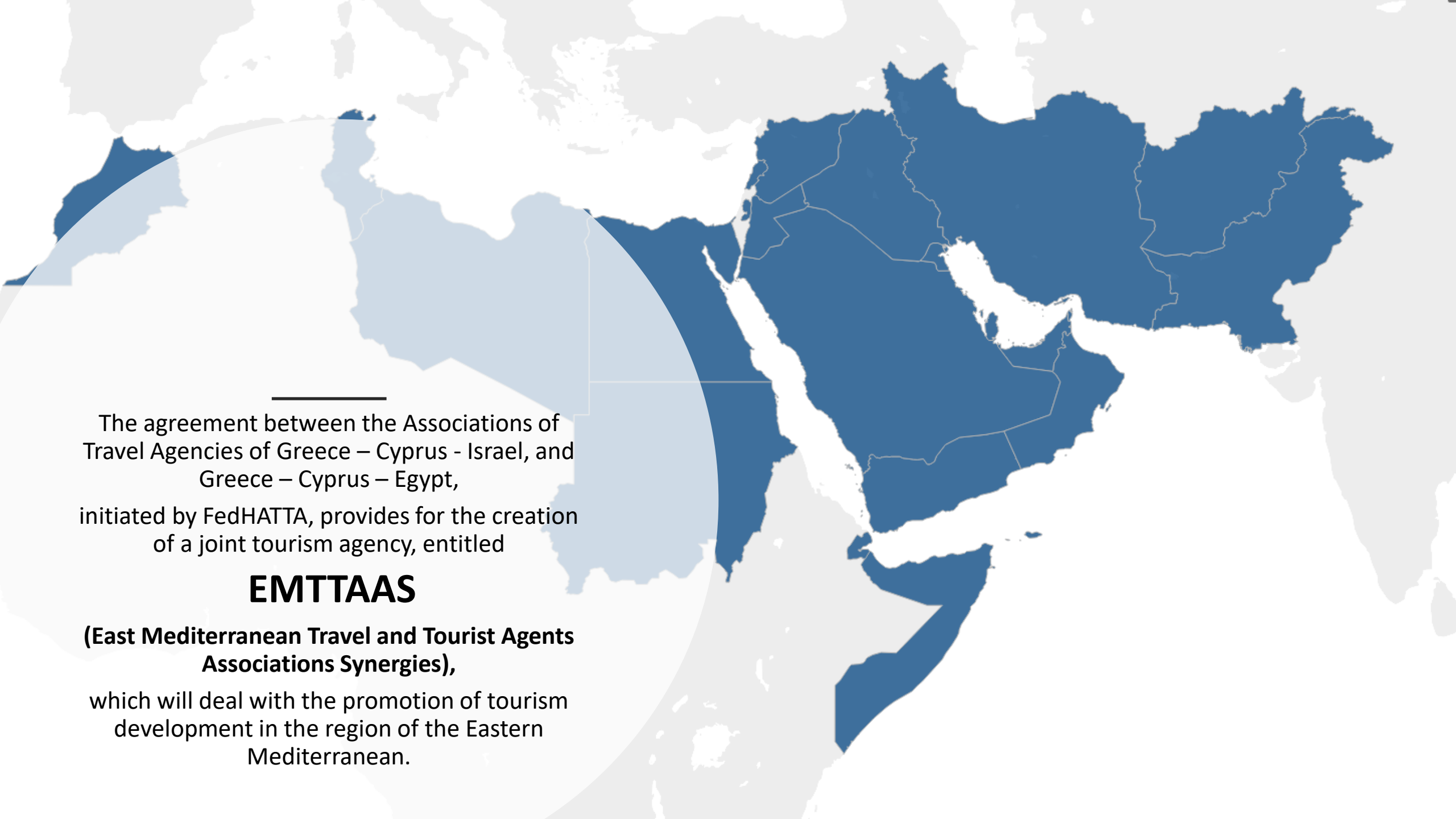




East Mediterranean Travel & Tourist Agents Associations Synergies

An initiative of



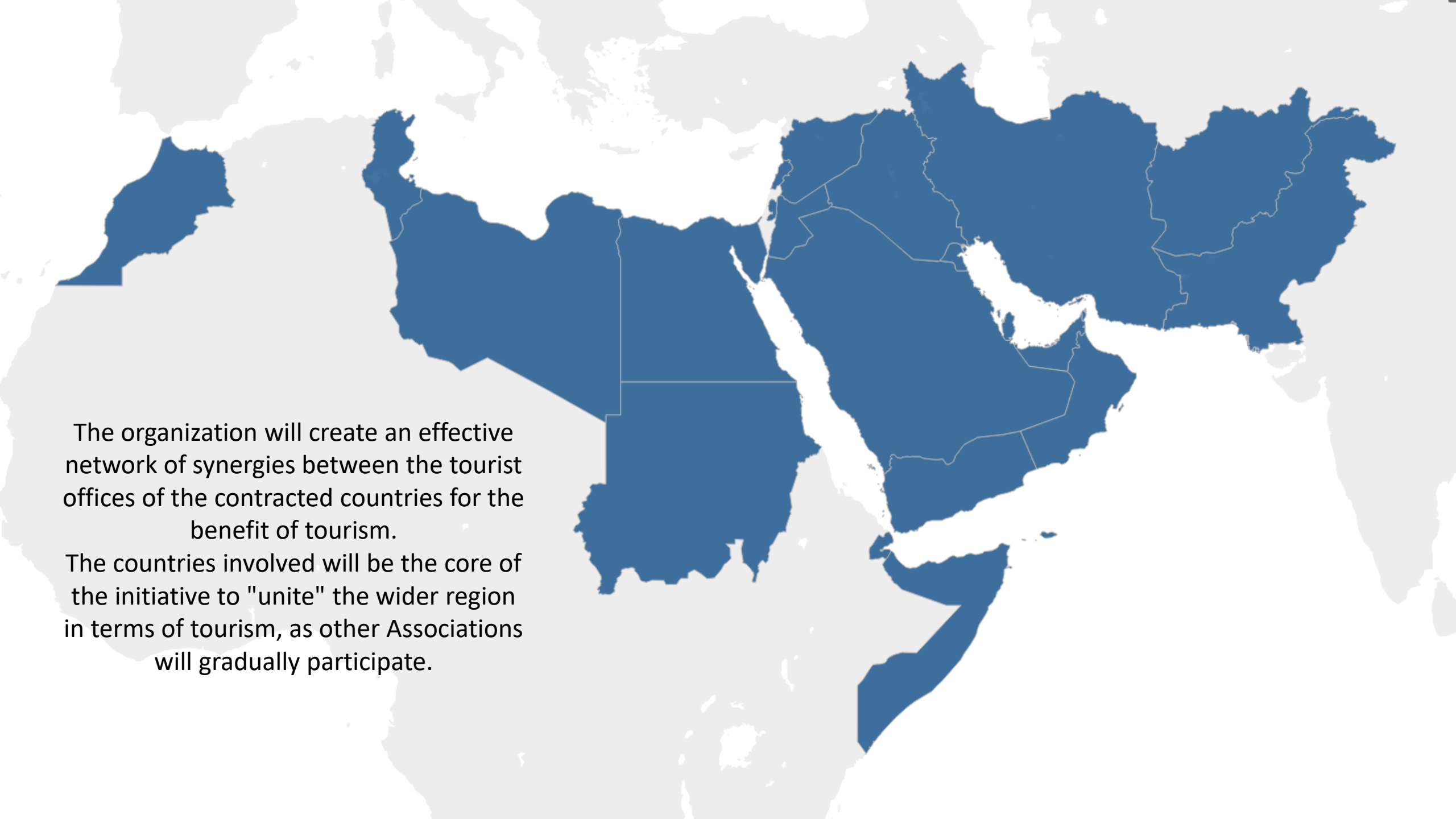
A map of the Eastern Mediterranean region, including Greece, Cyprus, Israel, and Egypt, is shown in a light blue color. A circular callout in the foreground contains text. The text describes an agreement between travel agencies from Greece, Cyprus, Israel, and Egypt, initiated by FedHATTA, leading to the creation of a joint tourism agency named EMTTAAS. The agency's full name is (East Mediterranean Travel and Tourist Agents Associations Synergies), and its purpose is to promote tourism development in the Eastern Mediterranean region.

The agreement between the Associations of  
Travel Agencies of Greece – Cyprus - Israel, and  
Greece – Cyprus – Egypt,  
initiated by FedHATTA, provides for the creation  
of a joint tourism agency, entitled

## **EMTTAAS**


**(East Mediterranean Travel and Tourist Agents  
Associations Synergies),**

which will deal with the promotion of tourism  
development in the region of the Eastern  
Mediterranean.

A map of the Middle East and Central Asia region, with the countries highlighted in a dark blue color. The highlighted area includes Turkey, Iraq, Iran, Saudi Arabia, Jordan, Syria, Lebanon, Israel, the United Arab Emirates, Oman, Qatar, Kuwait, Bahrain, and the Central Asian countries: Kazakhstan, Kyrgyzstan, and Uzbekistan. The rest of the world is shown in a light gray color.

The organization will create an effective network of synergies between the tourist offices of the contracted countries for the benefit of tourism.

The countries involved will be the core of the initiative to "unite" the wider region in terms of tourism, as other Associations will gradually participate.

A map of the Middle East and surrounding regions, including parts of North Africa, the Middle East, and Central Asia. The highlighted area in dark blue covers countries from Morocco in the west to China in the east, and from the Mediterranean coast in the north to the Indian Ocean in the south. The text is overlaid on the left side of the map.

**The goals of the unified body revolve around attracting expatriates from the countries involved, as well as from the long-haul destinations, who when they return for vacation in their home countries, will be able to find easy ways to go to the other countries participating in the Agreement, extending their journey.**

A map of the Eastern Mediterranean region, including parts of the Middle East, North Africa, and Eastern Europe, is highlighted in a dark blue color. The rest of the world map is shown in a light grey color. The highlighted area covers countries from the Iberian Peninsula and North Africa, through the Middle East, to Eastern Europe and Central Asia.

**The fields of cooperation of the countries involved, are the following:**

- Promotional actions in main foreign markets, with a possible target group of tens of millions of expatriates and foreign tourists from large foreign markets
- Exchange of good practices in the field of tourist offices and development of additional contacts
- Treating problems faced by the tourist offices and tourism in the wider region of the Eastern Mediterranean, given that many of them are common to the countries – members.
- Organization of B2B meetings, events, webinars, exhibitions, between the Associations / Travel Agencies of the countries-members, in order to expand the touristic business in the area.



**The continuation of the initiative is expected soon, with the entry of other countries in the form of E.M.T.A.A.S.**

