



BACKGROUND ON TOUR OPERATOR

1. Date: _____
2. Name of Company + contact info: _____
3. Director's name: _____
4. Type of Company: _____
5. The company exists since: _____
6. The company has worked with Israel since ____ without agreement.
since __ with agreement.
7. Total number of passengers last year: _____

Destination	Volume of traffic
ISRAEL	
WORLD WIDE	
OTHER	

8. Destinations competing with Israel: _____
9. Anticipated volume of traffic to Israel next year: _____
10. Means of marketing:

a. Brochures for destinations other than Israel:

Other destinations	Number of copies

- b. Brochures for Israel - Number of copies distributed: _____
- c. Seminars (general) _____ for Israel _____
- d. Tourist evenings (general) _____ for Israel _____
- e. General advertising _____

11. Marketing chains that the company works with:

Its own _____

Other chains _____

12. Number of travel agents that the company works with: _____

13. Name and contact info of the land operator in Israel: _____

14. Air carrier with which the company works: _____

15. Description of package to Israel: _____

16. Program of promotional and marketing activities for Israel planned for the coming year:

a. Mailings (what, when, how much):

b. General advertising (which papers, when, how much):

c. Jewish advertising (which papers, when, how much):

d. Christian advertising (which papers, when, how much):

e. On-line advertising (which web-sites, when, how much):

f. e-mail blasts (which channels, when, how much):

Activities in organizing fairs, exhibitions, Israel weeks:

h. Seminars (how many, when, where): _____

i. Tourist evenings (how many, when, where): _____

j. Joint brochures (No# of copies, when): _____

17. Total expenditure of the company for Israel: _____

18. Israel Ministry of Tourism's share in the agreement: _____

19. Other sources of income for these activities (name the other source(s), specify amounts): _____

20. Further proposals or remarks: _____