**ISRAEL**

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

**GLOBAL DATA 2019**

- **10.3%** Total GDP contribution
- **330 MN** Jobs globally (1 in 10 jobs)

**ISRAEL 2019 KEY DATA**

- **5.6% of Total Economy**
  - Total T&T GDP = ILS78.8BN (USD22.0BN)
  - 1 in 4 net new jobs were created by Travel & Tourism over the last five years

- **+2.0%**
  - 2019 Travel & Tourism GDP growth vs +3.1% real economy GDP growth

- **227.2 JOBS (000's)**
  - (5.7% of total employment)

- **ILS30.0BN**
  - in visitor spend (7.3% of total exports)
  - (USD8.4BN)

**INBOUND ARRIVALS**

1. UNITED STATES 22%
2. FRANCE 9%
3. RUSSIAN FEDERATION 9%
4. GERMANY 6%
5. UNITED KINGDOM 6%
REST OF WORLD 48%

**OUTBOUND DEPARTURES**

1. POLAND 8%
2. FRANCE 7%
3. ITALY 7%
4. ROMANIA 6%
5. UNITED STATES 6%
REST OF WORLD 66%

**SECTOR CHARACTERISTICS (2019)**

- LEISURE SPENDING: 84%
- BUSINESS SPENDING: 16%
- DOMESTIC SPENDING: 48%
- INTERNATIONAL SPENDING: 52%

Note: Data are average shares over the 2016-2018 period
Source: Oxford Economics, national sources and UNWTO

1All values are in constant 2019 prices & exchange rates
As reported in March 2020

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%