

Making tourism real



**CAMINOS**

# COMPANY PROFILE

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**Caminos Tourism & Aviation Ltd.** is a leading and innovative tourism company whose founders and managers are among the most experienced professionals in Israel's outbound tourism sector.

As part of the shareholders of the Planetto group – the largest network of travel agencies and tourism companies in Israel, with an annual aggregate sales turnover of more than \$300 M – Caminos conducts extensive global activities based on the best updated technologies and the most robust financial infrastructures.

## The company's vision: "Making tourism real"

In other words – making dreams come true while grounding them in the reality of tourism activity, at the highest professional standards and at affordable prices.

## The company's leading tourism products:

- **Vacation packages to a variety of exotic and unique destinations** – from the greenish-blue Indian Ocean to the myriad blue tones of the Mediterranean Sea: Zanzibar, Seychelles, The Maldives, Corfu and more
- **Organized experiential tours throughout the world** – from the Far East to the African continent, and from Africa to Europe

## Target audience:

Individual tourists, groups of friends, companies and entities in the Israeli market

## The company's management team:

- **Founder and CEO - Yigal Avni**

One of the leading professionals in the tourism sector in Israel, Yigal started out at Geographical Tours and from there continued on to senior management positions across the industry. He is the father of three, a frustrated musician and a professional realizer of dreams.

- **VP Marketing – Sagit Kleiner**

One of the most experienced professionals in the Israeli tourism digital marketing field, with an in-depth professional background in branding, advertising and public relations. She is the mother of three and a walking energy bomb with boundless curiosity.

- **VP Sales and Projects – Iris Cohen**

One of the most prominent figures in the sector, Iris began her path as a leading hotelier and over the years became one of the senior tourism operators in Israel. She is the mother of three and a wonderful cook who loves people and cultures.

