

# Additional market activities 2015.

Zusatz-Marktauftritte mit Partnern 2015.

Présences supplémentaires sur les marchés avec partenaires 2015.

## Middle East

Israel

2

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Starting time	Ending time	Description	Contact Services
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## Middle East: Israel

### Basis

#### Israel Workshop in Switzerland

01.09.15 30.09.15 Two days workshop in Switzerland (destination Interlaken) for 20-30 Tour Operators/Travel Agencies with the aim to learn more about what Switzerland has to offer as a leisure destination. In addition, clients will have the choice to join a pre or post tour in Switzerland.

Federico Sommaruga  
federico.sommaruga@switzerland.com

Coordination and execution of workshop and pre/post convention tours.

Fee per table.

2,950.00 CHF

#### STE Israel.

30.11.15 04.12.15 ST Israel organises seminars and in-house presentations for KAM and KMM in Jerusalem, Haifa and Tel Aviv. This platform serves to present own product/destination; excellent education for travel industry. Maximum 4 days of travel (Sun-Thu).

Federico Sommaruga  
federico.sommaruga@switzerland.com

Coordination and execution of seminars and additional events. Centralised shipment of material.

Financial contribution and active participation.

4,200.00 CHF

#### Direct E-Marketing in Israel

01.01.15 31.12.15 Presentation of the region/destination/product online travel sites (Masa Acher, Lamatayel, Megalim) by way of articles, banners, pictures and special offers. All information in Hebrew; link to subscribe for flyer/newsletter. Direct mailing of material provided by STTLV to customers. Cooperation with local tour operators becomes an added value. Inclusion on the various E-Newsletter of ST.

Federico Sommaruga  
federico.sommaruga@switzerland.com

Overall coordination and organisation. Reporting including clipping service.

3,500.00 CHF

#### KMM Media Educational Trips Israel.

01.01.15 31.12.15 ST Israel organises regularly throughout the year dedicated famTrips for KAM, KMM and guides. Partner's registration shows interest in welcoming/hosting participants.

Federico Sommaruga  
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Coordination and preparation of trips. ST/LX/STS facilitate transportation.

Hospitality (hotels, meals, guide, rental of material, etc.), coordination of program locally.

#### Israel Key Partner Package Gold

01.01.15 31.12.15 Serves as an integrated promotion tool to market Israel and it is ideal for regions, destinations, transportation companies and hotelgroups that want to start or grow their business in Israel. It includes:  
KAM:  
- Workshop: 1 desk, 2 pax in the workshop in Switzerland in Sept  
- Seminars Israel (STE): participation at event in Israel in Nov/Dec  
- Coordination of sales calls/sales meetings around workshops or during individual visit to the market  
- Product integration with Key Account Swiss1  
- Key partners have preferential coverage with fam trips  
KMM:  
- Special coverage in online Hebrew travel sites (Masa Acher, Lametayel, Magalim) with link to order own brochure/flyer in Hebrew  
- Key partners have preferential coverage with media trips  
End consumer:  
- Full integration in ST publications, edited locally with itinerary and sights to visit  
- Support for translation, production and distribution of destination flyer in Hebrew  
- Direct mailing  
eMarketing:  
- Yearly presentation incl. contact data and website of partner on our local

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Overall coordination and organisation. Reporting including clipping service.

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26 January 2015

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<i>Starting time</i>	<i>Ending time</i>	<i>Description</i>	<i>Contact Services</i>
		<b>Participation</b> website www.MySwitzerland.com/Israel - 4x year E-newsletters (public) in local language to >1000 end-consumer - 2x year E-newsletter (trade) to 300 - 2x year E-Newsletter (media) to 100	<b>Costs</b>
		Book the package	12,000.00 CHF