

出國報告（出國類別：其他）

2018 以色列 IMTM 地中海旅展暨觀光 推廣活動報告書

服務機關：交通部觀光局

姓名職稱：陳淑慧 副局長

派赴國家：以色列

出國期間：107 年 2 月 4 日至 2 月 9 日

報告日期：107 年 3 月 26 日

2018 以色列 IMTM 地中海旅展暨觀光 推廣活動報告書

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出國報告審核表

出國報告名稱：2018 以色列 IMTM 地中海旅展暨觀光推廣活動報告書				
出國人姓名 <small>(2人以上，以1人為代表)</small>	職稱	服務單位		
陳淑慧	副局長	交通部觀光局		
出國類別	<input type="checkbox"/> 考察 <input type="checkbox"/> 進修 <input type="checkbox"/> 研究 <input type="checkbox"/> 實習 <input checked="" type="checkbox"/> 其他 <u>參加旅展暨辦理觀光推廣活動</u>			
出國期間： 107年 2月 4日至 107年 2月 9日		報告繳交日期：107年 3月26日		
出國人員 自我檢核	計畫主辦 機關審核	審 核 項 目		
<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	1.依限繳交出國報告 2.格式完整(本文必須具備「目的」、「過程」、「心得及建議事項」) 3.無抄襲相關資料 4.內容充實完備 5.建議具參考價值 6.送本機關參考或研辦 7.送上級機關參考 8.退回補正，原因： (1) 不符原核定出國計畫 (2) 以外文撰寫或僅以所蒐集外文資料為內容 (3) 內容空洞簡略或未涵蓋規定要項 (4) 抄襲相關資料之全部或部分內容 (5) 引用相關資料未註明資料來源 (6) 電子檔案未依格式辦理 9.本報告除上傳至出國報告資訊網外，將採行之公開發表： (1) 辦理本機關出國報告座談會(說明會)，與同仁進行知識分享。 (2) 於本機關業務會報提出報告 (3) 其他_____ 10.其他處理意見及方式：_____		
出國人簽章(2人以上，得以1人為代表)		計畫主辦機關 審核人	一級單位主管簽章	機關首長或其授權人員簽章
<div style="border: 1px solid red; display: inline-block; padding: 5px;">副局長陳淑慧</div>				<div style="border: 1px solid red; display: inline-block; padding: 5px;">局長周永暉</div>

說明：

一、各機關可依需要自行增列審核項目內容，出國報告審核完畢本表請自行保存。

二、審核作業應儘速完成，以不影響出國人員上傳出國報告至「公務出國報告資訊網」為原

則。

壹、目的：

IMTM 地中海旅展為以色列最大的旅展，2018 年第 24 屆 IMTM 於 2 月 6 至 7 日於以色列台拉維夫舉辦，本局周局長永暉應以色列觀光部總司長 Amir Halevi 之邀請（邀請函如附件），特指派陳副局長淑慧代表交通部觀光局與會。

以色列為我國在中東之最大市場，2017 年來臺旅客達 8671 人次，較前一年大幅成長 23.55%，本年以色列地中海旅展亦為交通部觀光局首度組團在以色列參展，由觀光局新加坡辦事處籌辦，並聘請專業之以色列公關協助辦理，以提升整體展出效果。

貳、工作內容：

此行參訪 2018 IMTM 地中海旅展圓滿順利，臺灣館以海灣旅遊年為設計主題獲得極高迴響，並全部使用可回收紙材質搭建，展後拆卸後仍可以重新組裝再使用，完全符合綠色環保議題，展館受到以國業者與民眾熱烈的讚賞、駐留拍照，並獲多家電視台及媒體以臺灣館做為序幕引介 2018 IMTM 地中海旅展(詳附件)，而共同赴以色列參展的臺灣旅行社，對於展出及洽談成果表示遠遠超出原先預期。此外，亦趁空檔拜訪當地以國主流旅行社，業者表示隨著觀光局的推廣，除了定期的出團外，今年已有以色列的銀行員工年度獎勵旅遊赴臺。茲將 2 月 5 日至 8 日參訪情形及成效說明如下：

一、2 月 5 日拜會以色列航空公司、代表處及赴耶路撒冷參加開幕晚會：

1. 拜會以色列航空：與接待之該公司國際處處長 Daniel Stapleton 暢談航班接駁與艙號共享機會、直航等規畫，據 S 處長表示，以航現有班機與飛行員不足，難以開發更多航點，且每一新航線需有 7 至 8 萬往返旅客之數量方得以支持直飛航線之營運，以 2017 年台以雙方往來共計 18,000 人數量，

達到以台直飛航線仍有段需努力的空間；以航除進行公司簡介外，並播放該公司為推廣台灣市場之影片，令人印象深刻。

2. 拜會外交部駐以色列代表處辦公室：由代館長林副參事文職接待，雙方就館務以及觀光議題做意見交換；並參觀館處之同時，也順道了解駐處之觀光展示架及文宣資料需求；駐處也表示該館處在觀光局協助下，特別編印了希伯來文之台灣旅遊簡介，行銷效果極佳，但因索取者眾，存量不多。

3. 參加 2018 IMTM 地中海旅展開幕晚會：前往耶路撒冷參加由以色列觀光部部長 Yariv Levin 主持之大型開幕晚會，會場佈置及餐飲供應極具地中海特色，歡迎宴地點雖與展場有路途之遙，但亦提供代表團除參展更可藉此多熟悉其他景點；反觀我國旅展之所有相關活動皆為便利參展者而都鎖定定點，亦喪失藉「會議之實行觀光之利」的企圖。

二、2 月 6 日 2018 IMTM 地中海旅展正式開幕及媒體交流：

1. 臺灣館開幕：本次臺灣館設計與搭建使用輕量可回收材質，完全符合綠色環保議題，除配合 2018 海灣旅遊年進行

相關設計、主題式播出 2018 臺灣觀光新年曆、親山、親水篇
宣傳片、佈置以傳統蘭嶼拼板舟、天燈燈罩、國家戲劇院傳
統屋簷、並運用臺灣觀光大使喔熊 Oh Bear 多種旅遊主題造
型、並提供臺灣珍奶、特色點心等，受到展場觀眾歡迎與普
遍好評。許多以國民眾甚至停留多時，除了試吃珍奶、仙貝、
體驗傳統原住民服裝、頭飾外，亦排隊索取書法家贈寫以國
民眾中文姓名及春聯等，並嘗試多項好玩之遊戲布置不捨離
開；此次公關公司的表演者歌舞俱佳，頗受歡迎，並有多位
參觀者欲與之合照，舞者善用” Taiwan, The heart of Asia”的
手板當活動立牌，供與參觀者合照留影之配件，如此一來，
參觀者之打卡即可為台灣館或台灣成為最好的行銷宣傳者，
現場反應熱烈，成為多家媒體取景對象。

2. 媒體交流：外交部駐以色列代表處午時於 Haj Kahil 阿
拉伯風味餐廳宴請訪團及以國記者，進行媒體訪談及意見交
流。當晚代表團在陳副局長主持下，於東海餐廳進行檢討餐
會，臺灣旅行業者、公關公司及代表處蘇秘書代表出席，參
加成員對於展出及洽談成果表示遠遠超出原先預期，陳副局
長期許大家一起加油，將此行之效益最大化；另得知花蓮地

震，研判次日可能會有以國媒體或業者詢問，即定調”震災發生在花蓮局部地區、災區非全花蓮、更不是全台！”。

三、2月7日拜會以色列觀光部總司長 Amir Halev、主流旅行社及接受電視台專訪：

1. 拜會以色列觀光部總司長 Amir Halev：在代表處安排與蘇秘書育平陪同下，陳副局長、林主任信任及江淑媛市場經理一同前往展場會議室與以國觀光部總司長(相當於我國次長層級) Amir Halev 及其顧問 Ms. Diklah Cohen Sheinfeld 進行半小時會議，雙方交換目前呈現快速成長之台以觀光往來數字資訊，2017年比較2016年數字，以國旅客至臺灣成長23.5%、臺灣旅客至以色列成長50%。以方也建議雙邊應想辦法進行直航安排，倘以航有困難，歡迎我國籍航空直飛來以國，倘新設定期航班，以國政府有獎勵措施，外國航空公司可獲得最多70萬美金之獎勵。代表團承諾回台後找國籍長榮、華航等溝通，也許可從季節性包機開始，擴展到定期航班。雙方也同意合作進行觀光推展活動，邀請彼此國家記者、媒體、名人等進行考察之旅，以推動更多國民前往對方國家旅遊。雙方會談氣氛極佳並於會後互贈紀念品並合影留念，

Amir Halev 總司長更特別前往臺灣館致意留影，以實際行動支持臺灣館。

2. 拜會主流旅行社:

1) Carmel 旅行社：目前為出團到臺灣人數較高之以色列聽取該公司 CEO Yigal Avni 之簡報，CEO 表示強力推廣臺灣旅遊之意願，去年 6 月首度出團赴台迄今已出團約 700 餘人，本月也將進行以國 Leumi 銀行員工年度旅遊赴臺，且未來將開發更多赴台旅遊選擇。

2) ECO Field Trip 旅行社:

該公司 CEO Ronen Raz 表示該公司為出團到臺灣的領航者，以高端團形式，兩週行程深度遊（收費約 5000-6000 美元），該公司對經營臺灣市場不遺餘力，代表團推薦臺灣的郵輪旅行與登山健行、腳踏車之旅等旅遊形式供 ECO 團隊參考。

3. i24News TV 電視台採訪:

陳副局長與林主任在代表處安排下前往 i24News TV 電視台攝影棚內接受英語頻道 Trending 節目的 Live 即時現場電視專

訪，講述開心地來到以國參加 2018 IMTM 地中海旅展，臺灣觀光局此次前來參展除帶來臺灣是以國人民新興旅遊理想國之外，並與以國主播交流兩國觀光話題，相關網址如下：

<https://youtu.be/Q38vAqB4sn>

四、2 月 8 日辦理臺灣觀光推廣會：

推廣會於台拉維夫市中心 Metropolitan Hotel 舉行，計有約四十餘位媒體、業者及 VIP 參加，在陳副局長致詞後，由新加坡辦事處聘請之以色列公關人員以希伯來文進行簡報，簡報後媒體業者詢問踴躍，部份媒體業者會後仍與陳副局長及林主任親自表達對於推動臺灣觀光有高度意願，並感謝臺灣觀光局邀請參與推廣會，後續將會讓新加坡辦事處以及公關公司持續聯繫，會後所有參與者進行合照。隨後陳副局長搭機返台，以國觀光部提供機場專人快速通關服務，備受禮遇。

行程表：

日期	時間	行程規劃
2/4 (日)	全天	台北出發經伊斯坦堡轉機至以色列台拉維夫
2/5 (一)	上午	拜會外交部駐以色列代表處、拜會以色列航空公司
	下午	會勘場地及場佈等、赴耶路撒冷參加 IMTM 旅展開幕晚會
2/6 (二)	全天	IMTM 2018 地中海旅遊展正式開幕及媒體交流
2/7 (三)	全天	IMTM 2018 地中海旅遊展、拜會以色列觀光部總司長 Amir Halev、主流旅行社及接受電視台專訪
2/8 (四)	上午	臺灣觀光推廣會會勘場地及場佈
	下午	舉辦臺灣觀光推廣會
	晚間	搭機返台

參、心得與建議

(一) 成效:

2018 IMTM 計有 50 國、1720 參展單位、15900 業界人士與會，總參觀人數達 25500 人次。代表團參加 2018 IMTM 地中海旅展圓滿順利，代表團利用空檔與以色列觀光部進行會談交換觀光交流意見外，臺灣館以海灣旅遊年為設計主題獲得極高迴響，並全部使用可回收紙材質搭建，展後拆卸後仍可以重新組裝再使用，完全符合綠色環保議題，受到以國業者與民眾熱烈的讚賞、駐留拍照，並獲多家電視台及媒體以臺灣館做為序幕引介 2018 IMTM 地中海旅展(詳附件)，而共同前往以色列參展的臺灣旅行社，對於展出及推廣會洽談成果表示遠遠超出原先預期。

此外，代表團亦拜訪當地以色列航空及主流旅行社，以國業者表示隨著觀光局的推廣，市場上除了定期的出團外，今年已有以色列的銀行員工年度獎勵旅遊赴臺，各方對於未來臺以觀光的市場發展表示樂觀。

(二) 建議事項:

1. 以色列市場價值在猶太市場：以色列市場在駐以色列代表處和觀光局新加坡辦事處合作共同推廣下，已成為我國在中東之第一大市場，去年來臺人數為 8,671 人次，成長 23.55%，今年樂觀估計仍可維持 2 位數成長，朝 1 萬人之目標衝刺。在我推動國際多元客源市場中，以色列市場不算顯眼，但若以它為猶太市場的前哨站或入口磚（猶太祖國之象徵性）卻具意義，值得經營；建議旅展可以隔年或 3 年參加一次，新加坡事處平時加強和代表處、航空公司、媒體、以色列旅行業者及國內地接社往來及合作，建立熟悉度，以開發以色列及國際猶太市場，提昇銷售。

2. 空中市場之開發與挑戰：本次拜訪以色列航空，由其簡報得知白雲機場似有取代香港成為歐亞轉運航點企圖，此點是否會影響目前推動的一程多站、入出台灣之障礙，進而影響來台之國際旅客，有待觀察或請相關主政單位事先掌握了解，以無事前研擬因應。

3. 空中市場之現在與未來：面對世界空運之大變動，廉航加入、航空公司之聯盟（如：星空聯盟、天合聯盟、、、、），為了面對世界地球村空中便利帶動了國際觀光市場的變革及挑戰，以色列航空除了擴充機隊，並選擇同一航線的廉航（德

國漢莎及 JET BLUE) 進行異業結盟、兼容不同市場客源；令人看到另一種空中戰略.. 彈性. 即時. 多元. 靈活。空中運輸的變化如是，地面之觀光市場競爭也同時面臨高挑戰，觀光產業一直都是高競爭之產業，前膽及遠見是不可獲缺之座右銘。

4. 一程多站之市場機會：以台間之市場量尚不足以開啟直航點之前，一程多站之結盟成為現階段之戰略，而 FLY-CRUISE 也是新興的聯盟方式，如何善用自我優勢，與中途航點（香港、泰國、歐洲）策略聯盟，的確該思考並訂出最佳戰略，有效推動。

肆、成果紀錄及照片：



2月5日與新加坡辦事處及公關召開旅展前會議



2月5日拜會駐以色列代表處



2月5日拜會以色列航空公司



2月5日赴耶路撒冷參加IMTM地中海旅展開幕晚會



2月6日 IMTM 地中海旅展 臺灣館剪彩儀式



臺灣館展攤受眾人駐留拍照



臺灣館原住民舞蹈吸引眾人目光



書法家巫志堅老師當場揮毫，極受歡迎



臺灣珍珠奶茶極受歡迎



2月7日副局長與以色列觀光部總司長 Amir Halevi 會談



雙方互贈紀念品



雙方互贈紀念品



副局長與以色列觀光部總司長 Amir Halevi 會談後合影



拜會 Carmel Tours CEO Yigal Avni, VP Sagit Kleiner



拜會 ECO Field Trip 與該旅行社 CEO Ronen Raz 等團隊合影



2月7日陳副局長接受 i24News TV Trending 節目專訪

<https://www.youtube.com/watch?v=Q38vAqB4snM&feature=youtu.be>



2月8日於 Metropolitan Hotel 舉辦 Time for Taiwan 臺灣觀光推廣會



陳副局長於 Time for Taiwan 臺灣觀光推廣會致詞



Time for Taiwan 臺灣觀光推廣會 臺灣觀光簡報中



Time for Taiwan 臺灣觀光推廣會-媒體業者合照

伍、附件 媒體報導連結、露出之簡譯(希-英)

IMTM 2018, Tel Aviv, Israel

Deputy Director Shu-Hui Chen – Taiwan Tourism Bureau

Summary

In true cooperation between the Taiwan Tourism Bureau headquarters, Taiwan Tourism Bureau Singapore Branch (the office in managing the Israel market) and Purple Media (the PR agency handling the Israel market for 2018), we successfully participated in Israel's biggest annual travel exhibition, IMTM 2018, during 6th-7th February 2018. On the 8th February, we also held an evening workshop for an invited selection of media and travel agents.

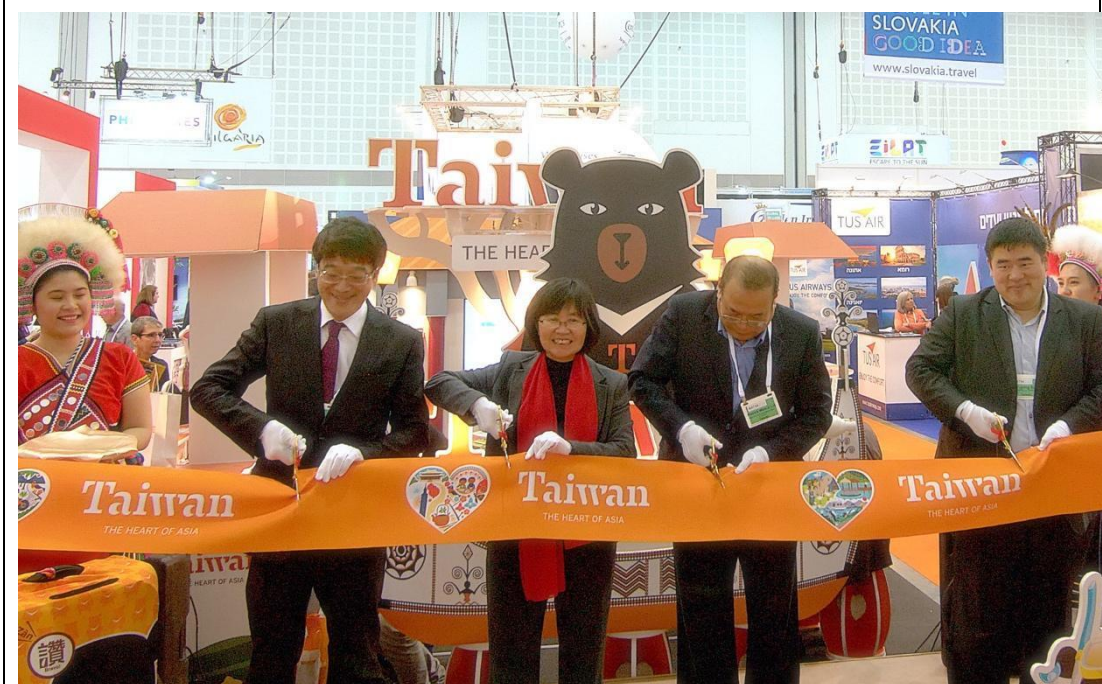
Highlight Video: vimeo.com/258377656/36496b2803



Activity Highlights – IMTM 2018 (6th-7th February 2018)



Taiwan Tourism Bureau Deputy Director Shu-Hui Chen - Opening Speech



Ribbon-cutting Ceremony



Ms. Chen dancing with our aboriginal dancers



Ms. Chen and Mr. Lin meeting with Israel Ministry of Tourism's Director General Amir Halevi

Activity Highlights – Workshop #1 (8th February 2018)



Opening Speech by Ms. Chen



Presenting the grand prize of a place on our Media Fam. Trip to a lucky draw winner



Group photo of workshop attendees

Israeli Media Coverage in February 2018

The media below mentioned Taiwan or featured images of Taiwan or our IMTM booth in February 2018.



Interview at i24 news at studio

Ms. Chen introduced that Taiwan has 16 indigenous tribes, and that some are good at singing and dancing. Mr. Lin presented the statistics on Israelis coming to Taiwan and Taiwanese going to Israel, as well as the growth between the 2 markets, and how the market is booming and that's why we have a Taiwan pavilion and PR company. Ms. Chen then introduced how people from Israel can get to Taiwan, and enter visa free.



Channel 1 News Coverage

The anchor's brother just came back from Taiwan and he says "He's the best street food he ever had".



i24 Coverage

i24 used the Taiwan booth as the background for their reports on the entire IMTM, as it was considered the most attractive/interesting booth.



Channel 13 Coverage

They interviewed our booth's host Revital and she talked about how amazing and safe Taiwan is to visit and live.



Ynet video coverage

"The combinations of nice people, great food, modern and traditional culture will be the reason to put Taiwan on the map as the next hot destination for the Israeli traveler." The host also got on stage and danced with our booth's host and aboriginal dancers.



שירים וריקודים בדוכן של טיוואן (צילום: אסף קוזני)



IMTM

חגיגת התיירות: צפו בקליפ סיכום התערוכה הבינלאומית בת"א

אלפי בני אדם ביקרו בתערוכת IMTM שהפגישה נציגים מעשרות מדינות וגופי תיירות ותעופה שהציגו את מרכולתם שתשפיע על החופשות שלנו בשנה הקרובה. צפו במשדרים של אולפן ynet ובסרטון הסיכום



שירי הדר ואלכסדרה לוקש פורסם: 08.02.18, 14:22



Photo caption reads: "Singing and dancing at the Taiwan stand"

Ynet website coverage - ynet.co.il/articles/0,7340,L-5089907,00.html

Article translation:

Ynet broadcasts from IMTM in Tel Aviv

Welcome to IMTM. Nearly 2,000 representatives of airlines, hotels and attractions from dozens of countries around the world are exhibiting the innovations that will affect your next vacation. Watch the broadcast from our studio.

The International Mediterranean Tourism Market opened on Tuesday for the 24th time in Pavilion 2 of the Tel Aviv Exhibition Hall. The exhibition is attended by nearly 2,000 organizations from dozens of countries exhibiting the tourist attractions in their countries in hundreds of booths.

Today and tomorrow, Ynet Studio will deliver a live broadcast from the exhibition grounds between 12:00 and 14:00. Among the exhibitors at the exhibition are tourist associations, airline representatives, hotels, car rental companies, shipping companies and service providers and other attractions. Last year, the exhibition was attended by around 27,000 people, some of whom were professionals from the tourism industry, and the rest were Israeli tourists who were looking for ideas for their next trips.

The event was organized by Ortra Ltd. And Israel Travel News, in cooperation with the Ministry of Tourism, and is sponsored by the Israel Hotel Association, the Israel Tourist Association, the Tel Aviv Jaffa Tourism Association, the El Al Association and the Israel Travel Agents Association. Ynet and Yedioth Ahronoth participated in the IMTM tourism fair.



Israel Hayom Daily Free Newspaper & Online - israelhayom.co.il/article/534545

Tourists
The international tourism fair proves that it is still the honeymoon period for the industry. At the same time, countries are turning to wider audiences with dancers, musicians and local food.

Tourism in the 21st century is based on three things that motivate it: Religion, culture and sport. These are the three main reasons that move millions around the world in search of the next thrill.

Judging by the international tourism fair held this week at the Tel Aviv Fairgrounds, Israelis have another detail to put into the equation: a honeymoon. This pair of words repeated itself in most of the stalls on which we exchanged Hebrew and English. The Israeli tourist is trying to catch up with the romantic vacation of his life.

Consider the impressive boutiques built here by the Philippine Tourist Bureau. Every half hour, a singer began singing a string of romantic songs, accompanied by two musicians. The hit was, by the way, a song by Celine Dion, from the soundtrack of the movie Titanic. Her delicate singing was interrupted by shouts: "Here they do not give beer, let's go to the Ashdod stand, where there are also crackers," but most of the visitors at the exhibition gave her all the respect and took video clips on their cameras.

“The Israelis and young Israelis have discovered the Philippines and are coming there for a honeymoon, but our goal is to appeal to wider audiences, not only to those who come to celebrate the happiest event of their lives, “ he says.

The Taiwanese, a few feet away, brought dancers. This combination of Eurovision and the final “X Factor” accompanied us through the walk, as well as the Israelis’ struggle for free gifts and food. Here a balloon, a bag and all the time beer or black coffee from a Bedouin sheikh who poured it out for anyone that wanted it. And everyone came thirsty for souvenirs and for drinking.

Two tourism agents, were apparently having a pleasant conversation with the Taiwanese representative.

For the delegation from Panama, with musicians, costumes and a lot of good humor they managed to convince me to come visit their country. Not far from them, David Edri, who brings out groups to Morocco, explains to me: “All Israelis love Morocco, adults, young people and many honeymooners.”

“In Israel, it is more dangerous for Israelis than Morocco, where Israelis are accepted as VIPs, you will see couples who go to boutique hotels for their honeymoon. Not just Morocco has become the most popular destination for Israelis of all levels and those who want to go on a honeymoon.”

The White Elephant

One of the most prominent things about the huge fair is the lack of the phenomenon of flight attendants wearing tight clothes. Experts explain to us that the phenomenon of “Booth babe” models on displays is disappearing from the world in light of the intensity of the Me Too campaign and political correctness. “In the past it was terrible,” explains Irit, a veteran truism agent. “A lot of men, especially from abroad, would simply harass them shamelessly, and they would stand there embarrassed, trying to present their country. This tourism hardly exists anymore, because it is a relatively more conservative business.”

The white elephant in the middle of the space is not difficult to identify. The Israeli Ministry of Tourism. The host of the event, which drew so many delegates from around the world, is huge in size and stands in a central place, but boring and

apparently not crowded with visitors. In the past six years, the tourist boom has stopped. It's true that the numbers are excellent, but we seem to have reached the maximum or now, and we have to recalculate the route.

One of the repeated complaints among those present is that the fair is geared toward foreign tourism and does not encourage domestic tourism by Israelis. A travel agent who prefers not to identify herself explains: "They put all the money on tourists coming from abroad, even though it does not prove itself clearly. Instead of encouraging domestic tourism, instead of turning to Hebrew and taking people out for a walk in Israel. The advertising is in so many languages but not in Hebrew and it's a shame."

Tourism, it turns out, can be such a boring, yet so entertaining business. "I have no idea why my husband likes to travel so much to Romania, he feels at home there, and when I come with him, I get bored, I'm happy to be photographed," says Tarom.

Someone says: "Where did you come from now with the anti-Semites? Krakow is a cool city, believe me, people do not know." And so, by the time they got home, it was clear that everyone was seen as they were.

After hours of standing on our feet, and fighting customers in the field, I assume that for professionals the event was defined as a maximum success. The traffic jams in Sderot Rokach on the way home and the incredible congestion on the roads reminded me that at least in the near future, this is the closest I will get to Panama City.

טאיוון – מדינת קטנה, חוויה אדירה



המסיבה הבינלאומית לתיירות חתמה בין היתר גם חתומים של כמעט הונג קונג בין היתרים הישראלים לצד המדינות המפותחות המשתתפות במסיבת התיירות.

לאורך המסיבה הוצגו תוכניות שונות, ובהן אירועי תערוכה ומופעים של מופעי אקרובטיקה, מופעי תיאטרון ומופעי מוזיקה.

מטרת המסיבה הייתה להציג את המדינה הישראלית ולהציג את המדינות המפותחות המשתתפות במסיבת התיירות. מטרת המסיבה הייתה להציג את המדינה הישראלית ולהציג את המדינות המפותחות המשתתפות במסיבת התיירות.



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Tourneto article about our workshop and Taiwan in general. [tourneto.com/he-20180218-taiwan/?lang=he](https://www.tourneto.com/he-20180218-taiwan/?lang=he)

Taiwan – A small country, a great experience

The international exhibition for tourism was also the beginning of a journey of acquaintance between Israeli tourists and the small country rich in breathtaking attractions.

Israeli tourists are known around the world as curious, enthusiasts and sometimes even adventurous. But for many Taiwan remains an unknown paradise.

Taiwan's representatives at the IMTM 2018 International Tourism Market have welcomed travel agents, potential tourists and others with a rich experience of

cultural performances, spectacular views of breathtaking tourist and recreational sites. These were also supplemented with plenty of special drinks and original snacks from there. TTB is the official government authority in the country responsible for the development and implementation of domestic tourism policy and incoming international tourism. The Israeli market is managed by the Singapore branch of the Bureau.

In its efforts to encourage Israeli travelers to experience what this beautiful country offers, the TTB has not spared any means of publicity. Travel agents and other visitors to the fair learned about the vibrant nightlife, the abundance of landscapes, historical sites, cultural centers and diverse activities that the Taiwanese “will change the lives of the those looking for new experiences.” On its first march in Israel, the Bureau chose to reach as wide a target as possible: families, young people, food lovers, cultural historical enthusiasts, adventurers and others. Each and every one of these is waiting for an amazing attraction or entertainment they have not experienced before.

TTB has invested in a large and prominent booth near IMTM’s main entrance to ensure that Israeli travelers, travel agents and the media receive the warm reception they receive during their visit to Taiwan, one of the most friendly places on earth.

Taiwan is known as a country of beautifully designed and built products, and the Taiwanese stand is no exception. In this sense, it has been designed as a complex and caricature version of Taiwan.

The experiences inside the Taiwanese booth at the IMTM were a celebration of the senses. At the front of the stand, at any hour the visitors could hear and see a performance of songs and dances by Aboriginal Taiwanese. On both sides of the stand visitors stopped to taste the famous bubble milk tea, and a variety of original snacks from Taiwan. At the center of the exhibition, a variety of seminars were held every hour that displayed the beautiful pearls of Taiwan. Many useful phrases in basic Mandarin were also shared so that tourists could use them on their trip around Taiwan. There was also a short lesson in Chinese calligraphy.

During a special gala evening, Israeli tourism agents and local media representatives met with the Deputy Minister of Tourism for Taiwan, who led a delegation of senior officials from the Taiwan Tourism Bureau. The meeting was

also attended by representatives of the Ministry of Economy and Culture of Taipei, travel agents and tour guides from Taiwan.

The presentation by an Israeli living with her husband and children in Taiwan was fascinating. The stories from her hear about life in the country, the trips with her children to the wild landscapes of this small and multi-landscaped country. The meeting enriched the participants with a glimpse into everyday life there and contributed tips to a different route of experiential tourism in Taiwan. For Israeli travel agents visiting IMTM, the unmediated encounter was full of smiles and an apparent desire to break the ice and cross the checkpoint to interest the Israeli tourists in a faraway country. The Taiwanese provided the data and atmosphere needed by the package marketers in Israel, in order to interest and excite the Israeli who is interested in a trip to Taiwan.

This year the Tourism Bureau of Taiwan is leading a campaign to promote tourism in another campaign: “The Year of Bays”. Its goal is to promote sustainable eco-tourism to 10 of the country’s smaller islands. Each island has its own history, experiences and unique activities which makes the tour a must-see for a mandatory addition to a trip.

The friendly little Taiwan turned out to be a huge reservoir of unusual attractions and experiences, and it awaits the Israeli tourist who will undoubtedly be embraced there.

This article features a short video clip of Ms. Chen inviting Israelis to Taiwan.

НА ИНТЕРНАЦИОНАЛЬНОЙ ТУРИСТИЧЕСКОЙ ПРИМЕРИТЕ УЧАСТНИКИ ИЗ 40 СТРАН



Туристы из разных стран участвуют в конкурсе красоты «Мисс Туризм».

В ходе мероприятия участники представили свои страны и культуры. В конкурсе приняли участие представительницы из 40 стран.



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Tourneto article on IMTM in Hebrew and Russian.
tourneto.com/he-20180211-imtm2018/?lang=he &
tourneto.com/telavivimtm2018

In this coverage, Taiwan had the prominent top image, and also had a video clip of our dancers.

Translation of Hebrew coverage: International Tourism Exhibition – IMTM 2018

The International Tourism Exhibition was held for the 24th time, with delegations from about 40 countries and tourism ministers and senior officials from about 10 countries.

The IMTM – International Mediterranean Tourism Market 2018 was held for the 24th time at Pavilion 2 at the Tel Aviv Convention Center. This year a record number of exhibitors from more than 40 countries and 10 tourism ministers and senior executives attended the exhibition.

At the opening of the first day of the international tourism fair IMTM, a ceremony was held in the presence of Tourism Minister Yariv Levin, Director General of the Ministry of Tourism Amir Halevi, IMTM's Eyal Zamali and Lior Gelfand, President of the Israel Hotel Association Amir Hayek, CEO of Arkia Nir Dagan and others, who opened the doors of the exhibition officially.

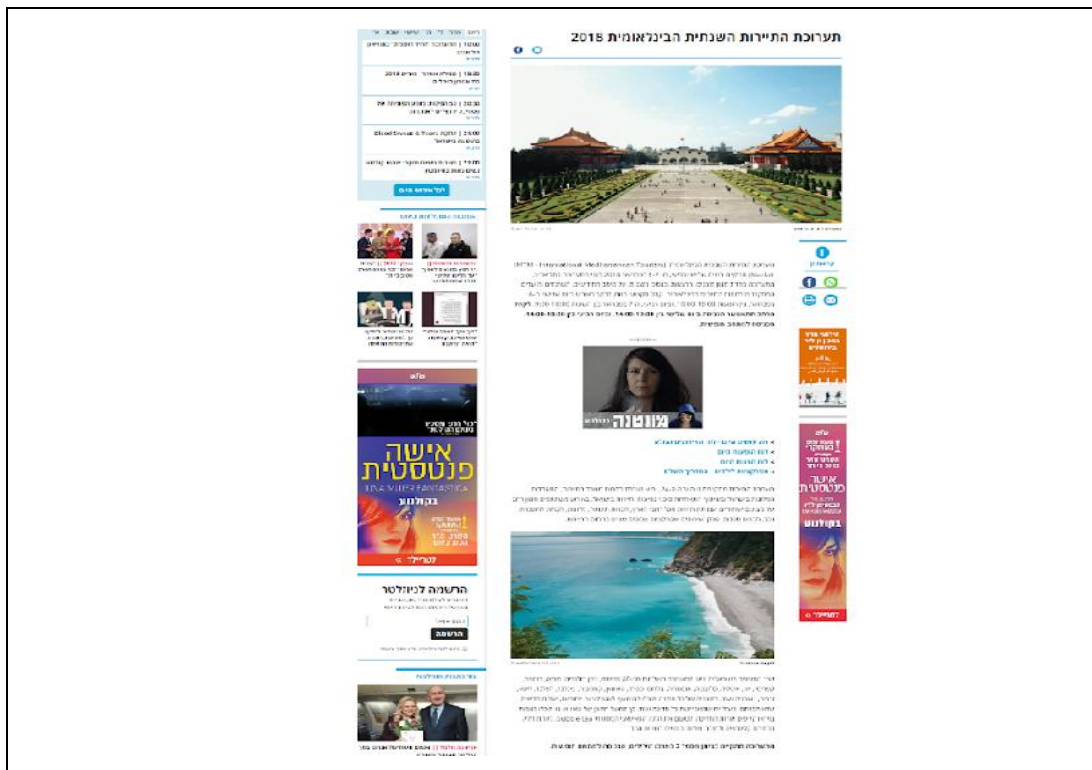
During his visit to the exhibition, Tourism Minister Yariv Levin said: "The momentum in tourism is expected to continue in 2018. As a result of the government's decision to double the marketing budget, the tourism boom is expected to continue in 2018 with millions of tourists who will enjoy an unforgettable experience. In addition to an increase of 25% in incoming tourism in 2017, as a result of new initiatives, over 31 new flights to Israel have been opened, indicating confidence in the Israeli tourism industry. This year, the Tourism Ministry is hosting some 200 travel agents from 45 countries around the world.

Eyal Shmueli, published of Israel Travel News and IMTM initiators: "We are proud to hold this year's 24th International Tourism Exhibition, which is growing and growing every year, both in the number of exhibitors from Israel and abroad and in the number of visitors. The international tourism exhibition this year broke a record in the number of exhibitors from abroad from Israel and has undoubtedly become the main business arena of the global tourism industry."

IMTM is the annual and oldest event of the Israeli tourism industry and was organized by Ortra Ltd. And Israel Travel news, in cooperation with the Ministry of Tourism and sponsored by the Israel Hotel Association, the Israel Tourist Association, the Travel Channel and the Association of Travel Agents in Israel.

IMTM is intended for all those involved in the various tourism sectors – domestic tourism, incoming tourism, as well as countries and tourist bodies from abroad. The exhibition includes a wide range of Israeli exhibitors: tourism associations from all over the country, airlines, hotels, car rental companies, shipping companies, service providers and attractions of various types in the field of

tourism. The exhibition includes professional meetings and conferences and a program for invited agents, in which hundreds of decision makers from around the world market Israel as a tourist destination.



Haaretz Coverage - haaretz.co.il/gallery/events/special-events/event-1.5768300

Although this article was about IMTM, both photos they used promoted Taiwan!

The International Maritime Tourism Exhibition (IMTM) will take place on Tuesday and Wednesday, 6-7 February 2018 at the Tel Aviv Exhibition Grounds. The exhibition includes a variety of stalls, lectures, conferences and presentations, with the best innovations, trends and exciting destinations in the field of international tourism. A professional audience is invited to visit the event on Tuesday, February 6, from 10:00 to 19:00, and on Wednesday, February 7 from 9:00 to 18:00. The public will be allowed to enter on Tuesday between 14: 00-19: 00, and on Wednesday between 14: 00-18: 00. Entrance to the complex is free.

The Tourism Exhibition has been held for the past 24 years and is sponsored by the Ministry of Tourism, the Israel Hotel Association and the Association of Travel and Tourism Agents in Israel. The event includes a wide range of Israeli exhibitors: a tourism association from all over the country, airlines, hotels, car rental companies, shipping companies, service providers and attractions of various types in the field of tourism.

In addition to the Israeli exhibitors, delegations from 40 countries, including Bulgaria, Russia, Romania, Cyprus, Greece, Italy, Slovenia, Austria, Belarus, Spain,

Taiwan, Catalonia, Finland, Lapland, Lithuania, Czech Republic, At the stands of each country you will be exposed to unique attractions, new destinations you did not know, activities that characterize every country and more. **For example, the Taiwan stand where you can watch video clips about the country, taste traditional Taiwanese bubble tea, take part in writing calligraphy and learning words and phrases in Chinese and more.**

The exhibition will take place at booth number 2 in the exhibition center, entrance is free.

陸、以色列觀光部總司長邀請函：



Ministry of Tourism
Director General

27.11.2017
1100-0001-2017-040574

Mr. Yunn-Hui Chou
Director-General, Taiwan Tourism Bureau
Taiwan

Dear Sir,

It is with great pleasure that I invite you to participate in the **IMTM 2018, the Annual International Mediterranean Tourism Market** that will take place in **Tel-Aviv, Israel, on February 6-7, 2018**. This event will celebrate its 24th Anniversary this year, and will be, as always, an eventful, flamboyant happening, as well as an efficient promotional instrument.

IMTM 2018 will take place in the new Pavilion No. 2 at the Tel Aviv Convention & Exhibitions Center and will continue to uphold updated international high standards. IMTM 2017 hosted representatives from 58 countries; 1,780 Exhibitors and 16,800 trade visitors: professionals from the local tourist industry, overseas travel agents and the Israeli public. 2018 is planned to be even bigger and better. The two-day fair will be open to the trade industry, with a possibility for the general public to join during the afternoon.

IMTM is the largest annual professional tourism fair of its kind in the Eastern Mediterranean. It will give the participating countries a chance to reach the most widely traveled group of people in this region. Israel, a country with about 8 million people, registered in 2016 over 6.8 million trips abroad and in 2017 the number has risen by 13%. Israelis travel ever more frequently with enthusiasm to discover new destinations and a generous spending budget. In the last decade, there has been a steady development also in the Israeli Business Tourism to many worldwide destinations for Conferences and Incentive Trips.

Tourism slowly occupies center stage in the Israeli economy, while the Ministry of Tourism performs great operations to maximize the numbers of incoming tourists. The vast changes that the Ministry has made in recent years regarding the way Israel tourism is perceived and the way we are marketing Israel have led to a significant increase in incoming tourism. In accordance, Israel has seen a record number of tourists visit in the first half of 2017, with the number of arrivals climbing 26% from the same period in 2016.

Should you decide to take this opportunity and honor us with a visit, I will be eager to meet and discuss with you tourism issues of mutual relevance to Israel and Taiwan. Please indicate your interest to us.

I am looking forward to greeting you in Tel-Aviv.

Sincerely,


Amir Halevi
Director General
Israel Ministry of Tourism

5 Bank of Israel St. Kiryat Hamemshala, Jerusalem, Israel

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