

SOARING SUCCESS IN THE SAHARA - TUNISAIR'S INAUGURAL FLIGHT WELCOMES 87 TO TUNISIA'S GOLDEN SOUTH

To mark the launch of Tunisair's new service from London Gatwick to Djerba, the national carrier and the Tunisian National Tourist Office welcomed 87 guests to experience the beauty of Djerba and the surrounding Sahara.

Departing on the 27 May, journalists, film crews and travel agents were joined by VIP's, including the Princess of Yugoslavia, also the president of the Guild of Travel & Tourism, and friends of Tunisia such as Mr Alister Hawthorn who was visiting Tunisia for the 113th time.

With Djerba fast becoming one of the country's premier destinations, the action packed itinerary, offered an insight into the region's unique mix of culture, adventure and cuisine, including a tour of Djerba and excursions to Tataouine, Midoun and Houmt Souk.

"The success of the inaugural press trip to Djerba offers a real sense of optimism for the future of this exciting new route" said Anissa Ramoundi, UK & Ireland Director, The Tunisian National Tourist Office.

"Indicative of the growing interest in Tunisia from the British holidaymaker, the route launch follows a 22.5% increase in visitor figures from January to May 2010, compared with the same period last year.

For more information or to book go to www.tunisair.com and for everything else happening in Tunisia throughout 2010, visit www.cometotunisia.co.uk.

ABOUT THE TUNISIAN NATIONAL TOURIST OFFICE

Tunisia; the jewel of the Mediterranean, offers over 700 miles of sandy beaches; boasts almost 40 luxurious Thalassotherapy centres as well as an excellent hotel infrastructure. Experience the oases, discover the Sahara, enjoy the golf, live the history. Only two and a half hours from the United Kingdom, Tunisia is closer than you think. For more information visit www.cometotunisia.co.uk

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