Improving the Tourism Statistics in Israel

Experience in collecting data from private operators in Rural Tourism Accommodation

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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. This 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
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

700 answers were received (46%)

800 didn’t answer

550 operators filled the questionnaires – active operators

150 operators answered that they are no more active

Number of rooms, person nights, revenue

Step 3. A sample of 120 operators (15%) was derived, they were addressed by phone

Step 4. The result was used to interpret the number of active operators

Step 5. Final estimates
### RESULTS-2005

<table>
<thead>
<tr>
<th></th>
<th>Number of Rooms</th>
<th>Person Nights (million s)</th>
<th>Bed Occup. Rate</th>
<th>Total Revenue ($ mill )</th>
<th>Revenue per person-night</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Rural Tourism</td>
<td>3,786 (8%)</td>
<td>0.8 (4%)</td>
<td>20%</td>
<td>33.9 (2.5%)</td>
<td>43$</td>
</tr>
<tr>
<td>Kibbutzim</td>
<td>3,375 (7%)</td>
<td>1.3 (7%)</td>
<td>30%</td>
<td>39.7 (3%)</td>
<td>30$</td>
</tr>
<tr>
<td>Total Rural tourism</td>
<td>7,161 (15%)</td>
<td>2.1 (11%)</td>
<td></td>
<td>73.6 (5.2%)</td>
<td>35$</td>
</tr>
<tr>
<td>Per tourist Hotels</td>
<td>46,000 (100%)</td>
<td>19.1 (100%)</td>
<td>50%</td>
<td>1,413 (100%)</td>
<td>74$</td>
</tr>
</tbody>
</table>
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