

JEWISH SINGLE
TRAVEL...TO ISRAEL,
CUBA AND BEYOND!

YALE STROM PLAYS
ROMANIA

UNFORGETTABLE B'NAI
MITZVAH EXPERIENCES
IN ISRAEL

UKRAINE:
UNDERSTOOD WITH
PROF. NATAN MEIR

Ayelet's World

YOUR JOURNEY
**BEGINS
HERE...**



WWW.AYELET.COM



Mount Scopus

Building Blocks

When I'm not working, traveling or spending time with my wife and kids, my favorite activity is playing tennis. Why tennis? As a kid I had the privilege to enjoy tennis lessons. I went to tennis camp. I played on the tennis team in high school. Even though I took a decade-long break before returning to the sport, the building blocks were there, thanks to the opportunities and encouragement provided to me by my parents.

In the same way and regardless of your age, travel with a focus on Jewish heritage is a building block.

That block becomes one of (hopefully) many that lay the foundation to a lifetime of connection with your roots, the land and people of Israel and Jewish communities worldwide. There simply is no substitute for the kind of personal, unfiltered experience obtained by traveling abroad. Traveling to foreign lands allows you to see, learn and feel vividly first-hand. From Israel to Eastern Europe, Spain to South America, the world offers the opportunity for affirming adventure, kindness and connection.

Let this be a year in which you block time for yourself, your family and your heritage. In the coming year, we're offering a wide range of travel opportunities, from traditional B'nai Mitzvah and Hadassah tours in Israel to exciting new options, including **Scholar-led programs in Ukraine and Romania, Musical journeys to Italy and Poland, Jewish singles travel to Cuba and Costa Rica**, and so much more.

On behalf of Diane, Seffie and all of us at Ayelet Tours, I invite you to build together with us – and connect to Israel and the wider Jewish world. Your journey starts here.



Jeff Rubtchinsky
CEO



Ayelet's World

MAKING THE JOURNEY YOURS

2020
Vol. 34

BEST-DAY ADVENTURES (& BEYOND)

JOURNEYS FOR ADULTS ONLY!

What do you do when success breeds a greater need?
You stretch your imagination and ambition "beyond."

Introducing Best-Day Adventures & Beyond – exciting new tours led by Bill Cartiff featuring all the fun and dynamic ingredients you've come to expect — open to adults of any status: couples, singles, married... and beyond!

In 2014, Ayelet Tours launched Best-Day Adventures, a division of travel focusing on a specific niche market; single Jewish travelers in their 40s, 50s and 60s. With over 20 years' experience under his belt, Bill Cartiff brought his passion, expertise and focus on customer experience to Ayelet Tours and created his unique brand of travel programming. Over the past five years, Best-Day Adventures has successfully led Jewish singles tours to Israel, Cuba, Alaska, Europe, South America and beyond.

A "BDA & Beyond" tour will exceed your expectations for a trip of a lifetime. Attesting to this fact is that returning customers make up upwards of half of each tour.

The infusion of enhanced features, personalized attention and a warm and welcoming environment will leave you fulfilled and eager to join us on another adventure soon!



Join BDA & Beyond on any of these 2020 trips, open to all adults:

CUBA

February 17-24, 2020



Ride For The Living: BERLIN, GERMANY & KRAKOW, POLAND (With Vienna Extension):

June 27 – July 5, 2020

ALASKA Cruise (with tour extension options in Vancouver and Alaska's Interior):

July 31 – August 7, 2020

B'NAI MITZVAH in ISRAEL

The family adventure of a lifetime!

June 18-29, 2020

July 16-27, 2020

August 13-24, 2020

December 17-28, 2020



"We had a perfectly amazing experience on the Bar Mitzvah tour to Israel. It was especially meaningful to experience our grandson's Bar Mitzvah at the western wall. The Rabbi was wonderful, and she made the experience more than just a Bar Mitzvah."

-Marcia and George Colson

FROM CULINARY DELIGHTS TO ENLIGHTENED ENCOUNTERS:

HOW AYELET'S EXPERTS CRAFT CUSTOM PROGRAMS FOR TODAY'S TRAVELER

Just as no two people are exactly alike, no two visits to Israel should be exactly alike. **Ayelet Tour's travel experts design each new itinerary according to the needs, desires and budget of the client.** Here's a brief glimpse into that process:

First, we start with the basic details: who, where and for how long, but we go well beyond simple demographics. Is this family a mix of different generations or are there any mobility restrictions? Is this a first-time visit or a 7th-time return? Can you accomplish your goals in 5 days, or is a week to ten days the appropriate amount of time to realize your dreams? Can we **weave the hobbies, vocations and interests of group members into the itinerary?**



After we've crafted a tour outline anchored by amazing sites and experiences, we check and re-check: Are we **telling a story that makes sense, building up to an emotional or spiritual climax?** Is there geographic logic to the itinerary? Does each day strike an appropriate balance between **educational and fun, walking and vehicle travel?**

Now it's time to add that special touch setting Ayelet Tours apart from other tour operators. For example, are you interested in exploring the culinary crossroads of the country? Are you a foodie looking to sample the width and breadth of **Israel's culinary scene?** We have you covered. Are you looking to home in on the differences in consistency and lemony tang between the great hummusiyot in Jerusalem's Old City? We can

do that as well. We want to hear your dreams so we can pair you with the right guide and the right purveyors of culinary delights.

When one of our experts sits down to create a custom itinerary, we want you to go beyond hearing about the Israel story and to become a part of it with an **enlightened encounter**: the chance to go in-depth with a local expert. Have you toured Ir David, the City of David? Have you experienced it from a **behind-the-scenes perspective** with one of the archaeologists excavating the site? Have you sat for tea with one of the residents, Jewish or Palestinian, residing within the site, for a uniquely local perspective of what it means to live in one of the holiest and contested places in the world? That's the kind of enlightened encounter we want to share with you.

At Ayelet Tours, our passion is **sharing the story of Israel and the wider Jewish world** with our clients. We set out to achieve this through a combination of the must-see and the once-in-a-lifetime, through a deep understanding of our clients' needs and the ability to set up unforgettable enlightened encounters. We take our **decades of experience** helping people achieve their dreams and channel it into your tour, your experience, so it is enchanting and unforgettable and nourishing to the soul.

Contact Ayelet Tours today to see how we can transform your next tour to Israel or throughout the wider Jewish world into an enlightened encounter!



TOURS IN TUNE: WHERE MUSIC & TRAVEL INTERSECT

Music and travel are natural companions: Music has a way of crossing over language and cultural barriers and creating the kind of connection that travelers find so meaningful. Music and Jewish culture are inextricably linked. Jewish music, both religious and secular, has had a profound impact on cultures all over the globe.

“**Music gives a soul to the universe, wings to the mind, flight to the imagination and life to everything.**”

– Plato

As part of our mission to **connect people to history and heritage through insightful and transformative travel experiences in Israel and beyond**, Ayelet is proud to offer discerning travelers unique itineraries and opportunities that center on distinctive elements. In the year ahead, several programs will focus on and immerse participants in a wide range of musical styles, including:

Musical ITALY

Featuring the voices of the Cantors Assembly
June 22 – July 2, 2020



For over two thousand years, Jewish communities have existed in Italy. Our ancestors settled here during the pre-Christian Roman era and through periods of prosperity and times of persecution, have held a continuous presence until today. We'll explore these roots and routes - **historic, religious and of course, musical!** Join us as we **sing, study, sightsee and celebrate** together through inviting, intriguing Italy!

Ayelet's Traveling University Musical Trip to ROMANIA

October 18-29, 2020



Led by **Professor Yale Strom**: Acclaimed **violinist, composer, filmmaker, writer, photographer and playwright**, Prof. Strom is a pioneer among revivalists in conducting extensive field research in Central and Eastern Europe and the Balkans among the Jewish

and Roma communities. Initially, his work focused primarily on the use and performance of Klezmer music among these two groups. Gradually, his interest increased to examining all aspects of their culture, from post-World War II to the present. For more than 3 decades and 75 such research expeditions, Strom has become the world's leading ethnographer-artist of Klezmer music and history.

Musical POLAND & PRAGUE

Featuring the voices of the
American Conference of Cantors
July 7 – 16, 2021



Join the soaring voices of the American Conference of Cantors on a unique journey, as together we **sing, pray and explore through Europe**. Ours will be a **mission of music and healing**, featuring gala concerts, outstanding scholarship, connections with local communities and unforgettable touring geared towards Cantors and congregants alike.

Join us as we sing, study, sightsee and celebrate together.

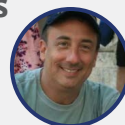


CUBA: The most musical island on the planet:

It would be virtually impossible to visit Cuba without experiencing its unique and intoxicating Caribbean rhythms. Upcoming tours include:

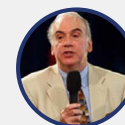
CUBA with Best-Day Adventures & Beyond

Tours for all adults: couples, singles, married and beyond!
February 17-24, 2020



Ayelet's Traveling University Trip to CUBA

Led by Professor Stephen Berk
March 14 - 21, 2021



WELCOME BG BEIFIELD!

Ayelet Tours, welcomes its newest member, BG (Martin) Beifield, to the team! We had a chance to sit down with BG for a few minutes and get to know him a little better.

Ayelet: Welcome aboard! Tell us a little bit about your background.

BG: Thanks! I am very happy to be here. Growing up in Allentown, PA, as **part of a rabbinic family**, Israel was always a part of our dialogue, both in the forefront and subconsciously. I visited Israel many times, including on a **URJ teen tour** in the 1990s. I was active in **NFTY and BBYO** and spent my summers at **URJ Camp Harlam**, both as a camper and staff member.

Ayelet: How did you end up living in Israel?

BG: When I think about it, the seeds planted by my family were strengthened by that teen tour, but they didn't really come to fruition until I was studying at **Penn State** as an undergrad. I spent a semester abroad at **Tel Aviv University**, and it was there that I first met people talking about Aliyah (Immigration to Israel). The idea was intriguing, but I wanted a real-life experience in the USA before taking the plunge. I worked as a fundraising and management consultant in Philadelphia, but after a year, I was sure where I wanted to make my home. **I moved to Israel in 2003** and began my **M.A. in Middle Eastern Studies**.

Ayelet: What was the biggest challenge you faced in Israel?

BG: Hebrew was probably my biggest challenge. The "prayer-book" Hebrew of my childhood wasn't going to cut it anymore, so I threw myself into Ulpan (Hebrew language studies) at university. Afterward, I was drafted into the **IDF, serving in the Spokesperson's Brigade** where I was essentially the connection between overseas visitors and the army. That was a very Hebrew-intense experience and afterward I felt more confident in my language abilities.

Ayelet: You're a licensed tour guide in Israel—how did you end up choosing that path?

BG: After my release from the IDF, I knew I needed a job—the "real world," if you will. I reached out to the URJ to be a youth counselor—a good start, I thought—and they recommended me to lead a summer trip. After a crazy, but successful summer during the Lebanon war in 2006, I moved over to the **EIE High School in Israel (Heller High)** where I taught Jewish History to American high school students studying abroad. I loved doing that—meeting new people, talking about Jewish history and identity, and traveling all over Israel and Europe. I actually liked it enough that I thought I could make a profession out of it. I took Israel's tour guide course and made it my career. I've met thousands of amazing people, saw incredible sites and had an amazing experience as an educator and guide!

Ayelet: That sounds like a dream! What brought you back to the United States?

BG: My wife, Ilana, and I had dreamed for years of being **shlichim** (Israeli cultural emissaries abroad) and an amazing opportunity with the **Jewish Agency for Israel** arose this year. We never hesitated, moving to **Los Angeles** this summer and are playing the dual roles of shlichim and just being a normal family making its way in this huge and sometimes crazy city. So far, it's been a blast!



Ayelet: A really amazing story! Any last words for us today?

BG: I'm very excited about this new chapter in my life, where I can **apply my knowledge and experience in Israel and around the Jewish world** in a different capacity. As much as I love guiding, it's nice to switch things around every now and again, and at Ayelet I can **use my passion for Israel to help other people achieve their Israel dreams** as well.

ISRAEL AWAITS

Ayelet Tours and Israel are synonymous. Connect with your ancient past, reawaken your spirituality and discover one of the world's top travel destinations!

Let Ayelet Tours help - visit ayelet.com to discover our seasonal **B'nai Mitzvah/Family tours**, weekly **Jewish Heritage** and **Israel Highlights** tours or email ayelet@ayelet.com and let us plan a unique, inspiring and engaging private **family, synagogue or community trip to Israel**.



RIDE FOR THE LIVING: A PARTNERSHIP WITH PURPOSE

For the 2nd straight year, **Ayelet Tours is a proud to partner with Ride For The Living.** This is a profound four-day event featuring a full program of activities, including a private guided tour of **Auschwitz**, Jewish Heritage exploration of **Krakow**, the **largest Shabbat dinner** in post-war Krakow and an inspiring one-day, **60-mile bike ride from Auschwitz to JCC Krakow**. This all takes place during the spectacular Krakow Jewish Culture Festival, which welcomes over 30,000 people each year.



Offering a full one-week tour, Best-Day Adventures & Beyond (a division of Ayelet Tours led by tour leader Bill Cartiff) will enhance the Jewish heritage experience with an **extended tour to Berlin and Vienna**, as well as in Krakow during the Ride events. Join us from **June 27-July 7, 2020** for an immersion into the rebirth of European Judaism and see the incredible strides made in recent years to help rebuild Jewish life.

Ride For The Living supports JCC Krakow's initiative as an institution of Jewish culture and learning for hundreds of local Jewish members, thousands of tourists and the broader Krakow community. In just 11 years, the center has transformed the narrative about Jewish Poland: a story once thought to have ended with the Holocaust now continues on with the **rebirth of a thriving, modern Polish Jewish community.**

Don't miss this unique touring and (optional) cycling experience!

Learn more at
<https://secure.ayelet.com/CycleJCC2020.aspx>.



UKRAINE

Led by Prof. Natan Meir
June 23 - July 1, 2020



Led by the engaging Prof. Natan Meir, we'll uncover centuries-old shtetls, synagogues and stories as we bring the past to life.

<https://secure.ayelet.com/MeirUkraineJune2020.aspx>



THE DOORS ARE OPEN

come in

ISRAEL & HADASSAH WELCOME YOU



Don't miss your chance to join Hadassah!

2020 TOURS	LED BY	DATES	PRICE	DISCOUNTED RATE*
Celebrating Purim: Unmasking Israel's Art Scene	Marcia Gabrilove Ladin	March 8-18, 2020	\$3,990	\$3,690
Unmasking Israel's Art Scene "Takin' It Easy" Track	TBA	March 8-18, 2020	\$3,990	\$3,690
From Basel to Jerusalem: A Yom HaAtzmaut Party	Roni Schwartz	April 20-30, 2020	\$4,950	\$4,650
Israel Only: Yom HaAtzmaut	Roni Schwartz	April 22-30, 2020	\$3,600	\$3,300
A Toast to Israel: Wine, Dine and Celebrate with the Associates	Jim Smith/Joel Marks	May 10-21, 2020	\$4,955	\$4,655
Hadassah and the Cantors Assembly: Musical ITALY Tour	TBA	June 22-July 2, 2020	\$5,921	
Israel: Archaeology & History	Carol Rosenthal	August 30- September 9, 2020	\$4,350	\$3,750
Israel: Awesome Israel from North to South	Cathy Olswing/ Barbara Raben	October 12-22, 2020	\$4,275	\$3,675
Rising from the Ashes: Poland & Israel	Aileen Bormel	November 8-18, 2020	\$4,450	\$3,850
Israel Only	Aileen Bormel	November 11-18, 2020	\$3,700	\$3,100
Israel Together: Mothers & Daughters	Ellen Hershkin/ Lisa Hershkin Roth	December 6-15, 2020	\$4,350	\$3,750
Travel Home: A Hadassah Family Experience	Miriam Aron	December 22, 2020- January 1, 2021	\$4,150	\$3,550

PRICES AS OF DECEMBER 2019



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