



# ATTAL NEWSLETTER



As the syndicate for Lebanon's travel and tourism agencies, we'd like to take this opportunity to remind you of Mother's Day, which is coming up on March 21st.

This special day is an excellent opportunity for families to gather and honor the love and sacrifices of mothers everywhere.  
[Read More... \(page 3\)](#)



## HIGHLIGHT

- Message of Hope
- International Women's Day
- Travel by demography rather than by geography
- Mother's Day
- Membership Card
- Travel Games
- March Competition

*Mother's Day*



## MEMBERSHIP CARD

We are excited to introduce our new membership card program at ATTAL, which is just the beginning of the many benefits that come with being a member of our association.  
[Read More... \(page 5\)](#)

## Travel by demography rather than by geography

We'd like to expose you to a fresh and creative way to travel: by demography rather than by geography.

We think that this strategy will provide your clients with a distinctive and personalized travel experience as the travel industry continues to develop. Travelers can meet people who have similar interests, backgrounds, and experiences by concentrating on a population's characteristics rather than merely its physical location.  
[Read More... \(page 4\)](#)





**Roukaya Hamed**

Board Member

If you want to participate in these brainstorming sessions and be an active part of the change

**Contact Ms. Lina Sinno**

**Dear Colleagues,**

Have you ever thought about how the rules and laws can be improved in our industry? Do you feel that agents need to be represented better?

We invite all of you to participate and join us on our mission, together we can have a stronger voice.

We aim to create a message of hope by promoting collaboration, proactivity, digitalization, and improved industry legislations.

Our mission is to invite all members of the industry and its partners to take part in a collective effort towards improvement.

Representing agents is an incredible honour and responsibility that we at ATTAL take very seriously, and we want to make sure that we have an open communication channel so that each colleague in this industry is represented in the way they deserve.

At Attal, we are passionate about meeting each one of you so that we work together more effectively. We believe that by bringing together our collective knowledge, expertise, experience and enthusiasm crowdsourcing will deliver unprecedented results for the industry.

We want to spark new conversations and drive change through innovative ideas. We're dreaming big and the sky is not the limit but just the beginning.

Therefore, we must commit ourselves to investing in digital transformation initiatives that align with our goal of creating a better industry. With this in mind, we are launching a number of projects ranging from brainstorming sessions, industry events, new technology projects and tools, strong online presence and communication channels, up to improving the industry local laws & regulations.

It starts with a message of hope and proactivity, and it ends with an improved reality reflecting what we all want – a better industry that is respected, valued and properly represented.

**I take this opportunity to send a message of respect and appreciation for the smart women working in our industry. HAPPY WOMENS'DAY.**

**Kind Regards,**



March

Happy International Women's Day! Today we celebrate the achievements and contributions of women in every field. This year's theme, "DigitALL: Innovation and technology for gender equality," reminds us of the importance of using technology to empower women and promote gender equality.



International Women's Day  
March 8



In the travel and tourism industry, technology has already had a profound impact. From online booking systems to digital payment options, technology has made travel more accessible and convenient for everyone. But there is still much more that can be done to ensure that women are not left behind.

One area where technology can make a real difference is in promoting women's safety when traveling. Digital maps that highlight safe routes and neighborhoods, for example, can help women feel more secure when exploring new places. Hotels and other travel providers can also use technology to provide safety tips and resources to female travelers.

Another area where technology can promote gender equality is in promoting diversity and inclusion in the travel industry itself. From online platforms that connect women travelers with female-owned and operated businesses to digital mentorship programs that help women advance in their careers, technology can play a powerful role in promoting women's participation and leadership in the travel and tourism industry.



As we celebrate International Women's Day 2023, let us commit ourselves to using technology as a tool for promoting gender equality and empowering women everywhere. By working together and embracing innovation, we can create a more inclusive and equitable future for all.



## Travel by demography rather than by geography

We'd like to expose you to a fresh and creative way to travel: by demography rather than by geography.

We think that this strategy will provide your clients with a distinctive and personalized travel experience as the travel industry continues to develop. Travelers can meet people who have similar interests, backgrounds, and experiences by concentrating on a population's characteristics rather than merely its physical location.

We want to urge you to think about including this strategy in your vacation packages and products. By doing this, you'll be able to respond to the particular wants and interests of your customers and give them a more personalized and satisfying travel experience.

We think that this strategy will be especially appealing to a particular demographic such as seniors, young families with children, and professionals in their 20s and 30s who want a more specialized and tailored travel experience.



In addition, we'd like to emphasize a few advantages of demographic travel for you and your clients:

1. Increased customer satisfaction: You may boost customer satisfaction and loyalty by providing individualized travel experiences that are catered to your customers' unique demands and interests.
2. Specialized market: You can tap into niche markets and set yourself apart from other travel firms by concentrating on particular demographic groups.
3. Competitive edge: Providing one-of-a-kind and individualized travel experiences can provide you a competitive edge in the industry and draw in new customers.
4. A deeper comprehension of your clients: Your ability to better understand your customers' requirements, interests, and preferences and provide them with more individualized travel experiences depends on your attention to their demographic features.

Demographic-based travel has the ability to transform the travel industry and provide your customers with a unique and tailored travel experience. To make this strategy a reality, it would be our honor to collaborate with you.

Do not hesitate to contact us if you would want to discuss something further. We hope to hear from you shortly.





# Happy Mother's Day

As the syndicate for Lebanon's travel and tourism agencies, we'd like to take this opportunity to remind you of Mother's Day, which is coming up on March 21st.

This special day is an excellent opportunity for families to gather and honor the love and sacrifices of mothers everywhere.

To memorize this occasion, we encourage you to plan a special Mother and Child trip package for the weekend of March 18th and 19th.

This 2 days getaway can be a great way for mothers and their children to bond, relax and make lasting memories.

People between the ages 30, 40 and 50 are more likely to take their mothers on a special trip to show their appreciation and love.

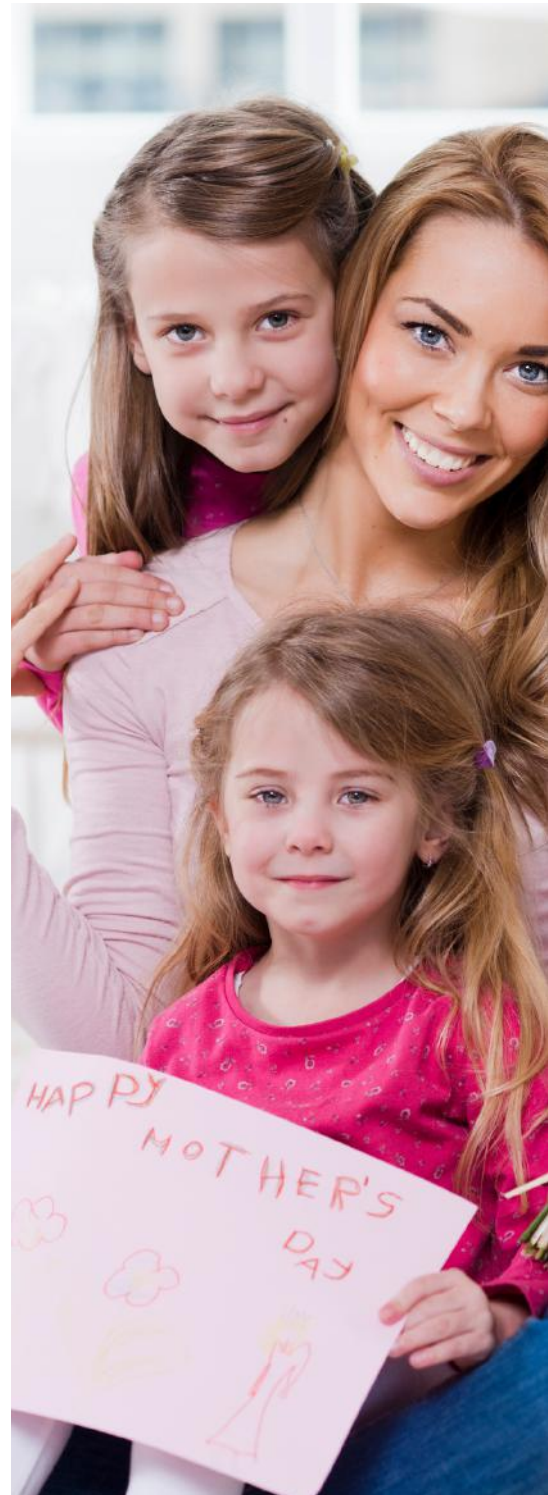
This Mother and Child trip package can be taken within Lebanon or abroad, giving families the opportunity to get away from their daily routines and spend quality time together.

A mother and child trip can range from a relaxing spa experience to an outdoor adventure. Activities such shopping, or visits to museums and historical sites. Even cultural and food tour can be included in your packages. You can also provide spa packages in which mothers and children can participate in yoga and meditation classes, enjoy spa treatments and relax in a tranquil surrounding of wellness centers.

This day is an opportunity for local and international tourism agencies to provide something special for mothers and their children, and we are confident that families across the country will appreciate it.

You can help mothers and their children create lasting memories by offering these packages.

We hope that you will consider this proposal and work on it to make the Mother's Day celebration truly unforgettable



**COMING  
SOON**



# ATTAL NEWSLETTER

# MEMBERSHIP CARD



We are excited to introduce our new membership card program at ATTAL, which is just the beginning of the many benefits that come with being a member of our association.

Our membership card serves as proof of your subscription to ATTAL and features your name, job description, and organization name. It also displays your unique membership code, issue and expiration dates.

We understand that being a part of ATTAL is more than just having a card with your name on it. We are committed to working hard to provide our members with exclusive deals and offers that they can enjoy throughout the year.

In fact, we are currently working on developing new partnerships with participating gyms, health clubs, restaurants, and grocery stores, so that you can take advantage of our membership perks whenever you want.

We know that summer is just around the corner, and that many of our members will be heading to the beaches to enjoy the sun and the sea. We are determined to make sure that our members get the best deals and offers at the beaches this summer, so stay tuned for more information!

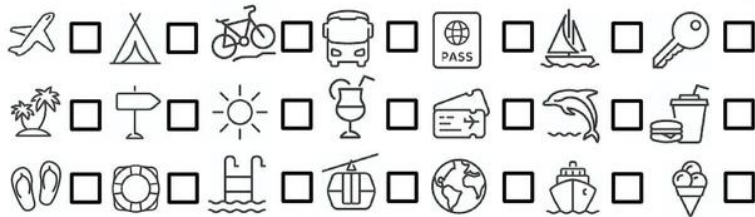
The membership fee for the card is \$15, which is valid for 12 months and non-refundable. This is just the beginning of the many benefits that come with being a member of ATTAL, so don't miss out on this fantastic opportunity to be a part of our community and enjoy all the perks that come with membership!



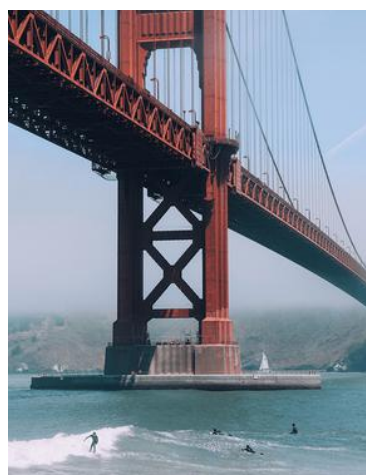


## FAMOUS BUILDING AND LANDMARK QUIZ

## I SPY GAME



## SPOT THE DIFFERENCE



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# SLOGAN COMPETITION



We are thrilled to announce ATTAL slogan competition. The competition aims to find the best creative slogan for promoting summer tourism in Lebanon, which will be used as the slogan for our next summer campaign.

We invite all agency owners and their employees to participate and showcase their creativity by crafting a short slogan in Arabic language that reflects the unique experiences that Lebanon has to offer during the summer season.

The winning slogan will be featured in our upcoming summer campaign, and the winner will receive a ticket to Sharm El Sheikh with hotel accommodation offered by "Travelbook".

To participate, please submit your slogan before 15 March.

Our syndicate team will review all the submissions and choose the winning slogan.

We can't wait to see what creative slogans you come up with! Good luck with the competition, and we look forward to receiving your submissions.

## WIN A TICKET TO SHARM EL SHEIKH

OFFERED BY



# COMPETITION

# 2023 CALENDAR



# ATTAL NEWSLETTER



MON	TUE	WED	THU	FRI	SAT	SUN
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**JANUARY**

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Achrafieh, Beirut



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**FEBRUARY**

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**MARCH**

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**APRIL**

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**MAY**

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**JUNE**

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**JULY**

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**AUGUST**

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**SEPTEMBER**

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**OCTOBER**

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**NOVEMBER**

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**DECEMBER**

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