



VERED HASHARON
TRAVEL GROUP SINCE 1965

*Come Feel
The World with Us!*

Experience the sights and sounds of some
of the world's most memorable places,
and make new memories that
will last a lifetime

TRADITION CREATIVITY PASSION



14,603
TOURS

281,785
TRAVELLERS

Visitors from 73
COUNTRIES

www.veredhasharon.com

THE VERED HASHARON STORY

To really experience a country, its culture, and its people, you need a travel group dedicated to making every moment count.

With nearly 60 years in crafting unforgettable tourism experiences, Vered Hasharon knows how to tailor make tours which not only meet but exceed your expectations.

Whether you want to discover Israel and the Middle East, Europe, or Africa, our dedicated multilingual and versatile team can make it happen. Our tailormade tours take your travelers to countless destinations around the globe — from individuals to large groups, conventions, and businesses.



YOU DREAM IT. WE ACHIEVE IT.

Creating a World of Content

Creativity and innovation go into every tour we create. Our tours are completely customized from the ground up and tailored to your special needs. We take the time to learn about your customers, so that we can create personalized travel experiences.

Our focus on the personal touch can be seen in everything we do. We take pride in being professional, flexible, and always there for you.

We Keep Our Promises

Whether it's making sure the bus arrives on time, or creating the package you need at the budget you planned, we'll make it happen. We know you rely on us to deliver a diverse range of services reliably and efficiently.

Our efficient and friendly staff, located in our offices around the world, speak your language, understand your culture, and anticipate your every need. We invest in you, our valued clients, and are focused on growing together.

After All, Your Reputation Matters

We promise you peace of mind. We'll think of every detail, to make sure your customers have the best possible experience and will want to come again.

We Stay One Step Ahead

We anticipate challenges and deliver solutions. Your complete satisfaction is our top priority. That's why we've built relationships lasting decades, and why our loyal customers feel like family.

VERED HASHARON STANDS FOR...

Respect for All

Deeply rooted in our company's DNA is a respect for all religions, cultures, and people, alongside our true love for tourism.

Committed to Personal Service

We are proud of our focus on the personal touch, offering ground-up customization, personalization, and professionalism.

Focused on Family

We are a family-run business at heart. The third generation are currently working in the company today. That's a dynasty of expertise worth listening to.

Creating Long-Term Partnerships

We create long-lasting relationships with global travel professionals and build mutual trust and respect that speaks for itself.

Driven by Adventure

We love challenges and are always searching for new adventures. We put countries and cultures around the world within your reach.

*Partners You
Can Trust!*

FOUNDERS

UZI VERED



Born in 1934, Uzi began his career in tourism in 1962. Starting out as a 'moshavnik' and a farmer, he became a role model of global perception in entrepreneurial spirit. When the concept of tourism to Israel was just in its inception, Uzi was one of the founders of the industry, creating experiences for travelers to the Holy Land.

Always a great lover of people, he left his job at Egged, the largest transportation operator in Israel at that time and leader in Israeli tourism. Uzi was one of the first to become a tour guide for Christian travel in Israel which led him to open Vered Travel and Tours in 1978 as a tour operator for the Christian market.

He then continued to push the boundaries of tourism. He was the first to bring Asian travelers to Israel, as well as the first to welcome agro-tourism, creating the ICAT in the Arava and providing on-the-job training for Thai students in Israel. Throughout his ground-breaking work in tourism, he held onto one key vision, ahead of its time – we are all one global village.

Today, Vered Hasharon has 10 offices around the globe and organizes hundreds of tours each year.

Uzi lived in Kfar Bilu with his wife Hana until his death in 2002.

MIKE AMIR



Australian born in 1923, Mike Amir started his career in tourism at TWA Airlines back in 1952. He then moved to Tel Aviv to be the manager of American Express between 1954 and 1965, before he founded Sharon Tours International Ltd. The purpose of this company was to promote Christian religious pilgrimages to the Holy Land.

Mike was the first of his kind to identify the unique spiritual expectations of the single pilgrim: "The landscape looks the same as it has done for 2,000 years, and each pilgrim needs us to be true to their unique vision, dream, cultural and religious expectations. Their faith is in our hands."

When Sharon Tours and Vered Travel merged, becoming Vered Hasharon, Mike continued to be active in the company. To this day, he is still the inspiration and mentor of all the talented young staff at the company.

He lives in Tel Aviv with his wife Sara.

OWNERS

MUSHI VERED



Born in 1960, Mushi is the son of Uzi Vered. He began working in the tourism business in 1981, at Vered Travel and Tours. It was important to his father that he start at the bottom of the food chain and work his way up to gain a true understanding of the travel market. Because of this ethos, Mushi was a basic junior operator for 6 years and worked his way through the ranks to become an expert on every area of the industry, from inbound and outbound to ticketing and operations. As a tourism company that specialized in the Christian market, Mushi built great expertise working with Christian tourists, crafting seminars & special projects to fill any need.

Mushi was attracted to tourism because of the connections he could experience and create between people from all over the globe, from all different cultures and backgrounds. In the world of travel, he feels deeply that we are all one family, connected to each other through a common goal — the dream of expanding our horizons and crossing the boundaries of culture and diversity to learn and grow.

In 2001, Mushi joined forces with Danny Amir from Sharon Tours, & merged the two companies to create a tourism superpower – Vered Hasharon Tours.

His ethos is that Vered HaSharon must personalize like a small company does, keeping the personal touch & realizing each tourist's dream, & yet execute flawlessly and to scale, like a large organization.

Today, Mushi lives in Kfar Bilu with his wife Or-Li. They have four children and two grandchildren.

DANNY AMIR



Born in 1955 to Mike Amir, Danny Amir is a tourism expert in his own right. He received a diploma from the Ministry of Tourism in 1981, having worked in the industry since 1976 when he joined the family business. Proud to work alongside his father, they turned Sharon Tours International Ltd into one of the premier tourism companies in the country, working with Christians making their pilgrimages to Israel and crafting real relationships with their customers.

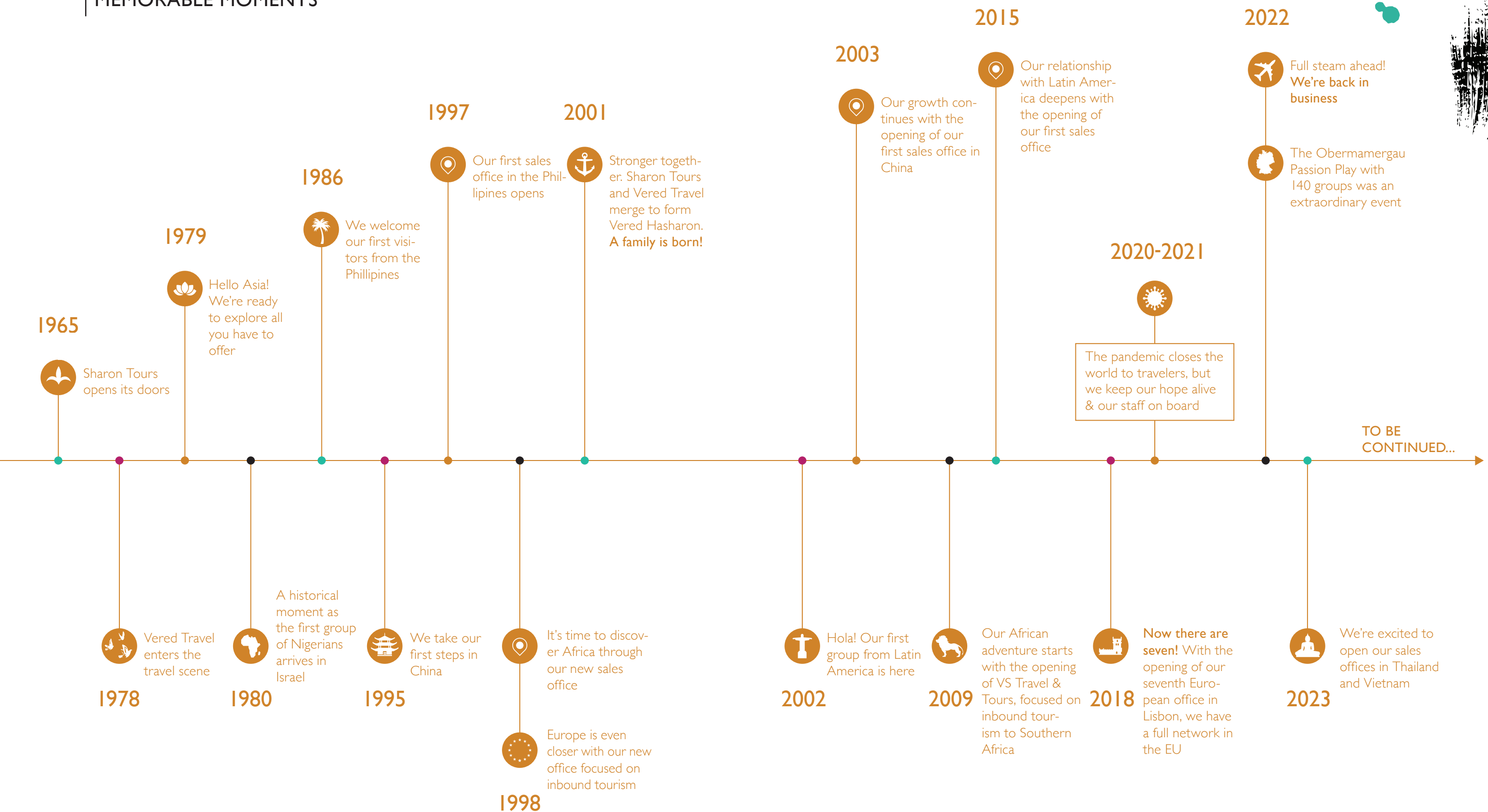
Danny never forgets what his father told him in his childhood when they drove to Jerusalem and passed a bus with pilgrims going up to the Holy City: "Danny, these people came here, probably for a once-in-a-lifetime trip. You are fortunate to live here, able to drive to Jerusalem any day you wish." This is the moment Danny recognizes as realizing his mission: To create tourism that goes far beyond booking a hotel or a bus.

Danny realized that modern-day Israel can offer a much-needed added value to a classic pilgrimage, noting that, "One can be a pilgrim and yet a businessperson. There is no contradiction." He delights in offering pilgrims a way to gain knowledge and take vital skills back to their own countries: "Enjoy the past, respect your faith, and allow Israel to be a blessing to you wherever you come from."

Danny also took a special interest in untouched Africa and beyond.

In 2001, Sharon Tours merged with Vered Travel, uniting two leaders in Tourism and Travel for the region. Since 2017, Danny has been the Chairman of the Israel Tourism Association. He lives in Israel and has two children and four grandchildren.

MORE THAN 50 YEARS OF GIVING TOURISTS MEMORABLE MOMENTS



"I've worked with Vered Hasharon for 30 years and it's been a very good relationship"

Göran Duveskog,
Swedish Travel Agent

EUROPE

Experience Europe



Passion Play 2030 is taking place in Oberammergau, Germany

A promise made hundreds of years ago is once again coming to life in the charming and picturesque Bavarian village of Oberammergau. In a 5-hour performance that only happens every 10 years, hundreds of on-stage participants bring the story of Jesus of Nazareth to the impressive open-air stage of the Passion Play Theatre. Almost half of Oberammergau's population will devotedly act out the story of the man whose tidings have brought hope to millions of people for more than 2000 years.

Will you be joining us?

From beautiful landscapes to quaint cobblestone streets, majestic temples to breath-taking art & architecture, the magic of Europe touches everyone.

Whether your clients want to discover traditions, immerse themselves in culture, browse art galleries or museums, attend religious ceremonies and pray at holy sites, travel the Mediterranean coastline, hike the Alps or the Pyrenees, or participate in world-renowned events, we'll craft unforgettable experiences that make their dreams come true.

If you can dream it, we can build it

For more than twenty years, we've specialized in faith-based, leisure and MICE tourism, offering customized programs for a wide range of clientele, catering for groups and individual travel throughout Europe.

Our rich experience in religious, cultural, and professional tourism and expert program managers across Europe enables us to build high-quality customized trips for your group's interests, pace, and budget.

Our team seamlessly plans and manages corporate events or business trips or create multi-country tours that samples the best that the region has to offer.

We're with you every step of the way, around-the-clock, from planning and scheduling to making sure your trip is going according to plan, providing personal support in the event of unexpected inconveniences, and helping you successfully navigate your clients' trip.

Come feel the magic of Europe with us!

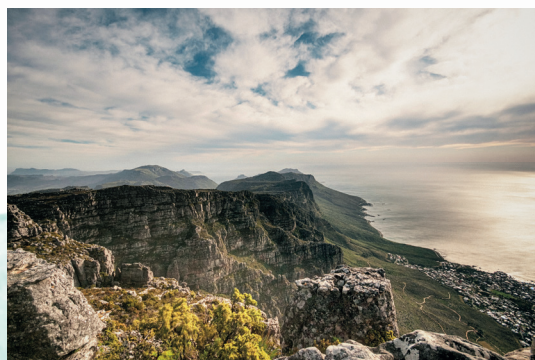


SOUTH AFRICA



"They always go the extra mile to help us and to guide us, and to assist us in every way possible"

—
Moses Mbugua,
Travel Agent, Kenya



Africa Awaits



Wake up to the adventure dreams are made of!

Imagine the speed of the chase as a lion hunts down its prey. The majesty of an African elephant making its way through the bush. The languid grace of a giraffe snacking on leaves.

This is the wilderness of Southern Africa. Experience the bushveld. Venture through unspoilt nature as far as the eye can see. Journey in vehicles or on foot.

From glorious stretches of beaches, verdant forests, to pulsing nightlife, Southern Africa won't cease to surprise and delight its visitors. Whether your clients want

the five-star experience or an authentic bush lodge, we promise an unforgettable experience in Southern Africa, Swaziland, Namibia, Mozambique and Zambia. Explore the beautiful islands of the Seychelles, Mauritius and Zanzibar.

Beyond its rich wildlife and diverse nightlife, Africa offers a wealth of business opportunities.

Our team specializes in MICE & is here to help you plan and carry out your business trips, from focused professional experiences to business meetings and seminars that will expand your personal and professional horizons.

Discover the magic of Africa!

People ask me all the time, "Where is your favorite place to travel?" My answer is always, "South Africa." ... the MAIN reason for my love of Africa is because the mechanics of the tour are spot on PERFECT... I cannot count the times I have visited, and NOT ONCE, has a problem arisen. From transportation, to accommodations, meals, etc. have all been 5 star. I even joke that the staff arranges the sightings of the wild game, as well.

It is with the HIGHEST marks that I recommend VERED SOUTH AFRICA. At the end of every tour, I always receive the spotlight for a wonderful experience. It is 100% due to the hard work, behind the scenes, that this office does, to make my groups have such a special experience. Hats off to this wonderful company!!!

—
Alan McKay, Owner
Dick Jensen & Alan McKay Tours



ISRAEL

Where history and
high—tech meet



“They will do everything to meet the specific needs of the people from whatever country they come.”

—
Dr. Isak Burger, President of
the Apostolic Faith Mission
of South Africa



Experience a pilgrimage to a religious site that is thousands of years old. Meet Nobel prize-winning innovators. Live the Bedouin desert experience. Learn new insights from top business leaders.

Faith-based Tours

For pilgrims, visiting the holy places they've dreamed of is the culmination of their dreams. Following in the footsteps of their holy leaders is a spiritual experience. We understand and respect their pilgrimage and do our utmost to craft a meaningful journey.

Leisure

From the North to the South, each destination has something unique to offer. Float on the salt waters of the Dead Sea, enjoy Tel Aviv's legendary nightlife, sample the wineries in the Golan Heights, and so much more.

Corporate Business Experience

Our highly professional team specializes in MICE and can customize your travel experience for your team — organizing meetings, conferences, exhibitions, and incentive-driven initiatives. Bustling nightlife, rich history, natural wonders, cutting-edge technologies, and shopping galore... **Israel has it all!**

*“To visit Israel is, to me, always a highlight! But then you must **work through the right people — people who care, who are eager to help & always have your best interest at heart.** Since 2007 it has been my privilege to take groups with Vered Hasharon. What joy it has been! Bookings, admin, payments – but most of all the warmth & love! **To me the team is like family!** Thank you to VS Travel for your efficiency & sound trustworthiness!! We feel safe in your hands!!”*

—
Este Geldenhuys

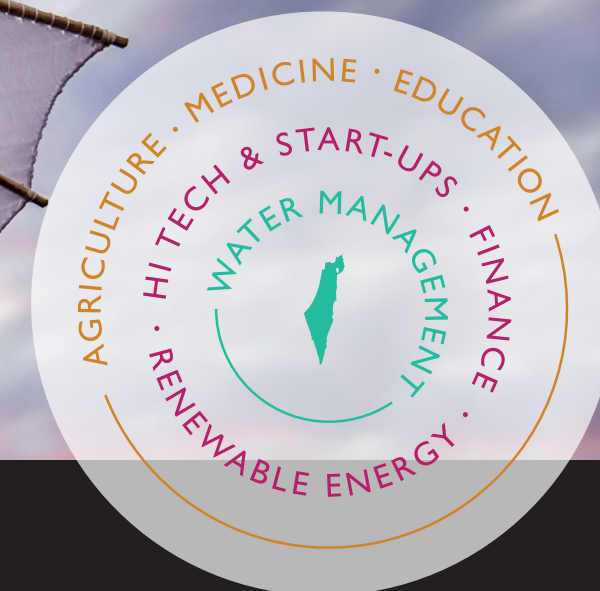
“They know our culture. They speak our language. They know how to serve us as a pilgrim and not as a tourist.”

—
Brother Millard, Tour Leader, Philippine Islands



GET INSPIRED.

WIDEN YOUR HORIZONS.



INSPIRE
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www.getinspired.pro | info@getinspired.pro



Inspire aims to be a bridge between knowledge, people, and industries, by carefully organized business and professional experience that go the extra mile.

Experience Israel from an entirely new perspective on a professional journey crafted to meet your unique needs. From focused professional experiences to business meetings and seminars, each Inspire program is designed to expand your personal and professional horizons.



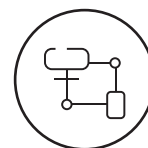
AGRICULTURAL ADVANCES

Experience the next generation of agriculture at the heart of Israeli agricultural innovation. With more than 20 agriculture themes to choose from, you will learn from the industry experts who make Israel a world leader in irrigation and agritech.



MANAGING WATER RESOURCES

With climate change & population growth straining global water sources, water conservation and management are a top priority. Israel's water sector today is widely recognized as a source of excellence & innovation leadership worldwide. Its technologies are helping to treat water worldwide.



MEET THE STARTUP NATION

What's the secret sauce of a small, young country that consistently tops lists of Nobel prize winners, unicorn startups, and breakthrough technologies? Meet the innovators and explorer the eco-system that have helped drive this unprecedented success.



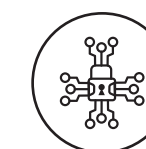
PRESERVING THE ENVIRONMENT, SAVING ENERGY

Israel is leveraging advanced technology to fight the climate crisis. Thinking out of the box, Israeli innovators are developing a range of environmentally friendly technologies — think organic farming, off-grid power, solar technology, and more. See first-hand how these solutions are contributing to a greener future.



PIONEERING EDUCATION

Meet education pioneers who are disrupting traditional classroom education with innovative new methods of learning and teaching that are making waves around the globe. Inspire your teachers and educators and excite them about new ways to reach kids in their own communities with education relevant to their students' future.



SECURING CYBERSPACE

Sit down for a face-to-face session with industry experts and go behind the scenes to learn about the technology driving smart cities, finance tech, & the latest solutions to protect your business from cybercrime.

READY TO BE INSPIRED? WE'RE READY TO IGNITE THAT SPARK.



OUR GLOBAL PRESENCE

OPERATIONS OFFICES:

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info@vstravel.co.za

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France – 28 rue Jules Ferry, 94600 Choisy le Roi, France
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Philippines - philippines@veredgo.com
Thailand – thailand@veredgo.com
Vietnam - vietnam@veredgo.com
Zimbabwe - zimbabwe@veredgo.com

"Our company has been studying different cultures for the last 50 years, so we can really get to know our guests, touch their hearts, & give them a once in a lifetime experience."

Mushi Vered,
Co-owner, President & CEO

TRADITION CREATIVITY PASSION

MEMBERS OF:



*"Vered Hasharon's aim has always
been to create a once-in-a-lifetime
experience for the traveller"*

Mike Amir
Founder

www.veredhasharon.com





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