

# More Kiwis Are Exploring Israel

Despite its often negative representation in the media, Kiwi numbers to Israel are increasing, with Innovative Travel reporting 20% year-on-year growth for clients travelling from New Zealand to Israel.

“This destination felt safe at all times,” says Innovative Travel product manager Anthony Gardiner (pictured), who has recently returned from the destination.

“Old Jerusalem is an amazing experience. I felt completely safe to explore in the evening, when it comes alive with shops and eateries. The contrast of Tel Aviv and Jaffa, where ancient structures have been modernised and turned into trendy hotels, bars, and restaurants without losing their centuries-old feel was one of the highlights of my trip.”

He adds that Israel has a very mature and efficient tourism industry, noting that all transfers and coaches he inspected were of quality and most tour buses featured wifi and USB charging.

## ... Accommodation

Israel has a number of accommodation offerings, particularly for clients



looking for luxury. Gardiner says the standards of hotels in Israel and the Holyland is amongst the best in the world, highlighting properties such as David Citadel, Orient Isrotel Exclusive Collection and Mt Zion, a converted hospital used during the war of independence.

## ... More Tours

Innovative Travel has increased its Israel offering to meet the growth and is now featuring 27 Private Holiday, Small Group and Coach Tours to the destination. See [innovativetravel.co.nz](http://innovativetravel.co.nz)

