



Glaubicz Garwolińska Consultants / Israeli Ministry of Tourism

Challenge

In November 2010, for the first time Israeli Ministry of Tourism promoted the country as an attractive tourist destination. GGC in cooperation with the Ministry organized meetings with representatives of Polish tour operators and travel agencies, presenting the potential of Israel and building positive relationships with representatives of the tourism sector. Meetings took place in Warsaw, Cracow, Katowice, Wroclaw, Poznan and Gdansk.

Strategy and Action

- Preparing the logistics of meetings (selection of hotels, interpreters, transportation)
- Selecting and inviting tour operators and travel agents from Warsaw, Cracow, Katowice, Wroclaw, Poznan and Gdansk: daily telephone contacts with representatives of the tourism market, presenting benefits of participation in the meeting, promoting Israel as an attractive holiday direction
- Establishing relationships with national and local media (press, radio, television, websites)

Results

- Attendance at meetings of more than 250 representatives of the travel market and journalists (economic, tourism, lifestyle media)
- Initiating interviews in nationwide media (TV, radio, dailies, magazines, lifestyle)
- Over 20 publications and articles about the event (press, Internet)



Glaubicz Garwolińska
CONSULTANTS

