

TEL AVIV

DIGITAL INNOVATION FOR SMART CITIES

INNOVATING THE WORLD OF TOURISM

SHARON LANDES-FISCHER | 13 NOVEMBER 2015

DESTINATION THESSALONIKI "CITIES AS PLATFORMS"

TEL AVIV NONSTOP CITY





VISION – TEL AVIV, ONE OF THE WORLD'S 20 LEADING GLOBAL CITIES



NEW YORK



TOKYO



LONDON



PARIS



H. KONG



L.A.



SEOUL



BERLIN



RIO D.J.



TEL AVIV NONSTOP CITY



TEL AVIV'S DNA

STARTUP CITY

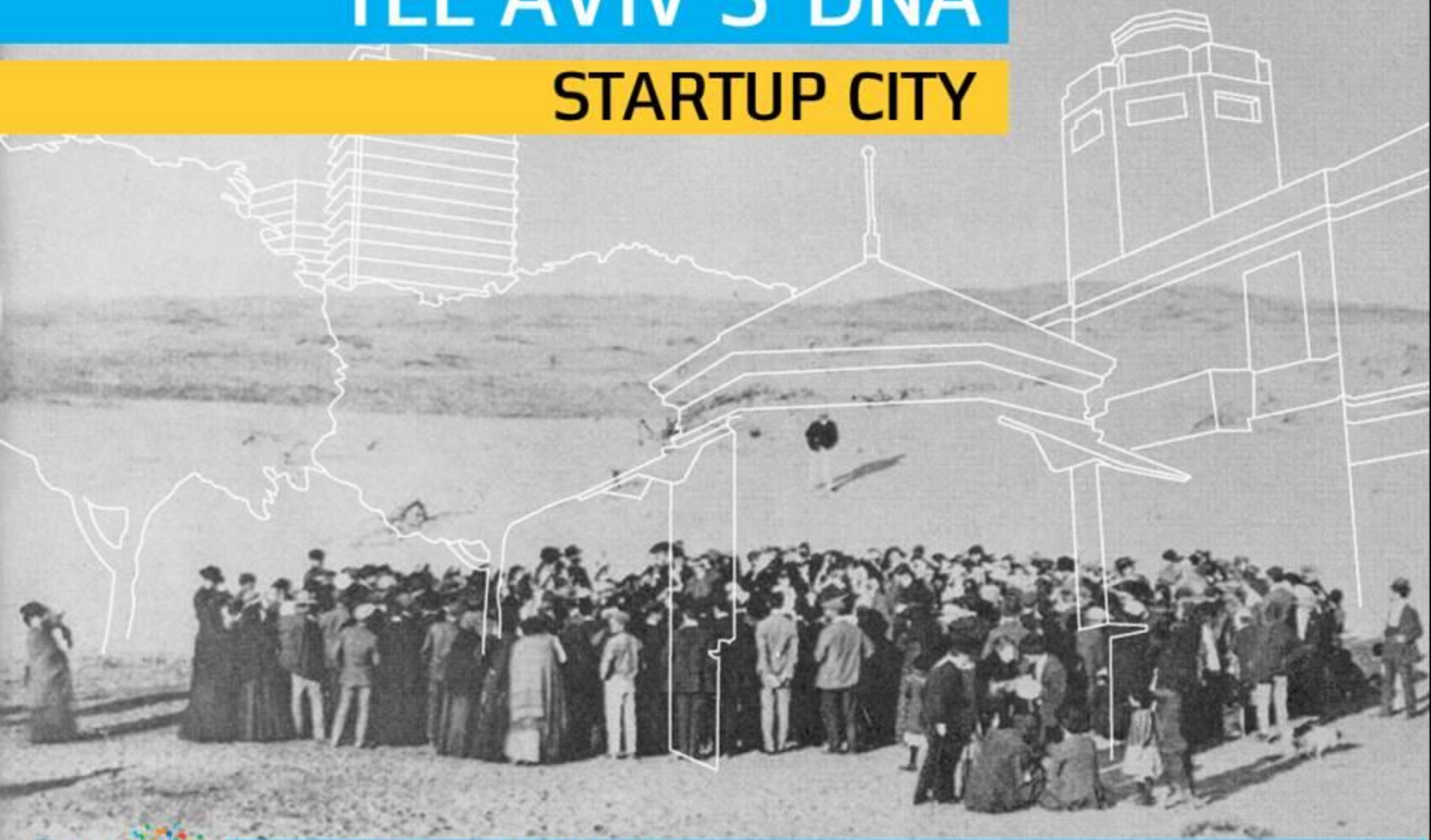
USP- UNIQUE SELLING POINT



TEL AVIV NONSTOP CITY

TEL AVIV'S DNA

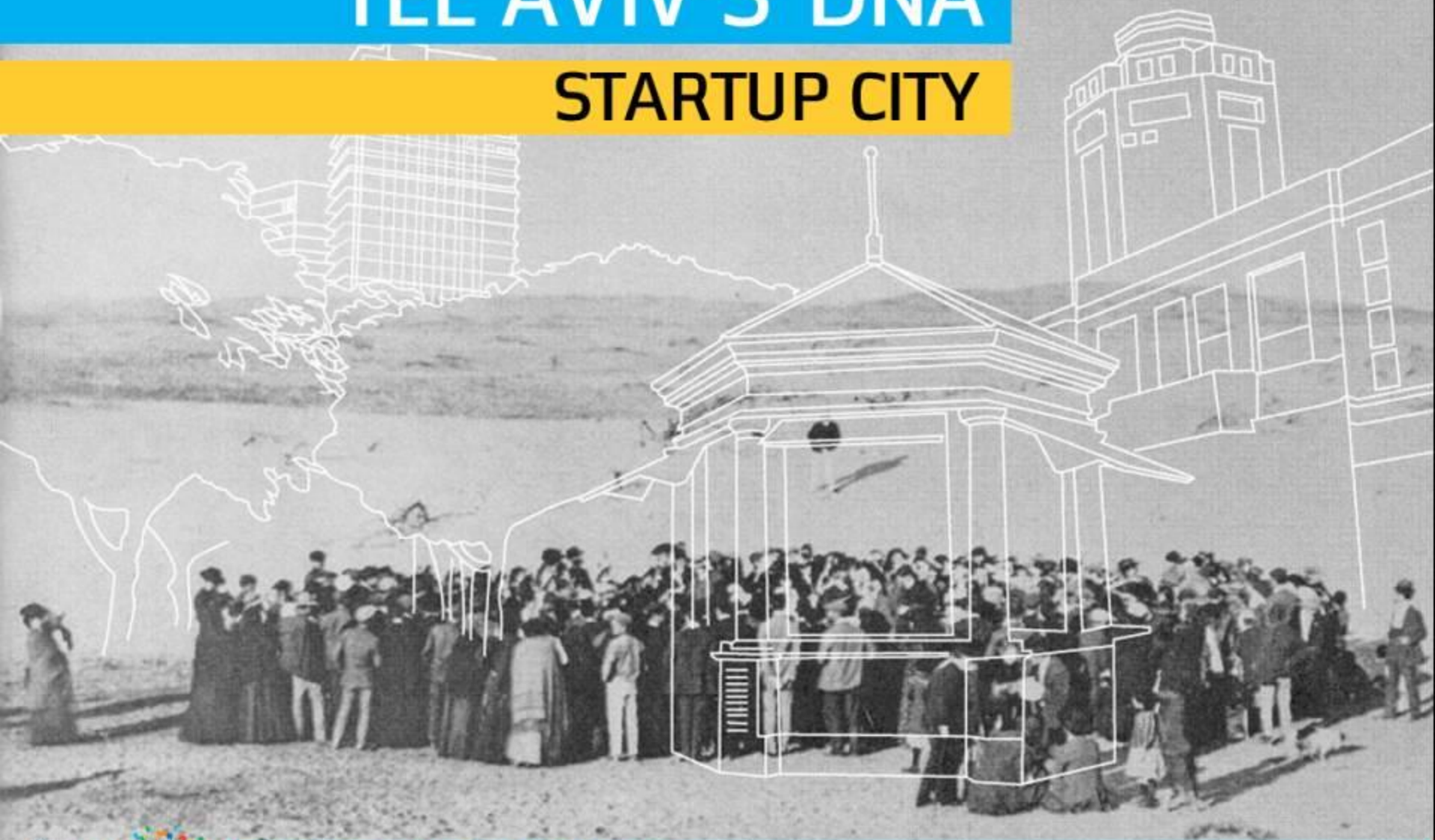
STARTUP CITY



TEL AVIV NONSTOP CITY

TEL AVIV'S DNA

STARTUP CITY



TEL AVIV NONSTOP CITY

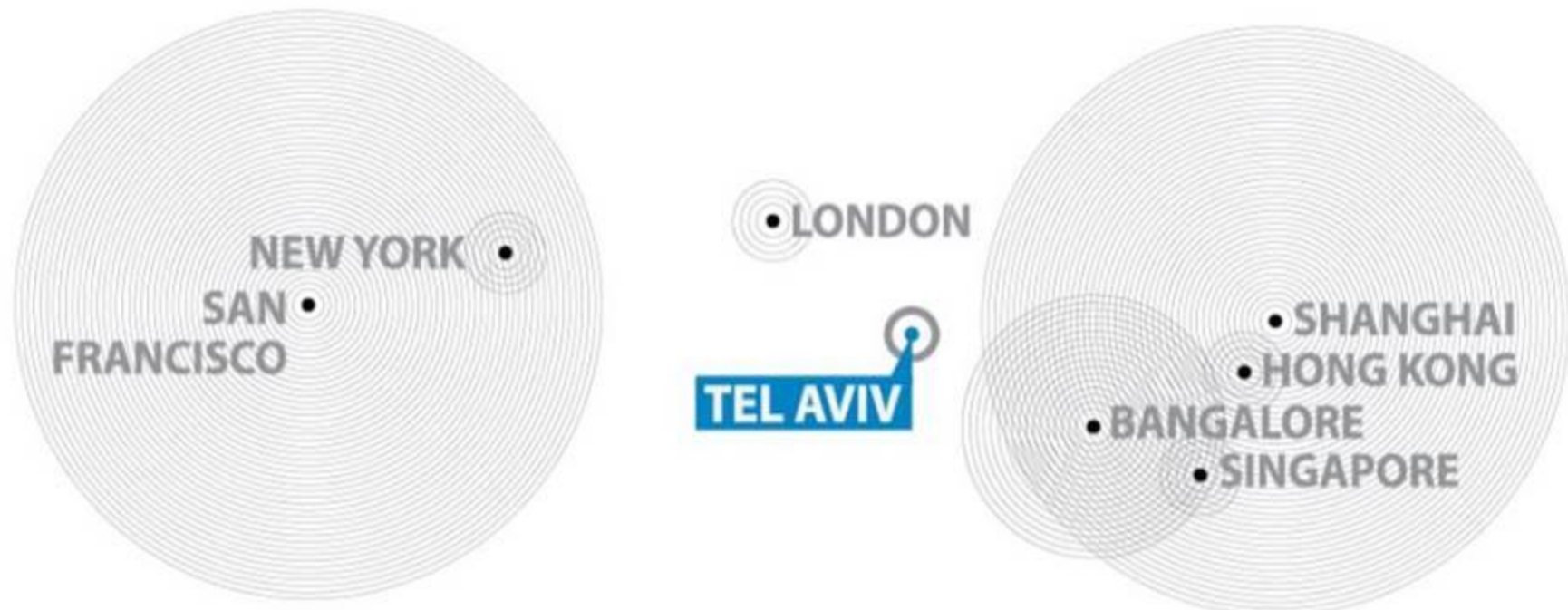
TEL AVIV'S DNA

STARTUP CITY



TEL AVIV NONSTOP CITY

LOCATION



AREA: 52 SQ. KM.



TEL AVIV NONSTOP CITY

PROPORTION



LONDON

1,572 SQ. KM.



TEL AVIV

52 SQ. KM.



TEL AVIV NONSTOP CITY

GATEWAY TO ISRAEL

BEN GURION INTERNATIONAL AIRPORT

TEL AVIV NONSTOP CITY





120 KM OF BICYCLE ROUTES



TEL AVIV NONSTOP CITY



15 KM OF SANDY BEACHES



TEL AVIV NONSTOP CITY

YOUNG, WILD & FREE

1/3 RESIDENTS BETWEEN 18-35

TEL AVIV NONSTOP CITY



THE WHITE CITY

LARGEST BAUHAUS
CONCENTRATION IN THE WORLD

UNESCO WORLD HERITAGE SITE, 2003

TEL AVIV NONSTOP CITY



ISRAEL'S CULTURAL CENTER

DESIGN MUSEUM HOLON, GREATER TEL AVIV

60 CULTURAL EVENTS EVERY DAY

HOME OF ISRAEL PHILHARMONIC ORCHESTRA & ISRAEL OPERA

"1 OF THE WORLDS MOST CREATIVE CITIES" GLOBE&MAIL

TEL AVIV NONSTOP CITY



JAFFA

TEL=OLD

AVIV=NEW

THE MOST ANCIENT PORT CITY IN THE WORLD

TEL תל
AVIV אביב
YAFO יפו



TEL AVIV NONSTOP CITY

"MEDITERRANEAN CAPITAL OF COOL"

The New York Times

1,748 BARS, CAFÉS & NIGHTCLUBS
1 FOR EVERY 231 RESIDENTS



TEL AVIV NONSTOP CITY

THE CREATIVE CLASS

TEDER TEL AVIV

TEL AVIV NONSTOP CITY





TALENT

THE ENTRANCE TO CITY HALL

TEL AVIV NONSTOP CITY





TECHNOLOGY

CITY-WIDE FREE WI-FI

TEL AVIV NONSTOP CITY





TOLERANCE

TEL AVIV GAY PRIDE FESTIVAL

TEL AVIV NONSTOP CITY



ISRAEL'S BUSINESS CENTER

GOOGLE OFFICES, TEL AVIV

WORLD'S 27TH LARGEST FINANCIAL CENTER GFCI

2ND LARGEST ECONOMY IN THE MIDDLE EAST

"1 OF THE WORLD'S MOST TECH. INFLUENTIAL CITIES" NEWSWEEK

TEL AVIV NONSTOP CITY



An aerial photograph of Tel Aviv, Israel, showing a dense urban grid, green spaces, and the Mediterranean Sea coastline. The image is used as a background for the infographic.

TEL AVIV

1,500

INNOVATIVE TECH COMPANIES

1,000+

STARTUPS

TEL AVIV NONSTOP CITY

TEL AVIV
AVIV יבנה
YAFO יפו

A circular logo composed of many small, colorful dots in various colors like red, blue, green, and yellow, arranged in a ring.

STARTUP CITY IN NUMBERS

Startup
Companies:



International
R&D centers:

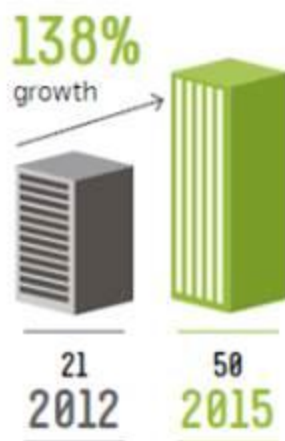


Startup
ecosystem
outside
the USA



in the
number
of startup
companies
between
2012-2014

Accelerators,
co-working
spaces and
innovation
centers





19

Startups
per km²



1/3

Residents Between
the Ages of 18-35



\$1,519M

Annual Exit
Transactions (2013)



**Leading Multi-
National Hubs:**

Coca-Cola | eBay | 3M | LG
facebook | Yahoo! | Google
Microsoft | Deutsche Telekom



57%

Residents with Post-
Secondary Education



44%

of Workforce are
In Creative Occupation



TEL AVIV NONSTOP CITY

WHAT IS DIGITAL TRAVEL?

Enabling a personalized visit or travel experience

Lowering costs, improving booking process

Interactive, accessible information



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DIGITAL TRAVEL IN NUMBERS

Global online travel sales to reach \$830 Billion in 2017

1/3 of Americans booked travel products via mobile in 2014

86% search online before booking

6th largest sector in digital activity – Tourism

100k+ tourists used Tel Aviv's free Wi-Fi in 2014

*Data by Google Trends & Globes



TEL AVIV NONSTOP CITY

THE DIGITAL TRAVEL SPACE

100+ startups and entrepreneurs mapped

1200+ 'Destination Innovators' on meetup.com

B2B2C



EVENTS & INFO



MEET LOCALS



SHARING



TAILOR MADE



CROWD SOURCED



AIR



BIG DATA



TRANSPORTATION



TEL AVIV NONSTOP CITY





By **EL7AL7N7**



A NEW TRAVEL TECH HUB THAT WE SUPPORT



TEL AVIV NONSTOP CITY

EXPOSURE

FROM STARTUP BLVD. 2014 TO

DIGITAL TRAVEL DOME 2015 @ IMTM

Startups make their debut in front of tourism execs

PR, media & public exposure

Ministry of Tourism embraces vision for IMTM 2016



TEL AVIV NONSTOP CITY

EXPOSURE



DIGITAL TRAVEL LOUNGE

TEL AVIV NONSTOP CITY



INCENTIVE



**THE MAYOR OF TEL AVIV'S
DIGITAL TRAVEL AWARD**



TEL AVIV NONSTOP CITY

INCENTIVE



CO-WORKING SPACE PILOT



TEL AVIV NONSTOP CITY

ACCESS



TEL AVIV NONSTOP CITY

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[Doing Business](#)

[About Tel Aviv Global](#)



DIGITAL TRAVEL IN TEL AVIV

[ABOUT DIGITAL TRAVEL](#)

[DIGITAL TRAVEL DOME IMTM 2015](#)

[MAYOR'S PRIZE](#)

[MEETUPS](#)

[CO-WORKING SPACE PILOT](#)

[PRODUCT FOCUS GROUPS](#)

[CONTACT US](#)

[Silicon Wadi Meets Mediterranean Cool: About Digital Travel](#)

Tel Aviv Global & Tourism is committed to cultivating both Tel Aviv's renowned startup ecosystem and the city's reputation as a global tourist hotspot. Digital Travel is where these two meet. Set against a backdrop of beautiful beaches, world-class architecture and nonstop nightlife, it was only a matter of time before the city's thriving tech industry looked to tourism as the next field in which to innovate.

Worldwide, tourism is a multibillion dollar industry, accounting for 9% of the world's GDP in 2013. More than 1 billion people traveled domestically or abroad in 2013, with forecasts predicting even higher growth rates in the coming years.

But people aren't traveling the way they used to. Apps have replaced guidebooks, and airplane seating has become social. Digital tourism allows travelers to trade restaurants for locals' dining rooms, impersonal hotel stays for locals' spare bedrooms. In short, digital travel initiatives help break down borders and introduce travelers to local, authentic experiences and then enhance those

WEBSITE

TEL AVIV NONSTOP CITY



ACCESS



MEETUPS

TEL AVIV NONSTOP CITY

TEL AVIV
NONSTOP
CITY

IMPLEMENTATION



TARGET THE END USER



EatWith

OFFICIAL HOSTING VIA
SHARING ECONOMY



TARGET A NICHE



GOALS

Enhancing the visitor experience

Synergy of the Startup City & Nonstop City

Advancing the innovation value of the Tel Aviv brand



TEL AVIV NONSTOP CITY

KEY ACHIEVEMENTS



40% growth of the # of startups in Tel Aviv, over 1,500 startups today

The establishment of 4 municipally subsidized co-working spaces

The institutionalization of OPEN STARTUP

Today, many startups from many sectors seek the municipality's help



MEASURES OF SUCCESS

Additional channels for communicating tourist info

Increase in Digital Travel startups & entrepreneurs

Tel Aviv – a meeting point between travel and innovation

Partnerships with industry players



TEL AVIV NONSTOP CITY



smart city expo
WORLD CONGRESS



TEL AVIV NONSTOP CITY

IMTM2016
22nd INTERNATIONAL MEDITERRANEAN TOURISM MARKET

TEL AVIV

9-10.2.16



The Mayor's
DIGITAL TRAVEL AWARD

SAVE THE DATE

9-10.2

IMTM

TEL AVIV 2016

INNOVATING THE WORLD OF TRAVEL



TEL AVIV NONSTOP CITY

THANK YOU

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