



Land of Creation

## The 21st International Mediterranean Tourism Market - February 10-11, 2015, Tel Aviv

The 21st International Mediterranean Tourism Market will be held in Tel Aviv in the Israel Trade Fair and Convention Center between February 10-11, 2015. IMTM is the official and only professional exhibition for the tourism trade market in Israel, and considered the meeting place and trendsetter for the local tourist industry.



IMTM 2014 hosted representatives from over 40 countries, more than 1,225 exhibitors and approximately 21,900 visitors, including professional visitors from the local tourism industry, travel agents from abroad and the Israeli public.

IMTM features exhibitors representing incoming, domestic and outgoing tourism; beach holidays or city breaks, package deals or tailor-made trips, eco-tourism, wellness or cultural tourism. The fair is highlighted by professional workshops, seminars and press conferences, including the Annual Tourism Forum.

The two-day fair will be open to the trade industry in the morning, with an opportunity for the general public to join during the afternoon.

The Israeli public registers over 4 million trips abroad per year and the Israeli business tourism to Europe has seen a major growth over the last years. Israelis are well known for their enthusiasm to travel and discover new destinations, every year. More and more Israelis are also taking heritage tours to visit the countries from which their families originally immigrated.

For more information and registration: [www.imtm-telaviv.com](http://www.imtm-telaviv.com)

Med vänlig hälsning,

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**Israeliska Statens Turistbyrå** har som uppgift att marknadsföra Israel som destination i Norden och Baltikum samt att förmedla turistinformation till allmänheten i dessa länder. Israeliska Statens Turistbyrå arbetar direkt under turistministeriet i Israel. Sammanlagt finns 18 turistbyråer runt om i världen som arbetar med att främja turismen till Israel.

**Upplev det unika Israel** – Besök Tel Aviv, Party- och Beachstaden vid Medelhavet som aldrig sover – Strosa runt i fascinerade Jerusalem med sina tre världsreligioner – Flyt på hälsosamma Döda havet – Simma med delfiner och snorkla i Röda havets korallrev vid Eilat – Gå i Jesus fotspår i Heliga landet – Vandra i Galiléen med sin häpnadsväckande natur.

Läs mer på [www.goisrael.se](http://www.goisrael.se)