

2nd Edition - May 2011

IsramIsrael

Newsletter

Join our B2B platform and be a part of our online reservation system. Open a free account and we will send you your user name and password for our Online Reservation System. Please contact our Online Assistant batels@isram.co.il

In The News

- Isram news
- Hotel updates
- Attractions & Sites
- Updates
- Special events

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IS BOOKING ON
THE ISRAM WEBSITE

AND YOU
SHOULD B 2!

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IsramIsrael

Isram News

**All flights can be
booked on the B2B**

Direct flight Paris to Ovda
10th of August with returns from Ovda to Paris on 24 and 31 of
August

Direct flights Paris to Tel-Aviv
Isram will operate every Sunday 31 July – 28 August a wide-bodied A330
with XLF from CDG to Tel-Aviv

40 Aliyat Hanoar St., Tel-Aviv □ P.O.B. 18240, 61181 □ info@isram.co.il □ Tel: 03-6947777 □ Fax: 03-6966677

ISRAM (ISRAEL) TOURING LTD. ישראל (ישראל) תיור בע"מ
AN ISRAMWORLD COMPANY

Independence Day

Operating hours for Independence Day will be as follows:
Monday 9th 8:30-12:00
Tuesday 10th **Closed**

"Hertz Anyway"

As of the 1st of February Isram began to work with Hertz Car Rentals.

Hertz is now offering a new service:
The "Hertz Anyway" a GPS system. This service is provided by "GPS4RENT" company. The Hertz Anyway speaks 18 languages.

New function in Isram – Online Assistant

For training and internet support contact our Online Assistant Bat-el at: batels@isram.co.il

Hertz

Starting from April 12th, 2011 Hertz Israel will provide its own car rental shuttle service at Ben-Gurion Airport.

The shuttle is situated at the same location as before but will have only a Hertz Logo on it.

Please make sure your customers get on the Hertz shuttle.

Isram National Program

IsramWorld's new brochure for 2011-12 was launched in March. It includes new tours and plans tailor made especially for the National Program. As of May participants of the National Program will enjoy a new addition to the program "The Yitzhak Rabin Center"

IAJL

M.I.C.E Conference Department in Isram was happy to organize the 14th Congress of Jewish Lawyers and Jurists which took place in February 2011. The Theme of the congress was Israel as a Jewish and Democratic State. The opening ceremony of the congress was in Jerusalem where the participants boarded 2 buses and drove to the Dead Sea for 3 days.

Participants from around the world attended lectures, sessions and discussion by leading dignitaries like the Minister of Education Mr. Gideon Saar, prof Ruth Gavison, Prof Shlomo Aviner, MP Nachman Shay and more.

ITB Berlin Convention 2011

Isram-Israel was happy to participate at the ITB Berlin Convention 2011, revisited the key issues in the global tourism industry on 9-11 of March.

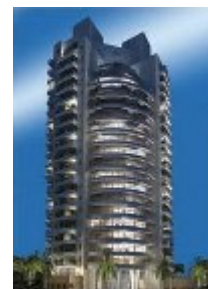
"Friends of Gideon" – Missions to Israel

Isram's Missions Dep. operated the delegation led by Mr. Gideon Argov – son of Ambassador Shlomo Argov that was shot in London on 1982 and was the reason of the opening of "The First Lebanon War" the mission took place during March 2011. The delegation was comprised all over America and few European business men who both toured Israel and met with local politicians and military personnel.

Hotel Updates

Opening of the New Ramada Hotel & Suites Netanya

We are delighted to announce that as of June this year, the new Ramada Hotel & Suites Netanya will finally open its doors. As a new management company, Leshem Group Ltd. is excited to bring this development to Netanya, a coastal city that is a very popular tourist destination and now will introduce a new greater level of hotel product and standard.



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Hilton Tel-Aviv - New brand categories

As part of continuing efforts to improve facilities and services we would like to give you an overview of the amended room categories:

Hilton Guest Room: The rooms are located from 3rd to 8th floor.

Guest Room Plus: Bedrooms are newly renovated located on the 9th and 10th floor.

Executive Room: Access to the private Executive Lounge located on the 12th floor, set aside exclusively for our business travelers.

Vista Club Room: Access to the private Vista Lounge located on the 17th floor. Guests also benefit from the personalized check in and check out service by the Vista Club Floor hostess.

Isrotel Ganim

Isrotel Hotel chain is proud to announce that Dead Sea Gardens Hotel will be joining the Isrotel Hotels and as from April 3rd will be officially called Isrotel Ganim. They will be investing a great amount in renovating the hotel to bring it to be the best 4* hotel in the Dead Sea area. The renovation will start toward the end of the year and will end by the end of March 2012. The hotel will be operational during that period.



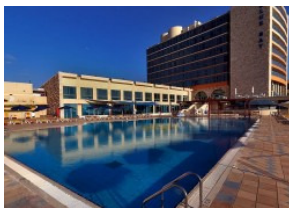
Ramot Resort

The hotel finished the renovation of the public areas of the resort and now it has a completely new restaurant, lobby, bar and reception.

The hotel is also in the process of upgrading 14 more hotel rooms to be deluxe and will now have 24 Standard rooms, 56 Deluxe hotel rooms, 18 Nature Cabins and 25 Chalet Deluxe.

The Akasha Holistic Wellbeing Center at Mamilla hotel is now open!

The center offers a unique and wide range of holistic practices, rejuvenation and beauty treatment experiences to the guests whole being - mind, body and spirit. By integrating innovative western and eastern practices with natural healing techniques we created a fresh approach that supports modern wellbeing needs.



Blue Bay Netanya complimentary

The Blue Bay Netanya hotel is glad to offer your clients staying minimum of 7 nights, a complimentary Shuttle service – Ben Gurion Airport - Hotel - Ben Gurion - Airport 24 hours a day

- Valid until Feb.2012 excluding August and Jewish holidays.
- For all F.I.T markets, staying for min. 7 consecutive nights.
- Valid for a minimum of 2 pax.

Attractions & Sites



Trinity's adventure training

Unique adventure training excursions & VIP tailor made programs designated for small groups of 5 to 10 people. Participants can experience: Firearm use, Special Israeli "Krav-Maga" Hand to hand combat, special gear use, counter-terrorism tactics, CQB (Close Quarter Combat) operations, surviving techniques, navigation practice, off road & operational driving

Malka Beer Brewery's Visitor Center

It is situated in the western Galilee and overlooking the wonderful panoramic view of Haifa bay. Offers guided tours and sampling the different types of beer. They have hosted groups from all over Israel who joined our guided tour in the brewery, tasted their beer, learned about the special, traditional brewing process, and enjoyed the beautiful visitor's bar, watching breathtaking sunsets over Haifa Bay, with an excellent beer in hand.



The Nisco Museum of Mechanical Music

Situated in Ein Hod contains the finest collections of antique musical boxes.

and other mechanical musical instruments in the Middle East. The collection, which was accumulated over 40 years and contains music boxes, hurdy gurdies, an automatic organ, a reproducing player piano, a collection of 100 year old manivelles, gramophones, hand operated automatic pianos and many other antique musical instruments.

Oil lamp night tour at Nimrod Fortress

A unique oil lamp night tour at Nimrod Fortress National Park (Qal'at Namrud). The Fortress is illuminated in magnificent light when the group gets closer to the site.

The tour includes coffee, tea and baklava. For further information please contact us.



A Thrilling Journey to the Olympic Spirit

The Olympic Experience is a five-ring journey through the greatest Olympic records. Experience the Olympic spirit of excellence, willpower, perseverance and an overwhelming ambition to achieve and reach ever faster, higher and stronger.

Mini Israel is glad to inform you about their new products

- New 3D movie of Israel landscapes in English/ Russian/ French.
- Tour about the special Israeli culture and taste of Israeli foods.
- New private hall for private meals and private events.
- ODT activity between the models for companies groups.
- Factory shop of "Ahava" products, souvenirs and jewelries.



Updates

Updates regarding Travel between Bethlehem and Jerusalem

The Israel Ministry of Tourism and the relevant authorities are consistently making efforts to ease and facilitate the passage between Jerusalem and Bethlehem. The following decisions have been made:

- Tourism buses traveling between Jerusalem and Bethlehem can now pass through Mazmorah and "the Tunnels Crossing" in addition to Rachel's Crossing.
- Pedestrian Tourists crossing by foot will continue to pass through Rachel's Crossing as usual.

Special Events

'Saving the Stones' - 2-26 May 2011

International Practical Conservation Program at Akko, Israel. The International Conservation Center, Citta di Roma invites participants from all over the world to participate in a one month introduction program to practical conservation.



Open House Tel Aviv - Jaffa - 20-21 May 2011

An annual event in which tourists and locals are invited to visit the interiors of private residences, buildings and landmarks of architectural and historical significance – free of charge... [more](#)

18th Women's Triathlon - 28 May 2011

The largest sports event in Israel for women attracting thousands of participants from Israel and overseas is suitable for beginners as well as professional athletes with three categories of competition – girls, popular & relay and sprint & relay.



Masada, Dead Sea and Jerusalem Opera Festival, 1-11 June 2011

Following the spectacular success of the first Masada Opera Festival in which over 42,000 opera lovers from Israel and around the world came to the lowest place on earth to enjoy the Israeli Opera's presentation of Verdi's Nabucco in June 2010, the festival has been expanded for 2011 to include concerts in Jerusalem as well (1-11 June 2011)... [more](#)

Tel Aviv Triathlon – 4 June 2011

This annual event will take place along the streets of Tel Aviv, in the Tel Aviv Port and at the Sheraton beach.



Tel Aviv's raucous, fun-filled Gay Pride Parade - 10 June 2011

An endless weekend of parades and parties where tourists and locals enjoy Tel Aviv's relaxed and open lifestyle, all-night bars, cafes and clubs and the Mediterranean beaches... [more](#)

White Night - 30 June 2011

Another annual all-night event that brings tens of thousands into Tel Aviv's streets. The White Night celebrations commemorate the July 2003 UNESCO designation of the White City of Tel Aviv, with its exceptional collection of Bauhaus architecture, as a World Heritage site and the city's well-deserved reputation as the city that never sleeps.

Tens of cultural events, concerts, street theater, free night-time entry to museums and art galleries, special restaurant deals and much more – details to be announced... [more](#)



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Opera in the Park - 14 July 2011

The annual Opera in the Park will feature the Israel Opera chorus and soloists from Israel and overseas in Mozart's Magic Flute, conducted by David Stern. An enchanting evening of fine music under the stars in the heart of Tel Aviv's Ganei Yehoshua (Hayarkon Park) – and all for free!... [more](#)

Loving Art - 8-10 September 2011

Making Art. The opening of the city's art exhibition season, with all the city's 75 museums and art galleries open, free of charge, into the night, with many special exhibitions. Events also take place outdoors, along the city's boulevards and in the parks... [more](#)



The 55th Coast to Coast Sailing Rally - October 2011

A colorful annual rally that begins with an opening event in Haifa, continues with a welcome gala party in Herzliya, on to Tel Aviv before ending in Ashkelon with an awards ceremony.

Tour de Dead Sea - December 2011

An annual cycle race along the contours of the Dead Sea – the lowest place on earth and a finalist in the New7Wonders of Nature campaign - which attracts over one thousand cyclists from Israel and overseas. Participants may choose from four different routes along the Dead Sea, each with varying levels of difficulty.



Youth Sailing World Championship - 27 December 2011

Taking place for the first time in Eilat instead of Los Angeles, this pre-event for the 2012 London Olympics is expected to attract about 2,000 people from Israel and abroad.

We do hope you enjoyed our news and hope to hear from you very soon

Warmest regards

Isram-Israel Team



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