



VIRTUAL ISRAEL TRAVEL FAIR



Where global sellers meet Israeli tourism buyers





Let's assume that **you are a National or Regional Tourism Board**
or a **chain of luxury hotels**, an **airline** or unique attraction
or a **DMC** specialized in safaris or inspiring tours
and **you are highly interested in creating awareness and business**

You have heard about the **fast-growing outbound leisure business from Israel** but have no clue about **how to meet with the decision makers** of the trade or to reach the Israeli opinion makers create a buzz around your brand

Your budgets are limited but your appetite does not know limits
you are **willing to invest a day** of your precious time on condition that it will be **effective** and that you will **really meet the Israelis** who can make a change.

Don't search further!

Terranova Tourism Marketing & Consultancy has created an innovate virtual network concept that will enable you to conquer the Israeli travel industry.

Welcome to VITF - the Virtual Israel Travel Fair.
Hundred sellers like you, will meet hundred Israeli buyers*.

Our first global event will take place on

19/1/21

A geographical event on Africa and Indian Ocean will take place on

8/12/20

Our website www.vitf.co.il will go on air within a week or two
Please contact us today at eitan@terranova.co.il for pre-registration
and more details



CONCEPT

Like most of you, also we have participated in many virtual travel fairs. Some look glamorous with almost real-life halls and well-dressed avatars. However, often sellers felt frustrated due to the high costs of their virtual booth, the big number of no-shows or meeting non-relevant buyers. These sessions are supposed to create business for suppliers and buyers but all the rest seems to be a waste of your limited budgets.

From the buyers, we learned about their screen-event-fatigue. Yes, they want to learn and create business, but they also want the thrill of getting close to the real tourism excitement.

We have created a **unique concept** that will tackle these issues. We remain convinced that once we'll get over this pandemic, we want to go back to meeting in person but for the meantime, **we offer a cost-effective and clever meeting alternative.**

VITF offers you a **user friendly virtual platform of 10 digital floors** giving you the option to **meet "face to face" with the top leading tour operators In Israel** and opinion-makers, share presentations, videos and show your products.

PRINCIPLES

1

Our definition of participants

* the number of sellers is close to equal to the number of buyers. We intend to create a schedule of meetings that will leave no empty holes. We know the Israeli market and will handpick the participants.

A seller is a global tourism-related player that has a keen interest in the Israeli outbound market and has a relevant message or product. That can be a **Tourism Board (National, Regional, City)**; a chain of **luxury hotels, resorts and lodges**; an **airline** to Israel; a mass or niche-oriented **DMC** or a **MICE** organiser.

A buyer is an **Israeli mass tour operator** or **niche agency** with buying power, already selling or intending to sell the destinations or products of the sellers.

Media are Israeli opinion-makers who can reach out to the final Israeli B2C customers with content that will create awareness of the destinations or products of the sellers.

2

PRINCIPLES

3

No booth for sellers but for buyers!

In our setup, the seller will go to meet the buyer. **No-one needs to invest in expensive graphics of the booth.** You will not sit waiting for a buyer to pass by. You can go to their booth at pre-fixed times or at any time when you see a buyer not being in a meeting. The buyers are real persons – not avatars. These handpicked buyers will not be willing to lose face to their company and to their golden opportunity to win a great prize at the end of the show.

Sellers can control the planning of the meetings!

One third of the meetings can be prefixed by the buyer; one third by the sellers and one third will remain open so that sellers will be able to visit an important potential buyer or opinion maker whose schedule was already fully booked. In any case, both buyers and sellers will receive the contact details of all participants.

4

PRINCIPLES

You will not miss a buyer whom you want to meet.

The buyers will receive an amazing incentive in order to stay at their booth. Sellers will pay a low registration fee but also grant a prize for lucky winners (=buyers) at the end of the show. If you are a hotel, 5 nights on HB at your deluxe category. If you are a DMC, a safari or unique trip for two. If you're an airline – two (business-class?) tickets. All these prizes will be valid for 2021 (excluded peak dates). The sellers will present the prizes to the full audience before the 1-2-1 meetings. A great way to introduce yourself and your brand to all, isn't it? Only those buyers who were at their booth during the whole event, may take part in the lucky draw.

5

The buyers will also pay a low entrance fee.

Their potential ROI is worth the small investment. It isn't fair that only sellers pay in order to materialise the opportunity to grow mutual business. Bonafide media reps & opinion makers are exempted from the entrance fee. They cannot participate at the lucky draw.

6



PRINCIPLES

Lectures and presentations by cosponsors

A limited number of partners may give a 15 minute presentation to all buyers. We also enable sponsors to share appealing videos and banners. Strategic partnerships with NTOs will enable the purchase of a bulk of tickets for B2B players of their destination. We can even offer them a virtual event only for their destination.

7



Africa & Indian Ocean Travel Fair

After the lockdown restrictions will be lifted, Africa and the Indian Ocean will be the first destinations to enjoy mass traffic from Israel.

Israel is your closest source market that can create mass traffic to Africa and the Indian Ocean.

This is your chance to meet Israeli tour-operators that may charter whole flights; niche expertise agencies; high-end FIT producers; MICE experts: decision-makers of consumer organisations interested to bring their employees to your destinations and top media and opinion makers who will reach out to the final consumers.

Early-bird sellers pay a fee of 350\$ for a full day of meetings; they are also expected to share a unique product to the lucky-draw at the end of the full day to which only those buyers can participate who did not miss a single meeting.

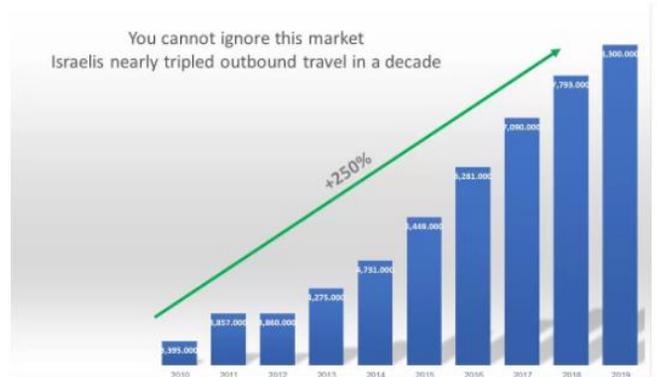
Of course you can become a sponsor with promotional videos, lecture and virtual bill boards.

SO WHY ISRAEL ?

Travel freaks

Moses was the first tourguide in history. Travel is in our DNA. During the last 10 years, the outbound market grew by 250%.

In 2019 4.3 M Israelis created 8.3 M trips abroad. Our population is only 9M which makes outbound travel amongst the highest per capita, worldwide. In 2019 more than 24 million international passengers passed through BGA compared to 12.4 million in 2012. This growth makes BGA one of the 5 fastest growing airports in Europe.

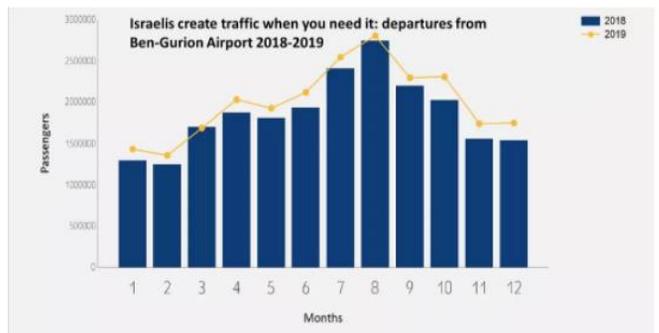


Money

We are big spenders. Our credit card is our best friend. The per capita spending abroad is 162\$ per day, compared to 129\$ by European tourists.

All-seasons

The Jewish holidays take place when your hotels need to fill their beds. For Terranova, low-season marketing is crucial. Customers enjoy the destination without the crowds; their hosts are eager to provide for their livelihood and Mother Earth returns with a smile. We are proud to have joined forces with Low Season Traveller (UK) in order to support this important agenda.





Who is your host?

Terranova Tourism Marketing & Consultancy, the organisers of these fairs, does not regard these virtual events as a money-making trick in order to get budgets from the participants. We realise that however effective these events can be, they will not replace the responsibility of a professional destination-marketing & PR company. We will be there for you long after the event has been concluded with endless other marketing & PR options: from fam trips to Hebrew social media campaigns. From mass buzz making activities to digital seminars. From in-depth marketing research to KPIs that will answer your needs.

Terranova is the leading voice for global tourism brands in Israel, before and after the event.

For more information about our vision, clients and team, you are invited to visit

www.terranova.co.il

SEE YOU SOON

