



**Palestinian National Authority  
Palestinian Central Bureau of Statistics**

**Outbound Tourism Survey 2004  
Main Results**

**July, 2005**

Cover Price (3) US\$

PAGE NUMBERS OF ENGLISH TEXT ARE PRINTED IN SQUARE BRACKETS.  
TABLES ARE PRINTED IN THE ARABIC ORDER ( FROM RIGHT TO LEFT).

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**Suggested Citation:**

**Palestinian Central Bureau of Statistics, 2005.** *Outbound Tourism Survey 2004, Main Results.* Ramallah- Palestine

All correspondence should be directed to:  
Dissemination and Documentation Department\Division of user services  
**Palestinian Central Bureau of Statistics.**  
**P.O. Box 1647, Ramallah - Palestine.**

Tel: (972/970) 2 240 6340  
E-mail: [diwan@pcbs.gov.ps](mailto:diwan@pcbs.gov.ps)

Fax: (972/970) 2 240 6343  
Web-site: <http://www.pcbs.gov.ps>

## **Acknowledgment**

**The success of the PCBS' fieldwork teams could not be possible without the kind reception and full cooperation of the Palestinian Households. The PCBS expresses its gratitude to all of them and appreciates their commitment to bringing this achievement into light.**

**Financial and technical support for the Outbound Tourism Survey 2004 at PCBS is being provided by the Palestinian National Authority PNA and the Core Funding Group (CFG) represented by the Representative Office of Norway to the PNA; Swiss Agency for Development and Cooperation (SDC); UK Department for International Development (DFID); The European Commission (EC); and The World Bank (WB).**

**On this occasion, the PCBS extends special thanks to the Core Funding Group (CFG) for this support.**

## **Team Work**

- **Report Preparation**  
Fathi Farasin  
Adel Qarareeyeh
- **Preliminary Review**  
Mahmoud Abd Al-Rahman  
Mahmoud Jaradat
- **Final Review**  
Luay Shabaneh

## **Preface**

The Palestinian tourism sector has great potential in becoming the main contributor to the Palestinian GDP. The tourism industry is, however, crippled by a multiplicity of internal and external factors which are hindering this important economic activity from flourishing.

International outbound visitors comprise those persons residing in Palestine who travel to places outside of the Palestinian Territory. These visitors produce imports for the Palestinian Territory by purchasing goods and services elsewhere. Consequently, it is important for an origin country/region to measure its expenditures for the compilation of balance for payments accounts.

Moreover, these visitors are also important sources of revenue for many business firms in the country, such as airlines and other transportation companies, travel agencies and tour operators. In purchasing transportation tickets and tour packages, outbound visitors generate economic benefits at home in terms of business receipts, employment, personal income and tax revenue.

Data on these travelers can help these businesses improve their marketing and garner a larger share of outbound travel that might otherwise go to foreign businesses, such as tour operators. The Outbound Tourism Survey 2004 was a household sample survey conducted in the broader framework of the Labour Force Survey.

It is hoped that the Outbound Tourism Survey 2004 conducted by PCBS comprises another step towards a comprehensive statistical program that encompasses all aspects of tourism satellite accounts (TSA) according to the latest international recommendations in this field.

**July, 2005**

**Luay shabaneh  
President**

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## Executive Summary

Results reveal that 12.5% from the Palestinian households was conducted a visit outside the Palestinian Territory during the year 2004, while 87.5% of them are not conducted outbound trips. The main characteristics of these trips and the travelers are:

- 28.9% of the trips that conducted by Palestinian households consists of one person, against 36.0% of the trips with two persons, and 13.0% of the trips consists three persons, while 22.1% composed from more than four persons.
- The most frequently visited country by the Palestinian households was Jordan by 48.7% of the trips.
- The main purpose of conducting trips by the Palestinian households was to visit the relatives and friends by 45.7%, where the religious purposes were 29.5%.
- The average of expenditure for the outbound tourism by the Palestinian household was 1,216.8 US\$, where 364.6 US\$ was consumed on shopping were the transportations and telecommunications costs was 316.1 US\$.
- During the year 2004, the results of the survey show us that the average length of stay of the household in the destination country was 21.6 nights.
- The average length of stay for the households whom departed to the United State of America reach 80.9 nights, and in Europe countries was 32.0 nights, where it was 23.3 in Jordan and 6.5 nights in Israel.
- About 70.9% of the households used the public road transport to reach their destinations.
- 61.5% of the trips conducted by the households had been organized by themselves, and 35.1% of the trips organized by the tourist agencies
- The results indicate that 41.4% of the head of the households had elementary occupations, and 17.0% were Professionals Technicians and Clerks.

## Chapter One

### Introduction

#### 1.1 Introduction

Palestinian Central Bureau of Statistics (PCBS) conducted the Outbound Tourism Survey, which aims at producing a comprehensive data base on all tourism activities in Palestine. The ultimate goal is to compile and maintain data on outbound tourism activity. In this exercise, PCBS hopes eventually to be able to produce statistics regularly on the basic indicators recommended and adopted by the World Tourism Organization (WTO) and the European Union (EU). In the meantime, this initiative in the present format aims to fill the existing gaps on the basic statistics of the outbound tourism, which might help to provide data necessary for policy making to promote this important sector in Palestine.

This survey reflects the data for the year 2004, and it may provide us main data about the outbound tourism expenditure which is related to the overnight-stay tourists.

#### 1.2 Objectives of the Survey:

The survey provided data on:

- The members of the household that took part in the trip.
- The main purposes of the visit.
- The main characteristics of the households that conducted/did not conduct trips.
- The length of stay of the trips.
- The amount and mode of expenditure during the trips.

#### 1.3 Report Structure:

This report comprises five chapters:

- The first chapter presents the background of the Outbound Tourism Survey 2004 and the objectives of the survey
- The second chapter presents the main definitions used in the report.
- The third chapter exhibits the main findings of Outbound Tourism Survey.
- The fourth chapter discusses the methodology used in this survey.
- The fifth chapter presents the quality of the data of the survey.



## Chapter Two

### Concepts and Definitions

The following concepts and their definitions are based on international recommendations in the fields of tourism and economic statistics, while taking into account the particular aspects of the Palestinian Territory:

- Outbound Tourism:** Tourism comprises the activities of persons travelling to and staying in places outside their usual permanent places of residence for not more than one consecutive year for leisure, business and other purposes. In this sense, the term outbound tourism is the reverse, with the residents of a certain country travelling across its border to other countries
- Visitor:** Any person traveling to a place other than of his/her usual environment for less than 12 months and whose main purpose of his/hem trip is the other than the exercise of an activity remunerated from within the place visited
- Tourism Trip:** Traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes
- Purpose of Visit:** The purpose in the absence of which the trip would not have taken place. For many purposes, the secondary purposes is also important and worth including in a survey, for example leisure and business, combined visiting friends and relatives and recreation
- Duration of Visit:** The number of hours for same-day visits, and nights for staying visits
- Means of Passenger Transport:** Refers to the means used by a visitor to travel from his/her place of residence to the places visited outside his/her usual environment.
- Tourism Expenditure:** The total consumption expenditure made by a visitor or on behalf of a visitor for and during his/her trip and stay at destination
- Tourism Agency:** Establishment engaged in doing business for tourist travel services and related activities (e.g. transport, accommodation, catering, entertainment, sightseeing) and sell them through travel agencies or directly to final consumers as a single product (called a package tour).
- North of West Bank:** Jenin, Tulkarm, Nablus, and Qalqiliya governorates, Tubas and Salfit districts
- Middle of West Bank:** Ramallah and Al-bereh, Jericho and Al-Aghwar, and Jerusalem governorates

**South of West Bank:** Bethlehem and Hebron governorates

**Gaza Strip :** North Gaza, Gaza, Deir El-Balah, Khan Yunis and Rafah governorates

## Chapter Three

### Main Findings

This chapter shows the main results of the Outbound Tourism Survey for the Palestinian households during the year 2004, which reflect the characteristics and the activities of those households outside their country.

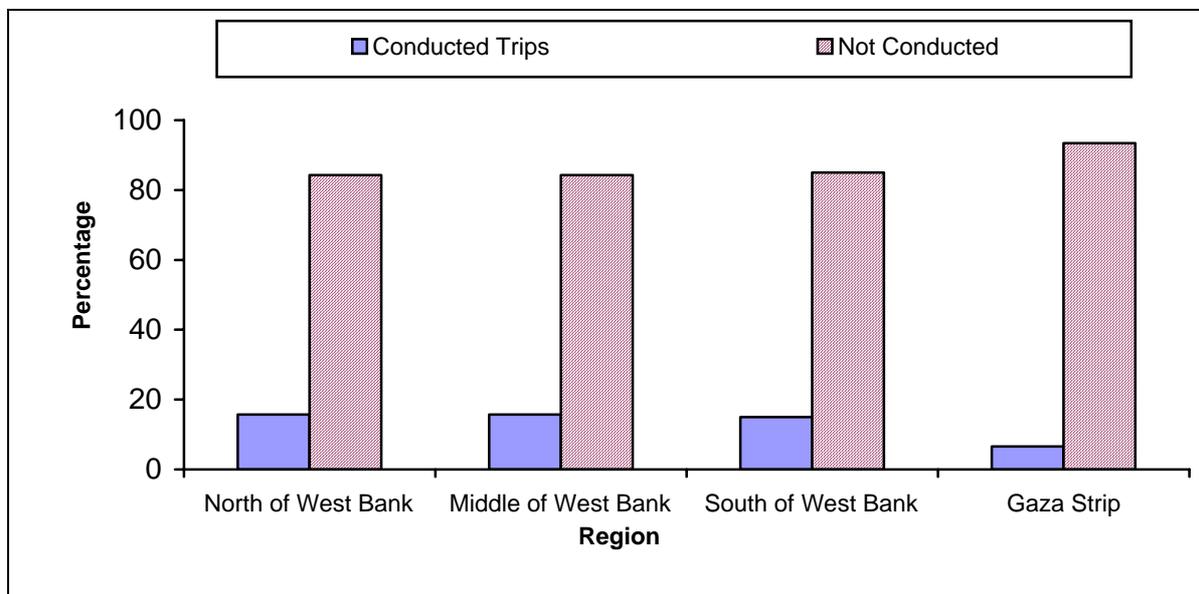
The aim of the survey is to identify some indicators related to the Palestinian household's attitudes outside their country during the visit, such as expenditures, mode of consumption, destination, average length of stay, purposes of the visit, main characteristics of the head of the household, in addition to the reasons for other households not conducting trips.

#### 3.1 Conducting Trips:

The results of the survey indicate that 12.5% of the Palestinian households conducted at least one visit outside the Palestinian Territory during the year 2004, while 87.5% of them did not, on the other hand, the results show that 28.9% of the trips that conducted by Palestinian households consists of one participants, against 36.0% of the trips with tow participants, and 13.0% of the trips consists three participants, while 22.1% composed from more than three persons.

The households that conducted trips are distributed by region as follows: 15.7% for north and middle West Bank, and 15.0% for South West Bank region, while only 6.6% for Gaza Strip, as is mentioned in the figure below.

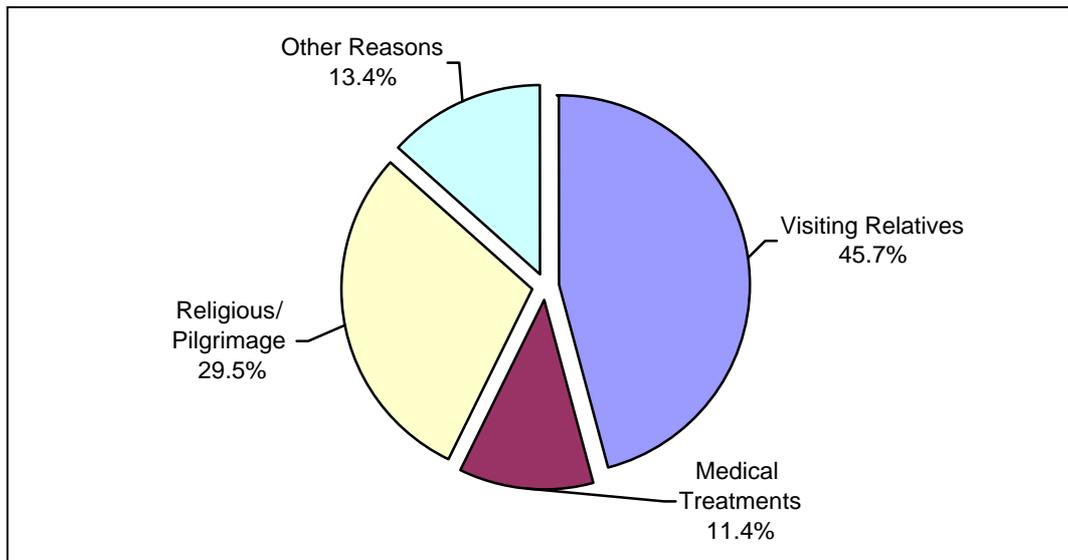
**Figure (1): Percentage Distribution of the Households by Conducting Trips and Region, 2004**



#### 3.2 Purposes of Trips:

The results indicate that the main purposes by the Palestinian households for conducting trips were: visiting relatives and friends 45.7%, religion purposes 29.5%, for treatments 11.4%, while 13.4% of households that conducted trips did not determine the reasons for conducting, as is mentioned in the figure below.

**Figure (2): Percentage Distribution of Households That Conducted Outbound Trips by Purpose of the Trip, 2004**

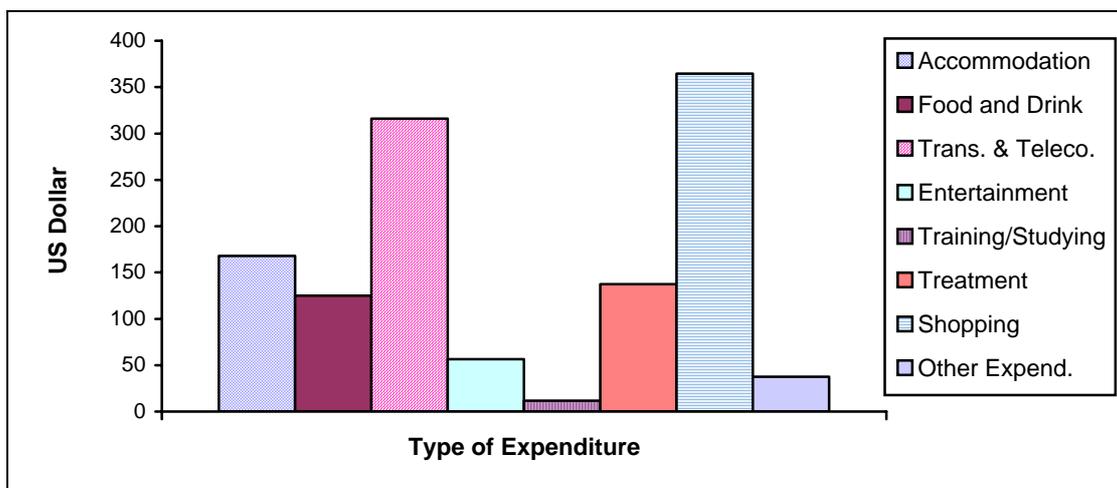


### 3.3 Expenditure During the Trip:

The average expenditure for outbound tourism by the Palestinian household was US\$1,216.8, while expenditures by households of Gaza Strip were US\$1,506.6 compared to US\$1,154.7 for households of the West Bank.

The distribution of expenditure according to the mode of the household's consumption outside their country showed that US\$364.6 was consumed on shopping, while the transportation and telecommunications cost was US\$316.1, and US\$168.1 was consumed on accommodations, US\$137.5 was expended in treatments and in spas, consumption of food and drink was US\$124.9, and US\$56.5 was spent on sport, culture and welfare activities. Training and education costs were US\$11.8, and other not specified consumption by household was US\$37.4, as is mentioned in the figure below.

**Figure (3): Average Expenditure of the Household During the Trip by Type of Expenditure, 2004 (Value in US\$)**



**3.4 Average Length of Stay:**

During the year 2004, the results of the survey show us that the average length of stay of households in the destination country is 21.6 nights. This average is different between households according to purpose of the visit and the destination country.

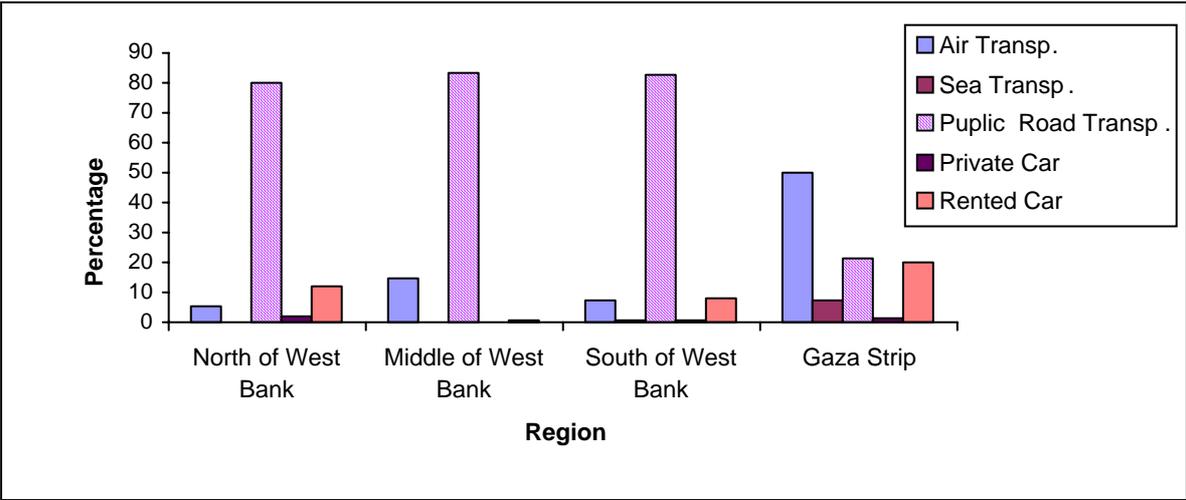
According to the households that conducted trips for the purpose of treatments and visited spa places, they stayed 15.7 nights, and the average length of stay of households that conducted trips for religious reasons is 28.9 nights, while those whom visited their relatives and friends stayed 24.4 nights.

On the other hand, the average length of stay for the households that departed to the United States of America reached 80.9 nights, and to European countries was 32.0 nights, while it was 23.3 nights in Jordan and 6.5 nights in Israel.

**3.5 Means of Transportations:**

The results show that 70.9% of the households used public road transport to reach their destinations, and 16.1% used air transport, while the use of rented cars was 9.6%. The figure below represents the means of transportation of the traveler households.

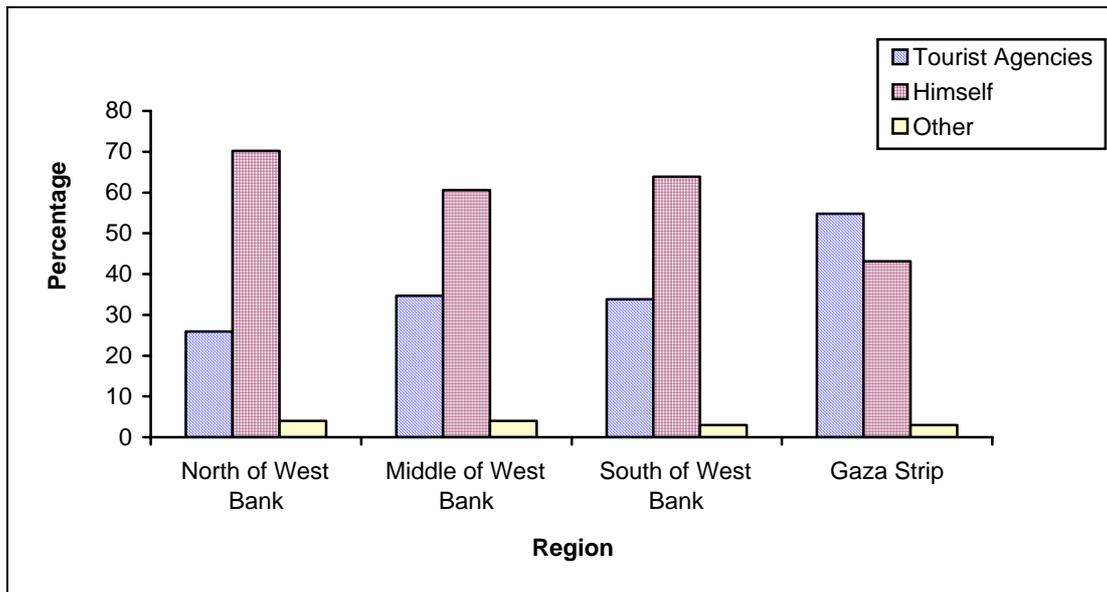
**Figure (4): Percentage Distribution of Households That Conducted Outbound Trips by Means of Transportation and Region, 2004**



**3.6 Organizing the Trip**

The results indicate that 67.1% of the trips conducted by the households had been organized by themselves, and 35.1% of the trips were organized by tourist agencies, while the other ways of organizing the trips was 3.4%, as shown in the figure below.

**Figure (5): Percentage Distribution of Households That Conducted Outbound Trips by the Way of Organization of the Trip and Region, 2004**



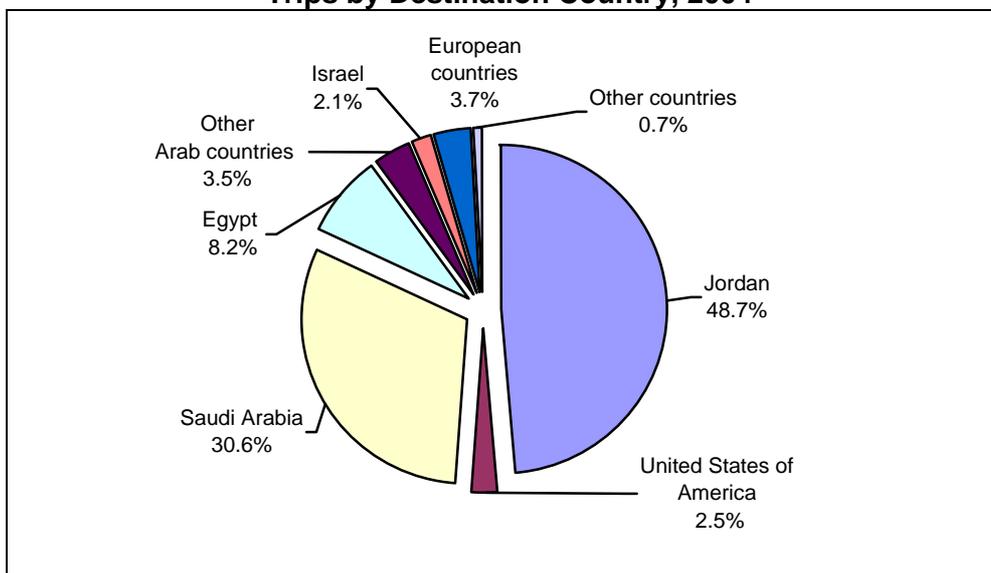
### 3.7 Characteristics of the Head of Households

According to the work status of the head of households that conducted trips, the results indicate that 57.7% of them are employees, and 7.5% unemployed, while 35.8% are out side of labor force.

### 3.8 Destination Countries:

The results indicate that the main destination country was Jordan, 48.7% of the travelers visited Jordan, whereas 30.7% of the households traveled to Saudi Arabia. The results also indicate that 8.2% of the traveled households went to Egypt. For the Gaza Strip, 35.8% of all traveled households visited Egypt in 2004. The percentage of households that traveled to other Arab countries reached 3.5%, and the percentage of traveled households to European countries was 3.7%, 2.1% to Israel and 2.5% to the United States, which is shown in the figure below.

**Figure (6): Percentage Distribution of Households That Conducted Outbound Trips by Destination Country, 2004**

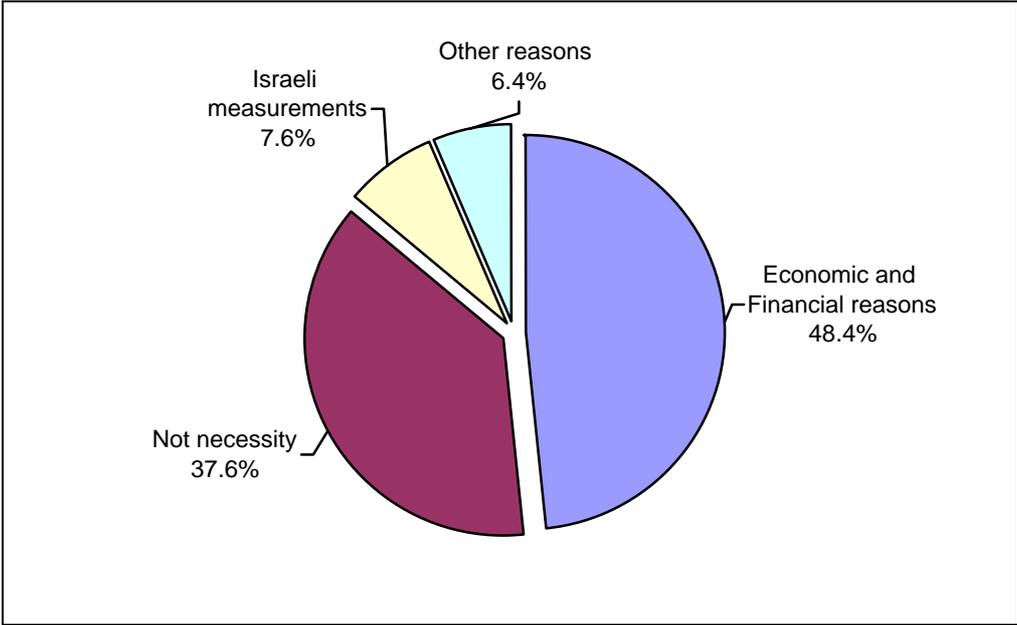


**3.9 The Reasons of not Conducting Trips During 2004:**

The results show that 87.6% of the Palestinian households did not visit any country during the year 2004, and that the main reasons for not visiting is the bad economic situation in the Palestinian Territory (48.4%).

The figure below shows the percentage distribution of non traveled households by reason and region, 2004.

**Figure (7): Percentage Distribution of Households That not Conduct Outbound Trips by Reason,2004**





## Chapter Four

### Methodology

#### 4.1 Survey's Questionnaire

The Outbound Tourism survey questionnaire was designed in accordance with similar country experience and with international standards and recommendations for the most important indicators, taking into account the special situation of the Palestinian Territory.

#### 4.2 Sample and Frame

The sample is a two-stage stratified cluster random sample.

##### Target Population

All the Palestinian households living within the Palestinian Territory.

##### Sampling Frame

Sampling frame is a master sample from the Population, Housing and Establishment Census 1997. It consists of a list of enumeration areas, which were used as PSU's in the first stage of selection.

##### Sampling Design

The sample of this survey is a sub-sample of Labour Force Survey (LFS) sample, that is conducted every 13 weeks. The total sample of LFS is about 7,563 households distributed over 13 weeks. The sample of the Outbound Tourism Survey occupies 11 weeks of the first quarter 2005 of LFS.

##### Stratification:

In designing the sample of LFS, four levels of stratification were made:

1. Stratification by governorate.
2. Stratification by place of residence which comprises:  
(a) Urban      (b) Rural      (c) Refugee camps
3. Stratification by locality size.
4. Stratification by classifying localities, excluding governorate capitals, into three strata based on the ownership of households within these localities of durable goods.

##### Sample Unit:

In the first stage, the sampling units are the enumerator areas (clusters) in the master sample. In the second stage, the sampling units are the households.

##### Analysis Unit:

Analysis units are composed of the households.

##### Sample Size:

The sample size is of (6,405) Palestinian households in West Bank and Gaza Strip, where this sample has been distributed according to the locality in urban areas, in rural areas and in refugee camps areas.

## **4.3 Fieldwork**

### **1. Training Fieldworkers**

Fieldworkers were trained on the main skills before the start of data collection. The interviewers were trained on the Outbound Tourism Survey, by implementing the training course in Ramallah for West Bank trainees, and in Gaza for Gaza Strip trainees. Instructions for filling the questionnaire were made available for the interviewers. The training provides the participant with aims and definitions of the different indicators and expressions of the survey and how to fill in the questionnaire.

### **2. Data Collection**

Field work started on 02/01/2005 and lasted until 01/04/2005. Field work teams were distributed to all districts proportional to the sample size of each governorate. The field work team consisted of 24 members including one field work coordinator, 4 supervisors, 4 editors and 15 interviewers.

During the field working, there is 6,405 households had been visited in the Palestinian Territory, the end results for the interview become as following:

- 5,377 complete questionnaire
  - 52 traveling family
  - 63 housing unit not existed
  - 96 cases no body in the house
- 235 objection cases
  - 38 housing unit abandoned
- 349 household can't give data
- 195 other cases

## **4.4 Data Processing**

The data processing stage consisted of the following operations:

1. Editing and coding before data entry: All questionnaires were edited and coded in the office using the same instructions adopted for editing in the field.
2. Data entry: At this stage, data was entered into the computer using a data entered template written in Access. The data entry program was prepared to satisfy a number of requirements such as:
  - Duplication of the questionnaires on the computer screen.
  - Logical and consistency check of data entered.
  - Possibility for internal editing of question answers.
  - Maintaining a minimum of digital data entry and fieldwork errors.
  - User friendly handling.
  - Possibility of transferring data into another format to be used and analyzed using other statistical analytic systems such as SPSS.

## **Weight Calculation and the Estimation**

Because the sampling weight counteractive with the percentage sample from the frame, and as this ratio different from the percentage sample for the society in reference period, therefore the weight was adjusted to show number of population in 2004. And the weight was adjusted to make the distribution of people in the sample by region, sort, and structure age become identical to this distribution on census 1997. Finally, weight were adjusted to compensate for incomplete cases that occur during data collecting.

## Chapter Five

### Data Quality

This provides the important notes concerning the statistical quality of the data. This includes data quality as compiled from different activities in this survey. Also, this section includes main technical notes for the main results of Outbound Tourism Survey.

#### **Sampling Errors:**

These types of errors evolved as a result of studying a part of the society and not all of it. For this survey, variance calculations were made for the purpose of outbound trips specially in Gaza strip.

#### **Non Sampling Errors:**

These errors are due to non-response cases as well as the implementation of surveys. In this survey, these errors emerged because of (a) the special situation of the questionnaire itself which depends on type of estimation (b) diversity of sources (e.g. the interviewers, respondent, editors, coders, data entry operator ...etc).

The sources of these errors can be summarized in:

- Some of the households were not in their houses and the interviewers couldn't meet them.
- Some of the households didn't show attention toward the questionnaire.
- Some errors occurred due to the way the questions were asked by interviewers.
- Misunderstood of the questions by the respondents.
- Answering the questions related to consumption by making estimations.



## **References**

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