

Tourism promotion and marketing mechanisms

Palestine

Tourism Fairs

The Ministry participates annually in a number of international tourism fairs, the tourist fairs play an important role in the global tourism industry. Participating is one of the most effective means of tourism marketing and promotion building relationships with official tourist organizations and agencies, it also provides a good opportunity to promote the country heritage and culture traditional cousin , crafts and more.

The most achieved Goals can be as follow:

1. to put Palestine on the world tourism map after an absence of more than three decades.
2. highlight the elements of tourism.
3. change the touristic image of Palestine, and build a true image of Palestine and Palestinians.
4. increase the international tourism market interest in Palestine .
6. increase the Palestinian tourist agencies share from the inbound tourism to the region.

Why to continue participating in international tourist fairs

Despite the conditions of the Palestinians in General and tourism in particular, it is important for the following reasons:

1. We invested public and private funds and huge efforts in previous years to market and promote Palestine in international forums that have had huge return on tourism, culture, politics, and economy , therefore, it is necessary to continue to maintain these achievements.
2. The Israeli and Jordanian tourism competition in the region, extensively participates in the international Fairs, it is dangerous for us to leave the Israelies alone in the market.
3. In participation we can achieve substantial relationships.
4. Through the exhibition we can promote non-traditional tourism packages if it is well prepared

Publications and information products:

The Ministry produces a range of promotional and informational materials for the Palestinian tourism marketing:

1. Urban brochures in multiple languages (English, Russian, Polish, Italian, Turkish, French, German, ...).
2. Print Palestine maps.
3. The films production.
4. Production of the ministry Folders.
5. Production of paper bags for use in fairs.
6. Production of posters in different sizes.
7. Producing some artefacts of small olive wood souvenirs for distribution at trade shows attended by the Ministry.

- Web page:
- www.travelpalestine.ps

A new web page is under construction, it will be delivered by mid May. So far the page design was completed in addition to logo design and are now in the process of programming and follow-up data

- Press conferences

The Ministry organizes press conferences in the trade shows in target countries where the ministry also invites the tour agencies.

Promotional tours

- Hosting media delegations

The Ministry hosted many Foreign Media reporters which are specialized in.

- Hosting international tourism agencies delegations

The Ministry has hosted several international tourism agencies from different countries.

- Using international media sectors such as magazines, publish companies, electronics companies and media agencies

The Ministry organized promotional campaigns in some countries through the use of public relations firms for promotional campaigns.

Thank You Very Much