



## **The Palestinian Destination portal visitPalestine.ps launches new tour products and Travel app at WTM 2016**

VisitPalestine.ps' General Manager and Founder, Sami Khoury, will be on the Palestine booth (ME260) and is keen to meet with the travel industry and media to promote [www.visitpalestine.ps](http://www.visitpalestine.ps) which provides a seamless online booking engine for hotels and tours as well as comprehensive visitor guides for 12 key cities and destinations across Palestine. The multilingual mobile responsive travel guide will also be available as a smartphone app from December 2016.

Mr Khoury's vision for visitPalestine.ps is to become the GO TO address for anyone thinking about visiting Palestine with a comprehensive and most up-to-date guide for Palestine, primarily for independent travel and business travellers but it will be useful to all visitors. "My strategy is simply: We go where you go, from planning to booking and while in Palestine touring through our online connectivity, mobile responsive multilingual site, active social media, booking engine, audio guides and soon to be launched smartphone app." Said Khoury, "Offline visitPalestine.ps offers visitors information and assistance through its Center in Bethlehem which houses a tourist information office and boutique gift shop", continued Khoury.

The visitPalestine.ps website is currently available in five languages with more to follow and has more than 40 different tours available including city day trips, hiking tours and other community based experiences across the West Bank. It features hundreds of sites and attractions with photos, maps, opening hours and other practical information. The latest feature to be added are Audio guides for most of the attractions aimed at enhancing our visitor's experiences.

The Palestine Travel Guide app for smartphones (iphone and android) will contain the same information when launched in December. It will also be available offline to ensure visitors have help when it counts... while on the go. Subscribers signing up now will get notified of the launch and given free vouchers.

Mr Khoury is also Chairman of HLITOA (Holy Land Incoming Tour Operators Association) and the marketing Manager at Shepherds Tours & Travel and his mission is to showcase the diversity of Palestine religious, historic, cultural and natural

treasures and experiences. He is proud that visitPalestine.ps and the United Nations Relief and Works Agency (UNRWA) are working together to help Palestine refugees across the region by signing an agreement that sees 5% of sales profit from visitPalestine.ps' gift shop in Bethlehem and 10% of sales profit from the online gift shop donated to UNRWA to support its educational programs.

Finally, Sami would also like to thank the sites main sponsor the Bank of Palestine for its continued support and partnership.

For more information about visitPalestine.ps, please visit [www.visitpalestine.ps](http://www.visitpalestine.ps)

-ENDS-

**For media information and interviews please contact:**

Representation Plus

Tel: +44 208 877 4508

Mobile: 07831 555 106

E-mail: [pr@representationplus.co.uk](mailto:pr@representationplus.co.uk)

Or visit the stand (ME 260), where Mr Sami Khoury, Managing Director Visitpalestine.ps and President of the Holy Land Incoming Tour Operators Association will be present throughout the show.

Special online media center at [www.Visitpalestine.ps/online/media/center](http://www.Visitpalestine.ps/online/media/center)