



# Ashdod Tourism 2030

A vision for reality

# Ashdod Tourism 2030

Promoting the coastal space as an urban, tourist, continuous and continuous infrastructure that addresses the general public at the national and international level - while developing the public space, projects And tourism content, marketing and public relations and the promotion of local culture. Ashdod's position as a multicultural sea city - vibrant and rich.



# Ashdod Beach 2030 | The vision

Strategic plan for the coastal area - a distinction between three areas:

an urban, active, developed and intensive northern beach

Marine area - Main Business Center of the city

South coast - natural, a place of tranquility and disengagement.



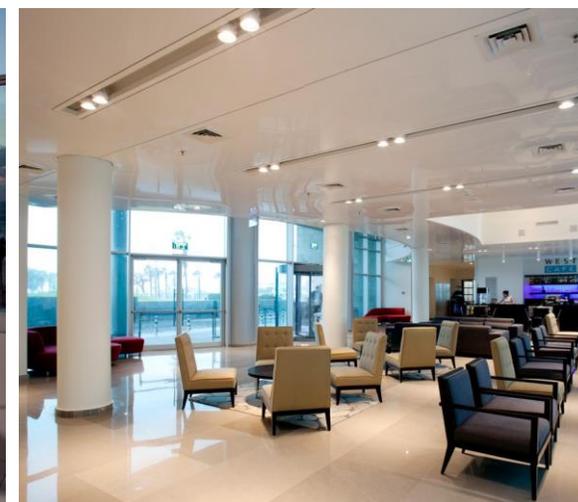
# WEST Hotel

## North Coast

The new West Hotel, on the north coast, In front of Lido Beach.

A boutique hotel that combines business and leisure, 5-star rating, has about 113 rooms

And suites, restaurant, pool, business lounge, Gym and spa. High demand hotel.



# Promenade Lido - Oranim

## North Coast

Intense open public space that includes: space for outdoor events - performances food trucks. place to rest and a terrace for outdoor sports . In the space planned outdoor work space (Workout) - with workplaces in the outdoor environment, which include a shading system, access points for electricity and wireless internet.



# Hilton Hotels Lido Beach

## North Coast

Establishment of two hotels, Hilton Swell and Hilton garden, one Hilton under construction, the other under permits. 4 and 5 star tourist class hotels, on the seafront, with immediate access to the beach and diverse guest services. A coastal promenade will be developed along the buildings, which will be connected to The "kshatot" Complex.



# Blue Castle Hotel

## North Coast

Renewal of the existing castle structure, as a boutique hotel, which includes about 160 rooms and commercial areas.

The building will be renovated and adapted for hotel use,

Inspired by Riyadh buildings and hotels in Morocco.



# Hotels

## North Coast

A new hotel on the north coast, with a commercial front on the ground floor. The hotel building is about 8 floors with a spectacular view to the sea and to the new Mei-Ami shore.



# Hotel Prima Lido

## North Coast

Establishment of a new boutique hotel, aged 5 to 8 Floors, including about 200 guest rooms, and extensive services for guests.

About a minute walk to the Lido beach, in the area of the new promenade that was recently developed on the east side of St. Moshe Dayan.



# Lachish River Park

## North Coast

A natural river park, rich in natural, ecological and scenic values. In the park, a birding center, birding observation posts, shady seating points, and a walking, running and riding route between the beach, 'Lachish Park' and Lachish animal Park are planned.

Visitors will enjoy bicycle rental, Segway and scooters and departure to tour around Ashdod.

Along the creek will be developed thin access to the boat - Rental of kayaks, pedals and more.



# The New Extreme Park

## North Coast

Extreme park on an area of about 40 dunes, for 2500 visitors with water and amusement facilities, restaurants, cafeterias and parking for about 400 vehicles for the benefit of the visitors of the complex And the visitors of the coast. Facilities include: water slides, pools, jet pool, and Amusement facilities for children, shading and more.



# Caravan park

## North Coast

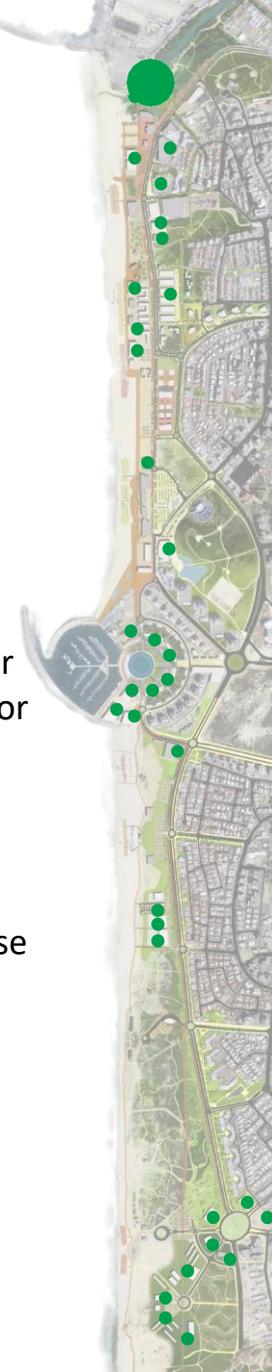
Nature accommodation complex near the river - divided into a parking lot for 30 caravans, a sandy area for construction

About 40 tents and a surfing pool.

The complex includes service for those staying in the parking lot,

Including catering, kitchen services, wardrobes,

And services.



# Mei Ami Promenade

## North Coast

A space that is open to the public, covering about 35 dunes, which allows for liberation from everyday life - people who walk around in swimsuits, stretch out, and live at a continuous pace of time.

A system of gardens - in the Mei Ami garden, various seating areas, the hill garden, including a jet plaza and a water play area for children and protective hills.

Wandering space, Sitting in front of the sea, as well as a meeting place. First section of planning the city promenade, the beach And an intensive park between them.



# Kshatot (archery) Beach Hotels

## North Coast

Establishment of 3 new hotels,  
one as part from the renewal of  
the Kshatot complex.



# Ashdod Yam (Ocean) Park

## North Coast

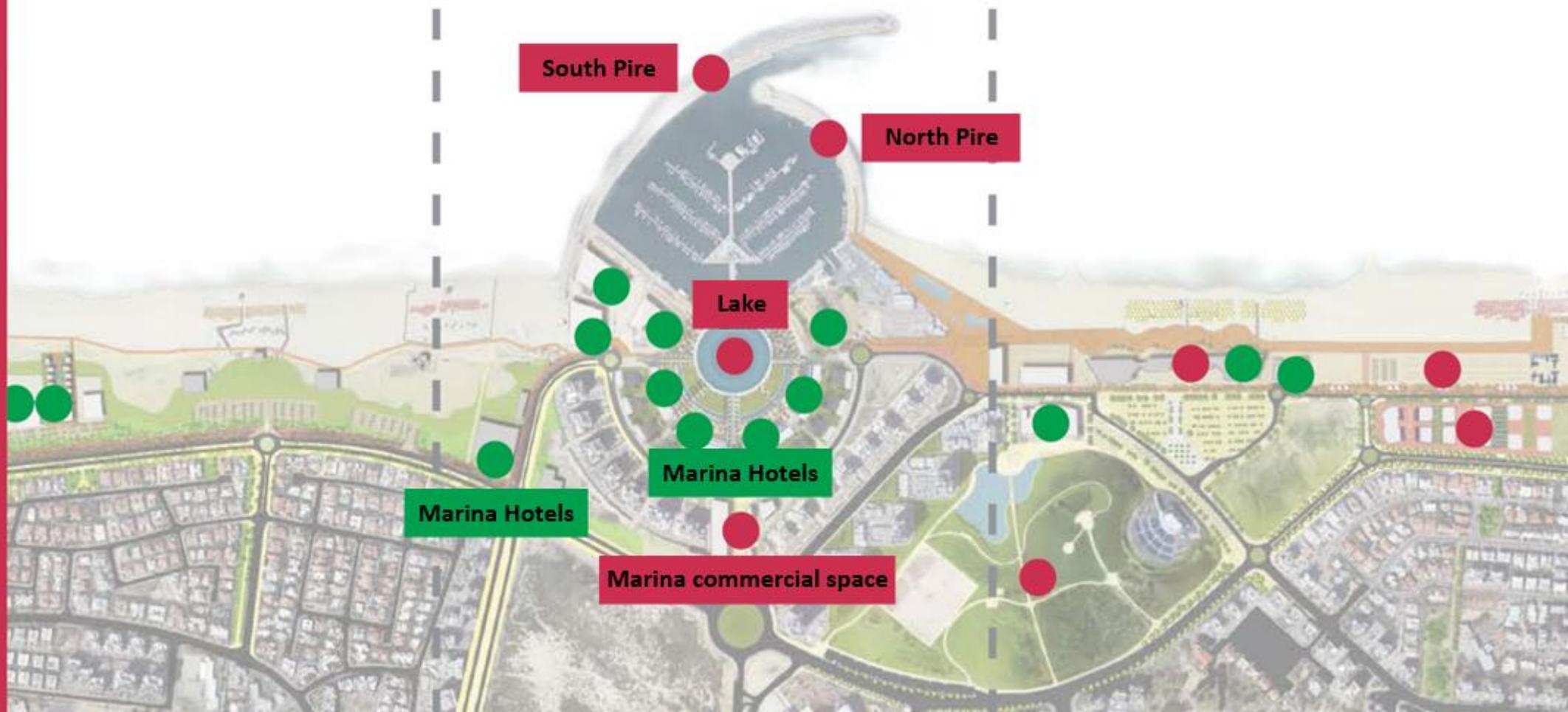
Ashdod Yam(Ocean) Park was built with an investment of 100

NIS million and covers an area of 200 dunes. The park is used for recreation for all the family and includes: a lake in an area of 11 dunes, And at its center is a colorful fountain, playgrounds, sports fields, fitness facilities and areas shaded with playgrounds, skate-Park, pump track (bicycle,) and restaurant.

The park contains a huge amphitheater with 6,800 seats and an observation point with a panoramic view of the beach - visitors to the show Enjoy a combination of acoustics and sea views.



# Ashdod Beach 2030 | Marine Main Business Center



# Marina and the lake

## Marine Main Business Center

Ashdod Marina will be transferred in 2021 to operation by the public authority. The marina will be developed as a marina open to the general public, and will function as an international marina, including a variety of boating and sports activities. In addition, the completion of the construction of an artificial seawater lake in 2022 with a walk along the lake and sea, stay and wander. The area of the lake is about 17 dunes, and its scope is a park open to the public in an area of about 35 dunes. The lake is expected to be built in the empty space between the yacht mooring and the row of hotel buildings and spaces around it shops, cafes, restaurants and bars with Colonnade along them.



# Hotels in the marina

## Marine Main Business Center

Establishment of eight hotels and a hotel in Marine Main Business Center. 3, 4 and 5 star hotels. The hotels are promoted by a number of developers various individuals operating in the coastal area.

All hotels in front of the public space in the marina and on the extent of the lake.



# Piers

## Marine Main Business Center

Opening the marina breakwaters to the public and turning them into a promenade for pedestrians.

Establishment of an infrastructure that will allow the hosting of small temporary fairs (such as an artists' fair, a local food market.) The pier will eventually lead to an open observation deck on the waterfront.

Commencement of work on the northern breakwater.





# "Yud Alef" Beach Hotels

## South Coast

3 hotels on the "Yud Alef" beach on the city's natural canopy. Natural and ecological beach atmosphere Eco tourism ,One hotel under construction, and includes about 52 guest rooms.

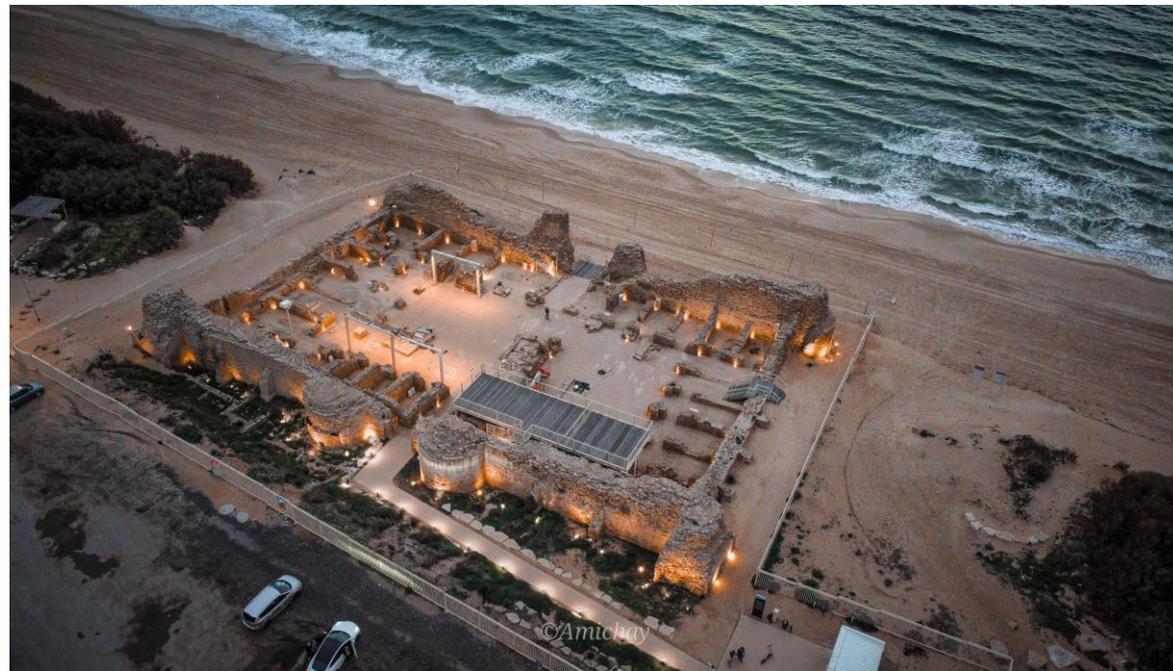


# The Fortress

## South Coast

The fortress was built between the fourth and tenth centuries AD. Covers an area of 2400 square meters and has four turrets. The height of the surrounding wall is 4 meters and you can climb to the top. The restoration of the site includes its transformation into an archeological-tourist park. Visitors will enjoy educational tourist activities, an audio-visual show, and sunset events and more.

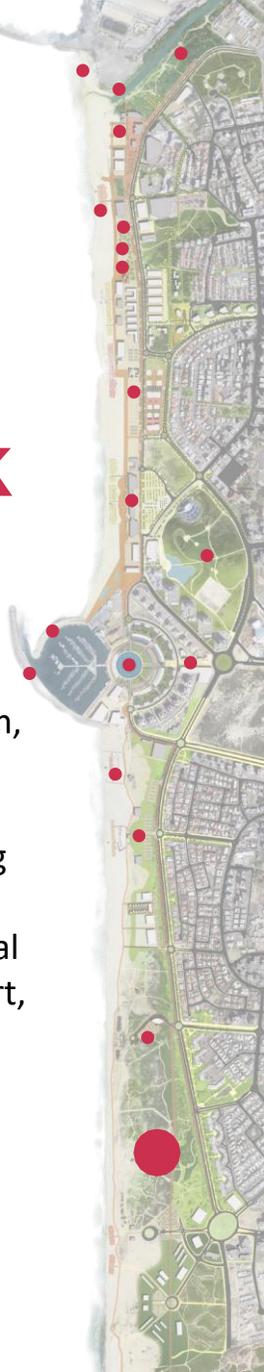
Opening until June 2020



# Fortress Beach Ecological Park

## South Coast

An archeological nature park that includes restoration of the natural coastal environment, sandy vegetation, and small animal species. Visitors to the park will enjoy from hiking trails, watching natural habitats, and looking out to sea and the horizon. Inside the park will be exhibits from archeological excavations of an ancient Assyrian port, located in the southern part of the park. Opening until June 2020



# Leonardo Hotel

## South Coast

Leonardo Plaza Hotel, Fattal (Hotel franchise), the first of the hotels on the south coast. Hotel construction has recently been completed. A 5-star tourist class hotel, the hotel has a business lounge, conference and event halls, a pool, a fitness club and more. Hotel enjoys a lovely view on the Riviera South of the city.



# The southern Beach hotels

## South Coast

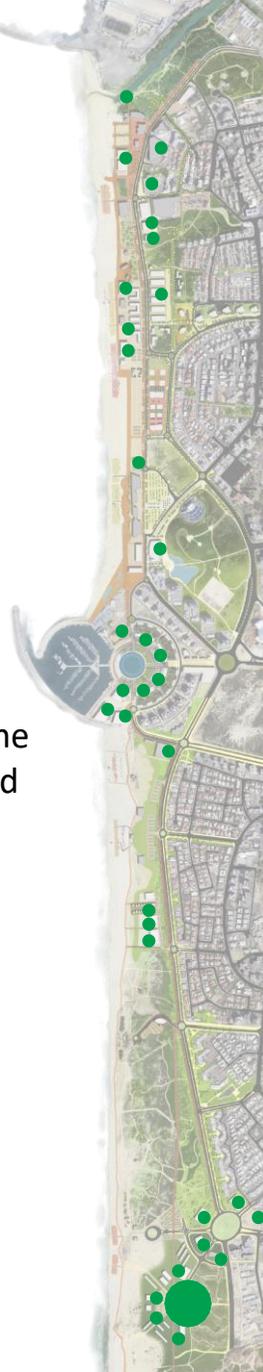
Construction of 4 more hotels on the southern Riviera coast of the city. The hotels will enjoy proximity to the sea and the natural area to the south of the city.



# The southern Beach hotels

## South Coast

4 hotels on the southern canopy of the city, enjoy direct access to the sea and nature surrounding the city to the south.





# Culture in the city

A leading city in the fields of culture, music and art - a multicultural national culinary center.



# Goals



- Positioning of Ashdod as a conference city An alternative to Eilat, in the center of the country.



- Development of the northern coastal promenade.



- Development of the tourist product - surfing, culinary, local culture, and the like.

**ASHDOD**  
**TEL-AVIV**  
**JERUSALEM**  
Three cities-One vacation

 **ASHDOD**  
**JERUSALEM**  
63<sub>KM</sub>

 **TEL-AVIV**  
**JERUSALEM**  
66<sub>KM</sub>

 **ASHDOD**  
**TEL-AVIV**  
38<sub>KM</sub>



Thank You