RÉPUBLIQUE TUNISIENNE
MINISTÈRE DE LA SANTÉ

National office of thermalisme and hydrotherapy

FEMTEC

THE HYDROTHERAPY SECTOR IN TUNISIA AND ITS POTENTIAL FOR DECENTRALIZED SUSTAINABLE DEVELOPMENT

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VICE PRESIDENT OF FEMTEC

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INTRODUCTION



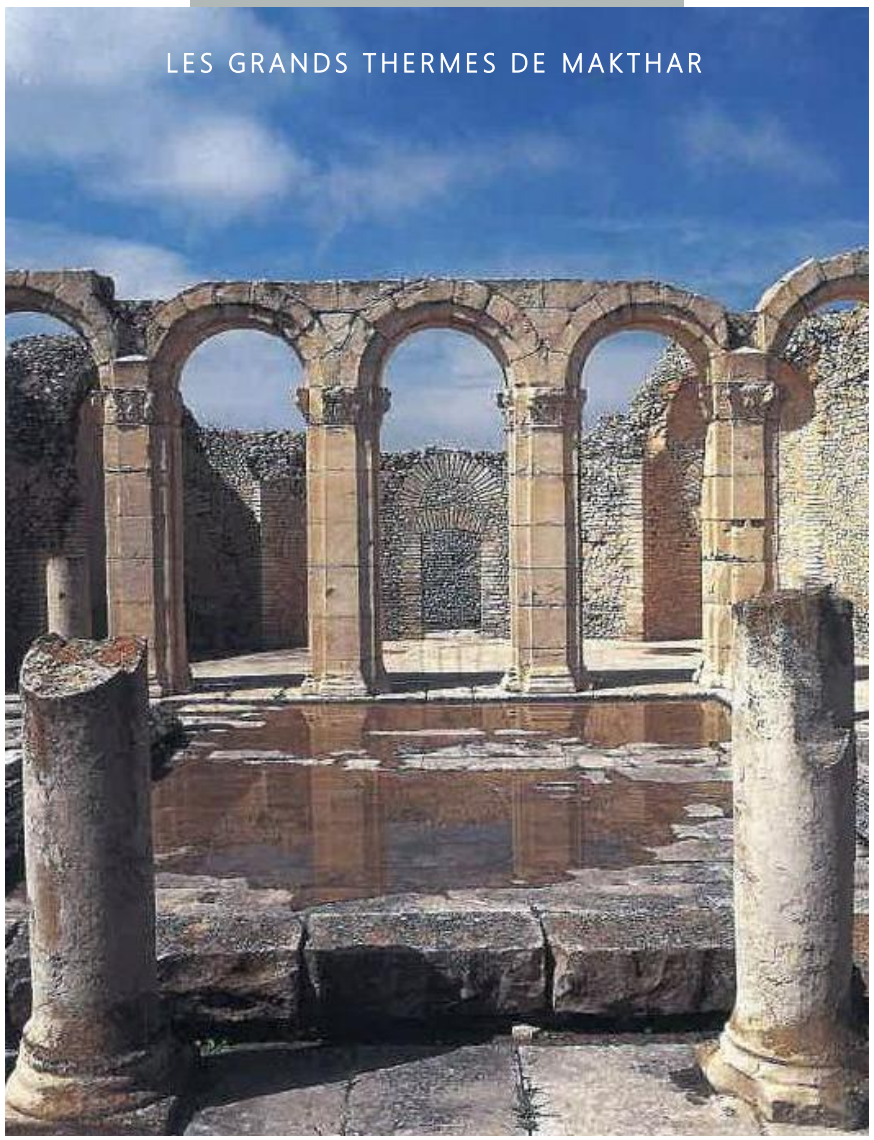
INTRODUCTION

In Tunisia, the hydrotherapy sector is structured around three main pillars, each with its own therapeutic approach :

Thermalism : the therapeutic use of natural mineral waters and thermal springs for preventive and curative purposes

Thalassotherapy : the therapeutic use of seawater and marine ressources, including marine mud, algae and other elements of the marine environment

Spas: the use of fresh water through a variety of treatments and wellness therapies, primarily aimed at relaxation and well-being



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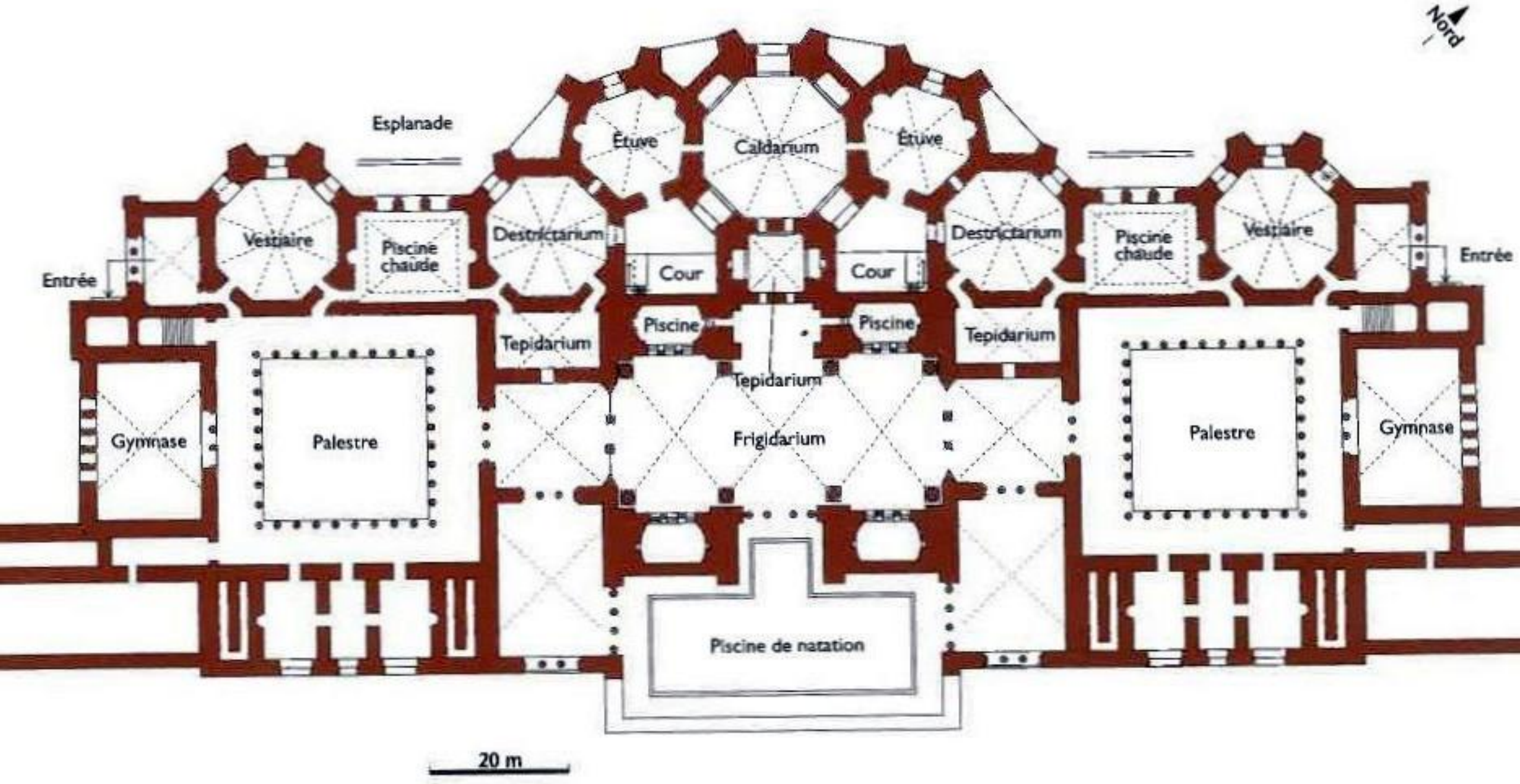
In Tunisia the history of thermalism (the use of hot springs for healing and relaxation) is ancient, rich, and deeply interwoven with different civilizations and traditions, particularly Carthaginian, Roman.

It is an heritage practice dating back thousands of years.

Tunisia's strategic position between Africa, Europe, and the Middle East, along with its abundant geothermal resources, has made it a cradle of thermal culture since antiquity.

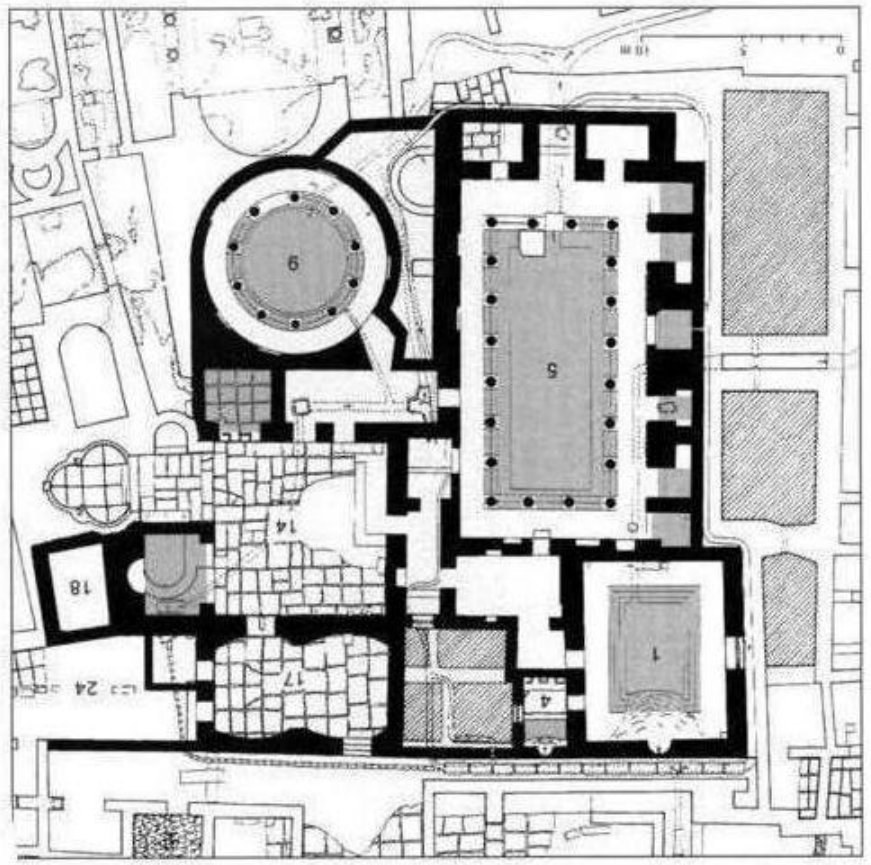
Archaeological sites and ancient ruins of baths and spas throughout the country bear witness to this legacy such as the Antonine Baths in Carthage, the Roman aqueducts and the water Temple of Zaghouan,....

Les thermes d'Antonin à Carthage - Plan de l'étage des bains



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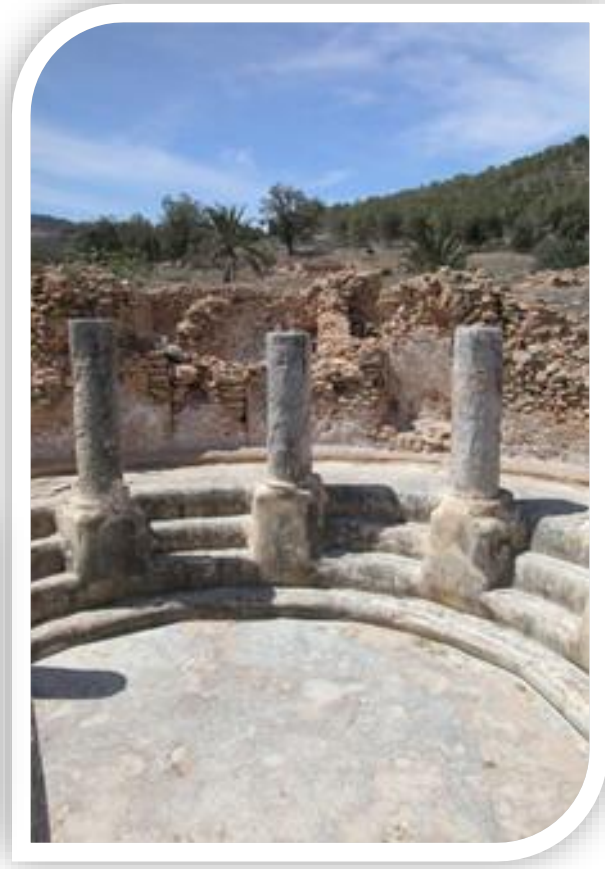
ANCESTRAL TRADITIONS OF USE





La salle à absides





The Prestigious City of Water of Djebel Oust 101-120 ap JC

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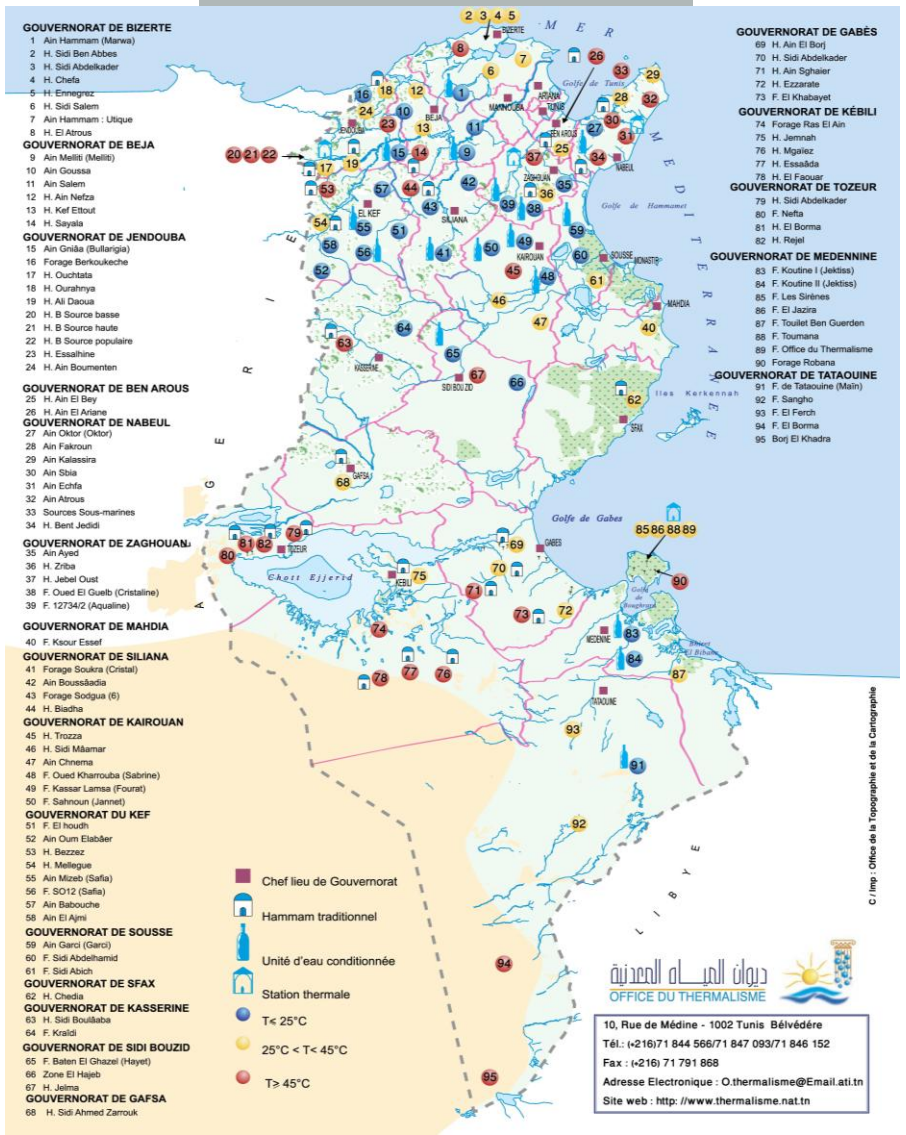
Roman Bath Sbeitla



The Prestigious Water Temple



THE HYDROTHERAPY SECTOR IN TUNISIA



HOT SPRING SECTOR IN TUNISIA

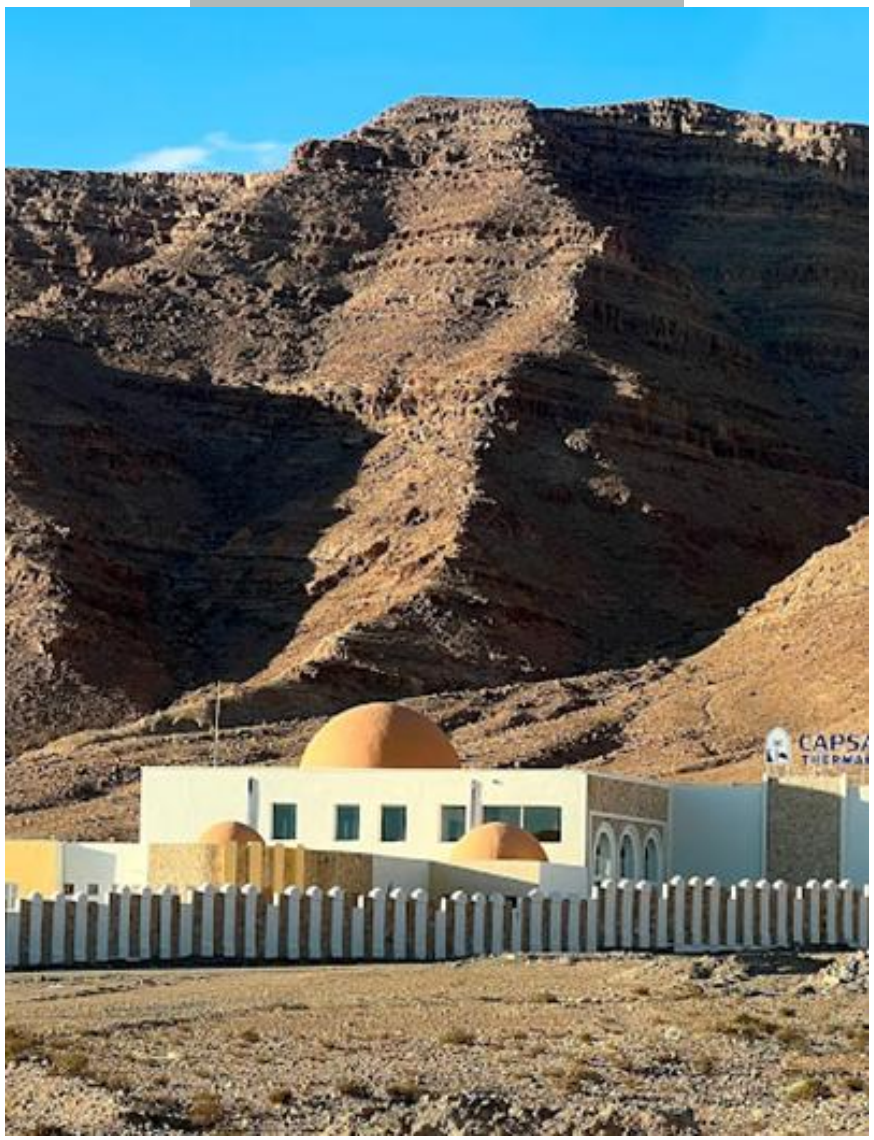
Several natural hot springs over 150 hot springs emerge from the North to the South of the country, some of them are used in thermal centers or in traditional thermal baths “Hammams” such as in Korbous, Hammam Bourguiba, Gafsa, Kasserine, Djerba, Beni Mtir and Gabes

These hot springs have a therapeutic properties, thanks to their rich geothermal activity and their underground origins which are rich in minerals. They Emerge in different environments desert, mountain, and coastal areas and even include submarine hot springs such as those in Korbous









THE HOT SPRING SECTOR IN TUNISIA

-The thermal centers in Tunisia provide specialized treatments adapted to the therpeutic properties of their hot springs.

- The Health treatments offered in these centers are both curative and preventive

-The pathologies treated in Tunisian thermal centers include: Rheumatology, respiratory conditions, dermatology, Phlebology, gynecology.

- The thermal sector attracts arround 6 Million visitors annually



THALASSOTHERAPY SECTOR IN TUNISIA

Tunisia is the Second destination in the world in the thalassotherapy with nearly 60 thalassotherapy centers operating in full compliance with the highest international standards.

These centers are integrated into diversified, luxury hotel units stretching from north to south along a 1300 kilometer coastline.

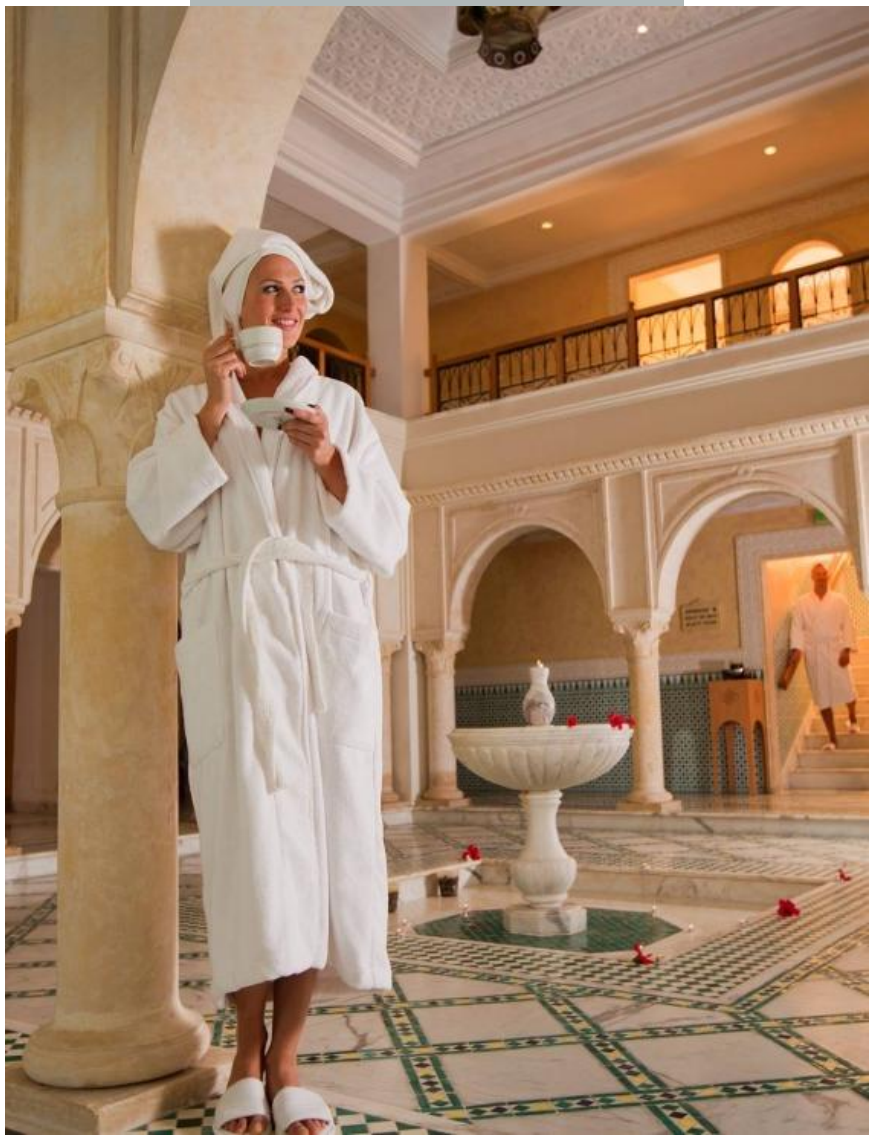
Tunisia hosts around 200.000 thalassotherapy visitors in 2025











THALASSOTHERAPY SECTOR IN TUNISIA

Tunisia has developed a distinctive model that combines medical expertise and wellness, blending traditional practices with high-quality services delivered by highly qualified and experienced therapists and medical professionals.

Thalassotherapy centers offer a wide range of authentic treatments, massages, wellness rituals inspired by Tunisian traditions

The therapeutic benefits of Mediterranean seawater and marine ressources including (marine mud, algae, sand, and other natural marine derived substances) combined with the sunshine, a mild climate contribute to Tunisia's attractiveness as a leading thalassotherapy destination

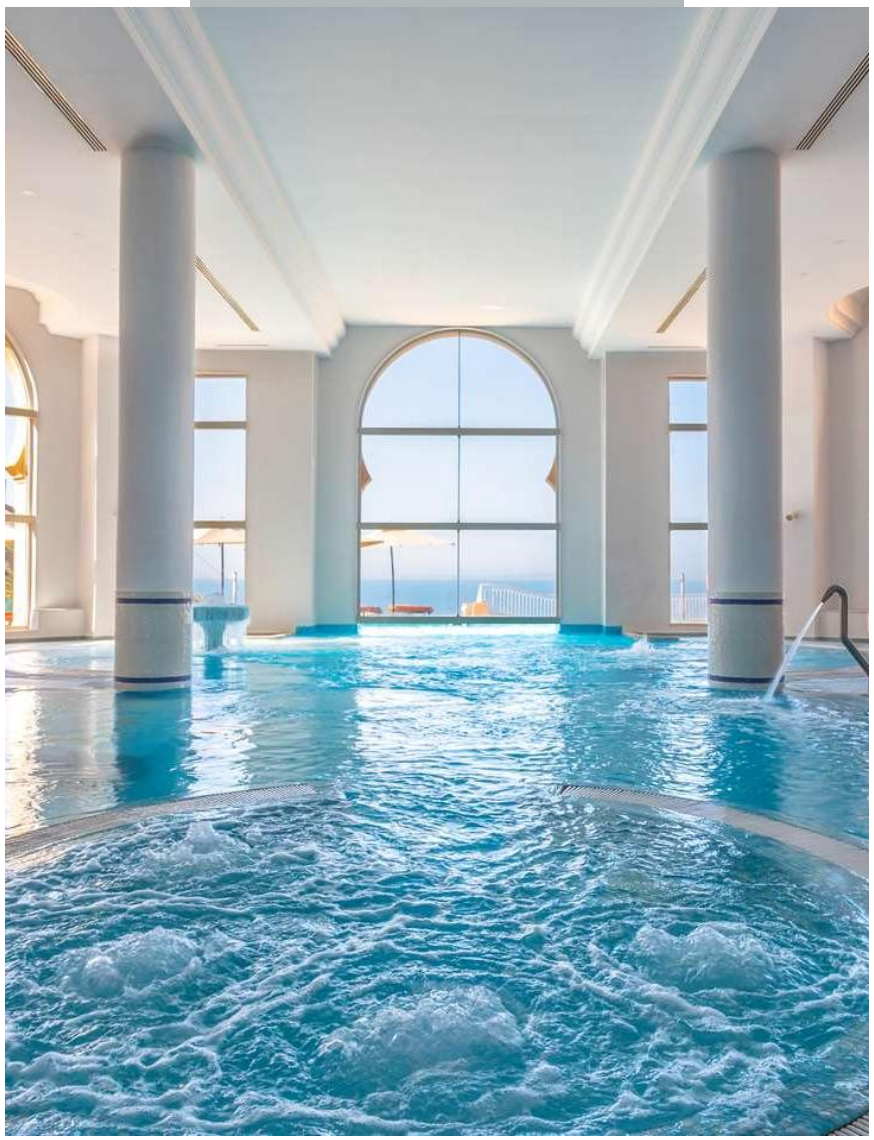
Tunisian thalassotherapy centers commitment to quality standards particularly ISO17680 reinforces the country's international reputation











THE SPA SECTOR

With more than 390 spas centers distributed between hotel spas and urban spas. Tunisia’s spa sector offers a wide range of treatments including body wrap and body scrubs, aesthetic treatments, physiotherapy, massage therapy, electrotherapy and multi-treatment cures such as slimming cures, Anti-stress cures, ..

Welcoming approximately 1.2 Million visitors annually, the spa sector represents an important component of Tunisia's wellness and Tourism field




BABOR SPA







THERMALISM A LEVER FOR REGIONAL DEVELOPMENT



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- Most springs are located outside major cities, and are integrated into their natural landscapes offering strong opportunities for local development
- In some cases, thermal centers represent the main economic activity of a local communities, and generate important economic resources for the regions.
- ecological and sustainable thermal projects are also being developed using geothermal energy for heating buildings and collecting and reusing spring water through low-tech systems to achieve off-grid energy independence











INVESTMENT INCENTIVE MEASURES



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- Tunisia at the crossroads of Europe, the Middle East and Africa benefits from a strategic Central Mediterranean position and competitive advantages that support growth. Tunisia offers a range of Incentive measures for investment in the hot springs sector.
- An appropriate legislative and institutional framework has been established to support investment including standardization and regulatory systems, as well as tax and financial Incentives and Customs exemptions
- The thermal sector is included among the priority sectors eligible for regional development benefits
- Investors are provided with the results of technical studies including hydrogeological and medical studies, as well as development plans for thermal areas, and improvements to water catchment systems.
- Efforts also focus on Developing infrastructure for the use and management of water resources, in order to encourage investment in the sector while ensuring its development remains in harmony with the environmental potential of the implementation areas

POTENTIAL AREAS OF COOPERATION





POTENTIAL AREAS OF COOPERATION

Tunisia offers significant opportunities for developing strategic cooperation

Key areas of cooperation include:

Technical and Scientific exchange:

-Exchange of scientific and Technical expertise in geothermal exploration using AI and data analytics to support balneological research and assess the therapeutic benefits of thermal waters

Capacity Building and Training:

-Establishment of training center dedicated to the hydrotherapy sector focusing on skills development

Digital transformation and AI in Thermalism :

-Promoting the integration of AI and digital technologies to modernize thermalism enhance healthcare services, optimise the sustainable management of thermal ressources and develop Smart Thermal Facilities



THANK YOU

