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THE SETAI

TEL AVIV

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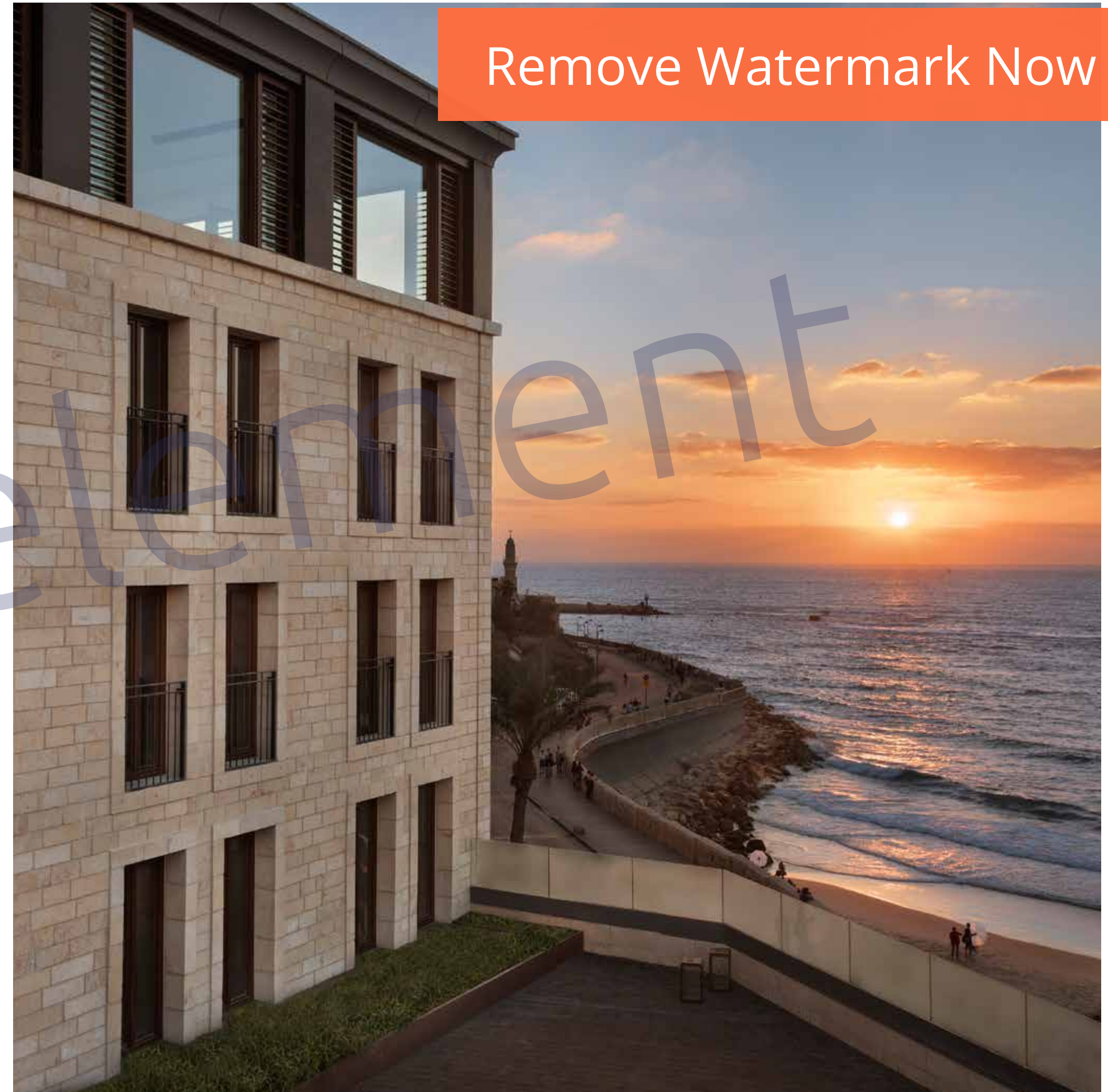


THE SETAI

TEL AVIV

INDULGE IN URBAN BEAUTY

Overlooking Jaffa's ancient port and the Mediterranean coastline, The Setai Tel Aviv is an urban resort with 120 luxurious rooms and suites, housed in a meticulously restored Ottoman-era building. Guests of The Setai Tel Aviv are treated to a wide-range of sensory pleasures, from the decadent cuisine at Jaya's lobby level restaurant, to the marble and stone corridors connecting the property's five Ottoman-era buildings, to the calming spa and wellness facilities and infinity pool.

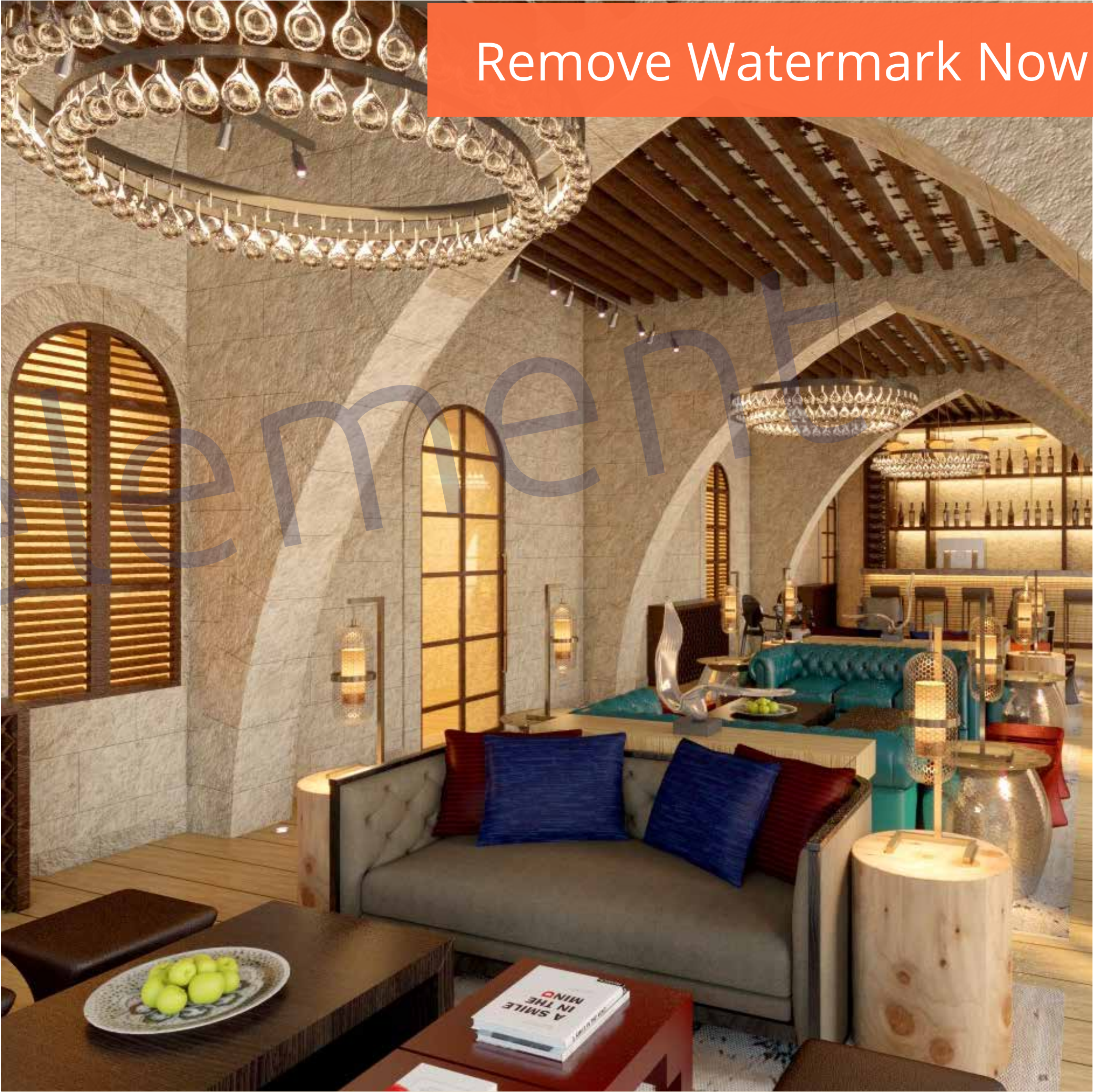


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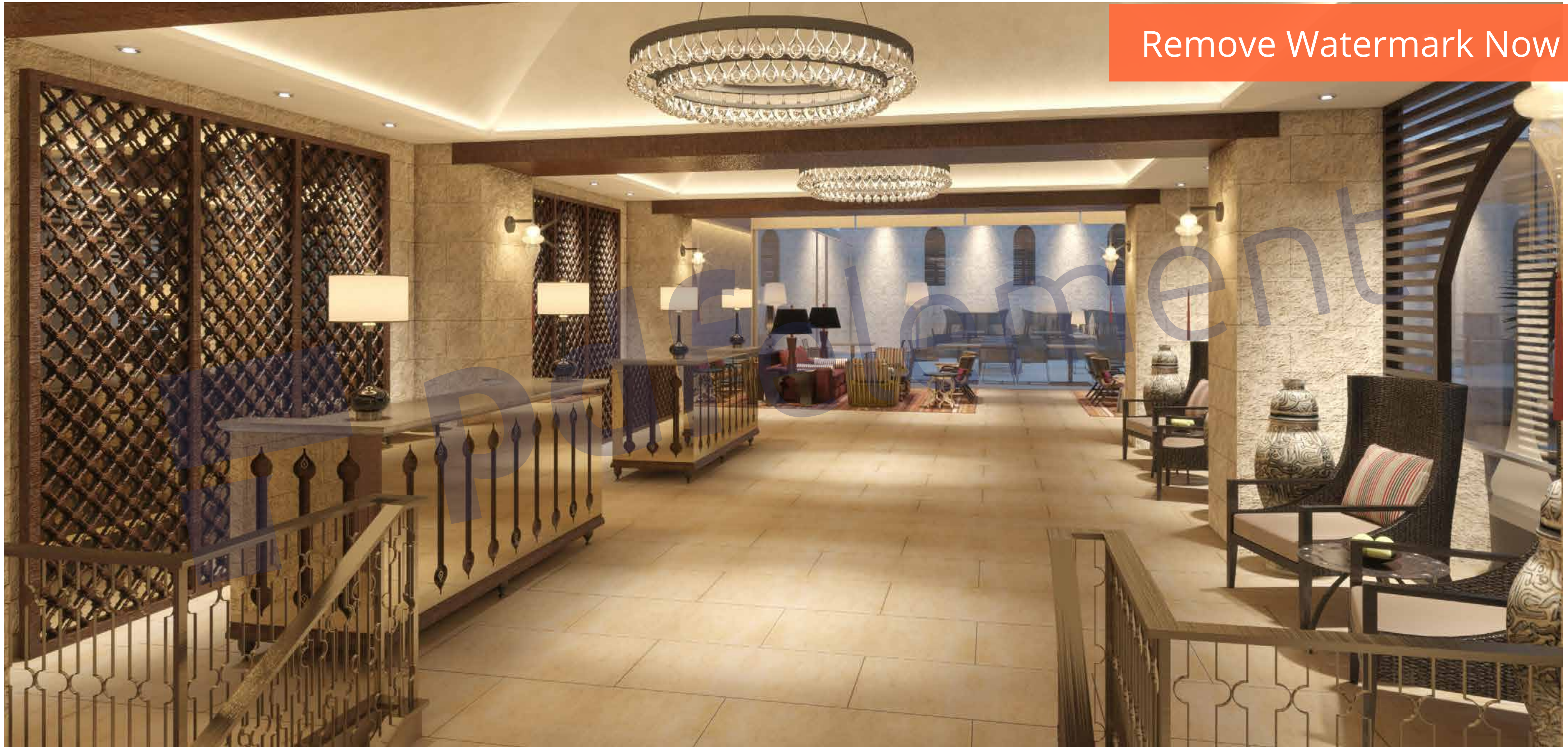
EXPERIENCE HOSPITALITY AT ITS FINEST

Guests enjoy the acute attention to detail from the moment they enter The Setai Tel Aviv. Their first introduction to the property's historic elegance is through a large, ornate archway dating back to the 1800s, that leads to the hotel's lobby and lounge. After unwinding in any of the The Setai Tel Aviv's 120 rooms & suites, guests can head directly to an authentic Jaffa-style meal at our fine dining restaurant, or slip into a robe and luxuriate at our sun bathing terraces or infinity pool, enjoying the bird's eye view of the Jaffa port and Tel Aviv's Mediterranean coastline.



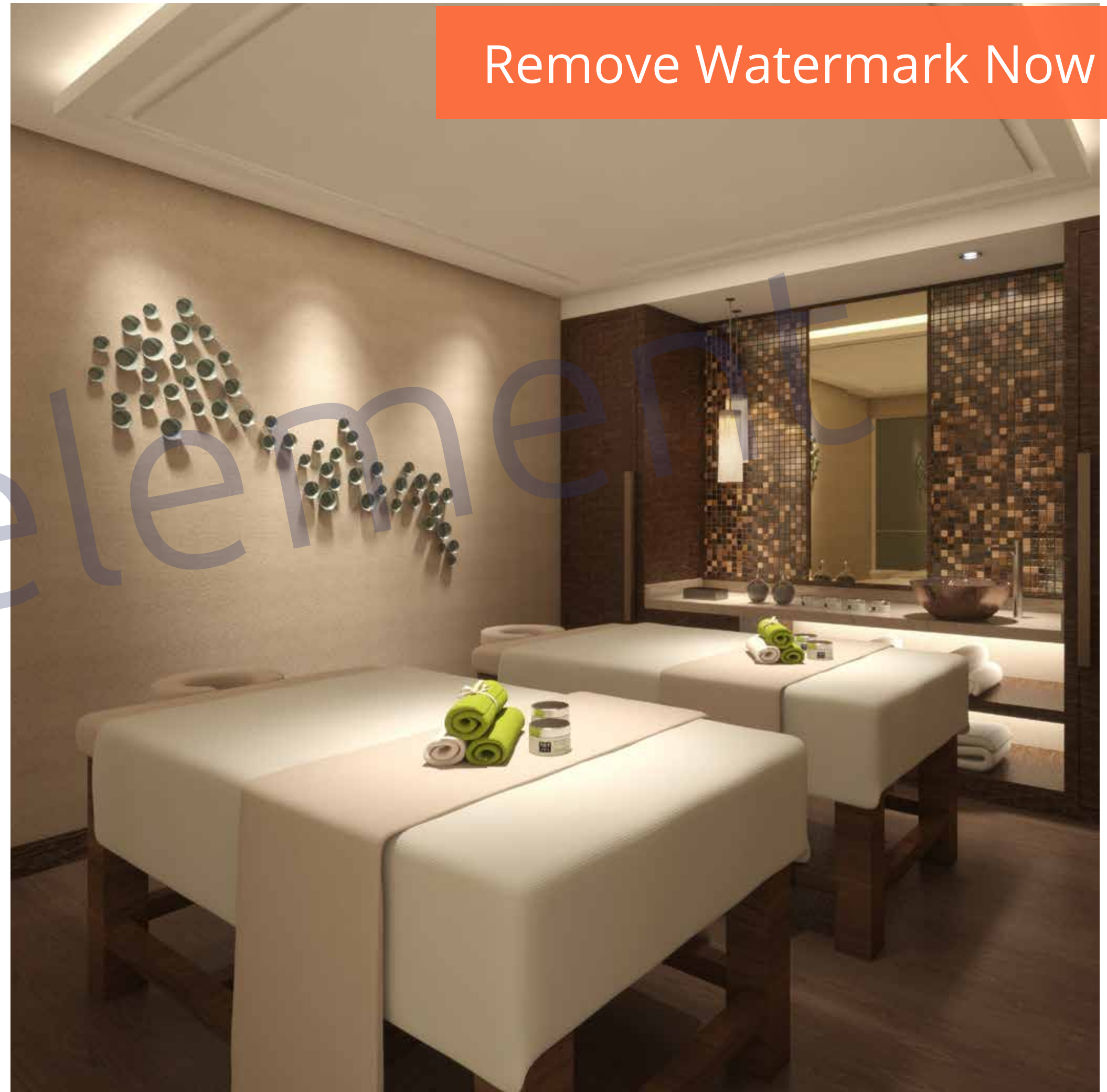
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SETAI SPA
TEL AVIV



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RELIEVE THE TENSION.
CONNECT TO YOURSELF

The Setai Tel Aviv is committed to health and wellness, and offers a full-service spa with seven treatment rooms, an extensive menu of relaxing treatments for the body and soul, and a traditional Turkish Hammam - a nod to the property's Ottoman heritage. The Setai Tel Aviv's expert massage therapists are available at any hour and trained to accommodate even the most discerning spa enthusiast. A fully equipped gym — with private locker rooms and relaxation areas to freshen up or unwind — are available for 24/7 use. Manicure, pedicure, and hair salon services by the hotel's team of seasoned professionals are also available by appointment.



INDULGE IN PREMIERE HOSPITALITY

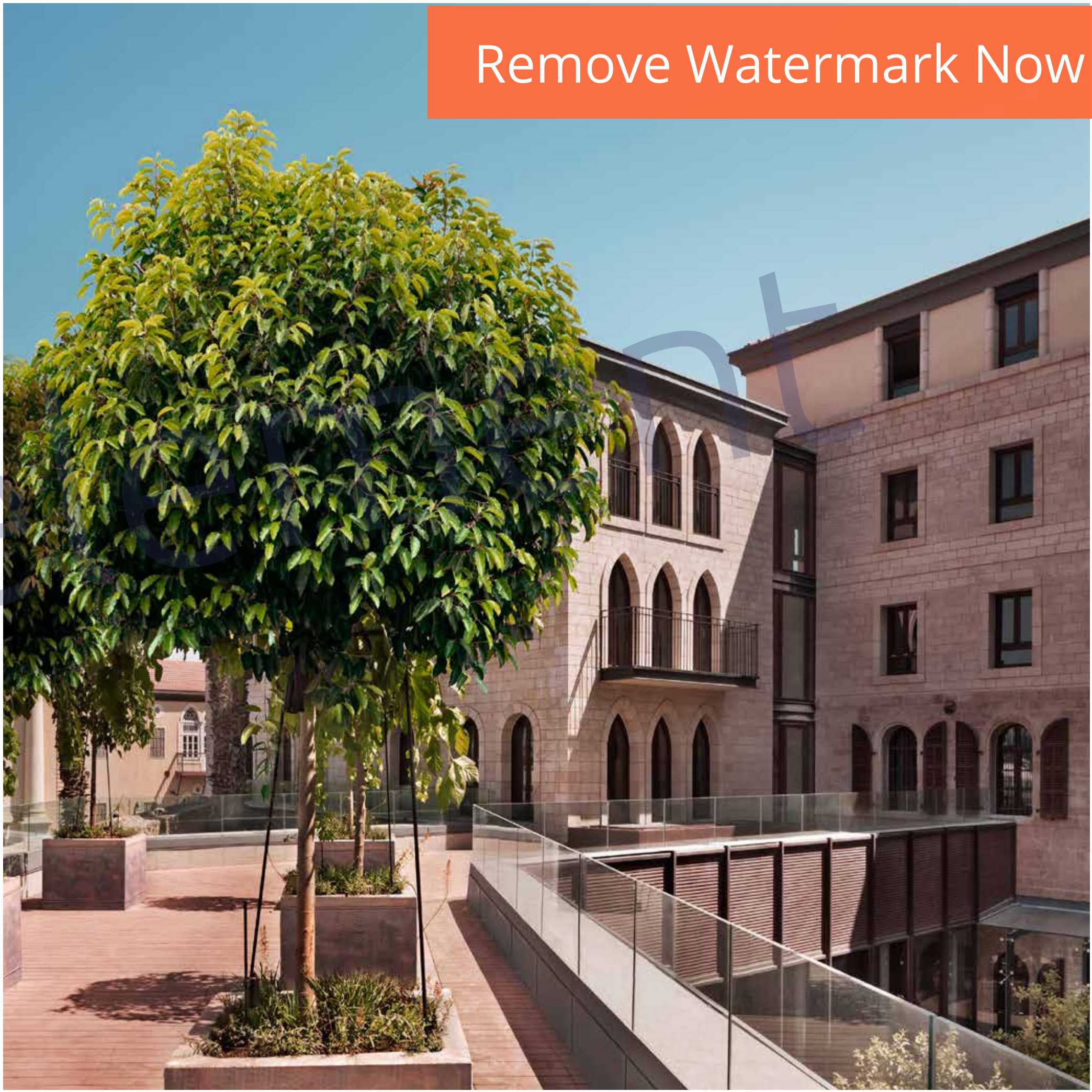
Whether our guests are here for business or pleasure, The Setai Tel Aviv caters to every last need and request. The hotel's historic design and elegance transports guests back to an era of lavish comfort and bygone luxury, while contemporary amenities keep guests connected to the world around them. The Setai Tel Aviv offers a selection of conference rooms and meeting spaces, and an event hall which can seat up to 200 visitors.

The Setai Tel Aviv, at your service

THE SETAI TEL AVIV, AT YOUR SERVICE

- | | |
|-----------------------------------|------------------------|
| • 24/7 Reception | • Fitness and Wellness |
| • Concierge Service | • Infinity Pool |
| • Parking Garage | • Spa |
| • Conference Room / Assembly Hall | • Luxury Boutique |
| • Synagogue | • Executive Lounge |

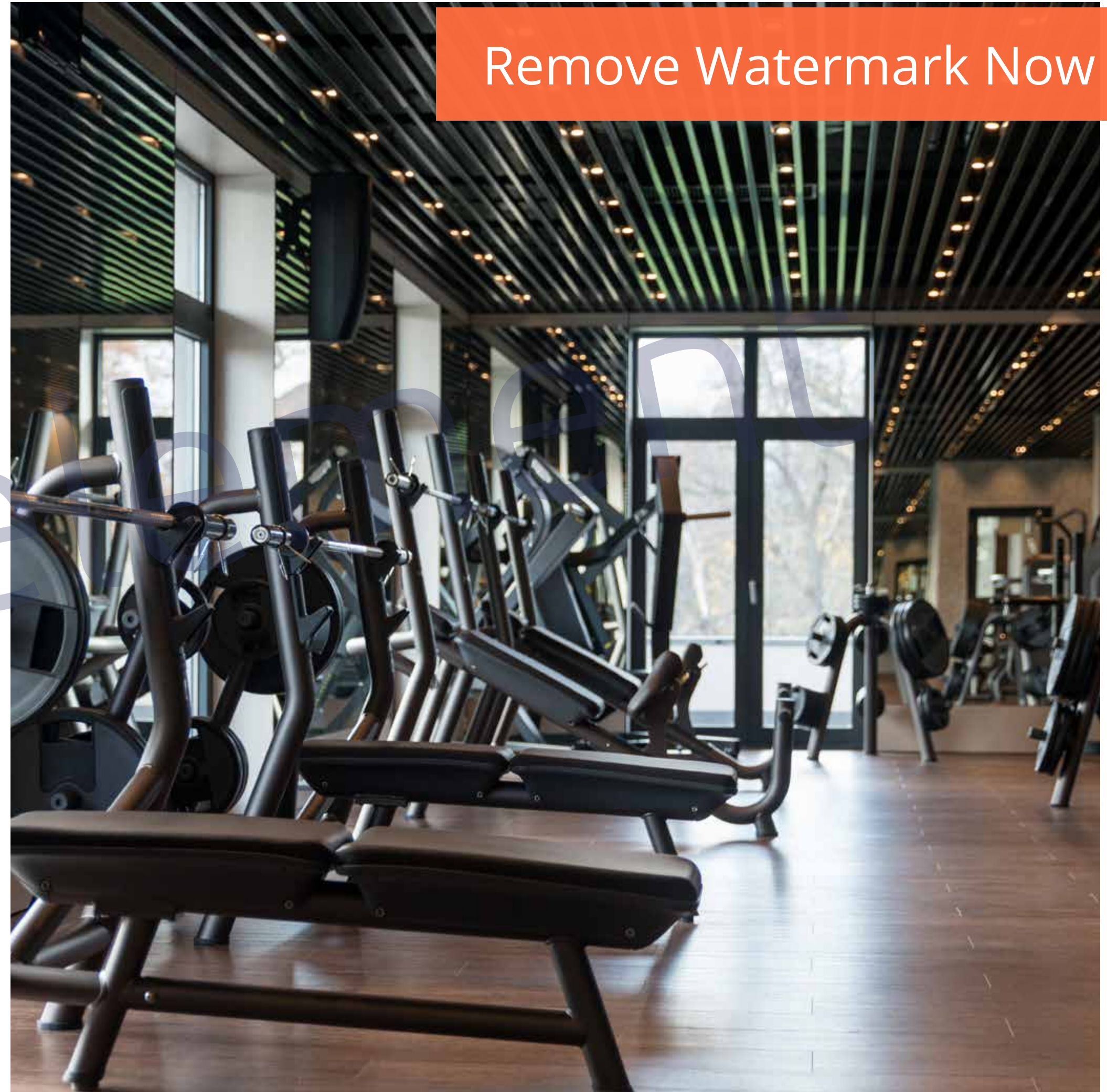
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THE FITNESS & WELLNESS CENTER AT THE SETAI TEL AVIV

From a personalized morning training session to a workout in between meetings and family events, the Fitness & Wellness Center At The Setai Tel Aviv is a sanctuary of health and sport, boasting state-of-the-art machines and free weights, dressing rooms equipped with shower facilities.

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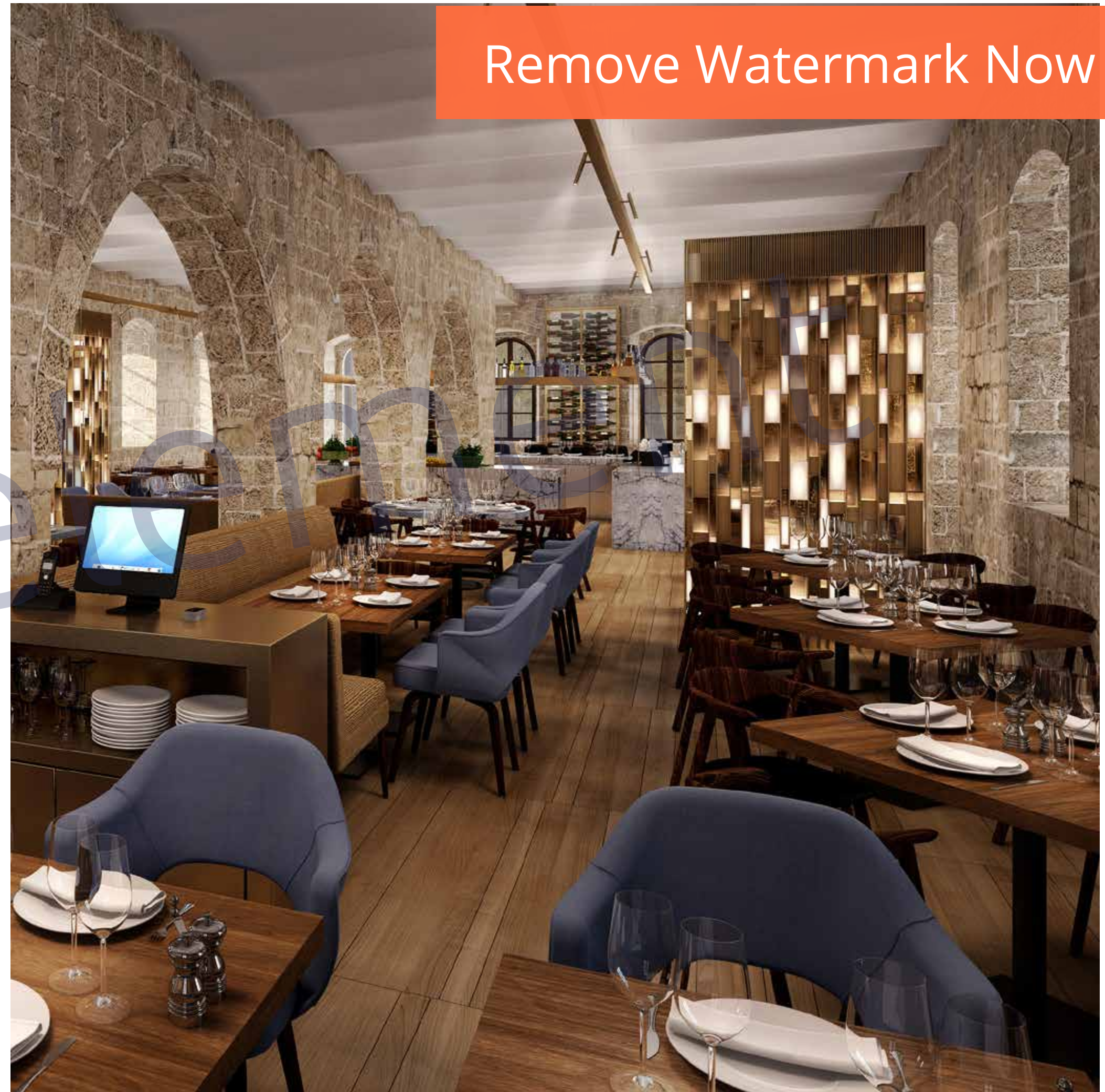
DINING AT THE SETAI TEL AVIV

The Setai Tel Aviv celebrates the best of Israeli food culture, while also honoring the culinary heritage of Jaffa and the property's Turkish roots. Whether dining privately in the room or at our Fine Dining Restaurant, guests will be treated to the best in seasonal, thoughtful, local fare. Jaya, the Setai Tel Aviv's innovative lobby-level Restaurant, opens up onto a tree-lined courtyard where a daily breakfast and lunch/dinner menu is served. The hotel's beating heart, The Setai Bar, is located just off of the lobby and serves hand-crafted cocktails and fine international and Israeli wines from a centerpiece bar of custom Brazilian blue marble, designed by BARANOWITZ + KRONENBERG architects. As customary during British rule over Jaffa, The Setai Tel Aviv offers a traditional British High Tea Service of teas, scones and sandwiches.



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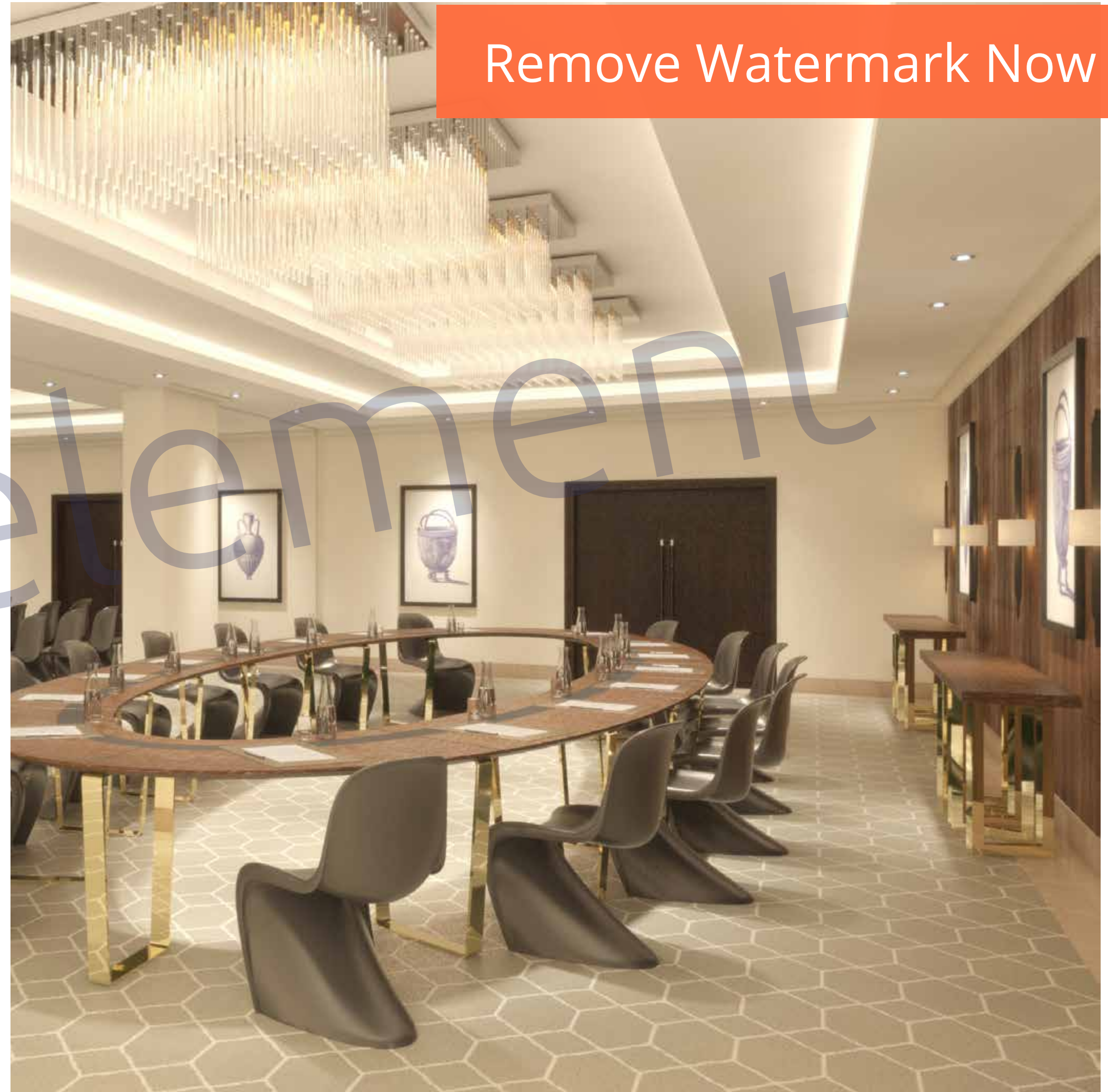
THE SETAI TEL AVIV CONFERENCE & BANQUETING SPACES

The Setai Tel Aviv is equipped with four state-of-the-art meeting spaces and banquet halls that can accommodate any range of private events, from board meetings & conferences to birthdays & weddings.

The Hadarim Hall — the largest of the four spaces — sits at 13x14 square-meters and can comfortably accommodate between 140 and 200 people. It features a large-scale projection screen that descends from the ceiling, as well as a corresponding video projector. Seating can be arranged banquet-style, theater-style, or in whatever arrangement best suits the occasion.

The three meeting rooms range from 4x7 to 6.5x7-square-meters, the largest of which can fit up to 60 people with theater-style seating. The meeting rooms are equipped with flat screen TVs, transportable podiums and stages, high-speed WiFi and all the necessary audio/video trappings to facilitate a successful event.

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DELUXE SUITE

The Setai Tel Aviv's four 47-square-meter Deluxe Suites boast private balconies or oversized windows with sunbathing beds to take in the Mediterranean breeze and views of the Tel Aviv coastline. A prestigious and luxurious villa, the Deluxe Suites includes extended living room space and an additional restroom. Ideal for entertaining or hosting a family (a plush fold out couch is perfect for up to two children), Deluxe Suites also include:

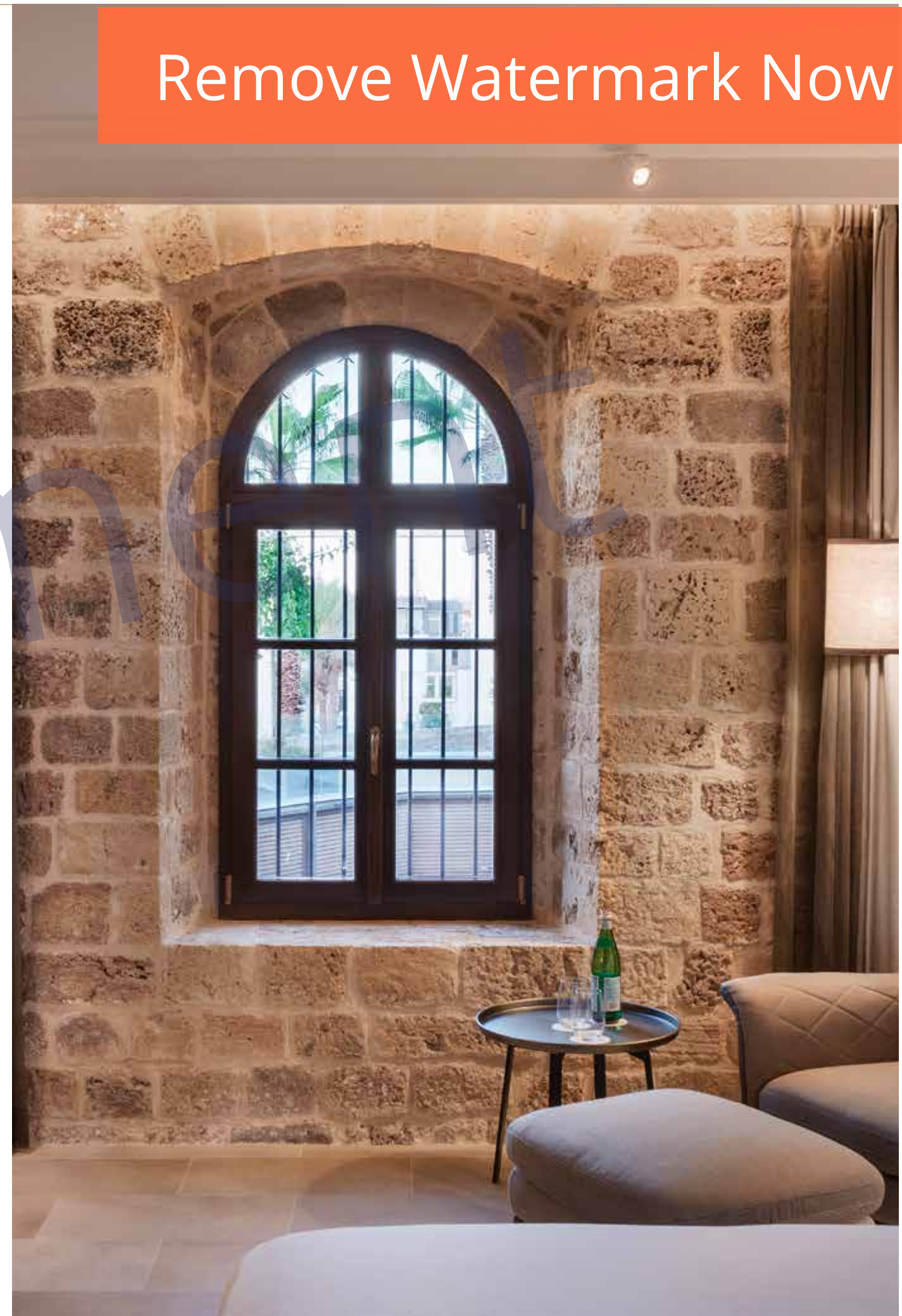
- > Handmade King Size Bed by Ara Design
- > Spacious Balcony overlooking Tel Aviv
- > %100 Cotton Linens
- > Rainfall shower
- > Granite Bathtub
- > Locally-designed beach bag for use throughout stay
- > Digital thermostats
- > High-definition LED TVs
- > Nespresso coffeemaker
- > Minibar
- > Daily national and international newspaper service
- > Professional laundry and dry-cleaning services
- > 24 hour in-suite dining
- > Complimentary High Speed Wifi
- > Complimentary international calls
- > Complementary access to Executive Lounge

**The Suite caters for a maximum capacity of two adults with two children between ages 12-2 years old.

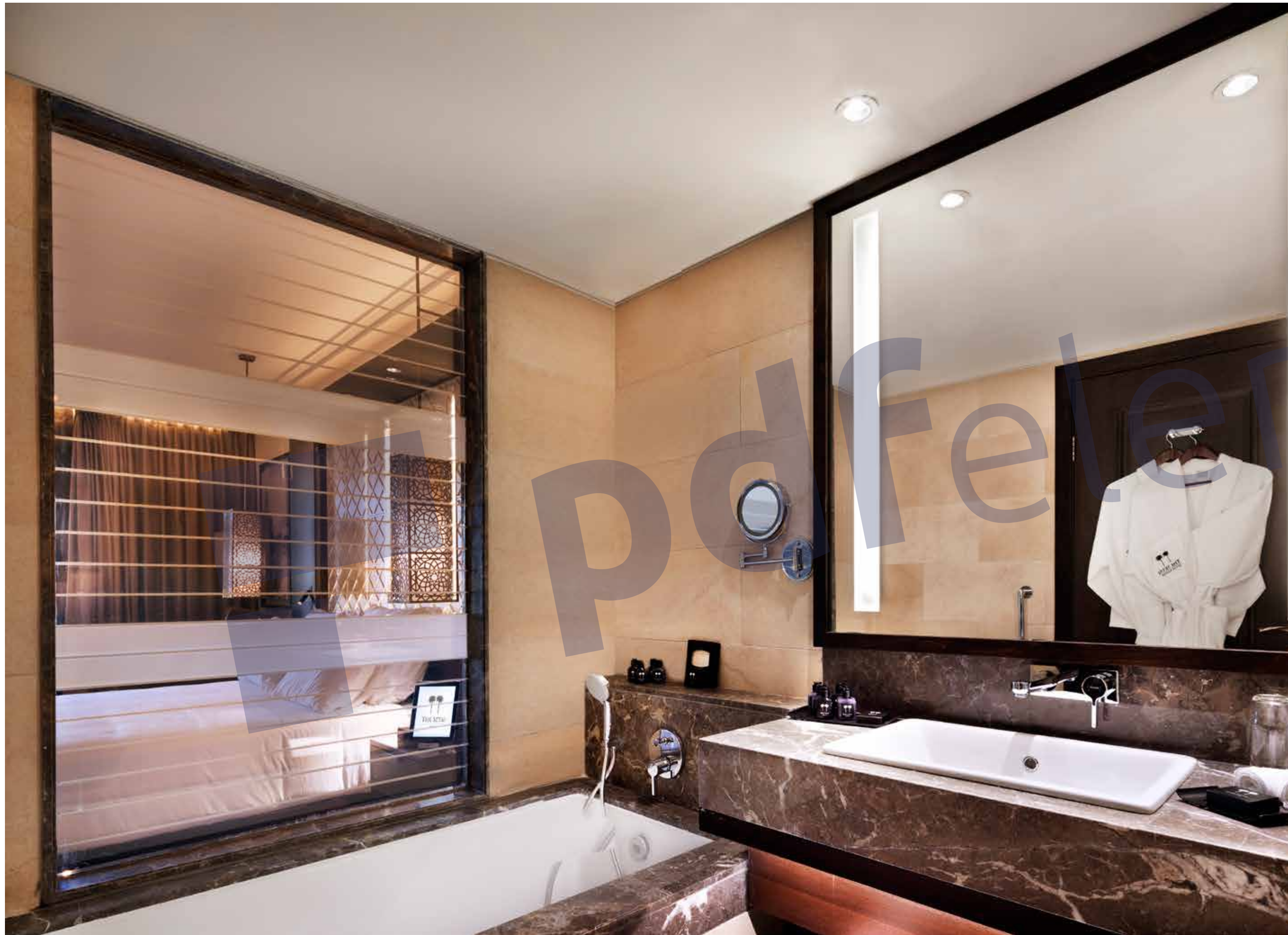
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A DELUXE ROOM



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PREMIUM SUITES

Premium/Royal Suites

The Setai Tel Aviv's 65-square-meter Premium Suites are regally appointed, with panoramic views of the Mediterranean Sea, infinity pool and the Tel Aviv skyline. With private balconies perfect for sunbathing, spacious living areas and master bathrooms with double vanities, the three Premium Suites can accommodate two adults and two children (up to age 12), and include:

- > Handmade King Size Bed by Ara Design
- > Locally-designed beach bag for use throughout stay
- > %100 Cotton Linens
- > Rainfall shower
- > Oversized Granite Bathtub
- > Digital thermostats
- > High-definition LED TVs
- > Nespresso coffeemaker
- > Extensive Minibar offerings
- > Daily national and international newspaper service
- > Professional laundry and dry-cleaning services
- > 24 hour in-suite dining
- > Private Balcony
- > Complimentary High Speed Wifi
- > Complimentary international calls
- > Complementary access to Executive Lounge

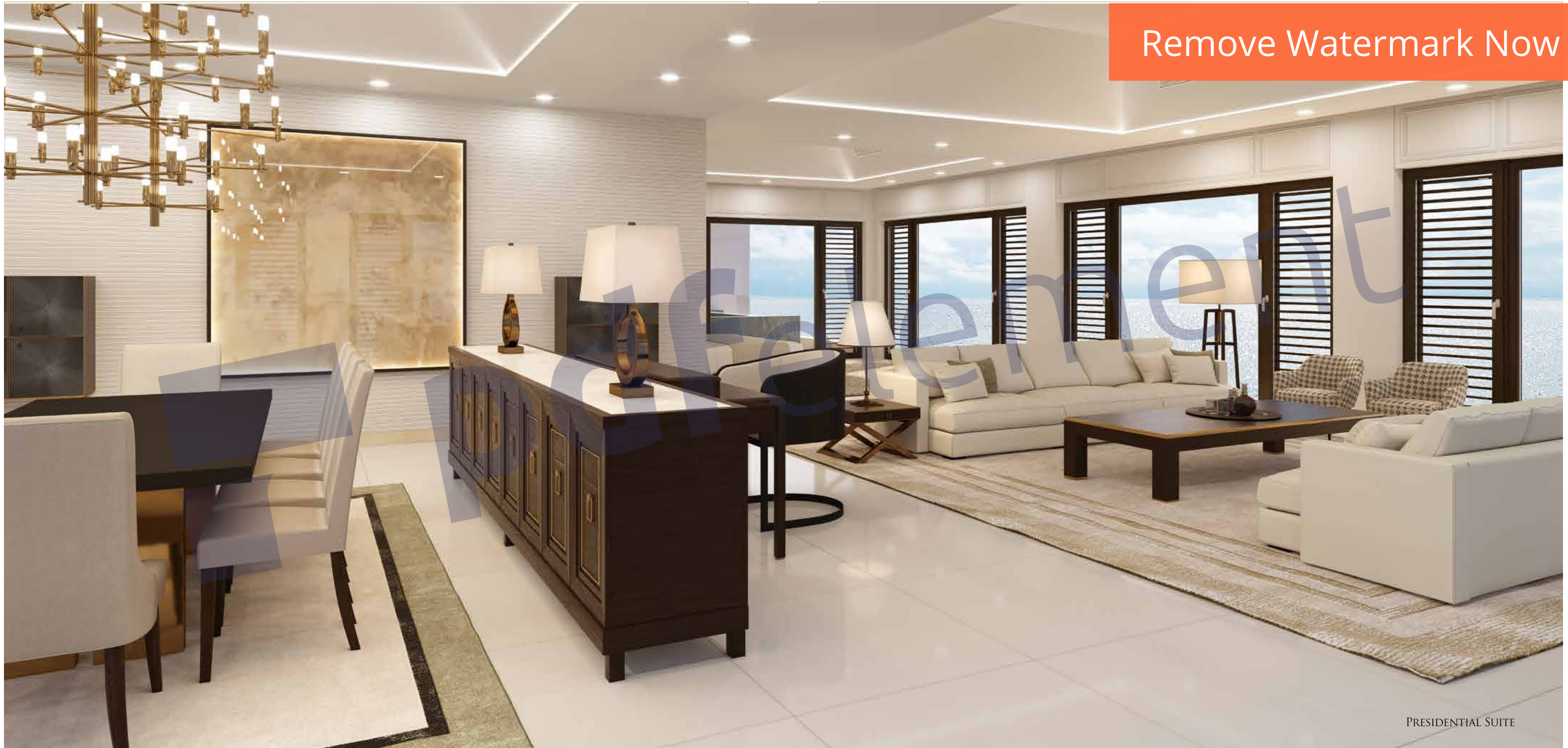
**The Suite caters for a maximum capacity of two adults with two children between ages up to age 12.



PRESIDENTIAL SUITE



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PRESIDENTIAL SUITE

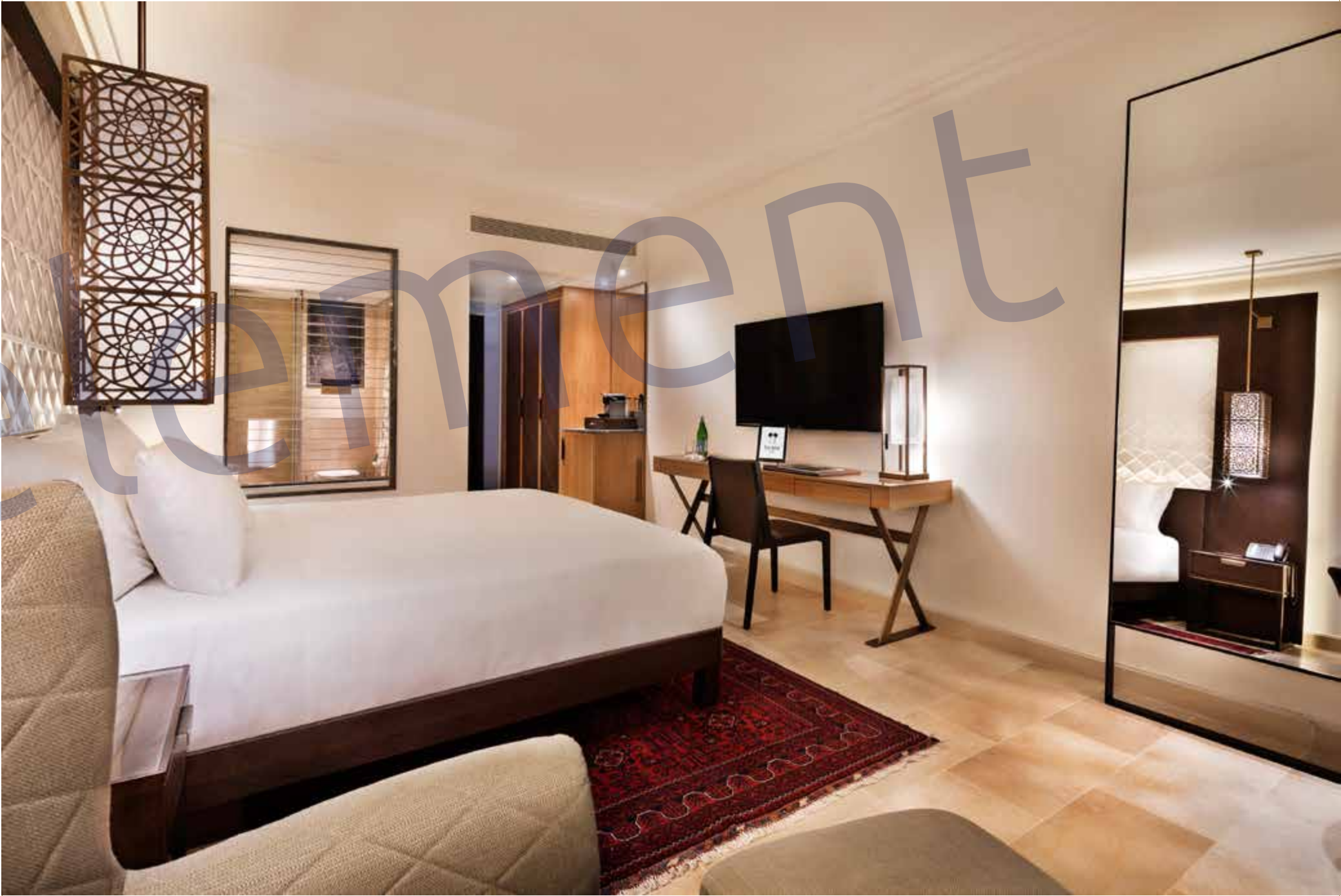
GUEST ROOMS

C

atering to the most discerning traveler, and offering impressive sea views, The Setai Tel Aviv's Guest Room accommodations also include:

- > Handmade King Size Bed by Ara Design
- > Locally-designed beach bag for use throughout stay
- > %100 Cotton Linens
- > Rainfall shower
- > Granite Bathtub
- > Digital thermostats
- > High-definition LED TVs
- > Nespresso coffeemaker
- > Minibar
- > Daily national and international newspaper service
- > Professional laundry and dry-cleaning services
- > 24 hour in-suite dining
- > Complimentary High Speed Wifi
- > Complimentary international calls

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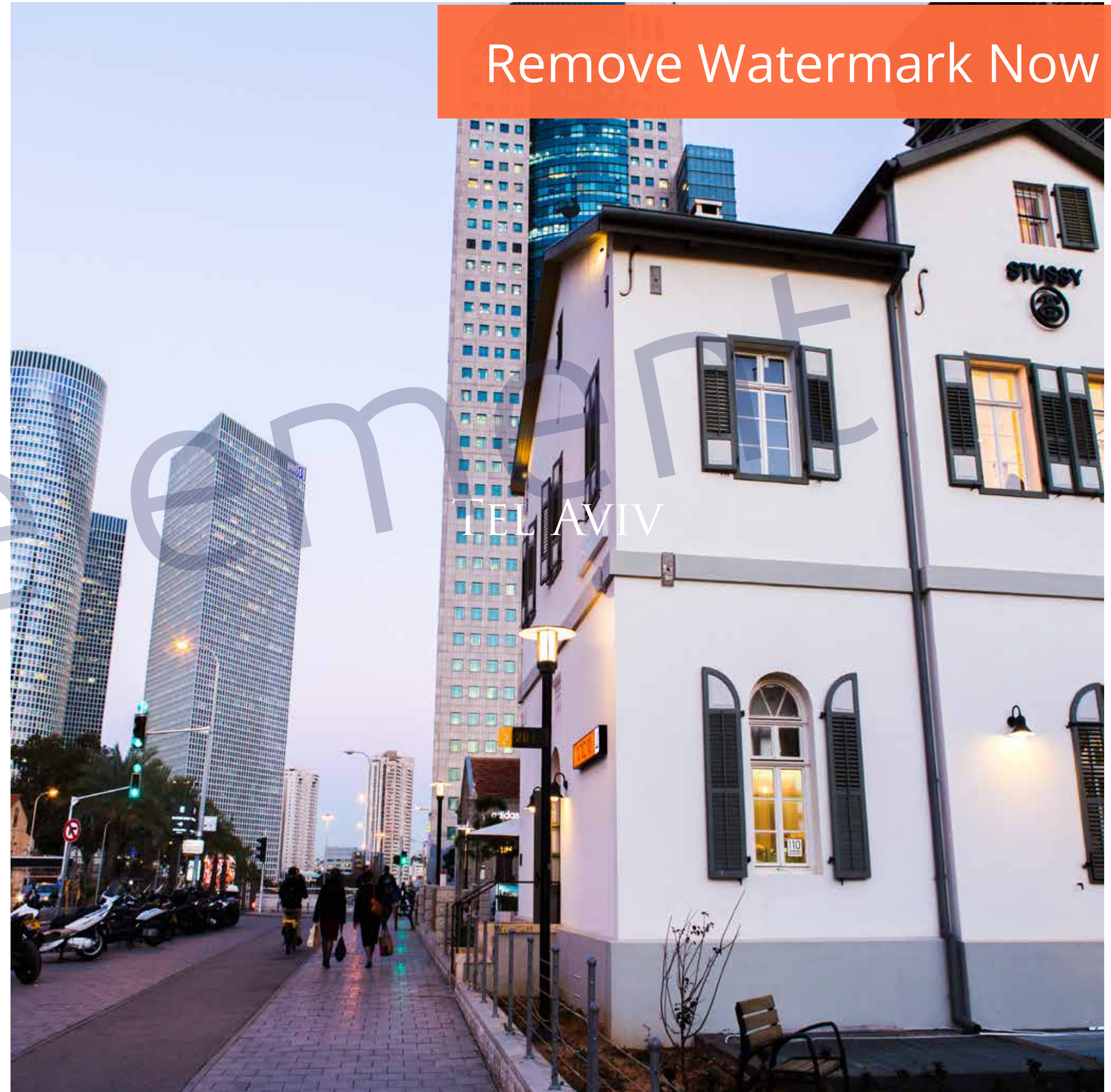
CONNECT TO A TIMELESS CITY

Originally constructed as a fortress during the Crusader period and used as a prison during the Ottoman period, the site of The Setai Tel Aviv is drenched in history, culture and architectural heritage of the ancient port city of Jaffa. The original building has been meticulously restored to its original grandeur a lengthy preservation process spearheaded by the Israel Antiquities Authority, including extensive archeological digs that unearthed artifacts dating all the way to the Crusader period (12th-century). A large archway is the crux of the building and stands at its entrance, bearing the original seal of Abdul Hamid II, 34th Sultan of the Ottoman Empire.

The original “Kishle” has been restored or recreated to the highest standard of preservation, including woodwork and ironwork on the facades of several of the rooms and windows of the property’s dining facilities. The front and rear courtyards throughout The Setai Tel Aviv were restored by expert smiths of stone, iron, and woodwork.

Today The Setai Tel Aviv is comprised of its existing structures from the Crusader period, and two additional floors along with as a new auxiliary wing designed to reflect the style of the historic structures. Signs of the building’s fascinating antecedents can be found throughout the hotel, from the 12th century cobble work thru the Crusader and Ottoman times up until today in modern Israel.

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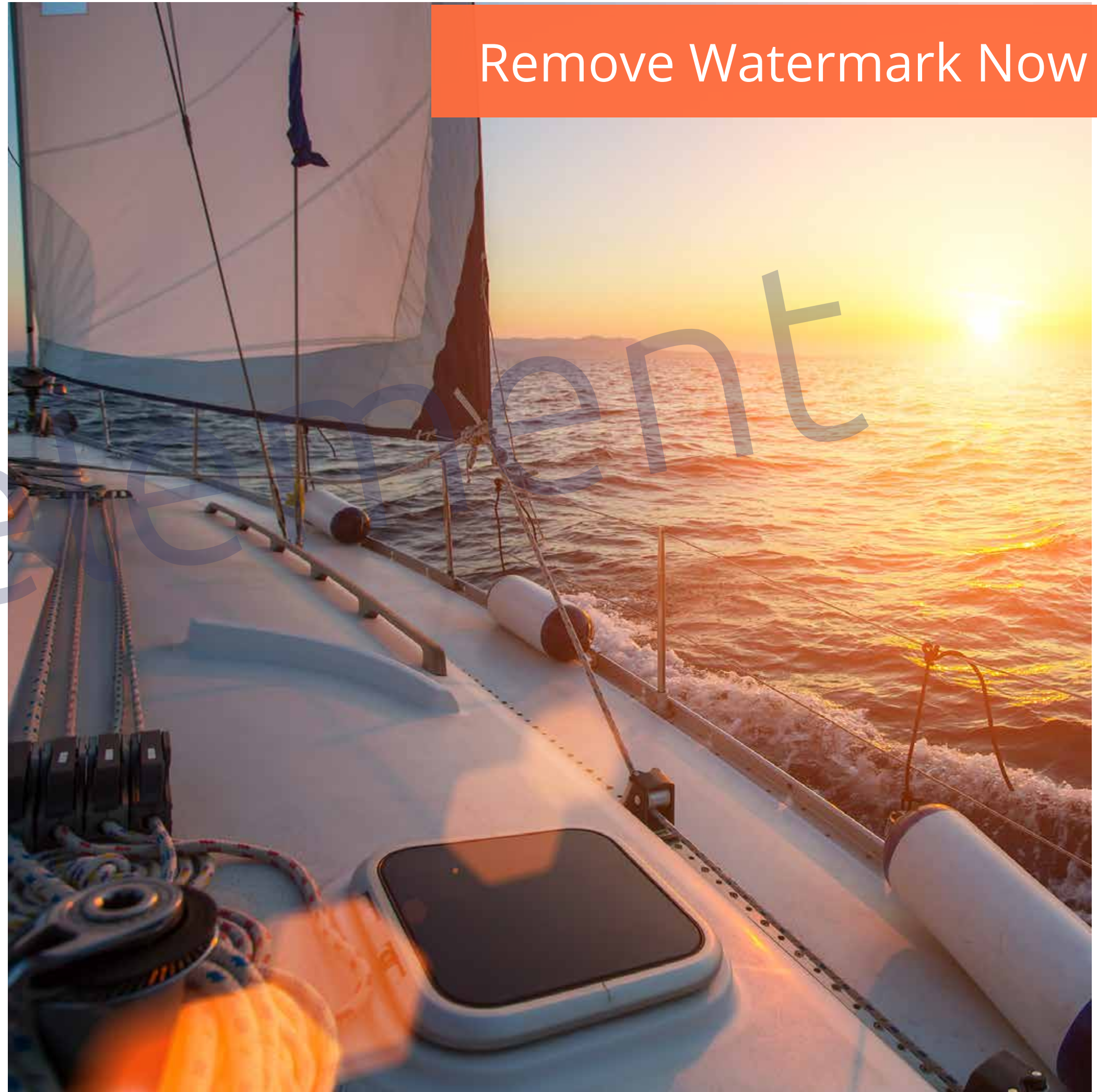


THE LEGEND OF JAFFA COMES ALIVE

From its expansive and colorful harbor — replete with restaurants, cafes, galleries, shops and markets — to its famously cobbled Old City streets and vibrant Flea Market, Jaffa is a world class destination with its own unique Mediterranean Flair. Bask in nearly year-round sunshine, walk along the seaside promenade or explore the treasure trove of cultural gems in the micro-metropolis that surrounds The Setai Tel Aviv.



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CONTEMPORARY MEETS CLASS IN TEL AVIV'S NEVE TZEDEK DISTRICT

Built by early settlers on the sand dunes of the port of Jaffa, Neve Tzedek is the Tel Aviv's most historic village. Established in 1887 by a group of Jewish families led by businessman Aharon Shlush, this area outside of Jaffa, known today as Tel Aviv's Neve Tzedek neighborhood, quickly became a haven for artists and writers. Among those early settlers were future Nobel prize laureate Shmuel Yosef Agnon, his friend and mentor Haim Bialik, and artist Nachum Gutman, who are known today as Tel Aviv's pioneering creative class. Neve Tzedek's ideal location makes it a bastion of tranquility and charm in the heart of urban Tel Aviv. Classic and contemporary meet to create a unique ambience unlike anything else in Tel Aviv. Visitors wandering along Neve Tzedek's picturesque streets will encounter a longstanding tailor's shop next door to a cutting-edge fashion boutique alongside stunning Ottoman-style buildings where contemporary dance troupes are rehearsing for their next performance. This creativity is the source of the magic that makes Neve Tzedek a gem among Tel Aviv neighborhoods.



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DISCOVER THE WHITE CITY

Tel Aviv-Jaffa is a modern metropolis on the Mediterranean where the State of Israel was declared by Prime Minister David Ben Gurion in 1947. A city unlike any other, Tel Aviv-Jaffa is drenched in history, culinary arts, and culture, from the ancient alleyways and clandestine streets of Jaffa's port, to the verdant Rothschild Boulevard and the Bauhaus-lined streets around HaBima Square & Tel Aviv Museum of Art. Referred to as 'The White City', for its collection and ranked by National Geographic as one of the "top 10 World's Best Beach Cities," Tel Aviv and its many restaurants and cafés, art galleries and understatedly chic establishments inspire and delight the senses of even the world's most discerning jetsetter.



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