

Two Sunny Cities. One Break

Two distinct flavours. Two distinct feels. Two distinct spirits. Tel Aviv and Jerusalem – perfectly combined for an unforgettable vacation

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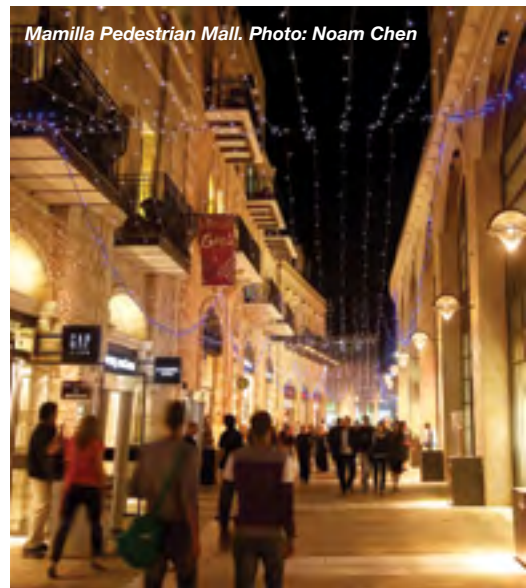
The breathtaking beauty of Jerusalem, its cultural treasures and world heritage sites? Or the gorgeous beaches and buzzing nightlife of Tel Aviv, a city of nonstop fun? Why choose one when you can have a slice of both?

With two of Israel's biggest and most exhilarating cities less than a one hour drive apart, visiting them both as part of the Two Sunny Cities. One Break special package is the perfect blend between old and new, surf and turf, holiness and self-indulgence, invigoration and inspiration. While both Tel Aviv and Jerusalem are busy, vital and intriguing cities that offer a multitude of

must-see attractions, they couldn't be more different. Despite their geographic proximity, they have entirely different landscapes, scents and flavours. Tel Aviv is a bustling and highly modern metropolis, boasting beaches with fine golden sand and ample opportunities for fun infused with authentic Middle Eastern flavour, not to mention some of the best food in the world, including an unrivaled vegetarian and vegan scene! Dubbed the city that never sleeps, Tel Aviv enjoys the stunning azure hues of the Mediterranean, beautiful and quaint spots in the White City, markets, restaurants for all tastes, and a scintillating nightlife.

Just 45 minutes away, you can experience an entirely different beat and pulse: Jerusalem, a city of unparalleled beauty, it will be easy to understand why for millennia it has been so inspirational for so many. So here is a taste of

Mamilla Pedestrian Mall. Photo: Noam Chen



what awaits you in each, as part of the Two Sunny Cities. One Break package deal.

There must be a reason why *National Geographic* named Tel Aviv as one of the world's Top 10 Beach Cities. Or why it was named an Outstanding Culinary Destination by gourmand magazine *Sauver* and recognised as "outstanding" in the Best Markets and Shops category. Oh, and are you a coffee aficionado? Then you'll be thrilled to hear that *Huffington Post* crowned this hip seaside city as one of the world's best cities for coffee lovers. And that's not all, because according to *Lonely Planet*, Tel Aviv is high on the list of the world's top party cities, presenting an endless repertoire of fun bars and packed clubs. It was also recently crowned the top LGBT Destination of 2018 at The British LGBT Awards. As one of the most gay-friendly cities worldwide, Tel Aviv hosts an annual pride week featuring events and celebrations which culminates in a street parade with over 250,000 people!

Tel Aviv is an eternally happy city, with a spectacular promenade and 13 beaches spread out over 14 kilometres; colourful and exciting markets, from the down-to-earth Carmel Market to the trendy Saron Market; world-class restaurants and street cafes, museums and galleries, bars and nightclubs. With great weather virtually all year round, no matter when you visit you will most probably be able to enjoy the beach, take a stroll or bike ride through HaYarkon Park, pay a visit to the city's revitalised port area or simply enjoy wandering your way through streets filled with a fascinating combination of historic Bauhaus buildings alongside new and ultra-modern architecture.

At the southern end of Tel Aviv is Jaffa, an ancient port city dating as far back as 1469 BCE, during the time of Egyptian rule. A blend of rich history and evolving modernity, vibrant markets and authentic Middle Eastern dining, Jaffa offers a glimpse into its diverse past and present day living as a city of co-existence.

Let's move on to the Eternal City, where a glorious history is intertwined with modern and dynamic life. Jerusalem is home to innumerable fascinating historic sites, magical alleyways, fragrant and colourful souks (outdoor markets), holy shrines and breathtaking views at sunset. No other place offers as many attractions and emotionally inspiring sites in a single square kilometre. In the Old City, you'll find archaeological treasures that are thousands of years old, alongside contemporary art and some delectable delights.



Gordon Beach. Photo Kfir Sivan

Visit the Western Wall and discover its underground tunnels; and tour the Tower of David (located in a medieval citadel near Jaffa Gate), a 4,000 year old restored archaeological site showcasing Jerusalem's story. Follow in the footsteps of Jesus down the Via Dolorosa and the 14 Stations of the Cross; and visit the Church of the Holy Sepulchre, the sacred site of Jesus' crucifixion, burial and resurrection and a place of pilgrimage and worship since the fourth century.

Take a moment to marvel at the Islamic architectural wonder that is the Dome of the Rock, a UNESCO World Heritage Site located on Temple Mount, where according to rumour the footprint of the Prophet Mohammed is embedded.

Outside the city walls, do not miss the Machane Yehuda Market, a culinary and anthropological experience in and of itself. And we haven't



Toasting to Tel Aviv. Photos: Courtesy of the Israel Ministry of Tourism

even mentioned the Israel Museum, the Shrine of the Book or David's Tower. There is simply too much to see and do.

So where else can you have fun in the sun, experience a world-class culture scene, and a trip through ages of human history as part of a once-in-a-lifetime vacation? Only in Israel. ▶

◀ Two cities, double the fun – check out some great spots!

In Tel Aviv

Independence Trail

Launched in 2018 on Israel's 70th birthday, Tel Aviv's one-kilometer Independence Trail guides visitors along 10 historical sites, each marking an important chapter in the establishment of the State of Israel in 1948. The self-guided golden trail is a journey through compelling phases of history, and includes free admission to all sites on the map. Tablets are also available to rent (for a small fee) from the information center opposite Rothschild 11.

Sarona Market Tasting Tour

A tasting tour of Israel's largest indoor market. Discover more than 80 food stands and stores, featuring almost any cuisine you can imagine. Get to know the most promising chefs of Tel Aviv – one of the world's most dynamic culinary destinations. The visit includes a brief tour of Sarona's historic Templar Colony. A must-see attraction for any foodie!

Fashion Discoveries & More

Tel Aviv is a fashion lover's dream – a city of effortless style and plenty of shopping opportunities. From bargain buys at the markets, to high-end designer stores, boutique fashion stores and a selection of upmarket malls, Tel Aviv has it all. During your stay, explore the city to discover handcrafted jewellery, Israeli souvenirs and one of a kind fashion designs.

Jaffa Flea Market

Jaffa's Shuk Hapishpeshim (Hebrew for "flea market"), located steps from Jaffa's Clock Tower, has existed since the early 20th century as a marketplace overflowing with a



Photo: Courtesy of the Israel Ministry of Tourism

treasure chest of goods, including furniture, antiques, jewelry, clothing and cosmetics. A converging spot for collectors, vintage hunters, bargainers and the locals, Shuk Hapishpeshim also contains some of the city's trendiest bars and eateries.

Tel Aviv Museum of Art

The Tel Aviv Museum of Art is Israel's leading museum of modern and contemporary art, and home to the world's largest collection of Israeli art.

In Jerusalem

Mahane Yehuda Market - By Day and Night

Jerusalem's iconic marketplace, lined with over 250 vendors, was established towards the end of the 19th century. Embark on a walking tour to explore the rich history and tastes of the market, or visit at night fall when stalls shutter to make way for restaurants, packed bars and Nargila (Hookah) hangouts. Mahane Yehuda Market's nightlife scene is truly an experience like no other.

The Night Spectacular

A sound and light show at the Tower of David. The Night Spectacular tells the story of Jerusalem. It is a celebration of sound, music and breathtaking images that envelop the viewer into a multisensory experience. Cultures, religions, rulers and legends are projected on the ancient walls and magically appear among the archaeological remains of Jerusalem's citadel.

Hebrew Music Museum

In Nahalat Shiva, in the heart of Jerusalem, you will find a hidden gem - the only museum of its kind in the world dedicated to Hebrew music. The tablet you pick up at the entrance transforms the museum into a captivating interactive experience. Come listen to the sounds of rare musical instruments from around the world, which are you more than welcome to play yourself, as well watch visual arts and ethnic costumes representing the folklore of each of the unique Jewish Diaspora communities.

The Israel Museum – A Visit You Won't Forget

The Israel Museum – housing some of the most important historical objects in the world alongside a rich and fascinating art collection – is a must for every tourist. From the 2,000-year-old Dead Sea Scrolls, through the model of Jerusalem in the time of Jesus,

remnants of cultures that are no more. The cultural voyage continues through Israeli art from its very beginnings, an impressive collection of modern art, and a beautiful and varied display of Jewish art and life.



Photo: Photos: Courtesy of the Israel Ministry of Tourism

Hatachana Compound (the old station)

This culture, entertainment and leisure complex is located where the first train station in Jerusalem once stood. In recent years, it has become a hugely popular entertainment spot that truly offers something for everyone: good food, bars, concerts, parties, cultural events, and even activities for children and a special ceremony welcoming the Sabbath. Hatachana is also an excellent starting point for tours throughout the city, and even operates a free shuttle service into the Old City, getting you right to where the action is with minimal effort.

Segway Tours – Exhilarating Beyond Compare!

Want to experience the city and get your heart racing? Take this state-of-the-art vehicle and join one of the many tours offered to feel the magic of Jerusalem. Segway tours offer guests a special experience in the heart of a sprawling city. Enjoy the breathtaking views of Armon Hanatziv Promenade, where you'll get a beautiful view of the Old City, the Mount of Olives and Mount Scopus, or maybe get a picturesque visit to Mishkenot Sha'ananim, the first Jewish neighbourhood outside the Old City walls. Let's get rolling!



Photo: ufisrael