





GLOBAL DATA

 Total Travel & Tourism GDP Contribution			 Total Travel & Tourism Jobs Contribution		
2019	10.5% (Share of Global Economy) USD 10.3 TN		2019	10.7% (Share of Global Jobs) 337.7 MN	
2024	10.0% USD 10.9 TN	Annual Change: 8.5% (6.0% vs 2019) Economy Change YoY= 2.6%	2024	10.6% 356.6 MN	Annual Change: 6.2% (5.6% vs 2019)
2025 (F)	10.3% USD 11.7 TN	Annual Change: 6.7% (13.0% vs 2019) Economy Change YoY= 2.5%	2025 (F)	10.9% 371.0 MN	Annual Change: 4.0% (9.9% vs 2019)
2035 (F)	11.5% USD 16.5 TN	CAGR ² (2025 - 2035): 3.5% Economy CAGR (2025 - 2035): 2.5%	2035 (F)	12.5% 461.6 MN	New Jobs (2025 - 2035): 90.6 MN

TUNISIA KEY DATA

 Total Travel & Tourism GDP Contribution			 Total Travel & Tourism Jobs Contribution		
2019	14.0% (of Total Economy) TND 22.7 BN (USD 7.3 BN)		2019	409.5 (000s) =11.6% (Share of Total Jobs)	
2024	15.1% TND 24.3 BN (USD 7.8 BN)	Annual Change: 10.1% (6.7% vs 2019) Economy Change = 1.4%	2024	431.5 (000s) =12.3%	Annual Change: 7.6% (5.4% vs 2019)
2025 (F)	15.6% TND 25.6 BN (USD 8.2 BN)	Annual Change: 5.6% (12.7% vs 2019)	2025 (F)	450.2 (000s) =12.7%	Annual Change: 4.3% (9.9% vs 2019)
2035 (F)	15.9% TND 32.2 BN (USD 10.4 BN)	CAGR (2025 - 2035): 2.3% Economy CAGR (2025 - 2035): 2.1%	2035 (F)	517.5 (000s) =13.5%	New Jobs (2025 - 2035): 67.3 (000s)

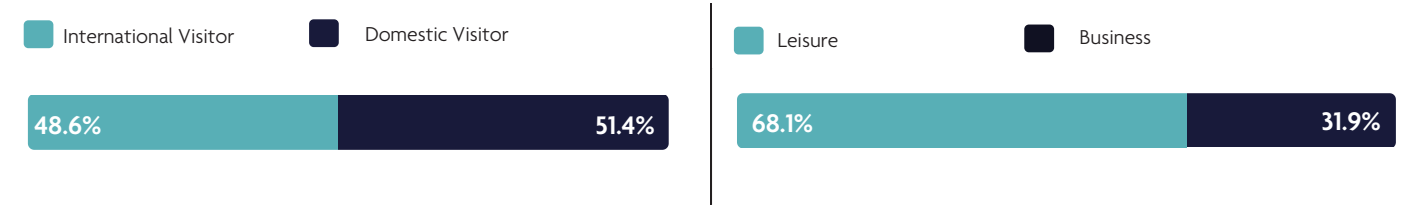
TUNISIA

2025 Annual Research: Key Highlights¹

TUNISIA SECTOR CHARACTERISTICS

2019	2024	2025 (F)	2035 (F)
International Visitor Spending			
TND 11.7 BN (USD 3.8 BN)	TND 11.6 BN (USD 3.7 BN) Annual Change: 11.4% (-0.7% vs 2019)	TND 12.9 BN (USD 4.1 BN) Annual Change: 11.1% (10.4% vs 2019)	TND 17.6 BN (USD 5.7 BN) CAGR (2025 - 2035): 3.2%
Domestic Visitor Spending			
TND 11.4 BN (USD 3.7 BN)	TND 12.3 BN (USD 3.9 BN) Annual Change: 7.3% (7.7% vs 2019)	TND 12.9 BN (USD 4.2 BN) Annual Change: 5.3% (13.4% vs 2019)	TND 15.4 BN (USD 4.9 BN) CAGR (2025 - 2035): 1.8%

% SHARE OF TOTAL SPENDING IN 2024



TRAVEL & TOURISM ARRIVALS AND DEPARTURES (2024)

Inbound Arrivals ³ :	Outbound Departures ³ :
1. Libya 25%	1. Algeria 38%
2. Algeria 20%	2. France 33%
3. France 14%	3. Türkiye 8%
4. Germany 4%	4. Saudi Arabia 6%
5. United Kingdom 3%	5. Italy 3%
Rest of world 35%	Rest of world 11%

Note: All figures shown for 2025 and thereafter are forecast projections (F). Data for additional Travel & Tourism indicators are available in the full report. For more details, visit <https://researchhub.wttc.org>.

1. All values are in constant 2024 prices & exchange rates. As reported in April 2025

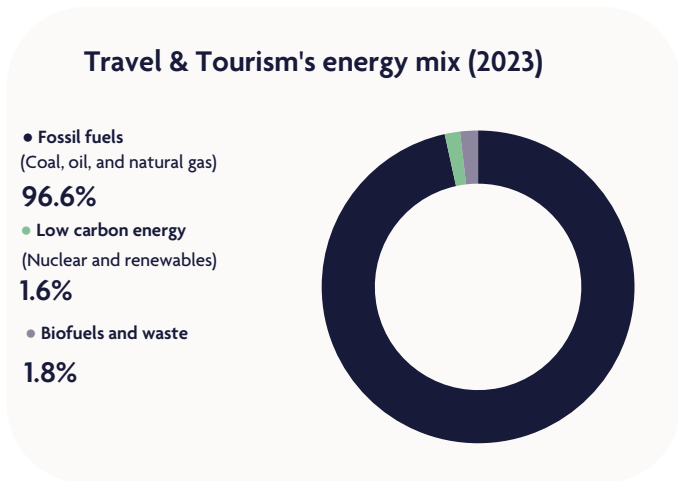
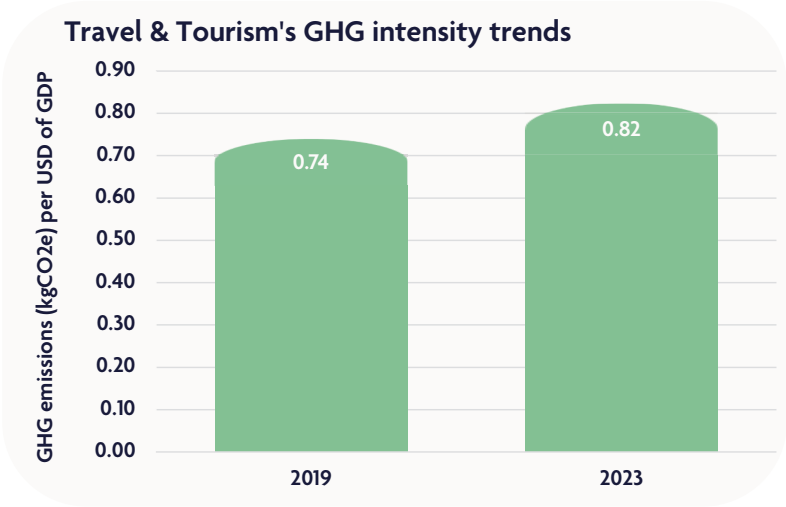
2. CAGR = Compound Annual Growth Rate

3. Source: Oxford Economics, national sources and UN Tourism (formerly UNWTO); Total may not add to 100% due to rounding

TUNISIA

Travel & Tourism's Environmental & Social Footprint ⁱ

ENVIRONMENTAL IMPACT OF TRAVEL AND TOURISM (2023)



SOCIAL IMPACT OF TRAVEL AND TOURISM (2023)



ⁱ Notes

- These estimates are from WTTC Environmental & Social Research (ESR). For more detail, visit <https://researchhub.wttc.org/global-travel-footprint>
- These estimates are calculated using 2023 prices and data from the previous edition of WTTC's Economic Impact Research (EIR) published in April 2024
- GHG emissions include Scope 1, 2 and 3 plus international transport; except where presented as a share of national totals, when international scope 3 is removed.