

*WELCOME*  
**ברוכים הבאים**

**9 DAY | INCENTIVE TRAVEL PROGRAM IN ISRAEL**

9-DAYS | 7-NIGHTS

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**DAY ONE: Sunday**

*DEPARTURE*

- Depart from the U.S.A.

**Overnight: Flight**

**DAY TWO: Monday**

*ARRIVAL IN ISRAEL*

- Individual arrivals at **Ben Gurion International Airport** throughout the day.
- Welcome by our representative and assistance with arrival formalities.
- Group transfer (*for a designated group flight*) or individual transfers to the hotel in Jerusalem.
- Check into the hotel at the **DA'AT Hospitality Desk**.
- *Optional - The Hills Around Jerusalem*, drive around Jerusalem while viewing the city from many of its overlooks and promenades.
- **Welcome Cocktails** at a restaurant in Jerusalem, overlooking the Old City of Jerusalem.
- **Welcome Dinner** with greetings from the **Company Management**.
- Walk from the hotel to the Tower of David, accompanied by the **Marsh Dondurma Ethnic Marching Band**.
- *The Night Spectacular* at the **Tower of David Museum** – a celebration of music and light reflecting Jerusalem's 3,000 year old story.
- Walk back to the hotel.

**Overnight: Jerusalem**

**DAY THREE: Tuesday**

***THE LAYERS OF JERUSALEM***

- **Optional Early Morning Run** in Jerusalem with a trainer.
- Breakfast at the hotel.
- Walk to the Beit Shmuel Cultural Center.
- **Company Opening Seminar.**
- Depart for a guided visit of the **Old City** of Jerusalem, including walking tours through the **Christian, Moslem and Jewish Quarters.**
- *Lunch will take place at a restaurant inside or outside of the Old City.*
- Return to the hotel for free time.
- Depart the hotel for the Israel Museum.
- Visit the **Newly Renovated Israel Museum**, one of the most creative and innovative museums in the world, with many new exhibits which hold a wide collection, ranging from Contemporary and Modern Art to Judaica and Archaeology, concluding with a visit to the Dead Sea Scrolls and the Shrine of the Book and the newly restored Second Temple Period Model of Jerusalem.
- **Private Dinner** at the Museum's **Billy Rose Sculpture Garden**, with greetings by Museum Director **James Snyder**, followed by a performance by Israeli Artist, **Idan Raichel.**
- Return to the hotel.

**Overnight: Jerusalem**

**DAY FOUR: Wednesday**

***JERUSALEM TO THE GALILEE***

- **Optional Early Morning Run** in Jerusalem with a trainer.
- Breakfast at the hotel.
- Depart the hotel. (*Remember to pack an overnight bag.*)
- Guided visit to **Caesarea**, one of the Land of Israel's most important cities during the Roman Period; visit the Herodian Theater and new excavations along the Mediterranean shore concluding with a visit to the 900-year-old crusader city built on the same site.
- Visit a **Druse** Village for a window into the unique world of the Israeli Druse community, with home hospitality lunch.
- Visit the **Yemin Orde** youth aliyah village, one of Israel's most innovative educational institutions, specializing in integrating Ethiopian Youth into Israeli society, including a dialogue with faculty and students.
- Check into your hotel alongside the Sea of Galilee.
- **Cocktails** at your hotel, on the shores of the **Sea of Galilee**.
- **Dinner** at your hotel followed by dessert & music on a **Boat Cruise** on the Sea of Galilee.

***OR***

- **Dinner** at **Decks** restaurant followed by dessert & music on a **Boat Cruise** on the Sea of Galilee.
- Return to the hotel.

**Overnight: Tiberias**

**DAY FIVE: Thursday**

***THE GOLAN & THE GALILEE***

- Breakfast at your hotel.
- Check out of the hotel and split into two tracks.  
***TRACK 1 – THE BEAUTY OF THE GOLAN***
- Depart the hotel.
- Guided visit to some of the **Christian Holy Sites** around the Sea of Galilee, including one of the following:
  - The **Mount of Beatitudes**, traditional site of Jesus' 'Sermon on the Mount', overlooking the Sea of Galilee
  - **Tabgha**, traditional site of the Miracle of the Loaves and Fish, and host to a modern church built on the remains of a Fourth Century church
  - **Capernaum**, on the shores of the Sea of Galilee, the site of Jesus' teachings and the remains of a 2nd century synagogue.
- Explore Israel's security situation on the **Golan Heights** while overlooking the Hula Valley from former Syrian fortifications. Cross the Golan Plateau to the border with Syria and observe the abandoned city of Kuneitra and the United Nations outpost located nearby.
- Lunch en route.
- Visit and tour of an **Israeli Winery** on the Golan, with wine tasting.

***TRACK 2 – ADVENTURE***

- Depart the hotels.
- Guided visit to some of the **Christian Holy Sites** around the Sea of Galilee, including one of the following:
  - The **Mount of Beatitudes**, traditional site of Jesus' 'Sermon on the Mount', overlooking the Sea of Galilee
  - **Tabgha**, traditional site of the Miracle of the Loaves and Fish, and host to a modern church built on the remains of a Fourth Century church
  - **Capernaum**, on the shores of the Sea of Galilee, the site of Jesus' teachings and the remains of a 2nd century synagogue.
- **Jeep** tour climbing to the **Golan Heights** in the footsteps of IDF soldiers and their battles in the Six Day War, to enjoy the beautiful natural scenery and gain an insight into the strategic complexity of the Golan.
- **Picnic Lunch** "Off the Beaten Track."

***BOTH TRACKS***

- Depart the Golan, heading south.
- Arrive in Jerusalem and check into the hotel.
- Free evening and dinner on own.

**Overnight: Jerusalem**

**DAY SIX: Friday**

***MASADA & THE DEAD SEA***

- **Optional Early Morning Run** in Jerusalem with a trainer.
- Breakfast at the hotel.
- Split into two tracks.

**TRACK 1 - MASADA**

- Depart the hotel.
- Ascend **Masada**, Herod's mountain palace and site of the Jewish Zealots' last stand against the Roman Legionnaires. Discuss Masada's role as a symbol of Jewish defence and its current significance in modern Israel.
- Bathe in the relaxing and healthy sulphur springs at a **Dead Sea Resort Hotel** and float in the Dead Sea.
- Return to Jerusalem.
- Arrive in Jerusalem, followed by free time.

**TRACK 2 - MASADA WITH "SOFT" ADVENTURE**

- Depart the hotel.
- Ascend **Masada**, Herod's mountain palace and site of the Jewish Zealots' last stand against the Roman Legionnaires. Discuss Masada's role as a symbol of Jewish defence and its current significance in modern Israel. (*Option to climb Masada.*)
- Short hike to **Nahal David** the freshwater spring at the Ein Gedi Nature Reserve, a lush oasis in the Judean Desert overlooking the Dead Sea.
- Bathe in the relaxing and healthy sulphur springs at the **Mineral Beach** and float in the Dead Sea including lunch.
- Return to Jerusalem.
- Arrive in Jerusalem, followed by free time.

**BOTH TRACKS**

- **Many Visions of Jerusalem** Welcome in the Sabbath through the Jewish, Christian and Muslim traditions, at the Jerusalem Archaeological Park.
- *Optional* visit to the **Western Wall** as Jerusalemites welcome in the Shabbat.
- **Cocktails** on the rooftop of Merkaz Shimshon, overlooking the Walls of the Old City.
- Private **Sabbath Dinner** in the Blaustein Hall at Merkaz Shimshon, with a special performance by the trumpet artist, **Arik Davidoff**.
- Walk back to the hotel.

**Overnight: Jerusalem**

**DAY SEVEN: Saturday**

***IN JERUSALEM & TEL AVIV***

- Breakfast at the hotel.
- Free day to relax or walk back to the **Old City** on own.  
*(We can offer a bike trip in the Judean Hills.)*
- Lunch on own.
- Depart for Tel Aviv.
- **Tel Aviv 24/7**, walking tours through Tel Aviv, the **City that Never Sleeps**.
- Arrive at the Jaffa Port for a concert with the **Rhythm and Dance Troupe**.
- **Cocktails & Dinner** with sing-along artist, **Einat Saruf**, at **Trask** in the Tel Aviv Port.
- Return to Jerusalem and to the hotel.

**Overnight: Jerusalem**

**DAY EIGHT: Sunday**

***IN OR AROUND JERUSALEM***

- **Optional Early Morning Run** in Jerusalem with a trainer.
- Breakfast at the hotel.
- Depart the hotel for Yad Vashem.
- Guided visit through the newly renovated **Yad Vashem** complex, the Jewish National Memorial to the six million Jewish victims of the Holocaust, including the new **Historical Museum**.

***OPTIONAL TRACKS AS FOLLOWS:***

**TRACK 1**

- Visit the city of **Bethlehem**, site of the birth of Jesus and the Church of the Nativity.

**TRACK 2**

- Visit the **Western Wall Tunnel**, the underground continuation of the Western Wall alongside the Temple Mount, followed by a guided visit through the new excavations at the City of David which have redefined the origins of Jerusalem.

**TRACK 3**

- Take part in an active dig at the **Beit Guvrin Caves** and prepare to get your hands dirty as you uncover pottery from the Hellenistic period, 2,300 years ago, followed by a crawl through the Maresha Cave Labyrinth.

**TRACK 4**

- Take part in a vintners' journey through the new **Judean Hills Wine Route**, exploring some of the new and very successful wineries which have sprouted over the past ten years, including possible visits to the Kastel, Katlav, Ella, Flam and Har El Wineries, and dialogues with wine makers and connoisseurs, with wine tasting.

*ALL TRACKS include lunch, and return to the hotel in Jerusalem.*

- Depart the hotel.
- Special VIP visit to the **Tel Nof** or **Palmachim** Air Force Base, and meet with soldiers and pilots.
- Dinner at the base with IDF Soldiers and Pilots, followed by an **Eastern Mediterranean Party** with a leading Israeli performer.
- Return to Jerusalem.

**Overnight: Jerusalem**

**DAY NINE: Monday**

***RETURN TO THE U.S.A.***

- Breakfast at the hotel.
- Check out of the hotel.
- Transfer to Ben Gurion Airport.
- Departure flight to the U.S.A., arriving the same day.

***OR***

***EXTENSION TRIP TO EILAT & PETRA***

- Breakfast at the hotel.
- Check out of the hotel.
- Transfer to the domestic airport in Tel Aviv.
- Domestic flight to Eilat.
- Upon arrival in Eilat, transfer to the hotel for check-in.
- Visit the **Eilat Underwater Observatory** and experience the wonders and mysteries of the world beneath the Red Sea.
- ***Fun in the Sun*** in Eilat with optional water sports, hiking, jeep trip and much more.
- Dinner on your own.

**Overnight: Eilat**

**DAY TEN: Tuesday**

***PETRA***

- Breakfast at the hotel.
- Early departure for **Arava Crossing Point**.
- Cross into **Jordan**.
- Travel through the **Jordanian Araba** to the hills of Petra.
- Guided tour of the 1,800-year-old Nabatean city of **Petra**, recognized as one of the Ten Wonders of the World, including lunch.
- Return to the **Arava Crossing Point**.
- Transfer to the hotel.
- Dinner on your own.

**Overnight: Eilat**

**DAY ELEVEN: Wednesday**

***EILAT***

- Breakfast at the hotel.
- ***Fun in the Sun*** in Eilat with optional water sports, hiking, jeep trip and much more.
- **Lunch Cruise** on the Red Sea.
- Afternoon at leisure.
- Late check-out from the hotel.
- Transfer to the Eilat Airport.
- Domestic flight to Ben Gurion's Domestic Terminal.
- Transfer to Ben Gurion's International Terminal.
- Departure flight to the U.S.A., arriving the following day.