

01.05.2024

Dear friends, colleagues, and partners,

After the events of October 7th in the Gaza area, we now see that tourism in Israel is getting back to normal.

Ben Gurion airport is fully operational and most of the cities, such as Tel Aviv, Jerusalem, Dead Sea & Galilee are fully active day and night with all its attractions. In recent weeks, we have been receiving a lively movement of thousands of tourists who come to express solidarity, pray, visit, and enjoy the attractions of the land of milk and honey, all of which encourage and strengthen the Israeli public, who seek to return to tour and travel.

We want to reassure you that for us, the safety of tourists is a top priority. Israel is careful about the security of tourists and citizens alike.


All of the tourist areas are completely safe.

Jerusalem, Tiberias and the Galilee, the Negev, the Dead Sea, Eilat are operating as usual.

We hope you can come and join us in demonstrating that the tourism industry is a real bridge between people and serves as a road to peace.

Best regards

Sincerely,



Pini Shani

Deputy Director General &
Head of the Marketing Administration