

ISSTA Lines Cooperative Ltd in Travel and Tourism (Israel)

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Abstracts

In 2013 the strategy of Issta Lines Cooperative did not change. The main goal of the company is to maintain its current status as the biggest travel retailer in Israel, and the leader in leisure tourism. The company is working towards increasing its share in leisure tourism by expanding its marketing activity online and through new channels. Therefore, Issta continues to enhance and expand its online activity through acquisitions and the development of new online offerings. Issta recently.

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