Additional market activities 2014.

Zusatz-Marktauftritte mit Partnern 2014.
Présences supplémentaires sur les marchés avec partenaires 2014.

Middle East
Israel 2

Additional market activities 2014.

23 April 2014

Zusatz-Marktauftritte mit Partnern 2014.

Présences supplémentaires sur les marchés avec partenaires 2014.

Starting time	*Ending time*	*Description* / *Participation*	*Contact* / *Services* / *Costs*

Middle East: Israel

Basis

STE Israel.

Naomi Lehmann
naomi.lehmann@switzerland.com

25.11.14	08.12.14	ST Israel organises 3 seminars for KAM and KMM in Jerusalem, Haifa and Tel Aviv. Excellent platform to present own product/destination; excellent education for travel industry. Maximum 4 days of travel (Sun-Thu).	Coordination and execution of seminars and additional events. Centralised shipment of material.
		Financial contribution and active participation.	4,200.00 CHF

KMM Media Educational Trips Israel.

Naomi Lehmann
naomi.lehmann@switzerland.com

01.01.14	31.12.14	ST Israel organises regularly throughout the year dedicated FamTrips for KAM, KMM and guides. Partner's registration shows interest in welcoming/hosting participants.	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

Naomi Lehmann
naomi.lehmann@switzerland.com

01.01.14	31.12.14	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 March - 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 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	Overall coordination and organisation. Reporting including clipping service.
		Financial contribution and participation.	12,000.00 CHF

Israel Workshop in Switzerland

Naomi Lehmann
naomi.lehmann@switzerland.com

01.03.14	31.03.14	Two day workshop in Switzerland (destination Basel) for 30 - 40 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 post convention tour in Switzerland.	Coordination and execution of workshop.
		Active participation at Workshop and support for post convention tour.	2,950.00 CHF

Additional market activities 2014.

23 April 2014

Zusatz-Marktauftritte mit Partnern 2014.

Présences supplémentaires sur les marchés avec partenaires 2014.

Starting time	*Ending time*	*Description* / *Participation*	*Contact* / *Services* / *Costs*
Direct E-Marketing in Israel			Naomi Lehmann naomi.lehmann@switzerland.com
01.01.14	31.12.14	Presentation of the region/destination/product online travel sites (Masa Acher, Lamatayel, Megalim) by way of article, 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.	Overall coordination and organisation. Reporting including clipping service. 3,500.00 CHF