

17.4.2016

Director General Directive number 03/2016

Directive for participation in marketing activities for
flights from new destinations to Ben Gurion
International Airport (TLV)

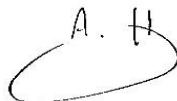
The Israel Ministry of Tourism wishes to encourage direct flights between new destinations and Ben Gurion International Airport (TLV), in the framework of its efforts to promote tourism to Israel.

The Ministry views cooperation with the international tourism industry as invaluable, and the tourism trade professionals as strategic partners in advancing the efforts to increase incoming tourism to Israel.

The Ministry recognizes the potential of Flight Operators to impact on tourism traffic, and therefore is interested in encouraging them to open new routes to Israel, and to promote these routes, in order to increase tourism to Israel. For this purpose, the Ministry will participate in the marketing activities of those Flight Operators that will initiate flights from new destinations to Israel's main airport - Ben Gurion International Airport (TLV).

This Directive applies to new flights operated from 1.11.2016 until 31.10.2017.

Sincerely,



Amir Halevi
Director General

**Directive for participation in marketing activities for flights
from new destinations to Ben Gurion International Airport
(TLV)**

1. Purpose:

The Israel Ministry of Tourism wishes to encourage direct flights between new destinations and Ben Gurion International Airport (TLV), in the framework of its efforts to promote incoming tourism to Israel.

The Ministry recognizes the potential of Flight Operators to impact on tourism traffic, and therefore is interested in encouraging them to open new routes to Israel, and to promote these routes, in order to increase tourism to Israel.

For this purpose, the Ministry will participate in the marketing activities of Flight Operators that will initiate flights from new destinations to Ben Gurion International Airport (TLV), according to the terms and conditions of this Directive.

2. General Terms:

"TLV" - Ben Gurion International Airport.

"Flight" – an international flight from a destination outside of Israel to TLV.

"Flight Operator" or "Operator" – airline or any other entity that owns or leases an entire aircraft, and operates international flights to TLV.

"Winter Season" - the period from 1 November 2016 to 31 March 2017.

3. Directive Period

This Directive applies to flights operated between 1.11.2016 until 31.10.2017 (Hereinafter – the "**Directive Period**").

4. Threshold Conditions for the Ministry's participation:

- A. The Flight operator complies with all Civil Aviation Authority of Israel (CAAI) Directives for operating flights to Israel.
- B. The flights are **direct flights to TLV** from an Airport, as defined in article 5.
- C. The aircraft has at least **145** passenger's seats.
- D. Operating a minimum number of Flights, as follows:

- 1) Operator which applies for Winter Season – operating at least **19 weekly flights** during the Winter Season.
- 2) Operator which applies for the entire Directive Period – operating at least **45 weekly flights**, among them at least 19 weekly flights during the Winter Season.

5. Airport Included in this Directive:

- A. All airports which are included in **Appendix A** of this Directive.
- B. Any other airport, suggested by a Flight Operator, which upholds the following:
 - 1) **No direct flights** are presently operating to Israel or have been operated at least 1 year before the publication of this Directive.
 - 2) Located at least **120 Km** (air distance) from an airport which has direct flights operating to Israel.
 - 3) Has a **potential of bringing tourists** to Israel, according to the Ministry's sole discretion.

6. The Ministry's participation in the Operator's marketing activities for the flights

- A. The Ministry will participate in the marketing activities of an Operator to promote the new flights to TLV (hereinafter - "**Marketing Plan**").
- B. The maximum amount that will be allocated to the Operators Marketing Plan from each airport, shall be as follows:
 - 1) For flights throughout the Winter Season:
 - a) €100,000 for 1 weekly flight.
 - b) €200,000 for 2 weekly flights.
 - 2) For flights throughout the entire Directive period:
 - a) €150,000 for 1 weekly flight.
 - b) €300,000 for 2 weekly flights.
- C. If an Operator operates flights from more than 1 airport, it may apply for participation in all the proposed Marketing Plans from all the airports. Nevertheless, the maximum participation amount for a single Operator will not exceed €3,000,000.

7. Criteria and Principles for Preference:

In case the allotted budget for this Directive is not sufficient for all Operators' requests, preference will be given as follows:

- A. Priority will be given to Operators that commit to the largest amount of new flights to TLV in the Directive Period.
- B. If the same number of new flights to TLV is committed by more than one Operator, priority will be given to the Operator which operates new flights to TLV from more countries

8. Submission of Proposals:

- A. Proposals should be submitted in English according to the submission form attached as **Appendix B**. The proposals should be delivered via E-mail to the following address: sharone@tourism.gov.il
- B. Proposals must be submitted to the Ministry by **30.07.2016**.
- C. Proposals should include the following:
 - 1) The Marketing Plan – details regarding the strategy of the Marketing Plan, the target audience, and all the planned activities to promote the new flights to Israel, as detailed in Appendix B. The Marketing Plan should **not include activities aimed to promote the flights to the Israeli public or performed in Israel**.
 - 2) Details regarding the planned flights - Airport of origin, period of flights – Winter Season or full term of the Directive, aircraft type & number of seats, leasing agreement of the aircraft if relevant, and any other relevant detail, as detailed in Appendix B.
- D. An Operator wishing to operate a new flight to TLV from an airport which is not included in Appendix A, may submit a request to participate in this Directive, if the proposed Airport comply with all the conditions of article 5B.

9. Managing Committee

- A. A managing committee shall be established in order to operate this Directive (hereinafter – "**the Committee**").
- B. The Committee will include the following members:
 - Head of Marketing Administration, or his representative
 - Chief Legal Advisor, or his representative
 - The Ministry's Comptroller, or his representative
 - A representative of the Finance Ministry's Budget Department
 - Committee Coordinator from the Marketing Administration
- C. The committee will be authorized to approve exceptions to the requirements of this Directive under special circumstances (Force Majeure), which justify the approval. The committee will explicate its decisions in writing.

10. Evaluation of Proposals and Approval:

- A. Proposals will be examined by the Committee in accordance with the conditions of this Directive:
 - Proposals that their Marketing Plan have potential of bringing tourists to Israel, and the value of the planned marketing activities is adequate to the planned flights, will be approved

- Proposals that do not comply with the threshold conditions of this Directive, or do not have potential of bringing tourists to Israel, will not be approved.
- B. If necessary, changes to the Marketing Plan will be coordinated between the Ministry and the Operator.
- C. Proposals approved by the Committee will be forward to the approval of the Ministry's Tender Committee.
- D. The budget allocation for each approved Marketing Plan will be in accordance with the provisions of article 6.
- E. Operator which his proposal has been approved will sign an Agreement with the Ministry for participation in the marketing activities for the new flights according to this Directive. The Agreement will include the **Approved Marketing Plan** and the details of the planned new flights to TLV.

11. Execution of the Marketing Plan

Any changes to the Approved Marketing Plan must be submitted to the Ministry for approval.

12. Performance Report & Payment:

- A. Upon completion of all marketing activities according to the Marketing Plan and execution of all the flights, the Operator shall submit a Performance Report, signed by its Director General and Marketing Director.
- B. The Performance Report shall include:
 - 1) Marketing report – a detailed report regarding all the marketing activities executed in the framework of this Directive, from each airport.
Each marketing activity should be accompanied by a **proof of execution** (clipping of media, copy of advertisement, report from the broadcast media, photo of OOH, copy of newsletter & dates of sending, printout of screen containing the banner/advertisement, and any other proof for executed marketing activity).
 - 2) Flights report - details regarding the flights that were executed according to this Directive with the following details concerning each flight - Airport of origin, dates, aircraft type & number of seats, and any other relevant detail.
- C. The actual number of executed flights shall be determined in accordance with the Israel Airport Authority (IAA) flight operations records.
- D. Operator shall be entitled to the Ministry's participation under the following conditions:
 - 1) The Operator has executed its Approved Marketing Plan, as stipulated in article 10E, and 11 if relevant.

- 2) The Operator complies with all the threshold conditions stipulated in article 4 and all other requirements of this Directive.

13. General conditions:

- A. The execution of this Directive is subject to the availability of proper budget.
- B. If an Operator starts the new flights to TLV as of 1.9.2016, the flights before the Directive Period will be considered for preference according to article 7.
- C. For further information please contact:

Ms. Sharon Ehrlich

sharone@tourism.gov.il

Tel. 972-2 6664247

Appendix A - List of Qualifying Airports

<u>COUNTRY</u>	<u>AIRPORT</u>
Albania	Tirana
Bosnia and Herzegovina	Tuzla
France	nantes
Germany	Dresden Airport
Germany	Memmingen Airport
Germany	Nuremberg
Hungary	Debrecen
Ireland	Belfast
Ireland	Cork
Ireland	Shannon
Kazakhstan	Almaty
Kyrgyzstan	Bishkek
Macedonia	Skopje
Nigeria	Murtala Muhammed
Norway	Oslo (Rygge)
Philippines	Manila
Poland	Gdansk
Poland	Lublin
Poland	Poznan
Poland	Wroclaw
Portugal	Porto
Romania	Craiova
Romania	Timisoara
Russia	Chelyabinsk
Russia	Kazan
Russia	Mineralnye Vody
Russia	Nizhniy Novgorod
Russia	Novosibirsk
Russia	Omsk
Russia	Samara
Russia	Ufa
Shanghai	Shanghai Pudong
Singapore	Singapore Changi
Slovakia	Kosice

Spain	Malaga
Sweden	Gothenburg
Tajikistan	Dushanbe
UK	Bristol
UK	Newcastle

Appendix B - Proposal submission form

Please fill the below chart in print, and add cells and information, as needed:

A. General Information

1.	Name of the Company:	
2.	Company's Director / Owner:	
3.	Contact Person (Name, tel., e-mail etc.)	
4.	Date of Establishment:	
5.	Selling Israel Product? If yes, please specify	
6.	Company's Website address:	
7.	Number of daily entrances to the company's website	
8.	Number of members in the Company's E-mail Distribution list	
9.	Company's Facebook/Instagram/other social media – Please add the link	

B. Details regarding the planned flights

1.	Airport of origin	
2.	Period of fights – Winter Season or full term of the Directive, and number of weekly flights	
3.	Aircraft type & number of seats	

4.	Leasing agreement of the aircraft if relevant (Please mention the company name and attach the agreement)	
5.	Any other relevant detail	

C. Details regarding The Marketing Plan

Please specify in the chart below the general details regarding the Marketing Plan to promote the new flights to Israel, and **attach the detailed Media Plan:**

1.	Marketing Strategy	
2.	Target audience	
3.	Geographic scope of the Marketing Plan	
4.	Dates of the suggested Marketing activities	
5.	Advertisements in the printed media (newspaper, magazines, etc.)	
6.	Advertisements in Television	
7.	Advertisements in Radio	
8.	Advertisements in OOH	
9.	Brochure printing	
10.	Direct mailing/Newsletter	
11.	Advertisements in Online Media (search engines, social media etc.)	

12.	Promotion in company's website and social media	
13.	Events	
14.	Any other relevant activity	
15.		
16.		

D. Additional Remarks / Information

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