

FOR IMMEDIATE RELEASE

## **Israel Travel Company Contributes To 42% Increase In Israel Tourism By Offering New, Improved Holy Land Tours That Make Dreams A Reality**

LOS ANGELES, California (September 1, 2010) – In a shocking revelation, Israel’s Tourism Ministry recently announced that travelers to Israel increased by 42% in January-August 2010 in comparison to Israel-bound travelers from January-August in 2009—a potentially record-breaking year. Though travel to Israel is constantly at an increase, this year has given Israel Christian tour companies a real challenge, motivating them to offer more competitive, more in-depth tours to Israel in order to captivate the overwhelming number of international travelers and assist in driving this increase even further. One company in particular, America Israel Travel, is setting the bar, improving and expanding their already-industry leading Holy Land tours to draw even more travelers to Israel.

America Israel Travel has debuted two improved Christian tours to Israel which have undoubtedly contributed to the severe increase in tourists to Israel this year, reflecting the superb accommodations, thorough tours and excellent value for which America Israel Travel is known. The Roots of Your Faith Tour and Into the Promised Land Tour are two of the leading tours to Israel, especially popular with those on Christian pilgrimages. Making dreams come true for thousands of international travelers to Israel, these tours are forcing competitors to step up their game to compete with America Israel Travel’s highly trained, knowledgeable guides, long list of tour sites and overall excellence when it comes to service. American Israel Travel is a force to be reckoned with, having accommodated more than 60 church groups to date in addition to thousands of Jewish travelers and Bar Mitzvah family tours.

The Roots of Your Faith Tour, an award-winning 10-day tour of some of the most exciting and spiritually important sites in Israel to Christian travelers, offers tourists a unique, unforgettable experience that brings the Bible, its stories and its figures to life. Using the Bible as inspiration for the itinerary, this best-selling Israel tour is one of the most comprehensive and eye-opening Israel Christian tours available today. Travelers are able to experience Biblical sites to the fullest, taking in the wonders of locations such as Nazareth, the Sea of Galilee and the Room of the Last Supper. Tourists that take part in this Holy Land tour come away with a deeper understanding of and connection with their faith, having been given the opportunity to walk in the footsteps of the prophets, Jesus and many of his followers.

One of the most popular Christian tours to Israel, Egypt and Jordan, the Into the Promised Land tour is modeled after the route of the biblical Exodus. Offering an extraordinary experience unlike any other Israel Christian tour out there, the Into the Promised Land Tour delights travelers with a combination of breathtaking Egypt sites—Giza Pyramids and Sphinx—and spiritual Israel and Jordan destinations—Garden of Gethsemane, Mount

Zion, the stone-carved city of Petra and more. This tour offers a first-hand, in-depth look at some of the most amazing destinations the world has to offer.

It is encouraging to see companies such as America Israel Travel working hard to entice more tourists to travel to Israel, not through gimmicky lingo and hollow promises, but by providing first-class service and enriching experiences. In a time when many are becoming discouraged by the still failing economy, it's wonderful to see a company that not only provides travelers with a worthwhile, spiritual getaway experience that both enlightens and relaxes their minds, but does so at a price travelers can afford.

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