



Sar-El Tours News Flash

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

What's New in Israel

42 Kilometer Club: 10,000 runners participated in the first Jerusalem Marathon on March 25th, 2011. The 42-kilometer race began and ended near the Israel Museum campus.



Participants enjoyed a scenic route that took them through the Old City, Sultan's Pool, Hebrew University's Mount Scopus campus, Rehavia neighborhood, The Supreme Court, and the Knesset, to name a few locations. More than 1,000 runners were from abroad, an unprecedented amount for an Israeli marathon. The race was the first of its kind for the city, and plans are already underway for next year's marathon.

A New Way to Travel: Soon to boast its first Light Rail system, Jerusalem and its residents prepare for the anticipated opening this August.



The train's route from Pisgat Zeev to Mount Herzl, to the city center and Old City stretches 28 kilometers, operates 46 trains and stops at 24 stations. The light rail also crosses the Bridge of Strings at the city's entrance. The new system will change Jerusalem's city center into an urban space, and also relieve morning and evening commutes.

New Sites & Site News

Gush Etzion

From the Book of Ruth to Micah 5:2, the biblical lands of Gush Etzion have a special divine destiny. The return of the Jewish people to this sacred area just south of Jerusalem is a fulfillment of God's word. You can have the opportunity to publicly declare in the same place that Ruth said thy people shall be my people and thy God my God.

Transform your Israel visit into one that literally walks in the footsteps of where Abraham walked with Isaac toward the binding place, and where the downfall of the Greek empire began with the rise of the Maccabean revolt, ensuring that Monotheism continued to reign on earth.

Should you choose, prepare to get wet with a visit to the remnants of King Herod's Aqueduct that transferred water from Gush Etzion to the Temple through the pools of Solomon. View the audio-visual presentation that will illustrate the tragic story of the region during the War of Independence. A must-see is the summer palace of King Herod, The Herodium: it will leave you breathless in light of recent archaeological discoveries. From gourmet restaurants to spectacular landscapes and attractions, Gush Etzion will leave you with a taste for more; one visit is not enough! Come and discover the magic!





Bible Lands Museum

On his last trip to Israel, former U.S. President George W. Bush only visited three sites: the Bible Lands Museum was one of them! It is the only museum in the world dedicated to the history, culture, traditions, and rituals of the Ancient Near East presented in a biblical perspective. Discover the history of the ancient world from the dawn of civilization to the Early Christian era. On display is one of the most important collections of the original artifacts from the Ancient Near East revealing the civilizations predominant during the biblical period. Newly developed is a special tour tailored to the interests and needs of Christian tour groups. This tour brings to light the most significant and influential civilizations of the ancient world, connecting our history to the Scriptures. Step by step, follow the development of humankind and understand the historical backdrop to the emergence of Judaism and Christianity. For more information on the Museum's rich array of cultural programs and how it can be incorporated into your tour, please contact your local travel agent.



Sar-El News & Specials

Travel: In connection with our Jordanian partners, we are enjoying a safe and peaceful time in Israel. Although the news exaggerates recent events in the Middle East, travel is as usual in Israel and Jordan. Spring weather is here, and we were even blessed with April showers that have filled up our irrigation reservoirs in the North.

Expansion: while we have mainly dealt with large tour groups in the past, we are expanding our services to include the FIT market (For Individual Travel). This development will enlarge our pool of clientele and allow us to serve more people and more specific requests of clients.

Calvary Chapel: Amir and Samuel will both be attending the Calvary Chapel Senior Pastors Conference in Southern California this June. They will be sharing on the importance of Israel and bringing church tour groups to experience the land first-hand.



Sarah Palin: On a recent two-day visit to Israel in March, Sar-El Tours provided land services to former Governor of Alaska Sarah Palin. We took care of all hotel, transportation, and security arrangements for her and her team during their short visit.



A Word from Samuel & Amir

We have had a wonderful record season thus far! Our numbers show that we have had thousands of more tourists this year, in comparison to the same period from last year. This leads us to believe that we will also have, God-willing, a record year! In spite of recent events in the Middle East, we are blessed to see that Israel remains not only a safe and secure haven in the eyes of Israelis, but also in the eyes of millions of tourists from around the world. We are working on improving all aspects of service in order to continue giving our best even in high volumes, without any compromise.

