

April 6, 2022

Director-General Regulations no. 3/2022**Directive for Reimbursement of Flight Operators**
operating Direct Flights to Eilat

The city of Eilat enjoys warm temperatures all year round and low humidity, lovely beaches, and beautiful natural landscapes thanks to its Red Sea locale. Situated on a sole land bridge between Asia and Africa, Eilat is the southernmost point of Israel. A beautiful coral reef runs along the Red Sea's shores, and serene granite mountains form the impressive backdrop of the city.

Between the Red Sea and the Dead Sea, a short drive from Eilat, lies the 'NEGEV' - our Desert Land. The Negev is a Sculptured desert, where its colors and shades change throughout the day, providing a unique and magical experience for individuals and families. The area consists of a friendly desert with diverse attractions and nature reserves, such as the Timna Valley with its King Solomon's Pillars and the nature phenomenon of Ramon Crater. The NEGEV provides endless possibilities for nature, relaxation, and sports activities which can be an excellent alternative to the ski holidays in Europe. As a part of our efforts in promoting the NEGEV brand, The Ministry of Tourism has been investing in actions to improve infrastructure in the region and assisted in building new accommodation facilities from high-end hotels to campsites and caravan parks. This investment strategy in infrastructure and accommodation in the desert continues to expand today and is planned to continue in the future.

Eilat's economy relies heavily on tourism. Therefore, the Ministry is interested in promoting direct flights from other countries to Eilat, in order to increase the number of foreign tourists arriving in the city.

For this purpose, the Ministry will participate in the costs of operating direct flights to Eilat, as detailed in the following Directive.

This Directive applies to flights operated from September 1, 2022, until May 31, 2023, with the exception of October 9-16, 2022, and April 5-13, 2023.

Please notice that the entry to Israel will be in accordance with the Israel Ministry of Health guidelines, as can be found in the following link: <https://govextra.gov.il/ministry-of-health/corona/corona-virus-en/>

Sincerely,

Dani Shahar
Director-General

Director-General Regulations no. 3/2022**Directive for Reimbursement of Flight Operators**
operating Direct Flights to Eilat**1. Purpose:**

The Israel Ministry of Tourism (hereinafter - "the Ministry") wishes to encourage direct flights between different countries and Eilat in the framework of its efforts to promote tourism to Israel.

Eilat is located in the southernmost part of Israel, and its economy relies heavily on tourism. Current circumstances and experience regarding international air traffic to Eilat indicate that minimum provision of international air services to Eilat satisfying fixed standards of continuity, regularity, pricing, and minimum capacity will not be assumed by air carriers if they were solely considering their commercial interest. Therefore, as a public service obligation, the Ministry is interested in promoting direct international flights to and from Eilat to support the city's vital tourism industry.

The current international airport serving Eilat is Ramon Airport (ETM).

The purpose of this procedure is to encourage Flight Operators to establish Direct Flights to Eilat to increase tourism traffic to the city of Eilat by forming criteria for reimbursement for those Operators who participate in this Directive.

2. General Terms:

"**Flight**" – an international flight from a destination outside of Israel to Eilat.

"**Flight Operator**" or "**Operator**" – airline, tour operator, and any other entity that owns or leases an entire aircraft and operates international flights to Eilat.

"**Eilat**" – Ramon airport (ETM).

"**Rotation**" - a roundtrip flight to and from Eilat.

3. Threshold Conditions for the Ministry's Reimbursement:

- a) The Flight Operator complies with all Civil Aviation Authority of Israel (CAAI) Directives for operating flights to Israel.
- b) The flights are **direct flights** from a destination outside of Israel to Eilat.
- c) The flights are operated in a series of at least **16 rotations** from each destination.

4. Terms of the Ministry's Reimbursement:

- a) This Directive applies to flights operated from September 1, 2022, until May 31, 2023, with the exception of October 9-16, 2022, and April 5-13, 2023 (hereinafter – the "Directive Period").

Flights operated during the dates of the two exceptions detailed above will not be reimbursed.

- b) The Ministry will reimburse an Operator for every paying passenger flying to Eilat on flights approved under this Directive (hereinafter – "**Passenger**") in the amount of **€60**.
- c) The Ministry's reimbursement for flights of a single Operator from one city will be limited to 75 rotations.

5. Criteria and Principles for Preference:

In case the allotted budget for this Directive is not sufficient for all Operators' requests, preference will be given to Operators who have applied first to the Directive.

6. Submission of Proposals:

- a) Proposals must be submitted to the Ministry by **01.09.2022**.
- b) Proposals should be delivered in English via E-mail to the following address:
Michaelb@goisrael.gov.il
- c) Proposals should include the following details regarding all the planned flights of the Operator to Eilat:
- 1) Country of origin
 - 2) City of origin
 - 3) Name and code of airport
 - 4) Date of the first flight to Eilat
 - 5) Date of last flight to Eilat
 - 6) Number of weekly flights + which days
 - 7) Total number of rotations
 - 8) Aircraft type
 - 9) Plane capacity
 - 10) Air carrier (relevant for charters)

7. Managing Committee

- a) A managing committee shall be established in order to operate this Directive (hereinafter – "**the Committee**").
- b) The Committee will include the following members :
- Head of Marketing Administration or his representative
 - Chief Legal Advisor or his representative
 - Chief Accountant or his representative
 - Committee Coordinator from the Marketing Administration
- c) The committee will be authorized to approve exceptions to the requirements of this Directive under special circumstances (Force Majeure), which justify the approval. The committee will explicate its decisions in writing.

8. Evaluation of Proposals and Approval :

- a) Proposals will be examined by the Committee in accordance with the conditions of the Directive.
- b) As part of its considerations, the Committee will examine whether the proposed flights fulfill the main purpose of this Directive - increasing tourism traffic to Eilat.
- c) If accepted, the Ministry will send a Letter of Approval to the Operator for signing. According to this Directive, a signed letter of approval will be a condition for the Ministry's reimbursement.

9. Performance Report & Payment:

- a) Upon completion of the flights and no more than **three months** from the last flight, the Operator shall submit a performance report regarding all the flights that were executed according to this Directive, with the following details concerning each flight: city & country of origin, dates, flight number, aircraft type, number of seats, number of passengers and any other relevant detail.
- b) The Reimbursement of the Ministry shall be made upon completion of all the flights, and only for passengers that flew to Eilat on flights that comply with the threshold conditions and all other requirements of this Directive.
- c) The final amount of the Ministry's Reimbursement will be determined based on Israel Airports Authority (IAA) flight report.
- d) In case the Operator does not meet his commitment of flights as per his proposal, a written explanation should be attached to his report. The matter will be considered in the Committee, and the Ministry holds the right not to participate in the flights, partly or wholly.

10. General conditions:

- a) The execution of this Directive is subject to the availability of a proper budget.
- b) For further information please contact:

Mr. Michael Ben Baruch

michaelb@goisrael.gov.il