



ISRAEL
MINISTRY
OF TOURISM



**THE MINISTRY OF
TOURISM IS HONORED TO
INVITE YOU TO ISRAEL'S
LARGEST TOURISM EVENT**

IMTM2018

24th INTERNATIONAL MEDITERRANEAN TOURISM MARKET

6-7 FEB 2018 TLV CONVENTION CENTER

**THE MINISTRY OF TOURISM
MEETINGS & EVENTS
DURING IMTM**

Tuesday, 6.2.2018



10:30-12:30 hall K

THE HACKATHON

The Hackathon competition, now in its third consecutive year, seeks this year to encourage the development of apps in the field of tour guides, designed to help them provide a better response to both Israeli visitors and incoming tourists from abroad. In the final, six apps that have passed all the previous stages in the competition will compete for the first three places.



13:00-14:00 hall K

WHAT DOES THE FUTURE HOLD IN TOURISM?

What's new in the world of tourism? Where is the world heading in the field? How to be ready for the next big thing? A futuristic panel, led by business futurist Adi Yoffe and with the participation of Dr. Iis Tussyadiah of the University of Surrey, UK and Dr. Lynn Minnaert of the University of New York, that will shed light on what the future holds for us in the field of tourism, how to create fascinating experiences in tourism and what the future holds for family trips.

14:30-15:00 hall K

THE ISRAELI TOURISM INDUSTRY ADOPTS THE UNWTO CODE OF ETHICS

The Global Code of Ethics is a set of ethical principles in the field of tourism adopted by the UNWTO (World Tourism Organization).

Through the Code, the countries' representatives seek to reduce the adverse effects of tourism on the world, with the goal of promoting responsible tourism. The event will be held in the presence of Minister of Tourism Yariv Levin and Chairman of the World Committee on Tourism Ethics Pascal Lamy, with the participation of leading organizations in the Israeli tourism industry who will sign the Code of Ethics.



Wednesday, 7.2.2018

09:30-11:00 hall K

THE MINISTRY OF TOURISM COMES TO YOU!

Come and find out how the Ministry of Tourism can help and learn about the tools that are available to tourism associations, local authorities and private entrepreneurs and all those involved in tourism. We open the door to our ministry and come to you, so that you too can join us in success!



11:30-12:30 hall K

CHINA READY

The Ministry of Tourism is working to prepare for the arrival in Israel of droves of Chinese tourists – and to be ready for a million Chinese! The panel, which includes the participation of Chinese tourism experts, is led by Pini Shani, Deputy Director-General, Tourism Experience at the Ministry of Tourism, with Roy Graff, Managing Director, Dragon Trail and Prof. Wolfgang Georg Arlt, director of the China Outbound Tourism Research Institute.

The panel will discuss how to adapt the Israeli product to the Chinese tourist, how best to market the product in China, and how to be relevant in the areas of public relations and digital marketing in China.



10:30-12:00 hall L+M

GETTING PERSONAL

Enjoy an authentic experience and an unmediated encounter with Israelis who host tourists in their homes for a unique and personal experience. These experiences include, among others, Yemenite folklore, drumming, Arabic hospitality, stories of empowerment, stories of immigration and absorption, natural remedies, Ladino singing, traditional food from various ethnic groups and more.

13:00-14:00 hall K

MARKETING ISRAEL

Students and the general public created tourism videos to promote and encourage tourism to Israel as part of a competition launched by the Ministry of Tourism. The short videos will be displayed on a large screen at the fair and receive wide exposure.

Come and see who was ranked among the first places! The videos will be broadcast on social media, thereby enjoying wide exposure worldwide as part of the ministry's international marketing campaign.

13:00-14:30 hall L+M

TRADITIONAL RURAL HOSPITALITY

A unique experience that exposes the local rural culture through cultural performances and tastings of traditional cuisine. With the participation of tourism providers from the Circassian, Druze and Bedouin villages.