

**Explore Israel Your Way**

**Who are we?**

Explore Israel Your Way is a leading tour operator specializing in unique tailor-made tours of Israel, for both individuals and groups.

Our staff:

**Reuven Zusman – founder and co-owner.**

Reuven has been a tour guide since 1992.

Born in 1965 in Leicester, UK, he immigrated to Israel with his family in 1972. Reuven served in an elite IDF unit  for three years.

Since graduating as a certified tour guide, Reuven has led a wide variety of tour groups all over Israel, both privately and for various organizations. He has experience of leading Christian, Jewish and interfaith groups from all over the world, and has a warm and friendly personality.

**Galit Ido-Zusman – Tour operator finance manager and co-owner**

Galit was formerly a software engineer.

She founded Explore Israel Your Way with Reuven, and now serves as its finance manager. In addition, Galit helps to maintain the values and vision of the company and assists in ensuring that we meet our high standards of service.

**What do we do?**

### We design and operate bespoke tours that enable groups,

families, individuals, and business people to discover Israel in their own time, their own way and style, and within their own budget. For example, we can arrange Christian pilgrimages, Jewish heritage tours, and trips for bar/bat mitzvahs.

We are proud to be experts in customizing tours of Israel. We make sure that each of our clients receives the individual and personal attention they deserve.

We aim to create unforgettable experiences!

**Where do we go?**

Israel has a number of diverse regions, with landscapes including coast, mountain, valley and desert–with just about everything in between. Beyond the towns and cities, each region of Israel holds its own unique attractions. The metropolitan areas of [Jerusalem](http://wikitravel.org/en/Jerusalem) and [Tel Aviv](http://wikitravel.org/en/Tel_Aviv) form very much their own regions. We cover all of Israel, from north to south, and will create an itinerary with you so you can stay as long as you like in each place.

**When do we go?**

ISRAEL welcomes you all year round.

We highly recommend either the spring (March, April, May), when temperatures are on average in the low 20s, or fall (October and November), when temperatures are still good. Although the spring and fall have the best climate for a trip to Israel, there are other factors to consider. September and October are the busiest months in the Jewish calendar, with Rosh Hashanah (Jewish New Year) and [Yom Kippur](http://igoogledisrael.com/2008/10/yom-kippur/) (the Day of Atonement) bringing the country to a standstill. April is also busy with Passover (Pesach) bringing many Jewish tourists to the country. Dates of these holidays vary from year to year, but it is probably best to avoid traveling here at these times if you want a more relaxing–and cheaper–vacation. Prices will be **high** during these holidays!

**Why do we do it?**

Reuven grew up in a Zionist family in England. He absorbed a love of the land of Israel and the importance of sharing its heritage with people outside the country.

Reuven's passion for Israel makes him eager to share his knowledge of Israel’s history, archeology, and various religions and traditions–Reuven would like his clients to gain a better understanding of Israel's diverse past, present and future. His goal to give people an unforgettable experience of Israel.

**How do we do it?**

We understand that every tour party is unique, with its own specific needs and requirements. Through in-depth discussions with group representatives and research, we are able to create and provide the very best tours of Israel, tailor-made for each individual group.

Each itinerary is designed to meet your wishes and preferences. Each and every day of your visit will be full of unique activities and meetings with Israelis from all walks of life. As part of our policy to provide only the best, so that each visit is perfect, we use only the most experienced and sought after guides in the country.

**The process:**

1. Once you have contacted us and requested a bespoke tour of Israel, we’ll ask you for detailed information about your group’s characteristics, expectations and requirements. This helps us understand your areas of interest, preferences, and any other factors that need taking into account.

2. Based on the information you have given us, we will start tailoring your tour. When our first draft itinerary is ready, we’ll send it to you for review. Now it is your turn to evaluate the itinerary to see if it meets your goals and to give us feedback. It may take more than one draft to create your ultimate tour experience!

3. Once we agree the itinerary, we will send you a formal price proposal. Our concept of customization applies here as well–we will adapt the price to match your budget.

**We’ll do EVERYTHING required to make sure your tour will be a memorable   
experience for you and your group. We look forward to welcoming you at the airport when you arrive in Israel!**