

Dear Friends, Shalom



With this edition we are summarizing 2010, which was a very successful year for tourism in Israel in general, and for Kenes Tours in particular. We faced many exciting challenges due to the heavy traffic of tourists into Israel, and we thank you for that!

Next year looks promising and we are already finalizing business for 2012. As part of our efforts and preparations, we have recruited new professional staff members in order to maintain the high level of personal service and attention for which we are renowned. I believe this is what differentiates us from others and I intend to keep it this way.

We are always seeking new ideas to offer our clients both unique and compelling programs. During 2011, we will have a massive presence overseas at trade shows and from sales trips to our clients worldwide. Although we live in a hi-tech world, our business is still, and will always be, based on people, trust and human relations.

Both the Kenes Tours staff and I are delighted to be in touch with you and offer our services to answer your needs. I would like to take this opportunity to thank you for your business and friendship during the past year and wish us all a prosperous and successful 2011.

Warm regards,
Uri Avrouskine

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View the Kenes Tours Profile on:



JAMMIN' WITH THE JAMANS

A group of performing artists and musicians, the Jamanas, present an exciting act of juggling, music, air acrobatics, drum circle workshops, shofar-blowing, and ethnic instruments from around the world.



The ensemble plays ethnic Israeli songs, creating a magical ambiance in a unique and oriental style for audiences to dance to. Their music draws on original stylistic elements that define their distinct national musical culture — which is based on a blend of many age-old musical traditions.

The Jamanas can surprise you in Israel anywhere, anytime at the airport, hotels, throughout Jerusalem, even in the desert! For more information, please visit: www.jaman.co.il

KENES TOURS TO ORGANIZE TAGLIT – Birthright Israel

As the new organizer of the Taglit-Birthright Israel program, Kenes Tours has launched the “Awesomeisrael” brand name. Taglit sends thousands of young Jewish adults (18-26 years) from all over the world to Israel as a gift to diminish the growing division between Israel and Jewish communities around the world. Please visit: www.awesomeisrael.com.

UK TRADE EVENT BRINGS IN NEW CLIENTS

For the 7th year in succession, Nathan Hiltron, Kenes Tours Director of Sales & Marketing, was invited to The World Travel Market (November 8-11, London). This premier global travel industry event presents a range of destinations and industry sectors to UK and international travel professionals, while offering great opportunities to network and conduct business. Mr. Hiltron gained several new clients during the event.

A PRIMA FOR EVERY OCCASION



With nine unique hotels situated in prime locations throughout Israel, **The Prima Hotel Chain** offers guests an unforgettable vacation, acclaimed personal service, and a unique concept in each hotel.

The Prima Tel Aviv (above right), with its sea-side location and “white city” atmosphere, features a popular in-house art gallery. One of the Chain’s three lovely Jerusalem hotels, The Prima Palace, caters for traditional guests and among other features has its own synagogue. The Prima Galil and Prima Too in Tiberius are newly renovated and draw influence from their lush natural surroundings. The Prima Galil’s chef uses herbs and spices grown right on the hotel’s balcony, which overlooks the Sea of Galilee. The hotel holds “Enchanted Galilee” evenings, mini cocktail parties and more. Prima’s Dead Sea hotels — the Oasis Dead Sea (left) and the Spa Club Dead Sea, are designed for a relaxing vacation with a private beach and fully equipped spa.

TZFAT’S ANCIENT ART EXPERIENCE

The recently opened **Otzar HaStam** is a cutting-edge visitors center in the mystical, scenic city of Tzfat (Safed). The highly interactive center, which cost \$4 million, the only one of its kind in the world, opens a window to the fascinating world of “Stam” (acronym) — the ancient art and tradition of the Jewish scribes, writing the Torah **Scrolls**, **Tefillin**, and **Mezuzot**, with a quill pen on parchment.

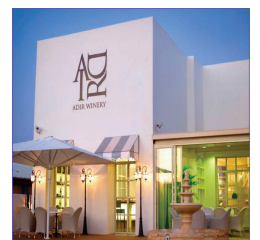
Otzar HaStam attracts visitors from many countries and backgrounds interested in Jewish heritage and culture. The center depicts the story of the Creation, the revelation at Mt. Sinai, offers a 3D video presentation, a holographic movie of a scribe in ancient Egypt, an interactive trivia game, and a scribe workshop with real parchment and quill pen.



A must-see in every Galilee tour, **Otzar HaStam** also offers half-day trips to ancient Tzfat, the capital of Kabbalah, and the surrounding area.

ADIR WINERY & DAIRY VISITOR DELIGHT

Whether you are in for a short visit, searching for the perfect gift, or seeking a beautiful getaway, the Adir Winery and Dairy Visitor Center is the perfect treat.



Adir invites you to taste the unique flavors of its wines, as well as the different goat dairy cheeses, yogurts and even goat ice cream, with a backdrop of the breathtaking views of the Upper Galilee vineyards and mountains. Guests are invited to watch a short movie that tells the story behind this successful family-owned business and describes the process of winemaking and methods of producing the highest quality products from pure, fresh goat’s milk. Situated in the Dalton Industrial Zone, the Visitor Center is easily accessible and guests can choose to prepare themselves a picnic basket before heading back on the road.

Pamper yourself at this elegant destination and feel the personal touch of its dedicated, professional staff. Please visit www.adir-winery.co.il.