YOUR NEXT VACATION











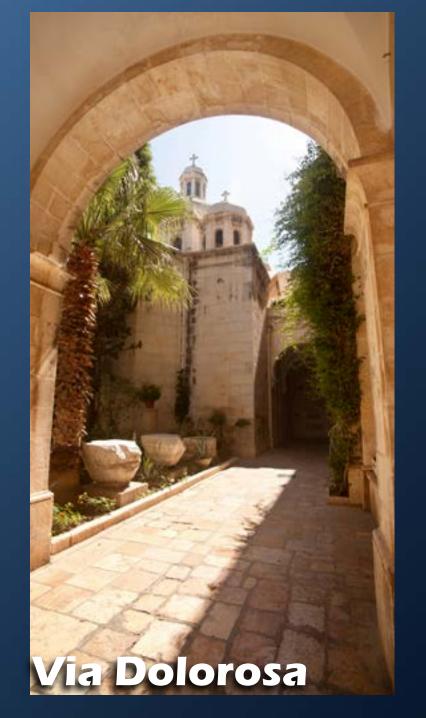














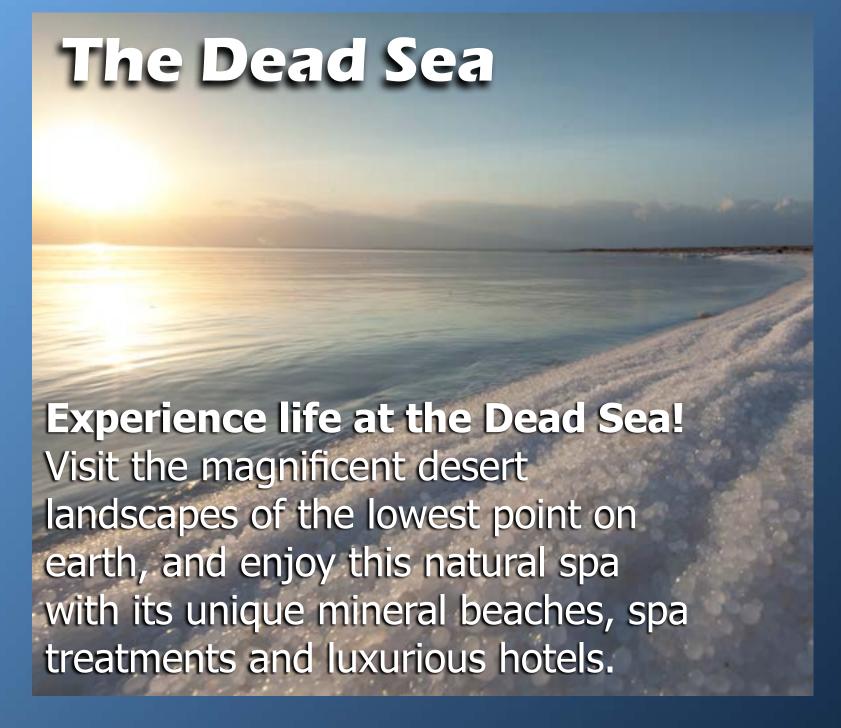


















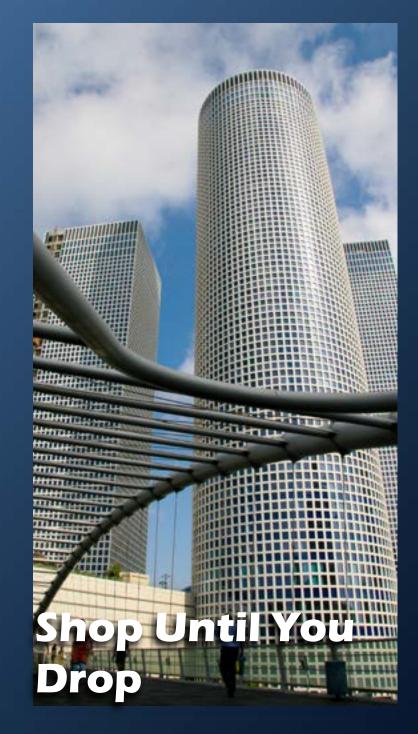




Tel Aviv - Jaffa

Tel Aviv is the cultural heart of Israel.
A thriving, vibrant action-packed cosmopolitan city, Tel Aviv boasts a world-renowned nightlife, stunning beaches

































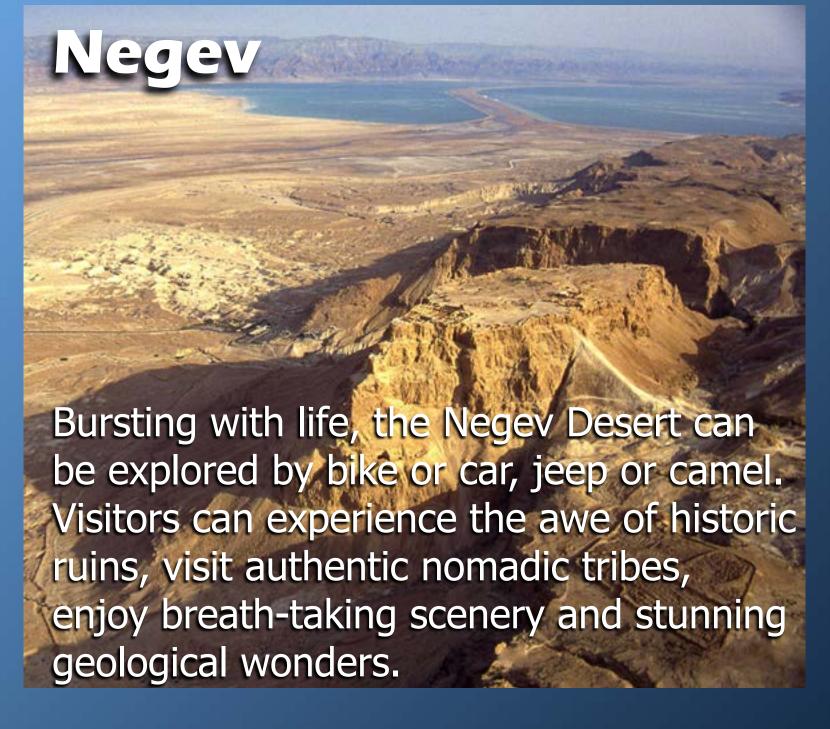




























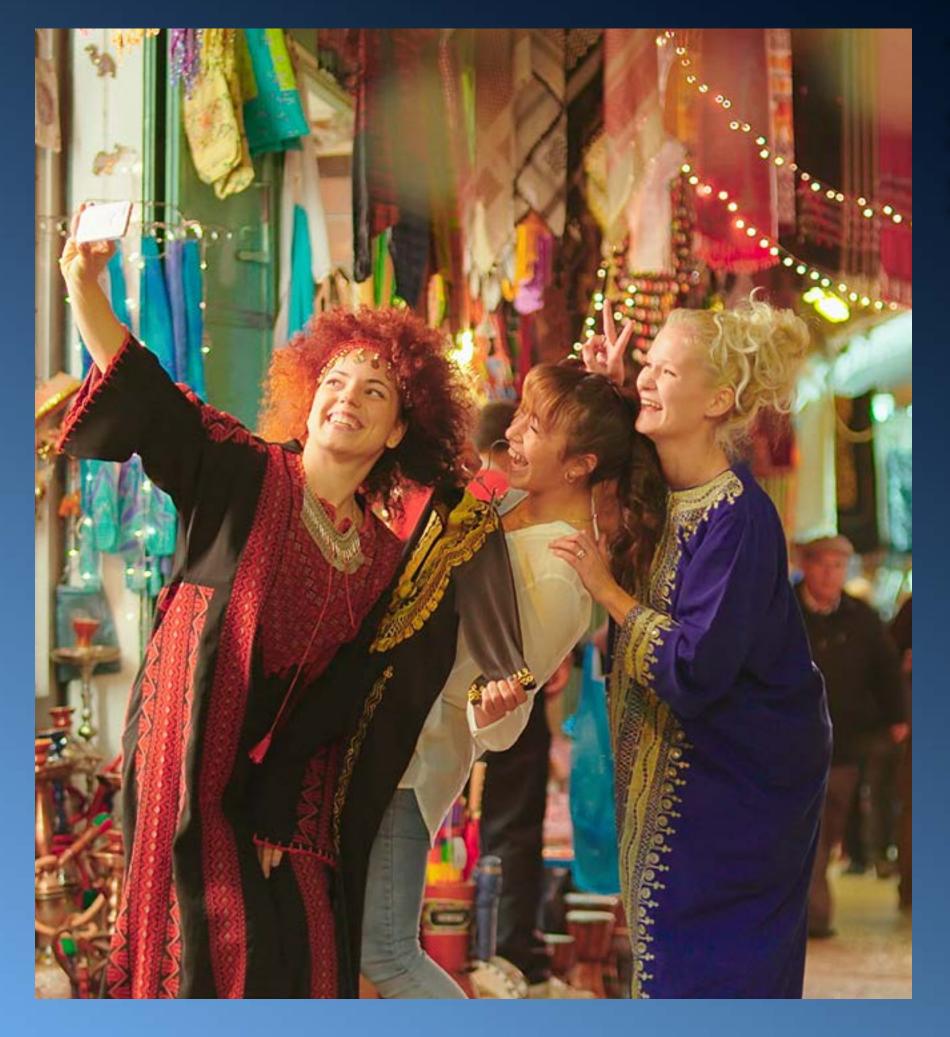












The Old City Sacred Space and Shopping Mall

Tourists flock to the Old City, some on religious pilgrimage, others simply wanting to experience the sacred atmosphere inside its towering walls and among its enchanting alleyways. Each of its four quarters is crowded with places of worship and sites that are holy to different faiths, for whom it is the center of the world. Experience an intense and unforgettable religious experience here or observe the religious rituals of others. Residents from diverse cultures manage stalls and stores throughout the richly scented and colorful markets. Visitors from all over the world come to taste exotic Middle Eastern foods and spices, pick out ethnic clothes and gifts and haggle for the best bargains.



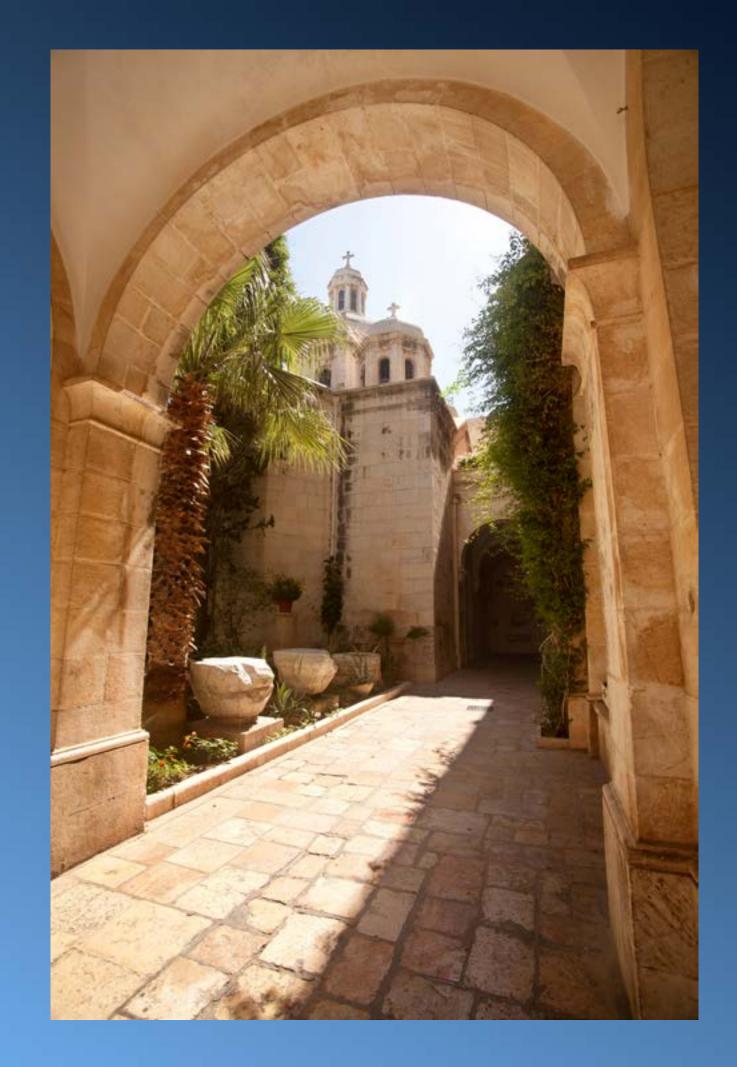
The Western Wall - Sacred Stones

Nowhere in the world is holier to the Jewish people than the sacred stones of the Western Wall - the focal point of prayer and identity for Jews all over the world. Day and night you will find men and women of all ages pouring out their hearts in prayer and lamentation to the huge ancient stones.

Visitors of other faiths also come to pray here, all writing small notes which they insert into cracks in the wall.

People come here to talk to G-d, to feel the power of history and to witness the enduring devotion of the Jewish people for their Holy City.



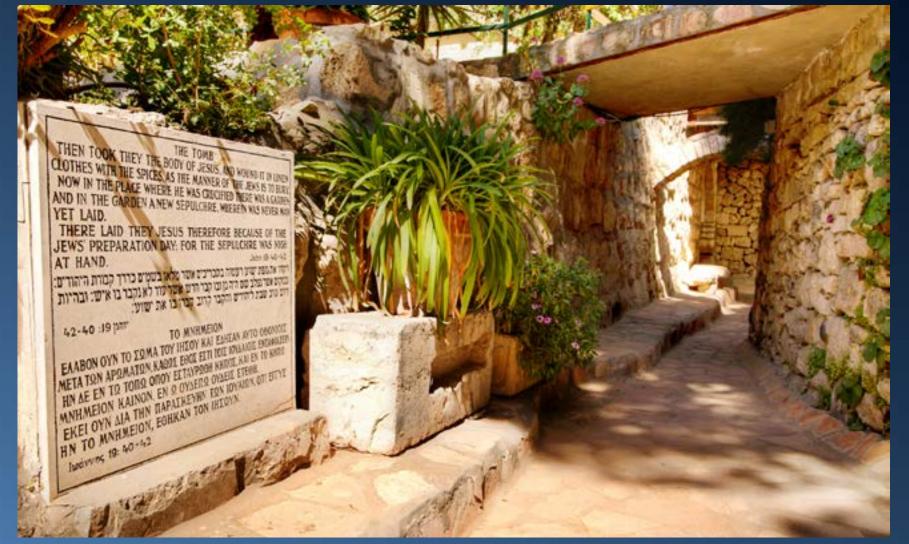


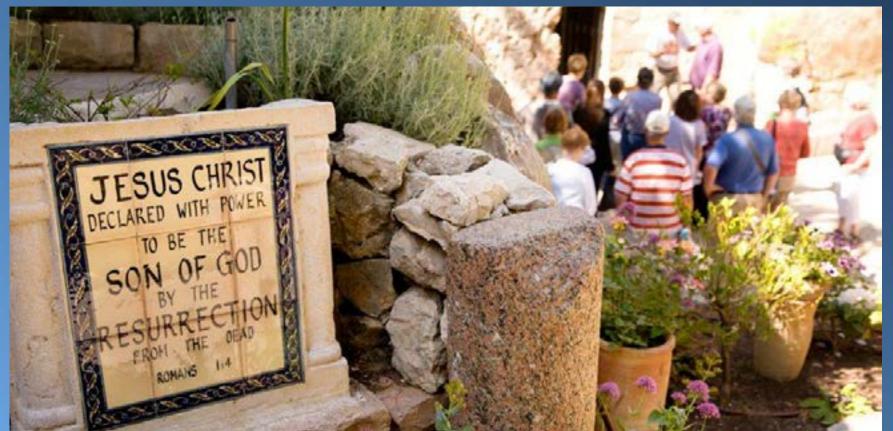
Via Dolorosa and Holy Sepulchre

The highlight of any Christian pilgrimage is following the route taken by Jesus to his crucifixion, pausing to pray at each of the 14 Stations of the Cross. These sacred landmarks are located in narrow crowded alleyways, culminating with the final Stations inside the cavernous and awe-inspiring Church of the Holy Sepulchre recognized by Catholic and Orthodox Christians as the site of his crucifixion and tomb.

Over the centuries, millions of pilgrims have lit candles here and carved their crosses on the walls of the Church - and the building echoes with their prayers.





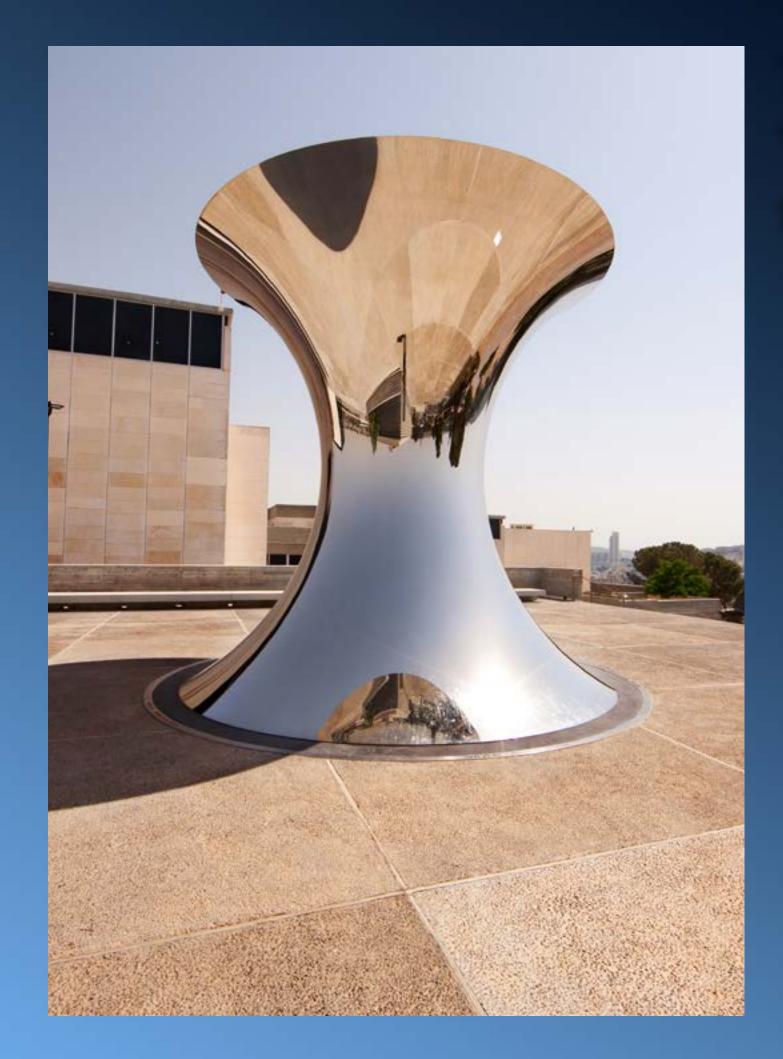


The Garden Tomb For Quiet Contemplation

Revered by many Christians as the place where Jesus was buried and resurrected, the garden lies inside a uniquely peaceful walled sanctuary, which feels a million miles away from the noise and bustle of the surrounding city. You can hold religious services in the well-tended gardens or sit in quiet contemplation and enjoy the beauty of this tranquil island of holiness.

Following scriptural clues, historians found this site of the crucifixion outside the Old City. Subsequent excavations discovered remains of an ancient tomb that attracts Christian pilgrims from all over the world.





The Israel Museum Treasures from Around the World

Recently remodeled, the Israel Museum is the country's largest repository of art and artifacts, including fascinating archeological, Judaica and Jewishethnography collections and beautiful reconstructed synagogues from around the world. You can spend hours exploring its captivating exhibitions on diverse themes.

A shining white cupola houses the Shrine of the Book exhibit of the Dead Sea Scrolls - a shape that reflects the top of the jars in which the scrolls were found. Outside, you can explore the enthralling Second Temple Era model of Jerusalem or wander through the stunning art garden and sculpture collection.







Jerusalem's Markets, Old and New

The city of Jerusalem is part European and part Middle Eastern, where open-air markets, brand-name stores and family businesses vie for customers. Visit the historic Arab Souq in the Old City where Eastern spices and scents permeate the air or experience a cosmopolitan vibe in the Mahane Yehuda market. The stalls are piled high with fresh local produce that you can sample, and the sellers are happy to negotiate on price.

Have fun exploring the Ben Yehuda street mall in the center of town, with its eclectic antique and gift stores, or promenade along the ritzy Mamilla Mall where you can find international brands and classy restaurants.







The Modern City of Jerusalem

The new city of Jerusalem has been extensively modernized and pulsates with life. An ultramodern light railway tramline runs through the pedestrianized center of town, bringing tourists and shoppers from suburbs to busy downtown districts. The cobbled boulevards of the city center are crowded day and night with residents, students and tourists from all over the world.

Restaurants and cafes of every conceivable ethnic tradition are found along its streets, reflecting the city's metropolitan flavor. Jerusalem's rich multicultural atmosphere permeates its museums and arts attractions, while energetic music venues and contemporary theaters, hip shopping malls and vibrant markets reflect its modern international vibe.



Mother Nature's Health Resort

Nestled among the mountains of the desert, the Dead Sea resort area offers a one-of-a-kind experience of beauty and excitement. The Dead Sea's rich mineral resources and tranquil atmosphere are integral for good health and well-being. At 1400 feet below sea level, nature is different. The sun's UV rays are less harmful, the air is pollen-free and the high levels of oxygen and bromine have a relaxing effect, so just spending time here will make you feel better!

The salinity of the Dead Sea water and the rich minerals from its beaches provide natural solutions for many health problems, including respiratory and skin conditions. Enjoy health benefits by visiting the public beaches, easily accessible by car or public transport, or reserve one of the many therapeutic vacation and treatment packages offered by local hotels.



A Natural Spa at the Lowest Place on Earth

Enjoy the unique health-enhancing environment of the Dead Sea spa resorts, where visitors enjoy near-perfect vacation weather all year round.

The hotels and spas offer pampering beauty treatments of all types, using world-famous Dead Sea cosmetics. On the beach you can enjoy plastering yourself with black Dead Sea mud for a full skin peeling. The sea is so rich in salt and minerals that you can just float on the water and enjoy breathtaking landscapes all around you. For a really different, relaxing and rejuvenating vacation, book your trip to the Dead Sea today!





Masada - Scene of Israel's Dramatic History

Located at the very top of an isolated rock table lies this UNESCO World Heritage Site. The tragic and romantic story comes to life among well-presented archeological remains that tell the story of one of most dramatic episodes in Israel's history.

The tourist center at the base of the mountain features an inspiring movie about the courageous defense of this ancient fortress against the conquering Romans - your senses will tingle as you witness this re-enactment.

Climbing its steep mountain paths or ascending by cable car, you reach the mountain top with its reconstructed fortress and King Herod's clifftop palace, with restored murals, mosaics and artifacts from the Roman era. Visit Masada for an unforgettable physical and historical journey.





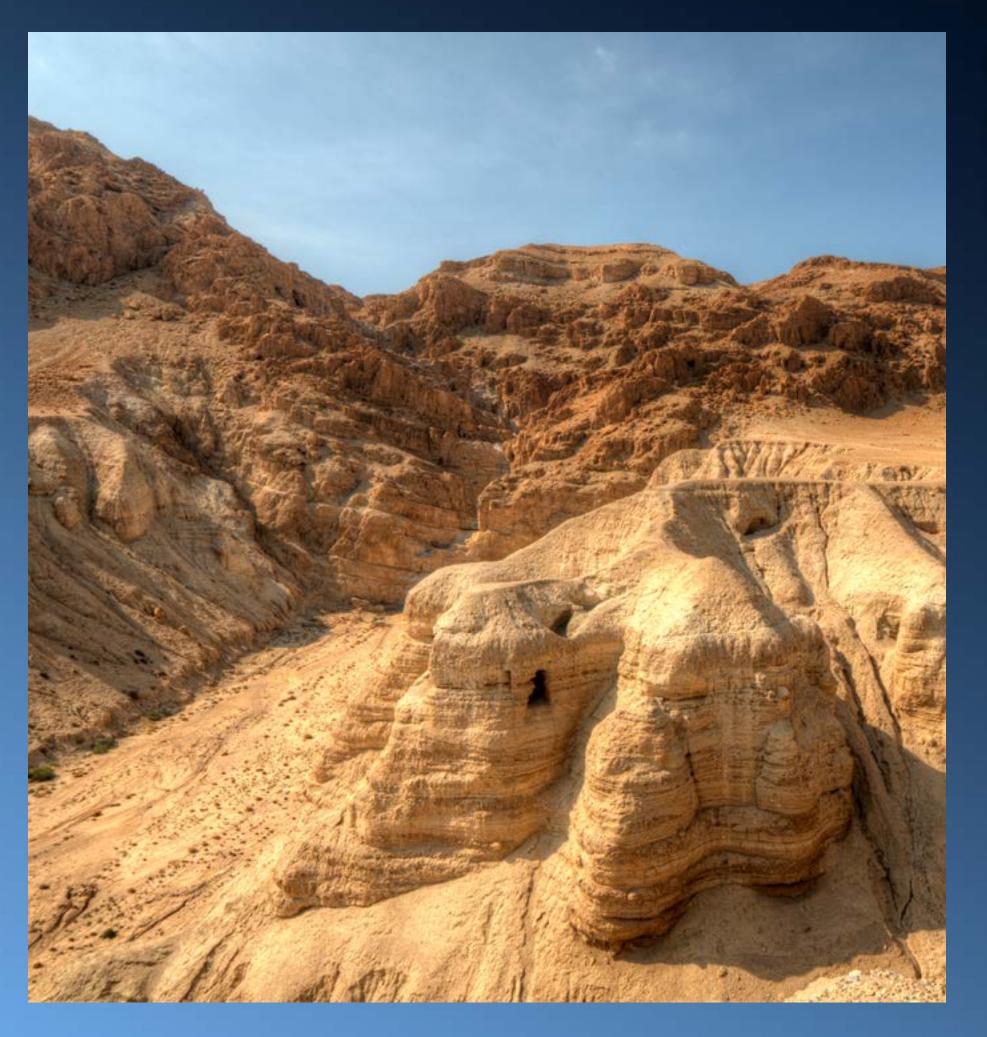
Ein Gedi -A Garden of Eden in the Desert

On the barren shores of the Dead Sea, surrounded by majestic desert mountains and cliffs, you will find a surprisingly lush oasis of nature reserves, with exciting hikes, jeep excursions and safaris.

Ein Gedi's wild natural setting allows you to explore deep canyons, bathe in refreshing pools, and spot ibex and other creatures coming to drink from its rivers, which flow through the mountains all year round.

At Kibbutz Ein Gedi, you can enjoy the rich botanical gardens, filled with cacti and baobab trees and bathe in its hot springs and mineral waters.





Qumran -Home of the Dead Sea Scrolls

Travel back in time to Qumran, where the oldest copy of the Bible was discovered. Explore 2,000 year-old ruins on the edge of the Judean Wilderness, where scribes copied the Dead Sea Scrolls, and absorb how the ancient Essenes once lived.

The Qumran Visitor Center tells the story that links this fabulous landscape with the history of its isolated inhabitants - groups of Jewish zealots and the Essenes, a sect of Second Temple Judaism that may have authored the scrolls.

You can see the cave in which most of the Dead Sea Scrolls were found, now exhibited at the Shrine of the Book, in Jerusalem.



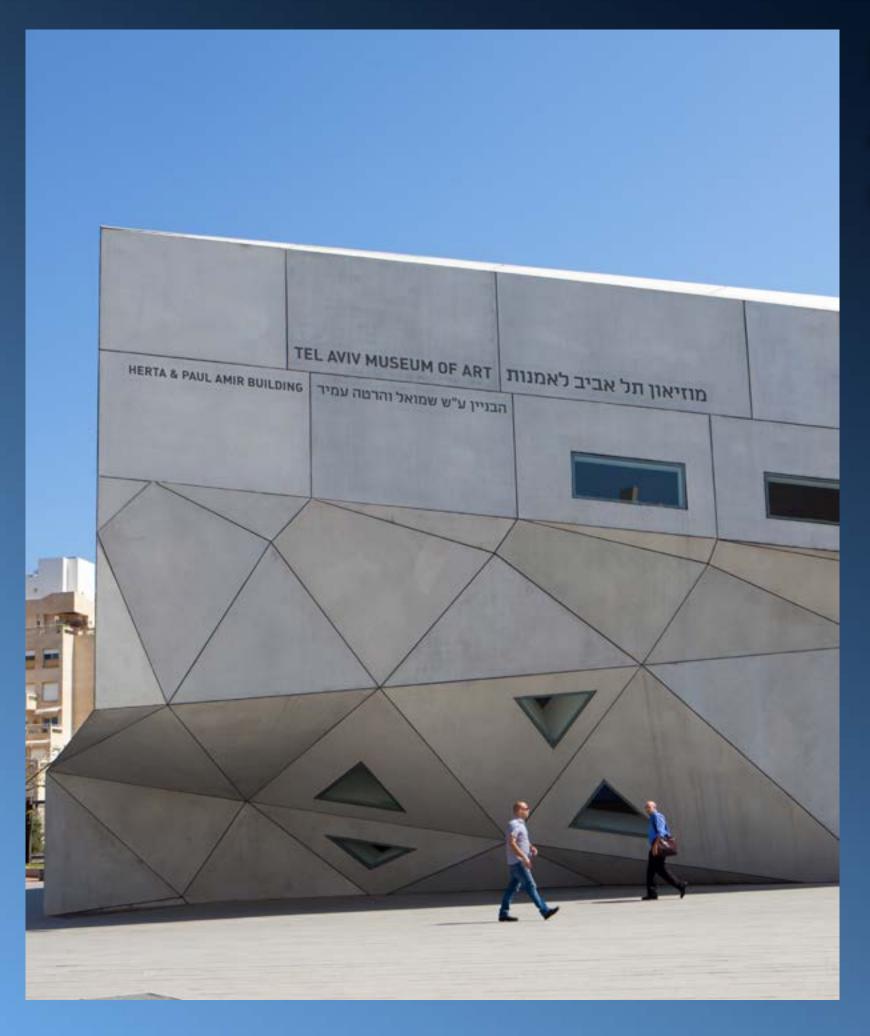
Tel Aviv -Where the Fun Never Stops

This busy metropolis is buzzing day and night. The beat goes on 24/7 in Tel Aviv, with a calendar crowded with arts events and festivals, concerts and dance shows.

All-night cafes and restaurants offer the most diverse cuisines from every corner of the world. Specialty bars and nightclubs in basements and on rooftops cater to every taste and to every community - mainstream or other, Israeli and international, with DJs and live bands.

Day or night, you can feel the buzz as you stroll along the seafront promenade or through the picturesque streets and tree-lined boulevards of the original neighborhoods of Tel Aviv.

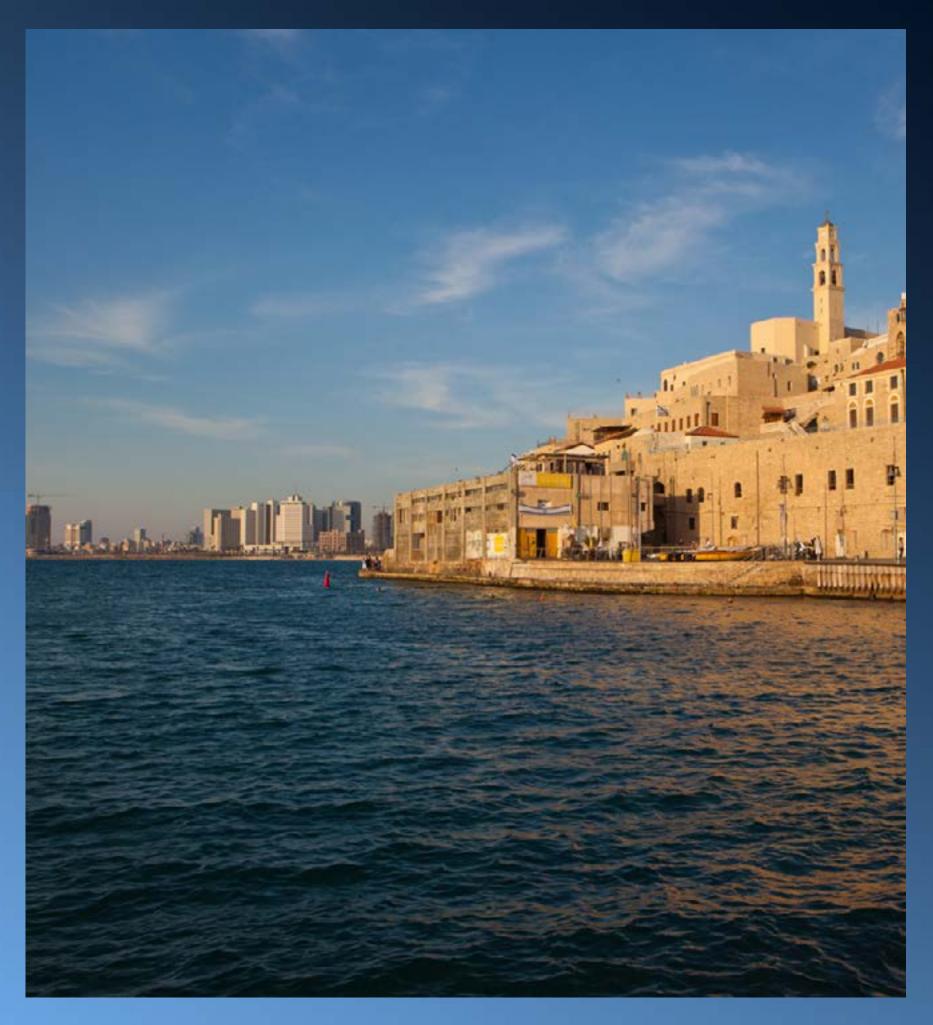




Museums and International Culture - Tel Aviv Has It All

Tel-Aviv's national museums face tough competition from equally fascinating specialty galleries. Some of the best works of Israeli and European artists, including Chagall, are displayed at the Museum of Art, along with international exhibits on the global circuit. You can trace the history of Israel at the Eretz Israel Museum and in the preserved homes of historical figures around the city or explore European architecture on a tour of the White City.

Experience the city's rich cultural diversity. World renowned artists and musicians frequently perform in Tel Aviv, often selling-out tickets. Enjoy the Philharmonic at the Mann Auditorium, an Israeli play, a modern dance performance, or live music at one of Tel Aviv's many bars.

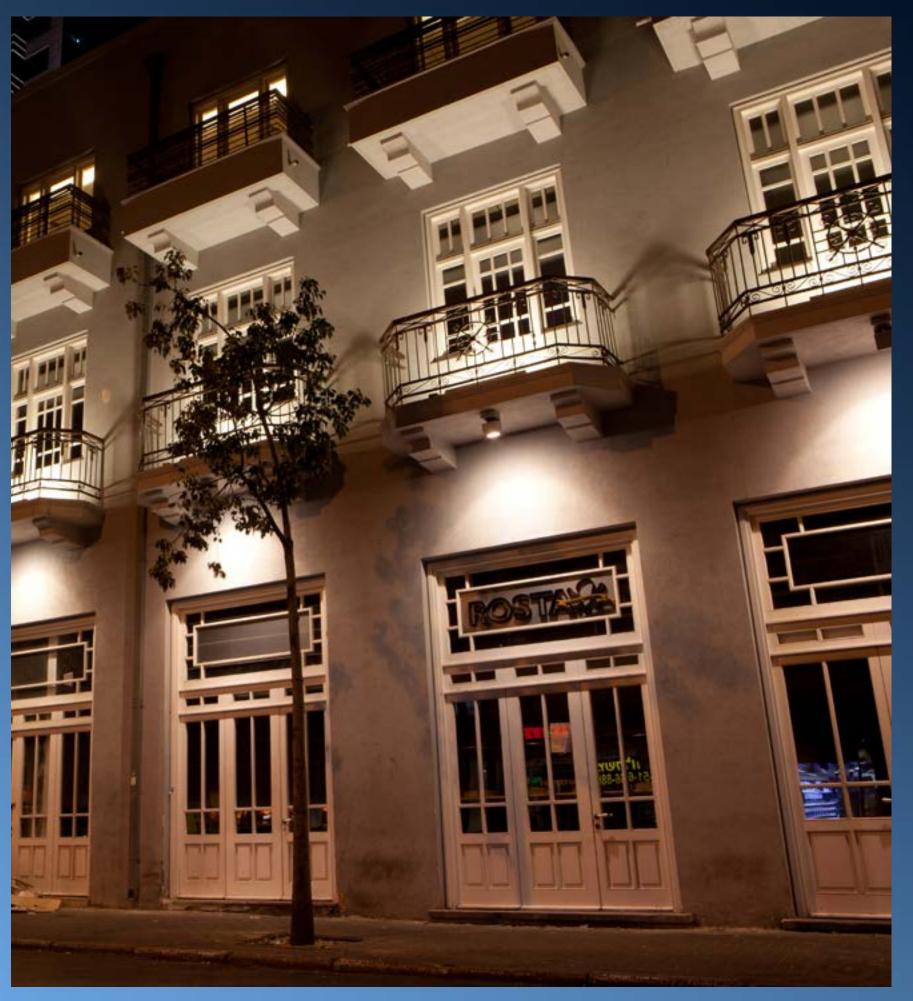


Old Jaffa -Tel Aviv's Charming Older Sister

Jaffa is an ancient city to the south of Tel Aviv which retains its enchanting old-world Middle Eastern ambience. One of the region's oldest ports, its renovated stone houses and charming alleyways now house an intriguing artists' quarter and restaurants offering authentic and ethnic cuisine.

Jaffa's Christian history is preserved at the Church of Saint Peter, the house of Simon the Tanner and tomb of Tabitha. Other highlights include the eclectic flea market and the working fishing port. You can enjoy great views of Tel Aviv on a boat trip around the bay or by walking along the seaside promenade.

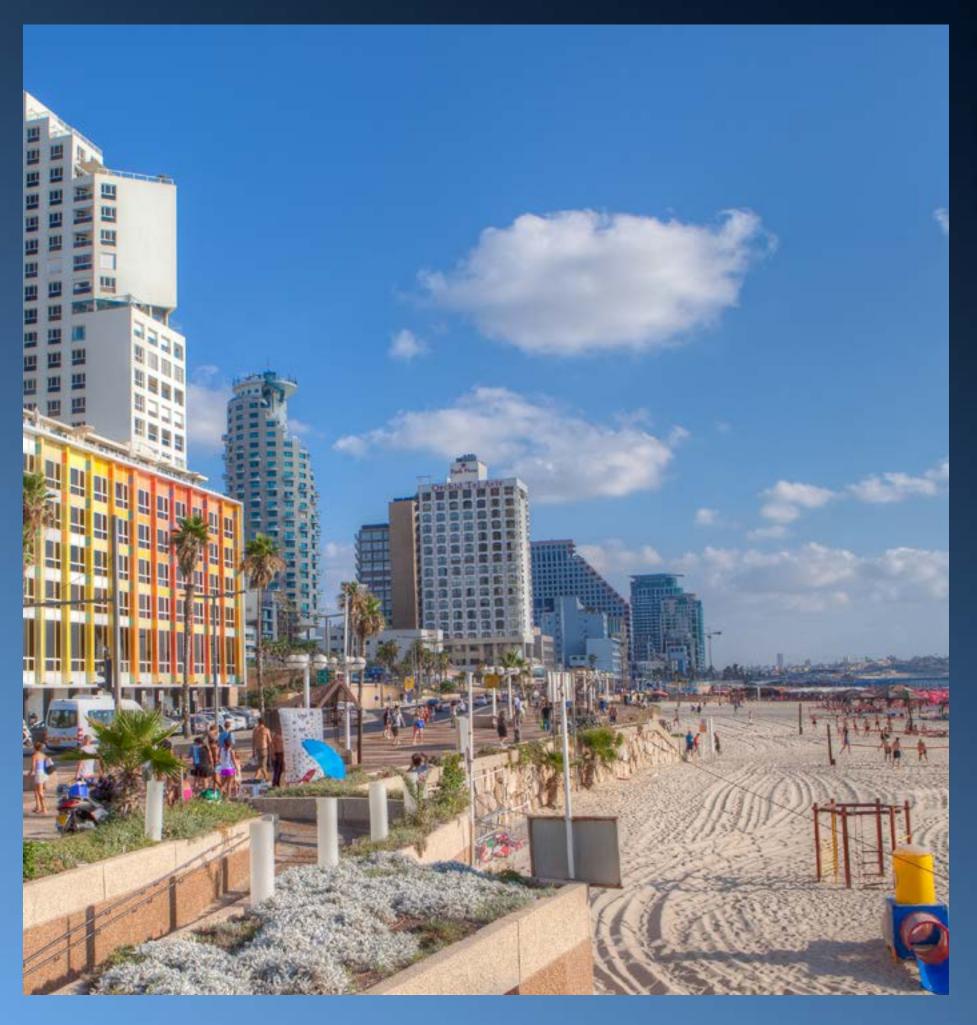




The White City - European Architecture in the Middle East

Tel Aviv is the only place in the world outside of Europe, where you can see European architecture from the 1920s, 30s and 40s. These neoclassical buildings, with their cool white walls and simple rounded shapes, showcase the Bauhaus style, modified for the hot Mediterranean climate.

These preserved residential buildings comprise the White City - the largest open-air Bauhaus museum in the world and a UNESCO World Heritage Site. Visitors can take a quiet break from the busy malls and skyscrapers of modern Tel Aviv and enjoy this "city within a city" on a guided walking tour or by renting a bike to cycle along its European tree-lined boulevards.

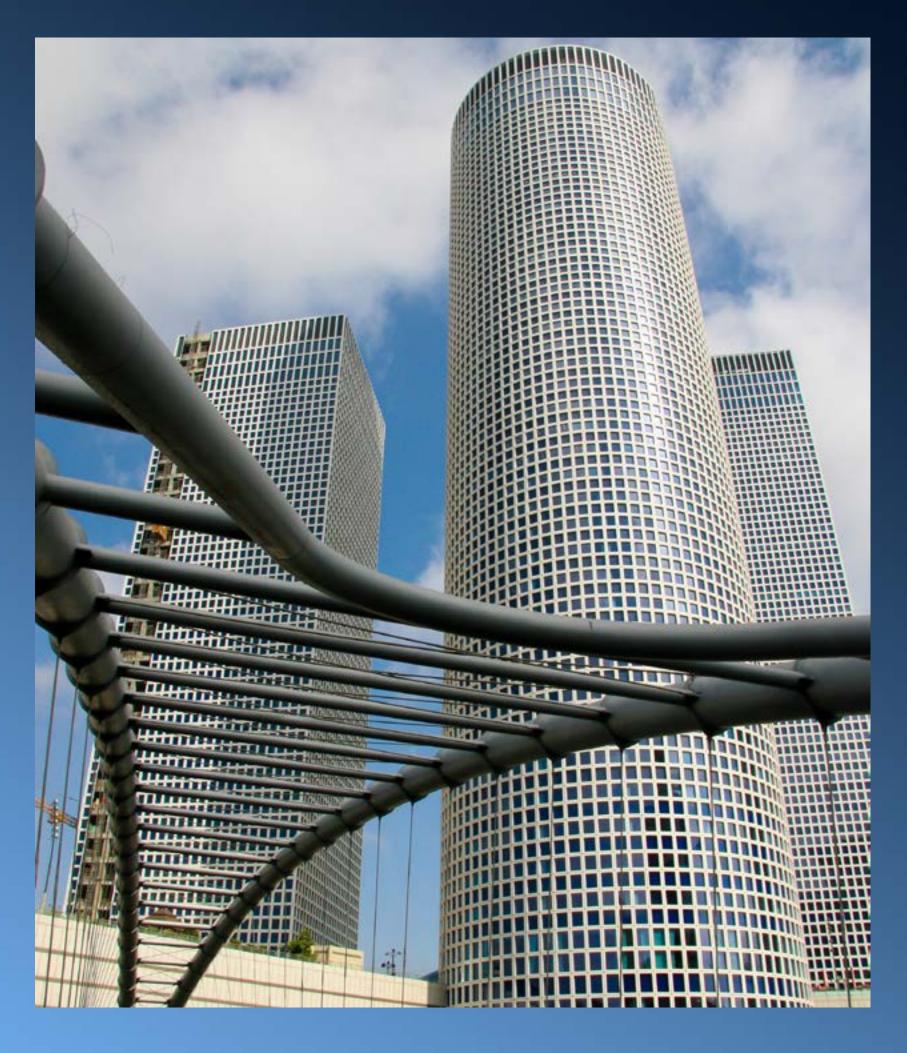


Tel Aviv Beaches -Sea, Sun and Fun

On the coast of the Mediterranean Sea, with beautiful weather year-round, Tel Aviv offers a tremendous variety of seaside beach activities. Enjoy swimming, sailing, paragliding, surfing or windsurfing or simply relax in the sun with a cold drink in hand.

Take a stroll along the gorgeous wood promenade and choose from many first class restaurants that offer a variety of local and international cuisine.

Tel Aviv hosts miles of unspoiled sandy beaches and calm waters. The beaches are all clean and safe, with showers and changing rooms, and dotted with cafés, restaurants and ice cream parlors.



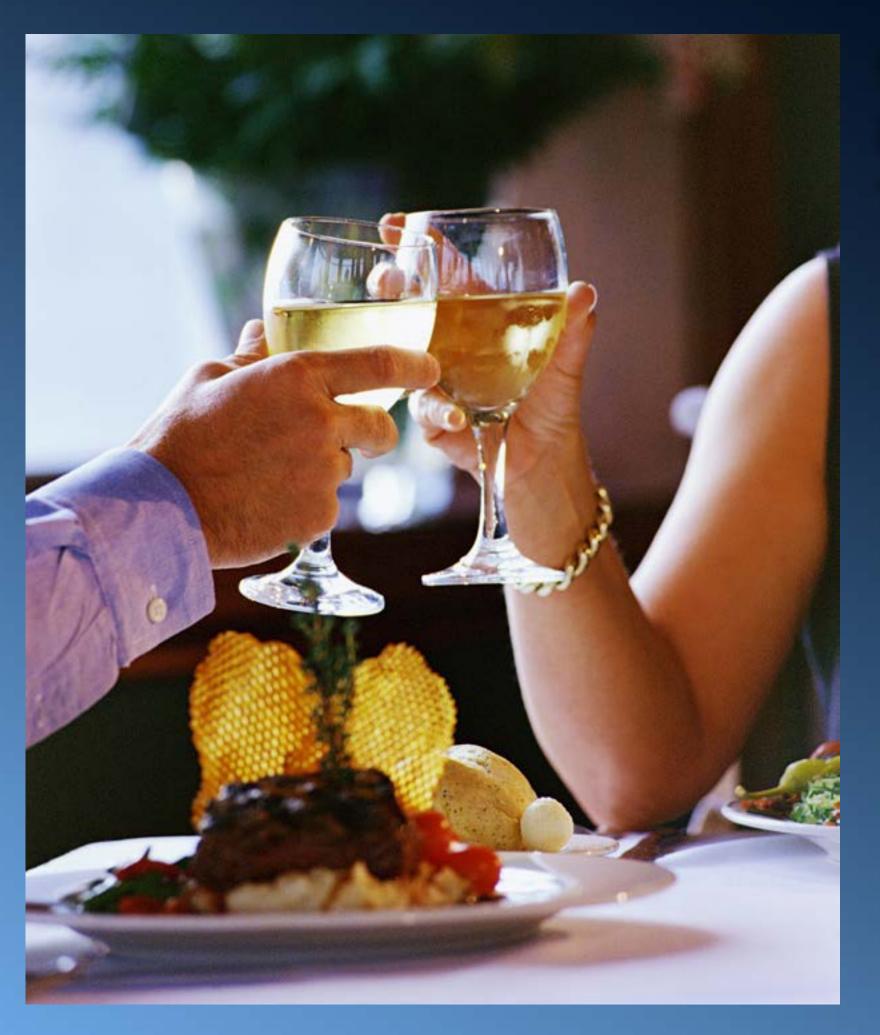
Shop Until You Drop in Tel Aviv

Tel Aviv is Israel's shopping capital, with ultramodern malls, fascinating open-air markets and interesting specialty stores.

Enjoywindow-shopping at the city's top designer boutiques or seek more affordable fashions at the central malls. You can find more eccentric Israeli styles in the charming boutiques in the beautiful restored historic buildings of HaTachana, Neve Tsedek and Sarona.

Bargain-hunters should head for the open-air markets where the locals shop and the produce is fresh. These markets are where the best contemporary Israeli arts and crafts can be found and where the senses tingle in delight at the rich smells, tastes and colors.

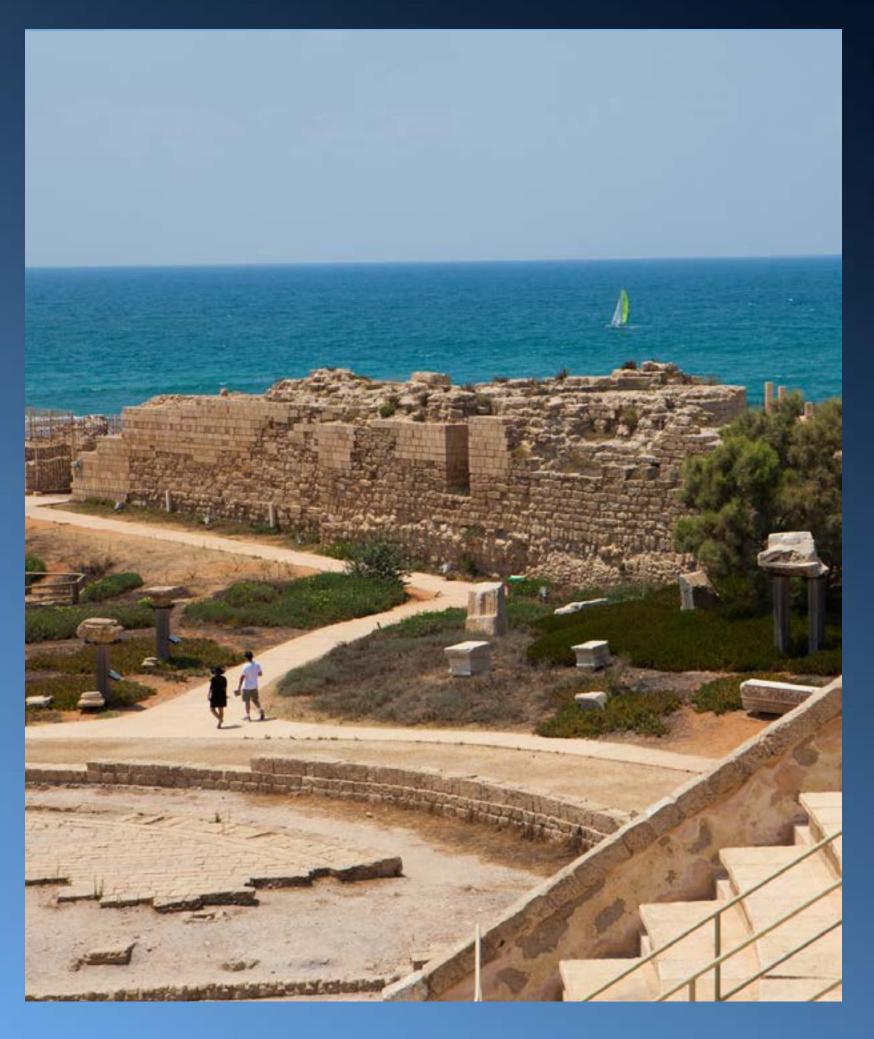




Culinary Tel Aviv - Mouth-watering Temptations!

Tel Aviv is foodie heaven, with a tremendous choice of excellent international chef restaurants and a rich café culture. Savour the tastes and smells of Israel's traditional street foods. Freshly baked pita bread, falafel and hummus compete alongside authentic Israeli food and ethnic cuisine offered by every different immigrant community.

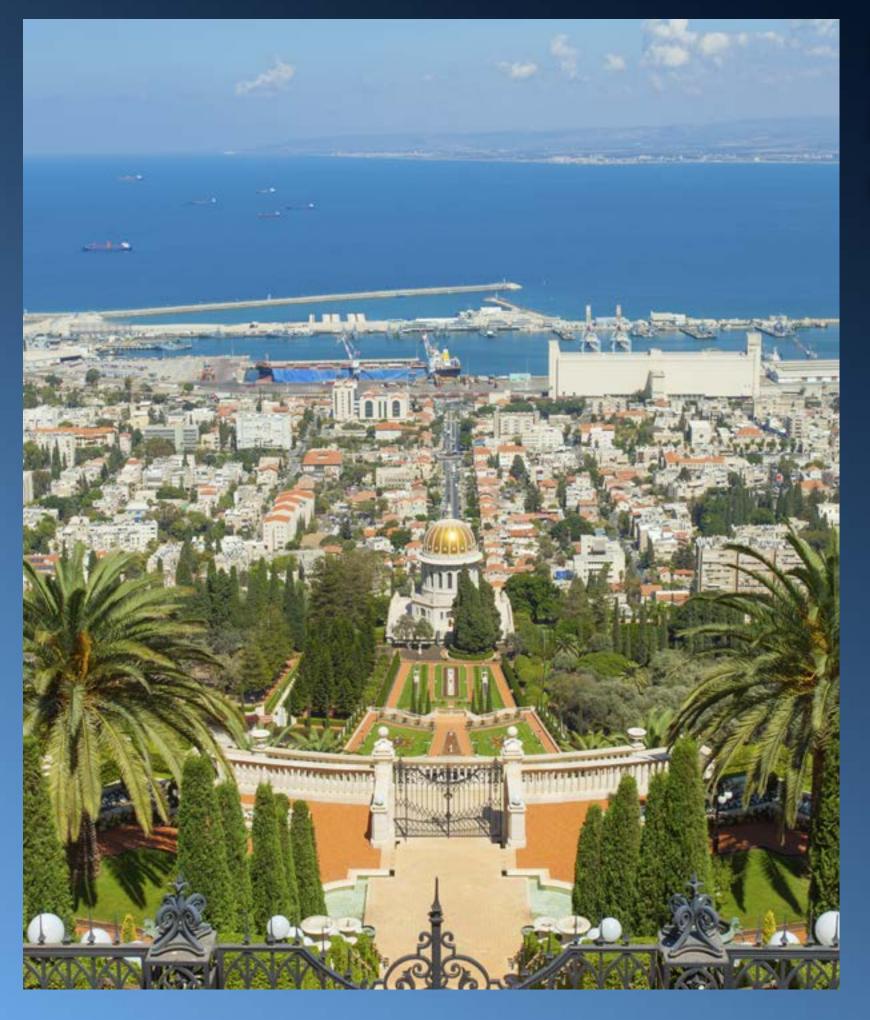
The freshest seasonal local produce, together with Middle Eastern spices, hot baked bread, fresh fish and meat, is always on sale at the open-air Carmel and Jaffa markets and at Friday farmers' markets at the Tel Aviv and Jaffa Ports. Here, and throughout the city, your senses will tingle at the aromatic mixture of local gourmet delicacies just waiting to be tasted.



Caesarea - Where Ancient History Comes to Life

2,300 years of history are packed into Caesarea's antiquities park, showcasing restored historic buildings from the Hellenistic, Roman, Byzantine and Crusader eras. Built by King Herod, this magnificent port city was once the capital of Israel. Today, you can walk between ancient amphitheatres, aqueducts, palaces, bathhouses and temples, dive among underwater ruins or enjoy an interactive 3-dimensional computer simulation in the museum.

Bringing the past to life, Caesarea offers a rich program of cultural festivals and sports activities, including concerts in the Roman theater and horse races in the hippodrome. Modern Caesarea boasts clean sandy beaches, romantic restaurants, the Ralli Art Museum, and Israel's top golf course.



Haifa -Israel's Garden City of Tolerance

Israel's third largest city perches on the Carmel Mountain, crowned by the golden dome and magnificent terraced gardens of the Bahai World Center (a UNESCO World Heritage Site). You can ascend the mountain by cable car or subway and visit the Stella Maris monastery and Elijah's Cave. Holy sites and communities of many faiths live side by side, making Haifa a symbol of tolerant co-existence.

This modern city on the coast is one of the busiest ports on the Mediterranean, known for its leading universities, historical and scientific museums, and diverse cultural events.

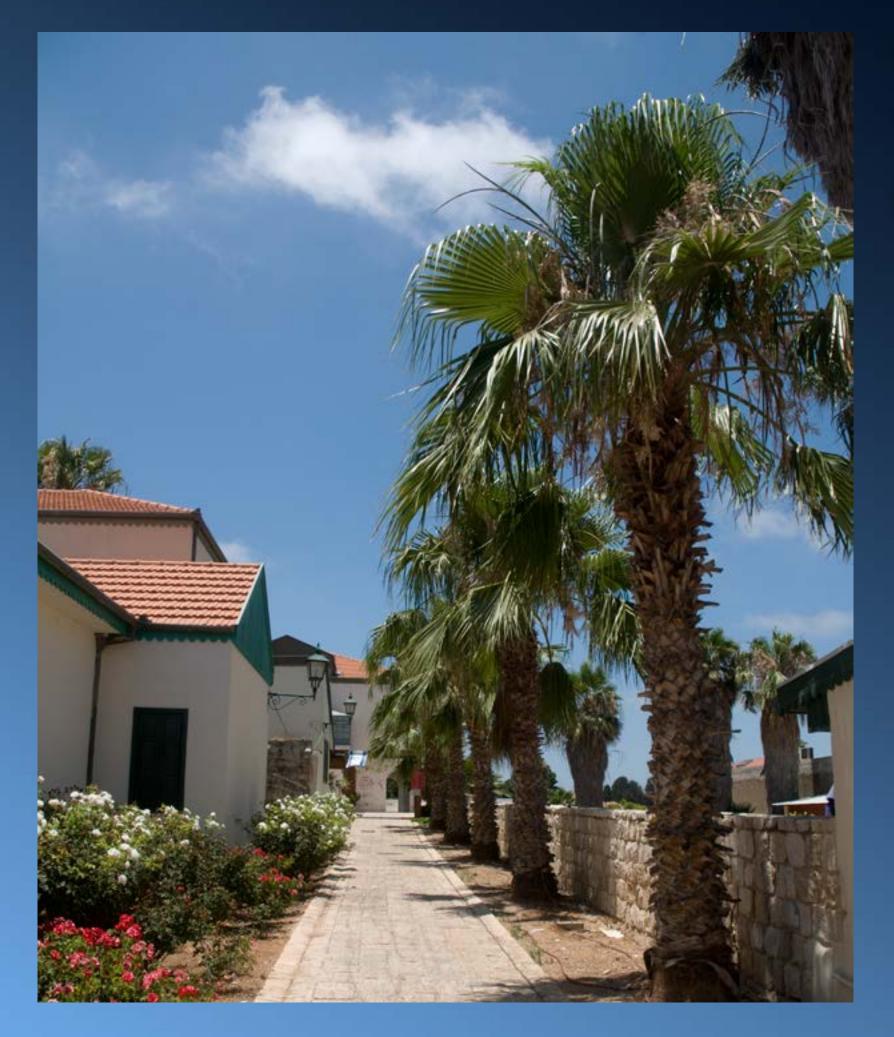
Explore its picturesque German Colony or enjoy its attractive beaches, perfect for surfing and sailing.



Acre The City That Captivates

Acre or Acco was the region's most important coastal city, conquered by the Crusaders and the Ottomans, besieged by Napoleon, and preserved through the centuries. Declared a UNESCO World H eritage Site in recognition of its beautiful Turkish baths, fascinating inns, halls and tunnels built by the Knights Templar that are still accessible to visitors.

Acre is a charming city, known for its beaches and marina, famous fish and hummus restaurants, open market and picturesque fishing port. Enjoy one of its many festivals or a romantic evening stroll along the ancient but well-preserved city walls.



Wine and Tranquility in Zikhron Ya'akov

One of Israel's oldest towns, Zikhron Ya'akov is popular with local and foreign visitors alike. Its original houses have been preserved and transformed into artist's studios, cafes and restaurants. The town's two museums record the first wave of immigration to Israel and the pre-state underground resistance.

Zikhron Ya'akov was established in the 19th century as an agricultural cooperative with vineyards and a winery, with the support of Baron Edmond de Rothschild. Today, you can visit the modernized Carmel Winery and enjoy the Ramat ha-Nadiv Gardens, landscaped around the tombs of Baron Rothschild and his wife Adelaide.



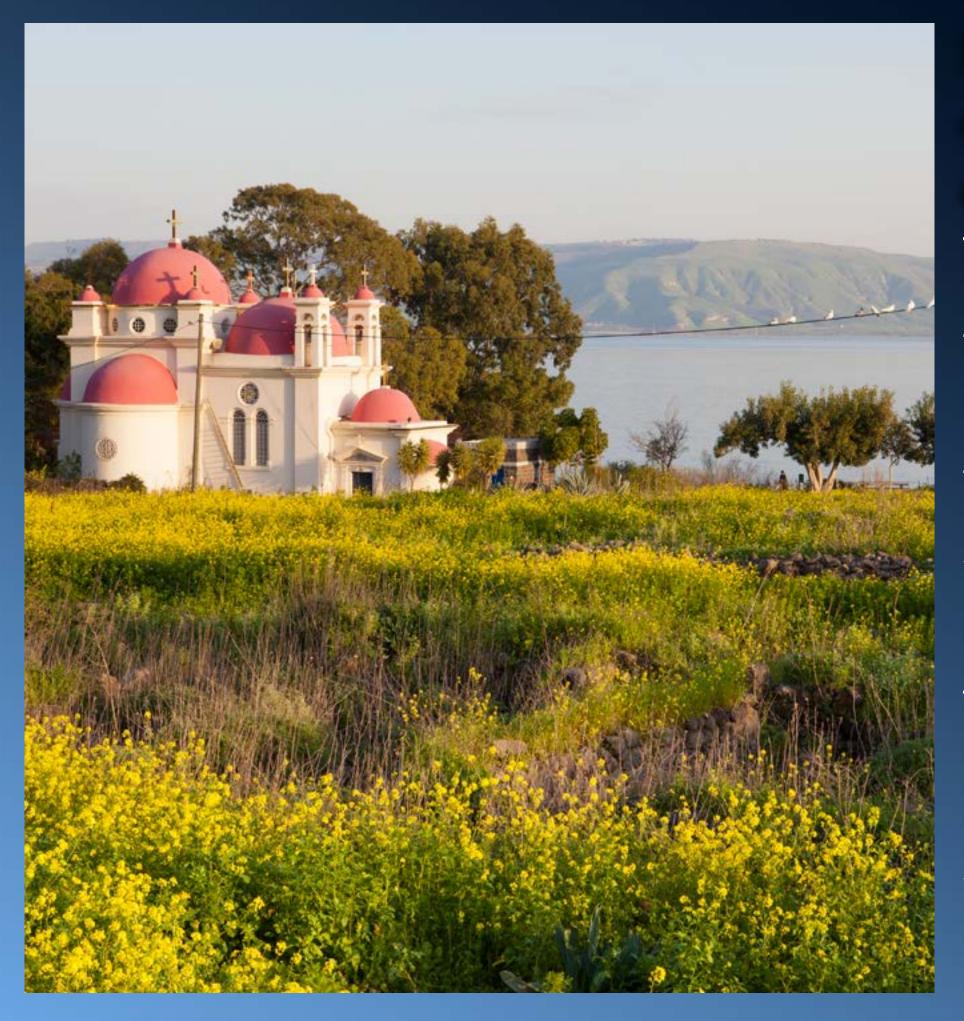


Rosh Hanikra - Cliffs, Tunnels and Beaches

The gleaming white cliffs of Rosh Hanikra and its beaches mark the meeting point of the Israeli and Lebanese borders.

Enjoy the dramatic descent by cable car down the 210-foot cliff and explore its underground tunnels, built to extend the Cairo-Haifa railway line to Beirut. Under the mountain you can hear the echoing sounds of the pounding Mediterranean waves and explore unique caverns carved out over time. Take a romantic walk along beautiful natural beach paths before returning by cable car to the real world!





Reflections on the Sea of Galilee

The calm surface of the Sea of Galilee reflects not just the stunning landscapes that surround it but also its meaningful history. Christians flock to visit the many significant historical and religious sites in the area, including Mount of the Beatitudes, Capernaum, and Tabgha. Sail on the waters where Jesus walked, preached and performed his miracles and find inspiration in the peaceful green hills.

The city of Tiberius is one of Judaism's four holiest cities. The city and nearby Khamat Gader hot springs are popular vacation resorts, with beautiful, clean beaches dotted with water sport and camping facilities, conveniently located near the area's many hiking trails.



Nazareth a Modern City with a Rich History

Located in Nazareth, the Church of the Annunciation marks the site of Joseph and Mary's home, where Jesus' birth was predicted by the Angel Gabriel and where Jesus grew up. This is a city of religion and faith, of spirituality and holiness, and home to the largest modern Arab city in Israel, with its own Middle Eastern charm.

Walk between the picturesque houses of the Old City, visit its 30 beautifully decorated churches and monasteries, shop in the colorful Arab market, taste the local foods and spices and purchase handmade artwork and souvenirs.





Safed The Mystical Jewish City

In the holy city of Safed (Tsfat), with its mountain-top setting, breath-taking Galilee views and Jewish mystical history, you feel closer to heaven. Safed has been a spiritual center since the 1600s, when it was the center of Jewish mysticism - Kabbala.

It is a city of Jewish history and tradition, hosting numerous religious and music festivals. Wrapped in mysticism and mystery, populated by spiritual people and artists, the city is steeped in a sacred atmosphere. Walking through its charming alleyways feels like strolling through a painting, with its artists' studios, ancient painted synagogues, ancient grapevines, iron gates and stone houses.

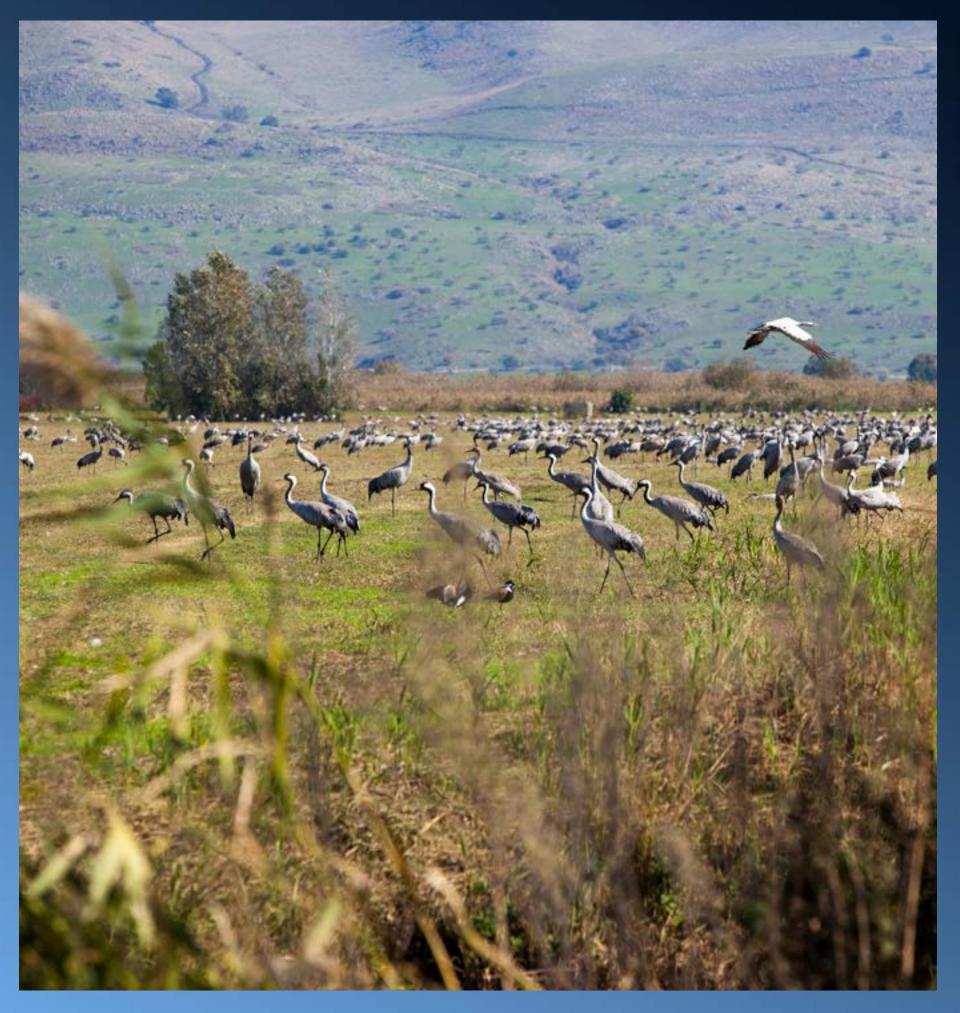


Hiking, Nature and Views in the Galilee

The lush pastoral northern landscapes and stunning mountains of Israel's northern Galilee offer breath-taking postcard views at every turn. The area is full of well-maintained national parks for camping and picnicking, with clearly signposted trails. Hike along the rivers, let the running water cool your feet or relax on their shady banks. For the adventurous tourist, tackle some of the more challenging routes by jeep or on a mountain bike.

Pretty guest houses and cottages in picturesque villages dot the region, offering local food and comfortable accommodations.



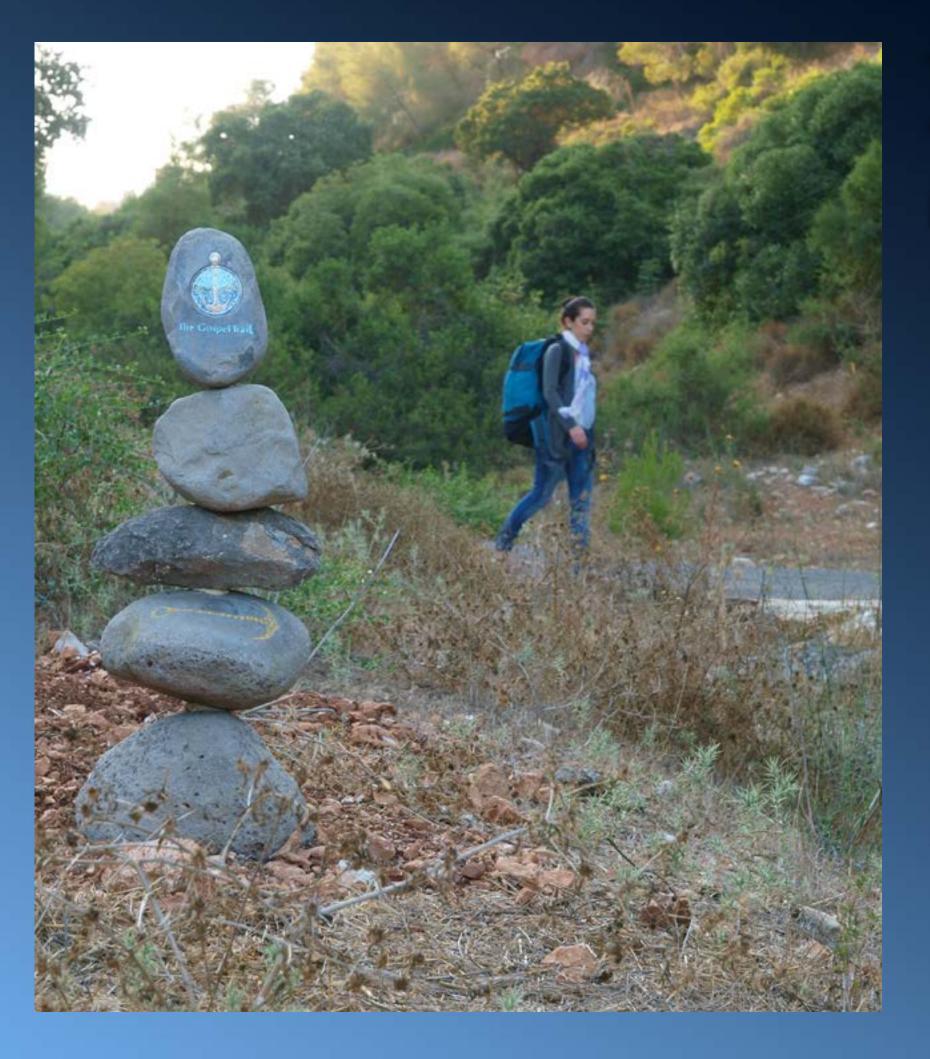


Birdwatching in The Hula Valley

One of the most popular sites in the world for bird-watchers, the Hula Valley in the north of Israel is a spectacular combination of water, birds and nature. It is a major station for migrating birds that pass through the region in the fall and the spring and home to many wonderful native birds.

An extensive nature reserve was created in the middle of the Hula Valley with walking paths, observation points, and binoculars available to view the spectacular bird migrations along with native animals that inhabit the site. Guided tours that offer explanations about the birds are available.



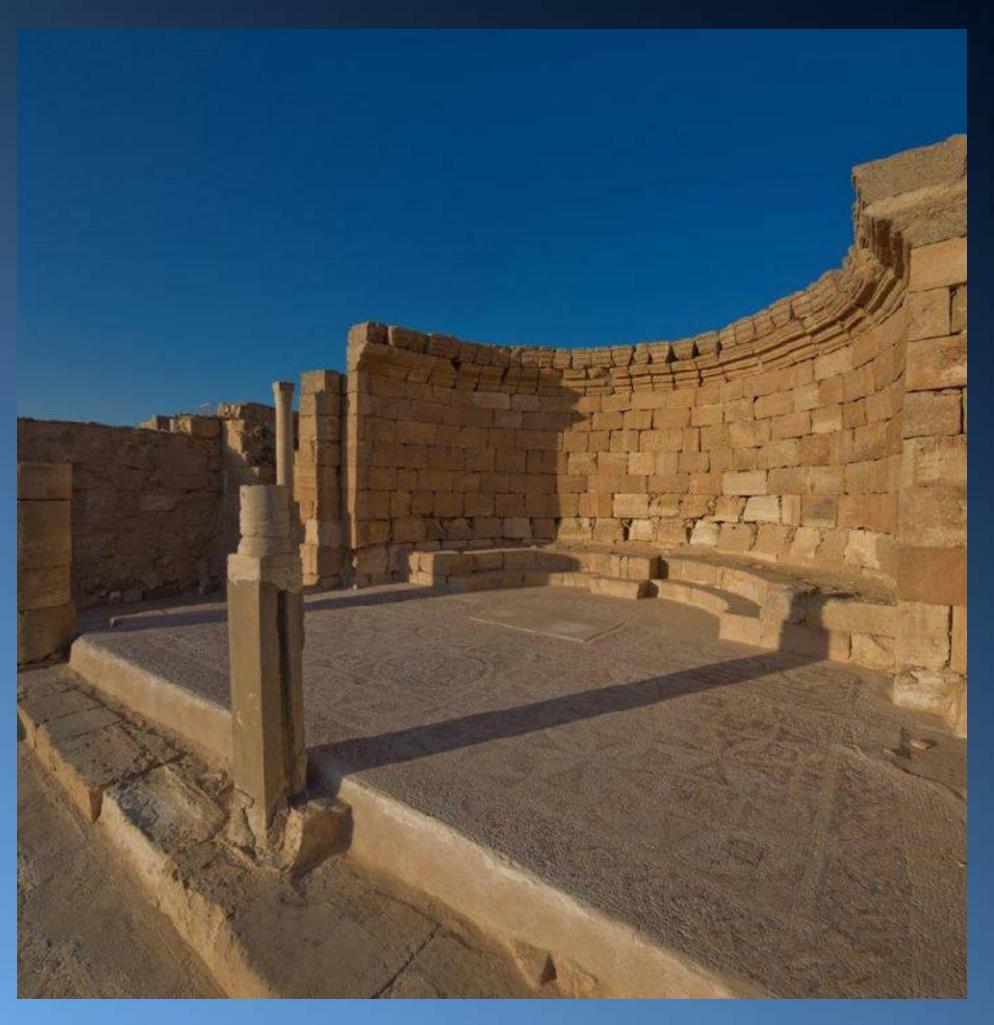


The Gospel Trail - Walking In the Footsteps of Jesus

This inspiring trail traces the route taken by Jesus when he walked from Nazareth to Capernaum. Stand on Mount Precipice, walk through the Jezreel Valley, past Mount Arbel, Magdala, Tabgha, and on to Capernaum and witness the same unspoiled views.

Visit famous churches and sites along the way and rest in quiet contemplation at one of the many shaded picnic areas lined with relevant scriptural readings. The trail ends at the Capernaum Center, where you can charter boats and sail on the Sea of Galilee, enjoying its peaceful and inspiring surroundings.





Taking the Spice Route Across the Desert

Followed 2,000 years ago by caravans of camels carrying valuable merchandise from Yemen to Europe via Israel's coast, the remains of the legendary Spice Route and its rest stops are still visible across the Negev Desert. At the impressive ruined cities of Mamshit, Ovdat and Shivta, ancient times come to life.

Explore the more accessible parts of the Spice Route by mountain bike or cross the desert by jeep to visit these fascinating ancient Nabatean cities.

In 2005, UNESCO declared this a world heritage site, preserving the splendid historythattheregion's nomadic travellers left behind in the sand.



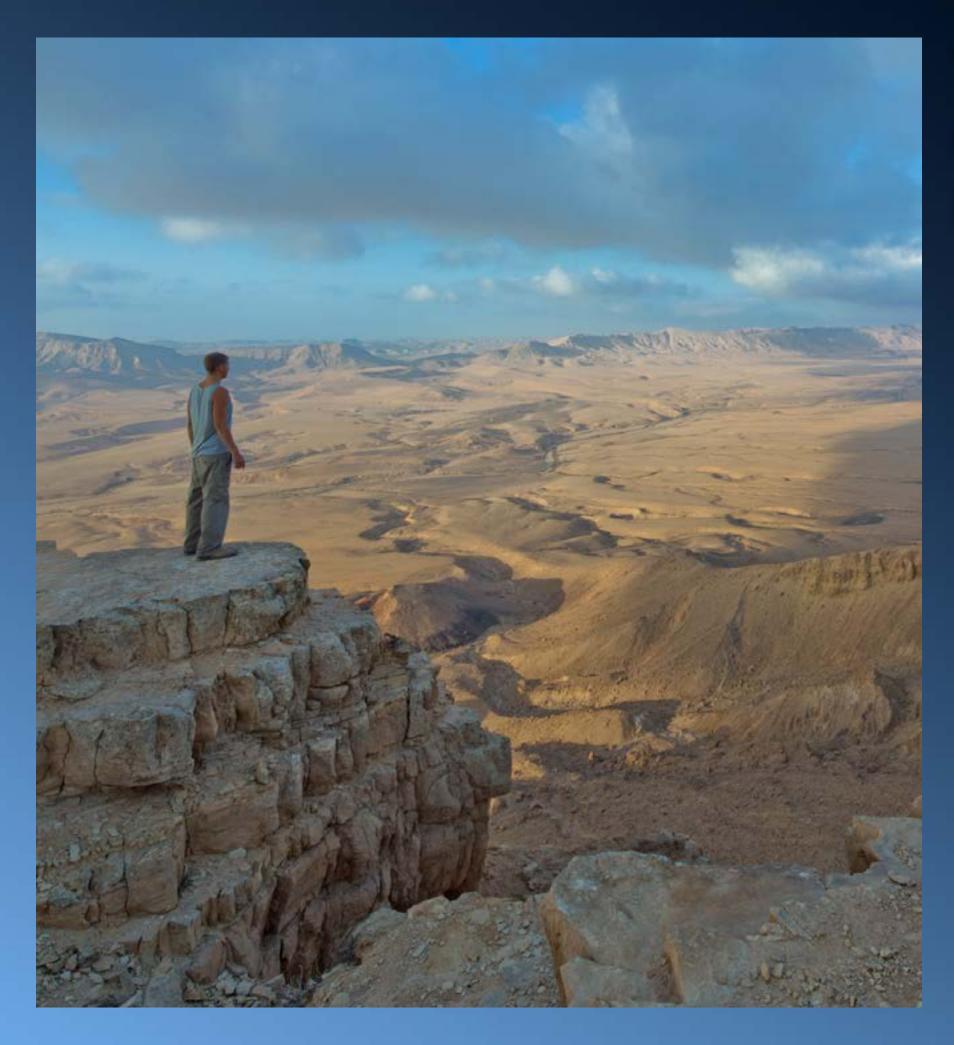
Exploring the Negev - the Desert that Blooms

This arid but fascinating desert covers over half of Israel's topography. You can explore its many hiking trails, follow the Nabatean Spice Route or the Israel Trail by foot, bicycle or rent an allterrain vehicle (ATV).

All year round there are fabulous sights to see, rare desert plants and animals to spot, and oases to explore. Take a romantic moonlit hike under the stars or visit in the spring, when the desert blooms with tiny flowers.

Every year, new visitor attractions are introduced and a wide range of accommodations are available - from a backpacker hostel to a 5-star hotel.





The Ramon Crater -Israel's Grand Canyon

It's hard to believe that this crater in the Negev Desert - 40 kilometers long and 300 metres deep in places – was formed by nature. This rare geological feature is the largest of its kind in the world. To get the most of the striking views and unique geology, bike along one of the many routes that run around the edge or across the middle of the canyon. Take a look at the dramatic panorama from the observation deck at the top of the crater and decide for yourself if this was caused by rock and wind erosion or, perhaps, all that remains of an ancient falling meteor.





A Bedouin Experience Where Time Stands Still

No time machine required! Step back in time with a visit to local Bedouin tribes that have populated the Negev Desert for thousands of years. Although most have settled in permanent encampments instead of wandering in search of pasture, they still live in tents and retain the colorful traditions of Biblical patriarchs.

Enjoy their wonderful hospitality and evocative stories while sitting on mats and listening to traditional music in the quiet desert night. Very little has changed in the desert - Abraham could arrive at any moment!





Be'er Sheva -Ancient Traditions in a Modern City

Be'er Sheva is the modern capital of the Negev whose history goes back to the Patriarchs. According to both Biblical tradition and archeological evidence, Abraham, Isaac and Jacob all lived near Tel Be'er Sheba, a biblical city and the birthplace of monotheism.

The modern city of Be'er Sheva has transformed itself into a southern metropolis, with shopping centers, skyscrapers and one of Israel's largest universities. A Bedouin market opens every Thursday, where you can find authentic copper and glassware, jewelry, mats and cushions.

Be'er Sheva is the newest oldest city in Israel.





Exploring The Negev on Two Wheels

For those who wish to explore magnificent landscapes without disturbing the natural peace and tranquility, the Negev Desert contains many exciting biking trails. Experienced cyclists may bring their own vehicles and ride challenging routes, while beginners can rent bikes and take guided tours along gentler trails.

Biking routes are well-marked throughout the Ramon Crater, Zin Valley and Halukhim mountain range. The southern part of the Israel Trail directs hikers and bikers through dramatic scenery, with hospitality stations along the way. Whichever route you choose, you can conquer Israel's most spectacular landscapes on two wheels.



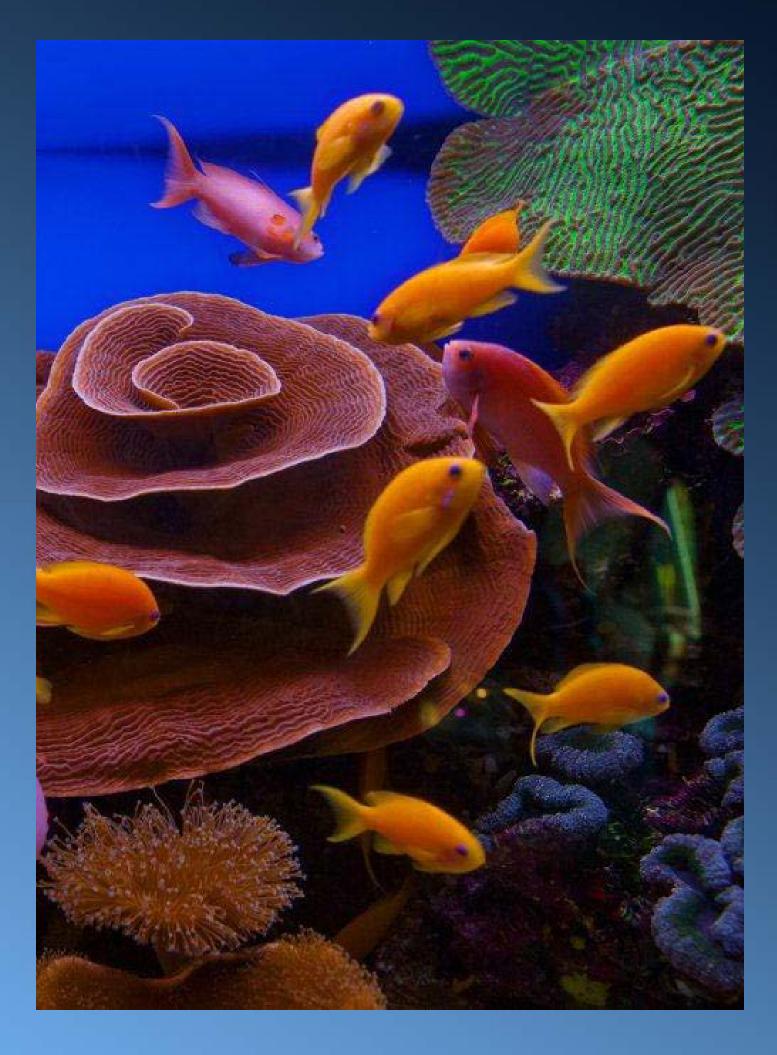
Eilat's Coastal Resort Fun for All the Family

Eilat is the ultimate coastal resort city, with modern hotels and clean beaches, water sports and diving centers. Its combination of year-round hot climate and excellent family facilities, such as the Underwater Observatory and Dolphin Reef, attract tourists from all over the world.

Sitting on the edge of the Arava Desert, Eilat is also a good starting point for desert hikes, camel treks and jeep tours.

By day, the city offers shopping malls, theaters and amusement parks for all the family. There is a completely different vibe at night, with lively restaurants, bars and clubs, fairground rides and a night bazaar.





Eilat's Red Sea Coral Reserve -Paradise Under the Sea

Eilat's Red Sea coast preserves one of the most beautiful coral reefs in the world. Its underwater mazes, gardens and canyons are populated with 2,500 species of fish and sea creatures, making it an internationally-renowned diving site.

The reef is beloved by professional and amateur divers and snorkelers. You can learn to dive here, hire top quality equipment, and then explore the mind-blowing choice of diverse coral reserves, with routes suitable for every level of experience. The magic and silence of this protected underwater world is calming and enchanting for beginners and veteran divers alike.

At the heart of the reef lies a unique underwater observatory where divers and non-divers alike can enjoy a rare opportunity for a close-up look at the rich and enchanting life of the Gulf of Eilat, an unforgettable experience for children and adults alike.



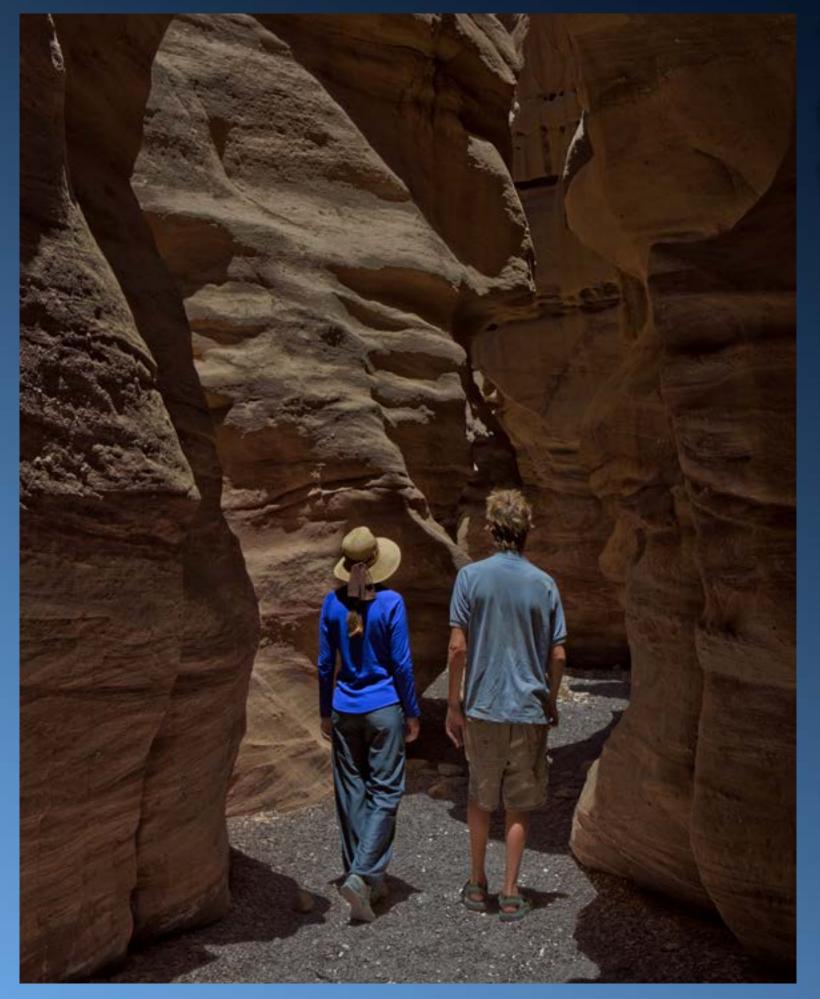


Dolphin Reef Magical Encounters with Nature

No natural encounter is more memorable than meeting the world's most friendly mammals with some up-close and personal interaction at Eilat's Dolphin Reef. You'll find out just how intelligent and playful dolphins can be as you watch them from the pier or swim and dive among them, as guests in their natural enclosure.

At Dolphin Reef, the welfare of the dolphins is the main priority; the mammals can easily head out to swim in the open sea or choose to hang out with their visitors. It's a magical experience for the entire family.





Timna Park Geological Wonders of the Desert

The geological wonderland of Timna Park is one of the biggest attractions in the Eilat region. Hike to visit Solomon's Pillars - towering sandstone columns - and other extraordinary geological feature formed by the desert winds. You can explore the world's first copper mines and visit the shrines and statues carved into the cliffs by Egyptian miners thousands of years ago.

For the full Timna family experience, watch the entertaining multi-media presentation and collect bottles of the multi-colored sand for which the region is famous. In the summer, you can tour the park at sunset, before watching the evening light show.





Eilat Birding Park - Last Stop Before the Sahara

Over 500 million birds of different species fly across Israel on their migration route - heading southbound in the fall and northbound in the spring. Eilat is a critical stopover site at the edge of the Sahara Desert and one of the best places from which to watch these migrations.

At the birding park in Eilat you can stroll along the boardwalk, follow the nature trails or sit in the hides to watch the birds as they rest and refuel for their journey. You can also take guided tours and learn about the conservation work being done in the Eilat area.







Desert Attractions in the Eilat Mountains

With stunning colored rock formations and breath-taking views, it is well worth the time to stop and explore the Eilat Mountains on your way to or from Eilat. Hikers can tour through narrow canyons and climb to the peaks of the mountains from which four countries are visible – Israel, Egypt, Jordan and Saudi Arabia.

Jeep tours of the nature reserve allow you to see gazelles, jackals and hyenas as well as stunning natural rock formations caused by the erosion of sandstone by desert winds. You can hike beneath the mountains into the Red Canyon, whose sandstone walls are striped in shades of red, purple and white. Who knew that nature could create such wonders?