



HLITOA

HOLY LAND INCOMING TOUR
OPERATORS ASSOCIATION

www.holylandoperators.com

Newsletter

April

Minister of Tourism and Antiquities Meets with HLITOA Delegation

Jerusalem, 21 April 2019 –

On Saturday, the Palestinian Minister of Tourism and Antiquities, H.E. Rula Maayah, met with a delegation from HLITOA, which included the President of the Association, Tony Khashram, Vice President Michel Awad, board member Omar Khatib and Executive Director Ihab Jabari. The meeting included several important topics of discussion regarding the tourism sector in Jerusalem. One of the more important issues that the Ministry is particularly keen on developing is cooperation between the public and private sector.



The Minister briefed the delegation on her continuing efforts on bringing more focus towards the tourism sector and its developing projects, increasing the budget to meet the needs of the private sector and facilitating work of incoming tourism. Furthermore, the Minister mentioned her efforts in speeding up the approval process of the new tourism law, which will put an end to the current abuses by some stakeholders in the private sector. Other issues brought up during the meeting included implementing new arrangements to have more visitors to visit of the Church of the Nativity in Bethlehem, Chinese tourism, Palestine's presence in world tourist exhibitions, working on visiting Russia and reviving Islamic and Orthodox tourism in Palestine. The Minister and the delegation agreed to continue their cooperation for the benefit of incoming tourism in Palestine. The Minister assured the delegation of HLITOA that she is not only looking forward to continuing to work with the association, but also expressed her full readiness to cooperate in all external matters and work meetings that lead to tangible and real development in the tourism sector.

Read the press release featured in Al-Quds [here](#).

HLITOA Hosts *touristik aktuell* Editor-In-Chief



Palestine, April 2019: - During the ITB press conference, HLITOA met with journalist Mr. Matthias Gürtler, the editor-in-chief of [touristik aktuell](#), and invited him to visit Palestine and to share his experiences with his readers. [touristik aktuell](#) is a highly regarded travel magazine in Germany. It's one of Germany's largest circulated travel magazines with a readership of about 81,000, made up of mostly tour operators and travel agents. Mr. Gürtler not only expressed his interest in visiting Palestine but also agreed to write about each of his experiences in several articles within the magazine throughout the rest of the year. His articles will not only talk about his experiences but will also directly reference the itineraries published within the Holy Land travel catalogue.



HLITOA hosted Mr. Gürtler between April 15 - 20, 2019. The 5-day trip included different itineraries that were provided by several HLITOA members and designed to show the different aspects of Palestine. It's important to promote the variety of different activities in Palestine and to show that there is more to Palestine than religious pilgrimages. Mr. Gürtler expressed great enthusiasm as he described in detail his very positive experiences during his stay as he travelled all across the country and experienced several adventure activities including e-biking, Bedouin hospitality and hiking. This will establish a relationship with the magazine and can potentially lead to long-term benefits for HLITOA as this will actively promote a positive image of Palestine as well as promote the Holy Land travel catalogue to the tour operators in the German speaking markets, which will ultimately incite motivated travel.

Read the first issue featuring Palestine in [touristik aktuell](#), magazine [here](#).

DESTINATIONEN

Palästina: Agenturen arbeiten am Comeback

Mittwoch, 24.04.2019



Wanderung durch das Wadi Quilt unweit von Jerichov: Nach der Tour gibt es in einem Gästehaus ein palästinensischen Imbiss. Foto: mg



**Weitere Nachrichten
 Destinationen**

- Mi 08.05.2019
Neukaledonien: Webinar Ende Mai
- Di 07.05.2019
Griechenland: Tourismusministerin tritt zurück
- Mo 06.05.2019
AG Karibik: Workshop in Regensburg
- Mo 06.05.2019
Indaba: Verhaltene Zuversicht für Südafrika
- Di 30.04.2019
Mauritius geht auf Infotour
- Di 30.04.2019
Vusa: Bowling-Roadshow Mitte Mai
- Mo 29.04.2019
Sri Lanka: Die Reaktionen der Veranstalter
- Do 25.04.2019
Pata: Neue Asien-Pazifik-Roadshows
- Do 25.04.2019

HLITOA Participates in the AdventureNext Near East Conference



Aqaba, 1-3 April 2019 –

Several members of HLITOA along with the Palestinian Ministry of Tourism and Antiquities were present at the [AdventureNEXT](#) Near East 2019 conference that was held in the Jordanian port city of Aqaba. The event focused on regional promotion, networking and partnerships. It connects a professional community of tour operators, travel agencies, tourism boards, tour guides, accommodations, media and international investors from different countries all sharing a common interest in the sustainable development of adventure tourism. The event was organized by the Adventure Travel Trade Association (ATTA) and was co-sponsored by the European Union (EU), the Jordan Tourism Board, the Host Destination, and the Palestine Ministry of Tourism & Antiquities as a Gold Partner.



HLITOA Hosts Post Event Adventure FAM Trip



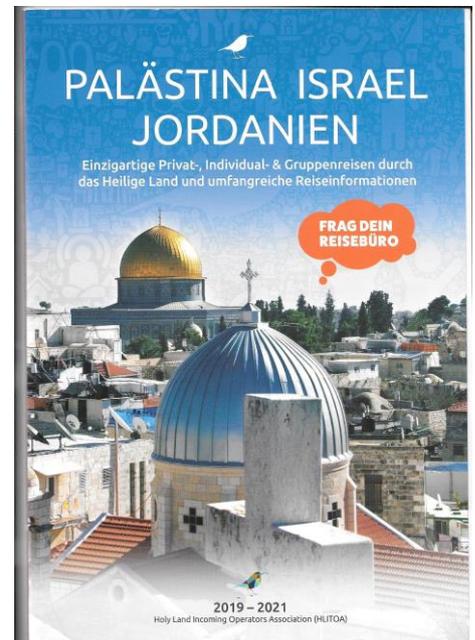
Palestine, 3-7 April 2019 –

As a key partner with [AdventureNEXT](#) Near East, HLITOA had the opportunity to host 15 delegates and 5 journalists in a post event FAM trip. The delegates came from a variety of different countries including the USA, Latin America and Europe. They were hosted in a 5-day trip that was designed to have them visit iconic Palestinian sites as well as more unique adventurous activities.

HLITOA & asr Distribute Holy Land Travel Catalogue

March 2018 –

International outreach is a crucial part of HLITOA's strategy in promoting Palestine travel destination products for its members. In furthering this pursuit HLITOA, along with its partner association asr, have taken several steps in cooperative ventures. asr (Alliance of Independent Travel Traders) is a German association that represents the interests of small and medium sized travel companies and offers an effective and innovative B2B platform. In March 2018 HLITOA signed a Memorandum of Understanding (MOU) with asr as it has an extensive network of partners (around 3,000 members) in the German market made up of tour operators, travel agencies and travel companies. Through this partnership HLITOA will be provided with support and cooperation in promoting and marketing tourism products having access to a variety of services including the use of asr's resources networking platform, consulting services and cooperation with different organizations. Through this partnership HLITOA distributed the Holy Land travel catalogue at the ITB press conference that took place in Berlin in March 2019.



HLITOA Press Conference at the ITB Berlin



Berlin, 7 March 2019 –

HLITOA held a Press conference at the [ITB Berlin](#) to announce the publication of the Holy Land travel catalogue. It was created using more than 40 itineraries submitted by 11 HLITOA members. The catalogue not only highlights different travel products and themes across Palestine but was also translated into German before being presented and distributed at the press conference. The catalogue promotes and introduces unique and innovative adventure tour experiences in Palestine in order to create more excitement in the target market, which enables growth of sales and incites possible venture cooperation and partnerships.



Minister of Tourism Attends HLITOA Gala Dinner



Jerusalem, 28 February 2019 –

In a nice gathering of member companies, Minister of Tourism and Antiquities, H.E. Rula Maayah, attended the Association's [Gala dinner](#) Thursday evening at the Ambassador Hotel. She presented the shield of "Agent of the Year 2018" to Mr. Omar Atallah, General Manager of JT&T who came as number one in the HLITOA survey filled by the Hotels. The Agent of the Year Shield, is only one token of appreciation to all our members and with the thankful cooperation of our partners, the Arab Hotel Association, hotels fill out a survey to vote on the winner of this year. The Gala Dinner is an annual HLITOA gathering to allow the members exchange ideas, celebrate progress and share concerns.

HLITOA Exhibits at CMT in Stuttgart, Germany

Stuttgart, 13-21 January 2018 –

In January 2018, HLITOA participated in the [CMT](#) travel trade show in Stuttgart, Germany. The trade show specifically targets the German traveler and is one of the major lucrative segments in the travel market. The [CMT](#) exhibition was a great platform to brand Palestine as a travel destination, sell the different available packages to consumers, extend B2B contacts and reach out towards the international suppliers of tourism services in German speaking markets.



Holy Land Incoming Tour Operators Association

HLITOA's key mission is to support a sustainable development of tourism across the wider Holy Land and to promote the tourism services of our members.

We look forward to receiving your comments, feedback and articles.

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