



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

### Programme

(Updated to February 15<sup>th</sup>)

### Tuesday, February 14<sup>th</sup>, 2023

#### Pre-Programme

10:00 – 16:00 **IMTM Fair at EXPO Tel Aviv**

<https://www.imtm-telaviv.com/>

13:30 – 16:30 **Innovation Tour of Tel Aviv:**

A fascinating journey, 150 years of history turning Tel Aviv into the 'Silicon Waddi' of the Middle East. From Neve Tzedek, the first Jewish initiative outside Jaffa, to Rothschild Boulevard, the center of today's entrepreneurship, economy and technology.

Pick up from Expo Tel Aviv & official hotels (Herods & Isrotel Port tower)

#### Opening event

18:45 Pick up from official hotels (Herods & Isrotel Port tower)

19:30-22:30 Festive Dinner



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Wednesday, February 15<sup>th</sup>, 2023

- 9:30 Pick up from official hotels (Herods & Isrotel Port tower) to EXPO Tel Aviv
- 10:00 Registration and option to visit the IMTM fair
- 11:00 **Opening Remarks:**  
**H.E. Mr. Haim Katz**, Israel Minister of Tourism  
**Mr. Zurab Pololikashvili**, Secretary-General, UNWTO (*video message*)  
**Prof. Alessandra Priante**, Director of the Regional Department for Europe, UNWTO
- 11:30 **Israel as a Start-Up Nation:**  
**Ms. Inbal Arieli**, Author, Global Speaker, Business Executive, Investor and Board Member
- 12:10 **Ms. Natalia Bayona**, Director of the Innovation, Investments and Education Department, UNWTO (*video message*)
- 12:20 **High-Level talk-** the Government's role as a catalyst for innovation  
**Dr. Ami Appelbaum**, Chief Scientist and Chairman of the Board Israel Innovation Authority  
**Mr. Roberto Antunes**, Executive Director, NEST Portugal
- 13:00 Lunch
- 14:15 **Pitches by finalists of the UNWTO Awake Tourism Challenge**  
[Noytrall \(Portugal\)](#), [Its july \(Israel\)](#), [Socialbnb \(Germany\)](#), [Baahdy birdy \(Norway\)](#)
- 14:45 **Women in Tech Panel:** Disruptive and emerging technologies in tourism  
**Ms. Laurie Bennett**, SVP and GC, Hospitality and Business Intelligence, Amadeus  
**Ms. Revital Kristal**, CEO & Co-Founder, ReTravel.io  
**Ms. Moriya Rockman**, Founder & CMO, SmilingHouse  
**Mr. Quim Martínez Bosch**, VP Global Tourism Innovation Hub, Mastercard  
**Moderated by: Prof. Alessandra Priante**, Director of the Regional Department for Europe, UNWTO
- 15:30 Coffee Break



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- 16:00      **Guest Lecture:**  
**Ms. Dona Raz**, Head of Public Affairs & Emerging Markets, Google
- 17:00      Transfer back to official hotels (Herods & Isrotel Port tower)
- 18:45      Pick up from official hotel (Herods & Isrotel Port tower) to dinner
- 19:30-      Dinner - Council of Beautiful Israel
- 21:00



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## Thursday, February 16<sup>th</sup>, 2023

- 9:00 Pick up from official hotels (Herods & Isrotel Port tower) to EXPO Tel Aviv
- 10:00 **Opening Remarks: Mr. Adam Arbel**, Senior Division Manager Planning, Policy and Strategy, Israel Ministry of Tourism
- 10:05 **Smart Mobility Panel** – the journey a tourist is having  
**Mr. Juan Vicen Balaguer**, Cofounder & CMO, Zeleros Hyperloop  
**Mr. Noam Toister**, CEO & Co-Founder, Bookaway Group  
**Mr. Nikita Dedik**, CEO & Foudner, Road.Travel  
**Mr. Amir Lidor**, VP Product, See True  
*Moderated by: Dr. Shai Soffer, Chief Scientist, Israel Ministry of Transportation*
- 10:50 Guest Lecture:  
**Good Night Tel Aviv** – Ms. Yael Froman-Ideses, VP and Tourism Director, Global City Tel Aviv
- 11:20 **Exhibitors' presentations**
- 12:00 **Innovation to the rescue of human capital shortages and customer service**  
**Mr. John Lohr**, Director of Strategic Partnerships and Innovation, Hosco  
**Ms. Granit Sharon**, Head of Innovation, Israel Hotel Association  
**Mr. Pablo Garcia**, Director of Spark Crans-Montana, Les Roches Global Hospitality Education  
**Ms. Rakefet Levy**, Director of the Tourist Experience Administration, IMOT  
*Moderated by: Mr. Manuel Perez Romero, Academic Director of Urban Studies, IE University*
- 12:50 **Redesigning the future of sustainable communities** –  
**Mr. Manuel Perez Romero**, Academic Director of Urban Studies, IE University
- 13:00 Lunch
- 14:00 **Social tourism - Sustainable Developing of under-developed communities**  
**Mr. Lioz Amar**, CEO and founder, Travaxy  
**Mr. Manuel Gil Ferreira**, Programme Manager, TUI Care Foundation  
**Ms. Isabel Novoa**, President, ISTO (International Social Tourism Organization)  
**Ms. Hilla Gur**, Director of Domestic Tourism Marketing, Israel Ministry of Tourism



- 14:45 Guest Lecture:  
**What is Innovation Thinking** – Dr. Eyal Doron
- 15:45 **Closing remarks:**  
**Prof. Alessandra Priante**, Director of the Regional Department for Europe, UNWTO
- 16:00 Transfer back to official hotels (Herods & Isrotel Port tower)
- 18:45 Pick up from the official hotel (Herods & Isrotel Port tower) to farewell cocktail party
- 19:30- Farewell cocktail party – DNA TLV
- 21:30

Friday, February 17<sup>th</sup>, 2023

Optional tours in Israel

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

*8:00 Pick up from Hotels (Herods & Isrotel Port tower). Return to hotels 16:00*

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? [www.moprn.co.il](http://www.moprn.co.il)

Visit a rural tourism farm – one family, real pioneers in the middle of nowhere creating a unique tourism experience. [www.naotfarm.co.il/en/naot-farm-4/](http://www.naotfarm.co.il/en/naot-farm-4/)

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### *Galilee – The green rural meets unique minorities' cultures*

*8:00 Pick up from Hotels (Herods & Isrotel Port tower). Return to hotels 16:00*

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.

Visit Kfar Kama – Israel's first Best Tourism Village. [www.youtube.com/watch?v=tE2DwCHm1JM](https://www.youtube.com/watch?v=tE2DwCHm1JM)

Tour of Megiddo, known for its historical, geographical, and theological importance, especially under its Greek name Armageddon. [en.parks.org.il/reserve-park/tel-megiddo-armageddon-national-park/](http://en.parks.org.il/reserve-park/tel-megiddo-armageddon-national-park/)

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### *Jerusalem – the holy city*

*8:00 Pick up from Hotels (Herods & Isrotel Port tower). Return to hotels 14:00*

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. [www.itraveljerusalem.com/the-old-city/](http://www.itraveljerusalem.com/the-old-city/)

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