



## Latest Travel News from Israel

Courtesy of the Israel Ministry of Tourism

MAY 2011 Vol. 4 - Issue 5

### GREETINGS FROM THE COMMISSIONER

Dear Friends,  
Summer is almost here and we are gearing up for an exciting season filled with musical performances, including the Masada Opera Weekend featuring several presentations of Verdi's *Aida*, as well as new hotel openings, museum exhibits and art, culture and sport festivals.

We hope you come visit us soon and find out for yourself why more travelers from around the world are visiting Israel than ever before!



Shalom,

*Haim Gutin*

Haim Gutin  
Israel Tourism Commissioner, North & South America

### CAST OF TV'S *HOUSE* TOURS ISRAEL

#### IN THIS ISSUE:

[CAST OF TV'S HOUSE TOURS ISRAEL](#)

[MASADA CLIMBS TO THE TOP AS ISRAEL'S MOST VISITED TOURIST SITE](#)

[HAIFA'S BAHAI SHRINE UNVEILS GLITTERING NEW GOLDEN DOME](#)

[JERUSALEM AMONG TRIPADVISOR'S TOP 25 PLACES TO VISIT IN 2011](#)

[PROLIFIC AMERICAN FILMMAKERS THE COEN BROTHERS AWARDED PRESTIGIOUS DAN DAVID PRIZE 2011](#)

Four stars of the FOX TV drama *House* toured Israel last week as guests of America's Voices for Israel, a joint project of the Conference of Presidents of Major American Jewish Organizations, the Israel Ministry of Tourism, the Israel Ministry of Foreign Affairs and EL AL Israel Airlines. The cast, including actors Lisa Edelstein, Amber Tamblyn, Omar Epps and Jesse Spencer, as well as Executive Producer David Shore, celebrated Independence Day in Tel Aviv, and made visits to the Galilee, the Dead Sea and Masada and completed their tour in Jerusalem.



### MASADA CLIMBS TO THE TOP AS ISRAEL'S MOST VISITED TOURIST SITE

Masada climbed above the Biblical Zoo and the Ramat Gan Safari Park to become the most visited pay-to-enter tourist site in Israel in 2010, according to Dun & Bradstreet Israel. Approximately 762,992 travelers visited Masada last year, compared with 718,902 visitors at Jerusalem's Biblical Zoo, which fell to second place. The third most visited pay-to-enter tourist site was the Caesarea Antiquities National Park with 698,808 visitors.



### HAIFA'S BAHAI SHRINE UNVEILS GLITTERING NEW GOLDEN DOME



After more than two years of extensive restoration work, Haifa's golden-domed Bahai Shrine was unveiled in its resplendent glory this month, featuring nearly 12,000 new porcelain gilded tiles. The project included the restoration of the interior and exterior of the original structure built in 1909, as well as conservation measures intended to protect the Shrine from potential weather damages. Travelers to the site may enjoy the stunning beauty of these gardens by visiting the open public areas, joining a walk-in tour or arranging a guided visit for large groups.

### JERUSALEM AMONG TRIPADVISOR'S TOP 25 PLACES TO VISIT IN 2011

Readers of the popular travel website TripAdvisor.com have ranked Jerusalem number 13 among the Top 25 Places to Visit in 2011. The list places Jerusalem above such popular travel destinations as Prague, Venice and San Francisco.

[www.tripadvisor.com/TCDestinations](http://www.tripadvisor.com/TCDestinations)



## PROLIFIC AMERICAN FILMMAKERS THE COEN BROTHERS AWARDED PRESTIGIOUS DAN DAVID PRIZE 2011

Joel and Ethan Coen, the critically acclaimed American filmmaking duo, were awarded one of three prestigious Dan David Prizes for 2011 yesterday at Tel Aviv University this month. The award committee recognized the two brothers as a unique phenomenon in the history of cinema, because of their ability "to bring narrative complexity to apparently simple plots."



## ISRAEL READIES FOR SUMMER-LONG SELECTION OF MUSICAL PERFORMANCES

Israel will host a wide range of musical performances this summer, including veteran British rock stars Duran Duran at the Tel Aviv Exhibition Grounds, July 30. Additional performances will include legendary folk rock singer Bob Dylan at Ramat Gan Stadium near Tel Aviv, June 20; and the annual Pic. Nic Music Festival featuring one-off performances by renowned artists Moby (July 12) and Janes Addiction (September 1) at the Tel Aviv Exhibition Grounds.



## BROWN TEL AVIV HOTEL FEATURED ON *CONDE NAST TRAVELER* 2011 HOT LIST

The new Brown Tel Aviv Hotel was featured on the 2011 *Condé Nast Traveler* Hot List which ranks the best new hotels of the year spanning 43 countries and six continents. The hotel is the only property in Israel to be featured on this year's list.



## TEL AVIV RECOGNIZED AS WORLD'S TOP PARTY SPOT

Tel Aviv is among one of the 10 hottest summer party spots for 2011, according to the leading hotel search site HotelsCombined.com. The site rated the Israeli seaside metropolis as number nine on its list, and described it as "Home to some of the hottest nightclubs in the Middle East." Tel Aviv was also named one of the "Top Cities for Single Men" and the 13th best city to visit in 2011, in a recent survey of readers at Askmen.com.



### NEW EXHIBIT BRINGS TRAVELERS THROUGH HISTORY OF RISHON LEZION

A new exhibit telling the tale of the small group of pioneers who founded what is now Israel's fourth-largest city is taking place at the open-air Rishon Lezion Museum. The exhibit includes a visit to the city's first pharmacy and synagogue, as well as several interactive installations revealing the history of the town.



[www.rishonlezion-museum.org.il](http://www.rishonlezion-museum.org.il)

### WORLD'S TOP "GREEN" THINKERS ARRIVE IN ISRAEL FOR CLEANTECH EXHIBITION IN TEL AVIV, JULY 5-6

Travelers and eco-minded thinkers from around the world will arrive in Israel for the 15th annual Clean-Tech Exhibition, July 5-6. Held at the Tel Aviv Exhibition Grounds, the conference will focus on the issues of renewable energy, conservation and energy efficiency, the problem of water shortage, advanced recycling processes and green building, and include a special conference on the environment and clean technologies.



[www.mashovgroup.net/cleanTechEnglish](http://www.mashovgroup.net/cleanTechEnglish)

### NEW 5-STAR HOTEL OPENS IN ISRAEL

The all-new West Resort opened earlier this year on Tel Aviv's Mediterranean coastline in Israel. The hotel features 65 suites, as well as a business center, outdoor pool, gym and spa, and offers complimentary bicycle use for guests to explore the area.



[www.tamareshotels.co.il](http://www.tamareshotels.co.il)