



Sar-El Tours News Flash

“For the LORD your God brings you into a good land” (Deut. 8:7)

What's New in Israel

The Egypt Effect: After 18 days of political protests and the resignation of President Hosni Mubarak, Egypt's ruling military has reassured its allies that it will not break its peace treaty with Israel, or any other international peace treaties.



The military's goal is to maintain a functioning economy and state, and to transition peacefully into a democratic system. Sources are unsure of how long the current government will stay in place: whether it is being used to simply keep the economy moving, or if it will continue on for a longer term until a new one is elected. Rest Assured, we have received reports from our Egyptian partners that travel and tourism is back to normal in Egypt, and everything is as usual here in Israel.

Chief of Staff: On February 14th, Lieutenant General Benny Gantz was promoted to Chief of Staff of the Israel Defense Forces.



With a thirty-year military career under his belt, Gantz replaced former IDF Chief of Staff Gabi Ashkenazi. During the ceremony of transition, Ashkenazi said to Gantz, "I have no doubt that your ability will enable you to harness the soldiers of the IDF. We all believe in you. Good luck." Some of his military positions: he served as commander of the IDF's liaison unit in Lebanon during Israel's withdrawal in 1999, and was personally responsible for shutting the gate between the two countries. In 2000 he was appointed commander of the Judea and Samaria Division, overseeing IDF forces in the West Bank during the outbreak of the Second Intifada.

New Sites & Site News

Capernaum Vista Olive Farm

Capernaum Vista Farms is an agricultural enterprise involved mainly in olives. Founded by Avner Talmon, the farm's 23,000 olive trees grow along the fertile Jordan River and beside the Sea of Galilee. Avner is a man who lives out his faith everyday with integrity and honor. Once an active IDF Brigade Commander, Avner has fought for his country in ways many of us can only imagine. The roots of the olive trees run deep but his connection to the land runs even deeper. This is the life line of the farm, to care for God's creation. Talk to Avner for two minutes and you will hear of his love for the land. It is this love that has led him to commit to sustainable and environmentally sound farming practices. From the treatment of the trees to his relationship with his employees, Avner takes pride in doing both with the utmost care and respect. He speaks with such conviction that you too will believe that truly this is a sacred place. The farm headquarters are situated in its olive oil mill in the ancient Jewish city of Kazrin. A day trip to the farm in the beautiful and historically rich northern countryside of Israel is a must on every itinerary.





What guests can expect from a visit:

- Upon arrival to the visitors center you will be led to try the “olive wash & exfoliate” made from crushed olives after extracting the olive oil.
- A presentation of the mills operation and the essence of living in the Golan
- Watch a 10 minute movie about the area and the olive oil production
- Walk between the olive oil containers and the labs, and see how the lab works
- Try 6 different blends of olive oil and experience all the skin care products



Sar-El News & Specials

Making our Mark: We recently participated in the FITOUR (International Tourism Fair of Spanish Speakers) in Madrid, and Samuel Smadja is currently representing Sar-El at the NRB (National Religious Broadcasters) Convention in Nashville, TN. Later this month we will be at ITB (International Trade Booth) in Berlin. Needless to say, we are exerting all efforts to continually make our name known and respected in Holy Land travel.

Recent Tours: We just hosted two large tour groups, the first being TBN with special key pastor Joel Osteen, while the other was headed by Gov. Mike Huckabee, who has been a satisfied Sar-El customer for the past two years. Between the two groups, we had over 800 tourists with us!



From left: Gov. Mike Huckabee, Amir Tsarfati, Samuel Smadja, and Jon Voight

Staying Connected: Sar-El recently upgraded to Blackberry phones for improved office communication and availability. Considering our field of work and the non-stop nature of the business (someone is always working in one time zone or another!), we felt the need for a trustworthy email, internet, and phone device for our tour operators. As a result we are more connected as an office and in better communication with our agents and partners worldwide, no matter what time zone they are in!

A Word from Samuel & Amir

In spite of all the uncertainty in the world around us, 2011 seems to already be even more promising than 2010 was. We are expecting this year to be filled with new hopes and new challenges for Sar-El Tours. As a result of hosting recent mega tours, our eyes are fixed on new markets, in particular South Africa, India, Russia and the Ukraine. We pray that 2011 will bring forth even more international interest in tours to Israel; and as such, we will continue to feel and see the support of all our Sar-El friends in the Holy Land, from partners like you.



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