



Inbound Tourism Survey Annual Report 2016

MAY 2017

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Foreword

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ABSTRACT

Abstract

This report presents the findings of a tourism survey conducted in Israel for the year 2016. The survey constitutes a follow-up to previous surveys, which have been conducted annually since 1993.

The research objectives are:

- To gather information regarding the characteristics of tourists to Israel (country of residence, religious affiliation, age, etc.).
- To examine tourist satisfaction with services and facilities in Israel.
- To estimate the expenditure of tourists while in Israel.
- To identify and analyze changes compared to previous surveys and trends.

A. Tourists¹

In 2016, 2,872,581 tourists visited Israel.

1. Tourist Characteristics

1.1. Size of A Family Group

The average size of a family group of tourists who came to Israel in 2016 was 1.7 persons. 57% of the tourists came by themselves, 31% came as part of a couple, and 12% came as a family group of 3 persons or more.

1.2. Religious affiliation of a tourist

- Among all tourists

24% were Jewish, 53% Christian, 3% Muslim, 0.2% Baha'i, 1% Hindu, 1% Buddhist, 1% other, and 15% had no religious affiliation.

- Among Jews

52% were Conservative, 14% Orthodox, 9% Reform, 5% Ultra-Orthodox, 3% Other and 16% had no denominational affiliation.

- Among Christians

28% were Protestant, 38% Catholic, 28% Orthodox, and 6% belonged to other denominations.

¹ Tourists are defined as having arrived by air or by any other means of transport and stayed in Israel at least 1 night.

- **Among Protestants**
75% were Evangelist, (this group constitutes 21% of Christian tourists and 13% of all tourists), 21% were mainstream churches and historically black churches, and 4% were Methodist.
- **Among Orthodox**
71% were Russian Orthodox and the remaining 29% belonged to Greek Orthodox and other Orthodox churches.

1.3. Age

Tourists aged 55 and above accounted for 29% of the 2016 visitor arrivals, 19% of tourists were in the age range 45 to 54, 34% aged 25 to 44, and the remaining 18% were tourists aged 24 or below.

2. Trip Characteristics

2.1. Trip organization

27% of the tourists came as part of an organized tour, 64% came as frequent individual tourists (FITs) without ordering land services in advance, and 8% purchased a package deal.

2.2. Frequency of visits

For 53% of the tourists, the current visit to Israel was their first, while 47% had visited Israel more than once. Among the latter category, approximately 71% had either made their previous visit to Israel in the same year as the current visit, or up to two years before the current visit.

2.3. Combining the visit with visits to other countries

- 3% of the tourists visited other countries during their current trip to the region.
- 78% of those who visited other countries visited Jordan, 11% visited Egypt, 1% visited Turkey, 1% visited Cyprus, 3% visited Greece, and 11% visited another country.

2.4. Purpose of visit

- 23% of the tourists arrived for religious purposes (pilgrimage), 22% came for touring and sightseeing, 26% for visiting friends and relatives, 10% for leisure and pleasure, 9% for business and missions, and 2% specified “other” as the reason of their visit.

2.5. Type of accommodation

- 63% of the tourists stayed in hotels or holiday resorts, 23% stayed with friend and relatives, 2% stayed in youth hostels, 7% in rented apartments, 1% in Christian hospices, and the remaining 5% reported that they used other types of accommodation.

2.6. Level of accommodation

- 17% of the tourists stayed in a high-end accommodation, 81% reported a moderate accommodation level, 1% reported a low accommodation level, and 1% reported “other” when asked about the level of accommodation used on their visit.

2.7. Length of Stay:

- The average length of stay for all tourists was 11.4 nights, and for tourists staying in Israel up to 30 days – 8.3 nights.

2.8. Regions visited:

Region	Percentage of tourists who visited the region**	Percentage of tourists who stayed at least one night**	Average length of stay*
Jerusalem	77%	51%	5.1
Tel Aviv-Jaffa	67%	40%	4.6
Dead Sea Area	51%	9%	2.1
Tiberias and the Sea of Galilee	36%	22%	2.5
Galilee Area	33%	7%	3.5
Bethlehem	33%	11%	3
Nazareth	30%	7%	2.7
Haifa	27%	2%	4.9
Jericho	20%	1%	1.8
Golan Heights	13%	2%	2.4
Netanya	10%	5%	6.3
Eilat & The Red Sea	9%	9%	3.7
Negev Area	8%	4%	3.5
Herzliya	6%	2%	6

* Number of nights (average includes tourists who have stayed a min. of 1 night).

**Calculated of the entire tourist population

2.9. Sites Visited

Sites in Jerusalem		Other sites	
Western Wall (Wailing Wall)	68%	Old Jaffa	50%
The Jewish Quarter	63%	Church of the Annunciation	28%
Church of the Holy Sepulcher	54%	Caesarea	23%
Via Dolorosa	45%	Kfar Nahum (Capernaum)	26%
Mount of Olives	46%	Massada	25%
Tower of David	26%	Yardenit baptismal Site	19%
City of David	33%	Qumran	13%
The Garden Tomb	18%	Akko (Acre)	14%
Yad Vashem (Holocaust museum)	18%	Baha'i Gardens	14%
Israel Museum	15%	Qasser el Yahud	4%
Al-Aksa Mosque	9%	Beth Shean (Scythopolis)	7%
		Namal Tel Aviv (Promenade)	24%
		Cave of the Patriarchs	3%
		Tel Aviv Museum of Art	5%

2.10. Factors impacting the decision to visit Israel

- Information sources:

15% of the tourists received information about Israel from a travel agent, 47% through the Internet, 5% from acquaintances in their home country, 14% from relatives/friends in Israel, 15% from community organizations and 2% from travel books. Other source of information were mentioned less frequently.

- The most influential factor:

57% of all tourists decided to visit Israel following the recommendation of a friend or a family member, 5% following a travel agent's recommendation, 13% following the recommendation of a professional organization, 1% were influenced by an advertising campaign, and 24% specify other*.

* In 2016 the answer "it was my own decision" was canceled and replaced by "other".

2.11. Average time of booking a trip:

On average, tourists booked their reservations (for a flight ticket, hotel, car, etc.) 2.48 months before the trip. 48% of the tourists made their reservations up to one month before the trip. 31% made reservations 2-3 months in advance, 12% made reservations up to 6 months before the trip, and some 9% made a reservation more than 6 months before the trip.

2.12. Intentions to visit Israel in the future

Respondents expressed a high level of willingness to visit Israel in the very near future (an average of 4.4 on a scale of 1 to 5). 80% were certain or confident that they would return to Israel. 16% answered that they would consider returning to Israel, and 4% were certain or confident that they would not visit the country again.

2.13. Means of payment (new question)

40% of tourists preferred to pay during the trip in Israel in cash, 26% in credit cards and 34% said they used other means of payment.

2.14. Social Media (a new question in 2016)

Use of social media platform:

	During the trip to Israel	Before the trip to Israel
Google	61%	81%
Facebook	62%	39%
Twitter	4%	3%
Instagram	20%	10%
TripAdvisor	28%	37%
Other	7%	11%

Type of use in social media:

	During the trip to Israel	Before the trip to Israel
Booking a flight	4%	62%
Booking accommodations	6%	43%
Booking an attraction	5%	10%
Finding a tour guide	4%	9%
Researching about the destination	48%	56%
Reading travelers' reviews	33%	43%
Sharing an experience (reviews, photographs etc)	67%	27%

3. Tourist expenditure

- Expenditure by method of trip organization (in USD)

	All tourists: Average expenditure		Tourists who stayed up to 30 days Average expenditure	
	for tourist	for tourist per day	for tourist	for tourist per day
Organized Tour	1,590	218	1,569	221
Package Tour	2,179	192	1,908	217
FIT	1,337	124	1,189	139
Total	1,492	154	1,377	170

- **Main expenditure components (in USD)**

	2015		2016	
	Expenses (USD)	Percentage of total expenditure on components	Expenses (USD)	Percentage of total expenditure on components
Accommodation	633	40.7%	662	44.4%
Transportation & Touring	269	17.3%	252	16.9%
Shopping & gifts	223	14.4%	178	12%
Miscellaneous*	238	15.3%	193	13%
Food and drinks	192	12.3%	205	13.7%

* Entertainment, medical expenses, conference fees, communications, etc

4. Satisfaction with the visit to Israel

Tourists were asked to rate their satisfaction with the various aspects of their visit to Israel, on a scale of 1 to 5 (1 indicating a low level of satisfaction and 5 indicating a high level of satisfaction).

93% of the tourists rated their visit as generally “very good” or “excellent”. The average level of tourist satisfaction was 4.3.

Below are some noteworthy ratings, both high and low:

High satisfaction		Low satisfaction	
Tour guides	4.5	Quality of information in your language	3.7
Archeological and historic sites	4.4	Disabled accessibility to tourist sites	3.7
Personal safety	4.3	Shops	3.7
Guided tours	4.2	Cleanliness of public areas	3.5
Nature and environment	4.2	Cleanliness of toilets	3.5
		Taxies	3.5
		Car rental	3.3
		Value for money	3.1

B. One-Day Visitors

93,170 one-day visitors came to Israel in 2016, compared to 212,385 in 2015.

1. Visitor Characteristics

1.1 Country of origin

The vast majority of tourists came from European countries (approx. 88%). Most prominent among those were Russia and Ukraine.

1.2 Size of a family group

15% traveled in a group of 3 people or more, 34% traveled in couples, and 51% traveled by themselves.

1.3 Age

14% were tourists aged 24 or younger, 33% were in the age range 25-44, 27% aged 45-54, and 27% aged 55 or older.

1.4 Religious affiliation

- 84% were Christian, 6% were Muslim, 11% indicated no religious affiliation.
- Among Christians: 13% were Catholic, 80% - Orthodox, 4.6% - Protestant, 1.5% belonged to other denominations and 0.8% indicated no affiliation.

2. Trip Characteristics

2.1 The main purpose of a visit

The main purpose among these visitors was touring and sightseeing (84%), leisure and recreation (3%), and pilgrimage (8%). The remaining 5% indicated other purposes.

2.2 Frequency of visits

For most visitors, this was their first visit to Israel (84%), while 16% of visitors had visited Israel more than once.

2.3 Factors impacting the decision to visit Israel

- The main source of information: travel agencies (79%), the Internet (9%), other source (6%) and friends and relatives at home (5%).

2.4 Trip organization

- 82% of these visitors came as part of an organized tour or as a part of a group; and 18% traveled independently (FIT).
- Most of the visitors (93%) made the reservations for the day trip less than 1 month in advance.

2.5 Main sites and regions visited

- Regions: Jerusalem was visited by 85% of the visitors, the Dead Sea region was visited by 83%, Bethlehem was visited by 83%, and Eilat and the Red Sea by 15%.
- Sites: The Wailing Wall was visited by 82% of the visitors, the Mount of Olives by 17%, Via Dolorosa by 26%, Israel museum by 34%, Church of the holy sepulcher by 70%, Old Jaffa by 31% and Namal Tel-Aviv (Promenade) by 23%.

2.6 Intentions to come to Israel in the near future

When asked to rate their willingness to revisit Israel, the average outcome was 3.7 on a scale of 1 to 5.

3. Expenditures of visitors in Israel

The average cost of a tour or package for a tourist who came to Israel as part of an organized tour was US \$129. Moreover, these tourists spent an additional \$62 in Israel adding up to a total expenditure of US \$190 per tourist (for this category of tourist).

The average expenditure for a tour in Israel for all day-trippers (per tourist) was US \$190.

4. Satisfaction with the visit to Israel

4.1 Overall satisfaction

The satisfaction level was quite high, with an average of 4.2 (on a scale of 1 to 5, 5 being the highest). 86% described their overall satisfaction as “excellent” or “very good”.

Comparative tourist data by points of departure, 2016

	Total	Taba-Begin and Arava-Rabin Terminals	Allenby Bridge and Jordan Valley Border Crossing	Ovda Ariport	Ben-Gurion Airport
Family group size	1.7	2.1	1.8	2.5	1.6
Return visit	47%	28%	15%	28%	50%
Organized tour	27%	48%	76%	7%	24%
Package Tour	8%	6%	6%	67%	8%
FIT	64%	46%	18%	26%	68%
Time of booking (in months)	2.48	3.3	2.61	1.67	2.45
Length of stay (in nights)	11.4	8.2	6.4	7.7	11.9
Intention to revisit Israel (on a scale of 1 to 5)	4.4	4.4	3.7	4.3	4.4
Average expenditure for tourist (USD)	1,492	1,048	1,198	916	1,534
Average expenditure for tourist per day (USD)	154	129	204	119	152
Satisfaction with visit to Israel (on a scale of 1 to 5)	4.3	4.5	4.5	4.2	4.3

Comparative data for 2015 and 2016

1. General

In 2016, 2,872,581 tourists visited Israel, compared to 2,787,297 in 2015.

2. Tourist Characteristics

- Size of a family group

In the present survey, less proportion of visitors arrived as part of a couple (31% compared to 38% in the 2015 survey). Overall size of the groups was 1.7 persons compared to 1.8 in 2015.

- Religious affiliation of a tourist

The data are similar in both surveys.

- Age

The data are similar in both surveys.

3. Trip Characteristics

- Trip organization

The data are similar in both surveys.

- Length of stay

The present survey presents a slightly higher duration of stay in Israel (11.4 nights compare to 11.1 nights in 2015).

Among the tourists stayed up to 30 nights the data are similar in both surveys.

- Frequency of visits

The data are similar in both surveys.

- Purpose of visit

The data are similar in both surveys.

- Regions/cities visited

The data are similar in both surveys.

- Sites visited

Compared to the previous survey, among the visitors to Jerusalem, the 2016 survey exhibited a higher proportion of visits to City of David and a slightly lower visit rate at The Garden Tomb, Yad Vashem and Israel museum. The other data are similar in both surveys. For other sites across Israel, the 2016 survey exhibited a lower proportion of visits to Massada and Namal Tel-Aviv (promenade), the other data are similar in both surveys.

4. Tourist Expenses

	Average expense per tourist*		Average daily expense per tourist*	
	2015	2016	2015	2016
Organized trip	1,713	1,590	225	218
Package tour	2,135	2,179	220	192
FIT	1,419	1,337	132	124
Total	1,556	1,492	158	154

* Figures displayed in US\$

The overall expenses of tourists are lower in the present survey compared to the 2015 survey. This year there has been a decrease in the expenses of tourists arriving independently (FIT) and as part of organized trip, compared to the figure in 2015 survey. Those arriving independently exhibit lower expense rates compared to those arriving as part of an organized trip or tourist package.

5. Tourist Satisfaction

The overall rate of satisfaction with the trip to Israel is slightly lower in present survey (average 4.3 compared to 4.4 in the previous survey). Satisfaction rate is similar in both surveys in most components making up the satisfaction category that have been checked.

Comparative Data Analysis 2014-2016

		2014	2015	2016
Unit Size גודל הקבוצה		1.8	1.8	1.7
Income Level רמת ההכנסה	Higher than average מעל הממוצע	41%	33%	28%
	Same or Lower כמו / מתחת לממוצע	59%	67%	72%
Travel Organization ארגון הנסיעה	Organized Tour טיול מאורגן	25%	25%	32%
	Package Deal חבילת תיור	9%	8%	10%
	FIT נוסע באופן עצמאי	66%	67%	58%
Religion דת	Jewish יהודי	28%	27%	24%
	Catholic קתולי	21%	19%	19%
	Orthodox אורתודוקס	14%	14%	15%
	Other Christian נוצרי אחר	4%	4%	4%
	Protestant-Evangelical churches אוונגליסט	10%	10%	10%
	Protestant-Other פרוטסטנטי אחר	4%	4%	4%
	No affiliation Christian נוצרי ללא השתייכות	--	2%	3%
	Moslem מוסלמי	2%	2%	4%
	Bahai בהאי	0.3%	0.3%	0.2%
	Bodddhist בודהיסטי	--	1%	1%
	Hindo הינדים	1%	1%	1%
	Other אחר	1%	2%	1%
	No affiliation ללא השתייכות	15%	17%	14%
Purpose of Visit מטרת הביקור	Leisure, Recreation בילוי והנאה	12%	13%	10%
	Touring, sightseeing תיור וטיול	22%	19%	23%
	Religious tour, Pilgrimage צליינות	21%	22%	28%
	Visit friends relatives ביקור קרובים וידידים	28%	26%	24%
	Convention Congress כנסים ותערוכות	1%	1%	1%
	Business Government עסקים שליחות	10%	10%	8%
	Health treatment טיפול רפואי	2%	1%	1%
	Research Study מחקר לימודים	2%	2%	2%
	Taglit תגלית	1%	2%	2%
	Other אחר	2%	2%	2%
Type of Accommodation סוג אכסון	Hotel, Holiday village בית מלון, כפר נופש	59%	56%	61%
	Youth hostel אכסניית נוער	5%	5%	4%
	Christian hospice אכסניה נוצרית	1%	2%	1%
	Rented apartment דירה שכורה	6%	8%	6%
	Friends relatives חברים קרובים	27%	26%	23%
	Other אחר	3%	4%	3%
Visit to Israel ביקור בישראל	First visit ביקור ראשון	53%	51%	57%
	Return visit ביקור חוזר	47%	49%	43%
Duration of Stay משך השהות	Number of nights מספר לילות	11.1	11.1	11.4
Expenditure הוצאות	Expenses without a flight הוצאות ללא טיסה	1661\$	1556\$	1492\$
	Expenditure per day הוצאות ליום	174\$	158\$	154\$

EXPLANATIONS & DEFINITIONS

Tourists

- **Survey Population**: The survey population includes all tourists who visited Israel and left the country between the period of March - December 2016, by air and land, following the publication of a new tender by the Ministry of Tourism for the “Incoming Tourism Survey”, the sampling activity began in March 2016 (usually start in January)
- **Tourists by air**: tourists who came with a commercial air travel (excluding private airplanes, military flights, air transport, etc.) from Ben-Gurion and Ovda Airports.
- **Tourists by land**: Tourists who came and left via Taba-Begin, Jordan River, Allenby Bridge and Arava-Rabin border crossings.
- **Tourist**: A foreign inhabitant who came to Israel or left it by air, land, or sea in the time of the survey. Tourists include Israeli citizens who have been abroad for more than one year, not including flight crews. The survey did not include foreign residents who were in Israel for over a year or foreign workers.
- **Family Group – Family Unit**: A group of one or more people who left or entered Israel together, and who had joint expenditures in Israel. For example: husband and wife, father and son. Grandfather and grandson, brother and sister, etc.
- **Head of the Family Group**: The person who was head of the family group during the trip (not necessarily the head of the family, who may not have traveled with the group).
- **Accompanying travelers**: Members of the family group, other than the head of the group. Accompanying travelers were questioned regarding their gender and age. All other questions were directed to the head of the family group, unless otherwise noted in the definition.
- **Country of Residence**: The country in which the tourist usually resides, and his/her region/city of residence.

- Nationality: The nationality according to the tourist's passport, independent of the country of residence. Most tourists have the nationality of the country they live in.

Purposes of the visit to Israel

The purpose of the visit to Israel, mentioned by the head of the group, was applied to all accompanying family members.

Hereinafter is the variety of reasons for visiting Israel:

- Leisure and recreation: includes vacations at seaside resorts, etc.
- Sightseeing and touring: traveling in Israel to various tourist sites.
- Pilgrimage and Holy Land Tours: including Jews and others who came for purposes of visiting the Holy Land.
- Visiting Friends and Relatives: including visiting friends and family events.
- Conventions and exhibitions: participation in various congresses and exhibitions.
- Business and missions: include official missions, diplomats and UN delegates.
- Medical treatment: tourists who came to Israel for medical tests or to receive medical treatments.
- Studies and Research: tourists who came to Israel for purposes of studying, research, and continuing education programs at higher education institutes, boarding schools and yeshivas.
- Taglit: (Discovery) people who came here through "Taglit program".
- Bird watching: Tourists who came to Israel for watching birds and follow their lifestyle.
- Hiking: Tourists who came to Israel for hiking around the country.
- Culture event: Tourists who came to Israel for purpose of participating in cultural events.
- Other: including checking opportunities for settling down in Israel, accompanying a family member, and other purposes.

Stay in Israel

- Average length of stay in Israel: the average number of nights all tourists spend in Israel does not include tourists who did not report the number of nights spent in Israel. Tourists who stayed more than a year were excluded from the survey.
- Stay in selected areas: For each location, the tourists who noted that they had stayed there at least one night were counted. On basis of these data, the average stay in a location was calculated.

Main Type of Accommodation

The main type of accommodation in which a tourist spent the greatest number of nights during the visit to Israel, as reported by the tourist. Hereinafter are the types of accommodation:

- Hotels: include both those recommended and those not recommended to tourists, as well as Kibbutz guest houses and resort villages.
- Youth Hostels: hostels belonging to the "Youth Hostels Association".
- Christian Hospices: hospices belonging to the Christian Church, in which tourists (mostly pilgrims or young people) stay.
- Rooms in Rural Areas: Kibbutzim and moshavim that are not registered as guesthouses.
- Rented Apartment: an apartment rented by the tourist for the stay in Israel including the use of rental sites such as AirBNB.
- Home of Relatives or Friends: residence without pay, at the home of relatives or friends.
- Secondary residence: an apartment or a home owned or rented by the tourists, used on a regular basis.
- Dormitory: sleeping rooms with several beds.
- Other: residence at military camping, university campus, yeshivas, etc.

Expenditures

- **Travel package – inclusive Tours:** A visit to Israel organized and paid for in advance, including airfare and some land services, primarily accommodation (with or without board), transfers between airport and hotel, car rental, guided tours in Israel, etc. Several package deals include visits to countries in addition to Israel.
- **Expenditures on travel package:** total expenditure paid by the tourist abroad for the package, excluding the airfare cost. A tourist who traveled with a travel package reported the total amount of expenditures paid abroad for the travel package, and sometimes also for the airfare cost. When the airfare cost was included, it was reduced from the price of the whole package, and the rest was taken for "ground services" in Israel paid abroad (this price includes commissions and different expenses that do not come to Israel). If the tourist did not report the airfare price in the package, an average airfare cost was reduced.
- **Lands services paid abroad:** Airfare and land services purchased by the tourist abroad that were not organized as part of an organized trip, such as: accommodation, rented car and guided services.

Average expenditure per tourist according to components:

- **Average expenditures per tourist for all tourists:** including tourists who did not use the different tourism services, for whom the expenditure was calculated as zero (0).
- **Expenditures in Israel:** The tourist was asked about the total amount of expenses spent in Israel (including accompanying expenses) for services and shopping, excluding investments and business expenses. The tourists' report was in different currencies that were translated to U.S. dollar, according to the average foreign exchange rate between the dollar and the reported

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Average expenditure per tourist according to components:

- **Average expenditures per tourist for all tourists:** including tourists who did not use the different tourism services, for whom the expenditure was calculated as zero (0).
- **Expenditures in Israel:** The tourist was asked about the total amount of expenses spent in Israel (including accompanying expenses) for services and shopping, excluding investments and business expenses. The tourists' report was in different currencies that were translated to U.S. dollar, according to the average foreign exchange rate between the dollar and the reported

currency. The tourists' expenditures include all sums paid in Israel and abroad, less the agent's commission and excluding the airfare cost.

- Accommodation: including expenditures for accommodation in hotels, in other types of accommodation, and for purchasing other services at the accommodation site such as: laundry, swimming pool, nightclub, restaurants, etc.
- Meals: restaurants and cafes, and other daily expenditures on food, drinks and tobacco outside the accommodation site.
- Transportation and guided tours in Israel: Expenditures for traveling with private or public transportation, internal flights, expenses for car rental, etc. In addition, tours organized by travel companies or travel agencies for tourists, whether in large groups (on buses) or in small groups (in cars).
- Car rental: including all types of expenses for a rented car (insurance, gasoline, etc).
- Various shopping: gifts, books and other purchases, including purchases in tax-free shops in Israel.
- Registration fees for conventions and exhibitions: including registration fees for conventions and exhibitions and payments related to a convention or collected by the convention organizer.
- Health expenses: including all types of health expenses of tourists who came for the purpose of medical treatments and those who did not come for the health treatments.
- Gifts for Israel's residents: gifts for Israel's residents, both as cash and as a present.
- Other expenses in Israel: these expenses were classified in one of the above-mentioned categories.

The following expenditures are not included in the calculation of tourists' expenditures:

- Purchases for investment (apartment, plot of land, etc.)
- Bank deposits
- Purchases in commercial amounts for export purposes (diamonds, etc.)

Tourist's opinion about visiting Israel

- The tourist was asked to rank the quality of tourism services in Israel on a value scale from 1 to 5, (1 indicating "not good" and 5 indicating "excellent").

The opinion was given for different measures as follows:

- Overall satisfaction
- Cleanliness of public areas
- Personal safety
- People's friendliness
- Accommodation facilities
- Restaurants
- Entertainment and nightlife
- Quality of information in the tourist's language
- Natural surroundings
- Beaches and sea
- Archaeological and historical sites
- Taxis
- Shops
- Tour guides
- Guided tours
- Health services
- Airport/Terminal facilities
- Passport control
- Baggage security check
- Duty free shops
- Value for money
- Public transportation
- Public toilets
- Car rental
- Tourists information office
- Accessibility of tourist sites to handicapped/disabled

- To facilitate filling out the questionnaire two versions were formed. In each version, tourists were asked to grade up the service quality concerning only half of the above mentioned items. However, the items General satisfaction, Value for money, Tourist information office and Accessibility of tourist sites to handicapped/disabled appear in both versions.

Trip Organization:

The tourists were classified into 3 groups according to trip organization:

- Tourists travelling on an organized tour: Mainly includes groups traveling together, but also individuals. This group includes tourists who purchased in one package most of the land services for the trip: flight ticket, accommodation, transportation, site entrance, etc.
- Tourists who purchased packaged deals: Package deals usually include flight tickets, accommodation and transfers. Purchased mainly by individuals or couples. The typical tourists for this group are tourists who came for the purpose of vacation and leisure.
- Frequent individual tourists (FITs): This group includes the tourists who pay for all land services in Israel during their visit. This category includes VFR businessmen, students, etc.

Missing answers and unknown data

- In some questionnaires, answers to questions were not received as a result of lack of understanding or disqualification of the answer. Therefore, the number of observations varies in each table and presents the total number of answers received for that question. Percentages listed in the tables were calculated based on the actual responders' answers.

Chapter 1

Methodology

Methodology

1.1. Background

The Israel Tourism Survey was conducted in 2016 under the initiative and with the funding of Ministry of Tourism. This survey is annual and ongoing since 1993.

1.2. Objectives of the Survey

The primary objectives of the survey are:

- To characterize tourists according to demographic characteristics.
- To gather data on the characteristics of the visit such as purpose of visit, duration of stay and type of accommodation used while in Israel.
- To ascertain opinions of tourists on Israeli tourism services and facilities.
- To provide data regarding the expenditures of tourists visiting Israel.
- To identify changes compared to previous surveys and trends.

1.3. Survey Population

The survey population is comprised of tourists who have visited Israel during 2016 between March to December¹.

Tourists were interviewed upon their departure, whether by air or by land. The population consists of 2,494,755 tourists who stayed at least one overnight in Israel (March-December)².

The above population does not include:

1. Tourists who arrived via Haifa and Sde Dov airports.
2. Tourists who arrived from 'undefined countries' (according to CBS records) such as Israel, United Nations, and the Palestinian Authority.
3. Tourists who left Israel to visit neighboring countries and came back but departure was recorded in Arava terminal.
4. New immigrants (Olim).
5. Diplomats who are permanently based in Israel.

¹ Following a new tender by the Ministry of Tourism for the "Incoming Tourism Survey", the sampling of tourists began on March 2016 (usually starts on January)

² It should be noted that the tourist population that stayed at least one overnight in Israel throughout 2016 is 2,872,581

6. Foreign workers.
7. Foreign passports holders who have resided in Israel for more than 1 year. Israeli citizens who permanently reside in other countries were included, as their visits to Israel afforded them visitor status.

The survey population did not include several kinds of tourists who have visited Israel, therefore the survey reports about the number of tourists is lower than reported by Central Bureau of Statistics.

The survey was conducted in Ben Gurion and Ovda airports, the land crossing points at Allenby Bridge, Taba-Begin Terminal, and Arava-Rabin Terminal.

Additionally, the survey population included 81,897 one-day visitors³.

The following table presents all tourists who have left through any Israeli border crossing point during 2016, broken down according to ‘one-day visitors’ (tourists who remained in Israel less than 1 day without staying an overnight) and ‘tourists’ (visitors who remained in Israel for more than 1 day).

The following tables are based on data received from the Central Bureau of Statistics.

³ It should be noted that the tourist population that stayed at least one overnight in Israel throughout 2016 was 93,170

Table 1.1: Numbers of tourists according to departure stations

Departure stations	Tourists		One-day visitors	
	Total number of departing tourists	Percentage of departing tourists	Total number of departing tourists	Percentage of departing tourists
Ben Gurion Airport	2,227,422	89.3%	45,993	56.2%
Ovda airport	37,512	1.5%	1,650	2%
Taba and Arava Terminals	77,049	3.1%	30,784	37.6%
Allenby Bridge and Jordan Valley Border Crossings	152,002	6.1%	3,470	4.2%
Total	*2,494,755	100%	*81,897	100%

* Total tourist population in 2016 from March to December

The following table presents the same data by the months of the year:

Table 1.2: Number of tourists by month

	One-Day Visitors		Tourists	
	Percentage in population	Tourists	Percentage in population	Tourists
January*	6.7%	6,268	6.9%	198,814
February*	5.4%	5,005	6.2%	179,012
March	5.1%	4,755	7.9%	228,011
April	6.0%	5,547	8.5%	244,980
May	6.8%	6,296	10.4%	299,367
June	8.3%	7,735	8.4%	240,612
July	8.9%	8,265	7.9%	225,576
August	9.9%	9,250	8.5%	245,108
September	12.3%	11,451	7.9%	227,322
October	9.7%	9,017	9.2%	265,389
November	10.2%	9,508	10.7%	307,288
December	10.8%	10,073	7.3%	211,102
Report's total	87.9%	81,897	86.8%	2,494,755
Annual total	100%	93,170	100%	2,872,581

*As mentioned these months were not included in the report

1.4. Sampling size

According to the Ministry of Tourism guidelines, the sample size is 15,000 questionnaires, of which:

- 14,181 tourists who stayed in Israel for at least one night.
- 822 one-day visitors.

1.5. Sampling Method

Sampling was planned according to the 2015 Border Police file. The file included the data on tourists according to the characteristics presented below. Sample allocation was conducted according to statistical considerations that slightly deviate from considerations of pure proportional representation. In the current application, a 'stratum' is determined by month, point of departure, type of visit (1 day or more), and continent. A statistical principle dictates that strata with a greater level of uncertainty are to be over surveyed ,not necessarily in proportion to the size of the stratum. In particular, strata with a high number of items do not require a proportionately large sample – a maximum number of items from that stratum may be determined instead.

The following steps were taken:

1. Exclusion of airports: Haifa and Sde Dov – due to a small number of visitors.
2. Exclusion of countries recorded as: Israel, United Nations, undefined country, and states without continental affiliation.
3. The first phase of the sample allocation:
 - a. A cell defined by month, station, continent and type of visit (one day or longer).
 - b. There are 706 cells of this type that contain more than 10 tourists (cells with fewer were filtered out).
 - c. The sample allocation for each cell is proportional to the number of tourists, yet with the following constraints:
 - i. A maximum of 500 in a sample for the same cell (month, station, continent, type of visit).
 - ii. A minimum of 2 in the sample for each cell.

4. In the second phase, the allocation per continent was divided between countries of the same continent:
 - a. Done according to the proportion of tourists from that country (in the same month, the same point of departure, and the same type of visit).
 - b. Figures were rounded.
5. Result – each month and each point of departure have a table containing the number of tourists in the sample from each country and for each type of visit.
6. The following table presents the number of questionnaires and the number of tourists they represent for each point of departure, compared to the total population departing from those points of departure

Table 1.3: Number of tourists in the survey and the population according to departure stations

Depart. stations	Tourists					One-day visitors				
	Sample			Population		Sample			Population	
	No. of questionnaires	No. of tourists*	Sample Percentage	Total Outgoing Tourists	Population percentage	No. of questionnaires	No. of tourists*	Sample Percentage	Total Outgoing Tourists	Population percentage
Ben Gurion	11,901	15,639	81%	2,227,422	89.3%	786	1,131	94%	45,993	56.2%
Ovda	284	633	3%	37,512	1.5%	1	4	0	1,650	2%
Taba & Arava Terminals	786	1,424	7%	77,049	3.1%	34	63	6%	30,784	37.6%
Allenby Bridge & Jordan River	1,210	1,725	9%	152,002	6.1%	1	2	0	3,470	4.2%
<i>Total</i>	14,181	19,421	100%	**2,494,755	100%	822	1,200	100%	**81,897	100%

* Number of tourists represented in the questionnaires. One questionnaire may represent more than one person.

** Total tourist population in 2016 from March to December.

7. The following table shows the number of tourists by months:

Table 1.4: Number of tourists in the sample and the population by month

	Tourists				One-day visitors			
	Sample		Population		Sample		Population	
	Tourists	Percentage in sample	Tourists	Percentage population	Tourists	Percentage in sample	Tourists	Percentage population
January	--	--	198,814	--	--	--	6,268	--
February	--	--	179,012	--	--	--	5,005	--
March	1,048	5.4%	228,011	9.1%	22	1.8%	4,755	5.8%
April	1,535	7.9%	244,980	9.8%	30	2.5%	5,547	6.8%
May	2,332	12.0%	299,367	12.0%	73	6.1%	6,296	7.7%
June	2,133	11.0%	240,612	9.6%	94	7.8%	7,735	9.4%
July	2,072	10.7%	225,576	9.0%	255	21.3%	8,265	10.1%
August	2,028	10.4%	245,108	9.8%	283	23.6%	9,250	11.3%
September	1,855	9.6%	227,322	9.1%	266	22.2%	11,451	14.0%
October	1,659	8.5%	265,389	10.6%	157	13.1%	9,017	11.0%
November	2,200	11.3%	307,288	12.3%	2	0.2%	9,508	11.6%
December	2,545	13.1%	211,102	8.5%	17	1.4%	10,073	12.3%
Total	19,421	100%	*2,494,755	100%	1200	100%	*81,897	100%

* Total tourist population in 2016 from March to December

8. The tables indicate that there are certain gaps between the percentage of tourists in the various departure points and different months in the sample, and between the corresponding percentage in the entire tourist population. Sample weighting will resolve these gaps (see below).
9. During 2016, Tourists arriving on cruise ships were not sampled due to lack of cooperation of the cruise companies.
10. Sample control was conducted continuously throughout the survey. Computerized control was carried out on a daily and weekly basis – during the work corrective actions were performed, which included adding sampling times and emphasizing populations that were not adequately represented in accordance with the defined sampling plan.

11. The following table presents the sampling error for proportion tests.

Table 1.6: Range of sample error for different sample sizes

Number of responders	Sampling error range*
Up to 20	22%±
21-30	21%±-18%
31-40	18%±-15%
41-50	15%±-14%
51-100	14%±-10%
101-200	10%±-7%
201-300	7%±-6%
301-400	6%±-5%
401-500	5%±-4%
501-800	4%±-3%
801-1500	3%±
1501-4000	3%±-2%
4001-6000	2%±-1%
6001 & up	Less than 1%

* Level of confidence - 95%

1.6. The Questionnaires

1. Questionnaires were composed and translated into 8 languages: English, French, German, Italian, Spanish, Russian, Polish and Chinese. In order to maintain reasonable length of questionnaires, it was divided into 2 versions. The first version contained half of the questions pertaining to tourist satisfaction and visiting sites in Israel, and the second version contained another half. A shorter questionnaire was circulated between one-day visitors. The questionnaires in English can be found in the appendix.
2. Questionnaires were filled in using a handheld computer (tablet) as part of a face-to-face interview, while providing the tourist with explanations if needed. In certain instances, the questionnaire was not filled in on a computer. This

usually took place in land-crossing points, in which transit was relatively rapid, and the use of a computer would result in the ‘loss of tourists’.

3. When the questionnaire was aimed at a family group travelling together, it was filled in by one of its members, although other family members were allowed to assist.
4. In cases where respondents gave answers that were **not** included in options provided by the questionnaire, they were categorized as ‘other’.
5. The process of filling in the questionnaire usually took 8-15 minutes.
6. During the interview, logical tests were conducted using the computer software, to ensure the quality of the response process. Logical tests were also conducted during the data analysis stage.

1.7. The Data gathering process

Data gathering was conducted as the visit to Israel was concluded, in the tourists’ point of departure. The survey was conducted in the departure hall, after the passport check, when tourists had ample time to participate in the interview. In cases where tourists refused to participate, they were recorded as refusals, and were taken into account when calculating the willingness to respond percentage.

The unit of inquiry was an individual passenger (even if he or she was part of a group) as well as a family group travelling on a joint budget (family unit).

The survey team included foreign language speakers, who explained the purpose of the survey to the tourists in order to receive maximal cooperation.

In Ben-Gurion Airport, the survey took place daily, barring weekends and holidays. The survey represented all hours of the day (late night flights, Fridays before the Sabbath, and evenings following Saturdays and holidays). For the purposes of the survey, an average of 4 surveyors were present.

In other points of departure, several days were sampled for each month so as to adequately represent active days, hours, and the required extent of the survey.

1.8. Data weighting method

This research employed the choice-based sampling method (which is a type of stratified sample). In this sampling method, the representation of different results is dependent on the choice that was made, meaning that the results of the sample may appear more or less frequently than they do in the population.

The sampling plan is based on the average number of tourist entries for the last three years from March to December, as follows:

The total tourist population of 2014 constitutes 20%.

The total tourist population of 2015 constitutes 30%.

The total tourist population of 2016 constitutes 50%.

A sample conducted using this method is therefore biased, and must be weighted before going on to perform the primary statistical analysis. For tourists and one-day visitors, weighting in this research will be conducted according to the following strata:

- **Continent of origin**

This variable was compiled into 7 categories: Asia, Africa, Europe, Oceania, North America, Central America and South America.

- **Country of origin**

This variable was compiled into 39 countries that displayed in the report: France, Germany, Russia, United Kingdom, United States, Argentina, Australia, Austria, Belarus, Belgium, Brazil, Bulgaria, Czech Republic, Canada, Indonesia, Ireland, Italy, Lithuania, Mexico, Netherlands, Philippines, Poland, Romania, Singapore, South Africa, South Korea, Spain, Switzerland, Sweden, Turkey and Ukraine.

- **Month**

This study examined 10 months: from March to December.

- **Point entry to Israel**

This variable was grouped into 4 categories: Ben-Gurion Airport, Ovda airports, Allenby Bridge and River Jordan border crossings, and Arava-Rabin and Taba-Begin terminals.

This division creates $7 \times 39 \times 10 \times 4$ different sub-groups.

The weighting was done following the method of C. F. Manski and S. R. Lerman⁴, where each observation is weighted by:

$$\frac{\text{Percentage of population from subgroup A}}{\text{Percentage of visitors from subgroup A in the sample}}$$

In this research, questionnaires could refer to more than 1 person, therefore the percentage of visitors in a certain sub-group of the sample was not calculated by the number of questionnaires in that sub-group, but rather by the number of visitors included in these questionnaires.

One of the objectives of this research was to estimate the number of visitors possessing certain features in the population based on the number of visitors obtained in the sample, for example, to estimate the number of visitors in the population of high-income earners, the number of visitors in the population with children, etc. In order to calculate the anticipated number of visitors in the population, the numbers obtained in the sample should be weighted, with the weighting taking into account the fact that the population was divided into subgroups (by month, country of origin and points of entry into Israel). This observation was weighted as follows:

$$\frac{\text{The number of visitors from subgroup A in the population}}{\text{The number of visitors from subgroup A in the sample}}$$

For each of the $39 \times 7 \times 10 \times 4$ subgroups.

⁴ Charles F. Manski and Steven R. Lerman. The Estimation of Choice Probabilities from Choice Based Samples. *Econometrica*, Vol. 45, No. 8 (Nov. 1977), pp. 1977-1988.

For **one-day visitors**, the same weight was applied when the difference was in the country of origin: Belarus, Kazakhstan, Poland, Romania, Russia and Ukraine. This division creates $6 \times 7 \times 10 \times 4$ different subsets.

1.9. Method for calculating tourists' expenditures in Israel

1. The survey focuses on two main groups which are differentiated according to question 3 in the long questionnaire:
 - Tourists who have spent at least 1 night in Israel ('tourists')
 - Visitors who have not spent an overnight in Israel ('one-day visitors')
2. Each group is divided to 3 sub-groups according to trip organization (question 14).
 - Organized tour
 - Tour package
 - Independently (FIT).
3. For each group, the price of the entire package, organized tour or tour package, the visit in Israel (question 17), is given. A certain part of this amount remains in Israel, and the aim of the calculation is to determine for each type of group, what is its size and what are the categories of expenditure it should be divided into.
4. For **all types of tourists**, the entire sum:
 - Was converted to US dollars, according to the standard average rate for that quarter.
 - A 15% commission was deducted.
 - The cost of the flight was deducted, calculated according to median airfares according to tourists' report of those countries.
 - We issued exceptional reports for each item of expense if the difference exceeded 2.5 standard deviations.
 - We calculated the median amounts of all categories of expenditure. This calculation was conditional on a minimum of 20 responders. This calculation was performed in order to substitute missing data into the various expenditure categories.
 - o Tourists staying over 90 days in Israel were not included in the above median calculations.
5. If a tourist (not relevant to one-day visitors) visited another country (question 19), we deducted an amount from the remaining sum, calculated according to the ratio between the number of nights spent in the other

country and the total amount of the nights spent in Israel and the other country. Based on the assumption that neighboring countries are cheaper, we divided the total expenditure in additional countries as follows: 35% of the total expenditure in the additional country is credited to the expenditure in Israel.

6. If a tourist reported that his or her tour package or organized trip included a trip to a foreign country and he or she did not specify the amount of the expenditure in that foreign country, then we assume that 61% of the price of the package purchased at home accounts for the expenses in Israel and the rest (39%) accounts for the expense in the foreign country. This division is an estimate based on our experience in performing this survey in the past 6 years.
7. For tourists arriving as part of an organized tour, the remainder (after performing clauses 4,5 and 6) was divided as follows:
 - 65% Accommodations
 - 15% Entrance fees in tourist sites
 - 15% Transportation, guides, and tours
 - 5% Commission in Israel

The above-mentioned amounts were added to the corresponding clauses detailing the expenses in Israel.

For tourists arriving as part of Taglit program, the cost of the package was calculated as \$3,000, of which \$1,300 was expenditure in Israel, which was divided as follows:

- 32% Accommodations
- 9% Entrance fees into tourist sites
- 16% Transportation, guides, and tours
- 43% Commission in Israel

8. For tourists arriving as part of a tour package:

If a tourist reported that the tour package included organized tours or entry fees to sites then we considered the tour package as an organized tour and the expenditure distribution in his home country divided into different variables as distributed in clause 7. Otherwise, after performing clauses 4,5 and 6, we divided the remainder according to the level of hotel in which the tourist stayed. If the answer to question 9 was 1 (high-end):

90% Hotels

10% Transportation

If the answer to question 9 was not 1:

85% Hotels

15% Transportation

9. Tourists arriving independently (FITs):

The remainder (after performing clauses 4,5 and 6) was divided according to the answers given to question 8. If the answer to question 8 was 6 (staying with friends / relatives), we divided the remainder as follows:

20% Hotels

80% Transportation

For other answers to question 8, we followed the same guidelines as in paragraph 8 – division according to type of accommodation.

One-day visitors, irrespective of means of arrival:

We deducted an 8% commission (not including one-day visitors who arrived independently). We deducted airfare (using a discount rate for charter flights) only for tourists arriving through Ben-Gurion Airport, or tourists who indicated that airfare was included in the price of the package.

10. For all of the groups:

- If data was missing, we attempted to complete it using the answers we received. For example, if a tourist answered the question relating to the components of his or her expenditure in Israel but did not provide the total expenditure in Israel, we added all of the components to get the total.
- Extraordinary values (above 2.5 standard deviations) were removed from the data pertaining to average expenditure per tourist in Israel and the average daily expenditure per tourist in Israel.
- The expenditure categories were adjusted to the number of nights stayed in Israel as follows:
 - Medical expenses: It was assumed that it is a one-time expense and was not divided by days stayed in Israel.
 - Conferences: same treatment as medical expenses

- Communication: It is assumed that a tourist purchased a single SIM card, so communication is a one-time expense and was not divided by days stayed in Israel.
 - Food: This variable was divided by the number of days spent in Israel.
 - Shopping: same treatment as medical expenses
 - Entertainment: This variable is divided by the number of days spent in Israel.
- If a tourist reported that the main purpose of the trip was medical treatment and did not fill the amount in its category of expense, we inserted the median value of those who did report the amount.
 - If a tourist reported that the main purpose of the trip was conferences/exhibitions and was not aware of the price of the conference or exhibition since in most cases, they were businessmen sent by their companies to attend conferences/exhibitions, we did the following:

Out of 88 interviewees, only 6 filled the related category of expense, a relatively low number for the median calculation. We calculated the median price for this category (\$550) after examining this median versus previous years we found out that the median was very similar to the median in previous years, then the median value of those questionnaires was inserted.
 - If the total expenditure amount was greater than \$11,000 we did not include their expenditure report for all categories in order not to affect the averages.

1.10. Comment to tables report

Due to significance issues, categories where $N < 30$ are not displayed in the tables. The tables presented weighted data. Even so the number of tourists in the tables are based on unweighted data. The first table in each paragraph presents the number of tourists based both on weighted and unweighted data.

APPENDIX

Survey

Questionnaires

Dear Passenger,

The Israel Ministry of Tourism is conducting a Survey among a sample of Passengers departing from Israel; the survey is designed to provide basic data on tourism to Israel, in order to assist us in improving tourism services.

Please take a few moments to answer this questionnaire.

THIS QUESTIONNAIRE REFERS TO ALL FAMILY MEMBERS/FRIENDS TRAVELLING TOGETHER WITH SHARED EXPENSES, OR A PERSON TRAVELING ALONE.

1) WHAT IS YOUR PERMANENT COUNTRY OF RESIDENCE?

1. Country _____
2. City/ State/ Region _____
3. Nationality _____
4. Zip code _____

2) HOW MANY NIGHTS DID YOU SPEND IN ISRAEL? _____ Nights.

3) PLEASE INDICATE THE NUMBER OF PERSONS, INCLUDING ALL FAMILY MEMBERS/FRIENDS, COVERED BY THIS QUESTIONNAIRE. _____ Persons.

3a). HOW MANY OF THEM ARE UNDER THE AGE OF 15? _____ Children.

4) DID YOU COME TO ISRAEL WITH GROUP ORGANIZED BY ANY ORGANIZATION?

1. Yes. Please specify - _____ 2. No
- A. Christian Church
- B. Jewish Organization
- C. Human /Social organization
- D. Other

Question no. 5 is only for those who answered "yes" in the last question:

5) PLEASE INDICATE THE NUMBER OF PERSONS IN YOUR GROUP _____ Persons.

6) WHAT WAS THE MAIN PURPOSE OF YOUR VISIT TO ISRAEL? (CHOOSE ONLY ONE ANSWER)

1. Leisure, Recreation and Holidays
2. Touring, sightseeing the country
3. Religious tour, Pilgrimage, Holy Land tour
4. Visit friends and relatives
5. Convention, Congress, Exhibition
6. Business, Professional, Government, Official mission
7. Medical, Health treatment
8. Research, Study
9. Taglit
10. Bird watching
11. Hiking
12. Culture events
13. Other

7) IS THIS YOUR FIRST VISIT, OR A RETURN VISIT TO ISRAEL?

1. First visit
2. Return visit

(If it's not your first visit):

9a) WHEN WAS YOUR LAST VISIT IN ISRAEL?

(Please indicate year): _____

8) WHAT WAS THE PRINCIPAL TYPE OF ACCOMMODATION YOU USED IN ISRAEL:

(CHOOSE ONLY ONE)

1. Hotel, Holiday village or Kibbutz hotel
2. Youth hostel
3. Christian hospice
4. B&B in a Rural area
5. Vacation Rentals (e.g. AirBNB, Couchsurfing)
6. Friends, relatives
7. Holiday, dwellings/Time sharing
8. Secondary residence
9. Dormitory
10. Other

Question no. 9 is only for those who marked 1 in the last question:

9) WHAT WAS THE GRADE OF YOUR ACCOMMODATION?

1. High level (5 stars hotel)
2. Medium level (3-4 stars hotel)
3. Low level (1-2 stars hotel)
4. Other, Not classified

Question no. 10 is only for those who marked 1-3 in the last question:

10) WHAT TYPE OF SERVICE DID YOU CHOOSE?

1. Room only
2. Bed and breakfast
3. Half board
4. Full board

11) WHAT WAS THE MAIN SOURCE OF INFORMATION FOR YOUR VISIT IN ISRAEL? (CHOOSE ONLY ONE)

1. Internet, Electronic Database information
2. Travel agency / Tour operator /Airline
3. Friends and relatives in Israel
4. Friends and relatives at home
5. Guide books
6. Advertising and publications
7. Israel government tourist information offices abroad
8. Media (T.V, newspapers, magazines, etc.)
9. Tourism fairs, exhibitions.
10. Community church, organization
11. Other

12) WHICH OF THE FOLLOWING REASONS MOST INFLUENCED YOUR DECISION TO VISIT ISRAEL? (CHOOSE ONLY ONE)

1. Recommendation of friends /family
2. Recommendation of travel agent
3. Viewing of Advertising campaign
4. Recommendation of my corporation/professional organization
5. Other _____

13) HOW LONG PRIOR THIS TRIP DID YOU MAKE YOUR BOOKING? _____ Days.

14) HOW DID YOU ORGANIZE YOUR PRESENT TRIP TO ISRAEL? AND HOW MUCH DID YOU PAY FOR IT?

1. Traveling on an organized tour as part of a group. How much did the tour cost? _____
Amount Currency
2. Not part of a group, but bought a package deal in my home country. How much did the package cost? _____
Amount Currency
3. Not part of a group and did not buy any package deal.

15) DURING YOUR STAY IN ISRAEL, WHAT WAS YOUR MAIN MEANS OF PAYMENT? 1. Credit Card 2. Cash 3. Other

16) PLEASE INDICATE FOR THE FOLLOWING ITEMS HOW MUCH YOU AND YOUR FAMILY MEMBERS/ FRIENDS PAID FOR EACH ITEM (AMOUNT & CURRENCY). RELATE TO PAYMENTS BEFORE YOU CAME TO ISRAEL- IN YOUR HOME COUNTRY OR DURING YOUR TRIP- IN ISRAEL (OR BOTH). IF YOU TRAVELLED IN A PACKAGE OR AN ORGANIZED TOUR – PLEASE MARK FOR EACH ITEM IF IT WAS INCLUDED IN THE PACKAGE OR ORGANIZED TOUR, OR NOT. PLEASE MARK "X" IF YOU DON'T REMEMBER THE AMOUNT.

	PAID IN YOUR HOME COUNTRY		PAID IN ISRAEL		INCLUDED IN PACKAGE?	
	AMOUNT	CURRENCY	AMOUNT	CURRENCY	Yes	No
1. Flight ticket					1	2
2. Transfers to / from the airport					1	2
3. Accommodation					1	2
4. Car rental (Including gasoline)					1	2
5. Guided tours					1	2
6. Convention registration fee					1	2
7. Entry tickets to sites					1	2
8. Transportation (Taxi, Bus etc.)					1	2
9. Food & drinks	XXXXX	XXXXX			1	2
10. Shopping (gifts, souvenirs and other purchases)	XXXXX	XXXXX			XXXXX	
11. Duty Free Shop In Israel	XXXXX	XXXXX			XXXXX	
12. Entertainment and Recreation	XXXXX	XXXXX			1	2
13. Medical expenses and health treatment					1	2
14. Gifts to Israeli residents (monetary)	XXXXX	XXXXX			XXXXX	
15. Communication (Internet, telephone, cellular phone)					XXXXX	
16. Other (Donations, Tuition, Study Fees, etc.)	XXXXX	XXXXX			1	2
17. Travel in other countries (Including Palestinian Authority)					1	2

17) TOTAL EXPENDITURE FOR YOUR TRIP TO ISRAEL FOR ALL FAMILY MEMBERS/FRIENDS, (Before arrival and in Israel)? _____

Amount Currency

18) IN COMPARISON WITH THE AVERAGE FAMILY INCOME IN YOUR COUNTRY, IS YOUR FAMILY INCOME:

1. Higher than the average 2. Same as the average 3. Lower than the average

19) DID YOU MAKE ANY EXCURSIONS TO ANOTHER COUNTRY DURING YOUR TRIP TO ISRAEL?

1. Yes, please indicate: 2. No.

Country	No. of nights
1. Egypt	
2. Jordan	
3. Turkey	
4. Cyprus	
5. Greece	
6. Other	

20) PLEASE INDICATE IF YOU VISITED THE FOLLOWING PLACES, IF SO HOW MANY NIGHTS YOU HAVE SPENT IN THEM (IF ANY), AND WHICH MAIN TYPE OF ACCOMMODATION YOU USED IN EACH REGION:

REGION	DID YOU VISIT?		NO. OF NIGHTS SPENT	MAIN ACCOMMODATION		
	Yes	No		1. Hotel, Holiday, village, Kibbutz hotel	2. Friends	3. Other
1. Jerusalem	1	2		1	2	3
2. Tel Aviv - Jaffa	1	2		1	2	3
3. Eilat & The Red sea	1	2		1	2	3
4. Haifa	1	2		1	2	3
5. Netanya	1	2		1	2	3
6. Dead sea area	1	2		1	2	3
7. Herzliya	1	2		1	2	3
8. Tiberias & the Sea of Galilee Area	1	2		1	2	3
9. Golan Heights	1	2		1	2	3
10. Nazareth	1	2		1	2	3
11. Galilee Area	1	2		1	2	3
12. Negev Area (Southern Deserts)	1	2		1	2	3
13. Any other Area in Israel	1	2		1	2	3
14. Jericho	1	2		1	2	3
15. Bethlehem	1	2		1	2	3
16. Any other in Palestinian Authority	1	2		1	2	3

21) WHICH OF THE FOLLOWING SITES DID YOU VISIT ON YOUR TRIP TO ISRAEL?

- | | |
|--|-------------------------------|
| 1. Massada | 8. Mount of Olives Panorama |
| 2. Akko (Acre) | 9. Church of the Annunciation |
| 3. Caesarea | 10. Baha'i Gardens |
| 4. Yardenit, Baptismal Site | 11. City of David |
| 5. Western Wall (Wailing Wall) | 12. Cave of the Patriarchs |
| 6. Israel Museum | 13. Al-Aksa Mosque |
| 7. Via Dolorosa, stations of the cross | |

22) BASED ON YOUR EXPERIENCE, WHICH SITE WERE YOU MOST PLEASED WITH? _____

23) IN TERMS OF MAINTENANCE (CLEANLINESS, ACCESSIBILITY, ETC...), WHICH SITE WERE YOU MOST PLEASED WITH? _____

24) DURING YOUR VISIT TO ISRAEL, WHICH OF THE FOLLOWING ACTIVITIES DID YOU TAKE PART IN?

- | | |
|---|--|
| 1. Cultural events & festivals | 7. Extreme Activities, like bungee, snapling, etc. |
| 2. Going to Theaters | 8. Bicycle trip |
| 3. Folklore evening | 9. Daily guided tour |
| 4. Sea activities (swimming, diving) | 10. Bird watching |
| 5. Sport activities (tennis, golf, etc.) | 11. None of the above |
| 6. Desert tours by special vehicle, (jeeps, etc.) | |

25) FOLLOWING YOUR STAY IN ISRAEL, HOW WOULD YOU RANK THE FOLLOWING?

	Excellent	Very good	Good	Fair	Poor	Did not use
** Overall satisfaction	5	4	3	2	1	9
** Tourist Information office	5	4	3	2	1	9
1. Value for money	5	4	3	2	1	9
3. Safety	5	4	3	2	1	9
5. Accommodation facilities	5	4	3	2	1	9
7. Entertainment/Night life	5	4	3	2	1	9
9. Natural Surroundings	5	4	3	2	1	9
11. Archeological and historic sites	5	4	3	2	1	9
13. Shops	5	4	3	2	1	9
15. Health services	5	4	3	2	1	9
17. Passport control	5	4	3	2	1	9
19. Duty free shops	5	4	3	2	1	9
21. Public transportation	5	4	3	2	1	9
23. Accessibility of tourist sites to handicapped/disabled people	5	4	3	2	1	9

26) DO YOU BELIEVE THAT YOU WILL RETURN TO ISRAEL FOR A VISIT IN THE NEAR FUTURE?

1. Certainly not 2. Probably not 3. Maybe 4. Probably yes 5. Certainly yes

27) PLEASE GIVE THE GENDER & AGES OF ALL FAMILY MEMBERS/FRIENDS, COVERED BY THIS QUESTIONNAIRE.

	YOURSELF		SECOND		THIRD		FOURTH		FIFTH		SIXTH		SEVENTH		EIGHTH	
	1. M	2.F	1. M	2.F	1. M	2.F	1. M	2.F	1. M	2.F	1. M	2.F	1. M	2.F	1. M	2.F
0-14																
15-24																
25-34																
35-44																
45-54																
55-64																
65+																

28) IN ORDER TO ENABLE US TO DETERMINE SPECIAL NEEDS OF DIFFERENT GROUPS IN ISRAEL, PLEASE INDICATE WHETHER YOU ARE:

1. **Jewish.** Please specify religious affiliation:
 - (1). Strictly Orthodox (2). Orthodox (3). Conservative (4). Reform (5). No affiliation (6). Other
2. **Christian**
 - (1). Protestant. Please indicate what denomination or church, if any, do you identify with, most closely?
 - (a). Evangelical churches (b). Mainline churches (c). Historically black churches (d). Methodist
 - (2). Catholic
 - (3). Orthodox
 - (a). Greek Orthodox (b). Russian Orthodox (c). Other Orthodox
 - (4). Other Christian
 - (a). Evangelical churches (b). Other
 - (5). No Affiliation
3. **Baha'i** 6. **Buddhist**
4. **Moslem** 7. **Other**
5. **Hindu** 8. **No Affiliation**

29) IN CONJUNCTION WITH YOUR TRIP TO ISRAEL, DID YOU USE ANY SOCIAL MEDIA PLATFORM?

(Such as Facebook, TripAdvisor, Ctrip, Yelp etc.)

		If Yes, please specify which was the main platform you used (multiple choice)	If Yes, please specify the type/s of use you made of this platform (multiple choice)
Before the trip	1. Yes 2. No	1. Google 2. Facebook 3. Twitter 4. Instagram 5. TripAdvisor 6. Other _____	1. Booking a flight 2. Booking accommodations 3. Booking an attraction 4. Finding a tour guide 5. Researching about the destination 6. Reading travelers' reviews 7. Sharing an experience (reviews, photographs, etc.)
During the trip	1. Yes 2. No	1. Google 2. Facebook 3. Twitter 4. Instagram 5. TripAdvisor 6. Other _____	1. Booking a flight 2. Booking accommodations 3. Booking an attraction 4. Finding a tour guide 5. Researching about the destination 6. Reading travelers' reviews 7. Sharing an experience (reviews, photographs, etc.)

30) COMMENTS (We would be grateful for any comments or proposals you may wish to make):

31) Would you be willing to participate in a short survey which will be sent to your email address in about 2 months from now?

1. No
2. Yes _____ @ _____

MANY THANKS. HAVE A PLEASANT JOURNEY, SHALOM AND SEE YOU AGAIN

Dear Passenger,

The Israel Ministry of Tourism is conducting a Survey among a sample of Passengers departing from Israel; the survey is designed to provide basic data on tourism to Israel, in order to assist us in improving tourism services.

Please take a few moments to answer this questionnaire.

THIS QUESTIONNAIRE REFERS TO ALL FAMILY MEMBERS/FRIENDS TRAVELLING TOGETHER WITH SHARED EXPENSES, OR A PERSON TRAVELING ALONE.

1) WHAT IS YOUR PERMANENT COUNTRY OF RESIDENCE?

1. Country _____
2. City/ State/ Region _____
3. Nationality _____

2) HOW MANY NIGHTS DID YOU SPEND IN ISRAEL? _____ Nights.

3) PLEASE INDICATE THE NUMBER OF PERSONS, INCLUDING ALL FAMILY MEMBERS/FRIENDS, COVERED BY THIS QUESTIONNAIRE. _____ Persons.

3a). HOW MANY OF THEM ARE UNDER THE AGE OF 15?

_____ Children.

4) DID YOU COME TO ISRAEL WITH GROUP ORGANIZED BY ANY ORGANIZATION?

1. Yes. Please specify -
 - A. Christian Church
 - B. Jewish Organization
 - C. Human /Social organization
 - D. Other
2. No

Question no. 5 is only for those who answered "yes" in the last question:

5) PLEASE INDICATE THE NUMBER OF PERSONS IN YOUR GROUP _____ Persons.

6) WHAT WAS THE MAIN PURPOSE OF YOUR VISIT TO ISRAEL? (CHOOSE ONLY ONE ANSWER)

1. Leisure, Recreation and Holidays
2. Touring, sightseeing the country
3. Religious tour, Pilgrimage, Holy Land tour
4. Visit friends and relatives
5. Convention, Congress, Exhibition
6. Business, Professional, Government, Official mission
7. Medical, Health treatment
8. Research, Study
9. Taglit
10. Bird watching
11. Hiking
12. Culture events
13. Other

7) IS THIS YOUR FIRST VISIT, OR A RETURN VISIT TO ISRAEL?

1. First visit
2. Return visit

(If it's not your first visit):

8a) WHEN WAS YOUR LAST VISIT IN ISRAEL?

(Please indicate year): _____

8) WHAT WAS THE PRINCIPAL TYPE OF ACCOMMODATION YOU USED IN ISRAEL:

(CHOOSE ONLY ONE)

1. Hotel, Holiday village or Kibbutz hotel

2. Youth hostel
3. Christian hospice
4. B&B in a Rural area
5. Vacation Rentals (e.g. AirBNB, Couchsurfing)
6. Friends, relatives
7. Holiday, dwellings/Time sharing
8. Secondary residence
9. Dormitory
10. Other

Question no. 9 is only for those who marked 1 in the last question:

9) WHAT WAS THE GRADE OF YOUR ACCOMMODATION?

1. High level (5 stars hotel)
2. Medium level (3-4 stars hotel)
3. Low level (1-2 stars hotel)
4. Holiday village
5. Hotel Apartments
6. Non classified hotel
7. Other

Question no. 10 is only for those who marked 1-4 in the last question:

10) WHAT TYPE OF SERVICE DID YOU CHOOSE?

1. Room only
2. Bed and breakfast
3. Half board
4. Full board

11) WHAT WAS THE MAIN SOURCE OF INFORMATION FOR YOUR VISIT IN ISRAEL? (CHOOSE ONLY ONE)

1. Internet, Electronic Database information
2. Travel agency / Tour operator /Airline
3. Friends and relatives in Israel
4. Friends and relatives at home
5. Guide books
6. Advertising and publications
7. Israel government tourist information offices abroad
8. Media (T.V, newspapers, magazines, etc.)
9. Tourism fairs, exhibitions.
10. Community, church, organization
11. Other

12) WHICH OF THE FOLLOWING REASONS MOST INFLUENCED YOUR DECISION TO VISIT ISRAEL? (CHOOSE ONLY ONE)

1. Recommendation of friends /family
2. Recommendation of travel agent
3. Viewing of Advertising campaign
4. Recommendation of my corporation/professional organization
5. It was my own decision

13) HOW LONG PRIOR THIS TRIP DID YOU MAKE YOUR BOOKING? _____ Days.

14) HOW DID YOU ORGANIZE YOUR PRESENT TRIP TO ISRAEL? AND HOW MUCH DID YOU PAY FOR IT?

1. Traveling on an organized tour as part of a group. How much did the tour cost? _____
Amount Currency
2. Not part of a group, but bought a package deal in my home country. How much did the package cost? _____
Amount Currency
3. Not part of a group and did not buy any package deal.

15) PLEASE INDICATE FOR THE FOLLOWING ITEMS HOW MUCH YOU AND YOUR FAMILY MEMBERS/ FRIENDS PAID FOR EACH ITEM (AMOUNT & CURRENCY). RELATE TO PAYMENTS BEFORE YOU CAME TO ISRAEL- IN YOUR HOME COUNTRY OR DURING YOUR TRIP- IN ISRAEL (OR BOTH). IF YOU TRAVELLED IN A PACKAGE OR AN ORGANIZED TOUR – PLEASE MARK FOR EACH ITEM IF IT WAS INCLUDED IN THE PACKAGE OR ORGANIZED TOUR, OR NOT. PLEASE MARK "X" IF YOU DON'T REMEMBER THE AMOUNT.

	PAID IN YOUR HOME COUNTRY		PAID IN ISRAEL		INCLUDED IN PACKAGE?	
	AMOUNT	CURRENCY	AMOUNT	CURRENCY	Yes	No
1. Flight ticket					1	2
2. Transfers to / from the airport					1	2
3. Accommodation					1	2
4. Car rental (Including gasoline)					1	2
5. Guided tours					1	2
6. Convention registration fee					1	2
7. Entry tickets to sites					1	2
8. Transportation (Taxi, Bus etc.)					1	2
9. Food & drinks	XXXXX	XXXXX			1	2
10. Shopping (gifts, souvenirs and other purchases)	XXXXX	XXXXX			XXXXX	
11. Duty Free Shop In Israel	XXXXX	XXXXX			XXXXX	
12. Entertainment and Recreation	XXXXX	XXXXX			1	2
13. Medical expenses and health treatment					1	2
14. Gifts to Israeli residents (monetary)	XXXXX	XXXXX			XXXXX	
15. Communication (Internet, telephone, cellular phone)					XXXXX	
16. Other (Donations, Tuition, Study Fees, etc.)	XXXXX	XXXXX			1	2
17. Travel in other countries (Including Palestinian Authority)					1	2

16) TOTAL EXPENDITURE FOR YOUR TRIP TO ISRAEL FOR ALL FAMILY MEMBERS/FRIENDS (Before arrival and in Israel)? _____
Amount Curren

17) IN COMPARISON WITH THE AVERAGE FAMILY INCOME IN YOUR COUNTRY, IS YOUR FAMILY INCOME:

1. Higher than the average
2. Same as the average
3. Lower than the average

18) DID YOU MAKE ANY EXCURSIONS TO ANOTHER COUNTRY DURING YOUR TRIP TO ISRAEL?

1. Yes, please indicate:
2. No.

Country	No. of nights
1. Egypt	
2. Jordan	
3. Turkey	
4. Cyprus	
5. Greece	
6. Other	

19) PLEASE INDICATE IF YOU VISITED THE FOLLOWING PLACES, IF SO HOW MANY NIGHTS YOU HAVE SPENT IN THEM (IF ANY), AND WHICH MAIN TYPE OF ACCOMMODATION YOU USED IN EACH REGION:

REGION	DID YOU VISIT ?		NO. OF NIGHTS SPENT	MAIN ACCOMMODATION		
	Yes	No		1. Hotel, Holiday, village, Kibbutz hotel	2. Friends	3. Other
1. Jerusalem	1	2		1	2	3
2. Tel Aviv - Jaffa	1	2		1	2	3
3. Eilat & The Red sea	1	2		1	2	3
4. Haifa	1	2		1	2	3
5. Netanya	1	2		1	2	3
6. Dead sea area	1	2		1	2	3
7. Herzliya	1	2		1	2	3
8. Tiberias & the Sea of Galilee Area	1	2		1	2	3
9. Golan Heights	1	2		1	2	3
10. Nazareth	1	2		1	2	3
11. Galilee Area	1	2		1	2	3
12. Negev Area (Southern Deserts)	1	2		1	2	3
13. Any other Area in Israel	1	2		1	2	3
14. Jericho	1	2		1	2	3
15. Bethlehem	1	2		1	2	3
16. Any other in Palestinian Authority	1	2		1	2	3

20) WHICH OF THE FOLLOWING SITES DID YOU VISIT ON YOUR TRIP TO ISRAEL?

- | | |
|---------------------------------|---|
| 1. Qumran | 7. Jewish Quarter in the Old City / The Cardo |
| 2. Beth Shean | 8. Old Jaffa |
| 3. Capernaum | 9. Yad Vashem (Holocaust Museum) |
| 4. Quasar El Yahud | 10. Tel Aviv Museum of Art |
| 5. Tower of David | 11. Namal Tel Aviv (Promenade) |
| 6. Church of The Holy Sepulcher | 12. The Garden Tomb |

21) BASED ON YOUR EXPERIENCE, WHICH SITE WERE YOU MOST PLEASED WITH? _____

22) IN TERMS OF MAINTENANCE (CLEANLINESS, ACCESSIBILITY, ETC...), WHICH SITE WERE YOU MOST PLEASED WITH? _____

23) DURING YOUR VISIT TO ISRAEL, WHICH OF THE FOLLOWING ACTIVITIES DID YOU TAKE PART IN?

- | | |
|---|--|
| 1. Cultural events & festivals | 7. Extreme Activities, like bungee, snapling, etc. |
| 2. Going to Theaters | 8. Bicycle trip |
| 3. Folklore evening | 9. Visiting forests |
| 4. Sea activities (swimming, diving) | 10. Bird watching |
| 5. Sport activities (tennis, golf, etc.) | 11. None of the above |
| 6. Desert tours by special vehicle, (jeeps, etc.) | |

Question no. 24 & 25 are only for those who answered "Cultural events & festivals" in the last question

24) WHICH EVENT/FESTIVAL? _____

25) DID YOU PLAN YOUR PARTICIPATION IN THIS EVENT PRIOR YOUR VISIT TO ISRAEL?

1. YES
2. NO

26) DID YOU PARTICIPATE IN A GUIDED TOUR IN ISRAEL? 1. Yes 2. No

Question no. 27 is only for those who answered "Yes" in the last question

27) WERE YOU SATISFIED FROM THE GUIDANCE LANGUAGE? 1. Yes 2. No

Question no. 28 is only for those who answered "No." in the last question

28) WILL YOU BE WILLING TO PAY AN ADDITIONAL FEE FOR AN INTERPRETER IN YOUR LANGUAGE? 1. Yes 2.No

29) FOLLOWING YOUR STAY IN ISRAEL, HOW WOULD YOU RANK THE FOLLOWING?

	Excellent	Very good	Good	Fair	Poor	Did not use
** Overall satisfaction	5	4	3	2	1	9

** Tourist Information office	5	4	3	2	1	9
1. Value for money	5	4	3	2	1	9
2. Cleanliness of public areas	5	4	3	2	1	9
4. People's friendliness	5	4	3	2	1	9
6. Restaurants	5	4	3	2	1	9
8. Quality of information in your language	5	4	3	2	1	9
10. Beaches and sea	5	4	3	2	1	9
12. Taxis	5	4	3	2	1	9
14. Tour guides	5	4	3	2	1	9
16. Guided tours	5	4	3	2	1	9
18. Airport/Terminal facilities	5	4	3	2	1	9
20. Baggage security check	5	4	3	2	1	9
22. Car rental	5	4	3	2	1	9
24. Public toilets	5	4	3	2	1	9
26. Accessibility of tourist sites to handicapped/disabled people	5	4	3	2	1	9

Question no. 30 is only for those who answered "1" or "2" in the last question (section 8):

30) REGARDING YOUR DISSATISFACTION WITH THE QUALITY OF INFORMATION IN YOUR LANGUAGE, PLEASE DEFINE THE PROBLEM?

1. Lack of information in my language
2. Road signs
3. Service in the tourist information center
4. Information brochures/maps
5. Other

Question no. 31 is only for those who answered "1" or "2" in question 26 (section 12):

31) REGARDING YOUR DISSATISFACTION WITH THE TAXIS, PLEASE DEFINE THE PROBLEM?

1. Poor quality of service.
2. I think the driver was not honest with me
3. The price was high
4. The driver drove dangerously
5. The driver was not willing to turn on the meter
6. Other

32) DO YOU BELIEVE THAT YOU WILL RETURN TO ISRAEL FOR A VISIT IN THE NEAR FUTURE?

1. Certainly not 2. Probably not 3. Maybe 4. Probably yes 5. Certainly yes

33) DID YOU PARTICIPATE IN A GUIDED TOUR IN ISRAEL?

Yes No

IF SO, ARE YOU SATISFIED WITH THE LANGUAGE OF THE TOUR GUIDE?

Yes No

IF SO, DID YOU WAS WILLING TO PAY AN ADDITIONAL CHARGE FOR AN INTERPRETER IN YOUR LANGUAGE? Yes No

34) PLEASE GIVE THE GENDER & AGES OF ALL FAMILY MEMBERS/FRIENDS, COVERED BY THIS QUESTIONNAIRE.

	YOURSELF		SECOND		THIRD		FOURTH		FIFTH		SIXTH		SEVENTH		EIGHTH	
	1. M	2.F	1. M	2.F	1. M	2.F	1. M	2.F	1. M	2.F	1. M	2.F	1. M	2.F	1. M	2.F
0-14																
15-24																
25-34																
35-44																
45-54																
55-64																
65+																

35) IN ORDER TO ENABLE US TO DETERMINE SPECIAL NEEDS OF DIFFERENT GROUPS IN ISRAEL, PLEASE INDICATE WHETHER YOU ARE:

1. **Jewish**. Please specify religious affiliation:

- (1). Strictly Orthodox (2). Orthodox (3). Conservative (4). Reform (5). No affiliation (6). Other

2. **Christian**

(1). Protestant. Please indicate what denomination or church, if any, do you identify with, most closely?

- (a). Evangelical churches (b). Mainline churches (c). Historically black churches (d). Methodist

(2). Catholic

(3). Orthodox

- (a). Greek Orthodox (b). Russian Orthodox (c). Other Orthodox

(4). Other Christian

- (a). Evangelical churches (b). Other

(5). No Affiliation

3. **Baha'i**

6. **Buddhist**

4. **Moslem**

7. **Other**

5. **Hindu**

8. **No Affiliation**

36) COMMENTS (We would be grateful for any comments or proposals you may wish to make):

MANY THANKS. HAVE A PLEASANT JOURNEY, SHALOM AND SEE YOU AGAIN



Interviewer: _____	Flight no: _____
Place: _____	Date: _____ Hour: _____

DT

Dear Passenger,

The Israel Ministry of Tourism is conducting a Survey among a sample of Passengers departing from Israel; the survey is designed to provide basic data on tourism to Israel, in order to assist us in improving tourism services.

Please take a few moments to answer this questionnaire.

THIS QUESTIONNAIRE REFERS TO ALL FAMILY MEMBERS/FRIENDS TRAVELLING TOGETHER WITH SHARED EXPENSES OR A PERSON TRAVELING ALONE.

1) WHAT IS YOUR PERMANENT COUNTRY OF RESIDENCE?

1. Country _____
2. City/ State/ Region _____
3. Nationality _____

2) PLEASE INDICATE THE NUMBER OF PERSONS, INCLUDING ALL FAMILY MEMBERS/FRIENDS,

COVERED BY THIS QUESTIONNAIRE. _____ Persons. 2a). HOW MANY OF THEM ARE UNDER THE AGE OF 15? _____ Children.

3) WHAT WAS THE MAIN PURPOSE OF YOUR VISIT TO ISRAEL? (CHOOSE ONLY ONE ANSWER)

1. Leisure, Recreation and Holidays
2. Touring, sightseeing the country
3. Religious tour, Pilgrimage, Holy Land tour
4. Other

4) IS THIS YOUR FIRST VISIT, OR A RETURN VISIT TO ISRAEL?

1. First visit
2. Return visit

(If it's not your first visit):

4a) WHEN WAS YOUR LAST VISIT IN ISRAEL (Please indicate year): _____

5) WHAT WAS THE MAIN SOURCE OF INFORMATION FOR YOUR VISIT IN ISRAEL? (CHOOSE ONLY ONE)

1. Internet, Electronic Database information
2. Travel agency / Tour operator /Airline
3. Friends and relatives in Israel
4. Friends and relatives at home
5. Other

6) HOW LONG PRIOR THIS TRIP DID YOU MAKE YOUR BOOKING? _____ Days.

7) HOW DID YOU ORGANIZE YOUR PRESENT TRIP TO ISRAEL? AND HOW MUCH DID YOU PAY FOR IT?

1. Traveling on an organized tour as part of a group. How much did the tour cost? _____

Amount
Currency
2. Not part of a group, but bought a package deal. How much did the package cost? _____

Amount
Currency
3. Not part of a group and did not buy any package deal.

8) PLEASE INDICATE FOR THE FOLLOWING ITEMS HOW MUCH YOU AND YOUR FAMILY MEMBERS/ FRIENDS PAID FOR EACH ITEM (AMOUNT & CURRENCY). PLEASE RELATE TO EXPENDITURES ONLY IN ISRAEL.

IF YOU TRAVELLED IN A PACKAGE OR AN ORGANIZED TOUR – PLEASE MARK FOR EACH ITEM IF IT WAS INCLUDED IN THE PACKAGE OR ORGANIZED TOUR, OR NOT.



PLEASE MARK "X" IF YOU DON'T REMEMBER THE AMOUNT.

	<u>PAID IN ISRAEL</u>		INCLUDED IN PACKAGE?	
	AMOUNT	CURRENCY	Yes	No
1. Flight ticket	XXXXX	XXXXX	1	2
2. Transfers to / from the airport			1	2
3. Car rental (Including gasoline)			1	2
4. Guided tours			1	2
5. Entry tickets to sites			1	2
6. Transportation (Taxi, Bus etc.)			1	2
7. Food & drinks			1	2
8. Shopping (gifts, souvenirs and other purchases) In Israel			XXXXX	
9. Duty Free Shop <u>In Israel</u>			XXXXX	
10. Entertainment and Recreation			1	2
11. Other			1	2
12. Travel in other countries (Including Palestinian Authority)	XXXXX	XXXXX	1	2

9) TOTAL EXPENDITURE FOR YOUR TRIP TO ISRAEL FOR ALL FAMILY MEMBERS/FRIENDS. (Before arrival and in Israel) _____
 Amount Currency

10) IN COMPARISON WITH THE AVERAGE FAMILY INCOME IN YOUR COUNTRY, IS YOUR FAMILY INCOME:

1. Higher than the average 2. Same as the average 3. Lower than the average

11) PLEASE INDICATE IF YOU VISITED THE FOLLOWING PLACES.

REGION	DID YOU VISIT?	
	Yes	No
1. Jerusalem	1	2
2. Tel Aviv - Jaffa	1	2
3. Eilat & The Red sea	1	2
4. Haifa	1	2
5. Dead sea area	1	2
6. Tiberias & the Sea of Galilee Area	1	2
7. Nazareth	1	2
8. Any other Area in Israel	1	2
9. Bethlehem	1	2

12) WHICH OF THE FOLLOWING SITES DID YOU VISIT ON YOUR TRIP TO ISRAEL?

- | | |
|---------------------------------|--|
| 1. Massada | 9. Via Dolorosa, stations of the cross |
| 2. Capernaum | 10. Jewish Quarter in the Old City / The Cardo |
| 3. Yardenit, Baptismal Site | 11. Mount of Olives Panorama |
| 4. Quasar El Yahud | 12. Old Jaffa |
| 5. Western Wall (Wailing Wall) | 13. Church of the Annunciation |
| 6. Tower of David | 14. Bahai Gardens |
| 7. Israel Museum | 15. Namal Tel Aviv (Promenade) |
| 8. Church of The Holy Sepulcher | 16. Other |

13) BASED ON YOUR EXPERIENCE, WHICH SITE WERE YOU MOST PLEASED WITH? _____

14) IN TERMS OF MAINTENANCE (CLEANLINESS, ACCESSIBILITY, ETC...), WHICH SITE WERE YOU MOST PLEASED WITH? _____

15) FOLLOWING YOUR STAY IN ISRAEL, HOW WOULD YOU RANK YOUR VISIT?

Overall satisfaction	Excellent (5)	Very good (4)	Good (3)	Fair (2)	Poor (1)
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16) WOULD YOU ENCOURAGE OTHERS TO VISIT ISRAEL? 1. Yes 2. No

17) DO YOU BELIEVE THAT YOU WILL RETURN TO ISRAEL FOR A VISIT IN THE NEAR FUTURE?

1. Certainly not 2. Probably not 3. Maybe 4. Probably yes 5. Certainly yes

18) PLEASE GIVE THE GENDER & AGES OF ALL FAMILY MEMBERS/FRIENDS, COVERED BY THIS QUESTIONNAIRE.

	YOURSELF		SECOND		THIRD		FOURTH		FIFTH	
	1. M	2.F	1. M	2.F	1. M	2.F	1. M	2.F	1. M	2.F
0-14										
15-24										
25-34										
35-44										
45-54										
55-64										
65+										

19) IN ORDER TO ENABLE US TO DETERMINE SPECIAL NEEDS OF DIFFERENT GROUPS IN ISRAEL, PLEASE INDICATE WHETHER YOU ARE:

1. **Jewish.** Please specify religious affiliation:
 - (1). Strictly Orthodox (2). Orthodox (3). Conservative (4). Reform (5). No affiliation (6). Other
2. **Christian**
 - (1). Protestant. Please indicate what denomination or church, if any, do you identify with, most closely?
 - (a). Evangelical churches (b). Mainline churches (c). Historically black churches (d). Methodist
 - (2). Catholic
 - (3). Orthodox
 - (a). Greek Orthodox (b). Russian Orthodox (c). Other Orthodox
 - (4). Other Christian
 - (a). Evangelical churches (b). Other
 - (5). No Affiliation
3. **Baha'i**
4. **Moslem**
5. **Hindu**
6. **Buddhist**
7. **Other**
8. **No Affiliation**

20) COMMENTS (We would be grateful for any comments or proposals you may wish to make):

MANY THANKS. HAVE A PLEASANT JOURNEY, SHALOM AND SEE YOU AGAIN