Global Tourism Innovation Forum
14-17 February 2023, Tel Aviv Israel

Programme
(Updated to December 6th)

Tuesday, February 14th, 2023

Pre-Programme
10:00 – 16:00    IMTM Fair at EXPO Tel Aviv
                  https://www.imtm-telaviv.com/
14:00 – 17:00    Innovation Entrepreneurship Tour
                  Pick up from Expo Tel Aviv & official hotels

Opening event
19:00-          Pick up from official hotels
19:30-21:30    Festive Dinner

Wednesday, February 15th, 2023

9:30          Pick up from official hotels to EXPO Tel Aviv
10:00        Registration and option to visit the IMTM fair
11:00        Opening Remarks
11:20        The tourism future through innovation – By UNWTO
11:30        Guest Lecture: Israel as a Start-Up Nation
12:00        Ministers panel- the Government's role as an innovation leader
13:00        Lunch
14:00        Strat-Up companies presentations
14:30        Women in Tech Panel: Disruptive and emerging technologies in tourism
16:00        Coffee Break
16:30        Guest Lecture
17:15 Transfer back to official hotels
19:00 Pick up from official hotel to dinner
19:30-20:30 Dinner

**Thursday, February 16th, 2023**

9:15 Pick up from official hotels to EXPO Tel Aviv
10:20 Smart Mobility Panel
11:10 What is Innovation Thinking – Guest Lecture
12:00 Panel - Innovation to the rescue of human capital shortages and customer service
13:00 Lunch
14:00 Guest Lecture
14:30 Panel on Social Tourism - Sustainable Developing of under-developed communities
15:15 Guest Lecture
15:45 Closing speeches

19:00 Pick up from the official hotel to farewell cocktail party
19:30-21:00 Farewell cocktail party
Friday, February 17th, 2023
Optional tours in Israel

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**Negev Desert - How to make a desert bloom?**

Visit one of the most significant R&D agriculture and energy centers of Israel. How to develop thriving agriculture against all odds, in extreme desert conditions using brackish water and sandy soil. How to eradicate hunger by using the land effectively to grow crops. How do you manage solar energy effectively? Are all of these places suitable for tourism?

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**Galilee – The green rural meets unique minorities’ cultures**

An area rich with history, culture, and Christianity. Tour ancient sites and cultures, and meet and experience the hidden gems of Israel. See the early signs of spring and the blossom of the almond trees.

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**Jerusalem – the holy city**

Visit the old city of Jerusalem. Stroll in the streets where history comes to life. See how three religions live side by side and how tourism connects them all together.