



Dear Colleague,

We are very pleased to share with you our third edition of Isram-Israel's Newsletter. I would like to take this opportunity to thank you for your business over the years. The Isram group has been serving travel agents for more than four decades and it is through the continued support and trust which you have placed in our operation that we have been able to thrive during these challenging times. Please find below some exciting news that we believe will be of interest to you and your clients.

Sincerely yours,

Shaanan Kraus
Managing Director

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New function in Isram – Online Assistant

For training and internet support contact our Online Assistant Bat-el at: batels@isram.co.il
Tel: +972-3-6947777

Luton and Manchester Flights to Eilat

Isram will operate a range of departures and durations during the Christmas/New Year period from both Luton and Manchester to Eilat. We have worked very hard to keep price increases to a minimum despite the steep rise in the fuel price compared to last year. We have on sale packages at all of Eilat's leading hotels. Commission is 10 percent on the full package price.

Isram presents 'Charter Plus' – an upgraded product in the front half of the aircraft. From 13 February until Pesach, Isram will operate flights every Monday from Luton to Eilat. On these Monday flights we are offering an upgraded "Charter Plus" product to give extra comfort and convenience at a modest supplement.

ADL – Anti Defamation League

We were pleased to welcome this super VIP group in June led in Israel by Mr. Abe Foxman, the world director of the ADL. During their stay the Board of Directors visited both Jewish and Arab communities while visiting Tel-Aviv, Tiberias and Jerusalem.

WTM London 7 - 10 November

Isram Israel will exhibit at the World Travel Market exhibition, the leading global event for the travel industry to meet, network and negotiate business. Isram's staff invite you to visit our stand and will be happy to present to you our new products, special offers and online services.

Isram's Missions Division

During the month of July the division organized a joint venture mission for a group of American teenagers for a special tour of fun and education in Israel. The teenagers travelled around the country, participated in special events organized especially for them and developed a very special bond to the state of Israel.

Isram's MICE division is organizing an International Conference of Jewish Lawyers and Jurists during November 2011 in Berlin. Topic of the conference is "Holocaust Denial and Freedom of Speech in the Internet Era". The opening ceremony will be held at the Adenauder Center in Berlin and the conference will be hosted by the Humboldt University in Berlin. Hundreds of lawyers together with their spouses are expected to attend from all over the world.

Hotel Updates



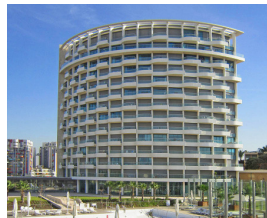
"Culinary All Inclusive"

The Golden Tulip Privilege Eilat Hotel will launch its new all-inclusive culinary experience. Three meals a day will be served at the hotel. In addition 4PM coffee & cake "a sweet surprise" prepared by the chef, as well as beverages in the hotel's restaurants and smoothies & ice cream at the pool snack bar will be served.



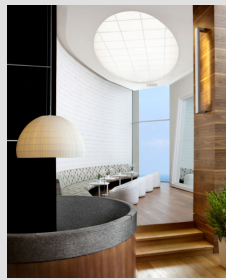
Summer Shuttle Service at West All Suite Hotel

The hotel is delighted to offer your guests the perfect urban experience with our special shuttle service to Tel Aviv center. Starting August 8th until August 27th, depart hotel at 10:00, 13:00, and 17:00 drop off at HaTachana Neveh Zedek (The Station) and Kikar Atarim. Pick up from same locations at 14:00 and 18:00.



At the Herods Tel Aviv

The hotel's lobby is designed as a typical Tel Aviv boulevard, with its avenue of Ficus trees leading to the beach, Period Street signs mark the various areas of the hotel, while in the background you can hear the birdsong and feel the tranquility so characteristic of the 1930s



The newly renovated Dan Panorama Tel Aviv

with its guest-friendly entrance and reception area, elevated lobby and superb sea views & revamped health club, is looking forward to welcoming your clients to enjoy it all.

Nahariya Hotel Madison has re-opened its doors in an upgraded format: 4-star boutique Hotel. All rooms and public areas have been refurbished and renewed.

The hotel boasts a nice and bright lobby with balcony, view to the beach and dining room overlooking the sea, and 90 spacious rooms with sea views.



Renovations at the Daniel Dead Sea Hotel

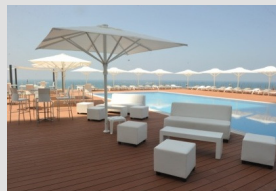
* The hotel's beach was renovated in June and extended 15 meters closer to the

Dead Sea.

* The children's club was renovated and redesigned as a castle fort.

* 1 of the 3 Royal Suites was renovated to accommodate families.

* 6 Junior Suites were remodeled with partial separation between the living room and bedroom.



Island Summer Enjoy

After a great opening season, Island Suites Hotel is ready for a sizzling summer, with special family plan on

spacious one & two bedroom suites. Guests can enjoy: a large outdoor & kids' pool, private beach with free sun beds & parasols, free shuttle to the beach & city center and luxurious spa and gym overlooking the sea.

During August the Island pool bar will open for snacks and barbeque nights held by the pool.

Attractions & Sites



Hiriya

In 1999, the dumping site of Hiriya was closed, and transformed from a landfill to a transfer station dealing with all of the waste from the Dan Metropolitan Area. Even then, the Dan Municipal Sanitation

Association recognized the huge potential inherent in ordinary waste, and decided to create a recycling park alongside the Hiriya "waste mountain".



Haifa's golden-domed Baha'i Shrine

After more than two years of extensive restoration work, Haifa's golden-domed Baha'i Shrine

was recently unveiled in its resplendent glory, revealing almost 12,000 new, gilded tiles. Inscribed on UNESCO's World Heritage List in 2008, the Baha'i Gardens in Haifa and Akko have been recognized for their "outstanding universal value" as holy places and places of pilgrimage for the followers of the Baha'i Faith.

Mamshit Ranch - Desert adventure Camel Tours

Are extremely proud of their herd of riding camels, the largest and best-ared for herd in Israel. The careful training of the camels makes it possible for guests to enjoy friendly, patient camels and thanks to their specially designed saddles, their tours are suitable for people of all ages and intended for the entire family. No prior experience needed.



Agricultural Tour in "The Fields' Path" - A Green Activity

An agricultural tour in "The Fields' Path"- a path going through sown fields and green orchards. This is an invitation to

experience the beauty of agriculture in direct contact with the land and nature. Experience picking the vegetables and taste them.



It's time to try a new kind of fun

because riding the SEGWAY is like floating into a dream...

The SEGWAY is an environmentally safe, two wheeled electric vehicle with handlebars and a gyroscopic self-stabilizing system which maintains the stability of the rider.



Qaser El Yahud, the baptism site on the river Jordan, is now open without advance notice

After much investment in infrastructure to improve the spiritual experience and physical comfort of tourists and pilgrims, the baptism site on the River Jordan known as Qasr el Yahud is now open to the public, free of charge, seven days a week.



Special Events



Israeli Wine Tasting Festival

15 – 18 Aug
Sample wines from Israel's leading wineries with soft jazz in the

background at the annual Israeli Wine Tasting Festival. Dim lighting in the Israel Museum's delightful Art Garden adds to the pleasure. A wine glass comes with the ticket. 24 King George St, Jerusalem.



International Arts & Crafts Fair

August 15 - 27 Jerusalem
One of Israel's leading attractions, the festival is held at the Hutzot Hayotzer Arts and

Crafts center, Mitchell gardens and Amphitheater in the Sultan's Pool. Hundreds of artists, local and international, take part in this colorful event.



Houses From Within

8 - 9 October
For one weekend a year, Jerusalem opens up a huge variety of generally private spaces

to the public in a huge event called Houses from Within: houses, synagogues, gardens and more become available to public eyes.

Major venues in Tel Aviv and Jerusalem (among others)



will host a strong line-up of pop stars performing to locals and tourists alike this summer.

3-5 August: Underground rock musician John Cale

1 September: American alternative rock band Jane's Addiction

7-8 September: Brazilian singer Roberto Carlos

17-18 October: Veteran English singer Marianne Faithful

22 October: Swedish band Roxette

22 November: French singer Mireille Mathieu

Jerusalem Beer Festival

31 August – 1 September

Concert lighting, beer stands and hundreds of people that arrive at the old Train Station combine for a lively arena of quality alcohol paired with a signature atmosphere. The Jerusalem Beer Festival displays a variety of beers and brands, both local and international.



Red Sea Jazz Festival

The Red Sea International Jazz Festival has been taking place in Eilat in the last week of August every year and has been drawing lovers of Jazz from Israel as well as from abroad since it began in 1987. This year the festival is celebrating its 25th Anniversary which will take place starting on August 21st 2011 up to and including August 24th 2011.



We do hope you enjoyed our news and hope to hear from you very soon
Warmest regards
Isram-Israel Team



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