TUI Nordic déprogramme la Tunisie

A travers un communiqué daté du 2 septembre, le tour-operator TUI Nordic annonce la déprogrammation de la Tunisie pour 2014 pour cause d'instabilité politique. Plus grave encore, le TO souligne que même en bradant les prix, la demande reste insuffisante pour la destination.

Au moment où Tunisair, les professionnels et l'administration essayent de relancer le marché des pays scandinaves en étudiant l'hypothèse de l'**ouverture d'une ligne aérienne**, cette décision est un coup dur, notamment pour les parcours de golf dont les Scandinaves représentaient jusqu'en 2010 la deuxième clientèle (54 000 green fees) derrière les Allemands.

Le communiqué adressé par TUI Nordic à ses partenaires :

TUI
Nordic

Memo

To Business partners in Tunesia

From Tommy Serban
Date **2/9-2013**

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Decision on closing Tunisia from 2014

Dear Partner,

As you have been informed from Ms Karen Charles (Purchasing Manager) or myself, TUI Nordic has regretfully decided to cancel its traveling to Tunisia as from summer 2014.

The decision has been taken due to many different factors. As you know the country has since 2011 been having plenty of political issues, travel warnings, demonstrations etc. Since then we have tried to keep our volumes stable but unfortunately with less demand.

Unfortunately the situation in the North African region has been – and still is very unstable (Tunisia, Egypt etc.). The Nordic market has clearly reacted on this with a heavy decline in demand.

Due to the instability and very poor bookings to Tunisia in general this summer, we have unfortunately no other option than cancelling our flight operation for the coming summer season.

We have the recent years been hoping for more stability in the country and the North African region for us to be able to come back and market the country as a safe and good tourist destination. even with very low prices.

All of us who are in the business do know that all tourist areas are safe. But with all attention to the Arabic countries, has clearly impacted on the demand from all Nordic countries negatively. We have tried with marketing campaigns and activities but all with very limited result as the market is just not prepared to travel. Even we are selling on large negative margins customers are still very reluctant to make their reservation, which makes this even harder for us to continue.

We hope that you understand that this situation has been totally unpredictable and outside of our control but you can trust TUI Nordic as a solid partner - we will do everything possible to review our business to Tunisia whenever the situation allows in the future, even your feelings at this time might be different.

I do regret that this situation affects our common interest, business and tourism industry negatively to Tunisia. TUI Nordic has been working with Tunisia for many years, and taking this decision has been very difficult. Unfortunately we don't see the demand to change in the near future, and has been left with no other options.

Last but not least, I do personally hope that we will be seeing a long term political stability in Tunisia for a possible comeback and an increased demand from our customers in the future.

Yours Faithfully

Tommy Serban
Product Manager
TUI Nordic