



## Sevenair inaugurates new scheduled, direct service between

### *NAPLES - TUNIS*

**Naples, 3 August, 2010:** Sevenair airline – a branch of the Tunisair group – has inaugurated new direct scheduled service between Naples and the city of Tunis today. The flights will operate twice a week with departures on Tuesdays and Saturdays.

#### Flight Schedule (Tuesday and Saturday)

	Tunis - Naples (Gmt)		Naples-Tunis (Gmt)	
	Departure	Arrival	Departure	Arrival
<b>Tuesday</b>	10.30 a.m.	1.15 p.m.	2.00 p.m.	2.45 p.m.
<b>Saturday</b>	2.00 p.m.	4.45 p.m.	5.30 p.m.	6.15 p.m.

The launch of this new, direct service is part of the company's efforts to develop commercial bases on an international level as well as to capture new market niches considered to be advantageous.

**Sevenair Director General, Mr. Moncef Zouari, declared that:** « *first of all, the new route between Tunis and Naples serves as a contribution on the part of the company to the tourism sector as it reinforces the capacity of Italian tour operators who work with Tunisian destinations. This route will also cater to the large Tunisian community which resides in the Province of Naples and the Campania Region who will thus be facilitated in returning to their homes once a year.* ».

The launch of this new route further consolidates the airline's presence in the Italian market. For many years, Sevenair has provided charter service to various points in Southern Italy. Additionally, Sevenair plans to launch new, regular service to and from Catania.

From an economic perspective, the new service will consolidate commercial exchanges between the two countries, particularly in light of the fact that the Campania Region has a special interest in Tunisia and the Mediterranean Cooperation Programmes which are aimed at internationalizing the country's businesses. In fact, in 2008, the Campania Region established a delegation in Tunis to promote commercial and economic exchanges between Italy and Tunisia.

From the perspective of tourism, Naples is considered to be one of the most important Italian destinations thanks to the Region's various attractions such as Vesuvius, the National Park, the archaeological sites which include Pompeii, Herculaneum and Paestum, the Amalfi and Sorrento Coasts and the nearby luxury destinations of the islands of Capri, Ischia and Procida.

Furthermore, the City of Naples has been selected as the Capital of Mediterranean Culture in 2011 and during this period will serve as venue for various events in which many cities which are part of the Mediterranean basin will participate.