

A person is walking on a sand dune in a desert landscape at sunset. The sky is filled with vibrant colors of orange, red, and purple. The sand dunes are illuminated by the warm light of the setting sun, creating a golden glow. The person is seen from behind, walking away from the viewer towards the horizon.

# Embassy of Algeria in Moscow

International Investment Dialogue  
Chamber of Commerce and Industry  
of the Russian Federation

Tourism in Algeria  
« Investment opportunities »

Moscow, 22 March 2023

# A multi-faceted country

- Algeria is an emerging tourist destination who wants to rise as one of the best tourist destinations in the Mediterranean basin.
- Algeria aims to assert itself with its multitude of tourist products on the international tourist market.
- It offers a variety of tourist attractions, including heritage sites, the impressive landscapes of the Sahara Desert and the Atlas Mountains, and relaxing beach destinations on the Mediterranean Sea.
- It should be known that the Algerian Sahara covers two thirds of the surface of the country and presents very diversified products such as the Great South or what is commonly called **the largest open-air museum on the planet**
- Algeria has a Mediterranean coast stretching over nearly 1600 km, the majority most of which is still in a virgin state, thus constituting future destinations for any investment in the sector.
- The same goes for winter tourism, particularly in the mountains of Djurdjura and Chr ea or even in the natural parks made up of large flora and fauna areas which constitute tourist sites very popular with lovers of nature and green tourism.
- The tourism industry moderately contributes to the Algerian economy. In 2021, the sector accounted for around four percent of the country's GDP, slowly recovering after the 2020 tourism crisis driven by the COVID-19 pandemic,



# Tourism products

## 1- The coastline

- The Algerian Coast is 1600 kilometers bringing together all the major cities on its territory, full of magnificent natural sites.
- From Oran to Annaba via Algiers the capital and the wild creeks of Kabylie, the coast will make the delight of hikers, swimmers and fishing and water sports enthusiasts.



## 2- The Sahara

- The Algerian Sahara is the second largest desert in the world by its area approaching two million km<sup>2</sup> and covering nearly 80% of the country's area. Due to its desert expanses, which also contain plant and animal species, these Saharan regions, which are used for tourism, are closely concerned by United Nations programs for the preservation of biodiversity.
- This part of southern Algeria is renowned for its two cultural parks which together represent the largest protected area in Africa and the second largest protected area in the world as well:
  - o Tassili (the largest open-air museum of rock art on the planet/15,000 rock paintings and engravings exhibited in the middle of nature);
  - o The Hoggar mountain whose highest point culminates at 2918 m altitude (the Tahat). Tourist guides often plan bivouacs under the stars before climbing one of the highest mountains "Hoggar towards Assekrem, where stands the refuge of Father Charles De Foucault and its small chapel where many tourists celebrate the new year.
- Many Saharan cities enjoy the proximity of airports connected to several European capitals, thus facilitating the flow of tourists. There is also the trans-African road linking the North of the country to the South and allowing a better appreciation of the multiple facets of the Algerian Sahara.



### 3- Roman heritage

- Algeria has several cities and ancient sites dating from the Roman Empire, more particularly along the coasts where the Carthaginians had previously set up their trading posts such as Délys, Tigzirt, Ténès and Cherchell.

- Other cities were built by Rome like Tipaza in the center and Djemila in Sétif and Timgad in the Aurès in the east of the country as well as Thagaste (current Souk Ahras) where was born the famous theologian and Christian philosopher Saint Augustine.

- Their architectural value has earned them the classification of universal heritage of humanity and their museums are full of sublime mosaics and vestiges of this time when Algeria was Roman.



#### 4- Hydrotherapy

- Algeria has great potential in terms of hydrotherapy. Thermal springs with proven therapeutic virtues are listed across the country.

- In this context, it should be noted that Algeria is organizing on April 28 and 29, 2023, in Sétif, an **International Forum on thermal tourism**. The organizers of this event provide :

- The full coverage for the participation of two (02) Russian experts ;
- Coverage of accommodation costs in Sétif for all economic operators (investors) who wish to take part at this event.

- If interested in participating to this event, the Embassy is willing to provide further information in this respect.



# New measures to boost Algerian tourism

- The Algerian government has taken flagship measures to make the destination Algeria attractive for foreign tourists and Russian visitors in particular :
- The Algerian government has adopted a new law on investments, the advantages of which apply to the tourism sector and related services, in order to attract foreign tourist investment by means of many facilitations and various tax incentives.
- The increase in the frequency of direct flights between Russia and Algeria which increased in 2022 and 2023 respectively to two and three per week. A fourth frequency should see the light of day during this month, while discussions are underway between the two parties for the opening of a direct link between Algiers and Saint Petersburg.
- Improving mobility by making it easier for foreign tourists to obtain entry visas. From now on, on an exceptional and temporary basis, regularisation visas (at the level of Algerian international airports) will be issued for the benefit of tourists traveling to the cities of the great south of Algeria through approved travel agencies.
- As part of efforts to develop the tourism sector in Algeria, the Algerian government launched in 2022 the portal "Tourism tours in Algeria (<https://algeriatours.dz/en>), which is a tourist product that makes it easier for tourists to choose the destination and the tour that suits them in terms of interests, whether cultural, archaeological, natural or religious, or in terms of financial or logistical resources.
- Support for tourist and travel agencies through participation in various major international tourism fairs such as the "MITT" fair in which Algeria has taken part regularly since 2016, in addition to the organisation of the fair each year **international Exhibition of tourism and travels (SITEV), the next edition of which will be held from September 7 to 10, 2023, in Algiers.**
- Algeria submitted to the Russian Ministry of Economic Development a draft Memorandum of Understanding aimed at framing the cooperation in the field of tourism between our two countries.