

# NEWSLETTER

A 7.8 magnitude earthquake struck Turkey on Monday, causing widespread damage and fatalities. The quake was felt by millions of people in Turkey, Syria, Lebanon, and Palestine, and hundreds of buildings collapsed. The extent of the tragedy has grieved us all, and our thoughts and prayers are with the victims and their families.



The destruction of historic cities and cultural landmarks is a loss to the world as a whole. We encourage everyone to support relief efforts and aid those in need, whether through donations, volunteering, or offering words of encouragement. In times of crisis, it is crucial that we come together as a community to support one another.

The earthquake has revealed humanity's true strength and compassion. Let's do our part to bring hope and healing to the region. Our thoughts and prayers are with those affected by this tragedy.



*Peace  
&  
Condolences*



**RAYMOND WEHBE**  
SECRETARY GENERAL

## SUCCESSFUL ACHIEVEMENT

- Modernization of the Website
- An awareness campaign
- Digital App
- Workshops and presentations
- Courses
- Our big event at the MEA Center at Beirut Airport

Best Colleagues and Members,

In the current newsletter, allow me to address the topic of the modernization and improvement of our Syndicate in the past years. This can be done with pride and satisfaction in view of the past 3 overwhelming and heavy years we experienced locally and globally.

Thanks to a great resilience and sense of responsibility, as well to an amazing team effort and solidarity, our Syndicate was not only able to resist unprecedented challenges but also improve as well. Our motto has been since then the modernization of our institution and the first steps to digitalization.

Despite the economic general collapse in Lebanon, followed by the Covid lockdown and, worse, the nefarious and abominable port explosion, our Syndicate succeeded in achieving the following :

- Modernization of the Website.
- An awareness campaign which aim was to inform people on the existence of illegal agencies and raise visibility and attention on trusted agencies. The campaign hailed great success with over 1 million page impressions and thousand visitors on the website via the campaign's search engine marketing.
- First Digital App of the Syndicate addressed to colleagues in the industry both locally and internationally to be launched in the near future.
- Workshops, presentations and courses at ATTAL in cooperation with embassies and international institutions.
- Courses offered at our offices.
- Last but not least, the huge event held some weeks ago at the MEA Center at Beirut Airport.

Our efforts will not stop here and some new plans will be soon revealed; our sole aim is to always have a constant approach towards improvement and modernization in view to seduce and enlarge our family with new subscribers and members. Only with more input and new ideas from everyone will we succeed in reaching our next aim. Our ultimate goal will always be to preserve the rights and serve the interests of our colleagues in the industry.

With warm thanks and gratefulness

A decorative graphic of red hearts of various sizes, some solid and some outlined, arranged in a curved, flowing pattern.

# Valentine's Day

Dear all,

We hope that this Newsletter finds you well and that you had a wonderful holiday season. Since this is the first Newsletter this year, we wanted to take a moment to reach out and express our gratitude for your continued support.

At ATTAL, we are looking forward to the exciting opportunities and challenges that the 2023 brings and we are committed to providing the highest level of service to our agencies, and we value the trust that you have placed in us.

Moreover we want to extend a heartfelt thank you to Lebanese Ministry of Tourism, MEA, TravelPort, BoB Finance and Eurocross and to all our 2023 sponsors. Your contributions made a significant impact on the success of ATTAL event and we are truly grateful.

Your sponsorship allowed us to create an experience that was enjoyable and memorable for all of the attendees. Your presence added a special touch to the event and helped us to reach new heights.

We are proud to have had the opportunity to work with such a supportive and dedicated group of individuals. Your commitment has inspired us to continue our work and strive for even greater success in the future.

We hope that this was just the beginning of a long and productive relationship between us and we look forward to a successful and productive year ahead.

Best regards,



وزارة السياحة اللبنانية  
MINISTÈRE LIBANAIS DU TOURISME  
LEBANESE MINISTRY OF TOURISM



 **TRAVELPORT**  
Official Partner



 **eurocross**  
assistance **MENA**







Thank you for bringing your expertise & experience around the table and for attending the meeting of complaint and suggestion committee on Thursday 17/1/2023 at the Nakaba. Thank you for being one of those who really care about the fate of the travel & tourism industry. We understand that most of you must have a very busy schedule, so we appreciate your time.

## COMPLAINTS COMMITTEE MEETING

We listened to everyone carefully and took notes. Every single opinion will be taken into consideration. We understand that not every complaint or suggestion can be addressed immediately, but we are committed to doing our best to improve our services and address the concerns of our agencies. We will carefully review each suggestion and complaint and take appropriate action where possible.

These meetings enable us to think smartly to solve problems as they come our way and achieve success and we were really honored by the presence of each one of you.

Moving forward, we hope to hold these committee meetings more frequently in order to maintain an open and transparent dialogue with our agencies. This will provide us with an opportunity to listen to your concerns, gather feedback and improve our services.



Please feel free to send your questions, comments, and feedback before we organize another meeting soon

Thank you for your continued support and we look forward to work with each agencies to make our services even better.

**HASSAN EL ZEIN**

TRAVEL & TOURISM  
PROFESSIONAL

**WORKSHOP  
HIGHLIGHTS**

- Tourism Terminologies
- Destination Terminologies
- World's Major Transportation Services
- "Common" Attractions Between Countries
- Multi-country Tours
- Introduction to Skiing
- Introduction to Spa
- The World of Honeymooners
- The Luxury Traveler
- Family Tourism
- Tourism Seasonality
- Budget Travel
- Introduction to Cruises
- Tips in Tour Guiding
- Selling and Marketing
- Special Fares

# TRAVEL & TOURISM WORKSHOP

One of the core objectives of ATTAL is to develop the skills of all travel agents that fall under its umbrella. Current "Adept Travel Agent" is one of the seminars that follows this strategy; this seminar tackles all about travel and tourism focusing on how to serve different clientele as honeymooners, luxury, family and budget travellers.

The "Adept Travel Agent" is lectured by Hassan El-Zein, a professional in the travel and tourism domain, and is performed in collaboration with WebLive Marketing & Info Tech Total Solutions.



WebLive has digitalized a 100 multiple travel and tourism questions, created mostly by Hassan El-Zein, where our travel agents have to answer right 70 out of 100 unique questions to be certified as adept in providing a performance that exceeds the expectations of travellers and ensures ultimate satisfaction.







**WLA**

جمعية السيدات القيادات  
Women Leaders Association



The Women Leaders Association is holding a four-days program on May 24-27, centered around transforming Lebanon into an edutainment hub for Arab Executive women. The event is taking place in cooperation with the Ministry of Tourism, the Lebanese union of chambers of commerce the MEA and the Syndicate of Travel Agents in Lebanon.

An announcement of this initiative was actually made at the Middle East Airlines Conference Auditorium last November.

## PROGRAM DATE

24-27 MAY, 2023

## TARGETED AUDIENCE

LEBANESE & ARAB  
BUSINESSWOMEN  
FROM

- Saudi Arabia
- United Arab Emirates
- Qatar
- Jordan
- Iraq
- Kuwait
- Oman

## Lebanon: Edutainment Hub for Arab Women

Executive  
Certificate Program

**SHE LEADS**

May 2023 | USEK Campus



The Women Leaders Association is a non-governmental organization with registry no. 787 in Beirut. It had begun operations in 2018 under the umbrella of the Chambers of Commerce, Industry, and Agriculture in Beirut and Mount Lebanon before it became a separate entity.

**WLA**  
 جمعية السيدات القيادات  
 Women Leaders Association

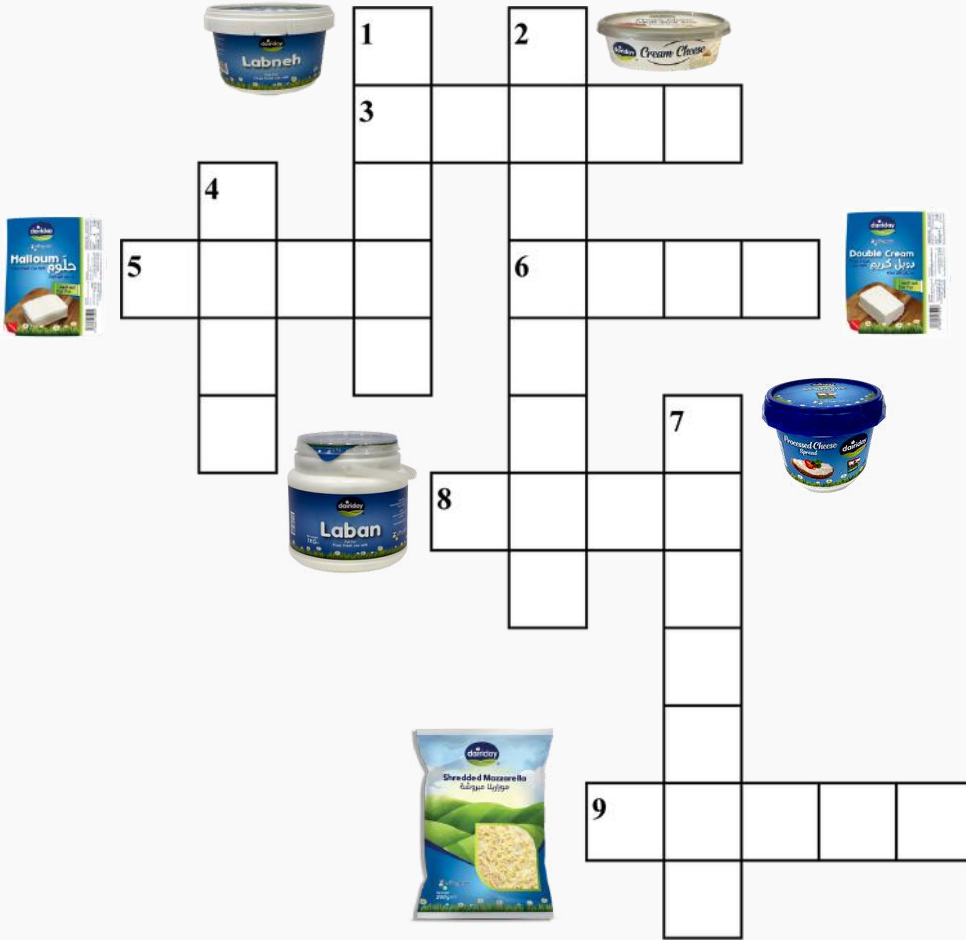
# PROGRAM OBJECTIVE

The objective of this program is to promote Lebanon as a destination of Arab business women and investments.

- 24th of May: Ana loubnaniya Arabia conference at seaside Arena which will host a number of panels revolving around Arab women investments in diverse industries. The first version of the conference was successfully held at Dubai Expo 2020, when Middle East Airlines was also a supporter of our endeavors.
- 25th- 26th :She Leads executive academic program that is held in collaboration with the Holy Spirit University-Kaslik and with the participation of big names such as global businessman Carlos Ghosn and former Minister Adel Afiouni etc..
- 26th a gala dinner at seaside
- 27th maybe 28th: During the last day or two of their visit, Arab businesswomen will be taken on tour to be introduced to different parts of Lebanon and the various forms of tourism we offer to our visitors with a unique well being experiences.



# TRAVEL & TOURISM CROSSWORD



1. Please print the page with the crossword puzzle.
2. Solve the puzzle.
3. Once you have solved the puzzle, please scan the completed crossword and attach it to an email reply.

**By solving our SO EASY crossword (before 14 February), you could be the lucky winner of a bag filled with "Dairiday" goodies 😊!**



## DOWN

سلطة لبنانية تتكون من  
البقدونس

1

اين يقع مقر نقابة اصحاب  
مكاتب السياحة والسفر

2

رقصة شعبية

4

دولة في اسيا لا يحتاج  
اللبناني فيزا لزيارتها

7

## ACROSS

مدينة لبنانية تُعرف أيضًا  
باسم هليوبوليس

3

مدينة لبنانية تعد من أقدم  
المدن المسكونة في العالم

5

شهر الحب

6

ثالث أكبر المدن اللبنانية

8

من غنى "كيفك انت؟"

9





COMING SOON



# MEMBERSHIP CARD

