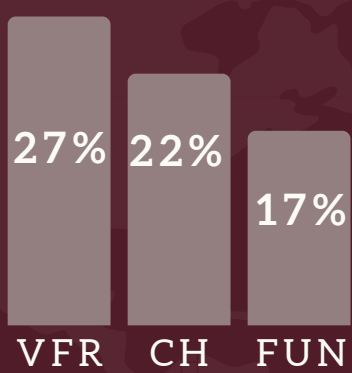


ISRAEL MINISTRY OF TOURISM - CANADA

THE CANADIAN MARKET

RESILIENT AND POSITIVE

400K JEWISH
CANADIANS IN
TORONTO & MONTREAL



9.5 DAYS
60% FIT



TORONTO
WEEKLY FLIGHTS
AIR CANADA
EL AL

MONTREAL
SEASONAL FLIGHT
AIR CANADA

2019



98,000
TOURISTS

SUCCESSFUL HOSTINGS



INFLUENCERS



VIPS



JOURNALISTS

TRAVEL BRAND AGREEMENTS

AWARENESS AND TOM

COVID-19

'GREEN' COUNTRY

SUCCESSFUL DOMESTIC
TRAVEL

CONCERN WITH
OUTBOUND TRAVEL

INSIGHTS



SOLID DEMAND

RISING INTEREST

STILL EARLY

FUTURE CHALLENGES



PRICES &
RATES



HEALTH
CONCERNS



SAFETY
CONCERNS



GREEN
PRACTICES

THE NEEDS

NEAR FUTURE

SAFETY AND
CONFIDENCE

SHARING OF VIDEOS
AND IMAGES

2021



COMPETITIVE
PRICES



TECH APPS



HIGH
SATISFACTION