

Israel eyes to attract more Filipino tourists

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More Filipinos are being lured to visit Israel as the country boosts its marketing and promotions in the Philippines.

The Israel Ministry of Tourism held a tourism roadshow in Makati Monday as part of its efforts to attract more Filipinos to visit the Holy Land.

“We are trying to do as much activities as we can like Business to Business (B2B) activities to showcase Israel.

Hassan Madah, Israel Ministry of Tourism director for India and the Philippines said Israel has been witnessing a rise in Filipino arrivals in the recent years.

Based on earlier reports the embassy of Israel said around 23,500 Filipinos visited the country in 2017, 61 percent up from 14,600 in the year before.

Madah attributed the increase in visitors to greater awareness, competition among tour operators and as well as more affordable airfare and tour packages.

The tourism director said a number of Israeli tour operators and travel agencies have been coming to the Philippines to attract potential tourists.

The competition between these tour operators and travel agencies to get more clients from the Philippines is leading to cheaper rates for travel packages, which in turn benefits the tourists, he added.

While Israel is boosting its efforts to attract more Filipino tourists, Madah said these initiatives will also benefit the Philippine tourism industry.

“I think it’s a natural thing, once you see people coming in from one country, you will also see that people coming from that country will also be coming in,” Madah said.

The Philippine Department of Tourism (DOT) earlier said Israel is among the key markets it will closely monitor this year.