



# Subsectors being developed today in the *Mediterranean*

Tourism\_ *Off season private events* ✈

Targeted business: agencies and professional intermediaries specialising in the organisation of private and professional events

## Context and market

### *The subsector today*

✦ The use of professionals for the organisation of private events (weddings, anniversaries, receptions, religious festivals, etc.) is a practice which is tending to become more widespread. With a recognised tourist knowhow, a competitive cost structure and infrastructures available out-of-season, the Mediterranean region represents a new opportunity for the organisation of private as well as professional events, (conferences, seminars, team building, etc.).

### *Current Med positioning*

✦ The exponential growth of coastal tourism represents for the Med countries a vital source of foreign currency and employment. These activities are, however, marked by a high degree of seasonality, the off-season tourism performances remaining well-below their potential;

✦ A private event organisation offer on coastal and seaside sites would help increase the profitability of existing infrastructure and retain qualified personnel (permanent employment).

### *Weaknesses & obstacles*

✦ Limited appeal of seaside resorts divorced from urban/cultural life during the off-peak period; infrastructure poorly adapted to this type of tourism; mobilisation of associated services (catering, entertainment).

**Potential markets :** Private & business foreign clientele

Local opportunities  Export

## The Mediterranean: why, how ?

### *Infrastructure available in low season*

✦ Large reception capacity: future Moroccan coastal resorts, Tunisian seaside sites, Egyptian resorts (Mediterranean and Red Sea), Aqaba in Jordan, Eilat in Israel, and the Turkish Mediterranean resorts;

✦ Competitive prices; clement weather conditions all-year-round; great geographical, linguistic and cultural proximity, combined with good servicing from Europe.

### *Double stage trigger*

✦ A loss leader with important spin-offs: creation of customer loyalty (participants in a company seminar who return to the same hotel with their family), extended use of connected activities (catering, entertainment, leisure activities, shops);

✦ A potentially immense market: by way of example, the wedding market in France in 2004 represented nearly 265,000 weddings, that is 25 million guests, and a turnover of more than 5 billion euro (wedding list and organisation of the reception, Xerfi study, January 2005), that is around 19,000 euro per wedding.

### *Diversification of the tourism offer backed by the authorities*

✦ Faced with the reduction of the average stay of tourists and the drop in the occupancy rate, the strategy of the Tunisian government is, for example, looking at ways of diversifying the offer. Private and business events are considered as promising options.



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They did it: pioneer stories

### Private celebrations: destination Tunisia with Insolita Agency

From France, the Insolita Agency, installed in Paris, organises in Tunisia a whole range of private events (weddings, wedding anniversaries, barmitzva's, private parties...).

Its aim is both to offer a quality, personalised service, and to have people discover Tunisia differently. With the help of partners in Tunisia, the agency, for example, will organise a customised wedding (in a villa, on the beach, in the desert, etc.).

The next stage could be to industrialise the subsector by proposing standard packages at a low cost in partnership with transport companies (charter flights for the guests), and the local hotels, restaurants and entertainers.

### A local offer for private and professional events

The offer also exists on the local level.

The enterprises Egypt Event and Eventers, both based in Cairo, specialise in the management and organisation of professional and private events in Egypt: business meetings, conferences, ceremonies, exhibitions as well as weddings, concerts and anniversaries.

In Tunisia, the company Voyages Aventures, based at Nabeul offers to organise seminars, special events, meetings or even team-building, as for example treasure hunts by team at Sidi Bou Saïd, or in the medina of Tunis, Hammamet, Djerba or Tozeur.

### Wedding planner in Marrakesh

Certain entrepreneurs have set up in the host country where the events take place. Marrakech-Bubbles is an agency of wedding planners founded by Séverine de Freycinet in Marrakesh. The aim of the agency is to facilitate the conception and the organisation of weddings in Morocco (preparing the wedding, contacting the providers, advising the future married couple, organising the reception, etc.).

Another company also based in Marrakesh, Instants Magiques, proposes the same type of service.

### For further details... (resources, contacts, links)

- ✦ Overview of tourism sector in MEDA, ANIMA study n°17 : free download on [www.anima.coop](http://www.anima.coop)
- ✦ Meditour, Mediterranean Tourism forum organised by the Mediterranean chambers of commerce ([www.ascame.org](http://www.ascame.org))
- ✦ Insolita Agency ([www.perfectdays.fr](http://www.perfectdays.fr))
- ✦ Marrakech-Bubbles ([www.marrakech-bubbles.com](http://www.marrakech-bubbles.com))
- ✦ Instants magiques ([www.instantsmagiques-marrakech.com](http://www.instantsmagiques-marrakech.com))
- ✦ Egypt Event ([www.egyptevent.com](http://www.egyptevent.com))
- ✦ Eventers ([www.eventers-eg.com](http://www.eventers-eg.com))