

Press Release

Nachum Itzkovitz, director general of the Ministry of Tourism, will present the Ministry's plan for marketing Israel around the world in the next three years at the professional conference of the international tourism fair IMTM 2007

His review will reveal the Ministry's plan, based on the conclusions of the Ernst & Young report, for marketing Israel around the world in 2007

The director general of the Ministry of Tourism, Nachum Itzkovitz, will present the Ministry's plans for marketing Israel around the world over the next three years, 2007 – 2009, at the international tourism fair IMTM 2007, to be held at the Tel Aviv Exhibition Grounds on February 7. Also taking part in presenting the Ministry's marketing plans will be Oren Drori, head of the Marketing Directorate at the Ministry of Tourism.

Presentation of the plan will reveal its aims, targets, preferred markets, collaborations with the industry in Israel and abroad, main tasks, creative examples, and more. There will also be forecasts and financial models highlighting the gap between the different alternatives available to the Ministry of Tourism based on its marketing budget for 2007, as against the Ministry's request to allocate \$50 million a year for marketing Israel around the world in the next five years, in accordance with the conclusions of the Ernst & Young report.

The conference, to be held in collaboration with the Forum for Promoting Tourism in Israel of the Israeli extension of Derby College, will be held under the banner of "Israel in the age of every traveler a tourist – from planning to implementation", and will deal with marketing Israel tourism and E-Tourism – what the future holds. There will also be a symposium on the subject of marketing Israel tourism in the coming years, led by Ami Etgar, with the

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יעוץ תקשורת ויחסי ציבור, תקשורת שיווקית ל-HR

זוכי פרס "האריה השואג" – קמפיין השנה ביחסי ציבור לשנת 2003

דורן תקשורת

participation of: Zohar Endelman – chair of Israir, Oren Drori – head of the marketing directorate in the Ministry of Tourism, Ami Hirschtein – deputy president of the Israel Hotels Association and CEO of the Dan Hotels chain, Yossi Fattal, executive director of the Travel Agents Association, Rami Levy – VP Marketing and Commerce of El Al, Shmuel Merom – chair of the Incoming Tourism Organizers Bureau, and Haim Fernandez – deputy supervisor of budgets in the Treasury. Eli Gonen, president of the Israel Hotels Association and CEO of the Sheraton Hotel chain, will give a lecture during the conference on the subject of “A National Tourism Marketing Authority”.

The conference is intended for senior officeholders in the tourism industry, the Ministry of Tourism, the Israel Hotels Association, the Travel Agents and Wholesalers Association, incoming tourism organizers, airlines, tourism associations, tourism development companies, carriers, leading tourism companies and public bodies associated with the tourist industry, entrepreneurs and representatives of the media.

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Conference Program

08:30 – 09:00 **Assembly and registration**

09:00 – 09:10 **Greetings: Mr. Avi Bitan**, chair of the Derby University extension

Session A: Marketing Israel tourism? A multi-year plan or a year of many plans?

09:10 – 09:20 **Preface: Ms Daphne Rashti**, principal of the Derby University extension School of Tourism

09:20 – 09:30 **Introduction, coordination and moderation: Mr. Eli Varon**, School of Business Management and Tourism, Derby University extension

09:30 – 10:30 Marketing Israeli tourism – a three-year work plan – **Mr. Nachum Itzkovitz**, director general of the Ministry of Tourism, and **Mr. Oren Drori**, head of the marketing directorate at the Ministry of Tourism.

10:30 – 10:50 A national tourism marketing authority: **Mr. Eli Gonen**, president of the Israel Hotels Association and CEO of the Sheraton Hotel Chain

10:50 – 11:10 Presentation of a multi-year plan – marketing, the position of incoming tourism: **Mr. Ami Etgar**, executive director of the Incoming Tourism Organizers Bureau

11:10 – 11:40 **Break**

11:40 – 12:30 **Symposium:** "Marketing Israel Tourism 2007 – 2011 – the moment of truth", moderated by Mr. Ami Etgar, and with the participation of (in alphabetical order):

Mr. Oren Drori – head of the Marketing Directorate in the Ministry of Tourism, Mr. Zohar Endelman – chair of Israil, Mr. Yossi Fattal, executive director of the Travel Agents Association, Mr. Haim Fernandez – deputy supervisor of budgets in the Treasury, Mr. Ami Hirshtein – deputy president of the Israel Hotels Association and CEO of the Dan Hotels Chain, Mr. Rami Levy – VP Marketing and Commerce of El Al, Mr. Shmuel Merom – chair of the Incoming Tourism Organizers Bureau.

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Session B: E-Tourism is already here – what does the future hold for us?

- 12:30 – 12:40 **Introduction, coordination and moderation: Mr. Danny Abramovitz,**
School of Business Management and Tourism, Derby University Extension
- 12:40 – 13:30 The travel agent in the world of technology in the age of customer-agent
relations: **Mr. Brian Pratt**, Vice President E-Commerce & Customer Tech,
EMEA -**Starwood** Hotels & Resorts
- 13:30 – 13:50 The use of the internet in tourism marketing – **Dr. Ronnie Horovitz**,
consultant and specialist in internet marketing
- 13:50 – 14:10 Segmentation and identification of market audiences on the internet: The
breakthrough to financial independence
- 14:10 **Midday meal and visit to the IMTM exhibition**
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<http://www.ortra.com/imtm2007/>

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