Friendly NEGEV Desert



THE FRIENDLY NEGEV DESERT

A New Marketing Concept for Sustainable Desert Tourism in Israel

WRITTEN AND EDITED BY:
Danna Avidan & Shahar Shilo (Ph.D.)

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INTRODUCTION
to The Friendly Negev Desert

The name "Friendly Negev Desert" perfectly describes the Israeli desert - the friendliest desert in the world!
The Negev is a small and accessible desert covering some 62% of the total land of the State of Israel, and is rich in spectacular landscapes with an abundance of majestic geological formations and pristine vistas. A visit to the Negev uncovers remains of magnificent bygone civilizations, ancient archaeological sites and remnants of centuries of unbelievably robust desert agriculture. It is the backdrop to rare encounters with Bedouin tribes, who uphold the ancient tradition of nomadic life in the deserts of the Middle East, and provides an abundance of activity for adventurers, explorers, and the seekers of tranquility.



INTRODUCTION

The Friendly Negev Desert



HERITAGE

- Ancient Desert cities along the Nabataean Incense Route
- Biblical Sites and UNESCO World Heritage Sites
- Roman and Byzantine History (Ancient churches of the Early Christian period)
- Ancient Industry of Wines from the Desert
- Authentic local Bedouin culture and hospitality
- Ancient Cultures – Petroglyphs and Rock Engravings

NATURE

- Desert Springs
- Over 1,000 kilometers of marked trails
- Breathtaking wilderness and desert landscapes
- Wildlife and Birding
- Land of Craters
- International Dark Sky Reserve





ACCOMMODATIONS

- Camping under the night skies
- Glamping
- Farm stays
- Hostels and hotels
- Five-star hotels and resorts

INTRODUCTION

The Friendly Negev Desert



ADVENTURE

- Off road adventures - Jeep and ATVs
- Sandboarding
- Biking
- Hiking and trekking
- Camel and horseback riding
- Rappelling and more.

CULTURE AND WELLNESS

- Wine and Food
- Art galleries, workshops and boutique stores
- Unique music scenes
- Authentic Bedouin culture and hospitality
- Spas and treatments
- Yoga and Movement workshops





INTRODUCTION

The Landscapes

Come and enjoy the charm of the Negev and its diverse landscapes:

- In the north of the desert, you'll find **spectacular sand dunes**.
- In the center you'll encounter highlands containing **huge craters** with **towering cliffs**, **natural springs** and water holes.
- In the east you'll experience a taste of Africa with **vast savannas** dotted with exquisite acacia trees.
- In the southern desert you'll find **red and black granite**, contrasted with rich-colored **sandstone** outcrops.

During a relatively short three-hour trip, one can cross the entire range of Israel's desert landscapes and enjoy a rare variety of scenery and geological wonders, which in deserts elsewhere would require a trip of hundreds or thousands of miles. This abundance of diversity allows you to experience a unique vacation in each region of the Negev.

The abundance of tourist activity, together with the increase in accommodation in the area in recent years has transformed the Negev into a popular, exciting and inspiring destination.



WHAT SETS US APART

Contrary to the many deserts around the world, the Israeli desert stands out as the globe's most friendly, safe, and welcoming for tourists of all kind, with unique characteristics that set the Israeli desert – The Negev – apart from all others:



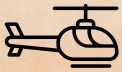
Accessibility and proximity to Europe - Israel has two international airports, Ben-Gurion in Tel Aviv and Ramon in Eilat, both of which guarantee travelers a short drive to the desert (30 mins from Eilat, 1.5 hours from Tel Aviv).



Personal security and safety - Israel's desert has the most marked hiking trails of any desert in the world - including hundreds of safe hiking trails.



Wine & Alcohol - The Negev is the only Desert in the Middle East serving alcohol and offers good local wines.



Search and Rescue - The rescue units which operate in Israel are among the best and most skilled in the world, alongside the Israel Air Force which is available always for any rescue operations in the desert area.



Medical Services - Israel provides high-quality, advanced Western medical services.



Cell Phone Coverage - Most of the Israeli desert has cellular communication network coverage.



Local population - Residents of the desert are welcoming and hospitable, making the tourist experience comfortable, entertaining and fascinating. English and additional languages are spoken throughout.

INSPIRATION

Nature-based and Heritage Tourism

*** All of the following programs are suitable for joint experiences and packages with the Dead Sea / Eilat hotels







DAY ONE

- David Ben Gurion's Desert Home and Gravesite
- Hike Ein Avdat National Park - Natural Desert Springs
- Visit Avdat National Park and World Heritage Site
- Wine Tasting at Carmei Avdat and Mt. Mehya Petroglyphs Trail
- Bedouin Hospitality

DAY TWO

- Cliffside sunrise stroll or yoga
- Ramon Visitor's Center
- Jeep tour along Nabataean Incense Route
- Visit Wadi Arikha Traditional Bedouin Village
- Desert Night Jeep Safari and Star Gazing Experience

DAY THREE

- Lotz Biblical Water Cisterns Trail
- Drive along Route 10 by the Egyptian Boarder
- Camel Ride – Beerotayim
- Shivta National Park and World Heritage Site
- Desert Innovation Tour at the Ramat Negev Desert Agro-Research Center
- Kornmehl Artisanal Goat Cheese Farm

INSPIRATION

Wellness and Lifestyle Tourism

** Based on the leading hotels of the area.
*** All of the following programs are suitable for joint experiences and packages with the Dead Sea / Eilat hotels









DAY ONE

- Naot Artisinal Goat Cheese Farm
- David Ben Gurion's Desert Home and Gravesite
- Hike Ein Avdat National Park - Natural Desert Springs
- Visit Avdat National Park and World Heritage Site
- Wine Tasting at Carmei Avdat and Mt. Mehya Petroglyphs Trail
- Star-Gazing Experience

DAY TWO

- Sunrise Jeep Tour of Ramon Crater
- Ramon Visitor's Center
- Tour of Mitzpe Ramon Spice Route Quarter – Artisans, Galleries and Workshops
- Wine Tasting along the Desert's Edge Wine Route
- Bedouin Hospitality

DAY THREE

- Morning Yoga and Cliff-side picnic breakfast
- Visit Pinto Vineyards and Wine Tasting
- Casual bike ride and birding at Yeruham Lake
- Tour of Yerucham's Galleries and Studios

INSPIRATION

Soft Adventure in the Desert

*** All of the following programs are suitable for joint experiences and packages with the Dead Sea / Eilat hotels









DAY ONE

- David Ben Gurion's Gravesite and Vista overlooking the Zin Valley
- Hike Ein Avdat National Park
- Jeep Ride to Ein Akev Desert Spring
- Wine Tasting at Carmei Avdat and Mehya Petroglyphs Trail
- Bedouin Hospitality
- Moonlight Hike - Havarim Trail

DAY TWO

- Sunrise Desert Yoga
- Ramon Visitor's Center
- Rapelling - bird's eye view of the Ramon Crater (Makhtesh)
- Jeep tour in Ramon Crater along the ancient Nabataean Incense Route
- Sunset Horseback Ride / Short Desert Hike
- Star Gazing Experience

DAY THREE

- Morning cliffside bike ride
- Drive along Route 10 on Egyptian Border
- Desert hospitality and Camel Ride – Beerotayim
- ATV adventure and sand boarding in Nitzana
- Desert Innovation Tour

ACCOMMODATIONS

for Groups in the Negev

** by Region and Standard

The Friendly Negev Desert offers a wide variety of accommodation options at all levels and styles.

Mitzpe Ramon	Type	Rooms
1. Isrotel Beresheet Hotel	Luxury	112
2. Selina Desert Garden Ramon	First Class	31
3. Isrotel Ramon Inn	Tourist Class	98
4. Ramon Suites	Tourist Class	50
5. Ibex Hotel	Basic	9
6. Zukim Hotel	Tourist Class	19
7. Even Derech Hotel	Tourist Class	40
8. Desert Shade Eco Lodge	Basic	25
9. Hostels International - Mitzpe Ramon	Tourist Class	69
10. Alpaca Farm	Basic	12



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Sde Boker / Nitzana / Yerucham	Type	Rooms
1. Isrotel Kedma	Luxury	163
2. Mashabim Holiday Village	Tourist Class	82
3. Sherman's Hotel	Tourist Class	14
4. Sde Boker Field School	Hostel	66
5. Carmei Avdat Farm	Farm Stay	14
6. Khan HaShayarot	Basic	14
7. Khan Sfinat Hamidbar	Basic	10
8. Desert Olive Farm	Farm Stay	14
9. Naot Farm	Farm Stay	16
10. Khan Be'erotayim	Basic	15
11. Desert Iris Hotel	Tourist Class	47



LET'S CONNECT!

Danna Avidan – Director of Negev Highlands Tourism Association | **email** tourism@rng.co.il

Yanir Yagel – Head of the Western Negev Tourism Organization | **email** tourism@westnegev.org.il

Dr. Shahar Shilo - Head of the Friendly Negev Desert Tourism Organization | **email** shiloshahar@gmail.com



Friendly Negev Desert Website: www.negevtour.co.il/en

Israel's Ministry of Tourism: https://goisrael.com/Pages/EilatNegevPage

Photography: Daniel Bear and Dafna Tal | Design: Danna Avidan