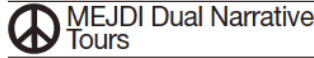


Off the beaten track

PEACE TOURS



MEJDI is a full-service tour operator specializing in tailor-made tours within conflicted areas of Israel. Founded in 2008 as a Jewish-Arab collaboration, they offer safe tour experiences providing guests with access to the people and stories of the region, including partnering with groups like The Center for World Religions, Diplomacy and Conflict Resolution and various ministries and offices in the area. The Dual Narrative Tour, led by Israelis and Palestinians, is an approach to peace-building through tourism, allowing participants to learn about the land through the narratives of Israelis and Palestinians from a wide variety of backgrounds. MEJDI creates custom itineraries upon request.

Prices vary depending on tour designed for your needs. Visit mejdi.net for more information.



STYLE



Mega clotheshorses, stylists, fashion mavens and design lovers will all find majorly stylish fun on one of Galit Reismann's TLVstyle Boutique Tours of the city. Tel Aviv's design scene has grown exponentially in recent years, garnering its own fashion week and producing a wide range of styles that are stamped with a distinct "Israeli" aesthetic - that is to say, highly influenced and inspired by its conglomeration of cultures, travels and characters. This particular tour is expertly helmed by Reismann who

painstakingly accounts for every last detail, from the initial "style questionnaire" that gauges clients' shopping needs, loves and wants to the day of the actual tour, arranged in half- or full-day jaunts which are accompanied by a chauffeur (playing your selected favorite tunes) and a complementary gift basket filled with midday snacks. The tailored shopping tour is an exclusive, insider itinerary of local designer boutiques, those often off-the-beaten path of major mall and shopping destinations that are rarely found in an average travel guide. Reismann actually plans the day according to clients' tastes and styles, so each one is completely individualized - from visiting

bohemian indie designer Ishtar to the retro offering of Roni Kantor, or the upscale designs of Gadi Elimelech. Reismann also accounts for sportif ladies and gents - throwing in local bathing suit designers, yogawear and the like. Of course there is shopping to be had (including exclusive discounts), but this tour also offers a behind-the-scenes visit with the actual designers (some in their studios) who significantly add to Tel Aviv's ever-evolving sense of style.

Private tours must be reserved in advance and start at \$250 (depending on number of people, half/full-day reservations, meals, amenities, etc.) Contact: galit@tlvstyle.com (tlvstyle.com)

SUNRISE TOUR



View the sunrise at Masada

Rise and shine - a few hours before the sun rises, participants in this tour arrive at the eastern side of the infamous desert fortress of Masada. After a quick cup of coffee and some cookies, the trek up the mountain begins with an expert tour guide. About an hour later, you'll arrive at the top of Masada, with the sun rising above the Moab Mountains. After witnessing this extraordinary view, tour guides offer background information on the region's history and then participants take a cable car down to visit the Masada Museum. Before heading to the Dead Sea (where floating in the lowest point on Earth is encouraged), everyone has the opportunity to hike at the Ein Gedi Natural Reserve, a haven in Israel.

This tour is private and can depart any time on request. (03-5102916/info@israeliguide.com/israeliguide.com/sunrisemassada.html). Tour prices range depending on number of people participating. Departure time changes according to time of sunrise.