AN OUT OF THE ORDINARY OPPORTUNITY

THE DEAD SEA VALLEY TOURISM COMPLEX
THE DEAD SEA LAND
A PLACE OUT OF THE ORDINARY

Welcome to the lowest point on earth - the land of nature’s greatest contrasts. A place that doesn’t play by the rules.
THE DEAD SEA LAND

A PLACE OUT OF THE ORDINARY

An island of eternal summer in the midst of winter, where the sun is kind and the mud is purifying.
An arid desert that embraces a wondrous sea with exceptional healing powers, that lets you float in tranquility, surrounded by an unrivaled primal landscape.
An isolated getaway which is, in fact, the cradle of all religions.
The Dead Sea Land is a magical microcosm where the sun, sea and desert mountains meet. A place where colors are brighter, nature is wilder, serenity is deeper, history is closer and more awe-inspiring, every experience is far more powerful and your vacation - is simply unlike any other.
And now, the Dead Sea is about to come to life!
For the first time in decades, an innovative, exclusive tourism complex will be established. The complex is expected to double the number of hotel rooms in the region and offer a new level of hospitality experience.

The construction of infrastructure of the new complex is being rapidly executed by the Dead Sea Preservation Government Company, acting on behalf of the Israel Ministry of Tourism in collaboration with the Tamar Regional Council, allocating a substantial budget for the construction, development, initiation, branding and international marketing of the region.
THE DEAD SEA LAND
A PLACE OUT OF THE ORDINARY

Together, we can make the Dead Sea Land an international attraction for international elite tourism.

A place that offers a unique combination of outstanding natural spa, luxurious accommodation, exciting culinary experience, culture, nature and leisure activities - all combined with a physical and mental renewal experience.
The Dead Sea Valley Tourism Complex

Creating a luxurious tourism complex that can fully capitalize on the underlying attributes of the Dead Sea Land:

- **Natural spa**
- **Ancient history**
- **A breathtaking desert landscape**
- **A base for exploring the Holy Land** - just an hour and a half away from the world-class holy sites to Jews, Christians and Muslims, in Jerusalem.
The Dead Sea Valley Tourism Complex

The tourism complex at the southern basin of the Dead Sea has been developed since the 1970’s. The 4,000 existing hotel rooms, have for years enjoyed the highest occupancy rates in Israel.

Currently, the Dead Sea Preservation Government Company is in final phases of completing a statutory outline scheme for a new, expanded, natural spa-orientated tourism complex, embodying health and well-being.
The Dead Sea Valley Tourism Complex

At the pre-design stage of the new tourism complex, a comprehensive strategic plan was prepared by Deloitte (London), and a masterplan was designed by the internationally known architect Moshe Safdie.

The tourism complex will offer a comprehensive accommodation and leisure facilities appealing to both international and domestic tourists. The overriding objective is the creation of an integrated tourism complex that can fully capitalize on the underlying attributes of the Dead Sea Land - natural spa, ancient history and the desert scenery.
Construction and Development of Hotels and Resorts

The overall plan will allow the construction of up to 5,000 new hotel rooms in the long term, out of which, 3,500 rooms will be built in the tourism complex’s new area and the remaining rooms in its existing areas (both in new hotels and through the expansion of existing hotels).

The relatively steep topography will be used to construct low-rise luxury hotels, with large, spacious, sea view rooms, while due to the unique setting, each room will enjoy full privacy and tranquility.
Construction and Development of Hotels in the Complex

- **Two up-scale hotels** (3 and 5 floors, 230/330 rooms) will be built in a very unique setting on-island-like lots surrounded by water.
- **A one-of-a-kind 2-3 floors luxury hotel**, that will be located at the southern edge of the complex, on a stunning semi-water circled setting will offer unparalleled privacy and serenity.

* Several lots for hotel, commerce, leisure and business purposes will be available in the upcoming months; the remaining lots will be available throughout 2017.
Development of Public Space and Tourism Infrastructure

The public development of beaches, a new central promenade for pedestrians, unique desert gardens, biking routes, scenic points, roads and infrastructures has already begun, and some of the projects were already inaugurated. The public investment in the upgrade of the existing areas of the tourism complex, as well as the development of the new area, will exceed USD 200 million.

The heart of the tourism complex will be accessible only on foot, bicycle or a dedicated shuttle, thus enabling a serene car-free complex.

The new pedestrians promenade will serve as the complex’s vibrant central artery, connecting all key attractions within its premises.
Construction of Shopping Center, Leisure Center and Recreation Services

• **Shopping & lifestyle center** - the new center will consist of broad mix of high-end luxury goods, Dead Sea products, local and international brands, and wide range of casual dining, cafes/bars, themed dining and chef restaurants.

• **Multipurpose center** - will be used during day time as a center for conferences and business events, and during the evening, as the complex's key entertainment center - a home for music performances, art and culture.

• **World-class natural spa** - a natural spa will be built on an exceptional location - the Dead Sea itself. The unique spa will offer a comprehensive range of dry and wet treatments and activities such as: Yoga, Pilates and Tai Chi.

• **Visitor center and "Eco-gate" (desert trip center)** - a travel hub for walking trails; cycle paths; desert excursions and cultural exploration.
Out of the Ordinary Business Opportunities

As a place Out of the Ordinary, the Dead Sea Land Generates an Out of the Ordinary Business Opportunities.

The development of the Dead Sea Valley tourism complex is a one-time business opportunity and a fascinating challenge by any standard. An uniquely attractive opportunity, in light of the Israeli Government’s commitment to provide investors significant incentives through grants for construction of future hotels and attractions, attractive land prices, huge investments in the region's infrastructures and much more.

The DSPG Company will extend close counsel and assistance to investors and entrepreneurs throughout all stages of their investment, in every aspect required and opposite all relevant parties (planning and licensing bureaus, government offices, etc.) in order to enable a swift and successful establishment of the project on its various components.

Together we can create a place out of the ordinary that will deliver an outstanding return on investment and bring the higher end international travelers a truly remarkable experience.
Lot 589

A lot located next to Wadi Rom, designated for the establishment of a visitor and desert trip center, field attractions and related uses. Located next to the starting point of Wadi Rom’s walking trail and is highly accessible for cars and buses. Adjacent to the promenade and the beach.

Lot size: 2,332 square meters
Construction area size: 1,000 square meters
No. of floors: 2
Parking: In an adjacent public Lot. There is also parking for buses.
Status: Available for marketing Q4/2017
AN OUT OF THE ORDINARY EXPERIENCE

ATTR ACTIONS, ACTIVITIES & INSPIRATION IN THE DEAD SEA LAND

A place where you can recharge your batteries while lying on your back at a pampering beach and enjoy naturally filtered, low-radiation sunrays.

Enjoy treatments with seawater and black mud, known for their mineral wealth and therapeutic properties, float in the Dead Sea and inhale a lungful of oxygen-rich desert air, surrounded by exceptional beauty.
Qasr el Yahud

To experience immersion, just as Jesus had experienced it, when he was baptized at this very place by John the Baptist, two thousand years ago. This Christian holy baptism site, where the Jordan river flows into the plains of Jericho, welcomes Christian pilgrims from all over the world.
Development of Out Of The Ordinary Experiences

In order to enrich the vacation experience of visitors to the Dead Sea Land, its development process will include the creation of a vast array of sports, cultural and other leisure activities, making the region's abundance of attractions more accessible.
Body & Soul Experience

The Dead Sea Land Offers a Unique Combination of Absolute Relaxation and Active Recreation

Treatments that take advantage of the Dead Sea’s natural healing properties, alongside a wide variety of trips, sailing and sports activities with beautiful views; extreme sports such as abseiling and paragliding and a wide range of culinary experiences.

- **A spa complex** - offering unique hydrotherapy, mineral and mud treatments using various therapeutic techniques
- **Mineral mud and filtered sunrays** - rubbing mineral mud & tanning on the beach
- **Experiential sailing** - boating and sailing in small groups
- **Walking on salt** - unique walking routes deep into the sea
An Authentic Desert Experience

Discover the Power of the Desert

- **A Night Safari** - Watch the stars and animals during their nighttime activities

- **Camel rides and hospitality in Bedouin tents** - An authentic desert experience with the tribe of the desert nomads.

- **Day/night tours in Dead Sea streams** - nahal Arogut, nahal David, nahal Bokek, nahal Rom, nahal Darga, nahal Prazim, nahal Og, nahal Prat, Lower nahal Peres, nahal Tamar, nahal Zafit and nahal Tze‘elim.

- **Desert driving experience** - Guided driving on mountain bikes, ATVs and jeeps for action seekers.
Cultural, Art, Sports, Activities and Events

The dramatic forces of nature, the magical landscape and the sunny weather all year round create the most perfect natural performance hall in the world. Thus, countless seasonal events are held in the Dead Sea Land, alongside cultural, art, sports and quality of life events and activities throughout the year.

Activities, Cultural and Art Events:

• The Annual opera Festival in Masada
• A three-dimensional night performance in Masada - reviving the historic heroic story
• The annual music festival
• Special music and art performances at the foot of Masada
• Evening master classes with musicians in the Qumran caves
Cultural, Art, Sports, Activities and Events

Sports & Leisure Events & Activities:
- The Dead Sea Marathon - an annual, international Marathon
- Fitness - walking and jogging lanes along the promenade; fitness facilities in public areas and bicycle trails in the North Dead Sea
- Adrenaline - abseiling, paragliding, skydiving
- The annual yoga festival
- An annual caregivers conference
- Yoga, Tai chi and meditation workshops at sunset, in Masada
- Annual workshops and events: Pilates, meditation and Tai chi