

Dear Friends Shalom,



In this first edition of 2011 we would like to update you with some new things happening in Israel and several new initiatives Kenes Tours is promoting this year.

According to official figures from Israel's Ministry of Tourism, 2010 broke a record with 3.45 million tourists. This increase in demand created a thirst for innovative tours and content programmes. Kenes Tours has taken the reins and launched a new guaranteed departure tour called "Prestige Israel." This exciting programme provides a fresh look at Israel by merging the country's classic highlights with its new age, contemporary attractions. You are welcome to visit our website for more details at [www.kenestours.com](http://www.kenestours.com).

In spite of the recent political events in our part of the world and the countries around us, Israel is still in high demand with tourists and the year ahead looks promising. The first quarter was good and we anticipate a very busy second quarter. Israel is doing all it can to maintain the peace and quiet and let tourism continue to grow. I look forward to welcoming you and your clients here!

As we get closer to Easter /Passover, I would also like to wish you all happy holidays.

Warm regards,

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General Manager  
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## EXPERIENCE ISRAEL FROM NEW HEIGHTS



Israel offers a wide variety of breathtaking scenery and unique experiences. Kenes Tours has found a way to optimise this. A helicopter flight provides tourists arriving in Israel for a short visit, with a fascinating bird's eye view of a range of sites and landmarks.



Chim Nir offers people from all walks of life and religion, a novel and exciting way to experience Israel! Tourists are flown by helicopter to major attractions and historic sites all over the country with their pilots serving as guides. This is an ideal adventure for employees, families living in Israel or visiting from abroad to celebrate a Bar Mitzvah, wedding or other event. Kenes Tours has also organised exclusive flights with Chim Nir for VIPs and their families.



## KENES TOURS REPORTS FROM WASHINGTON



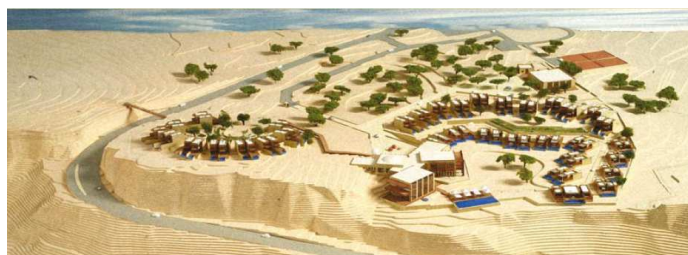
The International Leadership Reunion, held April 4-6, 2011 in Washington DC, was organized once again by Kenes Tours. The successful event brought together 180 leading members of the international Jewish community for two and a half days of high-level meetings.

## KENES TOURS — NEW VIRTUOSO ONSITE AGENT

As of May 1, 2011, Kenes Tours joins Virtuoso<sup>®</sup> as an onsite agent. Virtuoso is a network of the world's finest travel agencies. It is also the leading travel network comprising over 6,000 travel advisors and associated with over 300 agencies in 22 countries within North and South America, the Caribbean Islands, Australia and New Zealand.

As part of Virtuoso<sup>®</sup>, Kenes Tours has expanded its global connections, unprecedented expertise, and customized travel experiences.

## NEW DESERT PHENOMENON OPENS IN MAY



### The Isrotel Beresheet Hotel is an extraordinary desert attraction!

The leading Isrotel chain will open its thirteenth hotel next month. The Beresheet hotel sits atop lofty cliffs that slope down into the Ramon Crater. The crater is a world famous natural phenomenon and one of Israel's most unique and beautiful desert nature reserves. With this in mind, the 50,000 m<sup>2</sup> hotel was carefully designed to blend in with its natural surrounds. The hotel grounds have 112 small lodgings comprised of beautiful suites, 42 of which are on the ground level and share a private swimming pool. Those above, have balconies overlooking spectacular landscapes and the crater.

## KKL 2011 WORLD CONFERENCE

The KKL World Conference, organised by Kenes Tours, hosted 32 participating countries including 220 major donors and KKL-JNF (Keren Kayemeth LeIsrael-Jewish National Fund) presidents from all over the world. The conferences were held in Tel Aviv, Jerusalem and Eilat, from March 22 to April 1. This biennial conference deals mainly with water conservation, new communities in the Negev and the restoration of the Carmel Forest. The conference was addressed by Prime Minister Binyamin Netanyahu.