



CARTHAGE EVENT SHOWS 2026



THE EPIC OF CARTHAGE

From the Northern Shores to the Gates of the Sahara

October 23 - November 02, 2026



Our Partners





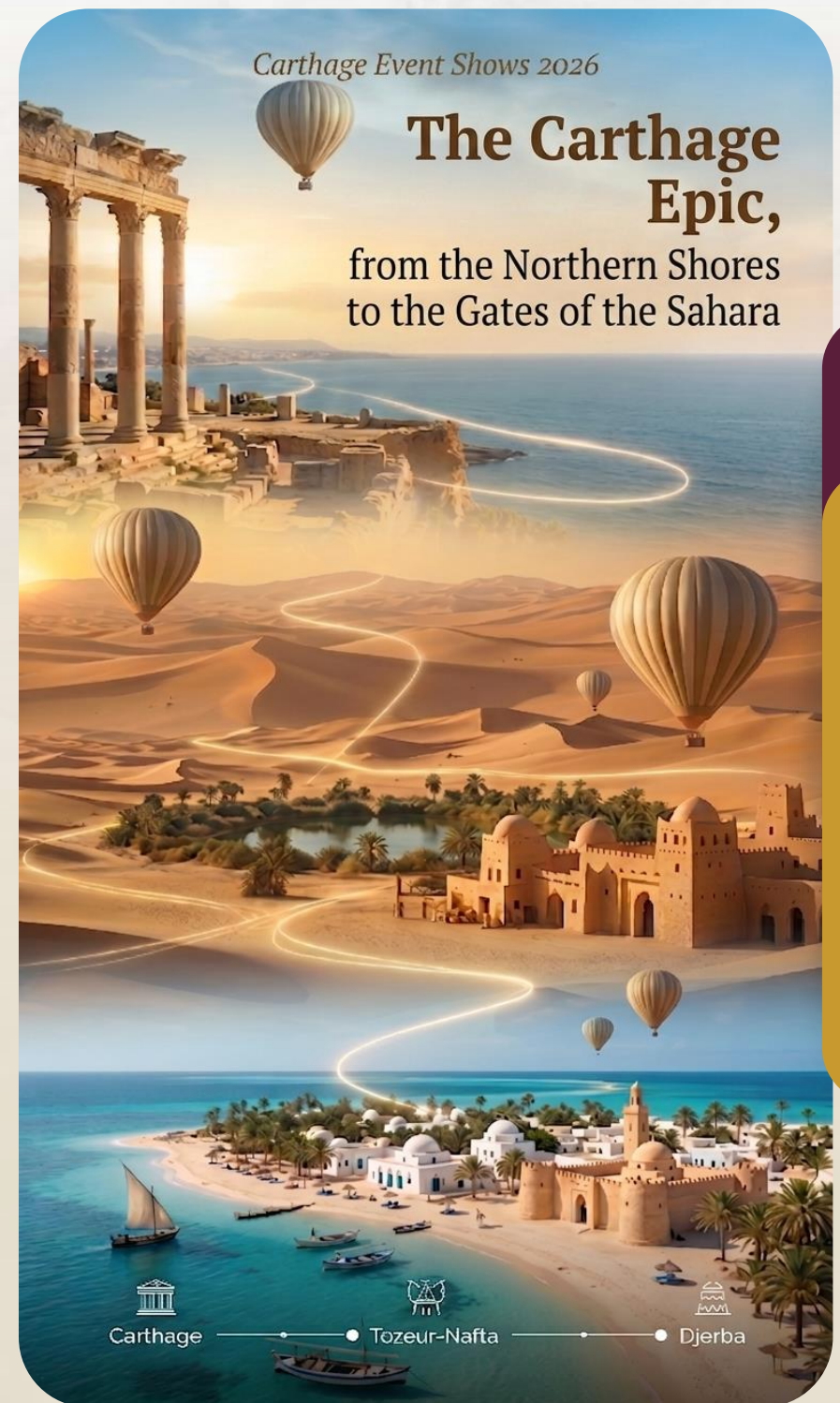
The Epic of Carthage, from the Northern Shores to the Gates of the Sahara

Far more than a simple maritime city, Carthage embodied a true “network empire,” whose influence extended deeply across the Tunisian territory.

“Carthage Event Shows 2026” is part of this historical dynamic, offering a contemporary reinterpretation of this strategic geography, linking the Punic coastline to the southern oases, true overland crossroads of Antiquity.

Southern Tunisia: A Strategic Pillar of Carthaginian Power

The prosperity of Carthage was founded upon a remarkable command of caravan routes and trans-Saharan trade exchanges:





- **Tozeur (ancient Thuzuros):** a vital hub of African trade and a convergence point for the continent's wealth — gold, ivory, and precious materials — before their distribution throughout the Mediterranean basin.
- **Douz and the Nefzaoua region:** a strategic frontier area, shaped by alliances with the Libyco-Berber populations, guardians of access to the desert and providers of resources emblematic of Carthaginian power.
- **Djerba:** an island in southern Tunisia, renowned for its beaches and authenticity. It is also part of the heritage of the great Mediterranean civilizations, particularly the Carthaginian influence that shaped the history of the region. Combining culture, traditions, and unique landscapes, it offers a rich and exotic setting.

A symbolic staging: a bridge between **past and future** Through the deployment of hot air balloons over Carthage, Tozeur and Djerba, the event creates a strong visual narrative:



- **A vertical dimension:** embodying elevation, innovation, and the ambition of a Tunisia oriented toward the future.
- **A horizontal dimension:** illustrating territorial continuity and the logistical ingenuity of ancient civilizations, pioneers of intercontinental exchanges.

A clear ambition: enhancing Tunisian heritage

The Carthage Event Shows 2026 transforms this historical legacy into a driver of international visibility. It aims to promote a modern Tunisia, proud of its plural identity, capable of leveraging its past to inspire innovation in tourism, culture, and technology.





Tunisia takes flight: Tourism and emotions in the desert

Hot air balloon shows and Night Glow evenings attract both national and international audiences, strengthening Tunisia's image as an innovative destination.

They boost local tourism by increasing occupancy rates in accommodation facilities and enhancing cultural and artisanal activities, while also creating economic opportunities for regional stakeholders.

On an international scale, these events benefit from strong media visibility thanks to widely circulated spectacular imagery.





Nadas Group Company

Nadas is a consulting and communications company active in Tunisia since 2016. It supports its clients by offering innovative, interactive solutions tailored to their needs, placing attractiveness at the core of its strategies.

Through a multichannel approach covering the entire purchasing journey, Nadas stands out for the simplicity of its services, its competitive pricing, and its flexibility, delivering high-performing campaigns accessible to all budgets.





Our Official Partners

Our network of partners brings together institutions and key stakeholders from the aeronautics, tourism, media, and financial sectors.

- Minister of Cultural Affairs
- Ministry of Transport
- Tunisia Inspiring (**ONTT**)
- Fédération Tunisienne de l'Hôtellerie (**FTH**)
- Fédération Tunisienne des Agences de Voyages et de Tourisme (**FTAV**)
- Agence de Formation dans les Métiers du Tourisme (**AFMT**)
- Association Tunisienne de l'Aéronautique (**A.T.A**)
- Fédération Tunisienne Des Restaurants Touristiques (**FTRT**)
- **DMO Tunis-Carthage**
- Fédération Tunisienne des Sports Aéronautiques et des Activités Associées (**FTSAAA**)
- Conseil Bancaire et Financier (**CBF**)
- **BOOKITRIP**
- **FREEOUI**





A renewed vision for Tunisian tourism

Tourism has for several decades represented a strategic sector of the Tunisian economy, contributing to growth, job creation, regional development, as well as the country's international visibility. Thanks to the richness of its historical heritage, the diversity of its landscapes, and the quality of its hospitality, Tunisia stands out as one of the leading destinations in the Mediterranean basin.

However, in response to the rapid evolution of global tourism trends, marked by more demanding expectations and a search for authentic experiences, destinations are being led to rethink their models. Today's travelers favor stays that are more meaningful, focused on cultural discovery, local immersion, personalized itineraries, and environmental sustainability.



In this context, Tunisia is committed to a process of transformation and diversification of its tourism offering in order to strengthen the destination's competitiveness and enhance its natural, cultural, and human assets.

This evolution aims to promote higher-quality tourism, generating added value and fostering balanced development across regions.

This dynamic is based on the adoption of innovative tourism models that meet the expectations of modern travelers, particularly through the development of individual tourism and sustainable tourism, two complementary approaches with strong potential.





Individual tourism is based on the personalization of the travel experience, offering visitors the freedom to design their stays according to their interests, with flexible itineraries, a variety of activities, and diverse accommodation options. It also promotes lesser-known destinations.

In parallel, sustainable tourism is emerging as a key pillar for the future of the sector in Tunisia. It aims to reconcile tourist appeal with the preservation of natural resources and the enhancement of heritage, through responsible practices and the involvement of local communities.

This approach enables a deeper exploration of the territory and direct interaction with local populations, while highlighting cultural and natural assets that are often overlooked.



By integrating these new directions, Tunisia aims to develop a more resilient, competitive tourism model that is better adapted to contemporary challenges.

This transformation helps diversify the national offering while strengthening the image of an authentic, innovative destination committed to a sustainable development approach.

Thus, the combination of individual tourism and sustainable tourism opens up new perspectives for the sector, offering richer experiences for visitors.



A successful edition

Balloons Event Show 2025



Balloons Event Show Tunisia 2025 is an international aerial event dedicated to hot air balloons and paramotors, aimed at promoting experiential tourism.

Through aerial displays, demonstration flights, and artistic performances, it offers an immersive experience combining discovery and entertainment.

Bringing together professional pilots from several countries, the event serves as a platform for international exchange and attracts an audience of enthusiasts, tourists, and media, contributing to the visibility of Tunisia.

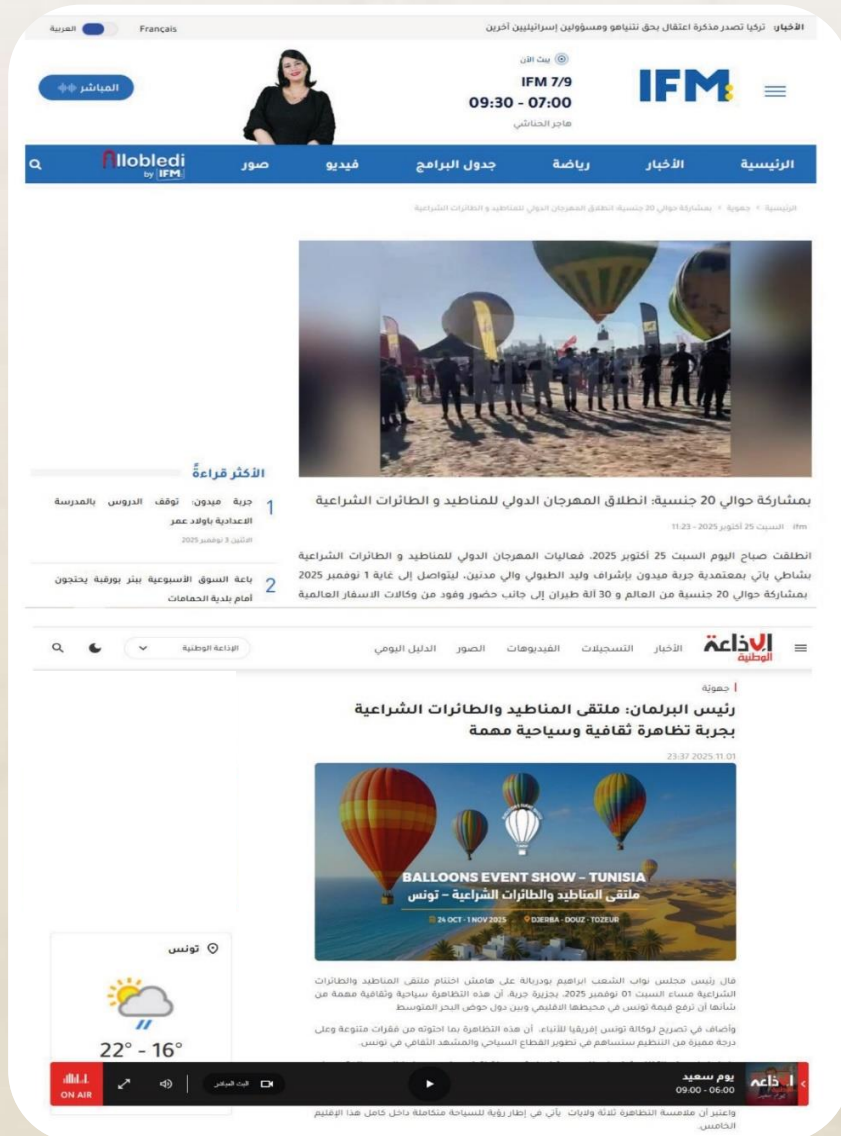
It also benefits from a strong digital presence ensuring continuous exposure.

Balloons Event Show 2025



- **National and international coverage** strengthening the visibility of southern Tunisia: Djerba | Douz | Tozeur
- **Major partner radio stations:** Mosaïque FM | RTCI | Shems FM | Express FM
- **Television channels:** Wataniya 1 | Tounesna TV | Attessia TV
- **Media & digital press:** La Presse | Kapitalis | Tunisienuerique | Webdo | AllAfrica | Tuniscope
- **Digital strategy:** Strong mobilization across social media with wide content distribution
- **During the event:** TV reports | Live broadcasts | Continuous on-site radio presence
- **Official intervention:** FTAV President.

Media Impact of the Balloons Event Show Tunisia 2025



• Digital impact

Real-time posts on Facebook, Instagram, and TikTok & coverage by international media and specialized platforms

• Global impact

- ✓ Strengthening of the event's visibility and recognition.
- ✓ Enhancement of the image of the Tunisian Sahara.
- ✓ Increased tourism attractiveness of the region.
- ✓ Positioning as a major promotional and economic driver.

• Key figures

+2.4 million views on Facebook

+1.6 million views on Instagram

+3,000% community growth

Tens of thousands of interactions and shares

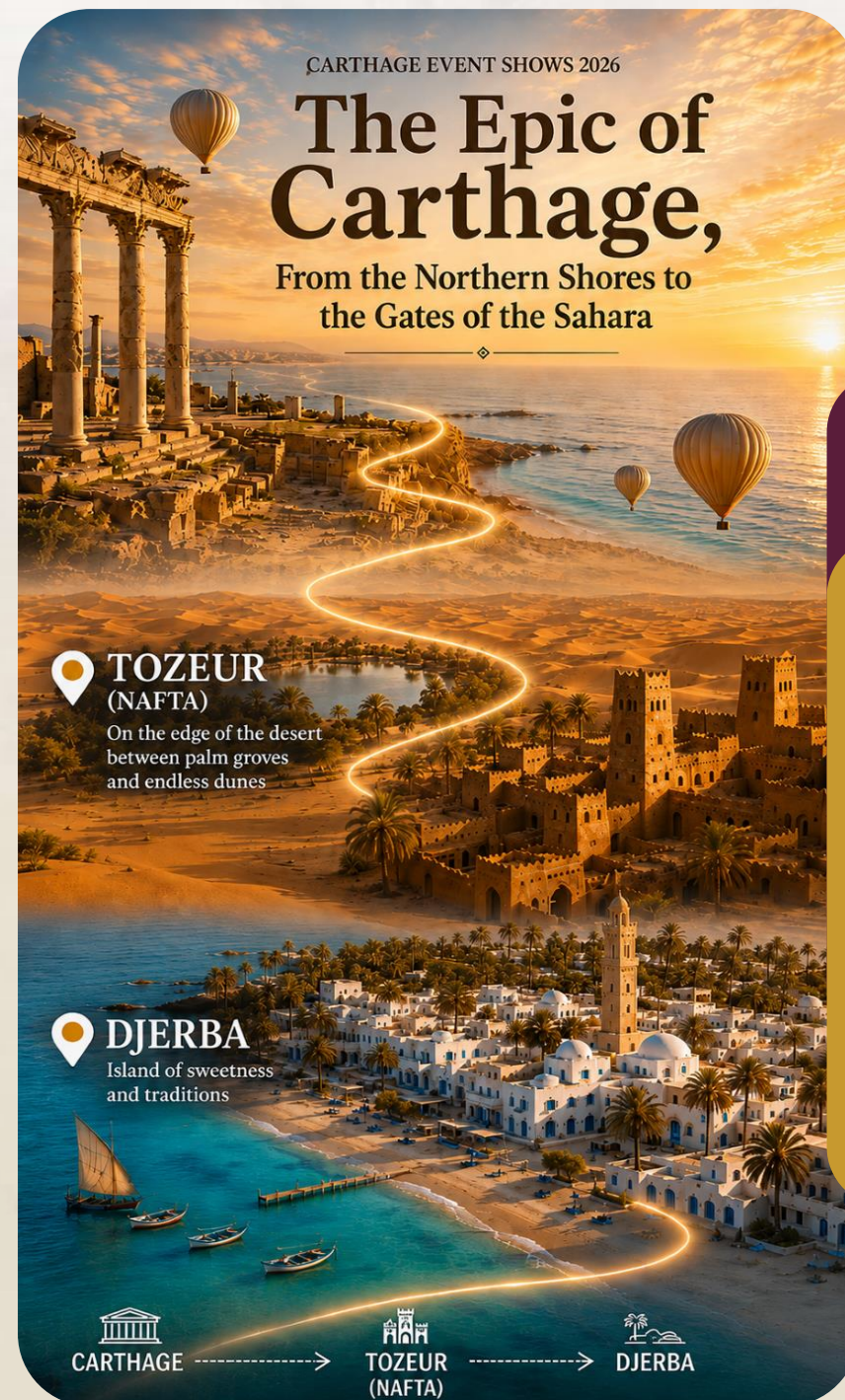


Carthage Event Shows Presentation

Carthage Event Shows is a continuation of the success of **"Balloons Event Show Tunisia 2025,"** previously held in Tozeur, Douz, and Djerba. Organized by **Nadas Group**, a communications and events agency, in partnership with the **A.T.A. (Tunisian Aeronautics Association)**, the event will take place **from October 23 to November 2, 2026**, across the **Carthage site, southern Tunisia, and the island of Djerba**.

This collaboration offers an immersive experience combining:

- **Hot air balloon flights** offering exceptional panoramic views.
- **Paramotor demonstrations.**
- **Musical and visual shows** (3D Mapping) in a festive atmosphere.
- **Showcasing Tunisian heritage** through a harmonious fusion of the sky and culture.



Carthage Event Shows 2026 PROGRAM

- Official Launch in Carthage
- Seminar & Professional Forum

- International Hot Air Balloon Show
- Paramotor Show
- Spectacular Air Show
- Night Glow & Nighttime Performances

- Southern Tunisian Dunes: An Immersive Experience
- Ong Jmal & Nefta: Exceptional Shows

- Tethered Flights
- Light Shows & 3D Mapping

- Evenings in Carthage, Southern Tunisia, and Djerba



AERO-DIPLOMACY 2026

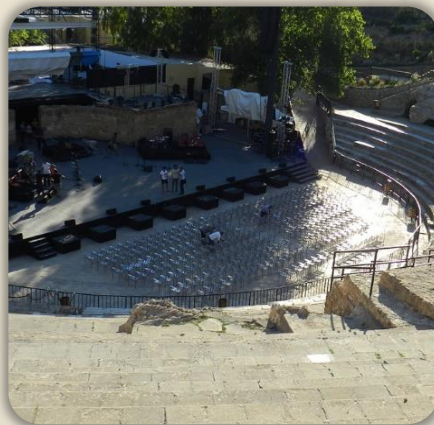
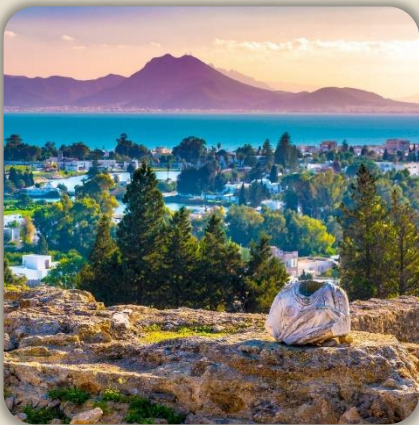
The Economics of Aviation: Emerging Careers in Tourism

The AERO-STRATEGY 2026 forum, held under the theme **"Air Economy: The New Professions of Tourism,"** represents a structuring lever for promoting innovative economic and tourism diplomacy, based on the development of aeronautical skills. The success of sustainable air tourism relies on the complementarity of the stakeholders involved: public authorities and regulatory bodies ensure the establishment of a favorable strategic and legislative framework, while economic diplomacy actors facilitate international cooperation, know-how transfer, and investment attraction. Professionals from the aviation and tourism sectors provide essential operational expertise to anticipate market developments and identify emerging professions.

At the same time, academic institutions and training centers play a decisive role in structuring a national training system adapted to the sector's requirements. This synergy among stakeholders is therefore key to building a high-performing, sustainable, and competitive ecosystem capable of positioning air tourism as a driver of international visibility and economic growth.



Amphitheatre Of Carthage



The Amphitheatre of Carthage is one of Tunisia's major archaeological sites, bearing witness to the historical and cultural richness of the ancient Punic and Roman city.

Located in the heart of Carthage, this iconic monument now serves as a privileged venue for major cultural and artistic events, offering a prestigious setting that combines heritage, history, and tourism promotion.



Carthage in Music: An Exceptional Evening at the Roman Theatre

On October 24, 2026, the Roman Theatre of Carthage will host an exceptional musical evening as part of Carthage Event Shows. At this iconic venue, an internationally renowned artist will perform before a large audience, delivering a live show featuring immersive staging.

This event will be a major highlight of the program, bringing together heritage, culture, and music at one of the Mediterranean's most prestigious historic sites.





Zaghouan

24 October and 2 November 2026

Zaghouan, a historic city nestled at the foot of Mount Zaghouan, is renowned for its natural landscapes, water springs, and Roman heritage, particularly the famous Temple of the Waters.

On Saturday, 24 October 2026, the city will host several aerial performances: a hot-air balloon and powered glider show from 05:30 to 07:30, followed by an ultralight aircraft (ULM) show from 09:00 to 11:00, and a second hot-air balloon and powered glider show from 16:30 to 18:00. On Monday, 2 November 2026, at the Temple of the Waters in Zaghouan, the public will be able to enjoy a cultural and musical event accompanied by a Night Glow from 16:30 to 18:00, offering an exceptional illuminated spectacle in this historic setting.



STAR
WARS
A GALAXY FAR, FAR AWAY



Ong Jemel: Cinematic Heritage in the Service of Tourism

The Ong Jemel site, located near Nefta, is one of Tunisia's most iconic cinematic settings, globally renowned for having hosted the filming of the Star Wars saga.

This unique desert landscape, characterized by its spectacular rock formations and the salt flats of Chott el Gharsa, served as the backdrop for the fictional planet Tatooine, notably featuring the legendary village of Mos Espa, the birthplace of the character Anakin Skywalker.

Today, Ong Jemel represents a true lever for tourism and cultural development in the Tozeur region, attracting visitors, film enthusiasts, and desert lovers each year, and embodying the successful convergence of natural heritage, the film industry, and sustainable tourism development.



Magical evenings under the starry sky

Concept and atmosphere: Illuminated hot air balloons on the ground create a unique visual spectacle, synchronized with a musical ambiance and orchestrated lighting effects.

Sensory experience: Each Night Glow evening transforms the desert into a magical universe where light, music, and the natural environment come together to amaze participants.

Objective: To offer an unforgettable moment combining emotion, spectacle, and conviviality, accessible to all visitors.

Impact: These evenings have become a true cultural and tourism highlight, attracting a diverse audience and offering unique opportunities for photography and memorable experiences.





Aerial experience

Immersive and exploration of the Sahara



Aerial activities: Participants discover multicolored hot air balloons and paramotor demonstrations, combining emotion, sensations, and technical mastery.

Unique experience: Flying over the Sahara dunes offers a spectacular panorama, featuring golden dunes, oases, and endless horizons.

Tourism appeal: These flights provide a complete immersion, combining adventure and discovery, and represent a key highlight of any desert stay.

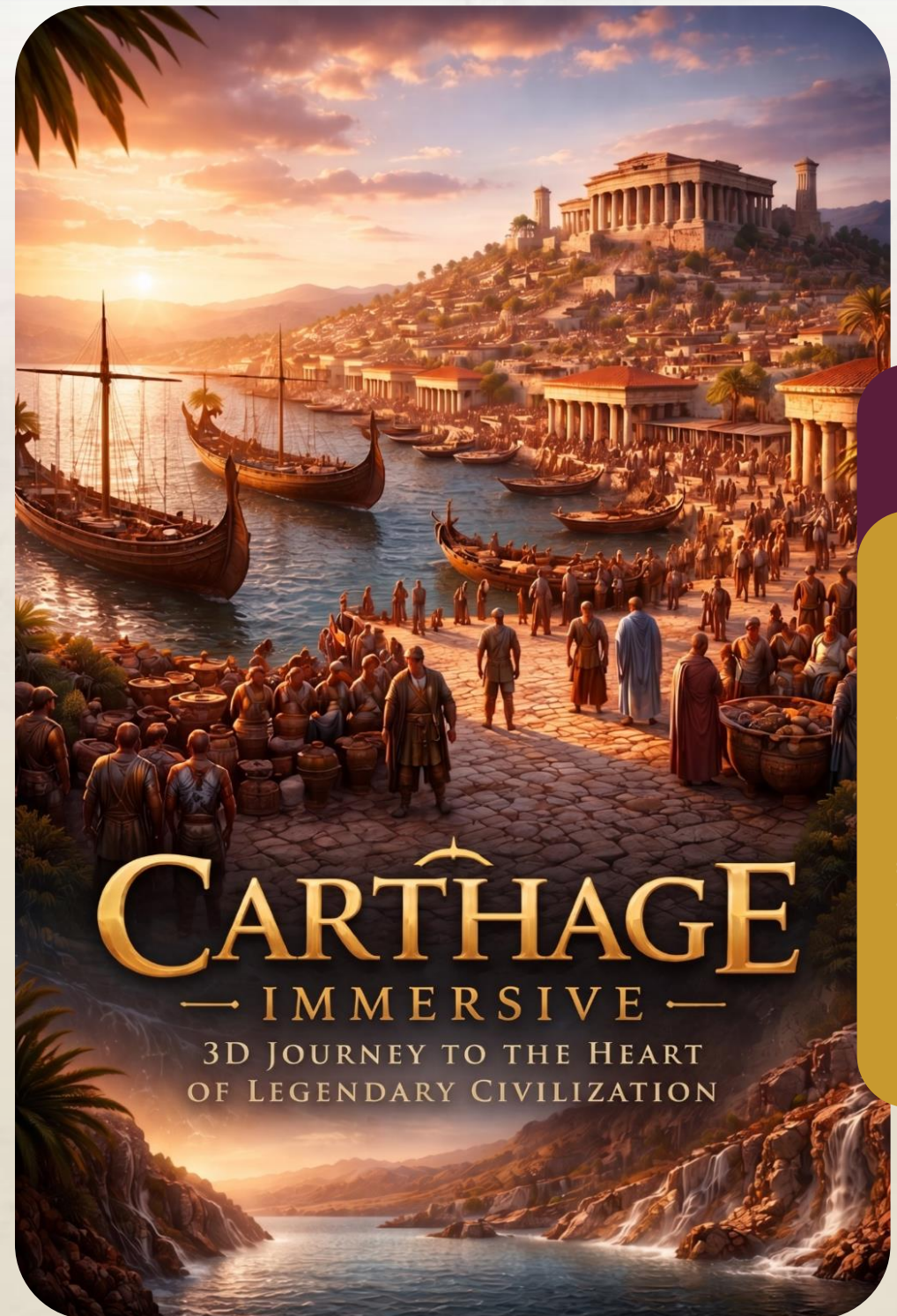
Added value: The aerial shows combine performance, visual spectacle, and natural immersion, enhancing tourism attractiveness and the memorable impact of the experience.



Carthage Immersive : A 3D Journey into the Heart of a Legendary Civilization

The screening of a 3D animation retracing the history of Carthage represents an innovative tool for enhancing cultural heritage. Through immersive technologies and dynamic visual storytelling, this device reconstructs the major stages of the Carthaginian civilization, from its foundation to its peak.

This modern approach facilitates historical understanding while offering a captivating and accessible experience to a wide audience, thereby contributing to the cultural and tourism visibility of the destination.



CARTHAGE

— IMMERSIVE —

3D JOURNEY TO THE HEART
OF LEGENDARY CIVILIZATION



Carthage Event Shows :

Hot air balloons and paramotor in Tunisia

A Mediterranean gathering bringing together:



15 000 & 25 000 visitors.

Carthage Event Shows is not limited to a simple event: it is a powerful media and digital platform designed to provide sustainable, high-value visibility to sponsors, well beyond the 11 days of the event.

Our objective is to promote the festival at national, regional, and international levels, while associating our partners with an innovative, impactful, and memorable storytelling approach.





Visibility Axes

- Official multilingual website (FR/EN) with a dedicated space for sponsors.
- Sponsored digital campaigns (LinkedIn, Facebook, Instagram, TikTok, YouTube).
- Real-time content distribution (stories, reels, live) during the event.
- Official aftermovie featuring sponsor visibility.
- Estimated audience: +3 million cumulative digital views .

Target Audience

- General public: families, young travelers, and enthusiasts of culture and adventure.
- Professionals: stakeholders in the tourism and aviation sectors, investors, and institutions.
- Media and influencers: national and international press, TV channels, radio stations, bloggers, and content creators.



Media Coverage and press :

- TV media partnerships: national and international channels (reports, interviews)
- Press and radio campaigns: sponsor integration and mentions
- Press conferences: organized before and during the event
- Trilingual press kit (FR/EN/AR): including partner logos and quotes
- Estimated media coverage: more than 50 articles and reports



Display and visual materials

- Display materials: flyers, brochures, and posters strategically distributed in airports, hotels, and train stations.
- Sponsor visibility: integration of logos on official signage and event totems.



Global impact of the event : before, during, and after

Before the event: teasers, press conferences, and digital launch with partner highlighting

During the event: maximum visibility across all platforms, live activations, and strong national and international media coverage

After the event: distribution of the aftermovie, photos, and reports ensuring long-lasting visibility over time.

Key event indicators | In figures

DIGITAL more than 3 million expected views.

MÉDIA more than 50 press and TV mentions.

DISPLAY: more than 200,000 impressions.

LIVE EXPERIENCE: between 15,000 and 25,000 on-site visitors.

CONTINUITY: visibility ensured before, during, and after the event.



À la carte Sponsorship offer

Access to event KPIs
facebook Ads

15k

60k

70k

220k

190k

550k

Digital: posts on Facebook and LinkedIn, access to the event KPIs, Facebook Ads campaigns (estimated reach: 15k–60k, 75k–220k, 190k–550k).

Event visibility: inclusion of sponsor logos grouped into a single block broadcast on the conference room's digital screen (10 to 15 seconds).

Podcast: dedicated interview of approximately 15 minutes during the exhibition.

Podcast advertising formats:

- Pre-roll: advertising message broadcast at the beginning of the podcast
- Mid-roll: advertising message broadcast in the middle of the content
- Post-roll: advertising message broadcast at the end of the podcast

Report: overall event report including statistics and detailed reporting on partners' visibility and participation.



SPONSORING PACKAGES

WHY BECOME A SPONSOR ?

Discover our sponsorship packages designed to maximize your visibility and highlight your commitment within the festival:

PACKS

PLATINUM

100 000 DT

(One Hundred
Thousand Dinars)

VISIBILITY

Main logo on:

- Website + digital kiosks
- Social media
- Posters
- Large screens
- Official video
- Hot air balloon cabin
- Stand at the side event (B2B Forum)
- "Official Partner" mention at the opening & closing
- Mention in all official press releases
- Presence at the press conference : speaking opportunity
- 30 VIP invitations.

PACKS

GOLD

50 000 DT

(Fifty Thousand Dinars)

SILVER

20 000 DT

(Twenty Thousand Dinars)

VISIBILITY

Main logo on:

- Website + digital kiosks
- Social media
- Posters
- Large screens
- Official video
- Hot air balloon cabin
- Stand at the side event (B2B Forum)
- Mention in all official press releases
- Presence at the press conference with a closing speaking opportunity
- 20 VIP invitations.

Main logo on:

- Website + digital kiosks
- Social media
- Posters
- Large screens
- Official video
- Stand at the side event (B2B Forum)
- 10 VIP invitations.

PACKS

BRONZE

10 000 DT

(Ten Thousand Dinars)

Main logo on:

- Website
- Digital kiosks
- Social media
- Posters
- Large screens
- 5 VIP invitations.

VISIBILITY





WHY CHOOSE TO SPONSOR Carthage Event Shows?

We are honored, as the organizers of the **"Carthage Event Shows"**, to address you with this proposal to join us as a sponsoring partner of this major international event.

The event will take place from **October 23 to November 2, 2026**, across the Carthage site, southern Tunisia, and the island of Djerba, and will bring together hot air balloon pilot teams from several countries.

In this context, we invite you to become an official sponsor of this prestigious event. Several sponsorship packages are available, offering optimal brand visibility in return.

We would be delighted to share our complete sponsorship dossier with you and to arrange a meeting in order to present in detail the various collaboration opportunities.



PROGRAM 2026

CARTHAGE EVENT SHOWS

Zaghuan · Carthage · Tozeur · Ong Jemal · Médenine

23 OCTOBER TO 2 NOVEMBER 2026

The Epic of the South



CARTHAGE

Tozeur - Ong Jemal

Médenine - Djerba

23 OCT

FRIDAY
23 OCTOBER 2026



09:00 – 17:00
Forum: Skills and Innovation for the Tourism of Tomorrow, at the Hammamet Institute of Tourism Professions Training.



16:30
Aerial flights and air shows in Zaghuan.

24 OCT

SATURDAY
24 OCTOBER 2026



05:30
Hot-air balloon and paramotor flights at Zaghuan - Water Temple.



09:00
ULM (ultralight aircraft) flights.



16:30
Hot-air balloon and paramotor flights at Zaghuan - Water Temple.

24 OCT

SATURDAY
24 OCTOBER 2026



Concert at the Carthage Roman Theatre with the artist Ragheb Alama.

31 OCT. & 1 NOV.

SATURDAY 31 OCTOBER & SUNDAY 1 NOVEMBER 2026



05:00
Médenine – Djerba Khalfallah site
Hot-air balloon and paramotor flights.



09:00
Médenine – Djerba Khalfallah site
ULM flights.



17:30
Médenine – Djerba Khalfallah site
Hot-air balloon and paramotor flights.

02 NOV

MONDAY
2 NOVEMBER 2026



06:00
Departure for Zaghuan.

25 OCT.
SUNDAY
25 OCTOBER



DEPARTURE FOR TOZEUR

Arrival and installation.

26 OCT.
MONDAY
26 OCTOBER



05:00
Tozeur – Nefta
Hot-air balloon and paramotor flights.



09:00
Tozeur – Nefta
ULM flights.



17:30
Tozeur – Nefta
Hot-air balloon and paramotor flights.

27 OCT.
TUESDAY
27 OCTOBER



05:00
Tozeur – Nefta
Hot-air balloon and paramotor flights.



09:00
Tozeur – Nefta
ULM flights.



17:30
Tozeur – Nefta
Hot-air balloon and paramotor flights.

28 OCT.
WEDNESDAY
28 OCTOBER



05:00
Tozeur – Nefta
Hot-air balloon and paramotor flights.



09:00
Tozeur – Nefta
ULM flights.



17:30
Tozeur – Nefta
Hot-air balloon and paramotor flights.

29 OCT.
THURSDAY
29 OCTOBER



05:00
Tozeur – Nefta
Hot-air balloon and paramotor flights.



09:00
Tozeur – Nefta
ULM flights.



17:30
Tozeur – Nefta
Hot-air balloon and paramotor flights.



20:00
Musical evening at Ong Jemal, Nefta with DJ Mahmut Orhan.

30 OCT.
FRIDAY
30 OCTOBER



05:00
Tozeur – Nefta
Hot-air balloon and paramotor flights.



09:00
Tozeur – Nefta
ULM flights.



17:30
Tozeur – Nefta
Hot-air balloon and paramotor flights.



20:00
Musical evening at Ong Jemal, Nefta with DJ Francis Mercier.



NOTES :

- Hot-air balloon activities are subject to weather conditions and wind intensity.
- This programme is subject to change. Any modifications will be communicated in due course.



Let's stay in touch

We would be delighted to connect with you and explore together the opportunities for collaboration around

Carthage Event Shows.

Please feel free to contact us for any additional information or to arrange a meeting.

+216 71 168 600

contact@carthageeventshows.com

8 Rue Bachaya Bent Maaouia
El Manar 1, Tunisia

www.ballooneventshow.com



www.nadas-group.com



@Carthage event Shows

