



# TOURISM IN ISRAEL

1990 - 2011



הלשכה המרכזית לסטטיסטיקה  
Central Bureau of Statistics  
دائرة الإحصاء المركزية



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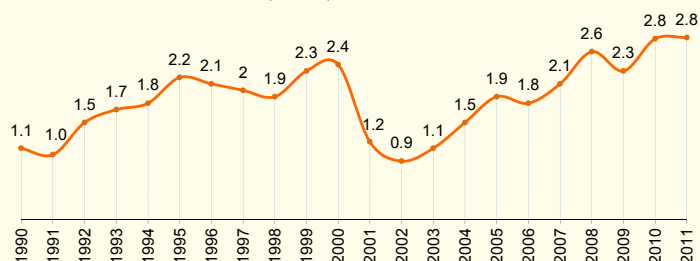
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# Incoming tourism

## Number of visitors

- In 2011 there were in the world approximately one billion tourists - 5% more than in 2010 (source: UNWTO).
- In Israel too the number of incoming tourists is rising: in the 1950s there was an average of 47,000 tourist arrivals a year; in 2000-2011 the annual average was 1.9 million. Since the establishment of the State of Israel there have been approximately 62 million tourist arrivals, 84% of them since the 1980s. Israel's attractiveness as a center of tourism can be attributed to the large number of religious, natural, and cultural sites which are concentrated in a small area, as well as to Israel's extensive tourism infrastructure and temperate climate.
- The most serious tourism crisis in Israel was at the turn of the 21st century. The expectation for rapid growth in incoming tourism to Israel in 2000 was upset by the outbreak of the Second Intifada (2001-2003). Afterwards, there was a steady recovery in rates of tourism – except during the second half of 2006 (as a result of the Second Lebanon War) and at the beginning of 2009 (as a result of "Operation Cast Lead").
- In both 2010 and 2011 the number of tourist arrivals was 2.8 million.

### 1 Tourist arrivals, millions, 1990-2011



- 86% of all tourist arrivals in 2011 were by air and 14% were by land border crossings.
- In addition to tourists, in 2011 there were approximately 542,000 arrivals of day visitors (persons who enter and leave the country the same day) - 44% entered by land, 44% - by sea, and 12% - by air.

### 2 Visitor arrivals by route, 2010

Thousands	All visitors	Tourists	Day visitors
All arrivals	3,362	2,820	542
Via air	2,505	2,438	67
Via land	620	382	238
Via sea	237	-	237
Percent change 2011/2010			
All arrivals	-2%	1%	-16%
Via air	5%	5%	-6%
Via land	-30%	-22%	-41%
Via sea	41%	-	41%

# Incoming tourism

## The visitors<sup>1</sup>

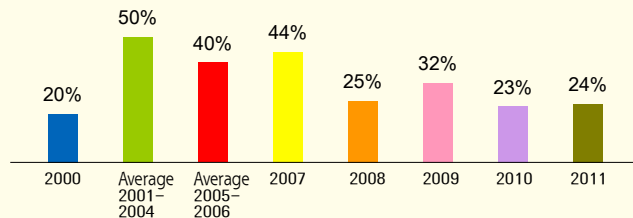
- 60% of all tourist arrivals in 2011 were from European countries, 28% - from American countries (21% from the USA), 8% - from Asia, 3% - from Africa and 1% - from Oceania. Until the early 1970s, most tourists were from America, and in later years more than half of them were from Europe.

### 3 Tourist arrivals from selected countries, 2000-2011

Country of origin	2000	Average 2001-2004	Average 2005-2006	2007	2008	2009	2010	2011	% change 2011/10
Total 000s	2,417	1,157	1,864	2,063	2,560	2,321	2,803	2,820	1
Total-%	100	100	100	100	100	100	100	100	
Thereof: USA	20	24	26	26	23	23	22	21	-4
Russia	7	4	4	6	8	10	11	13	11
France	8	15	15	12	10	11	10	10	-2
Germany	7	5	5	5	5	6	6	6	0
UK	8	11	9	8	7	7	6	6	0
Italy	3	2	4	4	5	5	5	4	-25
The Ukraine	2	2	2	2	2	2	2	4	93

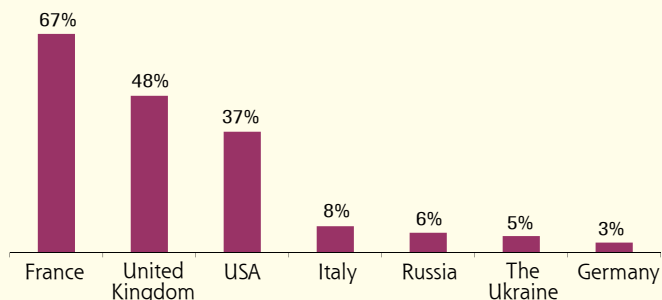
- Citizens of Russia constituted the greatest ethnic group among day visitors who arrived by air (44%) and by land (44%). Citizens of the United Kingdom and of Germany constituted the greatest groups among cruise passengers (19% each) followed by citizens of the USA (18%).
- In 2011 Jewish tourists constituted 24% of all tourists, similar to 2010.

### 4 Percent Jews of all tourists, 2000-2011



- There are differences in the share of Jews among tourists from various countries of origin. Out of all French tourists in 2011, Jews constituted 67%, whereas among German tourists the share of Jews was only 3%.

### 5 Percent Jews of all tourists, by country of origin, 2011



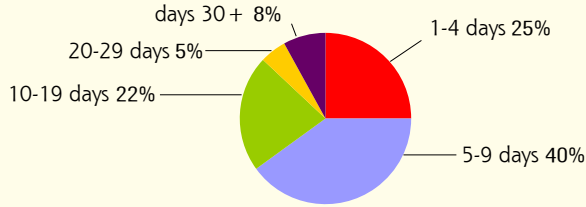
<sup>1</sup> Data on religion of tourists were obtained from a survey conducted for the Ministry of Tourism among tourists who departed the country in January-June, 2011.

# Incoming tourism

## The visit<sup>1</sup>

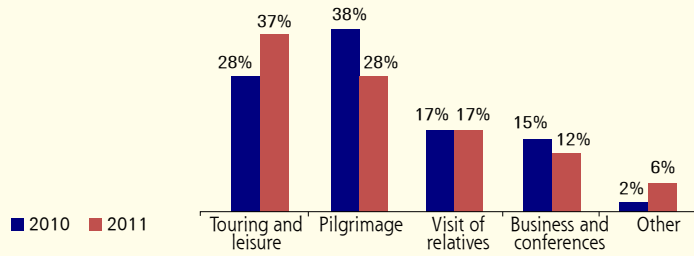
- 92% of all tourists who arrived in Israel in 2011 stayed in the country less than one month. On average their stay lasted 8.1 days.

### 6 Tourists, by duration of visit, percentages, 2011



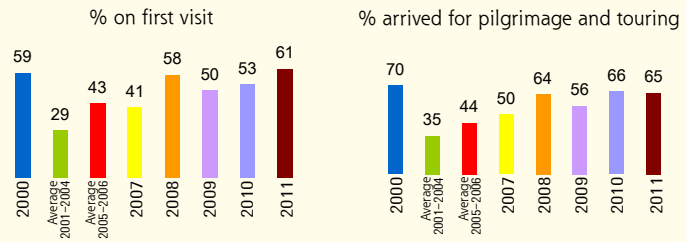
- 37% of the tourists who came to Israel in 2011 came primarily for touring and leisure (in 2010 - 28%).

### 7 Tourists, by main purpose of visit, percentages, 2010, 2011



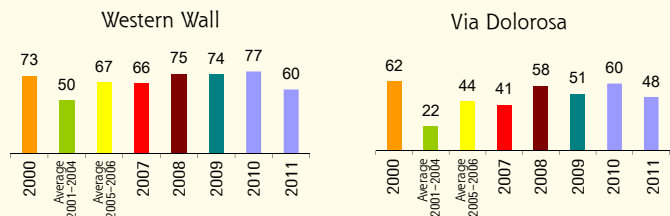
- The share of tourists who visited Israel for the first time increased from 53% in 2010 to 61% in 2011.

### 8 Tourists, by characteristics of visit, percentages, 2000-2011



- 80% of all tourists visited Jerusalem, 66% - Tel Aviv-Yafo, 55% - the Dead Sea, 45% - Tiberias and the Sea of Galilee, 21% - Haifa and 14% - Elat.
- 60% of all tourists visited the Western Wall, 48% - the Via Dolorosa and 36% - Massada.

### 9 Tourists who visited selected sites, percentages, 2000-2011



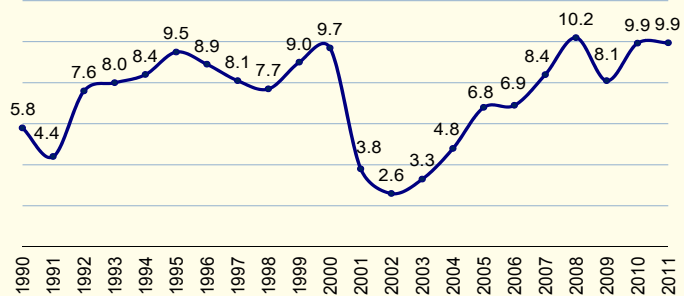
<sup>1</sup> Data were obtained from a survey conducted for the Ministry of Tourism among tourists who departed the country in January-June, 2011.

# Incoming tourism

## Tourist-nights<sup>1</sup>

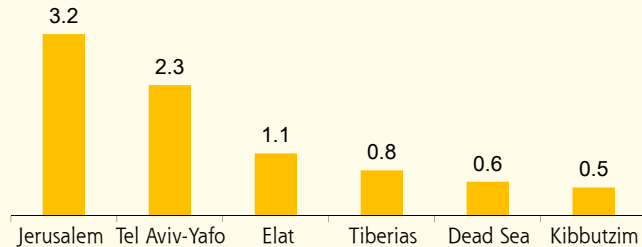
- The number of tourist-nights in tourist hotels in 2011 was approximately 10 million, similar to 2010 and lower than the 2008 record (10.2 million) by 2%.

**10 Tourist-nights, millions, 1990-2011**



- Between 1990 and 2000 tourist-nights constituted 53% of all person-nights in tourist hotels, on annual average; in the slump years 2001-2003 their share decreased to 22%, on annual average; since then (except for 2009) the share increased and in 2011 it reached 46%.

**11 Tourist-nights in major localities, millions, 2011**



- More than half of all tourist-nights in Israel in 2011 were in Jerusalem and Tel Aviv-Yafo (33% in Jerusalem and 23% in Tel Aviv-Yafo).
- In Jerusalem and in Tel Aviv-Yafo tourist-nights constitute approximately 82% of all person-nights in tourist hotels; in Netanya - 69%, in the kibbutzim - 35%, in the Dead Sea area - 25% and in Elat - 16%.

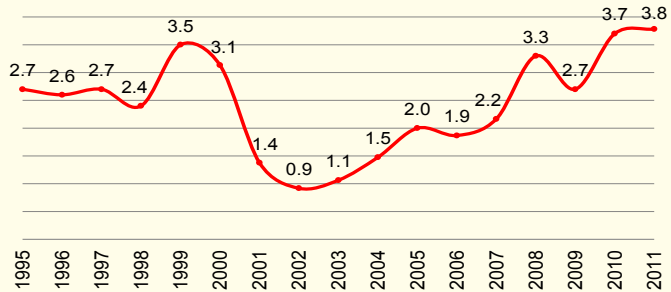
<sup>1</sup> Person-nights of foreign tourists in tourist hotels (hotels recommended by the Ministry of Tourism).

# Incoming tourism

## Income from tourism<sup>1,2,3</sup>

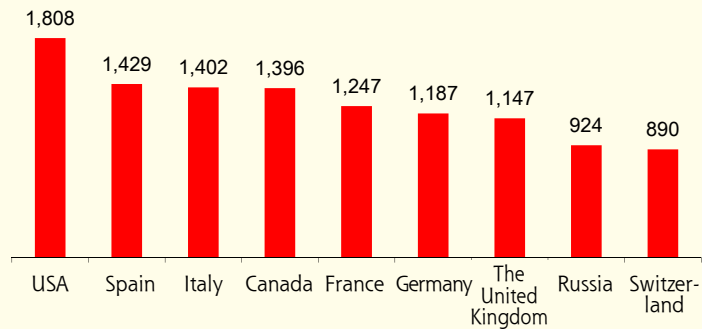
- In 2011 income from tourists totaled \$3.8 billion – a 2% rise compared with 2010 (\$3.7 billion).

**12** Income from tourism, billions of dollars, 1995-2011



- The average expenditure of a tourist visiting Israel in 2011 was \$1,325 (including amounts paid abroad).
- The average expenditure of a tourist from North America was \$1,782, from South and Central America – \$1,719, from Europe – \$1,165, from Asia – \$1,044, and from Africa – \$970.
- 55% of tourist expenditure in Israel was on accommodation, 11% – on shopping, 12% – on transportation, 12% – on food and beverages and 10% – on other expenses.

**13** Expenditure of a tourist in Israel, by country of origin (selected countries), dollars, 2011



<sup>1</sup> The prices on this page are current prices in dollars. Some of the changes in financial data between the years may derive from fluctuations in the exchange rate of the dollar. In 2010 the exchange rate was NIS 3.7 to the dollar, and in 2011 it was NIS 3.6 to the dollar.

<sup>2</sup> Excluding income of Israeli air carriers from air fare of tourists.

<sup>3</sup> The estimate of Israel's income from tourism is based on the average expenditure of a tourist.

# Domestic tourism

## Trips<sup>1,2,3</sup>

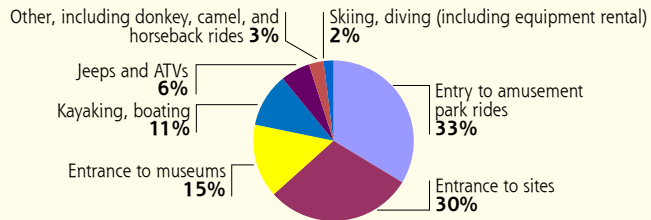
- Domestic tourism refers to trips of Israelis in Israel – day trips (58% of all trips<sup>2</sup>) and longer trips, which include person-nights in accommodation services, homes of friends and relatives, and other places (42% of all trips). Accommodation services include hotels (tourist hotels and other hotels), rural tourism, youth hostels, and field schools.
- In 2010, the average expenditure per person for a day trip in Israel was NIS 88, and for an overnight trip in Israel, it was NIS 740. Regarding overnight trips, the expenditure for the accommodation comprised 60% of the total trip expenditure. 12% of the expenditure for overnight trips was financed by the employer.

### 14 Expenditure per person for a day or overnight trip, percentages, 2010

	Expenditure for an overnight trip	Expenditure for day trips
<b>Total</b>	100	100
Accommodation	60	-
Transportation	14	36
Restaurants	9	17
Attractions & sites	2	30
Organized trips	10	8
Purchases of equipment & food	3	7
Other purchases	2	2

- 33% of all visits at attractions and sites during a trip were entries to amusement park rides, 30% were entries to sites, and the rest were visits to other attractions.

### 15 Visits at attractions and sites during a trip, percentages, 2010



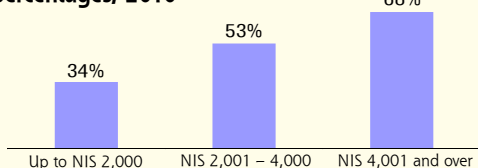
<sup>1</sup> The data are based on the findings of the Social Survey 2010 and the Household Expenditure Survey 2010.

<sup>2</sup> There is a likelihood of under-reporting on one-day trips, because of the prevalence of forgetfulness regarding them in comparison with overnight trips.

<sup>3</sup> Data for 2011 were not available at the time the brochure was brought to press.

- The primary means of transportation for trips in Israel is a private car (78%); 13% of travelers use a bus, and approximately 2% use a rented car. The rest use other means of transportation.
- Approximately 50% of the Israelis aged 20 and over go on at least one overnight trip each year. The percentage of those who go on trips decreases with age – 59% among those aged 20-44, 52% among those aged 45-64, and 32% among those aged 65 and over. The percentage of those going on a trip increases with income.

### 16 Persons aged 20 and over who took a vacation or went on an overnight trip in Israel at least once in the last year, by monthly income per capita, percentages, 2010



- 93% of overnight trips of Israelis in Israel are for the purpose of travel and vacation, 4% are for visiting friends and relatives, and 3% for business.

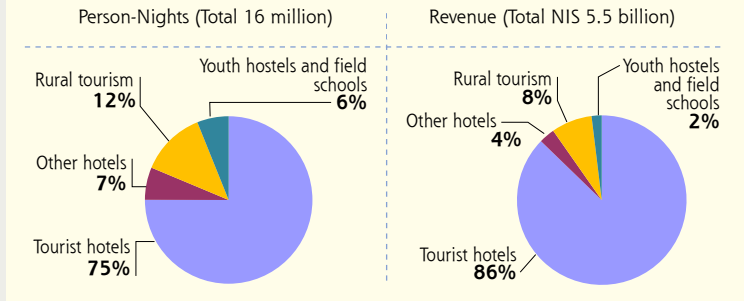


# Domestic tourism

## Person-nights

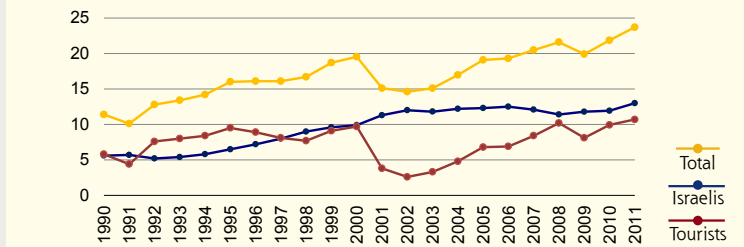
- In 2011, Israelis took approximately 6 million overnight trips in Israel. The number of person-nights in accommodation services in these trips was 15.9 million. The average number of person-nights per trip was 2.7. Another 1.7 million person-nights while on trips were in the homes of friends and relatives.

### 17 Israeli person-nights in accommodation services and the revenue<sup>1</sup> of accommodation services from Israelis, by type, 2011



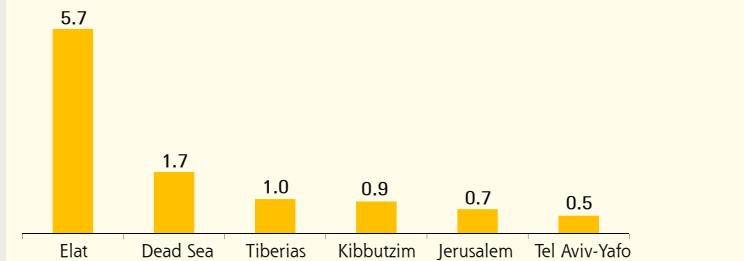
- Israelis' person-nights in tourist hotels comprise 75% of the total Israeli person-nights at the various types of accommodation services.
- Unlike the fluctuations in the number of tourist-nights in 1990-2011, there was a general increasing trend in the number of Israeli-nights in tourist hotels. From 1990 to 2002, their number doubled (from 5.6 to 12 million), and since then it has been stable with slight fluctuations. In 2011, the number was 11.9 million. Since 1997 the number of Israeli-nights is higher than that of tourist-nights.

### 18 Person-nights in tourist hotels, millions, 1990-2011



- Almost 48% of all Israeli-nights in 2011 were in Elat, 14% - in the Dead Sea shore, 8% - in Tiberias, 8% - in Kibbutzim, 6% - in Jerusalem, and 4% - in Tel Aviv-Yafo.

### 19 Israeli-nights in tourist hotels in selected localities, millions, 2010

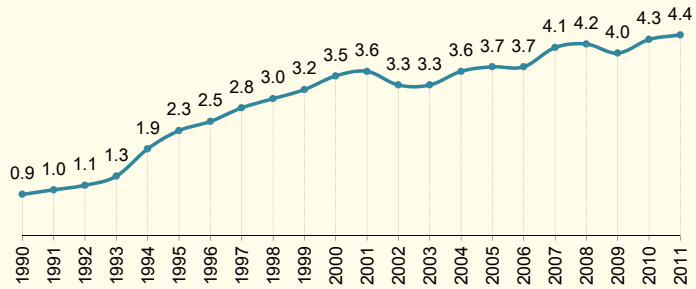


<sup>1</sup> Revenue from Israelis also includes revenue from services, such as celebrations and conferences

# Departures abroad of Israelis

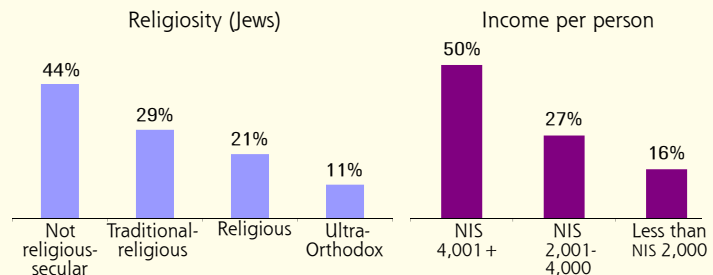
- In 2011, 2.4 million Israelis departed abroad – 4% more than in 2010. 1.6 million of them (67%) went abroad once, and 800,000 went abroad twice or more during the year.
- The number of departures abroad of Israelis in 2011 was 4.4 million - 3% more than in 2010 (the population of Israel at the end of 2011 was 1.8% larger compared to 2010).

**20** Departures abroad of Israelis, millions, 1990-2011



- 88% of all departures abroad were by air, 10% were by land and 2% - by sea.
- Of all departures by land, 60% were through border crossings to Jordan and 40% - through the Elat (Taba) border crossing.
- In July and August there were approximately 1 million departures – 27% of all departures.
- Departures of children aged 0-14 comprised 18% of all departures in the months of July and August, compared to 10% in 2011 as a whole.
- 179,000 departures in 2011 were to Sinai (Egypt) – 4% of all departures abroad and 40% of the departures abroad by land. The number of departures to Sinai in 2011 was 19% lower than in 2010, probably due to revolution in Egypt and repeated terror warnings by the Headquarters for Combating Terror. The peak years of departures for Sinai were 1999 and 2004 (close to 400,000 each). Between these two years, the slump year was 2001 (approximately 100,000).
- In 2011 there were 4.4 million returns of Israelis from abroad – 30% were after a stay which lasted up to 4 days, 57% – after a 5-29 day stay and 13% – after a stay of 30 days or more.
- According to the 2010<sup>1</sup> Social Survey, 31% of all those aged 20+ departed on a holiday or a trip abroad at least once in the 12 months that preceded the interview.

**21** Persons aged 20+ who departed abroad last year at least once, by monthly income per person, and by religiosity (Jews), 2010



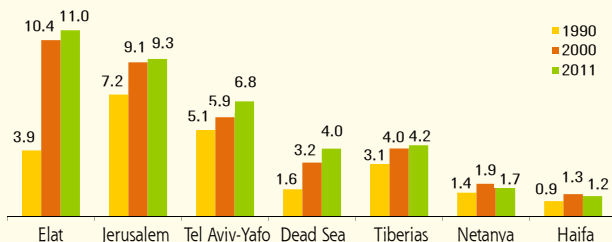
<sup>1</sup> Data for 2011 were not available at the time the brochure was brought to press.

# Accommodation services

## Rooms in tourist hotels<sup>1,2</sup>

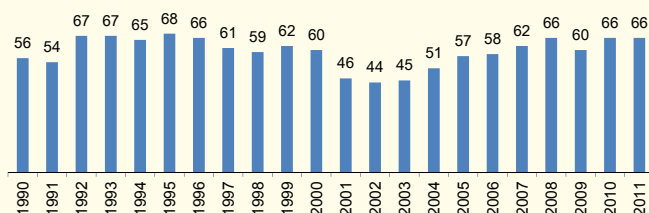
- In the 1990s, following an increase in the number of tourists, both from abroad and Israelis, and expectations for a record number of tourists in 2000, a large number of rooms was built in tourist hotels. From 1990 to 2000 the number of rooms increased by 53%. The volume of construction of hotels sharply decreased in 2001, following the second Intifada. In 2001-2011 the number of rooms almost did not change.
- The rooms in tourist hotels (47,000 rooms in 337 hotels) comprised 78% of all accommodation rooms in Israel. The other rooms were in other hotels (6%), in youth hostels (2%), in Christian hostels (2%), in rural tourism (12%), and in field schools (1%).
- The average number of rooms per tourist hotel increased from 34 in the early 1960s to 141 in 2011.
- In tourist hotels, the average number of beds per room is 2.4, compared to 3.7 in rural tourism, field schools and youth hostels.
- Until 1996, Jerusalem had the highest number of rooms; since 1997 it is Elat.

**22 Rooms in tourist hotels in selected localities, thousands, 1990, 2000, 2010**



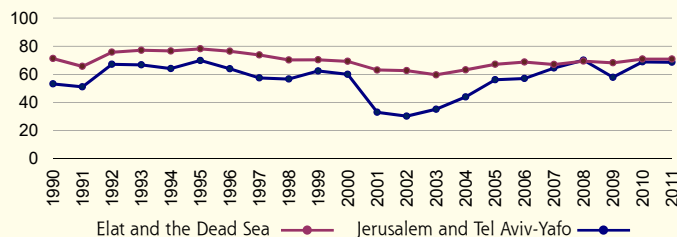
## Room occupancy<sup>3</sup>

**23 Room occupancy in tourist hotels, percentages, 1990-2011**



- In cities such as Tel Aviv-Yafo and Jerusalem, where tourism is mainly from foreign countries, room occupancy in the last decade was highly influenced by changes in the level of security in Israel and in the global economic status, and therefore unstable. In localities highly dependent on internal tourism, such as Elat and the Dead Sea, occupancy was stable.

**24 Room occupancy in selected localities, percentages, 1990-2011**



<sup>1</sup> Including rooms temporarily closed (7% of all rooms, on average in 2000-2011).

<sup>2</sup> Hotels registered at the Ministry of Tourism.

<sup>3</sup> Excluding hotels temporarily closed.

# Accommodation services

## Revenue<sup>1</sup> and employment

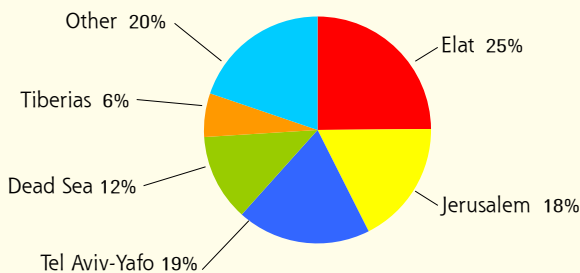
- In 2011, the revenue of tourist hotels amounted to NIS 8.8 billion, 1.5% lower in constant prices, CPI adjusted, than the revenue in 2010 (a record high year). The revenue from tourists was NIS 3.8 billion – 3.4% lower than in 2010 and the revenue from Israelis<sup>2</sup> was NIS 5 billion – similar to 2010.

**25 Revenue from Israelis and from tourists, NIS billion, 2000-2011**



- In 2011, the revenue from tourists was 43% of the total revenue. In 2001-2004 (slump years) it was 26% on annual average.
- The revenue from a tourist-night was \$109.
- The annual revenue from a room was \$52,000.
- 37% of the revenue came from hotels in the Dead Sea and Elat and 37% - from hotels in Jerusalem and in Tel Aviv-Yafo.

**26 Revenue, by locality, percentages, 2011**



- In 2011, revenue from rural tourism was NIS 535 million, compared to NIS 513 million in 2010.
- The average price per person-night in rural tourism was NIS 229; in the Kibbutzim and the collective Moshavim it was NIS 218 and in a private rural accommodation it was NIS 244.
- In 2011, 28,500 persons were employed in hotels, and additional 5,500 workers were hired by employment agencies.
- On average, monthly wages per hotel employee was NIS 6,500, and per person employed by an employment agency – NIS 4,700.

<sup>1</sup> In 2011 prices, general CPI adjusted

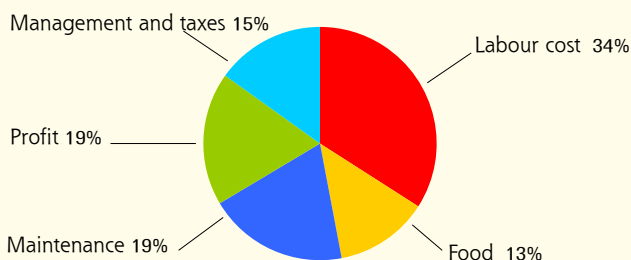
<sup>2</sup> Revenue from Israelis also includes revenue from services, such as parties, weddings and conferences

# Accommodation services

## Income, expenditure and profit <sup>1,2</sup>

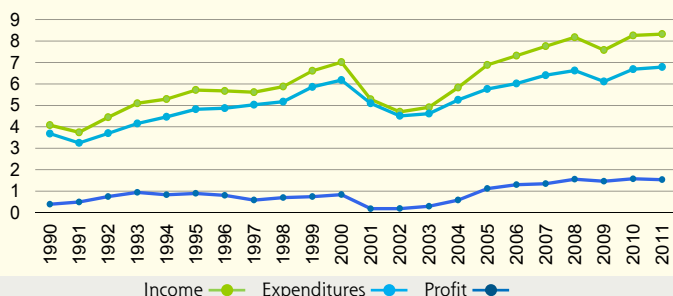
- In 2011, the profit of tourist hotels (surplus of income over expenditure) reached NIS 1.5 billion – 18.5% of the income.
- The income of tourist hotels is obtained from rental of rooms (50%), from food services for hotel guests and outside clients (40%) and from other sources, such as operation of store and clubs, and organization of events and conferences (10%).
- Expenditures consist of labor costs (40%-45%), purchase of food (12%-16%), and other components such as maintenance and cleaning, water and energy, taxes and management.
- Food purchases comprise, on average, 35% of the income from food, with the rate ranging from 50% in popular hotels to 30% in deluxe hotels.
- Expenditures on taxes, fees and insurance comprise 6% of the total income (regardless of level of hotel), compared with 3% spent on publicity and sales promotion, 1.5% on culture and entertainment, and 1.5% on management (from 0.8% in popular hotels to 1.7% in deluxe hotels).

### 27 Expenditures as a percentage of income, 2009



- From 1991 to 2000 there was a steady increase in the revenue of hotels, accompanied by a concomitant increase in expenditures. During that period, hotel profits ranged from 10% to 19% of the income.
- During periods of crisis in tourism, the income of hotels declines more rapidly than the expenditures. When a crisis begins, reservations are immediately cancelled while expenditures – particularly the labour cost – do not shrink as fast. In the 2001 crisis, the income of hotels dropped by 25% and the expenditures only by 18%. In 2002, income and expenditures dropped by 11% each. The profit dropped from 12% in 2000 to 4%. In the years 2003-2008, income and expenditures increased, and the increase in income was faster – a phenomenon which characterizes recovery. In 2009 income decreased by 5% and expenditures by 2%. In 2010 a recovery began; in 2010 and in 2011 the revenue comprised more than 18% of the income.

### 28 Income, expenditures and profit, NIS billions, 1990-2011



<sup>1</sup> The last survey was carried out in 2009. For 2010-2011 estimates were calculated.

<sup>2</sup> In 2011 prices, general CPI adjusted.

# The economic contribution of tourism<sup>1</sup>

- The tourism industry is based mainly on accommodation services (28% of tourism output), and on air transport services (29%). Additional divisions that contribute to tourism output are travel agencies (9% of the tourism output), restaurants (7%), leisure and vacation services (3%), and more.
- In 2011, the tourism consumption of the Israeli economy (of tourists from abroad, of Israelis for traveling abroad and of Israelis in Israel) was estimated at NIS 35.2 billion.
- The expenditure of tourists from abroad in Israel (including flight cost on Israeli airline companies) was estimated at NIS 16.2 billion - 46% of the total tourism consumption and close to 17% of the total export of services of Israel. Compared to 2010, this is a 5% decrease, despite the fact that the number of tourist arrivals in those years was similar.
- The expenditure of Israelis for trips in Israel and abroad<sup>2</sup> was estimated at NIS 19 billion – 54% of the total tourism expenditure.

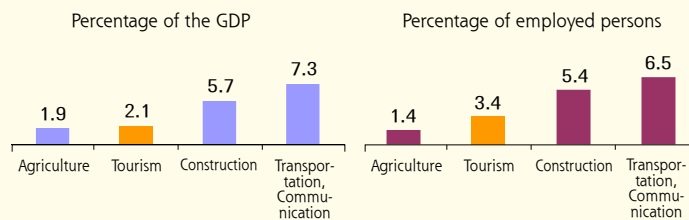
## 29 Economic estimates of tourism, 2006-2011

	2006	2007	2008	2009	2010	2011	% change 2011/10 <sup>2</sup>
Tourism consumption (NIS billion)							
Total	26.3	28.1	30.8	30.1	34.6	35.2	-2
Of arriving tourism	11.0	11.8	14.4	13.6	16.5	16.2	-5
Of Israelis	15.3	16.4	16.4	16.9	18.0	19.0	1
Value added							
Of tourism	12.1	13.0	14.4	14.0	16.2	16.4	-2
Of tourism as percentage of GDP	2.1	2.1	2.2	2.0	2.3	2.1	
Employed persons (thousands)	90	91	95	95	99	103	4

\* At 2011 prices

- On the basis of tourism consumption, economic estimations were calculated, such as tourism output (revenue), tourism product (added value of tourism), and the number of persons employed in tourism. Thus, in 2011, the added value of tourism was estimated at NIS 16 billion (2% of the GDP) and the number of persons employed in tourism at 103,000 (approximately 3% of total persons employed in the economy).
- The following graph illustrates the relative shares of tourism and selected industries of the GDP and of employment.

## 30 Share of selected industries of all employed persons and of the GDP, percentages, 2011



- In 2011, tourism consumption in the Israeli economy comprised 7% of the total private consumption. By comparison, food consumption comprised 19%, and communications consumption was 4%.

<sup>1</sup> Tourism is not defined as an industry in the definitions of national accounts and in the classification of industries. However, a methodology is used in tourism statistics (the satellite account of tourism), which calculates the share of tourism in various industries of the economy and by this means the product of tourism (added value of tourism). The data obtained are thus comparable with the data of national accounts.

<sup>2</sup> Expenditure on services purchased in Israel for the purpose of travel abroad.

## **The Central Bureau of Statistics**

Web site: [www.cbs.gov.il](http://www.cbs.gov.il)

E-mail: [info@cbs.gov.il](mailto:info@cbs.gov.il)

Phone at information center: Jerusalem 972-2-6592666  
Tel Aviv-Yafo 973-3-5681933

Written by:

**Omri Romano** and **Lena Ostrovsky**

Editor of Stati-Lite series: **Nurit Yaffe**

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Israel in Statistics 1948-2007

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The social survey 2007-2008

The Arab population in Israel 2008

Hotels in Israel 1990-2009

Tourism in Israel 1990-2009

The population of Israel 1990-2009

Women and men in Israel 1990-2009

Israel's foreign trade 2000-2010

Construction and housing conditions 1985-2010

*\*In the CBS web site*

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### Tourism in Israel 1990-2011

Written by: **Omri Romano** and **Lena Ostrovsky** | Editor of Stati-Lite series: **Nurit Yaffe** | September 2012