

May  
2015



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Inside	
Isram News.....	1
Hotel Updates.....	2
Attractions & Sites..	3
Special Events.....	4

### Isram's Weekend Trip to the Dead Sea

- the entire Isram staff enjoyed a long weekend tour, staying at the Rimoni Hotel Dead Sea and walking through the Ein Gedi Nature Reserve.

Isram celebrated the retirement of **Ami Etgar**, General Manager of the Israel Incoming Tour Operators Association. Ami was also General Manager of Isram during the years 1984-1990.



**"Shurat Hadin"** - more than 500 people took part in the "Shurat Hadin" conference on May 4-5 with our

Missions Department. The conference took place at the Dan Jerusalem and brought together leading academics, policy makers and military leaders to discuss ideas concerning the development of armed conflict. The conference was a huge success and the feedback on both the content and the operation were terrific.



In March, Isram was proud to host the **Welsh National Team** for the qualifying round of the UEFA Euro 2016 football tournament. The team played against Israel at the magnificent Sami Ofer stadium in Haifa. The team with its extremely popular stars stayed at the Crowne Plaza Haifa Hotel. At the Dan Panorama Hotel, stayed over 30 Welsh reporters. We also provided services for over 500 Welsh fans.

### Isram Flights

#### Summer 2015 from Paris:

Isram will operate a daily flight Paris/TLV in the peak period 30 July-6 August and TLV/Paris 20-30 August.

#### Summer 2015 from Tel-Aviv:

Isram will operate flights in August to Barcelona, Paris, Nuremberg, Crete and Verona.

## Hotel Updates



### Leonardo Plaza Hotel Ashdod

- located opposite the beach - this

new Fattal hotel welcomes you for a business or family trip as well as a cultural journey through the historical city of Ashdod. The hotel offers 183 uniquely designed rooms and suites and an outdoor swimming pool.

### Leonardo Hotel Ashkelon

– also a new Fattal hotel specifically designed to accommodate both business people who like to mix business and pleasure and families alike. This quiet and relaxing hotel is situated just a few minutes' walk from the beach and has 131 well-appointed and uniquely designed rooms, all with balconies.



**Market House** – is the newest addition to the Atlas Hotels chain, a unique boutique hotel located in a convenient location next to the Flea Market in Jaffa. It is built on the archeological remains of a Byzantine Chapel and guests have an impressive view of these ruins through the glass floor of the lobby.



### Herods Hotel, Herzliya

– located in the heart of the Marina, with its 252 rooms, including 84 suites and garden

suites, all surrounded by the Mediterranean Sea, the hotel has opened recently. It is only a 10 minute drive from Tel-Aviv and is a perfect place to mix business with pleasure.



### Haifa Bayview Hotel

– now part of the Crowne Plaza Hotel Chain, opened its doors back in February.

The Hotel offers 97 rooms all with bay view, overlooking the Bahai Shrine and the Western Galilee.



### Haifa Bay Club

**Hotel** – this new property of the Atlas chain opened during March 2015. The hotel offers 55 spacious rooms, some of them with a magnificent bay view, some indulging duplexes and still others with generous lounges. The Hotel's impressive design is visible as soon as you walk into the lobby with its uniquely-styled awesome spaces.

## Attractions & Sites



### Ammunition Hill in Jerusalem

the lately renewed site contains now a

Museum with exhibits and a movie about the battle for Jerusalem offered in six languages, an Interactive light show presentation about Jerusalem's Six Day War in English and Hebrew and a fine observation point over Jerusalem.

### Neot Kedumim

invites you to come and walk in the landscape that the prophets knew and loved.

Visit ancient agricultural installations like the wine press, the oil press, the water cistern, the vineyard and become familiar with biblical plants.



### Kibbutz Gshur – in

the Golan Heights offers an oil-press experience and a tour that

introduces the visitor to the exciting world of olive oil. The visit combines watching the process of producing the oil, a film and of course tasting different varieties of olive oils that are produced on the spot.



### Ben Gurion's Hut

the desert home of David & Paula Ben Gurion in Sde Boker has remained exactly as it was when he passed away in 1973. At the explanation areas which are located at the

entrance to the site, there is a historical display about his life and vision for the Negev. In addition there are various exhibits regarding these subjects displayed.



### Kibbutz Ortal

in the Golan Heights offers agricultural tours for groups and families. Tours are held in Hebrew, English and Russian. Tourists

will experience the true essence of the agricultural Kibbutz.

## Special Events



**Eurovision Song Contest** which took place in Vienna on May 23 gave a chance to 17 year old Nadav Geudj, winner of the TV contest "The Next Star". Nadav earned the 9<sup>th</sup> place. The song is dedicated to Tel Aviv – click here to listen and enjoy.



**Eretz Israel Museum Tel-Aviv** – the Israel Glass

exhibition 2015 is taking place until the end of June 2015. The exhibition displays the works of 62 selected local artists from the last four years, in an effort to survey the local glass scene and draw an updated picture of contemporary artistic expression in glass.

**Ilana Goor Museum** – which celebrates this year its 20th anniversary, has become a cultural, educational and artistic center for people of all ages. The museum is an important point of attraction to tourists to Israel and offers a wide variety of guided tours, temporary exhibitions, gallery talks and meetings with artists as well as concerts and many other special events.



**Tel Aviv Gay Pride** – the City of Tel Aviv-Yafo will hold its annual Summer Pride Festival from June 4-14, 2015. The highlight of the

Festival is the Gay Parade on June 12. More than 30,000 international visitors are expected to participate and experience the unique atmosphere of the Nonstop City of Tel Aviv.



**Opera at Masada June 2015** –

during June 4-13 for the fifth year the great cultural event at the footsteps of Masada will feature "Tosca" by Puccini and "Carmina Burana" by Carl Orff.



**Concerts in Israel**

**during May-June** – various concerts of world famous performers were and will be held during these months in Israel: the Backstreet Boys will perform on May 19-21 at Raanana Amphitheater; Dionne Warwick will perform on May 21 at the Menora Arena in Tel-Aviv and the One Republic rock band will perform on May 28 in Hayarkon Park.

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

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