



Courtesy of Jericho Municipality

Jericho

A Never-Ending Gift

Have you ever seen the moon in Jericho? When the moon rises among the swinging palm trees and the unique fragrance of the lowest point on earth is in the air, Jericho's magic is revealed. Attracting lovers from around the world, romantic Jericho possesses an irresistible charm. It has been known as the city of the moon since Canaanite times, and is equally known as the city of palm trees, the oldest city in the world, and the most beautiful oasis. Jericho's sunshine, lush, green foliage, and sparkling water create the perfect paradise for families relaxing on their balconies or in their gardens.

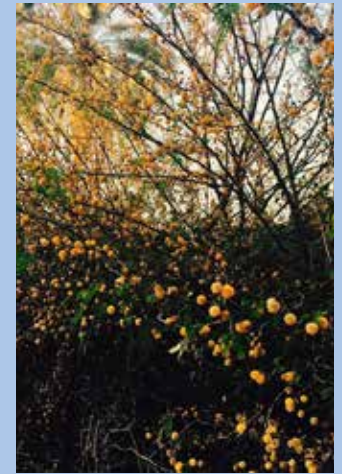
Jericho is a brand city that needs no marketing. Simply utter the name and wait to hear from people about their experience in the city. But few people know that Jericho is the most ancient city in the world, a unique city, with 10,000 years of civilization and more than 100 archaeological sites. The lowest inhabited point in the world boasts such sites as the Dead Sea, the Jordan River, various canals, and the place where tradition says that Jesus was baptized. It is the city that was chosen by Antony to be a gift for Cleopatra. It is the holy city where, on the Mount of Temptation, Jesus fasted for 40 days, was tempted by Satan, and affirmed: "One does not live by bread alone, but by every word that proceeds from the mouth of God." This sentence holds true even today, when we live not only on bread alone but also on Jericho's natural beauty – the colorful varieties of birds and the majestic mountains that are filled with the memories of pilgrims on their way to Jerusalem; the natural carpet of rare trees and

Jericho palm trees with the Mount of Temptation in the background. Photo courtesy of MoTA.



flowers, such as the Jericho rose that symbolizes the ability to adapt to a challenging situation. The rose looks dry and parched in the desert sun, but when it is watered, a yellow blossom miraculously appears.

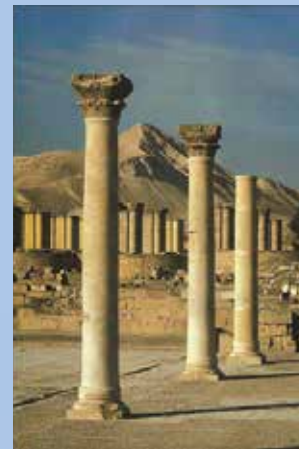
Visitors enjoy the rare products of this "agritouristic" city and take delight in the bananas, dates, papayas, and oranges that are bursting with flavor. Jericho tea is famous as well, and people from all over Palestine come to enjoy this specialty. Wild herbs and other greens, such as *khobeزه*, *baqleh*, and *hweirneh*, have also become part of the Jericho menu and are staples in the sacred ritual of generous hospitality that Jericho inhabitants are known for.



Saisban plants.



Children riding their bicycles in the streets of Jericho.



Pillars of Hisham's Palace.

Even hikers and bikers choose Jericho over other Palestinian cities for its flat terrain and exceptional beauty. Horseback-riding is yet another of Jericho's exciting attractions.

Simply stated, Jericho is the city of gifts – nature, agricultural wonders, sunshine, and hospitable people. From all the nooks and crannies of the city, first-time visitors will hear a sincere "WELCOME TO JERICHO!"

Tel al-Sultan, panoramic view of Jericho City.

