

REACH FOR THE STARS

INBAL ASPIRING TO NEW HEIGHTS



Shimmering & Superlative. An artist's impression of the Inbal at night with the new floors and 51 rooms.

THE VIEWS OF JERUSALEM, DAY OR NIGHT, ARE ALWAYS BREATHTAKING.

Whether looking out towards the Old City, Independence Park, the German Colony or the Judean Hills, all majestically radiate in a smorgasbord of visual delights from your Inbal balconies. Not too long into the future - October 2017, in time for the festival of Sukkot (Feast of the Tabernacles) - there will be a further 51 balconies looking out upon Jerusalem's wondrous sights, "and those

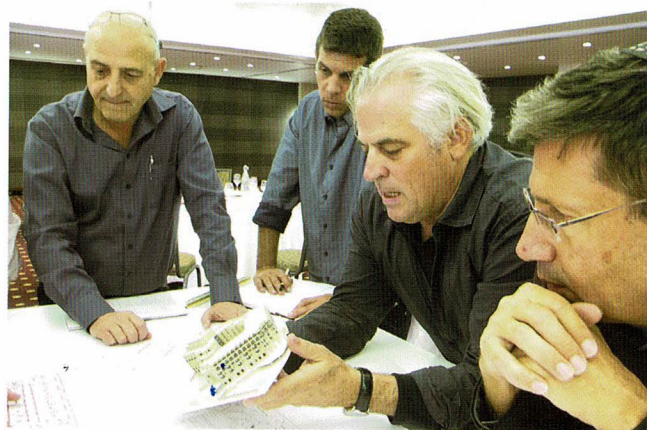


Planning for Tomorrow. Inbal's General Manager Rony Timsit (left) and architect Michael Schwartz going over the design to increase the Inbal by 51 luxury rooms and suites.

units presently looking out onto the Old City will receive new balconies," says the Inbal's excited General Manager, Rony Timsit.

One of Jerusalem's finest hotels - an icon within an iconic city - "the Inbal needed to enlarge to meet growing demand," says Rony.

In the same way an upgrade of the city's famed biblical archeological sites leads to increased tourism, "we found



Full Steam Ahead. Seen here at an animated committee meeting of the architects, interior designers and Inbal management are Inbal's General Manager Rony Timsit (left photo and first left standing) and architect Michael Schwartz (right photo sitting second from the right).

following our 2015 major renovation - upgrading the rooms, suites and communal areas – the word was out, and we were inundated with bookings. To meet the increasing demand, the only choice was to increase the number of rooms. Of course, at the same time, we were committed to retaining the unique beauty of the Hotel's facade, in keeping with the surrounding natural beauty of Jerusalem."

Michael Schwartz, the same architect who oversaw that 2015 major refurbishment was chosen to complete the original 'masterpiece' that was designed over three decades ago by architect Yaacov Rechter, an Israel Prize recipient. The Israel Prize is the country's most prestigious civilian award.

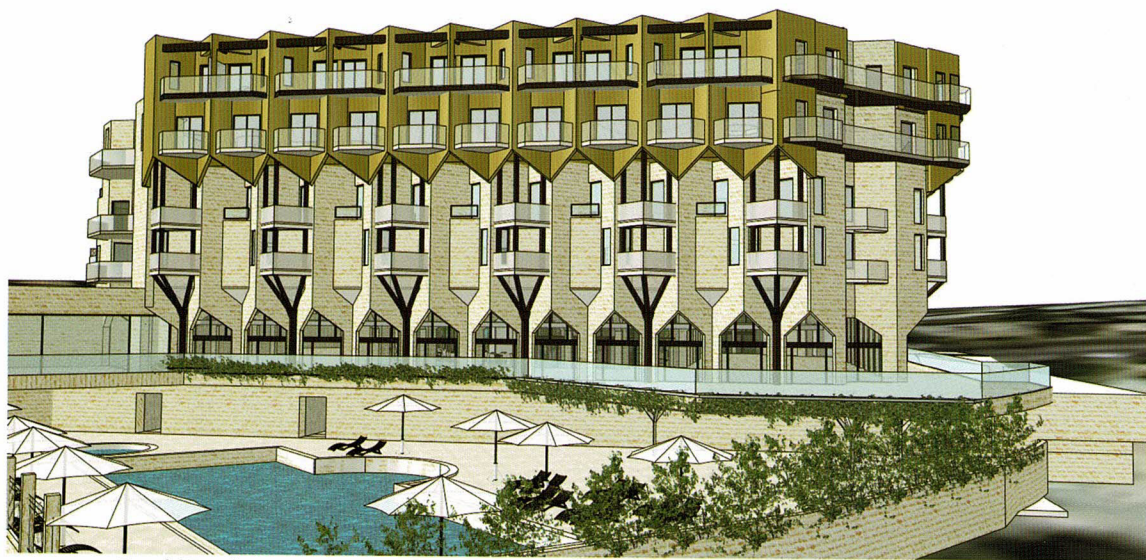
Sensitive to Rechter's original concept, Schwartz noted that "in the hotel business, it's all about constant upgrades," and sees renovations "as a collaboration between architects of several generations. We're not always constructing new buildings; often we're adding to existing structures and you

have to be respectful - especially for buildings with iconic value." Acknowledging the Inbal's 'iconic' status, "You have to be generous to where it came from, and be mindful and to infuse it with where you think it can also go."

Where it's "going to go" as Schwartz says, future guests to the new rooms and suites can look forward to a spectacular décor, designed by internationally renowned Tel Aviv-based, interior designer, Michael Azoulay. Light shades in the colors of the Jerusalem landscape gracefully illuminate the rooms – from the living area to the bathrooms – like the enriching rays of the Jerusalem sun.

"This major development," assures Rony, "will be so well organized that it will hardly inconvenience the guests during construction."

It is no surprise why the Inbal remains in the top of its game in Jerusalem's competitive hospitality industry.



Fanciful Façade. An artist's impression of the façade of the Inbal facing the swimming pool with the new floors above.