

## **Sri Lanka Participates at the 26<sup>th</sup> International Mediterranean Tourism Market (IMTM) 2020 in Israel**

The Embassy of Sri Lanka in coordination with the Sri Lanka Tourism Promotion Bureau (SLTPB) organized Sri Lanka's participation at the 26<sup>th</sup> International Mediterranean Tourism Market (IMTM) 2020 which was held at the Expo Tel Aviv International Convention Centre in Tel Aviv, Israel from 11-12 February 2020.

The IMTM is the largest professional tourism exhibition hosted by Israel under the auspices of the Ministry of Tourism of Israel. It is regarded as a meeting place for tourism professionals and service providers from the global tourism industry to promote incoming, domestic and outgoing tourism as well as to strengthen cooperation among tourism bodies around the world.

The IMTM 2020 brought together tourism professionals and representatives from over 50 countries including from the regions of Asia- pacific, Africa, Europe and Americas. The SLTPB annually participates at the IMTM with the assistance of the Embassy of Sri Lanka in Tel Aviv.

The Sri Lanka Tourism Stand was jointly opened by Hon. Yariv Levin, Minister of Tourism of Israel and H.E. Mr. Waruna Wilpatha, Ambassador of Sri Lanka to Israel followed by lighting the traditional oil lamp by the special invitees. Traditional Sri Lankan cuisines were served to the selected leading Israeli outbound Tour Operators and Travel Journalists who were invited to the opening ceremony of the Sri Lanka Tourism Stand by the Embassy.

Four (04) leading Sri Lankan tour operators namely, Walkers Tours, Jetwing Travels (Pvt) Ltd, Diethelm Travel Lanka (Pvt) Ltd and Sunway Holidays participated at the IMTM 2020 with the assistance of the Sri Lanka Tourism Promotion Bureau.

In order to promote Ceylon Tea among the visitors, liquid Ceylon Tea was served and the tourism promotional videos were continuously screened at the Sri Lanka Tourism Stand throughout the event.

Embassy of Sri Lanka  
Tel Aviv

13<sup>th</sup> February 2020



The Ribbon Cutting at the opening ceremony of Sri Lanka Tourism Stand at IMTM 2020 by Hon. Yariv Levin, Minister of Tourism of Israel with H.E. Waruna Wilpatha, Ambassador of Sri Lanka.



Lightning the Oil Lamp by Hon. Yariv Levin, Minister of Tourism of Israel.



Tasting a cup of Ceylon Tea by Hon. Yariv Levin, the Minister of Tourism of Israel.





Section of the special invitees at the Sri Lanka Tourism Stand at IMTM 2020.



Representatives of Sri Lankan Tour Operators with the Embassy staff