

Press release: "Destination – Israel!" 18 June 2009, Hilton Sydney

A month ago, Pope Benedict XVI had his historic pilgrimage through the Holy Land. This time we have the pleasure to invite you to come and Discover Israel: Discover the depth of the past, the beauty of the land, the wonders of the Dead Sea, the sunny beaches and friendly people. There are so many reasons why people are attracted to Israel, as there is something for everyone!

The Israeli Trade & Tourism Commission is having a briefing over breakfast, to introduce travel agents with the incredible diversity of Israel's tourist jewels.

Whether you are looking for a religious pilgrimage or a sunny getaway, if you are after pampering and healing in natural spas or active desert safaris, water sports or archeological discoveries- you'll find it all in Israel.

For virtual tour and comprehensive information visit: www.goisrael.com

"Destination– Israel!" briefing is on Thursday 18th June, 2009

8:00am- 9:30am at the Hilton Sydney, level 4, 488 George St, Sydney.

Program includes an opening presentation on "Destination- Israel!"- General information, major tourist attractions and short video, followed by presentations of Israel travel products offered by tour operators: Greece and Mediterranean Travel Centre, Adventure World & Coral Seas, El-Al Israeli Air Line and Tempo Holidays.

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