

El Al Israel Airlines Ltd in Travel and Tourism (Israel)

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Abstracts

In 2013 El Al continued operating under its 5-year strategic programme well past the 5-year mark. The programme was approved by the directorate in 2005 under the name El Al 2010 (“The strategic plan”). The programme is adjusted to deal with the different factors impacting the company, such as the geo-political situation and its influence on air travel in Israel, the changes in jet fuel prices, and also the growing competition. As for the increase in low-cost flights, El Al has established a.

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