



Central Bureau of
Statistics



Statistilite 97



Tourism in Israel 2008

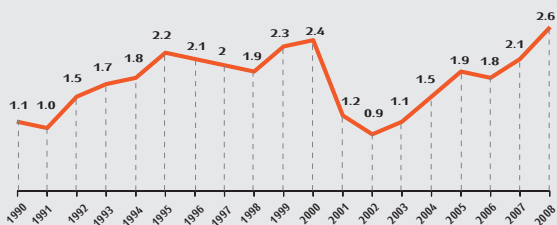
NUMBER OF VISITORS¹

■ In 2008, peaks were reached in four major parameters of tourism: in the number of visitor arrivals to Israel – more than 3 million; in the number of departures abroad of Israelis – 4.2 million; in the number of person-nights in tourist hotels – 22 million; and in the number of tourist-nights in tourist hotels – more than 10 million.

■ The previous peak in the number of visitor arrivals was in 2000 – 2.7 million.

■ In 2008 there were 2.6 million tourist arrivals (a 24% increase compared to 2007) and about 0.5 million day visitors (twice the number in 2007). Until 2007 day visitors included only cruise passengers. Since 2007, passengers via air or land are also included (in 2007 visas for short visits were issued, enabling day visits to Israel as part of the visits to Turkey, Egypt or Jordan). Most of the day visitors come from the former USSR.

I. Tourist arrivals, millions, 1990-2008



■ 2.2 million visitor arrivals were via air (a 22% increase compared to 2007), thereof 2.1 million were tourist arrivals (a 21% increase).

■ 800,000 visitor arrivals were via land (a 67% increase), thereof 340,000 were arrivals of day visitors and 460,000 were tourist arrivals.

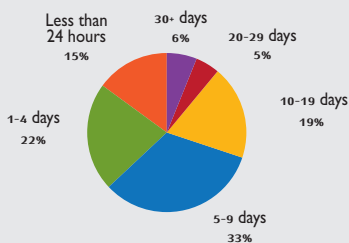
■ 46,000 cruise passengers arrived in Israel in 2008 (26,000 – in 2007).

■ In 2008, visitors who stayed in Israel less than a month (94% of all visitors) stayed on average 8.1 days (7.6 days in 2007).

■ 37% of all visitors who arrived in 2008 stayed less than 5 days (33% in 2007).

■ In 2008 world tourism increased by 2% compared to 2007.

2. Visitors' length of stay in Israel, percentages, 2008



¹Visitors include tourists and day visitors. Tourists are visitors who departed one day or more after arriving, and stayed in Israel less than a year. Day visitors arrive and depart on the same day. Cruise passengers are included with day visitors.

CHARACTERISTICS OF VISITORS & VISITS

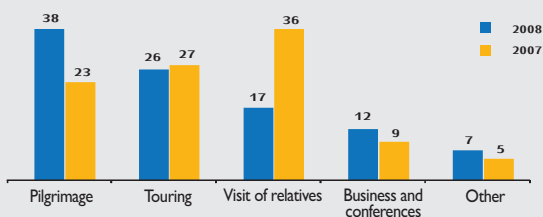
■ 62% of the visitors who arrived in 2008 were from Europe, and the rest – from America (27%), Asia (7%), Africa (3%), and Oceania (1%). Until the early 1970s, the largest number of visitors was from America. Since then, more than half were from Europe.

3. Visitor arrivals (excl. cruise passengers), from selected countries, 2001-2008

Country of origin	Thousands					2008	% change 2008/2007	% Jews ¹ 2008
	2001-2003 average	2004	2005	2006	2007			
Total	1,040	1,506	1,902	1,822	2,267	2,987	32	25
USA	248	379	457	494	542	617	14	29
France	141	257	311	251	246	264	7	69
Russia	45	56	68	73	193	356	84	10
UK	114	146	157	161	172	187	9	51
Germany	51	76	105	90	101	142	41	5
Italy	23	42	73	58	82	126	54	8
Canada	30	44	51	51	59	71	20	49
Netherlands	31	40	50	43	42	53	26	8

■ In 2008¹, compared to 2007, there was an increase in the share of non-Jewish tourists (from 56% to 75%) and in the share of tourists coming for the first time (from 41% to 58%).

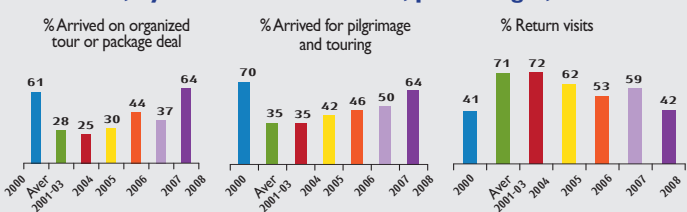
4. Tourists, by main purpose of visit, percentages, 2007, 2008¹



5. Tourists who visited selected sites, percentages, 2000-2008¹



6. Tourists, by characteristics of visit, percentages, 2000- 2008¹



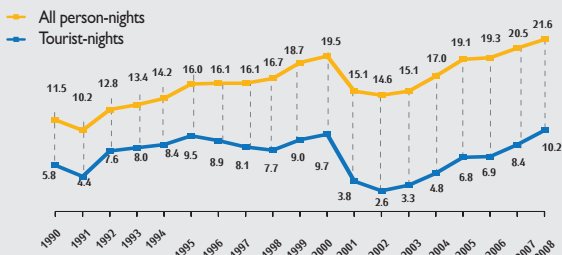
■ 80% of the tourists visited Jerusalem, 57% visited Tel Aviv-Yafo, 52% visited the Dead Sea shore, 50% visited Tiberias and the Sea of Galilee, 26% visited Haifa and 21% visited Elat.

¹ The data derive from a survey conducted for the Ministry of Tourism among tourists upon departure. Data relate to January-June.

TOURIST-NIGHTS¹

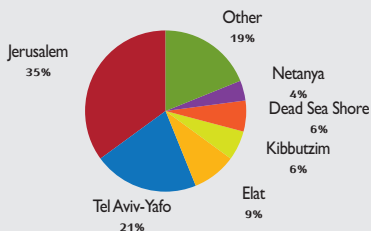
■ In 2008 there were 10.2 million tourist-nights at tourist hotels – more than in former years. Compared to 2007, the number was 21% higher. The former peak was registered in 2000 – 9.7 million.

7. Tourist-nights and all person-nights, millions, 1990-2008

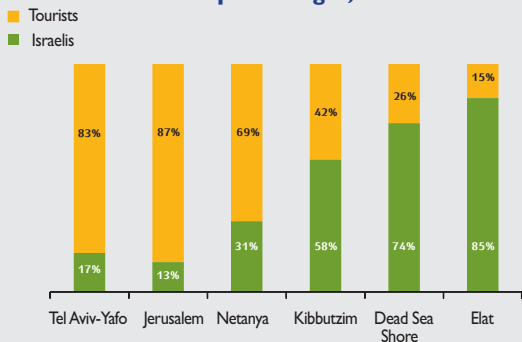


■ The relative part of tourist-nights out of all person-nights is an indicator of the level of incoming tourism. In 2000 tourist-nights comprised 50% of all person-nights. In 2001-2003, years of decline in incoming tourism, tourist-nights comprised 22% on average; in 2004 their share rose to 28%, in 2005-2006 – to 36%, in 2007 – to 41% and in 2008 – to 47%.

8. Tourist-nights, by locality, percentages, 2008



9. Person-nights of Israelis and of tourists in major localities, percentages, 2008

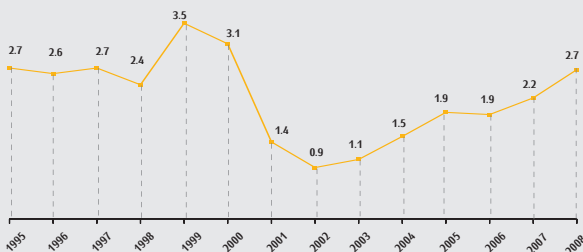


¹In tourist hotels (recommended by the Ministry of Tourism)

INCOME FROM TOURISM¹

■ In 2008, Israel's income from tourism was \$2.7 billion, a 23% increase compared to 2007.

10. Income from tourists, billions of dollars, 1995-2008



■ On average, a tourist spent in Israel \$1,201 (including payments paid abroad).

11. Expenditures of a tourist in Israel, by country of origin, dollars, 2008



■ On average, the expenditure of a tourist from America in Israel was \$1,697, from Europe – \$951, from Asia – \$951 and from Africa – \$1,048.

■ 37% of the tourists' expenditures were for hotels and different types of accommodation, 18% for transportation, 17% for food and beverages, 14% for purchase of gifts, and 14% for other expenses.

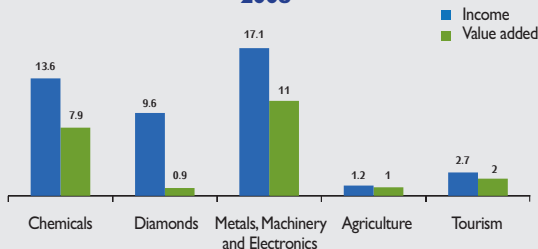
■ The revenue of hotels from tourists amounted to approximately \$943 million. Revenue from tourists comprised about 43% of the total revenue of hotels.

■ The average revenue per tourist-night was \$93.

■ Income from tourism comprised about 11% of the value of exported services.

■ Even though income from tourism is significantly lower than income from the diamond industry, the value added (income minus input) from tourism is higher. This is because the value added from tourism comprises almost 70% of the income, whereas in the diamond industry the value added comprises less than 10% of the income.

12. Income from selected export industries, billions of dollars, 2008

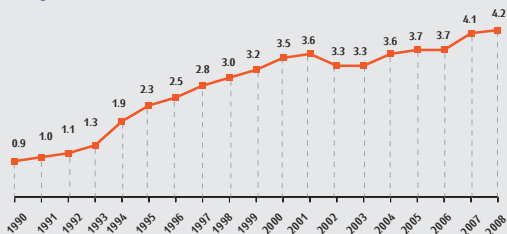


¹On this page, prices are in current dollars. Partly, changes in prices derive from changes in the ratio NIS per dollar. In 2007 the ratio was 4.1 NIS per dollar, and in 2008 it was 3.6 NIS per dollar.

DEPARTURES ABROAD OF ISRAELIS

■ In 2008, there were more than 4.2 million departures abroad of Israelis – a 1.4% increase compared to 2007 and the highest number ever recorded in Israel.

13. Departures abroad of Israelis, millions, 1990-2008



■ 3.6 million of all departures were by air (4% increase compared to 2007), 543,000 – by land (6% decrease) and 111,000 – by sea (19% decrease).

■ 1.1 million departures (a quarter of the total) were in the summer months July and August

Number of Israelis departing abroad

■ The number of Israelis departing abroad in 2008 was 2.3 million (half men and half women).

■ 1.5 million persons departed abroad once and 773,000 departed twice or more.

■ The average age of Israelis traveling by air or by sea was 40 years, and of those departing by land – 34 years.

■ 10% of the persons departing were children aged 0-14 (13% in 2007).

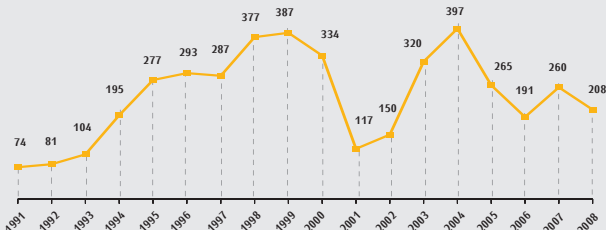
■ 71% of those departing by land stayed abroad up to 4 days (17% returned the same day), compared to 27% of those who departed by air.

Departures to Sinai (Egypt).

■ In 2008, the number of departures of Israelis to Sinai was 208,000 (20% decrease compared to 2007). The reason for the decline was probably the warnings to Israelis not to travel to Sinai.

■ 61% of the Israelis traveling to Sinai were males; the average age of those traveling to Sinai was 34.

14. Departures of Israelis to Sinai by land, thousands, 1991-2008



Expenditures of Israelis Abroad

■ In 2008, the estimated expenditures of Israelis abroad amounted to \$3.4 billion (compared with \$3.3 billion in 2007).

■ The estimated expenditures of Israelis on airfare paid to foreign companies amounted to \$1,007 million (\$991 million in 2007).

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