

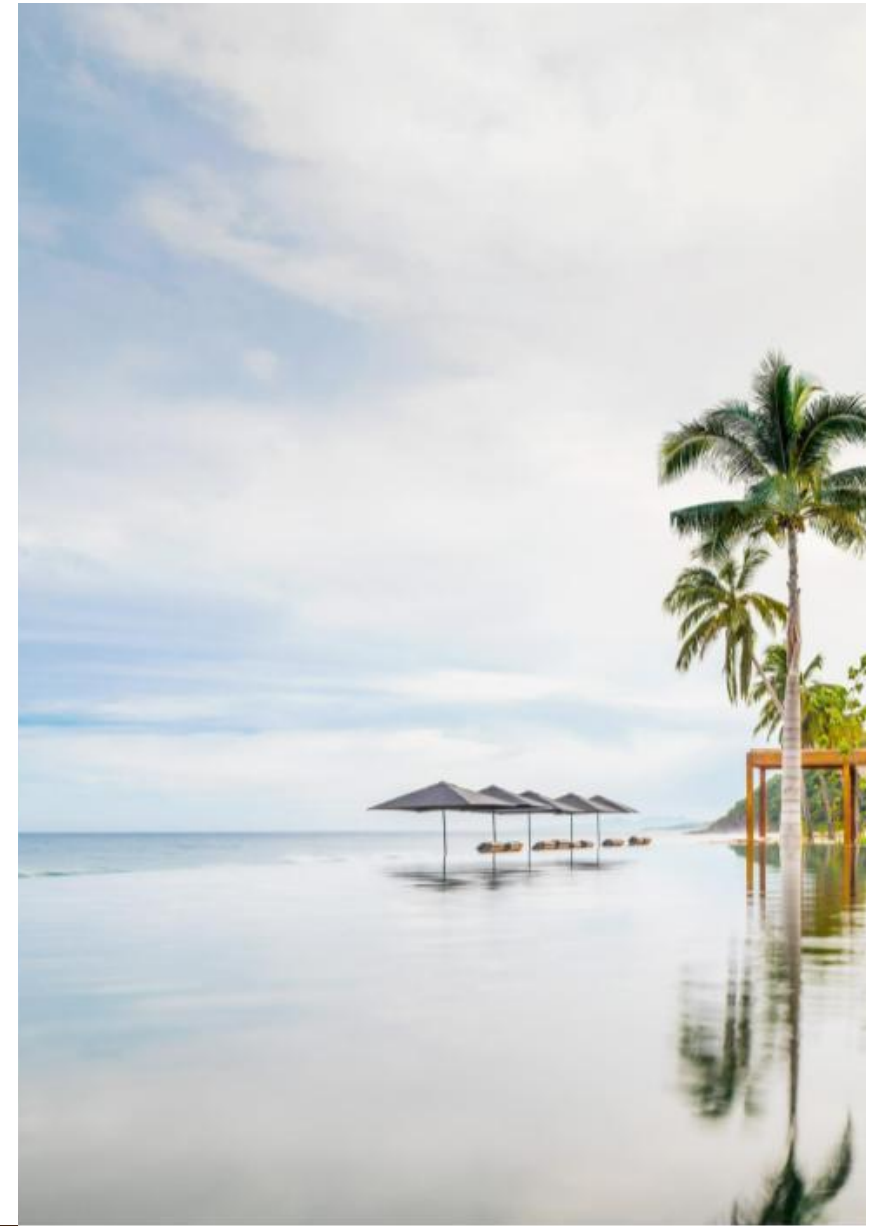
Global Edge
HOSPITALITY GROUP

Welcome

At GlobalEdge Hospitality Group, we curate and represent global luxury travel collections, including bespoke hotels, resorts, private jets, wellness retreats, and destination specialists.

We develop and energize selected hospitality brands eager to expand their commercial horizons in the rapidly growing Israeli market, which is expanding travel destinations and covering all travel segments. We strive to extend our clients reach by providing exceptional Sales, Marketing, and PR services for extraordinary experiences.

Through long-standing relationships across the market, we offer individualized services to each travel product we represent. Our commitment to excellence ensures that every client receives personalized attention and tailored solutions.



Israel Economy Overview

Israel, a small yet diverse country, has a population of approximately 9.14 million people as of 2025. The population is composed of various segments, including Jewish, Arab, and other minority groups. The Jewish population makes up about 74.2%, while the Arab population accounts for around 20.9%, with the remaining 4.9% consisting of other ethnic groups.

The territory of Israel covers an area of approximately 22,072 square kilometers, with Jerusalem, Tel-Aviv, Haifa, Rishon LeZion and Ashdod being among the largest cities.

With a GDP growth rate of 3.7% in the first quarter of 2025, the Israeli economy has shown strong performance, which is driven by several key sectors that contribute significantly to its growth and development. One of the foremost sectors is the **technology industry**, often referred to as the “Startup Nation” due to its impressive track record of creating successful startups.

Another major sector is **defense and aerospace**, where Israel is a global leader in cybersecurity, defense technology, and military equipment.

The **pharmaceutical and medical technology** sector is also a significant contributor, with Israel being a hub for medical devices, biotechnology, and pharmaceuticals.

Additionally, the **financial services** sector plays a crucial role, with Israel being a center for financial technology (fintech).

Lastly, the **agricultural sector**, despite facing challenges due to limited water resources, is known for its innovative solutions and advanced agricultural technologies.

These sectors collectively drive Israel's economy, making it one of the most advanced and diversified economies in the Middle East.





Israel Tourism Market Overview

The Israeli outbound travel market has been expanding rapidly in recent years. With increasing disposable incomes and a growing middle class, more Israelis are traveling abroad for both leisure and business.

Traditionally popular destinations for Israeli travelers have always included:

- Europe, with countries like Greece and the Greek Islands, Cyprus, Italy, Hungary, the Czech Republic, Montenegro, and others.
- Asia, favorite destinations include Thailand, Vietnam, Japan, the Philippines, Sri Lanka, Seychelles, and Mauritius.
- The UAE and Morocco, with the Abraham Accords in place, have become top destinations, attracting all types of travel segments.

The demand for unique and personalized travel experiences is on the rise, with many Israelis seeking adventure tourism, cultural immersion, and luxury vacations.

Travel Agencies and Tour Operators are increasingly offering tailored packages to meet the diverse needs of Israeli travelers. Overall, the Israeli outbound travel market is poised for continued growth, driven by a strong economy and a desire for global exploration.

The Israeli travel market is very diverse, showing constant growth in all major segments:

- **FIT Leisure**
- **MICE and Organized Groups**
- **Corporate Travel**
- **Wellness Tourism**

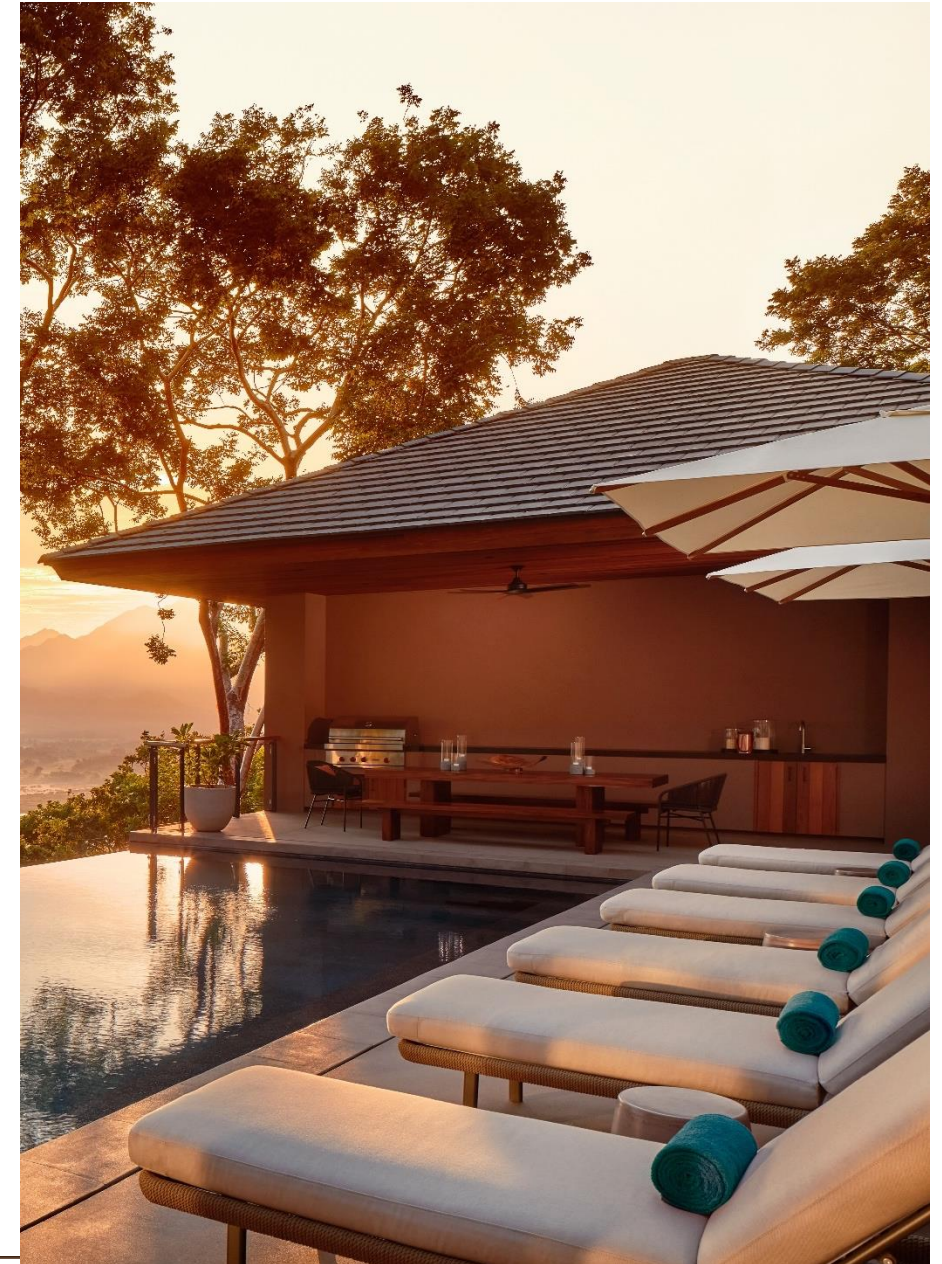
Commercial mindfulness

At GlobalEdge Hospitality Group we specialize in positioning hotels, resorts and destination management companies as the first choice within the targeted market segment. With this in mind, GlobalEdge Hospitality Group creates individualized Sales, Marketing and PR programs for each client, establishing solid B2B and B2C connections between relevant market players.

Our long-standing relationships on the market and open communication, help us expand our clients' reach in a measurable way.

We are working together with our clients towards maximizing their sales across all relevant segments, creating new marketing strategies, promoting a specific product, service or destination.

The tactics and strategy we implement, are revenue-driven to ensure our clients receive their fair market share in all major segments and sustainable financial growth.



Our Travel Trade partners

We do not work with accounts, we work with partners, covering all types of segmentation:

B2B level:

- Travel Agency
- Tour Operator
- Wholesaler
- OTAs
- MICE agency
- Event Production Company
- Wellness trips organizers
- Airlines
- Corporate and Government segment
- Concierge Company
- DMC
- Tourism Boards

We also cover B2C level thru PR activations.



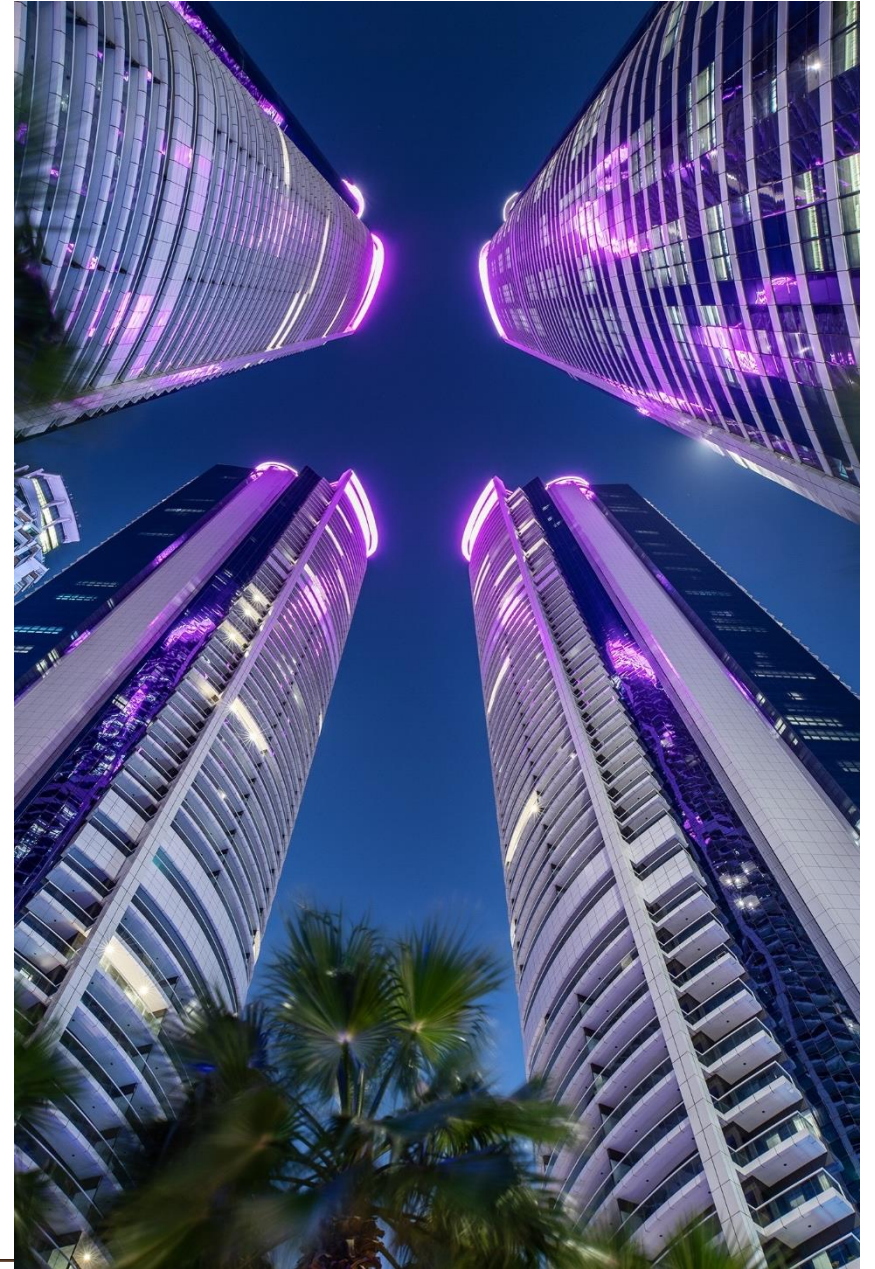
Sales Strategies

- Dedicated sales calls with all trade segments (Leisure, Organized Groups, MICE and Production companies, Corporate segment and Wellness)
- Fam Trips
- Product trainings
- Dedicated business events (from smaller size breakfast presentations to larger Gala Dinners)
- Roadshows
- Representation and participation at trade shows (including organization of hosted buyers delegations to specific Travel Exhibitions)
- Development of specific packages for Jewish holidays

Marketing Strategies

- Strategic partnerships in key industry segments
- Development and integration of marketing plans
- Promotional collaborations with selected travel trade partners
- Monthly newsletters
- Product positioning and business strategies
- Verbal and written translation of clients' promotional materials

Our measurable results are obtained through audits and performance evaluations.



GlobalEdge Hospitality Group is honored to partner with ROSÉE Agency in providing a tailor-made PR solutions for our valuable clients and partners.

ROSÉE Agency is a strategic marketing and branding studio representing luxury and lifestyle brands across Europe and the Middle East. Our expertise lies in connecting high-end hospitality and design brands with discerning audiences through integrated PR, influencer relations, digital strategy, and visual storytelling. Driven by results and refined by taste, we help brands not only be seen - but desired.

PR strategies

- Press Trips & Influencer Trips
- Social Media promotions to Top Advisors and Industry Influencers
- Collaborations with top selected SM Influencers
- Brand positioning and Storytelling
- Collaborations with alike positioned luxury brands
- Direct Clients events
- Celebrities Management



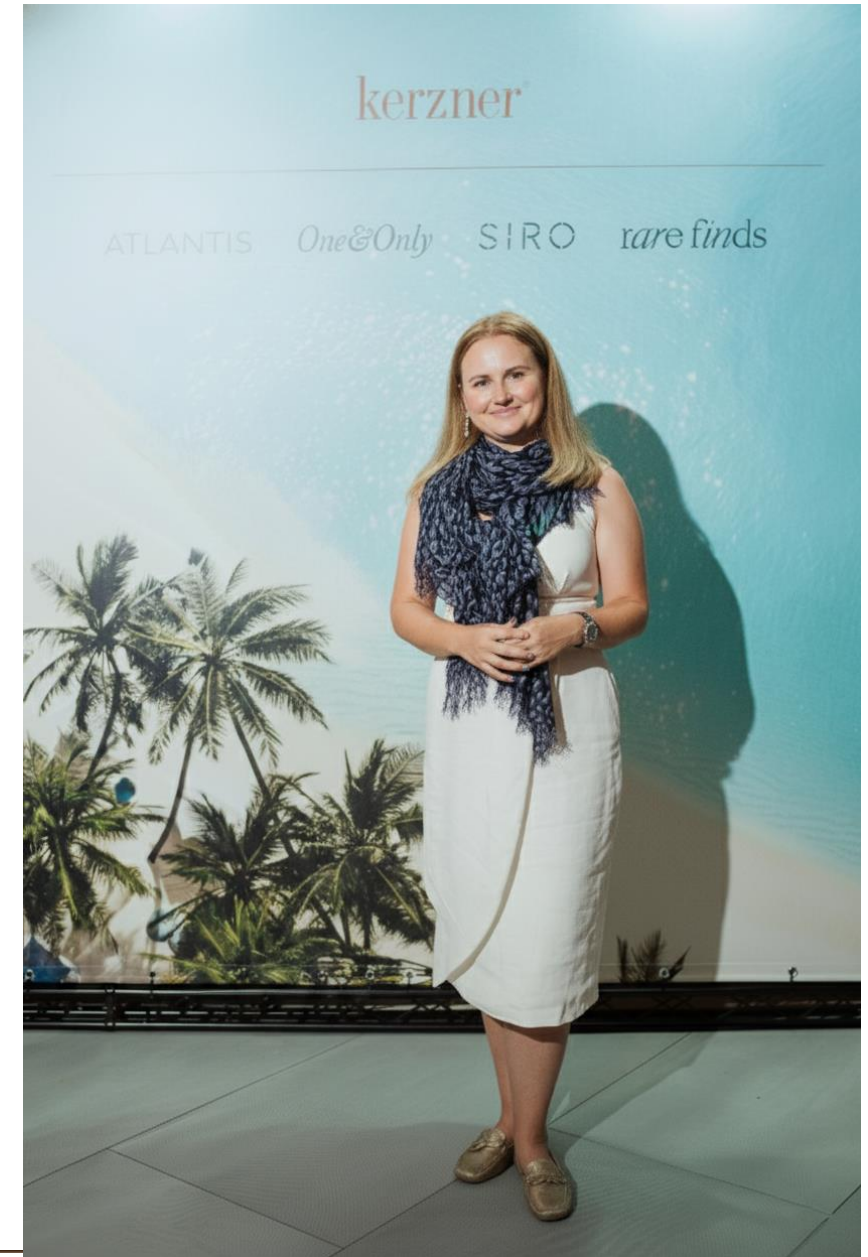
Sales Missions & Events

Whether you're aiming to increase brand exposure, boost market awareness, or identify new clients in the Israeli trade or consumer markets, we're here to help you achieve your goals.

From organizing sales calls to planning events and securing media connections, we deliver tailored solutions that matter to you. Our approach is focused on creating local strategies that align with your business objectives, intentions, and capacity.

Type of events we organize:

- Planning and execution of Sales Calls
- Workshops
- Roadshows
- Business events (Presentations, Seminars and Webinars)
- Trade small gatherings (hosted breakfasts, lunches, dinners)
- Gala Events





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