

October 2013

Ms Elisa Moed and Ms Christina Samara
www.breakingbreadjourneys.com

Dear Elisa and Christina,

Re: Breaking Bread Journeys Initiative

First of all, allow me to congratulate you on this initiative. It is exactly the kind of regional cooperation that will be key to unlocking the potential of the tourism sector throughout the Holy Land and to ensuring strong, vibrant and sustainable Palestinian growth.

I am pleased that you have been able to work with my office and that you have benefitted from OQR advice and support. We are keen to maintain that relationship including when, as we all hope, others in the private sector join you in taking forward what is an important next step for tourism in the region.

Your approach, rooted in the rich culture of local communities like Nablus and Zababde, the religious and historical importance of cities such as Bethlehem and East Jerusalem and, crucially, joint marketing and regional cooperation, goes to the heart of the tourism strategy that my team has developed, working with sector experts, as part of the Palestinian Economic Initiative.

As you mention, the number of visitors to the Palestinian Territories has increased significantly over recent years. OQR analysis shows that in 3 years visitor numbers could triple to 1.5m and contribute up to three times more to the Palestinian economy, up from \$270m per year currently. I am very excited about the potential in tourism, not just for the Palestinian economy but in Israel, Jordan and elsewhere across the region too, enabling these economies to achieve their own ambitious targets for tourism growth. Working together only increases total revenues in the market - and that's good for everyone.

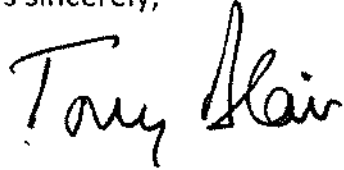
I am sorry that I am unable to attend your launch at the World Travel Market conference in person, but Kelly Wright from my office will be in London and will attend. I wish you every possible success and hope that we can meet soon to discuss more.

Ms Elisa Moed and Ms Christina Samara

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Yours sincerely,

A handwritten signature in black ink that reads "Tony Blair". The signature is written in a cursive, flowing style.

Tony Blair,
Quartet Representative