



NEWSLETTER



Time to Travel
WITH TRUSTED
AGENCIES

DEAR ESTEEMED MEMBERS,

TIME TO RECONNECT!

DURING THE CRITICAL TIMES THAT WE ARE PASSING THROUGH, WE FIND IT VERY CRUCIAL TO CONNECT WITH OUR MEMBERS AT LEAST ONCE A MONTH VIA THIS NEWSLETTER TO KEEP YOU UPDATED ON EVERY EVENT, TRAVEL/TOURISM CIRCULAR, AND INDUSTRY NEWS.

THIS CONNECTION IS ESTABLISHED TO SUPPORT THE ASSOCIATION MEMBERS AS WE MOVE INTO A MORE REGENERATED COMPETITIVE TOURISM-BASED ECONOMY, AND IT WILL INCLUDE MATTERS OF INTEREST TO YOU.

"TRAVEL TRUSTFULLY" IS OUR CURRENT THEME, AND TOGETHER WE WILL CREATE NEW ONES ALONG THE WAY. OUR AIM IS TO DIRECT TRAVELLERS TO TRUSTED AND REGISTERED AGENCIES WITHIN THE ASSOCIATION, HENCE PROVIDING ULTIMATE PEACE OF MIND FOR BOTH TRAVELLERS AND AGENCIES ALIKE.

CHEERS TO SAFE AND TRUSTFUL TRAVELS.




CONTACT US



WWW.ATTAL.ORG.LB
INFO@ATTAL.ORG.LB



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President's Word

ATTAL

نقابة أصحاب مكاتب السفر والسياحة في لبنان
Association of Travel & Tourist Agents in Lebanon

Dear Members,

A very warm welcome to Attal's first newsletter, and to our dear members. I feel privileged to be addressing you all in such a remarkable moment, and humbled to assume the presidency of this amazing association.

Today I am writing to inform you of the fast-paced internal changes that Attal is currently going through, as we are all working hard to upgrade the image of the association, and attain higher levels of professionalism.



The objective is to position Attal's registered agencies as the only trusted and reliable sources for travellers frequenting our beloved country, and internal changes within the association are key to market it as such. Therefore, we are rebranding and updating our website, hence levelling up to international standards of professionalism, excellence, reliability, and trust, in the travel industry.

I invite you to explore our website after its official launch, and in the meantime, I refer you to our social media platforms, trusting that you will consider ATTAL as your own.

Your continuous support motivates ATTAL to always exceed expectations, and makes all the hardships worthwhile. United all as one, we will overcome the Lebanese crisis with the strength and resilience that our society is known for.

While we still have a long way to go, we take strength and pride in your constant engagement towards achieving our fundamental goals. So if you have any suggestions, questions, or want to make casual conversation, you can call the Nakaba every day from 8:30AM till 3PM, And we will be glad to set a meeting with you.

Best Regards,

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Build Your Business Online From Scratch - Workshop

This substantial and timely social media workshop was held in Arabic on the 5th of July at ATTAL offices. Its main objective was to equip participants with the ultimate guide towards building an online presence for businesses. The workshop focused on crafting social media strategies tailored to achieve business objectives, whether through Facebook, Instagram, or TikTok. With a simple and efficient social media strategy, beginner to intermediate levelled participants learned to foster brand awareness, increase online traffic and sales, and build an online presence for their businesses.



WINGO

For A Better Tomorrow

Wingo Discount Application

A Lebanese startup recently launched Wingo, the ultimate one-stop shop for travellers and tourists looking to benefit from Lebanon's top-notch hospitality. The app promotes discounts and offers from restaurants, hotels, and retail, all for the affordable annual fee of \$6.

You can download the app via this link: <https://znep.link/Wingo> and check out their instagram page for more information: <https://www.instagram.com/wingo.lb/>

The Association of Travel & Tourist agents Offices in Lebanon has partnered up with Wingo by obtaining four free subscriptions per each registered travel office in the association for one year.

For more information or inquiries, contact the Nakaba.

Phone Number:
00961-1-200 176

More Information:
www.attal.org.lb

Activities of the Association Council with the esteemed managers and directors of AIR FRANCE Airline / KLM

The Syndicate Council is consistently following the implementation of their plan effectively and always communicating with various references. On Thursday, June 9, 2022, it in fact received a high-ranking delegation from the French airline at the union headquarters, consisting of:

Mr Zoran Jelkic/GM long haul.

Mr Simon Scholte/ GM Middle East

Mr Alex Hervet/ Director Alliance Mrs Laure Daynié(Country Manager)

Mrs Rania Dib Elkhoury (Key Account Manager)

The meeting discussed various issues related to the types and forms of the cooperation and coordination between the tourism agencies and air transport sectors, which coincide, according to indicators, with the escalation of travel traffic at the gates of the summer season.

They also discussed the means of joint cooperation and the need for coordinated efforts between agencies, Air France and other airlines, in order to secure the success of the promising season, and to further develop the relationship between air transport and tourism sectors in general.

The council will follow up, at a successive pace, the implementation of the action plan with the various parties within the tourism industry, which enables agencies to accomplish objectives according to acceptable mechanisms and means. Within our upcoming circulars and newsletters, ATTAL will provide our members with more detailed approaches on this subject of interest, through subsequent circulars and statements.

AIR FRANCE



Soon...
From behind
the scenes



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Indian Embassy

The Indian Embassy in Beirut establishes a cooperative approach between the Syndicate and its members, to encourage the constant exchange of ideas and coordinate event-related meetings and specialized conferences. Most of all, it aims to facilitate the communication channels between the Lebanese agencies and their Indian counterparts.

Accordingly, "Heritage of India," a new symposium held at the union headquarters, highlighted the embassy's tireless work within the sector. The attendees learnt about the latest means of coordination, promotional campaigns, and marketing activities centered around the advancement of Indian tourism in commercial, professional, and technological aspects.

Mr. Pierre Al-Ashkar, President of the Syndicate of Hotel Owners, met with union officials and tourism agencies at the union headquarters to discuss their bilateral relationship and its professional and commercial rules, and regulations, especially considering the sector's relative recovery within the past Summer season.

An action plan for follow-up and implementation was then set, with the topics of discussion brought to the Council of the Syndicate of Hotel Owners.

In parallel, it was stated that the establishment of standard regulations to govern the relationship between the entities helps avoid future conflicts, and facilitates operational flows, whether from financial or commercial standpoint.

Meeting with the President of the Syndicate of Hotel Owners



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Our Big Event

ATTAL

نقابة أصحاب مكاتب السفر والسياحة في لبنان
Association of Travel & Tourist Agents in Lebanon



SAVE THE DATE

THURSDAY OCTOBER 20th 2022



MIDDLE EAST TRAINING
& CONFERENCE CENTER