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40 Reasons to visit Israel

1. To stand atop the Mount of Olives and gaze out over the City of Jerusalem
2. To relish the 190 kilometers of Israel's sun drenched Mediterranean beach coastline
3. To experience Israeli style hospitality and meet the friendly people
4. To hike or cycle on the many hundreds of kilometers of routes and trails that crisscross the country
5. To trace the life of Jesus and to see the places where he taught and performed his miracles; to follow the stations of the Cross on the Via de la Rosa and to visit the site of Jesus' Crucifixion and Resurrection at the Church of the Holy Sepulcher, or to visit the Garden Tomb
6. To see the shimmering golden Dome of the Rock that dominates the skyline of the Old city of Jerusalem
7. To visit the many remains of many ancient archaeological sites throughout Israel
8. To marvel at the country's picturesque beauty
9. To witness the Bible come to life
10. To visit the 4 seas – The Dead Sea, The Red Sea, The Mediterranean Sea and Sea of Galilee
11. To admire the "White City" collection of Bauhaus design buildings of Tel Aviv – designated UNESCO World Heritage Site
12. To visit and float on the Dead Sea, renown as the lowest natural spa and point on Earth and enjoy the medically therapeutic mud and spa treatments
13. To sit at one of the many curbside cafes throughout Israel and watch the world go by
14. To walk along the Mediterranean sea side promenades
15. To experience the charm of the pedestrian friendly Sheinken Street arts and crafts market
16. To visit the Shrine of the Book, home to the Dead Sea Scrolls
17. To enjoy foods served in biblical times but with a twenty-first century Israeli twist
18. To go reef diving in the Red Sea resort city of Eilat
19. To follow the ancient Nabataea Spice Route through the Negev Desert
20. To explore subterranean archaeological sites from the time of the Knights Templar in Acre
21. To marvel at the Baha'i Temples and Gardens of Haifa- designated a UNESCO heritage site
22. Experience World Cup soccer match fever by being one of almost 50,000 fans at Ramat Gan Stadium
23. To visit Yad Vashem and reflect on the tragic past orchestrated by the Nazi holocaust which resulted in the founding of the State of Israel
24. To relish the fusion of international cuisines that have transformed Israel into a world-class gastronomic destination.
25. To taste the fruits of Baron Edmond de Rothschild's favorite vineyards and visit any one of almost 200 commercial and boutique wineries that are attracting worldwide attention.
26. To discover why countless conquerors throughout history chose Israel as their favorite vacation destination
27. To partake in the vibrant culture and art scenes that Israel has to offer its resident population and international visitors

28. To be Baptized in the Jordan River
29. To experience the many colorful and dynamic Shuks (markets) throughout Israel
30. To pray at the Western Wall
31. To experience the vibrant nightlife of Tel Aviv renowned throughout the world as the city that never sleeps.
32. To watch the Pale Arctic-African migration of thousands of species of birds
33. To scuba dive or snorkel in the world's first underwater archaeological park of Caesarea
34. To conquer a fortress in the Negev Desert by climbing to the top of Masada
35. To look in wonder at the huge foundation blocks of the Temple Mount in the Western Wall Tunnels
36. To experience travel 3000 years ago by joining a Bedouin camel safari in the Negev Desert
37. To dazzle the senses and experience spring when the deserts, plains, mountains and cities and farms are in full bloom with flowers, blossoms and green grass
38. To experience the Tel Aviv Love Parade and be one of more than 250,000 participants – the only festival of its kind in the Middle East
39. To taste freshly pressed olive oil at the annual Olive Festival in the Western Galilee
40. The best reason to visit Israel is to tell your family friends and colleagues just how great it is. Once you've been you will never be the same!