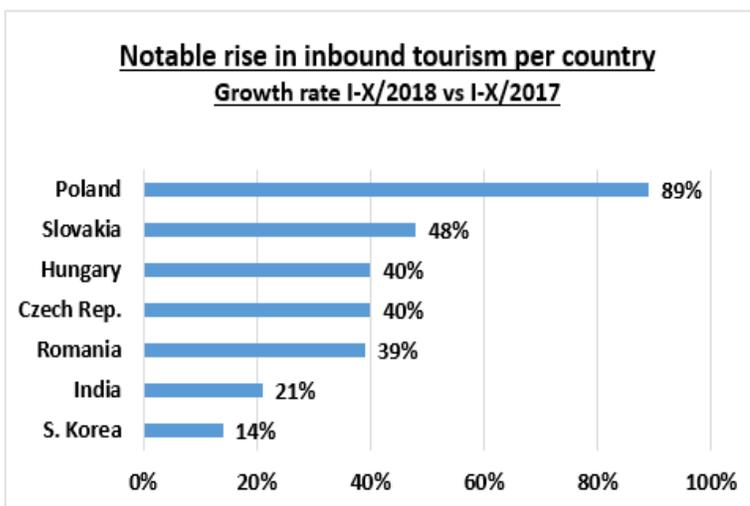
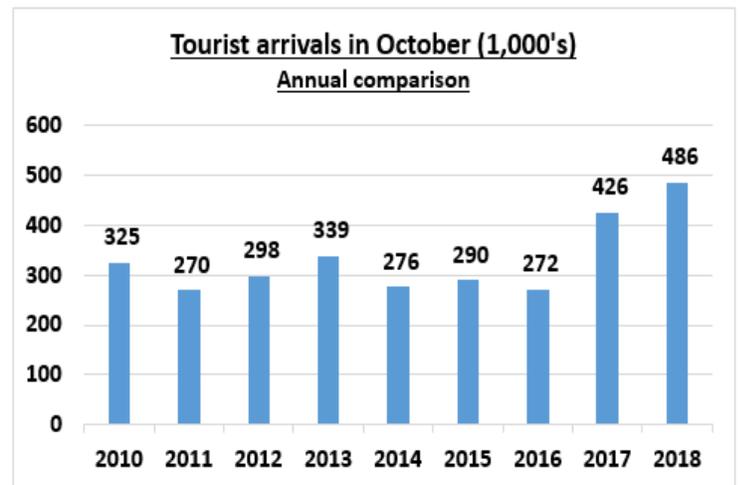


Over half a million visitors entered Israel in October, of whom 486,000 were tourists, an all-time record for inbound visitors and tourists in a single month. Tourist stays in October averaged 7 days per tourist, and total income an estimated at \$720 million (NIS 2.63 billion).

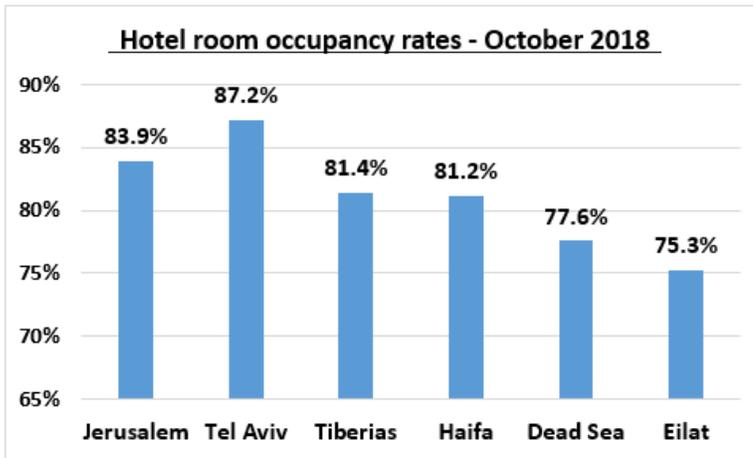
From January to October, 3.4 million tourists entered Israel. The total income is estimated at \$5 billion (NIS 17.84 billion).



A notable rise in tourist arrivals from Eastern Europe. The number of Polish tourists between January and October 2018 rose by 89% compared to the same period last year. A 48% increase in inbound tourism from Slovakia was recorded, and a 40% increase from Hungary, the Czech Republic and Romania, respectively. **India** is the second largest country for inbound tourism from East Asia, after China, with 58,000 tourist arrivals in the first ten months of 2018. **South Korea** ranks third, with 39,000 tourist arrivals in the same period.

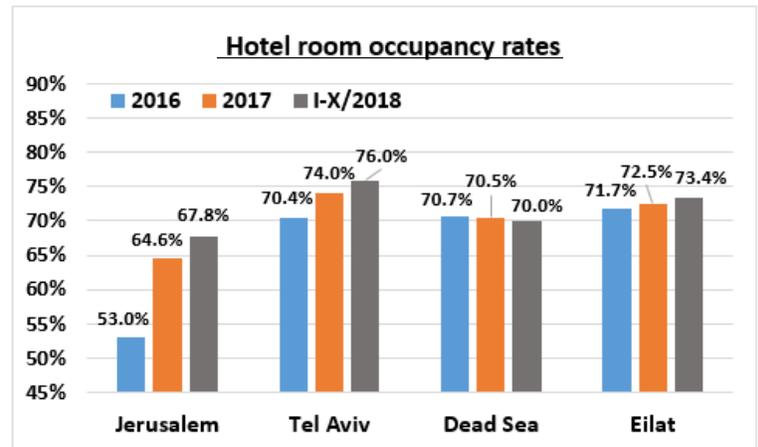
Of the East European countries, year-to-date, Poland came in second after Russia, pushing the Ukraine into third place. In the first ten months of 2018, 124,000 Polish tourists arrived compared to 66,000 in the same period in 2017, and 41,000 in the same period in 2016 (an increase of 204%). Polish tourists spent an average of 6 days in Israel, while 45% of them are in the 41-65 age group, 37% in the 21-40 age group, and 10% are aged 66 and over.



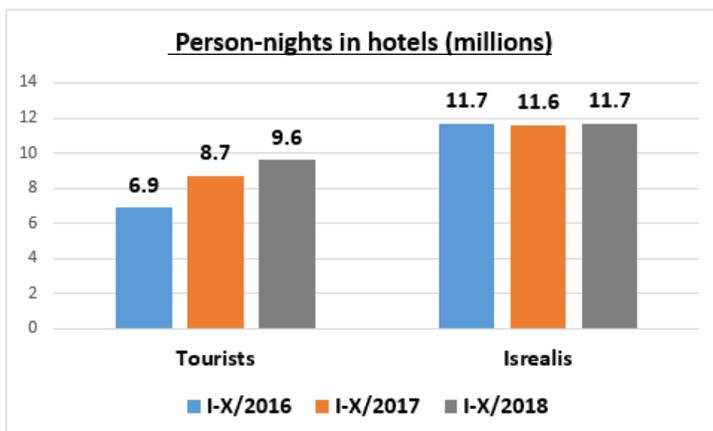


The record tourist arrivals in October led to a substantial increase in hotel room occupancy rates across all regions of the country. Hotel occupancy in Jerusalem rose to a record 83.9%. Tel Aviv posted an occupancy rate of 87.2%, Tiberias 81.4%, and 81.2% of the rooms were sold out in Haifa. More moderate hotel occupancy rates of 77.6% and 75.3% were recorded in the Dead Sea region and Eilat, respectively, resulting in a national average occupancy rate of 78.4%.

Cumulative data on hotel room occupancy rates in the graph on the right show an increase in hotel room occupancy in Jerusalem and Tel Aviv, while the occupancy rates in the Dead Sea and Eilat hotels saw no significant changes. In Jerusalem, occupancy rate rose from an average of 53% in 2016 to an average of 67.8% for the first ten months of 2018. The aforementioned is the result of inbound tourism, particularly to the cities of Jerusalem and Tel Aviv, while the Dead Sea and Eilat hotels benefit primarily from domestic tourism.



The graph on the left shows the number of tourist person-nights versus Israeli person-nights at hotels for the first ten months of 2018 compared to the same period in 2017 and 2016, respectively. Over the past three years, the number of Israeli person-nights has remained unchanged, while the number of tourist person-nights shows an upward trend. Growth in hotel person-nights over the past three years is therefore due almost entirely to the growth in inbound tourism.



A 2017 tourism survey found that 45% of tourists stay over in Jerusalem and 42% in Tel Aviv, while only 8% of tourists stay over at the Dead Sea, and 15% in Eilat.