

# NEWSLETTER



**ENJOY YOUR  
TRAVELING  
WITH  
TRUSTED  
AGENCIES!**

## HIGHLIGHT

- Thankful Letter from Air France KLM
- Great News
- Tourism in the Digital Age
- Membership Card
- Traveling can be an adventure
- Gujarat State Tourism
- Indian Tourist Visa
- The Syndicate Sticker

*Coming  
Soon*

*Travel Time*

We at the Syndicate of Travel and Tourism Agents in Lebanon have some great news to share with you as the summer season draws near. Despite the difficulties that our industry has faced lately, there are encouraging signs that Lebanon's tourism industry will have a successful summer this year.

[READ MORE](#)

**LAURE DAYNIE****COUNTRY MANAGER****LEBANON AND OFFLINES MARKETS**

(JORDAN, IRAQ, SYRIA, PALESTINE)

**Dear ATTAL Board Members,**

I am honored to express myself through your Newsletter, which is an opportunity for Air France KLM to congratulate and thank you.

Firstly, I would like to congratulate you for this initiative which marks the recovery of our industry in Lebanon and which unites our travel community to move in the right direction. I would also like to express my gratitude and respect to the ATTAL board, which is a precious partner on whom we can count to get through the ups and downs of the Lebanese market with rigor and commitment.

I take this opportunity to tell all the members of ATTAL how much Air France KLM is counting on them after these years of difficulties to bounce back and work in a healthy and dynamic market. We have many assets in Lebanon, and the links between France and Lebanon are very strong, as the traffic confirms.

As President of the committee of French foreign trade advisors, I would like to salute all the initiatives of ATTAL that can encourage companies to have confidence in the agencies, to innovate, and drain traffic from and to Lebanon. Air France is proud to have been at your side for 74 years and to continue to offer Lebanese customers the best of France on board its flights to Paris and the world!

For all those years, despite all the difficulties the country has gone through, we have been cooperating with ATTAL, Skyteam, and our partner Middle East Airline, to ensure Lebanon's place in the markets that count. In the short term, we must all succeed together in the coming season, which will be decisive for the market. In the medium term, let's rebuild together a healthy and solid market, resolutely turned towards the future.

Thank you again for your dedication and commitment to the travel industry in Lebanon.

**Together, we will make it!****AIRFRANCE**   
**KLM**





# Great News



We at the Syndicate of Travel and Tourism Agents in Lebanon have some great news to share with you as the summer season draws near. Despite the difficulties that our industry has faced lately, there are encouraging signs that Lebanon's tourism industry will have a successful summer this year.

Recent statistics show that during the past few months, the number of visitors to Lebanon has been continuously rising. Over 350,000 travelers entered the nation in March 2023, a 30% increase from the same month in 2022. Even more visits are anticipated in the upcoming months as this encouraging trend has continued into April.

In fact, this summer, Lebanon is expected to welcome up to 2 million visitors. We are eager to welcome visitors from all over the world to experience all that Lebanon has to offer because this is an exciting development for our sector and our nation.

The loosening of travel restrictions globally as more and more individuals receive COVID-19 vaccinations is one factor contributing to this rise in tourism. In addition, Lebanon's government and tourism sector have been working hard to promote the nation as a desirable tourist destination with campaigns.

As travel and tourism professionals, we have a unique chance to capitalize on this good trend and highlight everything Lebanon has to offer. Lebanon certainly has something for everyone, from our rich history and cultural heritage to our gorgeous natural landscapes and delectable cuisine. We can assure a great summer season for our sector and country by working together to promote Lebanon as a safe, hospitable, and unforgettable destination.

Let's make this summer one to remember...

# TOURISM IN THE DIGITAL AGE

## How Technology is Changing the Way We Travel



It is critical for travel and tourism agencies to stay up to date on the newest trends and technologies impacting the sector. Digital technology, which is revolutionizing the way people plan, book, and experience travel, is one area that has seen fast expansion in recent years. In this post, we'll look at how you can use technology to deliver a better experience for your consumers while remaining competitive in the ever-changing travel industry.

### CREATE A POWERFUL ONLINE PRESENCE

Having a solid online presence is critical for acquiring and retaining clients in the digital era. Your website should be visually beautiful, user-friendly, and contain important information about your travel packages and services. You should also engage in search engine optimization (SEO) to guarantee that your website ranks towards the top of search engine results pages when users enter keywords connected to travel.

### PROVIDE PERSONALIZED SERVICES

The ability to provide individualized services is one advantage that travel and tourism agencies have over online booking platforms. You can use technology to learn about your consumers' tastes and interests so that you can customize your trip packages accordingly. You can, for example, utilize data analytics tools to examine your clients' previous reservations and social media activity to acquire insights into their travel habits and interests.

### TAKE USE OF ONLINE BOOKING AND PAYMENT PLATFORMS

Customers can now book flights, hotels, and other travel services more easily than ever before thanks to online booking systems. To meet the expectations of tech-savvy customers, you should offer online booking and payment alternatives as a travel and tourist agent. You can boost client satisfaction and loyalty by providing convenient online booking and payment alternatives.

### UTILIZE SOCIAL MEDIA

Social media is an effective technique for promoting your travel packages and communicating with clients. You can use social media to promote your services, post travel advice and trip guides, and engage with new consumers. You may also utilize social media to solicit client comments and reviews, which will assist you in improving your services and attracting additional customers.

### ENSURE A SMOOTH CUSTOMER EXPERIENCE

Finally, it is critical to provide a consistent customer experience across all touchpoints, from initial booking to post-trip feedback. Make certain that your website is mobile-friendly and optimized for various devices. Provide 24-hour customer service to assist consumers with any problems or inquiries they may have. Don't forget to contact clients after their trip to solicit feedback and evaluations.

Finally, for travel and tourism agents, the digital age of tourism brings both obstacles and opportunity. You can stay competitive in the ever-changing travel industry and establish a loyal client base by embracing technology and using it to provide a tailored and seamless consumer experience.



# MEMBERSHIP CARD

## *With Special Discount*



We are pleased to inform that our new membership card program will be in 2 weeks available to all registered agencies in Lebanon's Syndicate of Travel and Tourism. The membership card will grant access to unique discounts and bargains at a variety of firms in the travel industry and elsewhere.

The membership card is about the size of a credit card and will easily fit into your wallet. You can order it now for both you and your staff for the price of \$15. We are convinced that you will find the membership card to be a fantastic method to save money while supporting local companies.

Please note that the membership card is valid for one year from the date of purchase, and that we will be continually trying to improve our membership card program, and new discounts and incentives will be added throughout the year. We are devoted to providing the best possible advantages to our members and are constantly open to new collaboration possibilities.

We encourage all registered agencies to claim their membership cards and begin reaping the benefits as soon as possible.

You will find a form with the names and positions of your team members that needs to be filled out attached to this email. We kindly request that the agency owners sign and stamp the form before returning it to us in order to assure its authenticity.

Thank you for your continuous support.



Traveling can be an adventure, and the most unexpected things might happen while you're on the road. Here are the 2 weirdest travel stories of all time, ranging from strange encounters to bizarre situations:

## THE BERMUDA TRIANGLE MYSTERIES

**The Bermuda Triangle Mysteries:** For years, people have been fascinated by the Bermuda Triangle, a location in the western North Atlantic Ocean where many ships and planes have vanished without a trace. Theories abound as to what is causing these disappearances, ranging from natural occurrences to extra-terrestrial involvement.

## KING TUTANKHAMUN'S TOMB

When British archaeologist Howard Carter unearthed King Tutankhamun's tomb in 1922, he opened the door to a world of ancient treasures – and maybe a curse. According to legend, anyone who enters the tomb will face a horrific fate. Many people involved in the tomb's discovery died prematurely, leading some to believe in a curse.

When it comes to the strange and beautiful things that can happen when we travel, these 2 stories are simply the tip of the iceberg. In our upcoming email, we'll offer more unusual travel stories that will astound and fascinate you.

Stay tuned for more travel stories and advice from Lebanon's Syndicate of Travel and Tourism Agents!



# GUJARAT STATE TOURISM

## SEVERAL AGENTS ATTENDED THE SEMINAR ON GUJARAT STATE TOURISM IN COLLABORATION WITH THE INDIAN EMBASSY



Several agents attended the seminar on Gujarat State Tourism in collaboration with the Indian embassy on May 12 at 12:00 PM.

The event took place at the ATTAL office in Ashrafieh. This meeting proved to be an excellent opportunity for participants to delve deeper into Gujarat State Tourism and explore the potential it holds for tourism businesses. We were thrilled to organize this event and to provide a platform for networking and fostering meaningful conversations.

Following the informative presentation, a small brunch was served, enabling attendees to continue their discussions and establish valuable connections.

# INDIAN TOURIST VISA

## Procedure to get an Indian Tourist Visa



- Para 1. Embassy of India, Beirut gives Tourist Visa to visit India for the purpose of Tourism.
- Para 2. The Tourist Visa is normally granted for a period of One (1) Month and Single Entry. However, based on the genuine requirements duration can be increased to Three (3) Months Double Entry.
- Para 3. One has to apply online (**procedure explained below**). Take a printout of the application form and paste a recent passport size picture. Attach a copy of the passport, copy of the air ticket and hotel booking (if staying in a hotel) or a recommendation letter from friend/relative (if staying with them).
- Para 4. The Visa fee is US \$ 103  
(including Visa fee US \$ 100 + ICWF Charges US \$ 3)
- Para 5. The applicant or his/her authorised representative will have to come to the Embassy on the date of appointment (**date of appointment will be allotted at the time of application**) along with the application, original passport, visa fee and all other documents (as mentioned in Para 3). The original passport with the visa will be given after processing the application (date of the delivery of the passport with visa will be conveyed therein).

### PROCEDURE TO APPLY FOR AN INDIAN TOURIST VISA

- Step 1 Visit [indianvisaonline.gov.in](http://indianvisaonline.gov.in)
- Step 2 Fill the application form
- Step 3 Upload recent passport size photo
- Step 4 Submit the application
- Step 5 Take appointment (date and time)
- Step 6 Take a printout of the application form and proceed as mentioned in para 3 and thereafter.

**NOTE: THE DETAILED INFORMATION IS ALSO AVAILABLE ON THE WEBSITE OF THE EMBASSY.**

**In case of any problem/query you can contact:**

**Embassy Landline: +961-1-735922**

**Help Line 1 : Mobile No. +96176860128 (Mr. Sameer Khawas)**

**Help Line 2 : Mobile No. +96170808683 (Mr. Ajay Kumar)**

**Email : [cons.beirut@mea.gov.in](mailto:cons.beirut@mea.gov.in)**



# THE SYNDICATE STICKER

## A Travel Agency Must-Have



Are you familiar with the Syndicate Sticker and its significance to travel agencies? If not, now is the moment to discover why this emblem is required for all authorized travel firms in Lebanon.

The Syndicate Sticker is a small decal that is placed on the door of travel companies to indicate membership in Lebanon's Syndicate of Travel and Tourism Agents. This label is a symbol of legality, differentiating regulated travel firms from unlicensed players in the tourism industry.

The Syndicate Sticker not only helps to distinguish reputable travel firms, but it also provides customers confidence in the quality of service they will receive. Travel agencies who display this sticker demonstrate their commitment to professionalism, ethics, and customer pleasure.

It is critical for your travel agency to claim and display the Syndicate Sticker as a member of the Syndicate of Travel and Tourism Agents in Lebanon. You will be establishing a positive image for your company while also helping to the overall reputation of the Lebanese tourism industry.

So, if you haven't claimed your Syndicate Sticker yet, we strongly advise you to do so as soon as possible. It's a quick and easy approach to set yourself apart from unlawful businesses and display your dedication to professionalism and customer pleasure.