



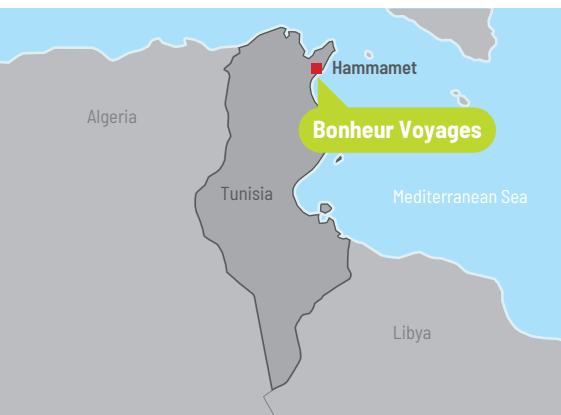
Success story

New paths in tourism

From package holidays to sustainable travel

How does a package holiday provider become a pioneer in sustainable tourism?

The Tunisian company Bonheur Voyages successfully made this transformation with the support of the Import Promotion Desk (IPD). Through a strategic repositioning and targeted coaching, the company has built numerous new business relationships with European tour operators. Today, Bonheur Voyages offers tailor-made trips that empower local communities and allow travellers to experience the 'real' Tunisia, far off the beaten track.



Products

- Tailor-made trips
- Cultural & adventure tours
- Glamping in the Sahara & Tunisia's green north
- Hiking & trekking tours
- Culinary & craft workshops

Certifications

- Travelife
- ATTA member

Experience the real Tunisia

Drawing on more than 30 years of experience, this destination management company (DMC) now leverages its extensive local network to offer guests deep insights into the Tunisian culture.

Its programmes deliberately take travellers off the beaten track: guests meet local communities, discover the country's rich culture through traditional craft and culinary workshops, or spend the night glamping in the dunes of the Sahara. At the same time, travellers get to know the real Tunisia – its people, culture and landscapes. In this way, the company creates employment opportunities in rural areas and works together with local initiatives on social, cultural and environmental projects.

Challenge



Entering a new market segment

When Bonheur Voyages entered the IPD programme in 2022, the company was at a turning point. Foued Ben Ammar and Amal Atigue had taken over the family-run business, whose offerings had originally focused on package holidays. At the time, sustainability had not yet played a role in the company's business model.

That changed during the COVID-19 pandemic. The couple travelled across the country, discovered regions that had been largely untouched by tourism and made valuable contacts with local initiatives.

From this, a vision emerged: to create travel experiences that offer authentic encounters while strengthening local communities. However, the company still lacked the necessary expertise to enter the sustainable tourism market, as well as access to European tour operators looking for this type of experience. This is where IPD provided targeted support.





Foued Ben Ammar
CEO, Bonheur Voyages

»Working with IPD has changed everything for us. Thanks to their support, we have taken our tourism offerings to a new level of sustainability and professionalism, gained access to the European travel market, and built valuable business connections with European tour operators.«



Approach



Sustainability Step by Step

From 2023, IPD supported Bonheur Voyages throughout its transformation. As part of an intensive IPD sustainability training programme, the company reviewed its existing sustainability measures, identified areas for improvement and set clear goals. The result: Bonheur Voyages achieved Travelife certification in record time and appointed a dedicated staff member to take responsibility for sustainability and drive its efforts forward within the company.

In addition, the IPD prepared the company for international trade fairs such as ITB Berlin and WTM London by providing training on market access and trade fair participation. CEO Foued Ben Ammar ensured that this knowledge was directly integrated into the company's internal processes, further professionalising its market presence and engagement with European partners.

Impact



Long-term partnerships that add value

The repositioning has delivered clear results: Bonheur Voyages has established itself as a reliable partner for sustainable travel. Thanks to its deep understanding of European partners' requirements, the company has built more than 20 new business relationships at ITB Berlin and WTM London.

One example is the successful collaboration with the UK-based adventure and culture tour operator Encounters Travel. The partnership was initiated through IPD's matchmaking at WTM London and has since developed into a long-term business relationship. A particular highlight is a series of fully booked tours for the total solar eclipse on 2 August 2027, with Bonheur Voyages managing the on-the-ground operations in Tunisia.

These new business deals are paying off internally too: the team has grown by around 40 per cent, and the company continues to invest in its internal processes. In this way, Bonheur Voyages safeguards the quality of its offering while opening up new prospects in regions of Tunisia that have so far seen little benefit from tourism.

Further information: bonheurvoyages.com www.encounterstravel.com

Results



- Partnership with European tour operators
- 40% Team growth
- Sustainability certification
- Investment in operations & infrastructure



Anthony Horrobin
Product Manager,
Encounters Travel

»IPD served as a valuable connector, introducing us to Bonheur Voyages. Together, we have been developing a comprehensive portfolio of tours across Tunisia. They have proven to be an exceptional partner, seamlessly integrating sustainable tourism projects throughout the country into our offerings.«

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