



World Jewish Travel

TRAVEL ● DISCOVER ● CONNECT



EBOOK CREATION
GUIDEBOOK

About us



World Jewish Travel provides an innovative digital platform to promote Jewish cultural travel worldwide



Our demographics include a variety ages and genders, with most traffic coming from the USA, Canada, Israel, Russia, and the UK



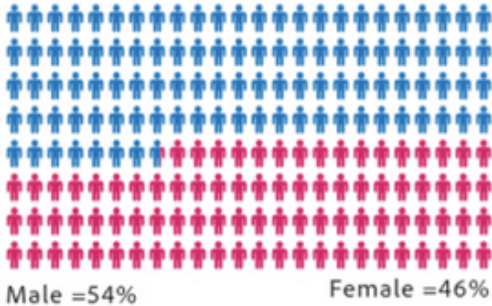
Service and content partners make up the majority of the WJT site, allowing users to find exciting and unique Jewish sites and experiences around the world



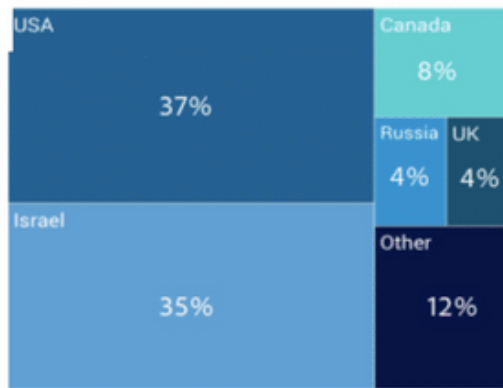
We allows users to manage their own businesses and listings by providing personalized dashboard, directly on the website

Current demographics

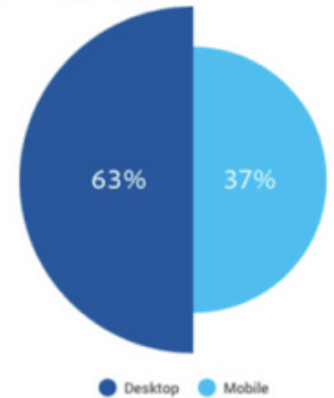
GENDER



GEOGRAPHIC LOCATION



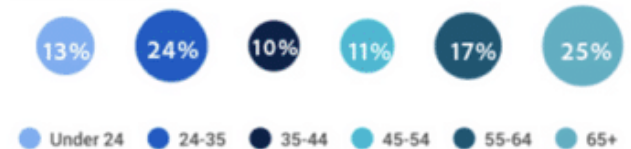
DEVICE USAGE



LANGUAGES



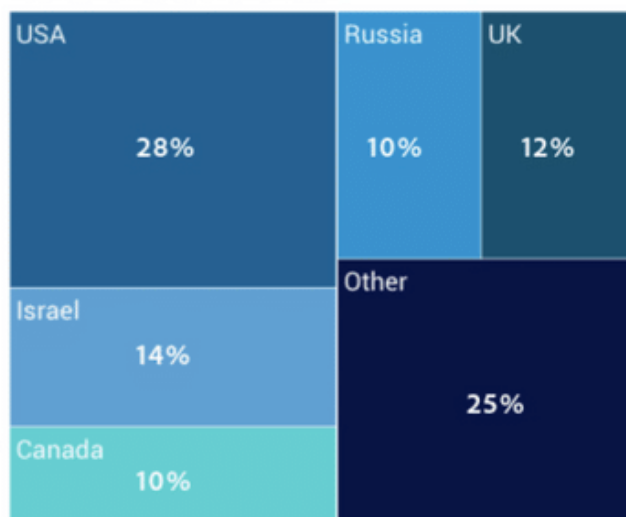
AGE GROUPS



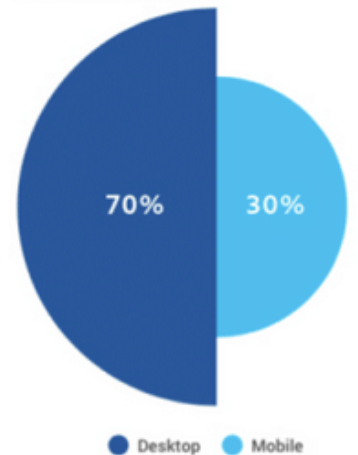
Venice E-book

**INSTAGRAM +
GOOGLE ADS**

GEOGRAPHIC LOCATION



DEVICE USAGE



LANGUAGES



Why collaborate with us

- Access a broader target audience with international reach
- Drive visitors to your sites and events at no extra cost to you
- Access to a niche target audience with a large tourism-income potential
- Promoting local Jewish tours, sites and events through raising awareness of undiscovered Jewish cultural sites
- Ready-to-use digital platform makes promoting your local Jewish tourism simple, quick and accessible.

Purpose of writing an eBook:

eBooks are an all-inclusive guide experience. They provide tourists a complete overview of everything and anything that might be of interest, complete with recommendations, sites, tours and guides and even more.

eBooks are broken into several sections:

- General Information
- Sites
- Events
- City Trail
- Tour
- Tour Guides



Each section will be explained in detail with samples from previous World Jewish Travel eBooks.

Please note that the recommended eBook size is 20 MB

General Information

This sections should be around 400 words in length. Describe the city/country you're writing about, giving a little bit of background from a Jewish perspective.

Questions you might like to answer include:

- When did the Jews arrive to the country/city?
- Why did they arrive (e.g. expulsion, migration etc)?
- Which regions/areas did they live in? In ghettos? Specific roads?
- What types of work and roles did the Jews play in society?
- What other significant events happened to the Jews of this country/city, e.g, they staged an uprising, they established a famous synagogue etc)?
- How did the Jewish community fare in WW2/the Holocaust?
- How many Jews lived here before and after the Holocaust?
- How did the country/city commemorate the Jews lost in the Holocaust?

Add 5 facts afterwards. The facts should be one sentence each. Try to include information on any exciting Jewish-related facts, such as:

- The number of synagogues
- The year/time period the Jewish community was established in the city/country
- Famous Jewish figures from the city/country
- Any other exciting Jewish-related facts

Sites

These are divided into sections - must-see sites, restaurants, and hidden gems

Each site must have one main photo, one secondary photo, one map with additional information (street address, phone number and website)

Must-See Sites

- 5-6 Must-See Sites
- These can include museums, Holocaust memorials, synagogues or otherwise - if it's unmissable, then include it!
- Give a 100-word summary of the site, as well as a 100-word 'the story behind' of the site (e.g. - how the site is/was used, why it's significant to the Jewish population, what it's used for today)

Hidden Gems

- 2-3 Hidden Gems
- These could include memorials, museums or anything which isn't as well-known as the Must-See Sites.
- Give a 100-word summary of the site, as well as a 100-word 'the story behind' of the site (e.g. - how the site is/was used, why it's significant to the Jewish population, what it's used for today)

Restaurants

- 2 Restaurants
- These do not need to be Kosher, but Jewish style/Israeli.
- Give a 100-word summary of the restaurant, as well as a 100-word 'the story behind' reason (or two) why it's a recommended restaurant (e.g. 'they have 6 types of hummus')

Depending on the content length, sites will either take up one or two pages in the eBook. Notice that the page is divided into the site summary and "the story behind."



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Museums

JEWISH HISTORICAL MUSEUM

The Jewish Historical Museum (Joods Historisch Museum in Dutch), established in 1932 stands in the center of Amsterdam devoting itself to Jewish history, culture and religion in the Netherlands and abroad. Located in the Jewish Quarter, the museum prides itself in being the only one in the country of its kind. Comprised of four former Ashkenazi synagogues, the museum is home to a vast array of historical artifacts ranging from everyday objects to art - all giving insight to the different aspects of Judaism in the Netherlands, both past and present. The JHM Children's Museum, is yet another unique aspect, presenting relevant Jewish artifacts through interactive presentations, appealing to the younger generation. Two temporary exhibitions are on display at any given time, varying in the arts or cultural history, as well as a permanent exhibition showcasing subjects such as the role of Judaism and the influence that Jewish and Dutch culture have on one another.



Read more @ [WJHPedia](#)

The Story Behind: The Weighing House

Originally at the Weighing House (Vaag in Dutch), the museum has since gone through several rebirths. The first closure was forced during the Nazi occupation, causing a major loss in the collection. 1955 saw the reopening of the museum at the original location on Nieuwmarkt Square. The museum relocated in 1987 near Waterlooplein, where it remains today and was awarded the Council of Europe Museum Prize in 1989, in recognition for the collection as well as the impressive exteriors.



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Restaurants

HUMMUS BISTRO D&A

Westerstraat 136

+31 (0)20 34 16 487

Visit Website

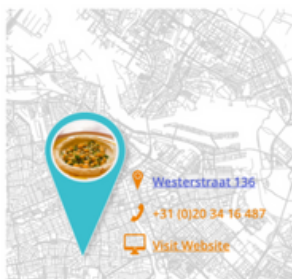
If you are in need of some traditional Middle Eastern bites, head over to beloved Hummus Bistro, nestled on one of the largest streets in Jordaan, Westerstraat. Serving all types of delicious treats, including six types of hummus (yes, six!), falafel, shakshuka, eggplant and mezze, this bistro is not to be missed. The presentations and flavors are fantastically authentic, as is the bistro's simple yet comfortable interiors and friendly staff. Setting itself apart from the many try-hard hummus spots around the city that tend to not satisfy true hummus lovers, this spot is a must try. Open from 11:00-23:00, this prized culinary delight will surely not disappoint when those cravings come in.



Read more @ [WJHPedia](#)

The Story Behind: The Cuisine

Appealing to vegetarians and meat-lovers, traditional and modern palates alike, this popular bistro offers different takes on a customary dish. The hummus recipe in its finest form is comprised of the almighty chickpea, tahini, garlic, olive oil, lemon juice and salt. Bistro D&A welcomes a wide variety of fans, ranging from those who want a no-nonsense hummus dish, to those looking to spice up their lives a little and explore the different flavors of the Mediterranean.



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Restaurants

BAKERY LAROMME

Kastelenstraat 69

+31 20 644 7567

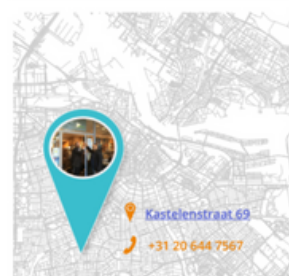
Bakery Laromme, in the Buitenveldert district, offers visitors baked kosher goods as well as imported treasures such as hummus and Bamba for those missing the flavors of home. A range of freshly baked treats including rugelach, challah, cakes and cookies in addition to hard to find groceries are what keep customers returning to this family style deli.



Read more @ [WJHPedia](#)

The Story Behind: The Cuisine

The Netherlands in the 1500s was a country of religious tolerance and acceptance at a time when many other European countries forbid it. Due to this open-mindedness, large numbers of Jews, both Sephardic and Ashkenazi, began emigrating, bringing their traditions, religious practices and recipes along with them. One of the most prominent dishes to have made a name for itself is the 'Zeeuwse Bolus' a sweet sticky spiral bun, covered in cinnamon and sugar.



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Events

Detail 3 Jewish-related events occurring annually in the city/country you're writing about. These can be festivals or shows - just make sure they're recurring!


Give an 100-200 word summary on the origins of the event, a summary and the appeal of the event. Who attends it, and why? How long has the event been running? Give a date/general date when the event is held, e.g, 'Traditionally held in May'. Find details of -


- The street number of where the event takes place
- A Google Map link
- A phone number
- The event's website

Give an 100-200 word 'Story Behind' - who founded the event? In what year? Why? How has the event changed over the years?




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 Events

INTERNATIONAL JEWISH MUSIC FESTIVAL

2017 marks the 20th annual celebration hosted by The International Jewish Music Festival (IJMF). The event is back yet again and is sure to attract an eclectic array of musicians, music lovers and culture buffs. IJMF has continually dedicated themselves to celebrating and promoting Jewish music, throughout the Netherlands and around the globe. The charitable foundation strives to lessen the gap between performers and audiences, while growing the musicians' reach, furthering international knowledge of the music itself. The IJMF works towards their goal by producing concerts, educational activities and competitions. This year marks the fifth bi-annual International Jewish Music Competition, welcoming renowned and upcoming artists who represent all genres from around the world. Priding themselves as 'the world's only all-genre Jewish Music Competition', attendees can expect entertainment from a largely diverse set of over 100 performers, ranging from classical to rock, pop to jazz, folk to world music and everything in between!





[Read more @ WJHPedia](#)

The Story Behind:
Mira Rafalowicz




Mira Rafalowicz (1941-1998) pioneered this unique foundation as the International Yiddish Festival in 1993. An expert in her field, Rafalowicz initiated a movement of workshops and concerts to showcase Yiddish culture and music, involving individual artists as well as bands dedicated to Klezmer music (traditional Ashkenazi music from Eastern Europe). Over the years, the category of 'Jewish music' became increasingly popular, at which time the foundation chose to expand its platform to a wider variety of artists, thus appealing to an international audience.

EVENT DETAILS

 Uilenburgerloei
Nieuwe Uilenburgerstraat 91
1011 LM, Amsterdam

 DeLaMar Theater, Marnixstraat 402
1017 PL, Amsterdam, Netherlands
DeLaMar Theatre 31 20 555 2627

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Trails

A 'trail' is a suggested walking tour, consisting of various recommended sites. All trails must be walking distance. All trails should have 5-6 sites, one of which has to be a restaurant.

You'll need one main photo and one secondary photo of the trail, as well as a map and picture of each site mentioned. Each site on the trail should be - 200 words per site, Give a brief overview about why the site is included in the trail, what visitors should expect to see and why the site is significant.

The trail will take up 2 pages in the eBook shown below. These sites do not have individual descriptions, but they can overlap with any of the sites from the sites sections.

TRAIL OF THE JEWISH AMSTERDAM - INDEX

National Holocaust Museum 01

Portuguese Synagogue 02

Jewish Historical Museum 03

Anne Frank House 04

Hummus Bistro 05

TRAIL OF JEWISH AMSTERDAM

Amongst the quaint streets that line Amsterdam's famous canals, are the vast numbers of cultural and historic sites to be explored. Hit the ground running in the old Jewish Quarter or 'Jodenbuurt' in Dutch, in Amsterdam's Centrum-Oost, de Plantage. Your first stop will be at the National Holocaust Museum, which commemorates those who lived and lost their lives under the unimaginable German occupation during WWII. Next, you can take a scenic (and quick) stroll towards Waterlooplein, through the Hortus Botanical Garden and the Wertheimpark to the impressive Portuguese Synagogue. Crossing the street will land you

at the Jewish Historical Museum, comprised of four former Ashkenazi synagogues. Once done here you can walk through Dam Square, with its many attractions, and head to the Anne Frank House, another incredibly significant memorial in the city. After satisfying your appetite for history, walk over to the Hummus Bistro, just a few minutes away, where you can indulge on deliciously authentic bites and recharge for your next outing!

1 > National Holocaust Museum

2 > Portuguese Synagogue

3 > Jewish Historical Museum

4 > Anne Frank House

5 > Hummus Bistro

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Tours and Tour Guides

You must include 4 tours, and 4 recommended tour guides - 8 in total. For both tours and guides, follow this format:

- Name of the tour/guide
- Photo of the tour/guide
- Contact info
- Website for further information


Below you will find a sample of how the tour and guide page will appear. This section of the eBook does not include a description.

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 WJT

[Tours](#)

GREAT JEWISH TOURS



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Tone and Spelling Standardization

World Jewish Travel is a leisure-related site, themed around Jewish history and identity. As such, everything that appears on site needs to be exciting, lively and designed to enthuse - other than PR pieces (see below for more information on these).

Tone of voice

- Make your writing approachable - warm, trustworthy and as if you're talking directly to the reader.
- Make your writing lively and enthusiastic - make it sound active, rather than passive.
- Your writing should be down-to-earth, more casual than formal (but watch the slang), as well as knowledgeable, clear and to the point.

Spelling Standardization

- The site uses American English - no 'u's', double consonants or otherwise here! For more details of what constitutes American English, [see here](#).
- World Jewish Travel follows a standardized spelling of non-English and transcribed names - to check a certain city/food/name's spelling, type it into Google. Use Google's transcription. For example: Ra'anana has several different variations: Google standardizes it as 'Ra'anana'.
- It's best to check each non-English name typed, to avoid mistakes.

Photo Selection

The photography style of the WJT brand is one that evokes interest within the viewer, taken in a professional style. The imagery needs to use one element as a point of focus, to draw the eye to engage with the image. This can be a structure, an attraction, an object (food), a person, or a group of people.

Colors: Should be strong, bright, and clear

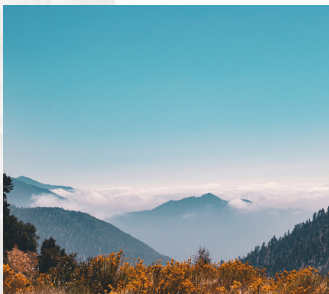
Places: Should include Jewish culture, but do not have to show Jewish symbols

Food: Should be Jewish-style & Mediterranean inspired

People: Should be natural, honest, and authentic.

Images must be authentic to the mission: adventure / inspirational images which are not related to Judaism should not be use

Examples of correct and incorrect imagery:



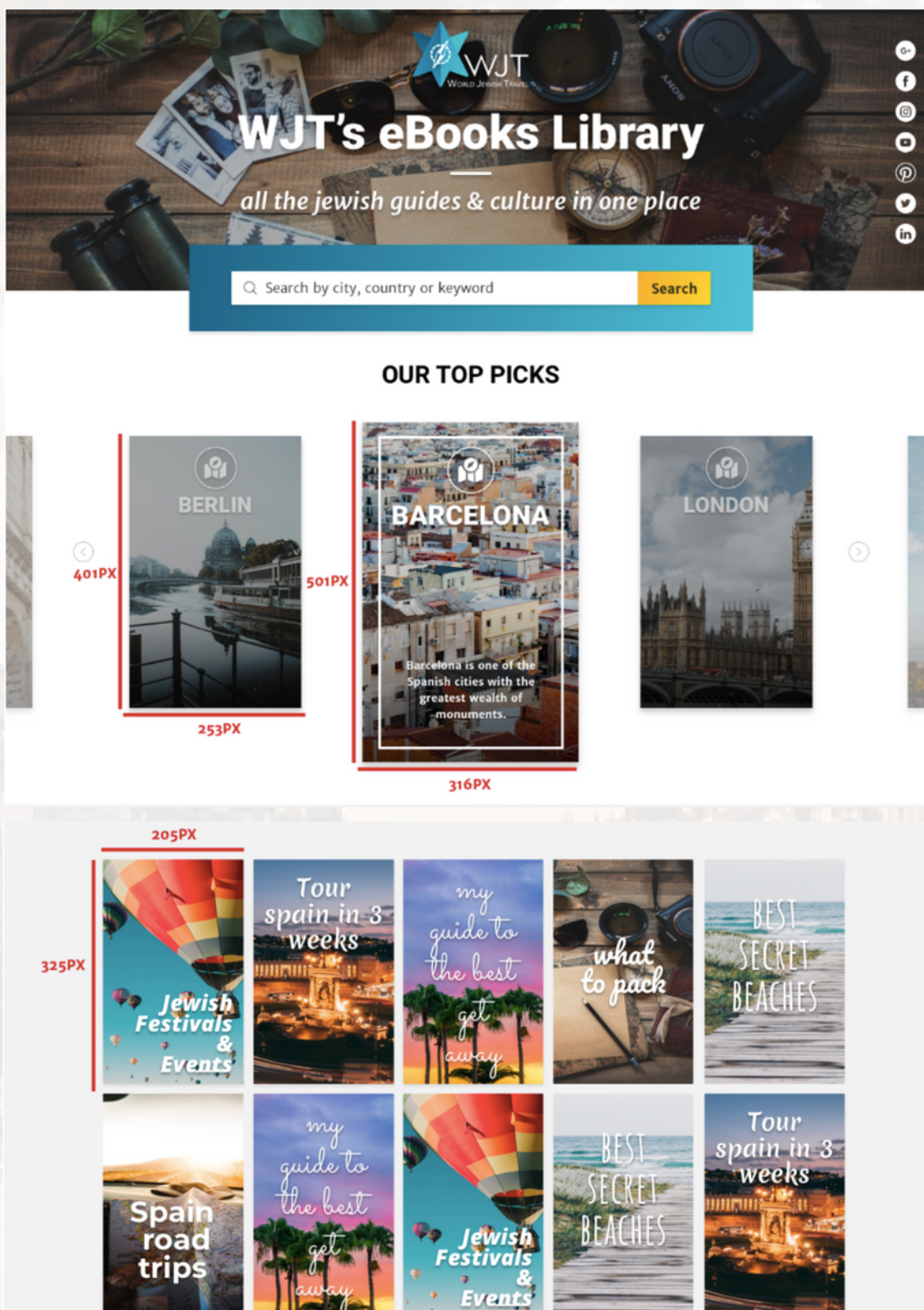
The first two images, a non-descript mountain and skydiving, have no connection to Judaism, while the second two do. Prague is a city with rich Jewish history and Shakshuka is a traditional Israeli dish.

Not all images need to be related to Judaism, however there should be a balance-- ensure that Jewish inspired images are present.

*Ensure all images are high resolution

Book Cover Size for Library

In order for your ebook to be included in our library, the cover page must fit our website's dimensions. The standard ebook cover size is 205 by 325 which is important to ensure a clear and legible cover page once uploaded into our library.





contactus@worldjewishtravel.org

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