

## Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

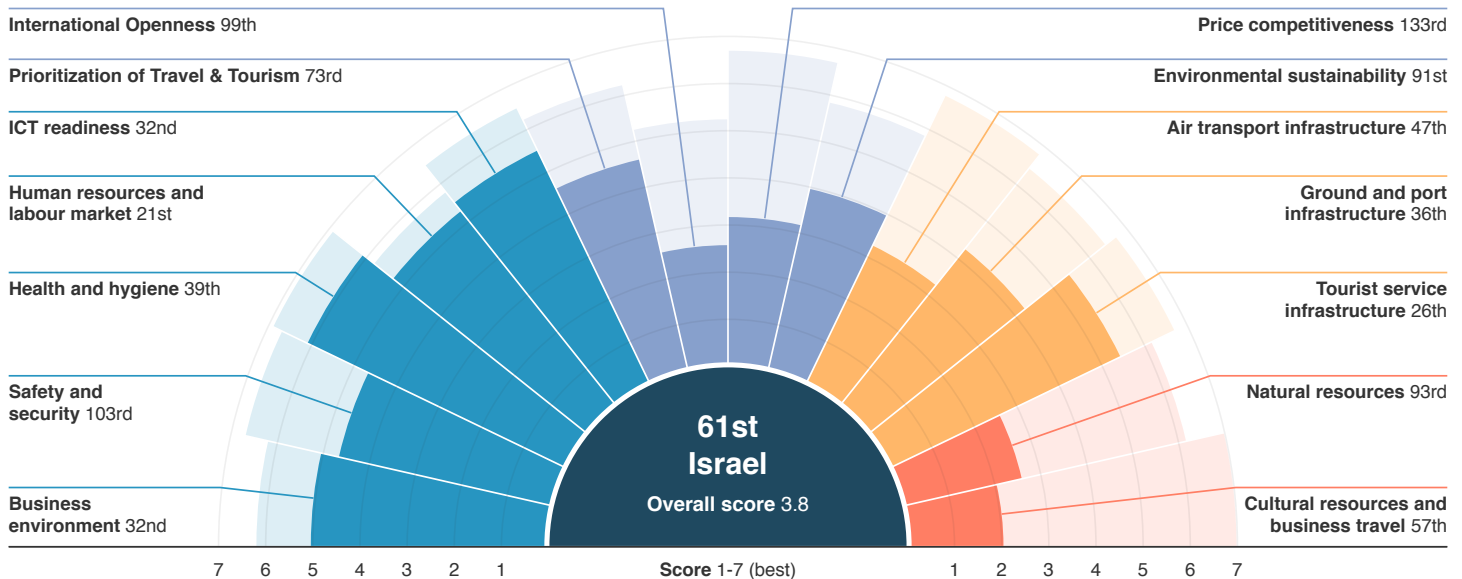
<b>International tourist arrivals</b>	2,799,502	<b>T&amp;T industry GDP</b>	US \$5,897.8 million
<b>International tourism inbound receipts</b>	US \$5,364.5 million	% of total	2.0%
<b>Average receipts per arrival</b>	US \$1,916.2	<b>T&amp;T industry employment</b>	85,707 jobs
		% of total	2.4%

## Performance Overview

Key Score Highest score

Pillar Rank/136

Pillar Rank/136



Israel (61st) is one of the most improved economies this year, rising 11 places in the global rankings. Its performance can be attributed mostly to an improvement in the contextual business conditions. The business environment (32nd, up 19 places) is becoming more open to competition and to foreign investment. Improvements in ground infrastructure (36th), especially ports, and in skills and labour regulations (21st) have also contributed to enhancing the business climate. The T&T sector is supported by sound tourism service infrastructure (26th) and widespread use of ICTs (32nd). Israel's

cultural resources (57th), including its nine World Heritage Cultural sites and several international association events, are a primary motivation to visit the country. Israel could further develop its natural tourism (93rd) to offer a diversified value proposition to all types of tourist. The main issues hindering Israel's T&T development are the low level of security (103rd), especially related to terrorism risks, and the limited openness (99th), which is linked to efforts to limit threats to security.

## Past performance

Travel & Tourism Competitiveness Edition	2015	2017
<b>Rank</b>	72 / 141	61 / 136
<b>Score</b>	3.7	3.8

## Travel &amp; Tourism Competitiveness Index 2017 edition

Index Component	Rank/136	Score*	Index Component	Rank/136	Score*
 <b>Business environment</b>	32	5.0	 <b>International Openness</b>	99	2.5
Property rights	30	5.4	Visa requirements 0–100 (best)	61	29.0
Business impact of rules on FDI	40	5.0	Openness of bilateral Air Service Agreements 0–38 (best)	79	9.9
Efficiency of legal framework in settling disputes	37	4.5	Number of regional trade agreements in force number	71	7.0
Efficiency of legal framework in challenging regs	32	4.4	 <b>Price competitiveness</b>	133	3.1
Time required to deal with construction permits days	107	209	Ticket taxes and airport charges 0–100 (best)	91	64.0
Cost to deal with construction permits % construction cost	60	1.5	Hotel price index US\$	95	204.0
Extent of market dominance	82	3.5	Purchasing power parity PPP \$	126	1.0
Time to start a business days	74	12.0	Fuel price levels US\$ cents/litre	135	208.0
Cost to start a business % GNI per capita	48	3.3	 <b>Environmental sustainability</b>	91	3.9
Effect of taxation on incentives to work	37	4.3	Stringency of environmental regulations	41	4.7
Effect of taxation on incentives to invest	36	4.1	Enforcement of environmental regulations	38	4.5
Total tax rate % profits	30	28.1	Sustainability of travel and tourism industry development	81	4.1
 <b>Safety and security</b>	103	4.6	Particulate matter (2.5) concentration µg/m3	103	11.6
Business costs of crime and violence	53	5.0	Environmental treaty ratification 0–27 (best)	115	17
Reliability of police services	42	5.1	Baseline water stress 5–0 (best)	122	5.0
Business costs of terrorism	123	3.4	Threatened species % total species	90	7.1
Index of terrorism incidence	120	3.0	Forest cover change % change	87	0.1
Homicide rate /100,000 pop.	48	1.7	Wastewater treatment %	10	94.3
 <b>Health and hygiene</b>	39	6.1	Costal shelf fishing pressure tonnes/km2	52	0.1
Physician density /1,000 pop	26	3.3	 <b>Air transport infrastructure</b>	47	3.2
Access to improved sanitation % pop.	1	100.0	Quality of air transport infrastructure	30	5.4
Access to improved drinking water % pop.	1	100.0	Available seat kilometres, domestic millions	61	4.3
Hospital beds /10,000 pop.	53	33.0	Available seat kilometres, international millions	37	545.0
HIV prevalence % adult pop.	1	0.2	Aircraft departures /1,000 pop.	48	6.0
Malaria incidence cases/100,000 pop.	1	S.L.	Airport density airports/million pop.	96	0.6
 <b>Human resources and labour market</b>	21	5.2	Number of operating airlines Number	28	70.0
Primary education enrollment rate net %	48	96.7	 <b>Ground and port infrastructure</b>	36	4.2
Secondary education enrollment rate gross %	40	101.9	Quality of roads	33	4.9
Extent of staff training	28	4.6	Road density % total territorial area	38	-
Degree of customer orientation	53	4.9	Paved road density % total territorial area	29	-
Hiring and firing practices	21	4.5	Quality of railroad infrastructure	43	3.5
Ease of finding skilled employees	6	5.4	Railroad density km of roads/land area	15	5.4
Ease of hiring foreign labour	116	3.4	Quality of port infrastructure	50	4.5
Pay and productivity	28	4.6	Ground transport efficiency	44	4.1
Female participation in the labor force ratio to men	29	0.90	 <b>Tourist service infrastructure</b>	26	5.4
 <b>ICT readiness</b>	32	5.5	Hotel rooms number/100 pop.	57	0.6
ICT use for biz-to-biz transactions	13	5.8	Quality of tourism infrastructure	56	4.8
Internet use for biz-to-consumer transactions	23	5.6	Presence of major car rental companies	1	7
Internet users % pop.	32	77.4	Automated teller machines number/thousand adult pop.	11	126.1
Fixed-broadband Internet subscriptions /100 pop.	29	27.4	 <b>Natural resources</b>	93	2.6
Mobile-cellular telephone subscriptions /100 pop.	36	133.5	Number of World Heritage natural sites number of sites	86	0
Mobile-broadband subscriptions /100 pop.	63	56.1	Total known species number of species	72	510
Mobile network coverage % pop.	65	99.0	Total protected areas % total territorial area	55	19.9
Quality of electricity supply	28	6.2	Natural tourism digital demand 0–100 (best)	70	12
 <b>Prioritization of Travel &amp; Tourism</b>	73	4.6	Attractiveness of natural assets	99	4.3
Government prioritization of travel and tourism industry	83	4.6	 <b>Cultural resources and business travel</b>	57	2.0
T&T government expenditure % government budget	101	2.1	Number of World Heritage cultural sites number of sites	22	9
Effectiveness of marketing and branding to attract tourists	92	3.8	Oral and intangible cultural heritage number of expressions	93	0
Comprehensiveness of annual T&T data 0–120 (best)	6	104	Sports stadiums number of large stadiums	55	6.0
Timeliness of providing monthly/quarterly T&T data 0–21 (best)	6	21.5	Number of international association meetings 3-year average	58	39.3
Country brand strategy rating 1–10 (best)	48	79.0	Cultural and entertainment tourism digital demand 0–100 (best)	30	23

\* Scores are on a 1-to-7 scale unless indicated otherwise. For detailed definitions, sources, and periods, consult the interactive Country/Economy Profiles and Rankings at <http://wef.ch/ttr>