

Rwanda is looking to attract more tourists from the Middle East by participating at the International Mediterranean Tourism Market (IMTM 2020) in Israel.

The fair, which is taking place from 11th February to 12th February, is the largest professional tourism market and Business to Business (B2B) event in the Eastern Mediterranean.

IMTM gives tourism professionals an opportunity to meet and interact with buyers of different tourism product offerings and package deals.

Present at the Visit Rwanda pavilion is RDB (Rwanda Development Board), the Rwandan Embassy in Israel and Rwandan tour operators that include; Rwanda Eco Company and Safaris, Palast Tours and Travels and Albertine Tours. Rwandair, Rwanda's flag airline carrier is also participating at the fair.

Speaking at the opening of the fair, Joseph Rutabana, Rwanda's Ambassador to Israel said that, "Rwanda's participation in Israel's leading travel show presents a good opportunity to tap into its fast-growing market of tourists. Israelis make 4 million high budget trips per year, averaging 4-10 day stays. We strongly believe that this is a unique opportunity for the Rwandan tourism stakeholders to engage with Israel's and other recognized international travel trade to drive more tourism traffic to Rwanda."

Ariella Kageruka, the RDB Head of Tourism and Conservation explained that, "RDB's participation at this show for the first time gives an opportunity to reach the most widely travelled group of people in the Mediterranean region. In addition to meetings with key travel businesses, we are having one-on-one sessions with tour operators to promote Rwanda as the premier business and tourism destination in Africa and build awareness of Rwanda's diverse range of unique experiences, for both leisure and business travel."