



Israel at ITB NOW 2021: exhibitors, topics and events

Invitation for our Events during ITB NOW

Dear Tour Operators, dear Travel Agents,

With 58 exhibitors from the travel industry, the Israel Ministry of Tourism is making a big appearance at this year's ITB NOW: A vacation in the "startup nation" Israel is just around the corner. How was this achieved? How are things currently going there? And what does this mean for tourism professionals and travelers in the near future?

At two events as part of ITB NOW 2021, the Israel Ministry of Tourism gives insights and outlooks on the restart of tourism and invites you to exchange ideas. The Minister for Tourism Orit Farkash-Hacohen as well as high-ranking representatives of Israeli incoming tourism and industry insiders will provide information on Israel's way out of the crisis as part of the ITB NOW.

Events

1st International Tourism Policy Makers Panel, March 9th, 14:20 – 14:55 (15:20 – 15:55 Israel Time)

Topics and questions:

- COVID-19 controls in tourist countries: status quo, lessons learned and best practices: which measures are successful in restarting international tourism? How do the measures have to be coordinated internationally?
- Outlook: What are governments doing for summer business in 2021?

Attendees:

- Orit Farkash-Hacohen, Israel Minister of Tourism
- Raki Phillips, CEO of the Ras Al Kaihmah Tourism Development Authority (RAKTDA)
- Gustavo Segura Sancho, Costa Rica Minister of Tourism
- Moderation: Monika Jones, Deutsche Welle

The conversation will take place in English.

You do not have to register to the Event directly. You can use our Guest Ticket Code and register via ITB Ticketshop as a guest of Israel. With this registration you can visit the event and also Israel virtual on the platform. You can receive all the information, make meetings with exhibitors from Israel or you can contact the colleagues from the Ministry.

Here is the Code: ITBNOW-ZSMNYDMSDQW2855V – Please see the explanation how to get there on the last pages of this Invitation.



2nd networking event “Holidays in Israel are just around the corner“, March 10, 2021, 11:00 am - 12:00 (12:00 – 13:00 Israel Time)

Under the motto “Holidays in Israel are just around the corner”, high-ranking representatives of Israeli incoming tourism and industry insiders will provide information on the latest developments and innovations. They provide answers and look forward to an exchange about Israel tourism in the coming months. The Director General from Israel Ministry for Tourism Amir Halevi, will inform about the latest updates, investments, the strategies and news. At the beginning of the event, the Israel Ambassador to Germany, Jeremy Issacharoff, will address a few words to the guests.

Attendees:

- S.E. Jeremy Issacharoff, Ambassador of the State of Israel
- Amir Halevi, State Secretary of the Israel Ministry of Tourism
- Yossi Fatael, General Manager of the Israel Incoming Tour Operators Association, Vice President of the United Federation of Travel Agents Association (UFTTA) and Chairman of the UFTTA Committee on Airlines and IATA Affairs
- Yael Danieli, CEO Israel Hotel Association

This Event will be via Zoom. Please register your participation under this link:

http://bit.ly/ISRAEL_Networking-Event_10032021

Information on Israel as a travel destination is available at bit.ly/IMOT_ITBNOW2021_Download

At the beginning of 2020, Israel saw the fifth record attendance in a row. At the end of the year, Israel had already started a nationwide vaccination campaign and is currently the world leader in terms of the number of people vaccinated. Based on this hopeful development, the Ministry of Tourism started a strategy to reopen the country at an early stage, which is to bring tourism back to Israel from mid-2021. The country has been opening up gradually since February 21, 2021. The next stage begins on March 7th.

We hope to see you soon in Israel and during ITB NOW Berlin

All the best and Shalom

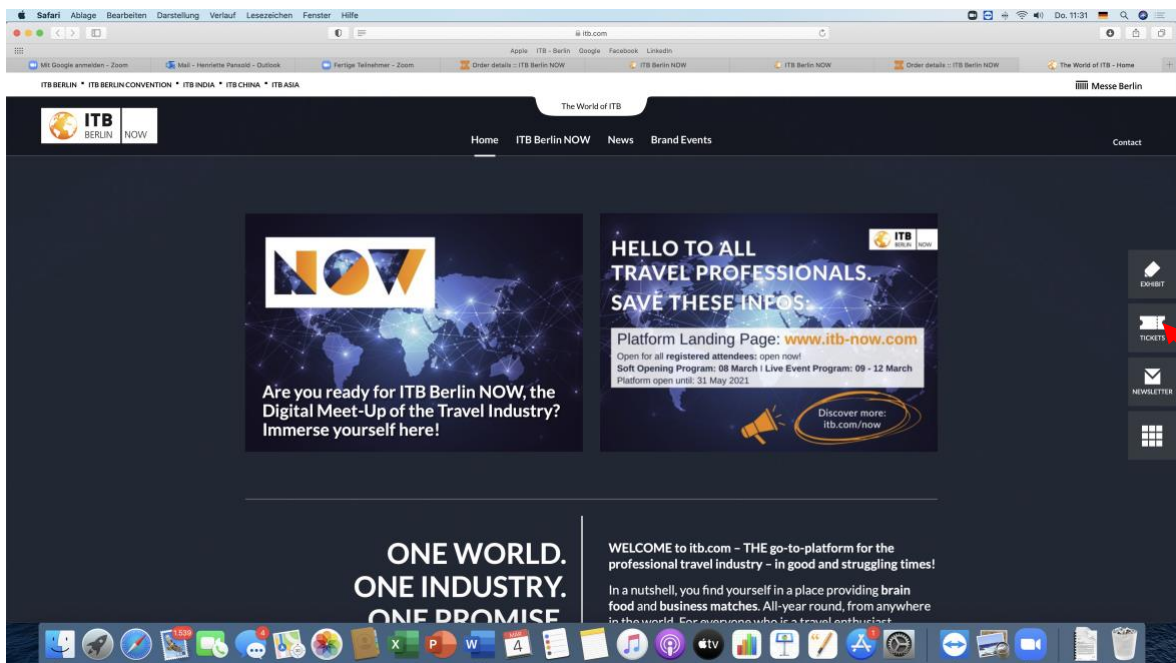
A handwritten signature in black ink that reads "Ella Zack Solomon".

Ella Zack Solomon
Director Israel Government Touris Office
Germany, Austria, Switzerland

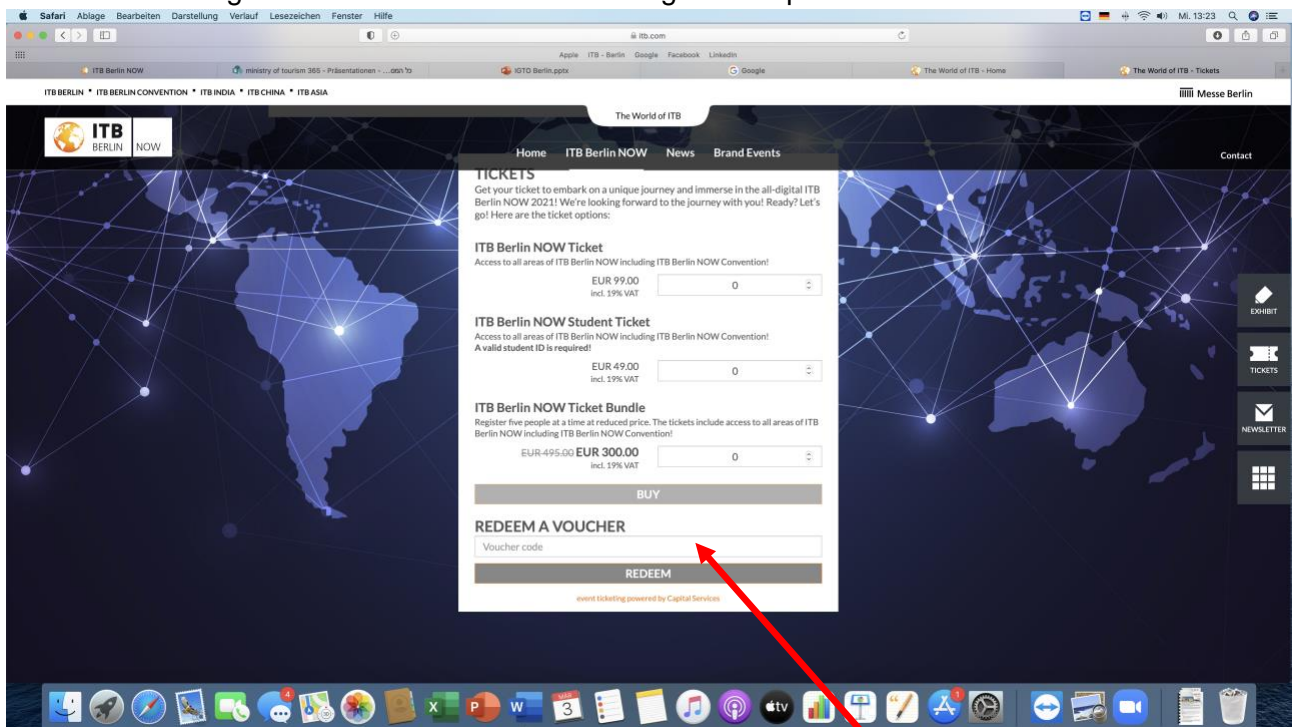
How to register as a guest and how to come to our event on 9th March:

Important: Registration takes about 10-15 minutes. Please do it on time, maybe already one day before.

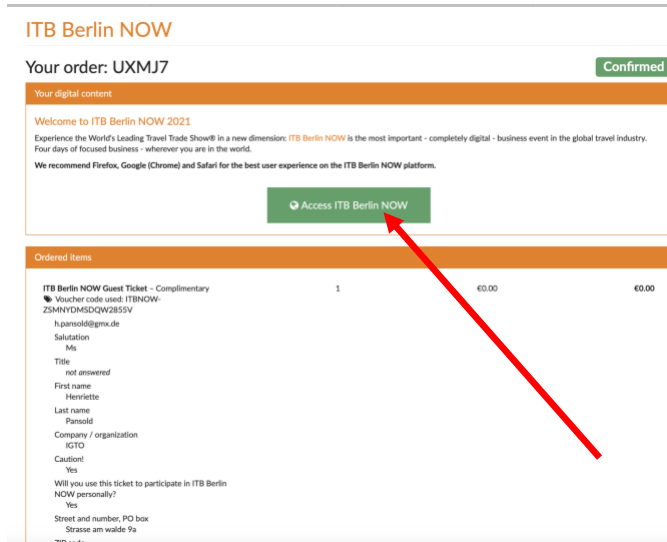
1. <https://www.itb.com/Home/>
2. then go to Ticket



3. enter the guest code here and follow the registration procedure.

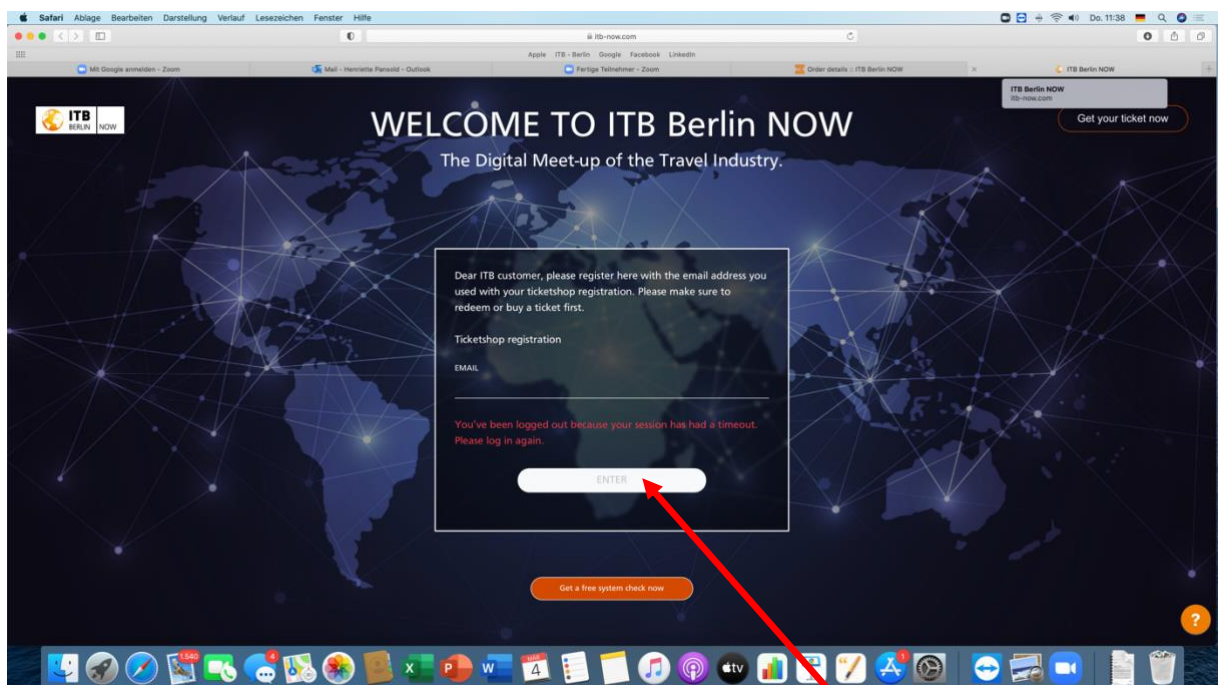


- When you registered you receive an email with a link, with this link you come to the entrance „Access ITB Berlin NOW

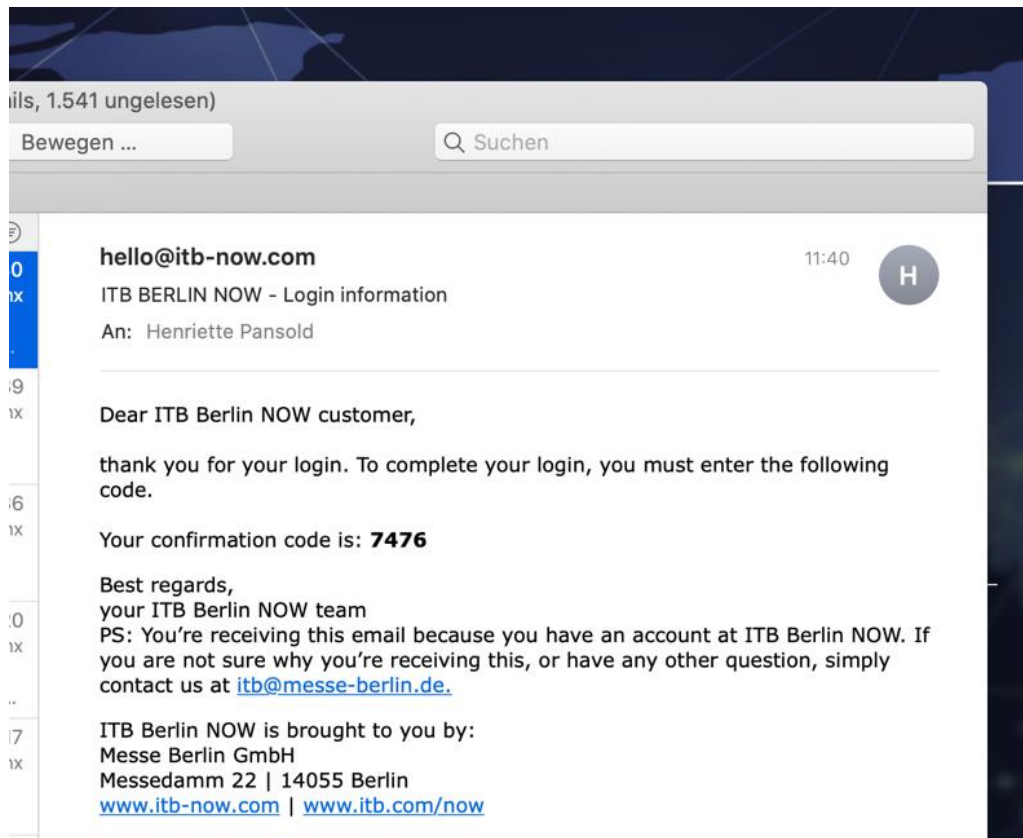


- Fill in the missing details (*) and save your profile. Then you can use all facilities on Israel „booth“ and can join the Panel.

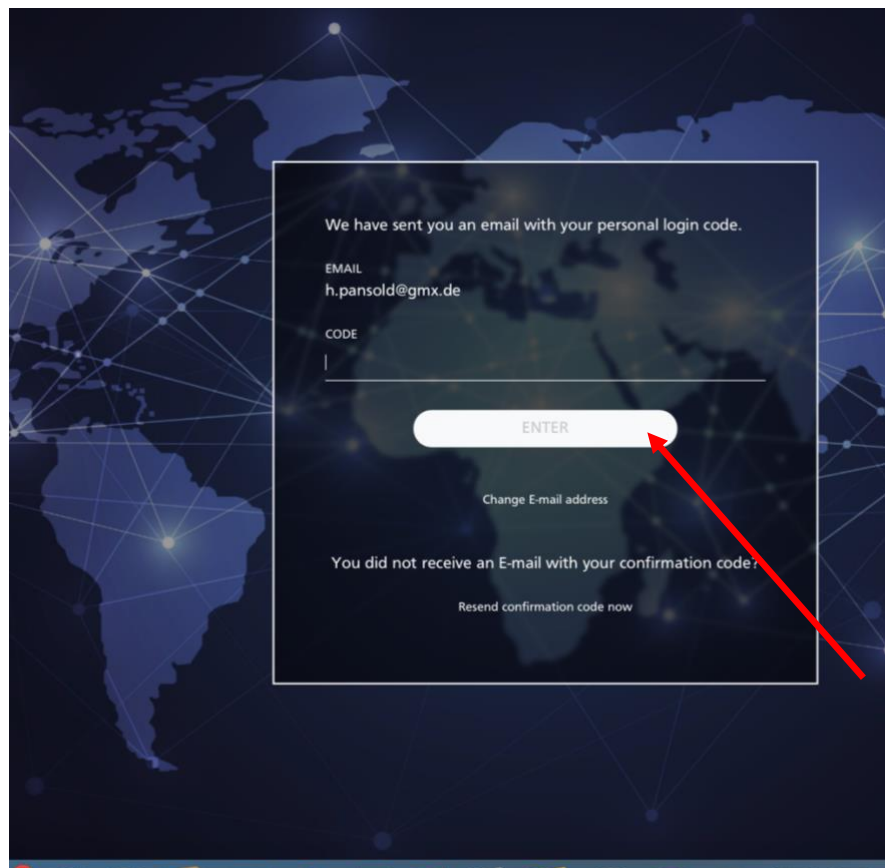
If you logout and login again use the link from the mail again. your profile is already done, so you come to here:



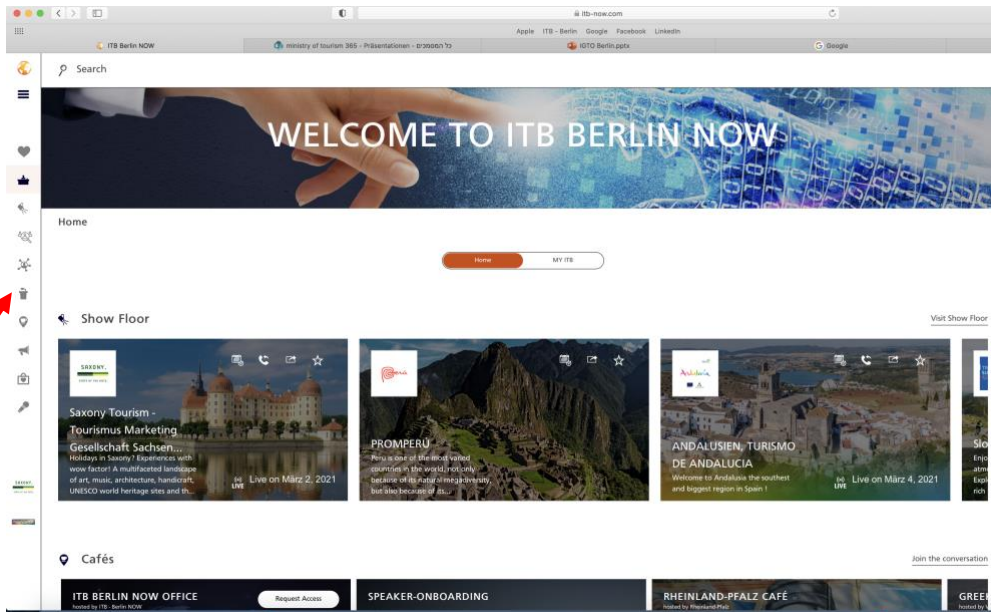
Please enter your mail address. Then you get a code out of 4 numbers to your mail



6. Enter the code

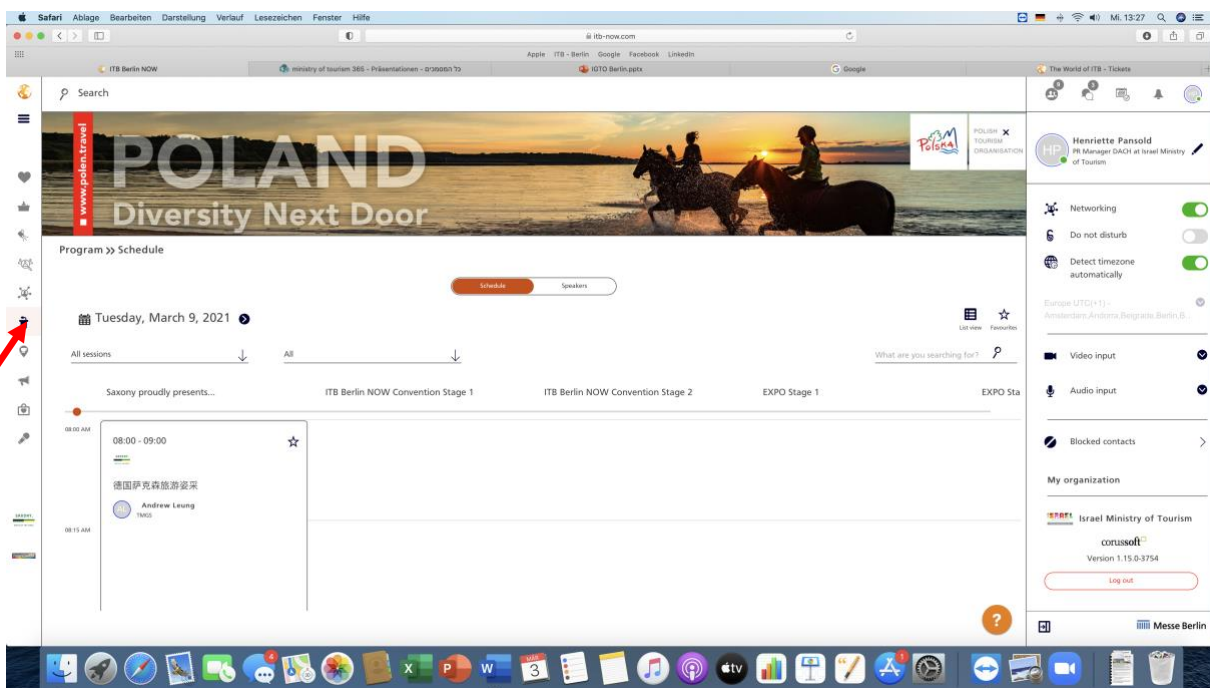


7. Now you come to the main website of the ITB platform

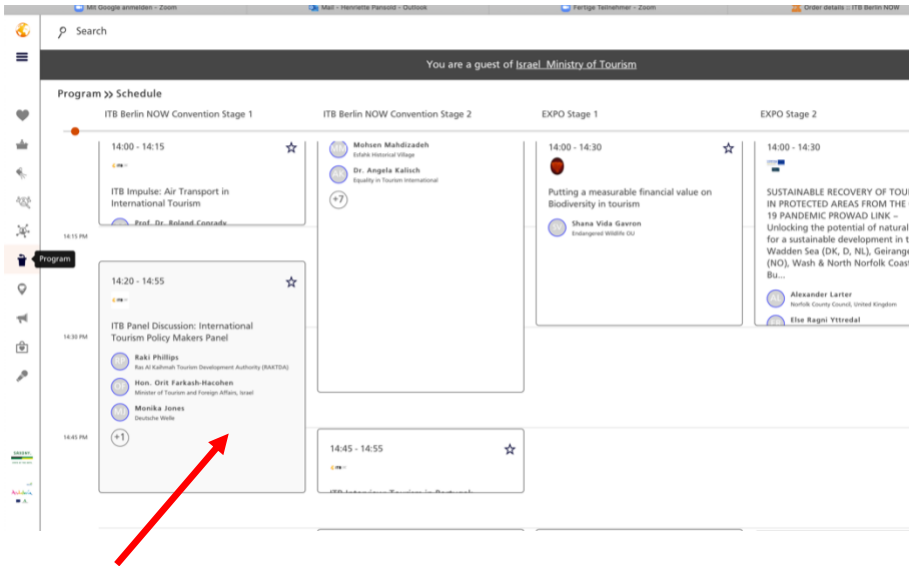


8. You go to program on the right side.

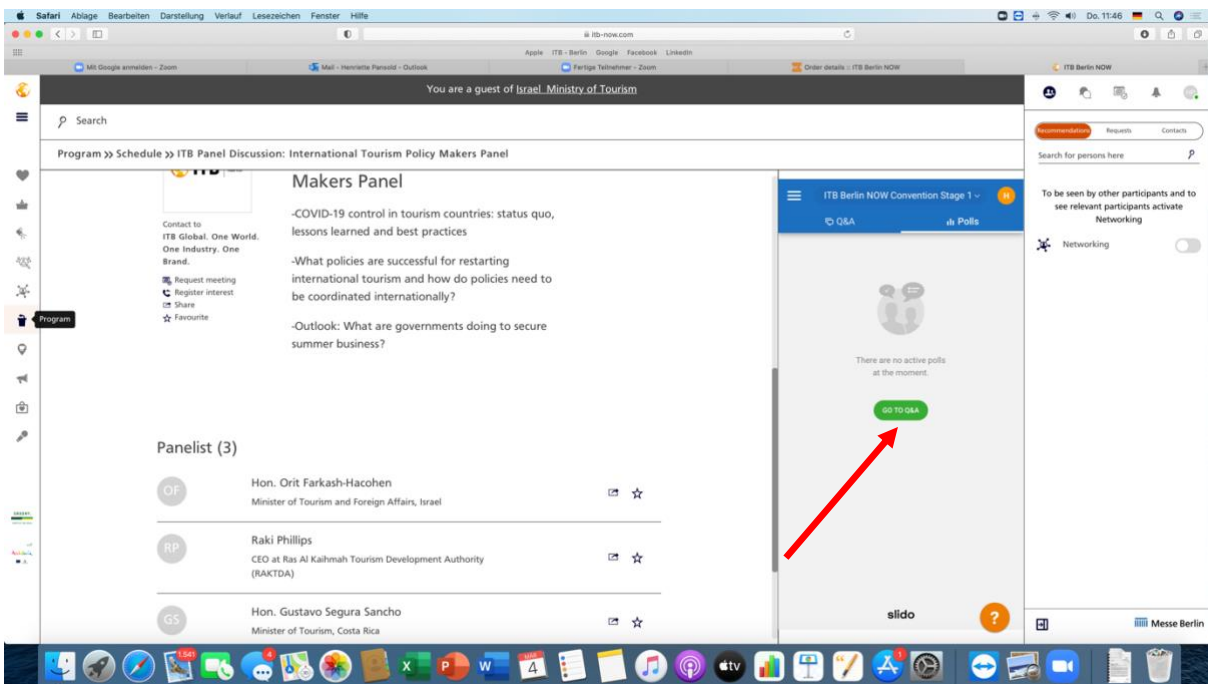
9. Here you can scroll down to the right time (14:20) and enter the Panel directly on Tuesday 9th March.



10. Here you find the panel



11. click to the panel



On the right side you can enter to the event on 9th March.