

## Tel Aviv to Attract Tourist Industry Main Players For Conference

*DirectRooms.com announces that delegates are going to be arriving in their droves for the International Mediterranean Tourism Market (IMTM 2011) taking place in February 2011*

January 23, 2011 (FPRC) -- The prime opportunity for industry professionals to get together for this number one business exhibition designed for the benefit of the travel industry. Travel and Tourism is buoyant in this region and still growing annually by attracting a growing spectrum of visitors internationally.

Exhibitors will be showing all sides of Israel's tourism offerings – as well as a high number of overseas exhibitors. The fair will offer workshops, seminars and press conferences. IMTM is also attracts agents from overseas with tours to Israel set up by the Israel Ministry of Tourism.

IMTM offers professionals a chance to come together with buyers, suppliers and colleagues. Ecotourism, cultural tourism, beachside holidays, package trips or tailor made tours. All of these options can be experienced onsite, and discussed throughout the conferences, presentations and events, which will be held alongside the exhibition. Mornings will be free for professionals to meet and chat, while in the afternoons public visitors can search out attractions and destinations.

There's a wide selection of hotels in Tel Aviv for delegates to choose from all offering a high level of service. Entertainment opportunities are many and varied in the city and delegates will discover many exciting retail opportunities.

Lek Boonlert, marketing head of DirectRooms said: 'Tel Aviv has much to offer the tourist world as a development opportunity and this conference in essential for future planners.'

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### About DirectRooms

DirectRooms is an independent discount hotel reservations company based in Asia. Established and online since 2000 with over 55,000 hotels worldwide.

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### Keywords

[hotels in Tel Aviv](#)

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