ATLANTIC TRAVEL & TOURS

BUSINESS TRAVEL

INSPIRATIONAL BROCHURE







ISRAEL & PALESTINE

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FROM THE CEO

Dear travelers,

We are thrilled to introduce Atlantic Travel & Tours, a tour operator specializing in tailor-made MICE travel to Israel and Palestine. Our mission is to transform every corporate event, incentive, conference, and meeting into a memorable experience, combining **professionalism, creativity, and attention to detail**.

Thanks to our **many years of experience**, we collaborate with a select network of suppliers—prestigious hotels, state-of-the-art conference centers, reliable transportation companies, and charming accommodations—to offer **flawless logistics solutions tailored to your needs**. Whether you're planning an intercontinental summit, a roadshow, a product launch, or a team building program, our team can manage **every** aspect: from **planning** to **execution**, from **transportation** to **entertainment**, always keeping an eye on your **budget** and business **objectives**.

Choosing Atlantic Travel & Tours means accessing a strategic partner that puts **your satisfaction first**. Our quality of work is driven by **precision**, **flexibility**, and a **passion** for hospitality. We will be by your side through every phase of the project: **initial brainstorming**, **logistics**, **on-site support**, **final follow-up**, and **results analysis**.

We look forward to working together to create unique and effective MICE trips. We remain at your complete disposal for an initial meeting, either virtual or in person, to plan your next success together.



Steve Tabacchi

DR. STEVE TABACCHI
CEO - FOUNDER
ATLANTIC TRAVEL & TOURS

WHY TRAVEL TO ISRAEL AND PALESTINE FOR MICE

A JOURNEY THROUGH THOUSAND-YEAR-OLD HISTORY, LIVING CULTURES, AND INNOVATION

Israel and Palestine are lands of contrasts and profound connections, where ancient roots intertwine with a vibrant and innovative present. Here, every corner tells stories of faith, resilience, and rebirth, transforming MICE events into unique experiences of discovery and dialogue. From the historic alleys of Jerusalem to the dynamic streets of Tel Aviv, from the breathtaking landscapes of the Dead Sea to the oases of the Jordan Valley, every place becomes a stage where tradition and modernity, spirituality and business, meet.

INCENTIVES AND TEAM BUILDING BETWEEN MYTHS, NATURE, AND CREATIVITY

Israel and Palestine offer a range of activities that stimulate the mind and spirit: trekking through the hills of Galilee, Middle Eastern cooking workshops in traditional courtyards, private visits to Jerusalem's holy sites, moments of reflection on the shores of the Dead Sea, and innovative tours of Tel Aviv's startup hubs. Activities take place in meaningful locations: ancient synagogues, Ottoman palaces, organic farms, and contemporary art galleries. Team building thrives on shared experiences that foster empathy, openness, and creativity, in a context rich in cultural and human stimuli.

ICONIC DESTINATIONS, INSPIRING ATMOSPHERES

- Jerusalem: a crossroads of religions and cultures, a sacred and cosmopolitan city, with event spaces in historic settings, cuttingedge museums, and breathtaking views of the Old City.
- Tel Aviv: a young and dynamic metropolis, a technological and creative hub, ideal for high-tech events, networking, and relaxing on the Mediterranean beaches.
- Bethlehem and Ramallah: cultural and political hubs of Palestine, with MICE programs that promote intercultural dialogue, art, and social engagement.
- The Dead sea and the Jordan Valley: unique landscapes for regenerative retreats, wellness incentives, and outdoor activities immersed in pristine nature.
- Haifa and Acre: port cities with a unique mix of history, multiculturalism, and architecture, perfect for events that combine tradition and innovation.

ACCESSIBILITY AND CUSTOMIZED SERVICES FOR EVENTS

Israel and Palestine can be reached via the international airports of Tel Aviv-Ben Gurion, Jerusalem (with domestic flights and land connections), and Amman (for access to Palestine). El Al, Israel's national airline, offers high-quality business class service, with comforts and solutions designed for MICE, such as exclusive lounges, personalized catering, and flexible bookings. On the ground, an efficient transportation network, boutique hotels, modern conference centers, and specialized operators guarantee dedicated assistance for corporate groups, even in historic locations or more remote areas. Maximum attention to security and privacy is paid, for stress-free events with excellent results.









CHARTER FLIGHTS

REASONS TO USE THEM

Charter flights are private or semi-private flights rented specifically for specific needs, such as business trips, corporate events, or group transportation. They are widely used by companies seeking flexibility, time savings, and comfort.

- Flexibility to decide on times and airports (even the less busy ones)
- Save time: No queues, long checks and waits at commercial airports
- Privacy and comfort: Perfect for working or meeting on board
- Access to secondary airports: Often closer to business destinations

Book your charter flight now with our support and experience the difference!



ANCILLARY SERVICES

We can assist with visa arrangements, currency exchange, advance luggage shipment, work materials, and insurance policies for cancellation, lost baggage, and medical care





NORTHERN ISRAEL

BETWEEN SACRED NATURE, SENSORY LANDSCAPES AND REGENERATING ENCOUNTERS

Northern Israel is a region that combines spirituality, biodiversity, and scenic beauty, offering an ideal setting for corporate events focused on inspiration, well-being, and authentic connection. From the misty Golan Heights to the rolling hills of Galilee, to the lush Hula and Jezreel valleys, this part of the country is a symphony of greenery, light, and memory. Here, you can wander among ancient ruins, scenic vineyards, artistic villages, and nature reserves inhabited by migratory cranes and deer. It is a land that invites strategic reflection, collective discovery, and slow innovation. Perfect for those seeking a MICE experience off the beaten track, in a place where soul and landscape communicate.

ACCESSIBILITY AND HOSPITALITY

Northern Israel is easily accessible thanks to a modern road network connecting Tel Aviv and Haifa with destinations such as Tiberias, Safed, Katzrin, and Metula in less than two hours. Ben Gurion International Airport (TLV), one of the most efficient in the Middle East, is served by El Al, Israel's national airline, which offers a Business Class flight designed for MICE: discreet comfort, gournet kosher menus, dedicated lounges, and flexibility for groups. A dense network of accommodations throughout the country—from kibbutz resorts to boutique hotels in Druze villages, to eco-chic spas and lodges immersed in nature—guarantees solutions to suit every need. Local tour operators, experts in logistics and storytelling, offer comprehensive support to create tailor-made experiences in evocative and authentic settings.

EXPERIENCES THAT INSPIRE AND UNITE

The variety of experiences in Northern Israel is astonishing: sunrise strategy sessions in the Golan Heights, wine tastings and leadership workshops in the organic vineyards of the Galilee, relaxing walks and team building in the Hula Reserve during bird migration. In Safed, the mystical city of Kabbalah, creative workshops and inspirational talks by local artists and philosophers can be organized. The Jezreel Valley lends itself to immersive rural experiences, including regenerative agriculture, slow food cuisine, and cooperative projects. For more energetic groups, jeep safaris in the Golan Heights, rafting on the Jordan River, and scenic treks transform the outdoors into a powerful opportunity for unity and shared vision.

- Spring (March–May): nature explodes among hills and valleys, making all kinds of outdoor activities, excursions and workshops perfect in the green light of Galilee.
- · Summer (June-August): ideal for highland retreats, evening events in wine villages, and lakeside activities in Tiberias and the Golan Heights.
- · Autumn (September-November): harvest and foliage time, great for food and wine events, kibbutz conferences, and symbolic itineraries
- Winter (December-February): intimate atmosphere for indoor retreats, cultural gatherings in Safed, and team building amidst the quiet of misty landscapes.







CENTRAL ISRAEL

BETWEEN URBAN INNOVATION, COASTAL LANDSCAPES AND EVOLVING IDENTITIES

Central Israel is the beating heart of the country, where the creative energy of Tel Aviv meets the historical depths of Samaria, the elegance of the Sharon Coast, and the multicultural intensity of the Haifa region. This macro-region uniquely combines seaside landscapes, agricultural parks, ancient settlements, and avant-garde cities, offering perfect settings for corporate events that seek to inspire, innovate, and create real connections. Here, you can experience the dynamism of startups, a vision of the future, and a desire for authentic connection, amidst urban beaches, hanging gardens, hilltop villages, and vibrant art districts.

ACCESSIBILITY AND HOSPITALITY

Central Israel is served directly by Ben Gurion International Airport, located a short distance from Tel Aviv and well-connected to Haifa and the Sharon Coast. El Al, the national airline, offers an excellent Business Class designed for business travel and MICE: fully flat-bed seats, menus inspired by modern Israeli cuisine, Wi-Fi, dedicated lounges, and customizable VIP services for groups. An efficient logistics system—high-frequency trains, modern highways, and private transfer services—allows seamless combinations of urban and natural experiences. Accommodation options range from designer business hotels to boutique hotels in Jaffa, from historic villas in agricultural villages to industrial sites converted into event spaces.

EXPERIENCES THAT INSPIRE AND UNITE

In Central Israel, the experiential offering is dynamic and diverse. In Tel Aviv, meetings on tech-savvy rooftops overlooking the sea alternate with workshops in art galleries, creative markets, and emerging food districts. In the Haifa region, intercultural tours of Mount Carmel, immersive experiences in Baha'i gardens, and storytelling workshops in Druze communities can be organized. The Sharon Coast offers bike tours among beaches and orange groves, design workshops in moshavs, and coaching sessions by the sea. In Samaria, a region steeped in history and identity, sustainability workshops, meetings with local artisans, and meditative hikes among hills and centuries-old olive groves can be scheduled. Team building here takes the form of shared storytelling, a search for meaning, and a dialogue with contemporary life.

- Spring (March–May): ideal weather for outdoor events, creative experiences in the city, retreats in agricultural villages and culturally themed itineraries
- · Summer (June-August): perfect for coastal incentives, evening programs in trendy neighborhoods, beach networking, and rooftop events
- Autumn (September-November): season of ideas: perfect time for strategic workshops, food events and artistic journeys
- Winter (December–February): mild climate for indoor events, identity itineraries, thematic conferences and cultural projects between Haifa and Tel Aviv







SOUTHERN ISRAEL

BETWEEN DESERT, VISION AND GEOLOGICAL WONDER

Southern Israel is a land of ancient silences and cosmic landscapes, where the vastness of the Negev meets the crystalline waters of the Red Sea. It is a place where time slows and space opens to introspection, innovation, and regeneration. From the monumental craters of Ramon to the arid ecosystems of the Arava to the tropical beaches of Eilat, this region is perfect for MICE events that aim to surprise, unite, and inspire. Here, the desert becomes an ally of creativity and team spirit: among sculpted canyons, astronomical observatories, sustainable kibbutzim, and elegant marinas, every stop becomes a profound discovery.

ACCESSIBILITY AND HOSPITALITY

The region is well connected thanks to Ramon International Airport, located near Eilat and served by domestic and seasonal flights from Europe and central Israel. El Al and other local airlines offer connections from Tel Aviv and Haifa, with services also suitable for business groups, including priority boarding, flexible bookings, and onboard comfort for small executive teams. On the ground, a system of private shuttles, dedicated drivers, and 4x4 vehicles allows easy access to even the most remote areas of the Negev or Arava. Accommodations range from boutique desert lodges integrated into the landscape to eco-villages overlooking Makhtesh Ramon, to 5-star resorts overlooking Eilat's coral reef, ideal for combining formal occasions with relaxation and well-being.

EXPERIENCES THAT INSPIRE AND UNITE

In the Negev, strategic workshops are held in transparent domes under the stars, while team-building activities take place amidst canyons, hidden caves, and relaxing desert walks. In the Arava, regenerative innovation sessions are organized in kibbutzim pioneering desert agriculture, along with meetings with social entrepreneurs and tours of high-tech greenhouses. In Eilat, snorkeling, catamaran excursions, and marine biology workshops combine with evening events at beach clubs or on seaside terraces. It's also possible to create symbolic itineraries along ancient Nabatean routes, or immerse yourself in local Bedouin cultures, amid bonfires, music, and stories beneath the clear sky. In this region, encounters become an inner and collective journey, suspended between deep roots and a sustainable future.

- · Spring (March-May): perfect for incentives among canyons and oases, experiences under the stars and creative activities in the desert
- Summer (June-August): suitable for beach events in Eilat, marine experiences and MICE programs in air-conditioned facilities in the Negev
- · Autumn (September-November): ideal season for agricultural workshops in the Arava, outdoor events, strategic retreats and cultural storytelling
- Winter (December-February): dry and pleasant climate for desert activities, training programs in lodges, wellness and regeneration programs







PALESTINE - WEST BANK

BETWEEN LIVING MEMORY, TERRITORIES OF RESILIENCE AND HUMAN INSPIRATION

The West Bank is a land of profound contrasts and extraordinary potential, where every place tells a story of identity, resistance, and rebirth. From Nablus to Hebron, passing through Ramallah and Bethlehem, you pass through green hills, ancient stone cities, and vibrant communities transforming their present through culture, art, and social entrepreneurship. In this intimate and layered landscape, corporate events become meaningful experiences, capable of stimulating lateral thinking, empathetic connection, and authentic team spirit. The West Bank, still little explored by international MICE, surprises with its profound humanity and an atmosphere charged with meaning and possibility.

ACCESSIBILITY AND HOSPITALITY

The West Bank is easily accessible from Tel Aviv (Ben Gurion) and Amman (Queen Alia) international airports, with land access from Israel and Jordan. MICE groups can count on expert local operators who take care of every detail, from crossing permits to private transfers, ensuring seamless logistics, security, and hospitality. Ramallah, Al-Bireh, Bethlehem, and Nablus offer boutique hotels, charming guesthouses, and converted cultural spaces perfect for workshops, creative retreats, and strategic meetings. Restored historic structures, ancient caravanserais, and panoramic terraces offer unique settings for networking, training, or celebrations.

EXPERIENCES THAT INSPIRE AND UNITE

In Palestine, every experience has a soul. Agricultural team building activities can be organized in the Salfit Hills or in the orchards of Jenin, storytelling workshops in the historic homes of Nablus, or social innovation sessions in Ramallah's cultural centers. In Hebron, you can explore local artisanal traditions through glassblowing and ceramics workshops, while in Bethlehem, motivational meetings are held in ancient monasteries converted into research and cultural centers. Immersive activities—such as cooking classes with local families, tours of street art and women's entrepreneurship, or hikes through centuries-old olive groves—transform the event into a shared story, rich in meaning, rooted in reality and open to the future.

- Spring (March-May): the best season for outdoor experiences among the blooming countryside, cultural tours and creative workshops
- Summer (June-August): suitable for events in air-conditioned spaces, evening gatherings on terraces, and retreats in guesthouses in the hills
- · Autumn (September-November): ideal for food and wine programs, activities among oil mills and vineyards, immersive workshops in nature
- Winter (December-February): perfect for indoor events in Bethlehem, Nablus, and Ramallah, featuring educational activities, storytelling, and art.







PALESTINE - GAZA STRIP

BETWEEN SEA, RESILIENCE AND HUMAN INNOVATION

The Gaza Strip is one of the most complex and moving regions in the Mediterranean. Overlooking a sea that evokes freedom and yet confronted by profound challenges, Gaza surprises with its creative power, social dynamism, and human energy, which continues to generate cultural, artistic, and entrepreneurial projects. Here, where history intertwines with current events, MICE events take on a transformative value: not just meetings, but experiences that raise awareness, foster empathy, and open new visions. Organizing a business event in this region is an act of listening and collaboration, combining inspiration and social impact.

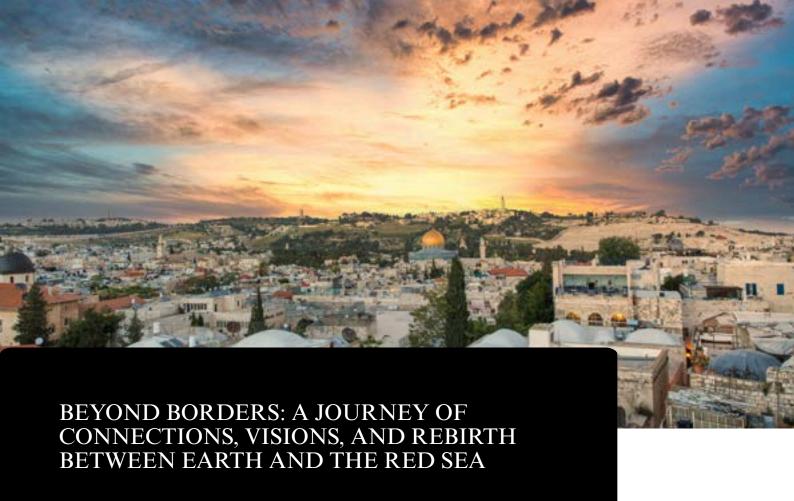
ACCESSIBILITY AND HOSPITALITY

Access to the Gaza Strip is regulated by specific corridors through the Erez (from Israel) or Rafah (from Egypt) crossings, requiring authorization and careful logistical coordination. However, for motivated MICE groups, professional visits or missions for cultural, educational, or cooperative purposes can be organized, thanks to the support of local operators and experienced NGOs. Gaza City and Khan Yunis offer modern hotels, conference spaces, cultural centers, and universities equipped to host workshops, seminars, and training programs. The hospitality is warm, proud, and profoundly human, and every detail is attended to with passion and respect.

EXPERIENCES THAT INSPIRE AND UNITE

MICE activities in Gaza are deeply engaging experiences. Workshops at cultural centers promoting art and innovation, meetings with local social and environmental startups, guided tours of the historic sites of Old Gaza, and traditional cooking workshops with local families offer direct contact with a vibrant and resilient community. Team-building sessions can be held on the fine sandy beaches, in collaboration with local initiatives that promote sport as a tool for peace and cohesion. For small groups, moments of discussion and participatory planning with local organizations transform into memorable experiences that leave a lasting impression.

- Spring (March-May): ideal climate for seaside events, cultural workshops and outdoor activities
- Summer (June-August): preferred for indoor events in air-conditioned spaces, evening meetings and artistic tours
- Autumn (September-November): perfect season for social and educational activities, local community journeys and cooperative projects
- · Winter (December-February): suitable for indoor events, conferences, seminars and strategic meetings with local entities



ITINERARY - INTEGRATED MICE

DAY 1 – HAIFA, JISR AZ-ZARQA, JEZREEL VALLEY: ROOTS AND VISIONS – THE POWER OF COEXISTENCE

The journey begins in **Haifa**, a city that bridges worlds, where Christians, Muslims, Jews, and Baha'is coexist in a powerfully symbolic urban setting. After a welcome breakfast in a cultural space overlooking the Baha'i gardens, the group travels to **Jisr az-Zarqa**, Israel's only seaside Arab village, for an immersive experience at a community center run by young local entrepreneurs. After a shared lunch at the home of local families, the group heads to the **Jezreel Valley**, amid olive groves and rolling hills, for a sunset strategy workshop hosted on a biodynamic farm. The theme of the day is productive coexistence, between cultures, ecosystems, and perspectives.

DAY 2 - NAZARETH, NABLUS, SEBASTIA: MEMORY AND STORYTELLING - THE ART OF STORYTELLING TOGETHER

The second day is dedicated to exploring the meaning of identity and collective memory. We begin in Nazareth, with a walk led by local storytellers through artisan workshops and ancient caravanserais, before crossing the border into the West Bank and arriving in Nablus, one of the oldest cities in the world. Here, we visit an old soap factory and participate in an experiential intergenerational storytelling workshop with Palestinian artists. After a traditional lunch of knafeh and spices, we ascend to Sebastia, where, amidst Roman ruins and the tales of local custodians, a team-building session on intercultural communication takes place. In the evening, we enjoy a lantern-lit dinner among the olive trees.

DAY 3 - RAMALLAH, BETHLEHEM, TEKOA DESERT: DIALOGUE AND PERSPECTIVES - LEADERSHIP IN TRANSITION

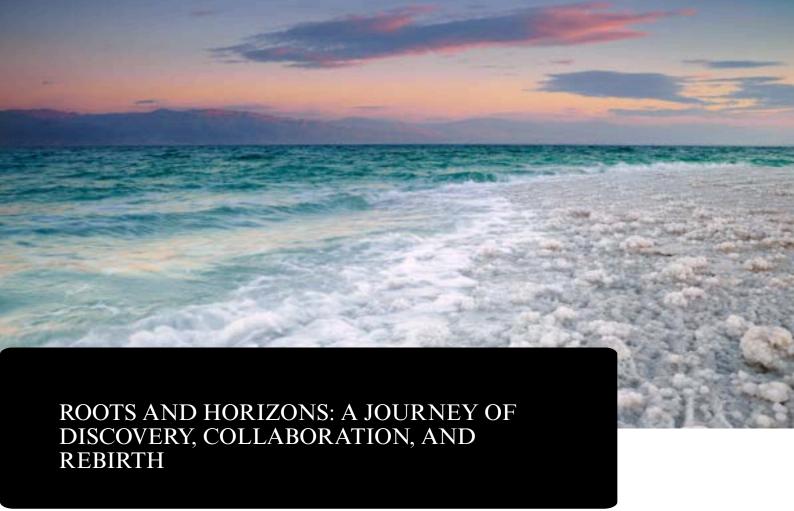
The day begins in Ramallah, the administrative capital of Palestine, with a visit to the Dar Zahran Heritage Building for a breakfast meeting with local entrepreneurs. The tour continues to Bethlehem for a team coaching session in a former monastery, now a creative and cultural center. The afternoon is dedicated to strategic reflection: we head to the Tekoa Desert, where Bedouin tents and age-old silences host a workshop on leadership in uncertain contexts. The day concludes around a shared fire, with music played by local artists and Bible readings.

DAY 4 - EAST JERUSALEM, SILWAN, MOUNT OF OLIVES: IDENTITY AND COMPLEXITY - WORKING IN PLURALITY

The fourth day is dedicated to East Jerusalem, a point of convergence and conflict, memory and spirituality. It begins with an urban walk led by two parallel narratives—an Israeli and a Palestinian guide who narrate the city with intertwined voices. After a brainstorming session at a cultural hub in the Silwan neighborhood, the topics of conflict management and cultural negotiation are explored. We then ascend the Mount of Olives for a group activity in one of the lesser-known panoramic gardens, overlooking the entire Old City. The day concludes with an exclusive dinner in a private Armenian home, featuring storytelling and a tasting of reimagined traditional dishes.

DAY 5 – ARAVA, TIMNA, EILAT (RED SEA): REGENERATION AND HORIZONS – CLOSING DIVE

The final day is a journey of regeneration and a return to the essentials. We descend along the **Arava Valley**, stopping at **Timna Park**, a surreal landscape of stone columns and colored sands, for a closing session in the form of a "circle talk" in the shade of an ancient acacia tree. In the early afternoon, we arrive in **Eilat**, on the **Red Sea** coast, for a final experience: a guided dive or group snorkeling at the **Coral Beach Marine Reserve**, followed by a floating aperitif on a catamaran at sunset. It's time to integrate the journey, amidst lightheartedness, new insights, and a renewed sense of connection with oneself and the group. In the evening, a final dinner at an eco-lodge in the desert, with screenings under the stars and a toast to an experience that has brought together places, ideas, and people in a unique way.



ITINERARY - INTEGRATED MICE

DAY 1 – HAIFA AND ACRE: INNOVATION AND HISTORY INTERTWINED

The adventure begins in vibrant **Haifa**, a city that blends entrepreneurial spirit and cultural dialogue. Here, an interactive workshop in a technological innovation center fosters creativity, while a stroll through the **Baha'i Gardens** offers moments of contemplation and inspiration. In the afternoon, we reach **Acre**, an ancient city with Crusader and Ottoman heritage, where a cultural treasure hunt within its thousand-year-old walls engages participants in a fun and team-building experience. The evening concludes with a convivial dinner in a restaurant overlooking the harbor, amidst Mediterranean flavors and stories of the sea.

DAY 2 - RAMALLAH AND BETHLEHEM: URBAN CREATIVITY AND SPIRITUALITY

The second day begins with a visit to **Ramallah**, a vibrant artistic and cultural hub, where street art workshops and co-creation sessions are held to strengthen team spirit. After lunch, the group travels to **Bethlehem**, where they explore the traditional market and participate in a culinary challenge: creating traditional dishes as a team, guided by local chefs, fostering discussion and gastronomic innovation. The afternoon offers an immersive visit to the **Church of the Nativity**, with moments of reflection and intercultural dialogue in spaces that breathe history and faith.

DAY 3 – JUDEAN DESERT: SILENCE, NATURE, AND LEADERSHIP

In the morning, we'll transfer to the **Judean Desert**, where leadership workshops intertwine with mindful walks through lunar landscapes that evoke resilience and transformation. Storytelling sessions around the campfire at sunset foster shared experiences and deep connections. The day concludes in a luxury tented camp, where the tranquility of the desert welcomes moments of authentic and relaxed networking, far from the chaos of the city.

DAY 4 - EILAT AND THE RED SEA: ENERGY AND UNDERWATER REBIRTH

The fourth day takes the group to **Eilat**, to immerse themselves in the extraordinary biodiversity of the **Red Sea**. Snorkeling and guided diving experiences alternate with team-building sessions based on nonverbal communication, drawing inspiration from the underwater world. Lunch on the yacht fosters informal exchanges and new connections, while the afternoon features an environmental problem-solving challenge in marine protected areas. In the evening, an exclusive dinner on the beach creates a magical atmosphere as you watch the sunset.

DAY 5 - DEAD SEA: REBIRTH AND BALANCE

The final day is dedicated to the **Dead Sea**, where participants immerse themselves in the mineral-rich waters for physical and mental regeneration. This is followed by coaching and strategic planning sessions at a resort with a panoramic view, including therapeutic mud baths and moments of relaxation. The experience concludes with a symbolic outdoor ceremony, celebrating the results achieved and opening the horizons to new horizons, leaving a lasting impression on the group.



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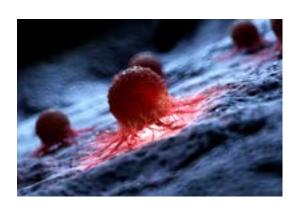
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