

Tel Aviv is the ideal choice for an urban vacation. The city hosts more than 60 different cultural events every day and is known worldwide for its nightlife scene, so there is never a dull moment. And, if you want to explore the holy sites of Jerusalem and the Dead Sea, you're in luck! They're only a short drive away.

Welcome to Tel Aviv – your new favorite destination!



Regards,
Dr. Isaac Mizrachi
 Director of Tourism
 Tel Aviv Global

ANNUAL MAJOR EVENTS



Gay Pride Festival
 June 9th, 2017
 June 8th, 2018



White Night
 June 29th, 2017



Marathon
 Feb 24th, 2017
 Feb 22th, 2018



**DLD TEL AVIV
 Innovation Festival**
 Sep 3rd – 7th, 2017



**Cycling
 Festival**
 Oct 6th, 2017



**Night
 Run**
 Nov 1st, 2017

MANAGEMENT TEAM

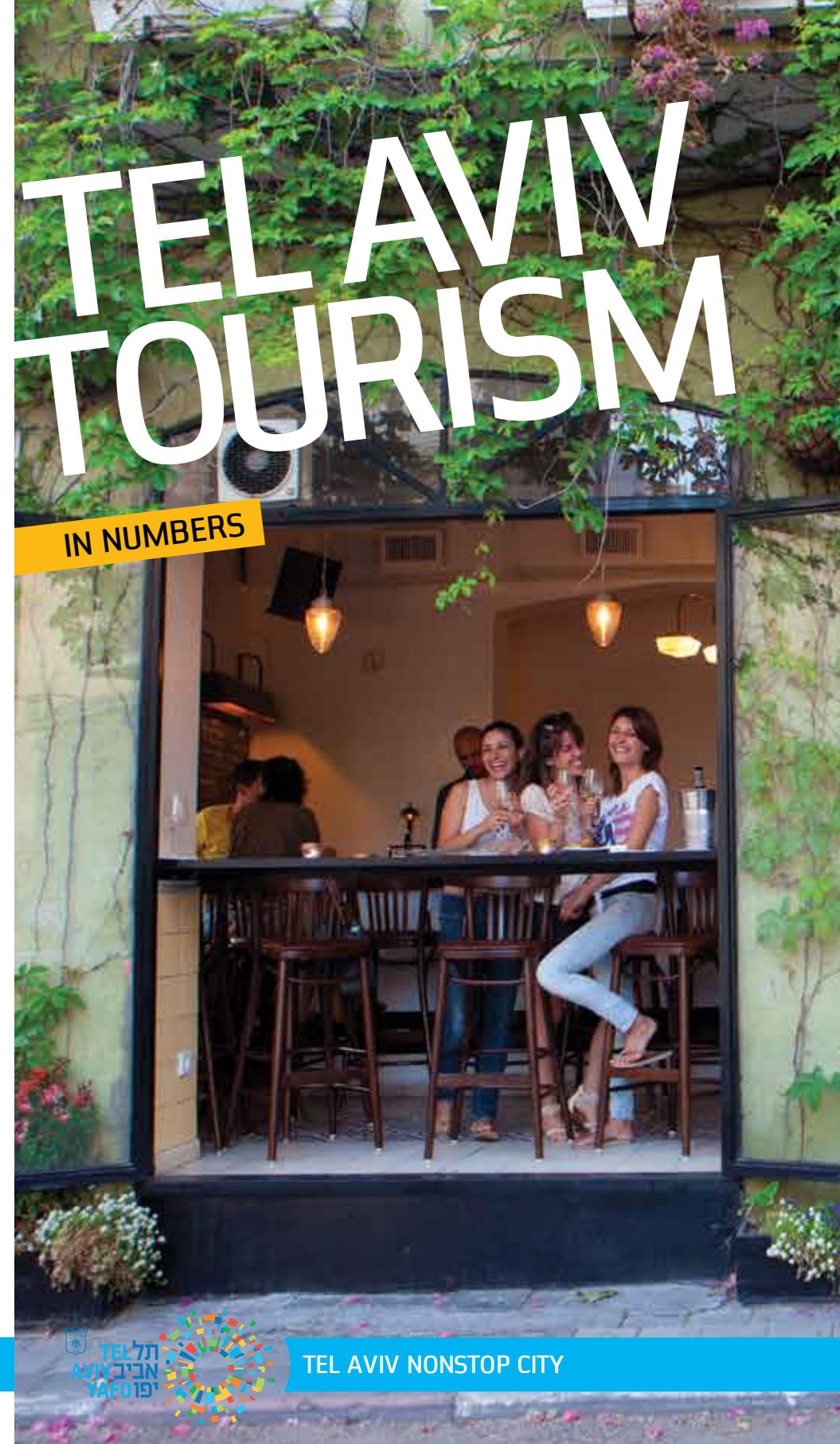
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Cover Photo: Dana Friedlander



YOUR NEW FAVORITE DESTINATION

Tel Aviv has become, over recent years, one of the world's most exciting, trendiest and dynamic urban tourism destinations. With its 14 kilometers of white sandy beaches, 300 days of sunshine a year, and a rich culinary scene, Tel Aviv is truly a Nonstop City.

The city offers a unique mix of old and new, combining an innovative startup scene (there are over 1000 startup companies in Tel Aviv) with architectural gems that make Tel Aviv's "White City" a UNESCO World Heritage Site.

Photo: Kfir Boletim

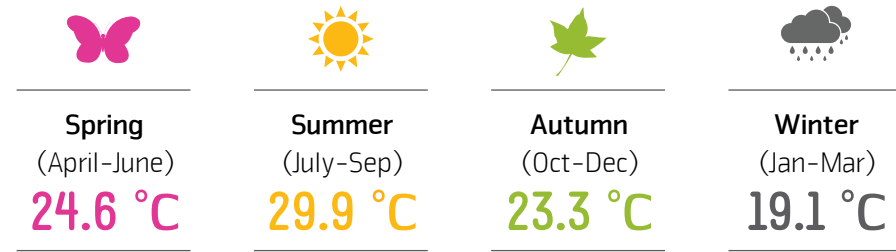


TEL AVIV NONSTOP CITY

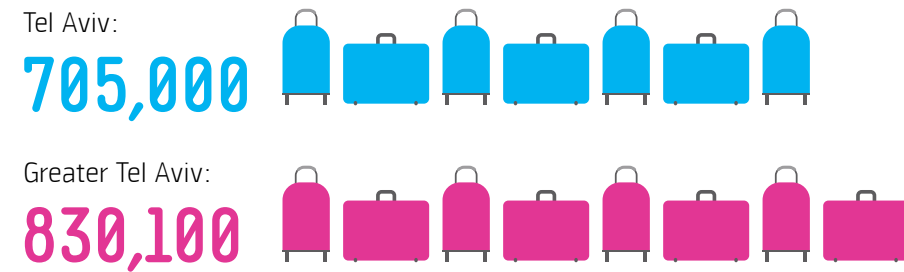
City Size in km²



Average Temperature (Day Time)

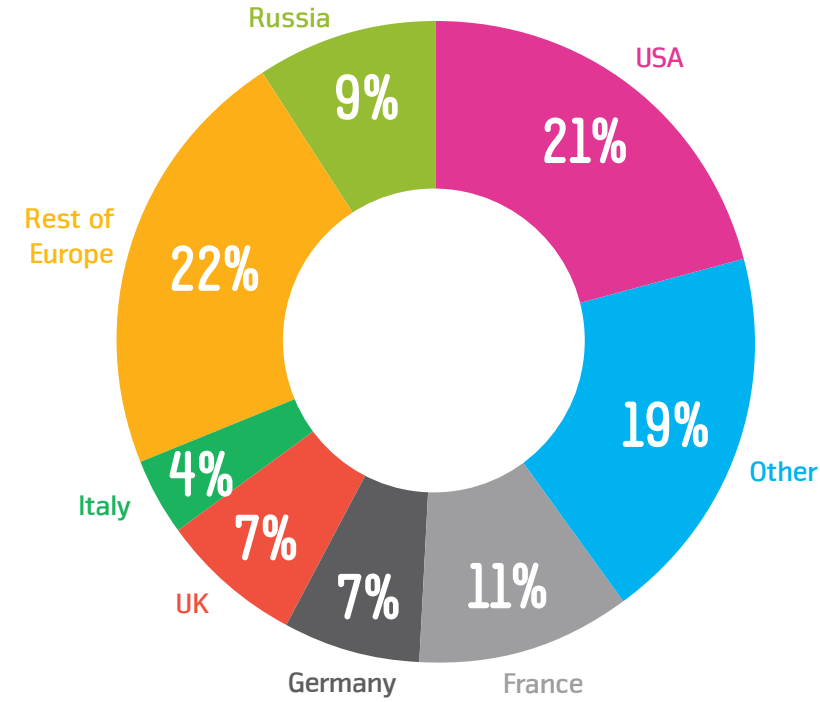


Overnight Tourists (In Tourist Hotels)



14km of urban beaches

Country of Origin*



Arrivals

Average Daily Incoming Passengers to Tel Aviv's Airport (Ben Gurion International):

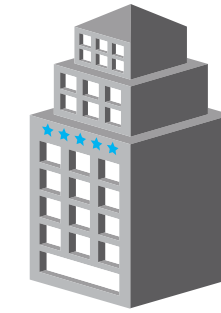
21,513

9 out of 10* international visitors to Tel Aviv travel independently (FIT)



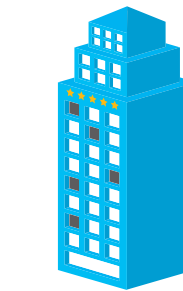
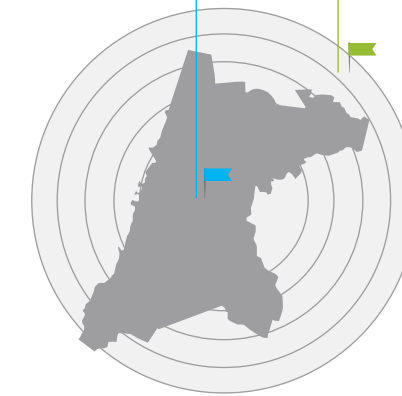
HOTELS

No. of Hotel Rooms: 7,435 in 2015



Greater Tel Aviv hotels: 83

Tel Aviv hotels: 65



Average Tourist Overnight Stay:

3.1

Room Annual Occupancy:

70%

Purpose of Visit*



26% Visiting Friends



33% Business



32% Tourism and Leisure



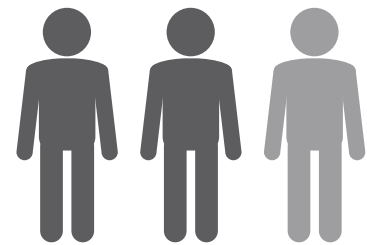
3% Medical



6% Other

3 out of 4* visitors to Tel Aviv are non-Jewish

57%* of international visitors are returning visitors to Tel Aviv



* Data reflects international visitors who spent at least 50% of their visit to Israel in Tel Aviv

Unless otherwise noted, the information above reflects 2015 data

The data was collected by the Center for Economic & Social Research