

## Israel Landing Page

### **ISRAEL**

**HEADLINE:** Sacred Beauty

**BODY HERO COPY:**

A hallowed country teeming with ancient ruins and historical sites, Israel also offers up a dynamic and ever-evolving culture that captivates tourists and locals alike. Discover the allure of Israel, from its mouthwatering cuisine to its breathtaking views of both the desert and the sea.

**HEADLINE:** What You Can't Miss in Israel

**BUCKET 1:**

**Headline:** Old City of Jerusalem

**Subhead:** Holy Land

**Body:**

The Old City of Jerusalem is home to many iconic shrines that span over a wide variety of cultures and religions from all over the world. From the Western Wall in the Jewish Quarter to the Dome of the Rock in the Muslim Quarter, embark on a spiritual sightseeing quest when you visit the Old City.

**BUCKET 2:**

**Headline:** Savory Cuisine

**Subhead:** Delight to the senses

**Body:**

From the tangy textures of hummus to the sticky and sweet layers of baklava, your taste buds will savor every delicious flavor of this Middle Eastern cuisine. Sample foods like zesty falafel and steaming shawarma at local markets, and explore wineries, where you can choose from a vast selection of aromatic wines.

**BUCKET 3:**

**Headline:** Sea of Galilee

**Subhead:** Splendid Lake

**Body:**

The largest freshwater lake in Israel, the Sea of Galilee is a natural beauty with a variety of experiences to behold. You can embark on both historical and religious explorations, visiting nearby places like the Galilee Boat Museum and exploring sites where, according to legend, Jesus performed miracles.

**EXPERT ADVICE:**

“You’re in for a treat as you explore the many delicious flavors of Israel. Many Israeli foods are based off Middle Eastern and Turkish cuisine. Coffee lovers will enjoy Israel's Turkish style cup of java with its sweet notes of cardamom and caramel.”- Diana Ditto, Director of Product Design

**HEADLINE:** Iconic Cities in Israel**BUCKET 1:**

**Headline:** Jerusalem

**Body:**

Jerusalem is a significant holy city for three major world religions: Islam, Judaism, and Christianity. Considered to be one of the most sacred places in the world, a diverse range of cultures converge in this spiritual and historic city.

**BUCKET 2:**

**Headline:** Bethlehem

**Body:**

The birthplace of the prominent and beloved religious leader, Jesus Christ, Bethlehem is a sacred holy site in Israel. Devout Christians from all over the world flock to this city and its famous landmark, the Church of the Nativity, to deepen their faith.

**BUCKET 3:**

**Headline:** Tel Aviv

**Body:**

Tel Aviv is a bustling and dynamic metropolis. In contrast to its neighboring ancient cities, Tel Aviv boasts an ever-evolving culture and modern innovations. With a thriving nightlife and sparkling coastlines, Tel Aviv is humming with excitement and energy.

**BUCKET 4:**

**Headline:** Caesarea

**Body:**

Built in the 1<sup>st</sup> century B.C., Caesarea is an ancient Roman city located along the picturesque Mediterranean coast. Marvel at the intricate ruins left behind from centuries-old civilizations and wander among relics of an ancient culture frozen in time.