

MUSEUMS

THE TERRA SANCTA MUSEUM

The new Terra Sancta Museum, located in Jerusalem in two Franciscan buildings with sections dating back to the Roman, Byzantine and Crusader periods, is currently under construction and renovation. The Monastery of the Flagellation, situated at the start of the Via Dolorosa, is now the site of the Archaeological Museum of the Studium Biblicum Franciscanum, which opened in 1902. It is scheduled to reopen at the end of year, when its expansion is complete, and will house multimedia and archaeology exhibitions.

The St. Saviour Monastery, located next to New Gate, one of nine gates leading into the Old City, is to open in 2019 and will exhibit the friars' history exhibition and Christian Jerusalem since the 13th century. The two sections of the museum are located a short distance from one another and will cover almost 2,600m² of combined space.



Multimedia Installation at Terra Sancta Museum

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UPDATES

April 2017

ITB 2017

Twenty-six organizations within the Israel tourism industry exhibited at this year's ITB, Berlin, which took place March 8-12 2017, the first three days of which were open to tourism professionals and the last two days to the general public. The inauguration of the Israel Pavilion, spanning 670m², was attended by Israel Ministry of Tourism Director General Amir Halevy and Israeli Ambassador to Germany Yakov Hadas-Handelsman, alongside other representatives of the tourism industry. This year's Israel pavilion saw the participation of hoteliers, travel agents, aviation representatives and tourism associations, and offered a range of interactive visual features, a caricature illustrator, three-dimensional virtual glasses with views of sites around Israel, and treatments and samples from beauty company Ahava. Over 10,000 delegates from around 190 countries attended the fair, which attracts 200,000 visitors annually.



increase of incoming tourism from the German market, partly as a result of efforts from the Israeli ministry's marketing efforts, and also a general growth in demand. Regional operators and airlines are harnessing this to expand their services into Israel and increase interest in the country further," explains Sharon. The Israel Ministry of Tourism also held a raffle in which around 700 people took part.

The Jerusalem Development Authority

"It was another successful year at ITB, and optimism was expressed from everyone in attendance. We are hoping for a bigger push in tourism from Europe as a result. German tourism is one of the biggest incoming markets to Jerusalem, and we are the only region in Israel to have full representation, with five offices across Europe," says Director of Incoming Tourism & International Relations for the Jerusalem Development Authority, Eli Nahmias. "We had a number of breakthrough meetings, which resulted in the extension of current partnerships and the forging of new deals. These include: tourism company JT Touristik which has agreed for the first time to promote and market packages to Jerusalem; airberlin holidays, which will also promote Jerusalem tourism packages; and Lufthansa, who are going to co-operate on roadshows, to allow us to participate and present the region." In line with the promotion of the Jerusalem City Break and Two Cities. One Break packages, the Jerusalem Development Authority is introducing a new package of activities, launching late summer, aimed at the European millennial market.



Israel Government Tourist Office (IGTO) Berlin

"This year's ITB marked the first time in around 20 years that the Israel pavilion was placed in Hall 4.2, which turned out to be a very good location with plenty of traffic," says Uri Sharon, Director, Israel Government Tourist Office, Berlin. "The pavilion itself was modern and inviting, with a range of activities and fine catering offering a flavor of Israel. This created a sense of what the country has to offer and was instrumental in successful business leads." According to Sharon, a number of discussions took place in closed door meetings on the topics of airline expansion into Israel and securing new tour operators. "There has been a positive incline since last September in the

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