

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# 2010 Market Profile: Israel



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## Visitation Trends (Arrivals)

[Thousands of Israel Visitors]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
Total Arrivals	249	275	284	284	313	332	308	307	58
Percentage Change (%)	-5	11	3	0	10	6	-7	0	23

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2003	2004	2005	2006	2007	2008	2009	2010 <sup>r</sup>	Change 2010/2003
Total Travel & Tourism Exports (1)	\$903	\$1,090	\$1,176	\$1,273	\$1,365	\$1,662	\$1,406	\$1,414	\$511
Travel Receipts	\$732	\$832	\$926	\$972	\$1,090	\$1,257	\$1,122	\$1,126	\$394
Passenger Fare Receipts	\$171	\$258	\$250	\$301	\$275	\$405	\$284	\$288	\$117
Change (%) in Total Exports	-3	21	8	8	7	22	-15	1	57

(r) Revised.

## Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2009 (Percent)	2010 (Percent)	Point Change (2)
Travel Agency	51	51	-0.5
Personal Computer	38	39	1.0
Airlines Directly	18	20	1.8
Friends/Relatives	19	14	-4.1

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Visit Friends/Relatives	44	37	-6.4
Leisure/Rec./Holidays	25	27	2.3
Business/Professional	25	27	1.8
Convention/Conference	3	6	2.4

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Visit Friends/Relatives	59	56	-3.7
Leisure/Rec./Holidays	45	45	-0.4
Business/Professional	28	29	0.9
Convention/Conference	6	8	1.5
NET PURPOSES OF TRIP:			
Leisure & VFR	77	77	-0.6
Business & Convention	32	35	3.4

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Taxi/Cab/Limousine	45	42	-3.1
Airlines in U.S.	34	35	0.8
City Subway/Tram/Bus	29	30	0.7
Rented Auto	33	29	-4.3
Company or Private Auto	17	20	3.0

## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2009 (Percent)	2010 (Percent)	Point Change (2)
Shopping	89	92	2.4
Dining in Restaurants	86	84	-1.9
Sightseeing in Cities	36	38	2.1
Visit Historical Places	36	38	1.9
Art Gallery/Museum	41	36	-4.8
Visit Small Towns	27	28	1.8
Amusement/Theme Parks	35	28	-7.5
Concert/Play/Musical	30	27	-3.1
Visit National Parks	20	25	4.6
Touring Countryside	20	21	0.8

## Select Traveler Characteristics

Traveler Characteristics	2009	2010	Change (2)
Advance Trip Decision Time (mean days)	65	72	6.7 days
Advance Trip Decision Time (median days)	40	45	5.0 days
Prepaid Package	2%	3%	0.8 pts.
First International Trip to the U.S.	17%	15%	-2.8 pts.
Length of Stay in U.S. (mean nights)	17.8	23.4	5.6 nights
Length of Stay in U.S. (median nights)	12	12	0 nights
Number of States Visited (% 1 state)	54%	56%	1.7 pts.
Average Number of States Visited	1.8	1.7	-0.1 states
Hotel/Motel (% 1+ nights)	63%	63%	-0.1 pts.
Average # of Nights in Hotel/Motel	7.5	7.8	0.3 nights
Travel Party Size (mean # of persons)	1.4	1.3	-0.1
Gender: % Male (among adults)	54%	63%	8.3 pts.
Household Income (mean average)	\$80,300	\$72,300	-\$8,000
Household Income (median average)	\$65,100	\$66,000	\$900
Average Age: Female	41	44	2.8 years
Average Age: Male	44	43	-0.9 years

## U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions (3)	Market Share 2009 (Percent)	Volume 2009 (000)	Market Share 2010 (Percent)	Volume 2010 (000)
<b>No destinations meet the minimum sample requirement.</b>				

- (1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).
  - (2) Percentage-point and percentage changes are based on non-rounded data.
  - (3) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.
- (n/a) Estimate not yet available.

Note: This profile shows only a portion of the 35 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit: <http://tinnet.ita.doc.gov/research/programs/ifs/index.html>.

For a list of the states that comprise each census region, please visit: [http://tinnet.ita.doc.gov/outreachpages/census\\_regions.html](http://tinnet.ita.doc.gov/outreachpages/census_regions.html).

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis.

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ADMINISTRATION

# Survey of International Air Travelers

The Survey of International Air Travelers provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about Israel travelers who visits the United States.

**Survey of International Air Travelers: Table Number and Description**

Table 1	Country of Residence	Table 19	Number of States Visited
Table 2	Advance Trip Decision	Table 20	Number of Destinations Listed
Table 3	Advance Airline Reservation	Table 21	Transportation in U.S.
Table 4	Means of Booking Air Trip	Table 22	Port of Entry
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Table 17	U.S. Trips Last 12 Months	Table 35	Annual Household Income
Table 18	U.S. Trips Last 5 Years		





# Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

## For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts
- Travel Trade Barometer

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