

Improving the Tourism Statistics in Israel

Experience in collecting data from private operators in Rural Tourism Accommodation

Presented by
Lena Ostrovsky

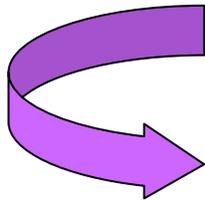
Esther Sultan

28.3.2006

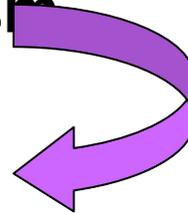
Accommodation Statistics

All types of existing tourism accommodations are investigated by the CBS

- Tourist hotels –monthly survey(census)
- “Other” hotels (sensus)
- Youth hostels
- Field schools



Rural tourism



Private Operators

Centralized Management (Kibbutzim)
investigated from 1997

Rural Tourism in Israel

In Israel Rural Tourism accommodation is operated by two main types of authorities:

1. Special communities called Kibbutzim and Collective Moshavim. These villages are characterized by common property and central management (about 100 operators with 3,500 rooms)
2. Private operators – about 1,000 operators with other 3,500 rooms.

Definition of the problem

Statistics concerning the rural tourism, in Kibbutzim and collective moshavim (centralized management type of operation) are published, on monthly basis from 1997.

But they represent only half of the number of rooms operating in this type of accommodation.

So: to show the whole picture we have to try to collect data from the private operators too.

Obviously obtaining data from private operators is a very complicated task ,but starting from 2004 a new survey was launched by the CBS

Rural Tourism

Kibutz



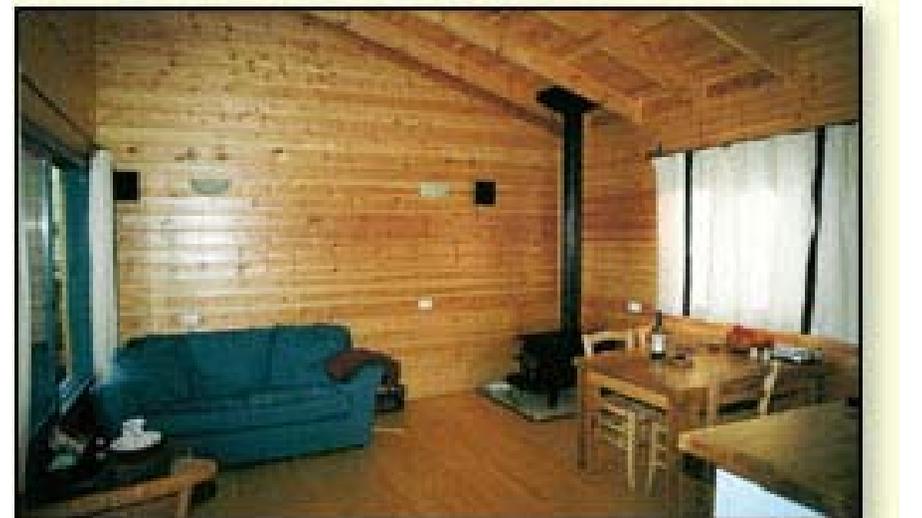
Private



Kibutz



Private Operators



Investigation of Private Sector of the Rural Tourism

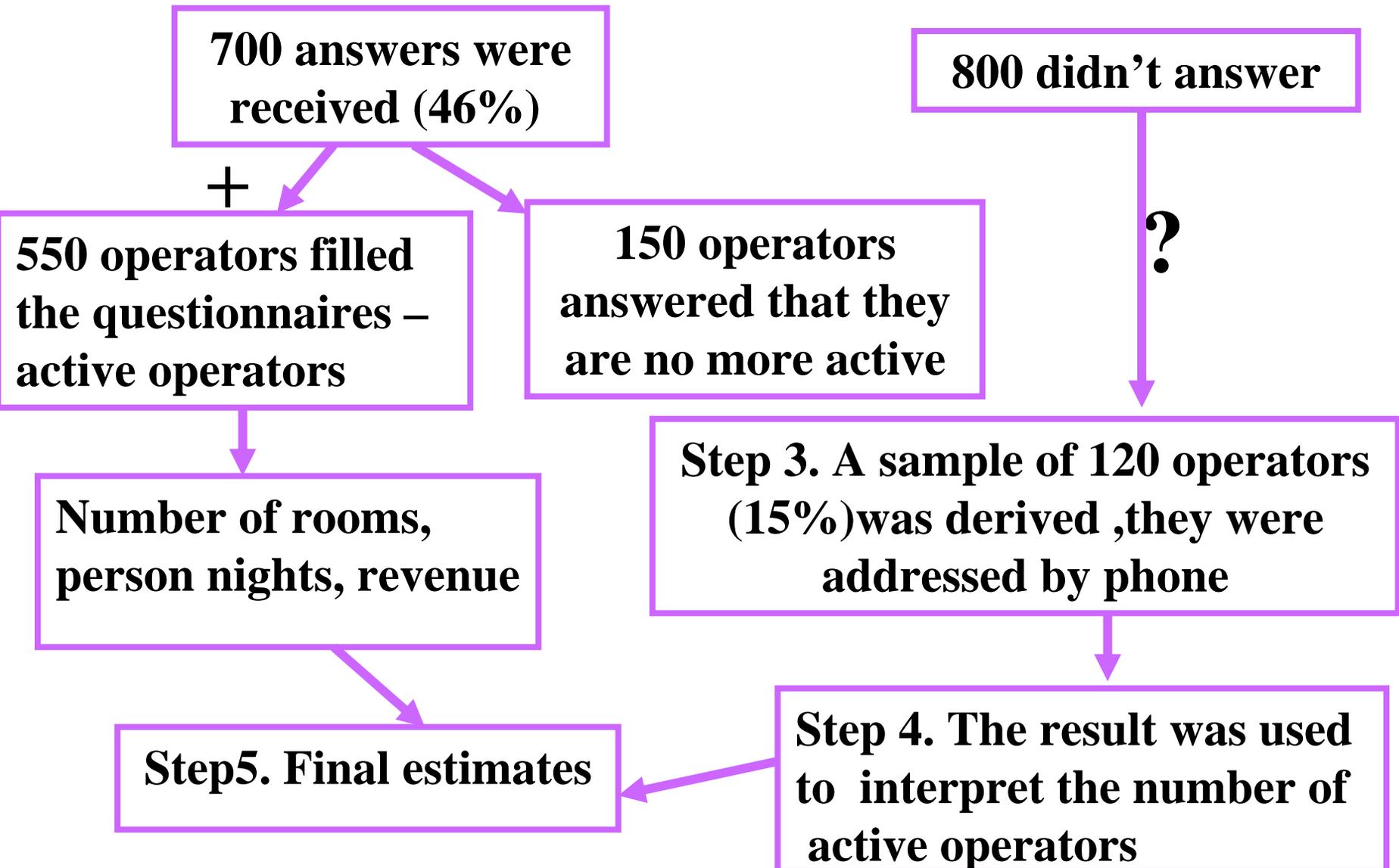
- Step 1. From several different sources, file of 1500 potential operators was prepared

Step 2. Questionnaires were sent to the entire population (1500 addresses)

700 answers were received (response rate of 46%)

800 operators didn't answer

Investigation of Private Sector of the Rural Tourism



RESULTS-2005

	Number of Rooms	Person Nights (million s)	Bed Occup. Rate	Total Revenue (\$ mill)	Revenue per person- night
Private Rural Tourism	3,786 (8%)	0.8 (4%)	20%	33.9 (2.5%)	43\$
Kibbutzim	3,375 (7%)	1.3 (7%)	30%	39.7 (3%)	30\$
Total Rural tourism accommodatio	7,161 (15%)	2.1 (11%)		73.6 (5.2%)	35\$
† Tourist Hotels	46,000 (100%)	19.1 (100%)	50%	1,413 (100%)	74\$

Investigation of Private Sector of the Rural Tourism

Starting from 2005 a standard survey is being carried on monthly basis asking 150 operators

This sample is updated annually by files that we buy from Golden Pages ,where telephones of all rural tourism operators appear

By preparing this survey we actually cover all types of existing tourism accommodations (besides the issue of second homes – marginal phenomenon in Israel)

Compilation of all Tourism Statistics

CBS and Ministry of Tourism has prepared TSA for 1995 (last input-output tables) ,and presently are working to update it for 2003.

One of the first steps -checking the existing data

The improvement of accommodation statistics also contribute to TSA.



Thank you