

January 5, 2018

Israel sets new record with 3.6 million tourists in 2017

Israeli tourism hit an all-time high in 2017, earning 20 billion NIS in revenue from incoming tourism alone thanks to new flight routes and marketing efforts led by the Ministry of Tourism, Israel21c noted. A total of 3.6 million tourists were recorded, a 25 percent increase over 2016. “The all-time record number of tourists visiting Israel this year is no accident; it is the result of a clear policy,” said Minister of Tourism Yariv Levin. As in previous years, the majority of incoming tourism was from the United States, with 716,000 visitors arriving between January and November 2017, 21% more than the previous year. Jerusalem remains the city most visited by incoming tourists (78% of all tourists) followed by Tel Aviv-Jaffa (67%) and the Dead Sea area (49%). With a new focus on the digital space, the ministry hosted nearly 3,000 opinion leaders, celebrities, bloggers, actors, sports stars, producers and journalists from around the world. Notable celebrity visitors in 2017 included Latin heartthrob William Levy, American fashion model Ashley Graham, and performers Justin Bieber and Mariah Carey. “The additional half million tourists who came to Israel this year are half a million more ambassadors of Israel around the world and our loyal representatives on social media, and this is also a decisive contribution to Israel’s image,” said Levin.

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