaring
- Many tourists are shunning Turkey, the former N°2 destination because of political differences
- Tunisia is having a (slow) comeback

# What about Tunisia



We asked some German tour operators...

## What tour operators love...

- Proximity to the main source markets
- Availability of hotel infrastructure
- Short distances within Tunisia
- Well educated personnel
- Emancipated population
- High quality of beaches
- Roman-Carthaginian inheritance
- Desert back country
- Excellent price-performance-ratio



## Draw Backs mentioned

- Investments in hotel infrastructure are needed / Hotel quality is sometimes poor
- Neglect outside of hotels, especially waste is detrimental
- Not enough visibility concerning the profile as a tourist destination / USP
- Tunisia´s culture is overly focused on antiquity
- Security issues

## What is needed...

- Investments into hotel infrastructure
- Investments into public infrastructure next to hotels (i.e. water treatment, waste disposal, energy)
- Emphasize the cultural and scenic highlights
- Diversify the tourist infrastructure (hotel categories)
- Propagate the relaxed atmosphere of daily life

## What DRV's doing...

- Collaborating with the German government in the area of tourism development
- Focus on northern Africa / Tunisia
- Draw on the existing potential in the destination
- Form an alliance with the main stakeholders to battle the draw backs and utilize the opportunities

## Tunisia - future for tourism

German Ministry of Development (BMZ) and DRV have appointed a joint EZ-Scout



Bundesministerium für  
wirtschaftliche Zusammenarbeit  
und Entwicklung

# EZ-Scout

Unternehmen. Chancen. Entwicklung.

## Tunisia - future for tourism

And the next step is to...

- Address potential challenges with representatives of Tunisia's hotel and tourism industry as well as local and federal government
- Identify a specific tourism development project (i.e. waste disposal / water treatment)
- Form a strategic alliance with major stakeholders / donors
- Integrate German Financial Aid (KfW)

## Tunisia - future for tourism

Hopefully, our joint project will prove to be successful...



## Tunisia - future for tourism

If it works out we'll see it multiply...





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