



INSEAD

The Business School
for the World®

INSEAD Trek 2019

Day to Day itinerary

27 Apr Sat - DAY 1

After picking up your luggage and withdrawing/exchanging Israeli Shekels at Ben Gurion Airport, transfer on own to Rothschild 22-one of Tel Aviv's™ trendiest hotels located on the historical Rothschild Boulevard. We will all meet up in the evening for a light dinner and drinks out on the town.

- Dinner

28 Apr Sun - DAY 2

Breakfast at your leisure.

Start the day off with a walking tour of Tel Aviv to explore the UNESCO Bauhaus architecture on Rothschild Boulevard, the European like alleyways of Neve Tzedek, and the colorful market places. We will enjoy lunch at MIZNON, a restaurant by one of Israel's™ most hip and popular chefs, Eyal Shani.

After lunch, in order to get a glimpse into Tel Aviv's™ well known startup nation sector, we will meet with some of the most innovative companies and founders.

Enjoy time to relax and freshen up at the hotel before dinner at Kanta Restaurant and bar, located in the center of the city on the open-air rooftop of Tel Aviv's™ municipality.

- Breakfast
- Lunch
- Dinner

29 Apr Mon - DAY 3

Breakfast - At your leisure

Check out of the hotel and drive to Jerusalem for a Tour of the Old City- Experience 3,000 years of history and the city holy to Judaism, Islam, and Christianity. We will visit the Western Wall, Church of the Holy Sepulcher, and explore the rest of the four quarters of the Old City. Next stop is lunch on your own at Machane Yehuda-Jerusalem's™ vibrant market. Enjoy the colors, smells and unique atmosphere of the alleys and stalls.

Drive to Yad VaShem, considered the primary memorial and museum of the Holocaust. Learn about the genocide that killed 6 million Jews during World War II and hear a testimony from a Holocaust survivor. Dinner at Hasadna by Asaf Granit, one of Israel's most influential chefs. After dinner we will enjoy a night out on the town to explore Jerusalem's bar scene.

- Breakfast
- Lunch
- Dinner

30 Apr Tue - DAY 4

Breakfast at the hotel

After checking out we will start our day at Bethlehem visiting the holy sites and understanding why they are of such great importance to so many.

After lunch in Bethlehem we will start our way to Kfar Hanokdim where we will experience Bedouin hospitality which includes dinner, coffee and sweets. We will end our day chilling out around the bonfire with drinks and roasted marshmallows

- Breakfast
- Lunch
- Dinner

01 May Wed - DAY 5

Wake up to freshly brewed coffee and tea before heading out on for an early morning hike up Masada. Catch the sunrise at 5:41 am and then explore the ruins of the ancient Jewish community that lived here.

Head back to the hotel for breakfast followed by a camel ride.

In the afternoon get hyped for as Dead Sea Mud Festival & Lunch. Effortlessly float in the Dead Sea, slather therapeutic Dead Sea mud on your body, and enjoy lunch. There will be showers available for you to rinse off after the mud festival.

We will have a long drive up north to Merom Golan (take advantage of this drive to rest after the early wake-up).

Before dinner, we will meet Miri Eizen -a retired colonel of the Israeli Army who will discuss with us Israel's geopolitical status in the Middle East.

Dinner tonight will be at Habokrim restaurant to experience Israel's northern rustic cuisine with exceptional beers and wines.

- Breakfast
- Lunch
- Dinner

02 May Thu - DAY 6

Breakfast at the hotel

After checking out, we will ride ATVs to see some of the incredible views of the Golan Heights.

Take down the pace with wine tasting. Try out the local wines from Israel's Golan region

Picnic lunch in the fields of the Golan Heights.

Drive to Tel Aviv

Check into Herods, our 5 star beach front hotel.

Enjoy dinner at one of Tel Aviv's urban rooftop restaurants – Suramare to kick off the weekend in the city that never sleeps.

- Breakfast
- Lunch
- Dinner

03 May Fri - DAY 7

Breakfast at the Hotel

We will start our day exploring the ancient city of Jaffa. We will visit the Peres Center for Peace and Innovation followed by a visit to the i24 News offices.

We will have lunch at the Old Man and The Sea overlooking the Jaffa port.
After lunch you will have some free time to explore the city or just chill at the beach.
This evening we will have a barbecue dinner at Itai's house before heading out to hit the TLV clubs!

- Breakfast
- Lunch
- Dinner

04 May Sat - DAY 8

Breakfast at your leisure.

Enjoy a free day in Tel Aviv.

You can lay back at the beach or choose one of 3 tours options:

1. Bike tour in Tel Aviv
2. Graffiti tour in Tel Aviv
3. Bauhaus tour in Tel Aviv

** These tours are at an additional cost

We will finish our tour with a farewell dinner at Dalida for eclectic Mediterranean tapas and drinks.

- Breakfast
- Dinner

05 May Sun - DAY 9

Check out and depart on your journey back home taking with you all the great memories that were made.
See you next time in Israel

- Breakfast



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