

Who's Who in Israel Israeli Tour Operators at IPW 2016

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*Flip page over for additional information...

Israel's Outbound Travel Market

Yael Torres, U.S. Embassy, Tel Aviv

- Israel's outbound travel market to the United States exhibited a 10 percent growth in 2015 with 390,000 entries. Israel has been a growth market in terms of arrivals and spending due to the strong trade, business, security and R&D activity between the two countries. Israeli travelers to the United States spend an estimated \$1.5 billion per year on travel-related services, not including airfare. The average length of stay is 5 days.
- To attract Israeli travelers, U.S. destinations and travel service providers should engage in direct marketing to consumers thru social media and other digital means.
- The Israeli outbound travel market grew 15 percent in 2015, accounting for 5.4 million departures by Israelis by air. The majority of passengers (1.9 million) traveled one time during the year while 1.2 million passengers traveled twice or more. ..
- The increase in departures during 2015 is attributed to a favorable exchange rate, adoption of "Open Skies" policy and the growing market presence of low-cost airlines/airfares.
- In 2015, 27 percent of total departures occurred in August-September. The majority of departures (53 percent) were short haul (1-4 days). About 40 percent of departures were in the range of 5-9 days. Only 7 percent of total departures were for 10 days or longer.
- US and Israeli Airlines operate multiple, daily direct flights from Tel Aviv to New York, Philadelphia, San Francisco, Boston and Los Angeles. European airlines offer competitive prices and routes to the United States via Europe.
- Over 500 travel agents and about 12 wholesale operators are active in the Israeli outbound travel market. Tour operators specialize in market segments rather than in specific destinations. Most operators are conservative in selecting new travel products or expanding beyond popular destinations.

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Nir Haklil and Myra Haklili are contributors to the America News – a complimentary weekly supplement of Yediot Aharonot, distributed to thousands of Israelis in the United States

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NEW ORLEANS, JUNE 18-22, 2016