**PRESS RELEASE**

**Łódź ready for Tel Aviv tourists!**

The Israel Association of Travel Agencies & Consultants (ITTAA) together with Lodz Tourism Organization and Lodz Airport Central Poland has organizied business brunch and workshop for Israel and Lodz tour operators. Meeting took place on Monday, May 13th, 9:00 am, at headquarter of ITTAA.

This was the first and unique occasion for business networking and the beginning of cooperation with leading tour operators from Tel Aviv and Łódź.

**Lodz offers** a short and creative vacation, with spectacular city and exterior views, a wide range of activities for the entire family, and full of unforgettable moments – fashion and shopping at a high value and low prices.

Lodz Tourism Organization and Polish tour operators prepared tailor made packages for short weekend vacation, family holidays, theme tours (heritage, cinema, culinary, multicultural cuisine and even gaming), museums, culture and art.

Did you know that tree-day tourist ticket for public transport costs only 10 ILS, chocolate workshop at Piotrkowska Street – one of the longest entertainment pedestrian areas in Europe – costs 40 ILS, visit at marvelous Botanical Garden costs 8 ILS and restaurant dinner, incl. soup, main course, desert, drink, costs 70 ILS? And good mood is always for free 😊



Photo of one of more than 150 street art paintings at Lodz city centre.

Mural of phenomenal pianists Artur Rubinstein made by Eduardo Kobra.

**City of Łódź** (pronounced: woodge) have been awarded as 2nd “Best Value Destination 2019” by **Lonely Planet**, one of the cheapest (which doesn't mean compromising on quality) travel destination for 2019 by **Independent**, one of **7 Trend Destinations for 2019** by Austrian Airlines and one of The Poland's most beautiful places by **CNN Travel**. Łódź is known as ‘*The Last Undiscovered City in Europe’*. Łódź is hosting FIFA U20 World Cup this year, will be the host of “Green EXPO” in 2024 (World Horticultural Exhibition) and European University Games in 2022.

***Hanny Sobol****, CEO, The Israel Association of Travel Agencies & Consultants: Being the leading and largest travel association in Israel, we value presenting ITTAA members to new and rising tourism opportunities from all around the world. Lodz is a promising destination that offers a wide range of all tourism activities that Israeli travelers love – a short, close and affordable vacation, combining Jewish heritage and modern culture life with beautiful sight seeing, activities for the whole family and high-quality fashion shopping.*

*Business meetings like this open a door to enhancing travel opportunities for both ITTAA members, as well as their customers - millions of Israeli travelers.*

***Tomasz Koralewski****, CEO, Lodz Tourism Organization: Tourists from Israel are already numerously visiting Łódź, mostly searching for family traces and exploring Jewish heritage of the city. We would like to encourage also those who are looking for great value city breaks with shopping and wellness options. Łódź is the most hipster Polish city, with fantastic food and red brick factories converted into cultural and tourist venues, and now we want to present it on Israel market.*

***Anna Midera Ph.D.****, President and CEO, Lodz Airport Central Poland: For last few years Łódź has bloomingly changed. This four-cultural city, originating from Polish, Jewish, German and Russian communities, is nowadays new born modern, industrial and creative city. My airport team has everything what is needed to open a new route: modern equipment, infrastructure, professional crew, creativity and engagement.*

**THE ISRAEL ASSOCIATION OF TRAVEL AGENCIES & CONSULTANTS** – established in 1909, ITTAA aims are to improve and strengthen the travel industry, to expand its member's knowledge and use of advanced methods, to improve its member's welfare and to protect consumers' rights regarding tourism services.

ITTAA unites approximately 400 travel agencies and about 4,500 tourism consultants of all tourism expertise in Israel.

**LODZ TOURISM ORGANIZATION** – was set up in 2017 at the initiative of the City of Łódź, local institutions and tourism entrepreneurs as an organization responsible for the city tourism marketing.

**LODZ AIRPORT CENTRAL POLAND** – international airport located in the heart of Poland. It is only 6 km from the strict centre of Lodz city, which has a population of more than 700,000 inhabitants and the metropolitan area of 1.1 million. Motorways and expressways extend the airport's catchment area to 2.5 million people (60 minute isochrones; 7% of the total population of Poland).

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