



Outbound tourism review. Israel

How Israelis travel. A research report

March 2022



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Structure of the presentation

1 Travel and tourism market at a glance

2 Lithuania as a travel destination

- spontaneous associations with Lithuania
- attitude towards visiting Lithuania
- drivers and barriers related to travel to Lithuania
- preferences of travelers

3 Main conclusions and recommendations

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Travel and tourism
market at a glance

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Types of respondents. Demographic profile

Visitors

People who **have visited** Lithuania within last 5 years
N=20 (small sample)

Considerers

People who have not visited Lithuania within last 5 years but **have thought** about it
N=89

Intenders

People who are **planning** to visit Lithuania
N=73

Rejectors

People who **do not want to visit** Lithuania
N=75

	Visitors	Considerers	Intenders	Rejectors
Gender	Male	55%	56%	39%
	Female	45%	44%	61%
Age	25-29	15%	8%	7%
	30-39	15%	30%	33%
	40-49	20%	33% ▲	32%
	50+	50%	29% ▼	29% ▼
Settlement size	Countryside	15%	6%	8%
	City below 100 k citizens	20%	30%	26%
	City from 100 to 499 k citizens	30%	48%	48%
	City over 500 k citizens	35%	16%	18%
Education	Lower than higher	60%	81%	78%
	Higher	40%	19%	22%
Children	No	65%	43% ▼	37% ▼
	Yes	35%	57% ▲	63% ▲
Personal monthly income	Up to ~2000 Eur	20%	15%	19%
	~2001-2500 Eur	5%	14%	14%
	~2501-3000 Eur	15%	12%	14%
	~3001-4000 Eur	30%	28% ▲	29% ▲
	Over ~ 4000 Eur	20%	21%	21%

▼ Statistically significantly less

▲ Statistically significantly more

Types of respondents. Traveling profile

Visitors

People who **have visited** Lithuania within last 5 years
N=20 (small sample)

Considerers

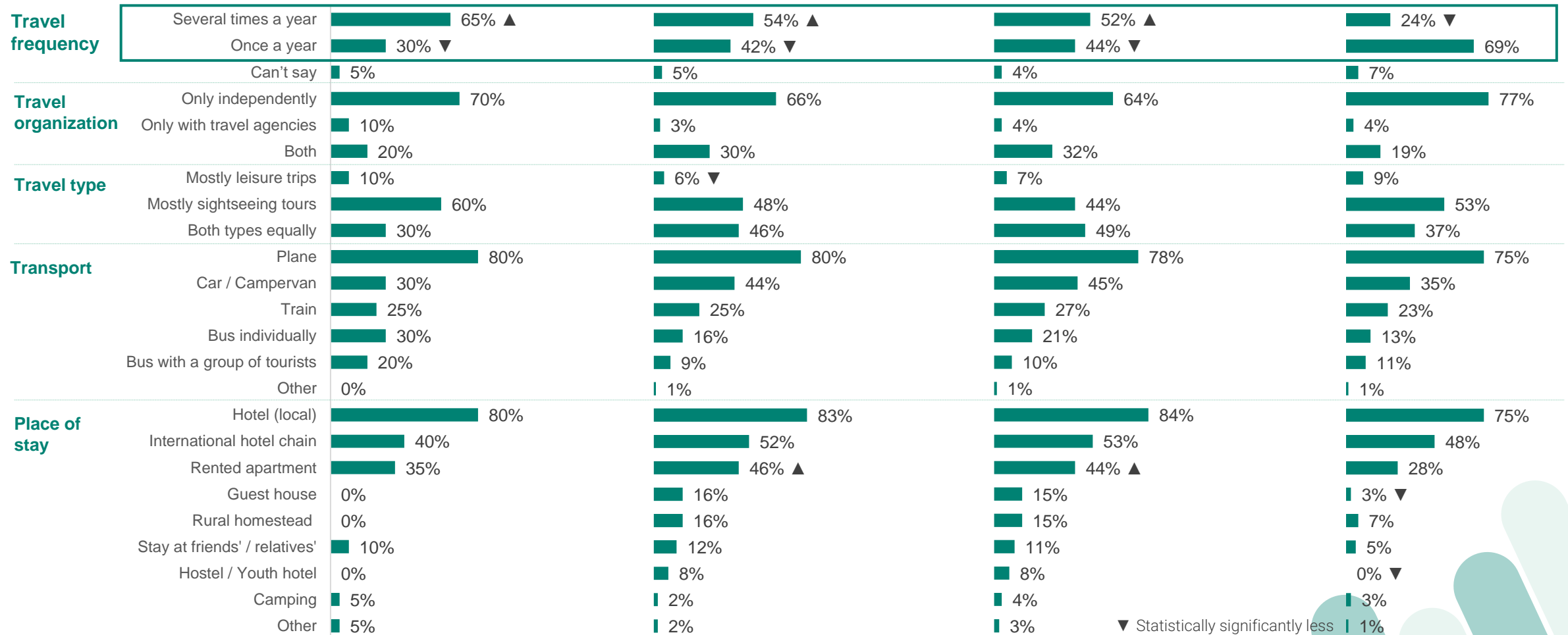
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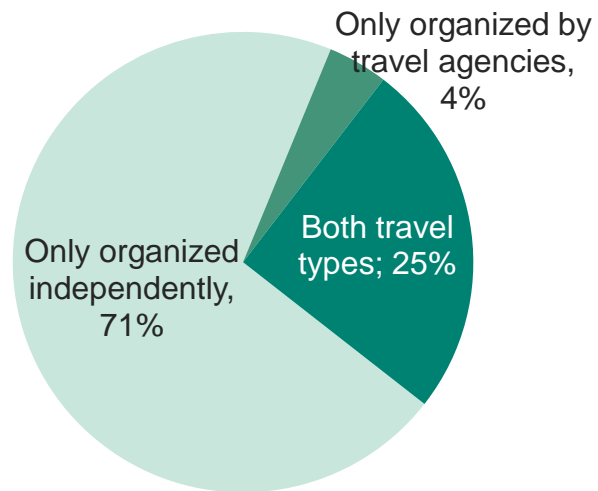
People who **do not want to visit** Lithuania
N=75



▼ Statistically significantly less | 1%
▲ Statistically significantly more

Israeli travelers organize travels independently

Travel organization

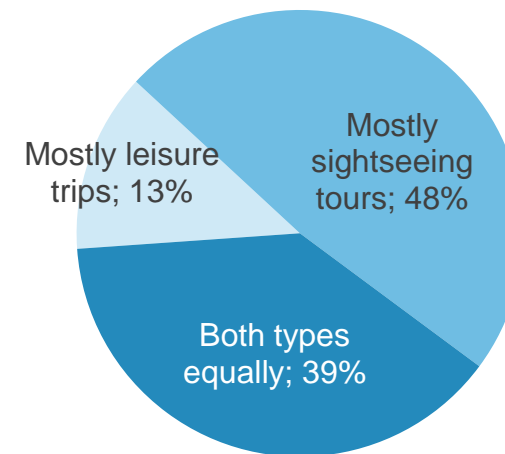


96% organize trip by themselves

29% use services of travel agencies

How do you travel abroad? (single choice)
Sample: All, N=808

Preferred type of trip



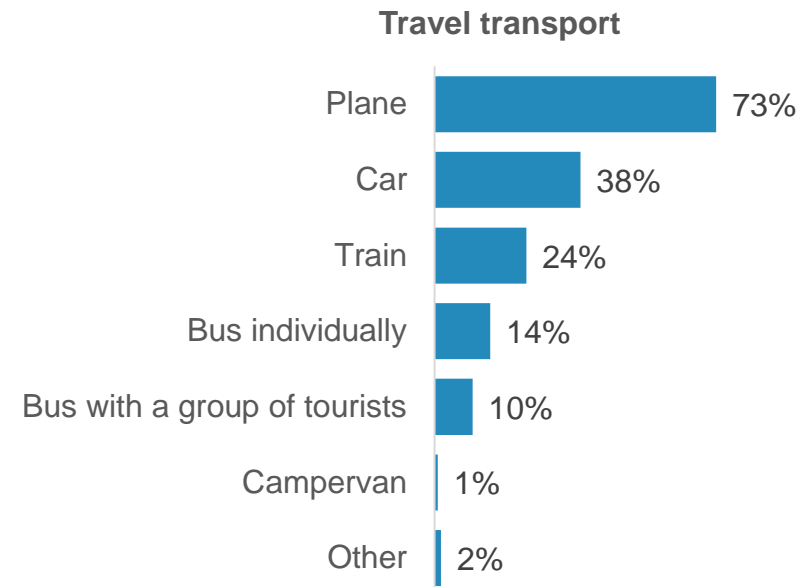
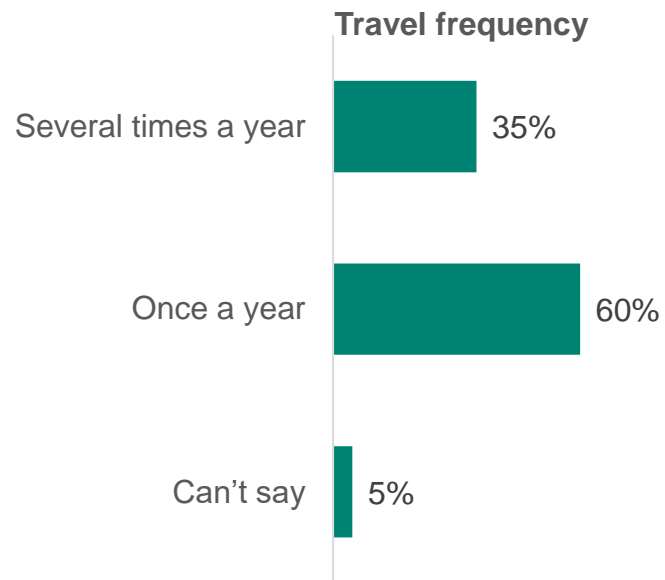
52% like leisure trips

87% like sightseeing tours

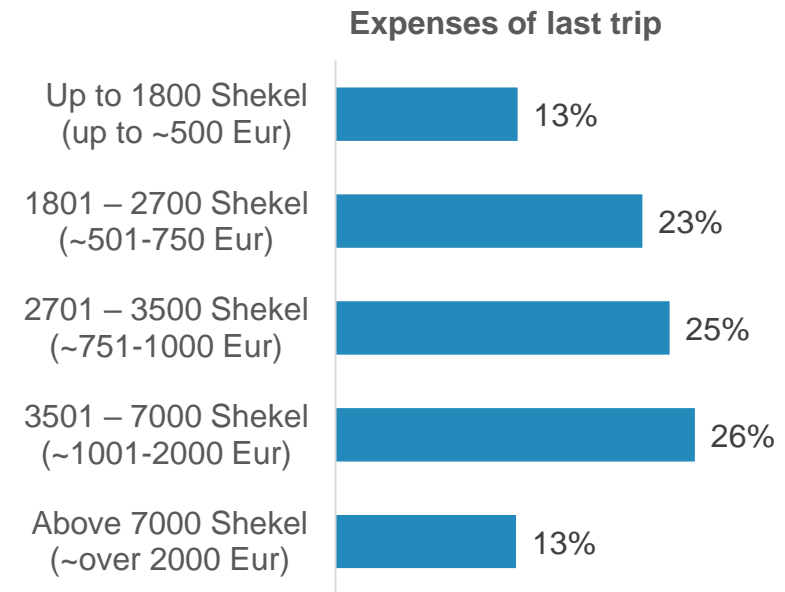
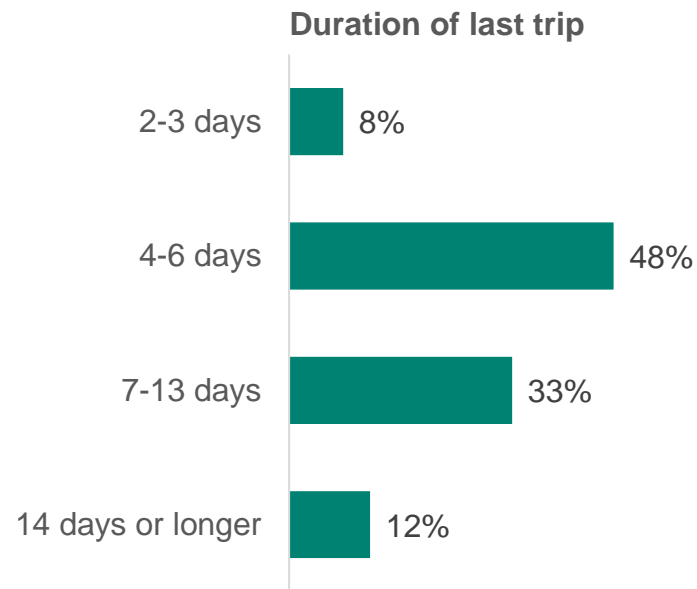
What type of trips do you go to more often? (single choice)

60% of Israelis travel only once a year

On average **1.6** types of transport means are chosen.



Average trip is not long – 4-6 days



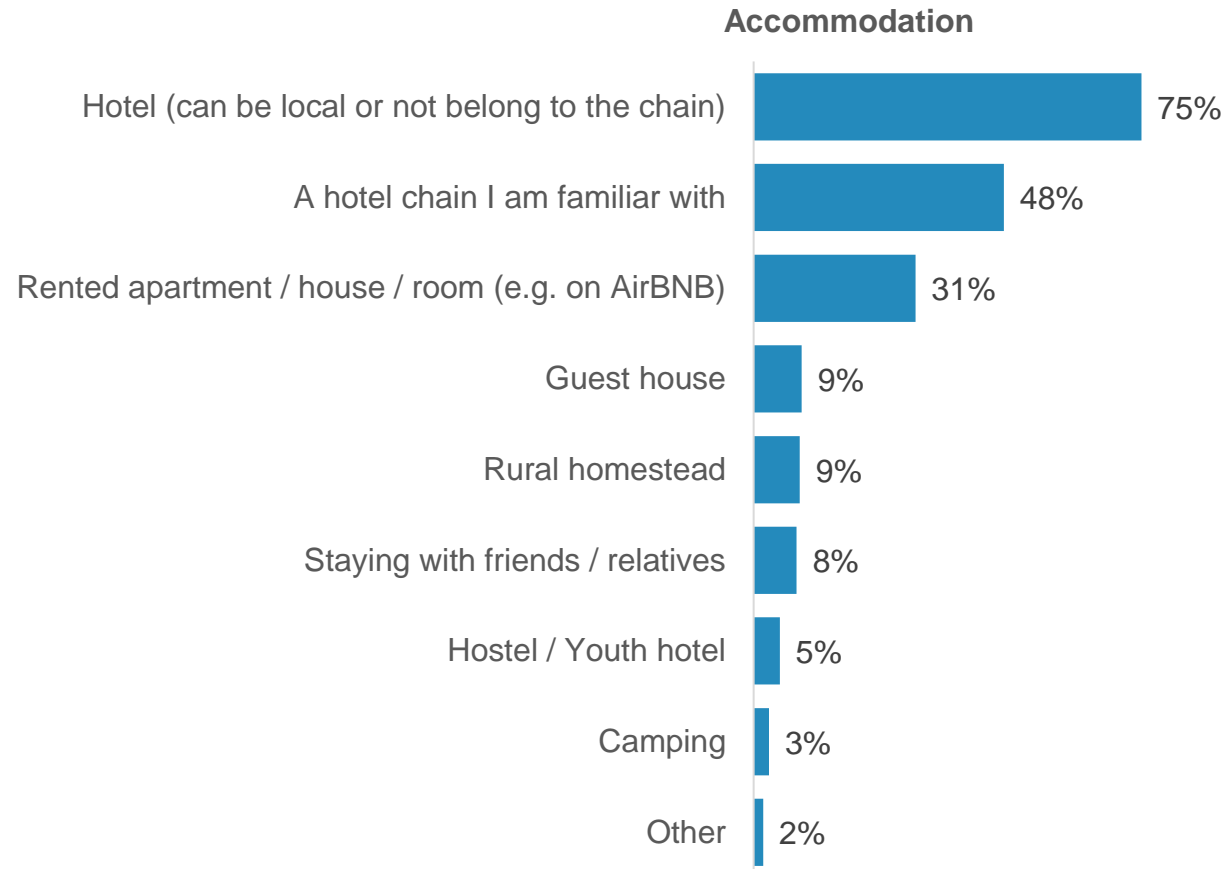
How long was your last abroad travel for tourism? (single choice)

Sample: All, N=808

What budget did you spend on your last abroad travel for tourism per person? (single choice)

Local hotels and hotel chains are the most common choices of accommodation

On average **1.9** types of stay are chosen.



Where do you usually stay when travelling abroad? (multiple choice)

Sample: All, N=808

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Lithuania as a travel
destination

2



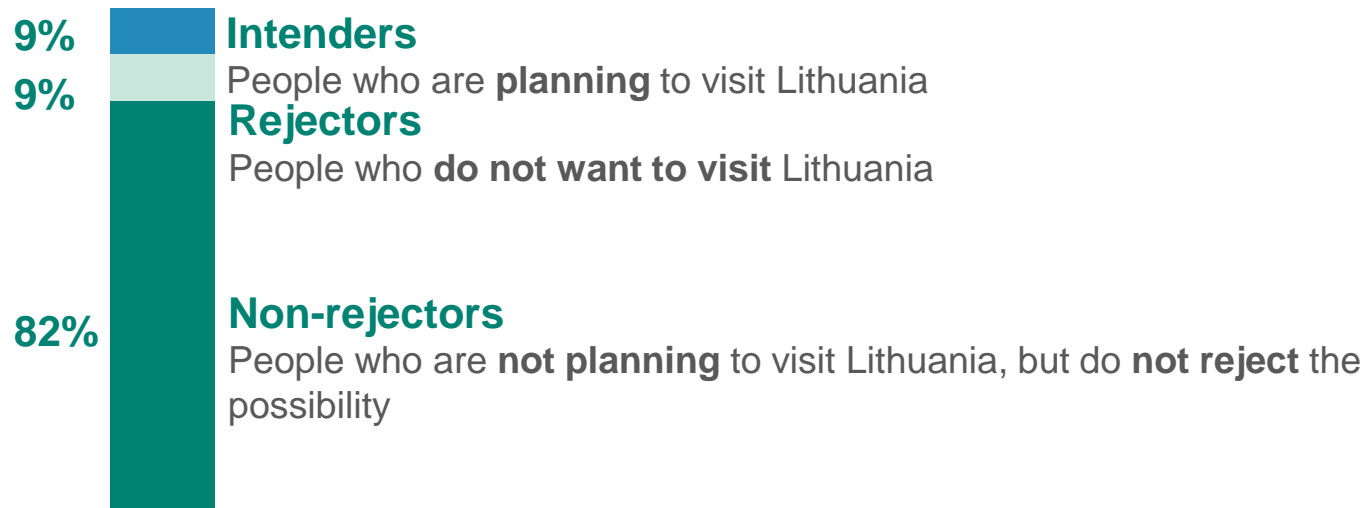
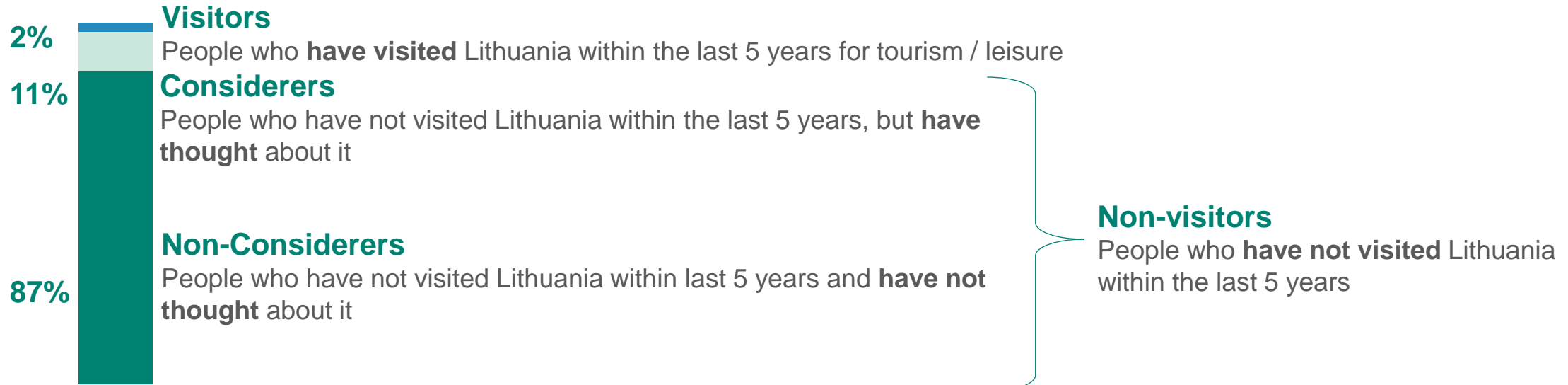
Lithuania is not as popular travel destination as other survey countries



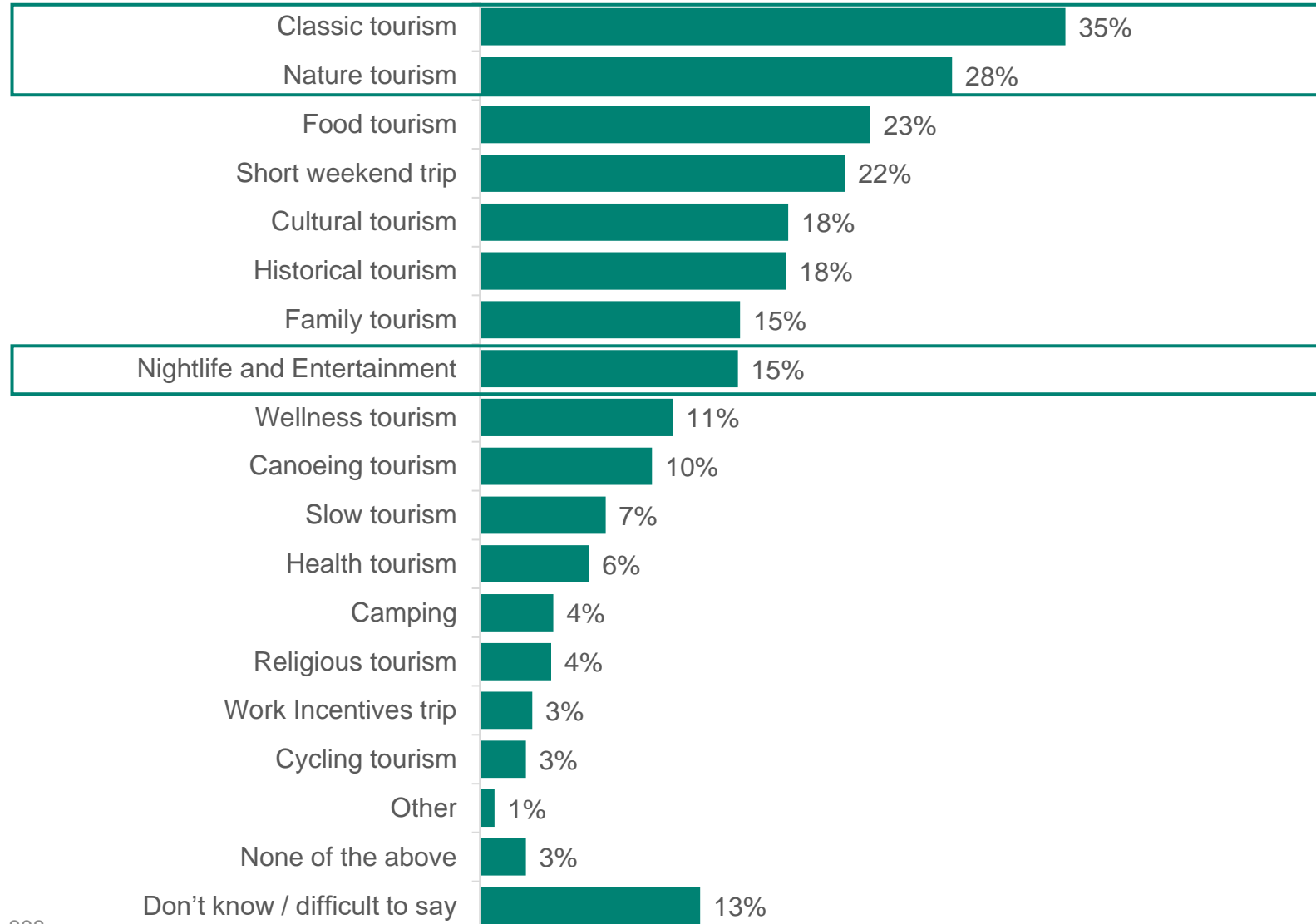
Which of the following countries have you ever travelled to for tourism/leisure? (multiple choice) Which of the following countries have you visited during last 5 years for tourism/leisure? (multiple choice)

Sample: All, N=808

9% of Israelis intend to visit Lithuania



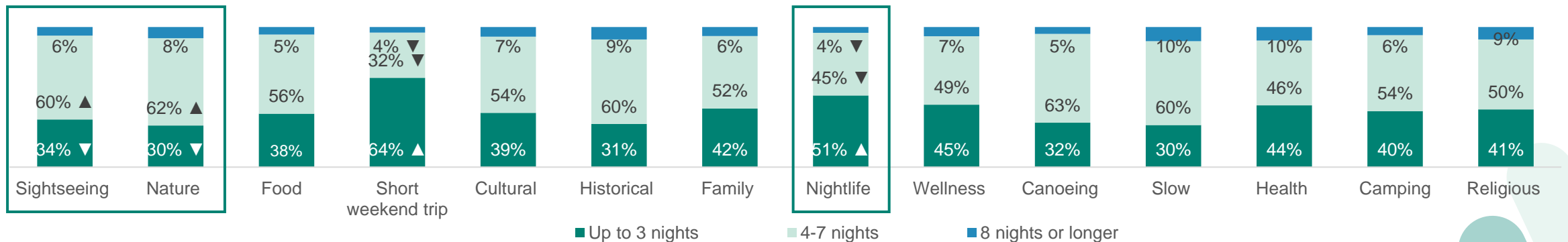
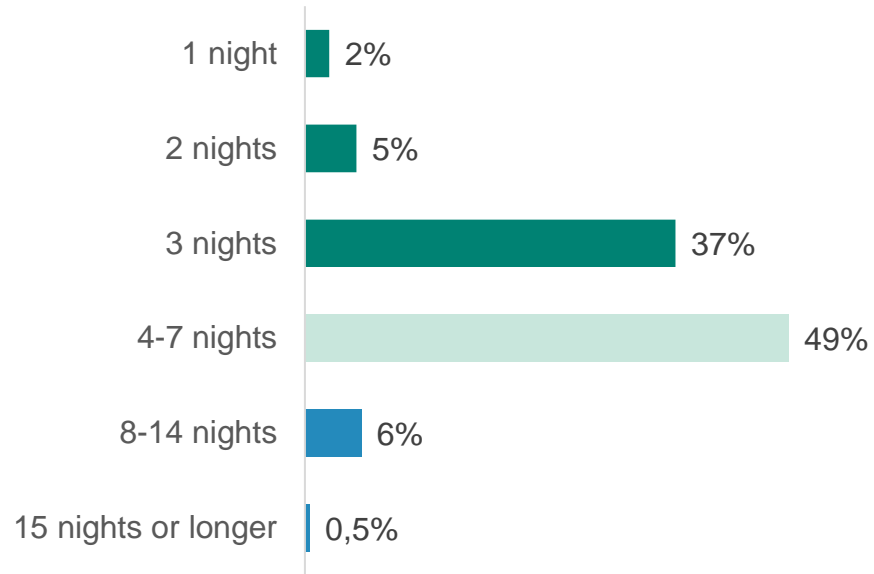
Classic and nature tourism types are the most attractive for Israelis



Sample: All, N=808

Which of the following types of tourism available in Lithuania would be most attractive for you? (multiple choice)

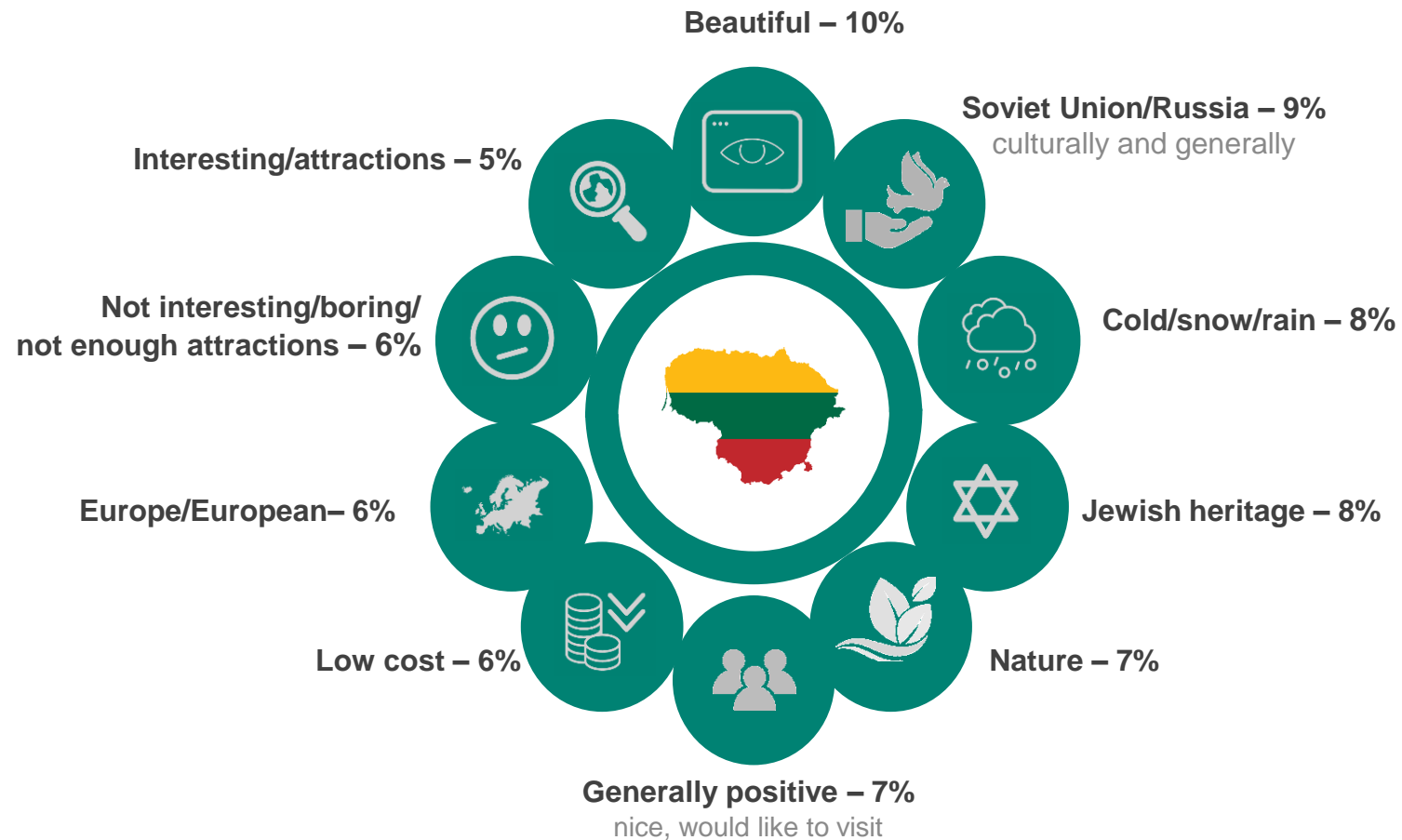
Maximum length of stay in Lithuania – 1 week



Sample: All, N=808

What would be the most optimal travel length to Lithuania for you? (single choice)

Spontaneously Lithuania is perceived as a beautiful country but with a bit of a Soviet legacy

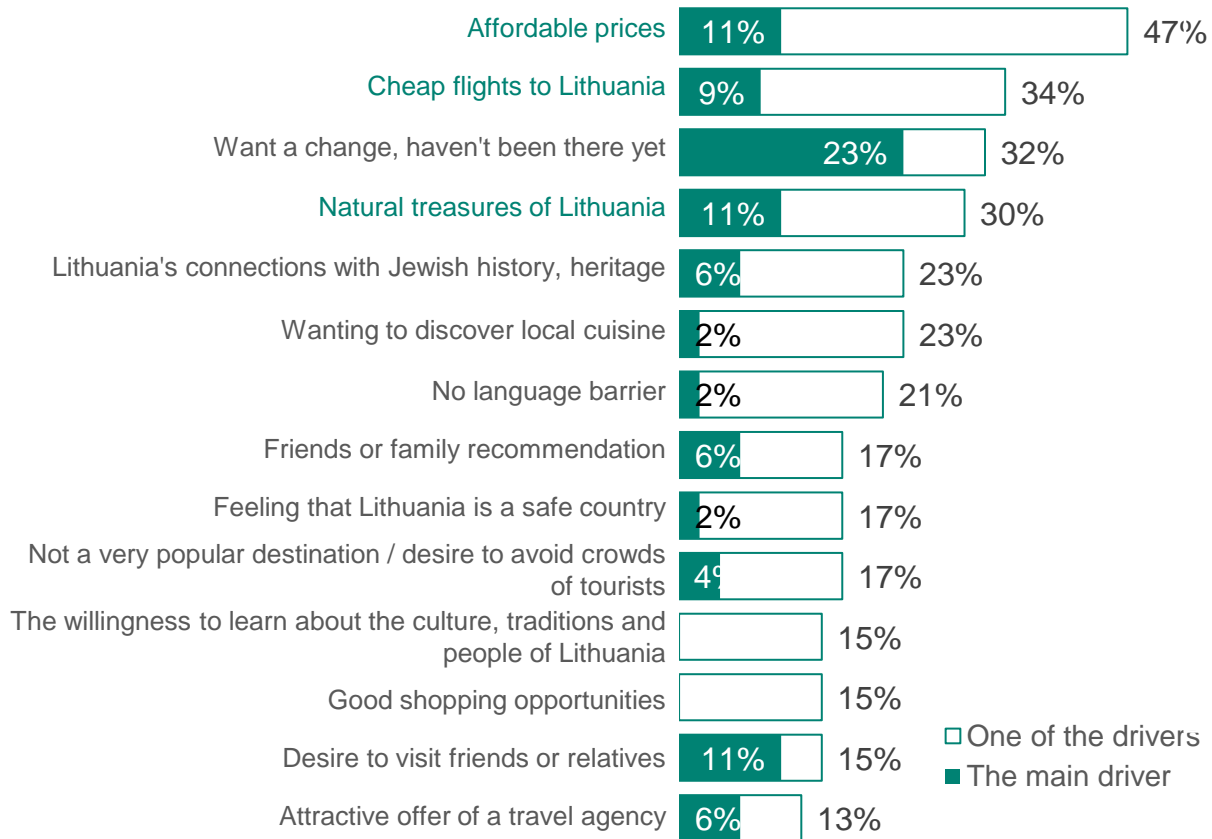


What do you associate Lithuania with? (spontaneous answers)

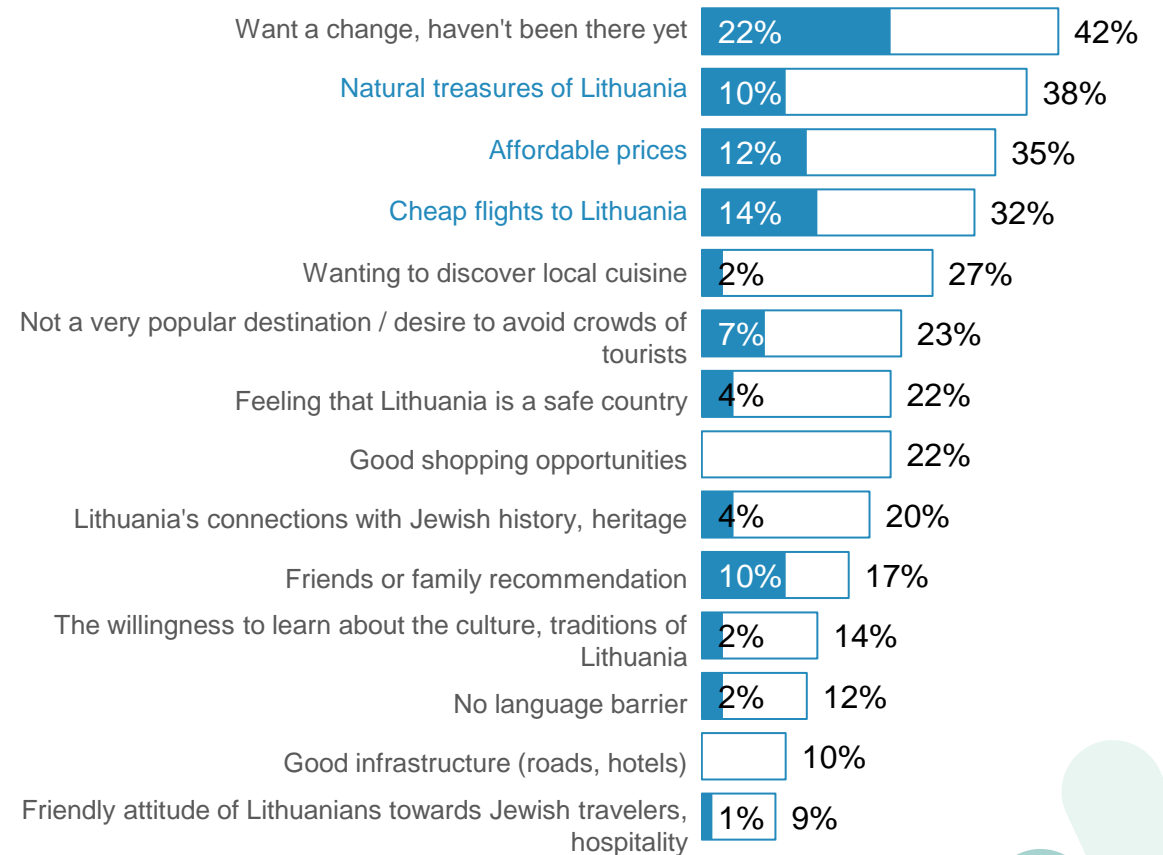
Sample: All, N=808

Israelis value Lithuanian nature and would like to see it

Lithuania Visitors



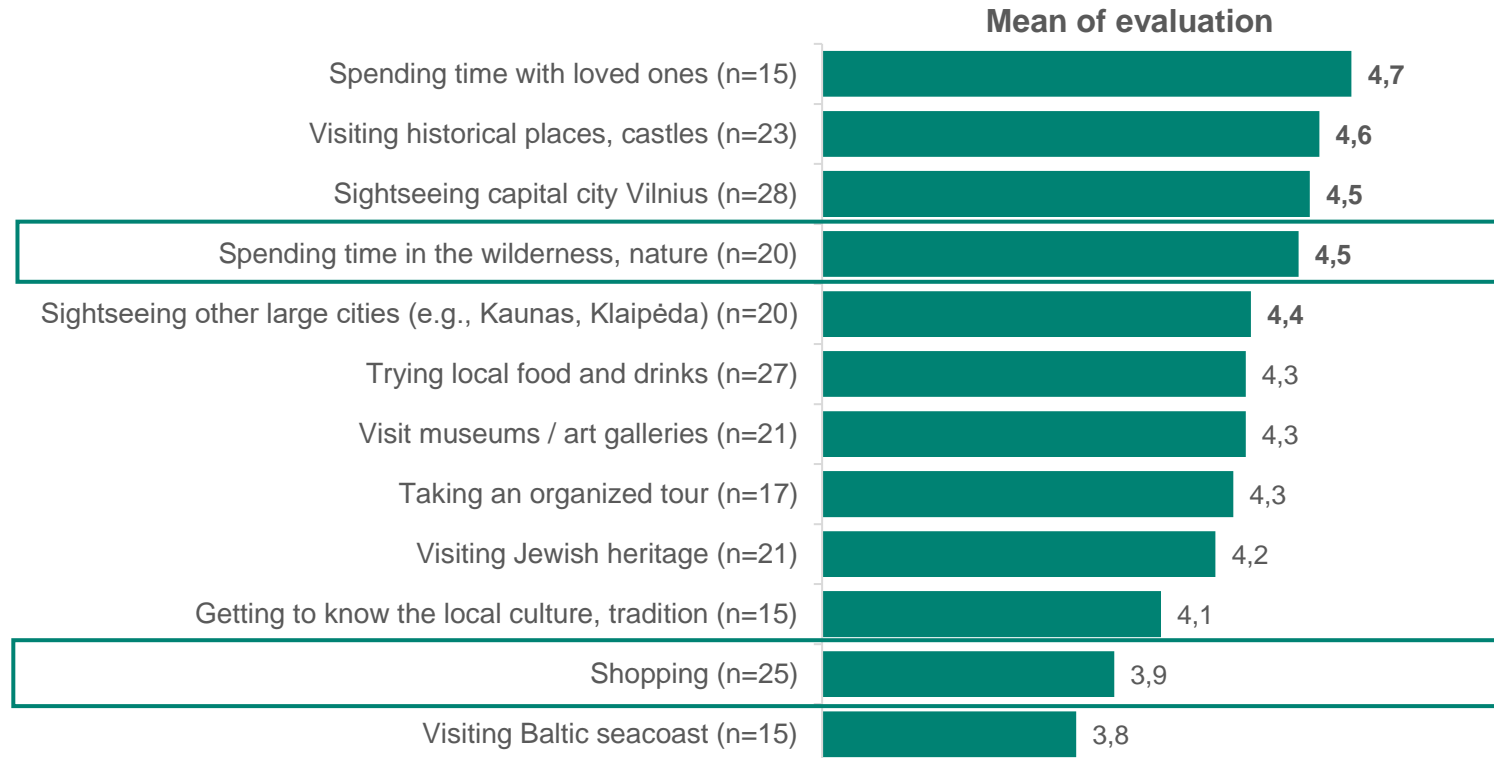
Lithuania Intenders/Considerers



Sample: those who ever visited Lithuania, N=47

What made you decide to go to Lithuania as a tourist? (multiple choice) What was the main factor which decided that you travelled to Lithuania? (single choice)

Lithuanian nature has a high evaluation

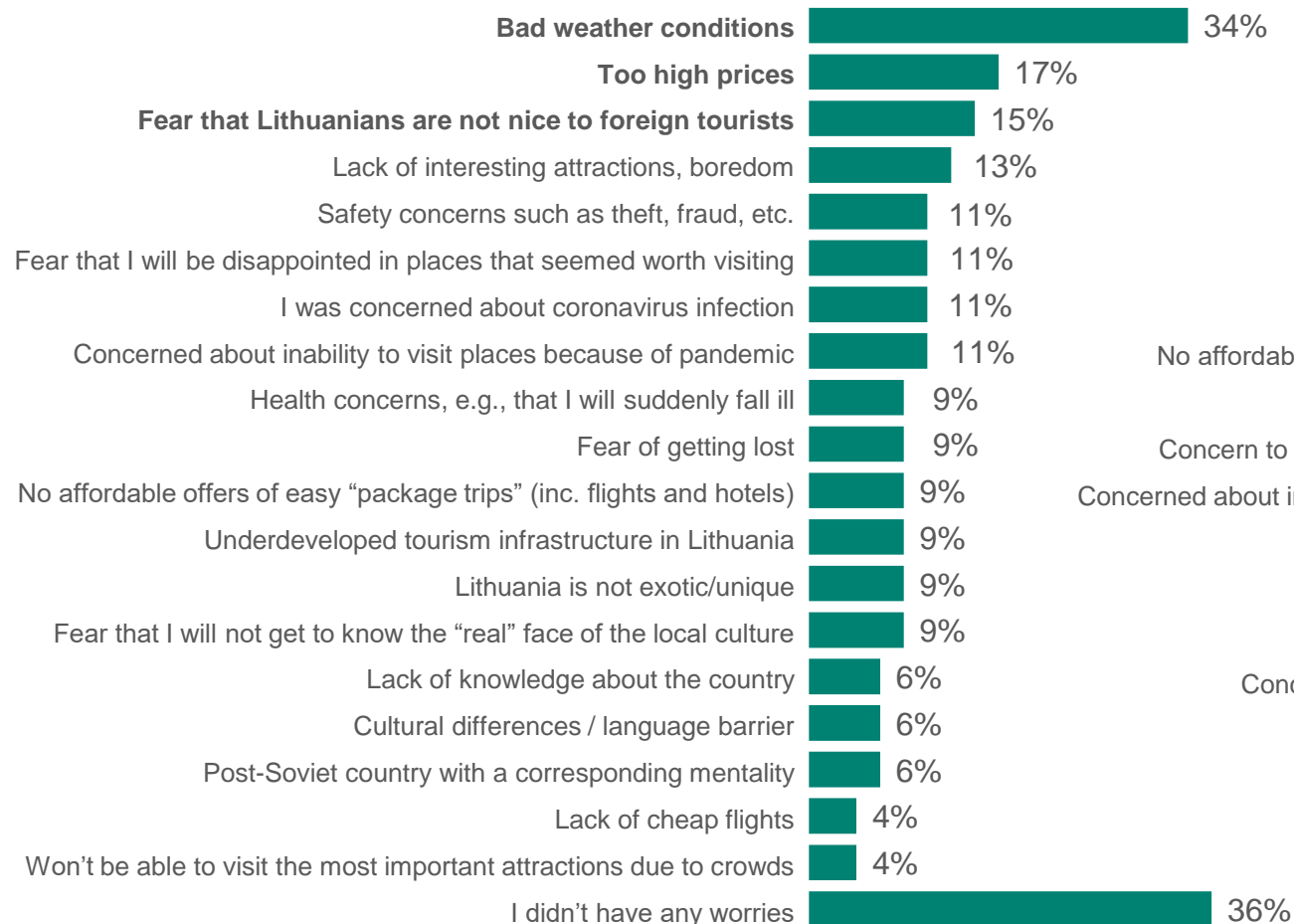


Sample: those who participated in certain activity (number is indicated along each activity)

How much did you enjoy this activity? Please use the 5-point scale where 1 means "I didn't like it at all" and 5 means "I like it very much".

Barriers and concerns. Visitors were worried about bad weather and high prices before coming

Lithuania Visitors



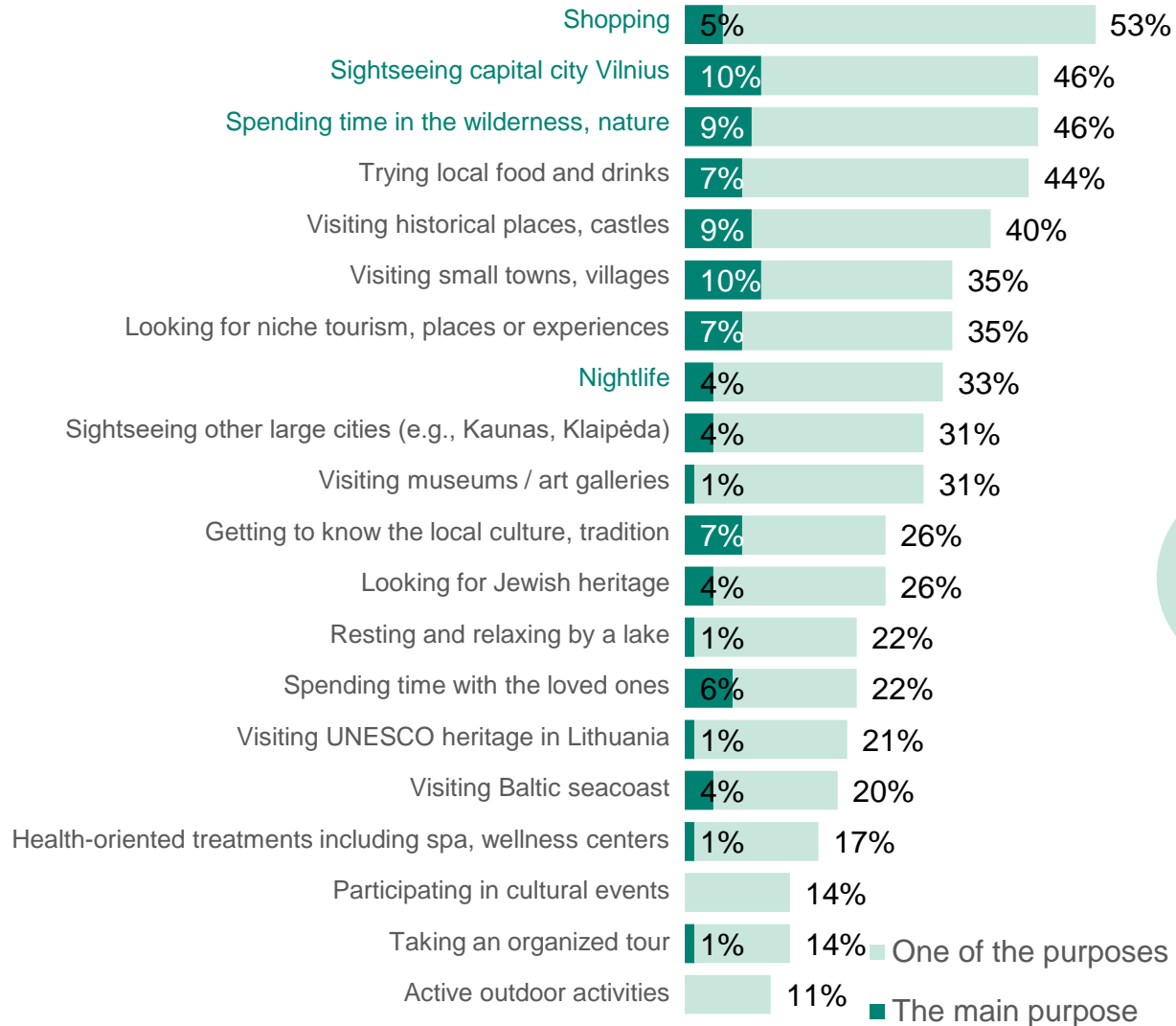
Lithuania Intenders / Considerers



Sample: those who ever visited Lithuania, N=47

Was there anything you were worried about before travelling to Lithuania? (multiple choice)

For Intenders/Considerers Vilnius, nature and shopping are the main purposes to come to Lithuania



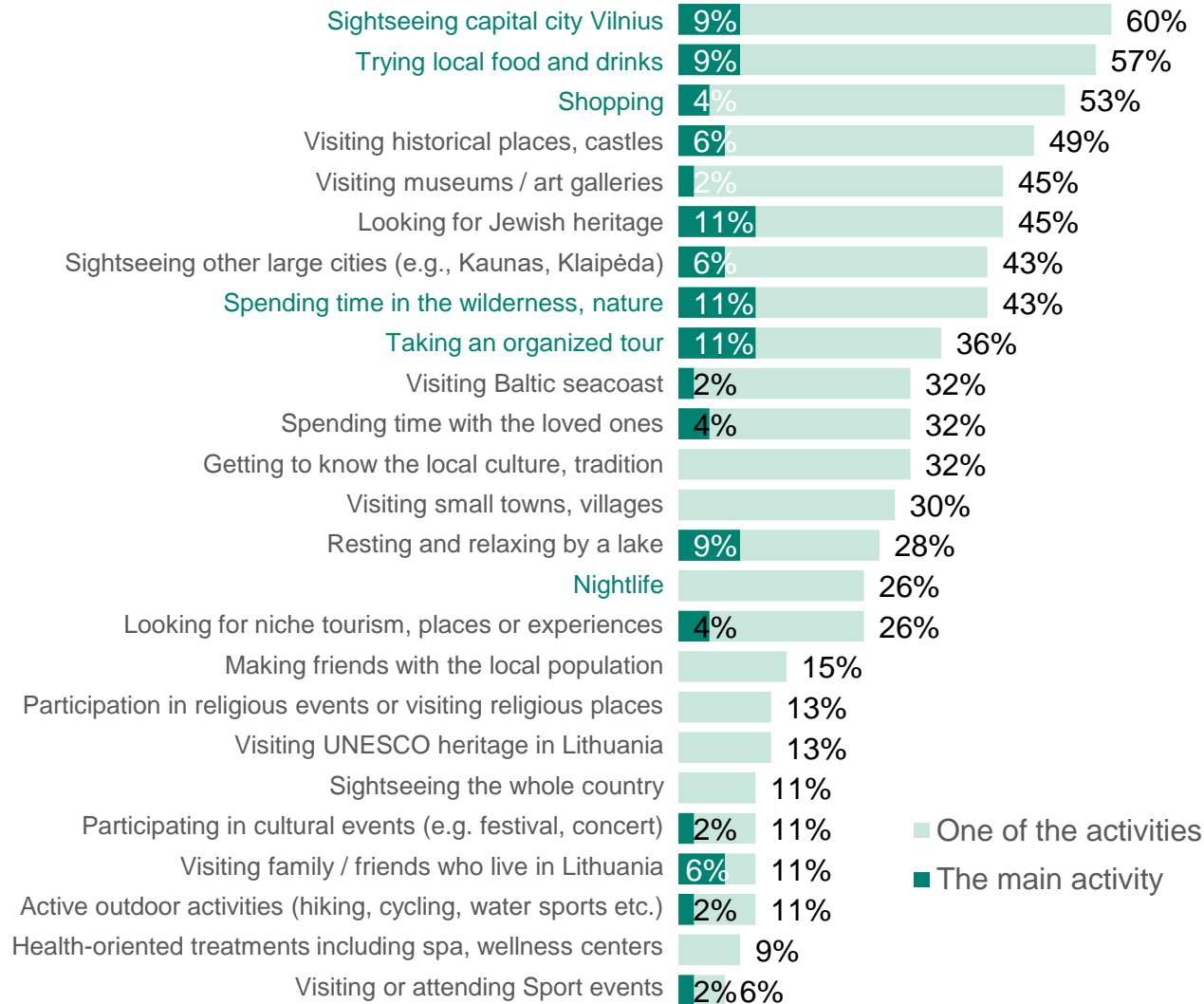
The main purposes to travel to Lithuania



Sample: those who intend to visit Lithuania, N=81

What was or is the purpose of your planned tourist trip to Lithuania? (multiple choice) Which was the main purpose? (single choice)

Vilnius and local food/drinks followed by shopping were the main activities



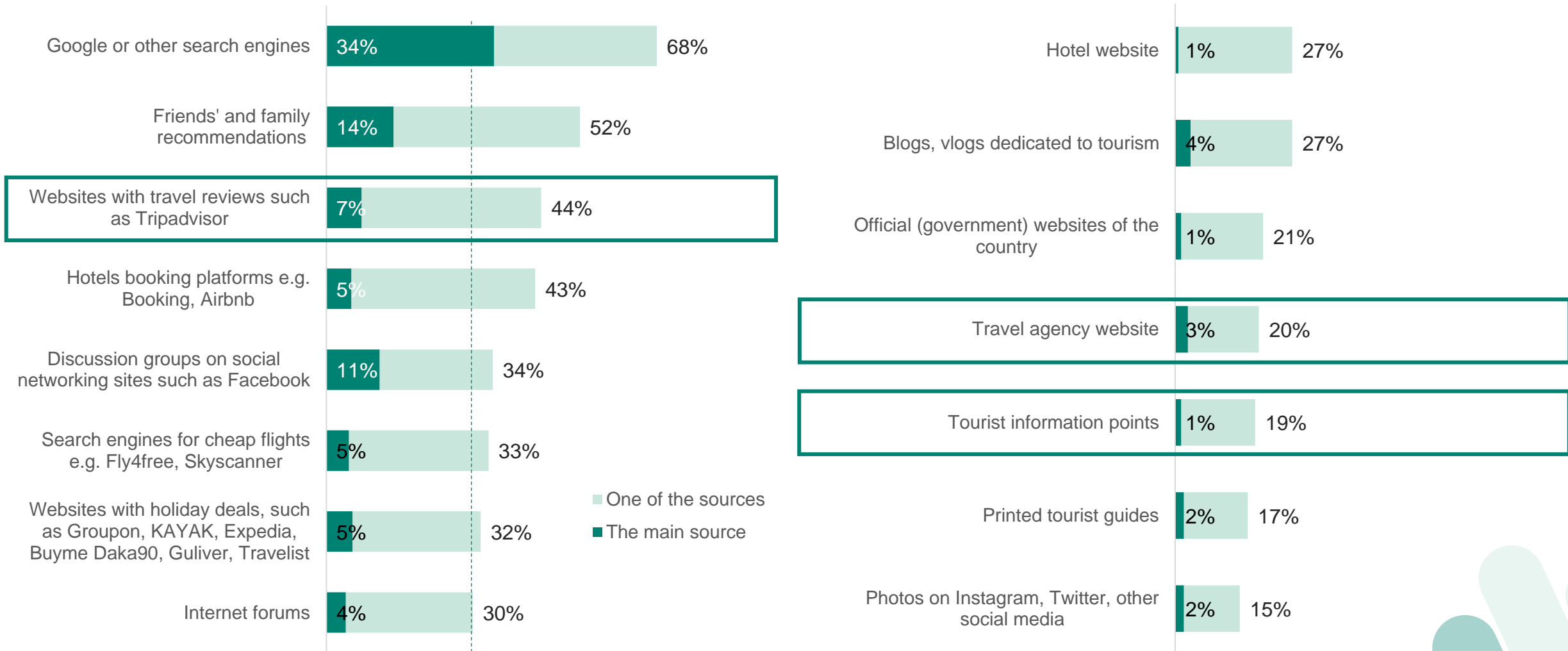
The main activities in Lithuania



Sample: those who ever visited Lithuania, N=47

Which of the following activities did you participate in during your tourist trip to Lithuania? (multiple choice) Which of these activities was your main activity, in which you participated most often during your travel to Lithuania? (single choice)

Google and friends are the most popular sources of information



Sample: All, N=808

Average usage of all sources (30%)

Where do you usually look for information to plan your vacations abroad? (multiple choice) Which of these sources that you use for information to plan your vacations abroad is your main source of information? (single choice)

Main conclusions and recommendations



The main conclusions

- 51% of Israelis travel abroad at least once a year. **60%** of them travel once a year; 35% – several times a year.
 - Budget of the last trip – more than 750 Eur (64%).
 - 4% of travelers organize their travels only via travel agencies; **71%** – always plan their trips independently.
 - 73% usually take a plane.
 - Classic (35%) and **nature (28%)** tourism are the most attractive types of tourism for traveling in Lithuania.
 - 93% would spend up to 1 week in Lithuania.
 - Lithuania is one of the least visited destinations among the survey countries.
- The main **drivers** to visit Lithuania among the visitors are **affordable prices** (47%), **cheap flights** (34%), **haven't been there yet** (32%), and **Natural treasures of Lithuania** (30%).
 - Considerers and Intenders emphasize the same drivers: wish to discover a new country (42%), **Natural treasures of Lithuania** (38%), affordable prices (35%), cheap flights (32%).
 - The main general travel **concerns** expressed by visitors are related to potentially **bad weather conditions** (34%), **too high prices** (17%), and the fear that **Lithuanians are not nice to foreign tourists** (15%).
 - For the Considerers/Intenders, the main barrier is that Lithuania **is not the first choice, they have chosen other countries for travel** (28%), **the idea to come to Lithuania is too fresh** (27%). They are also worried about the **Covid-19 situation** (26%).

Potential number of Israeli travelers coming to Lithuania

The number of 25+ y. o. Israelis: 7 million
(w3.unece.org/CountriesInFigures/en/Home/Index?countryCode=376; tradingeconomics.com/israel/population)

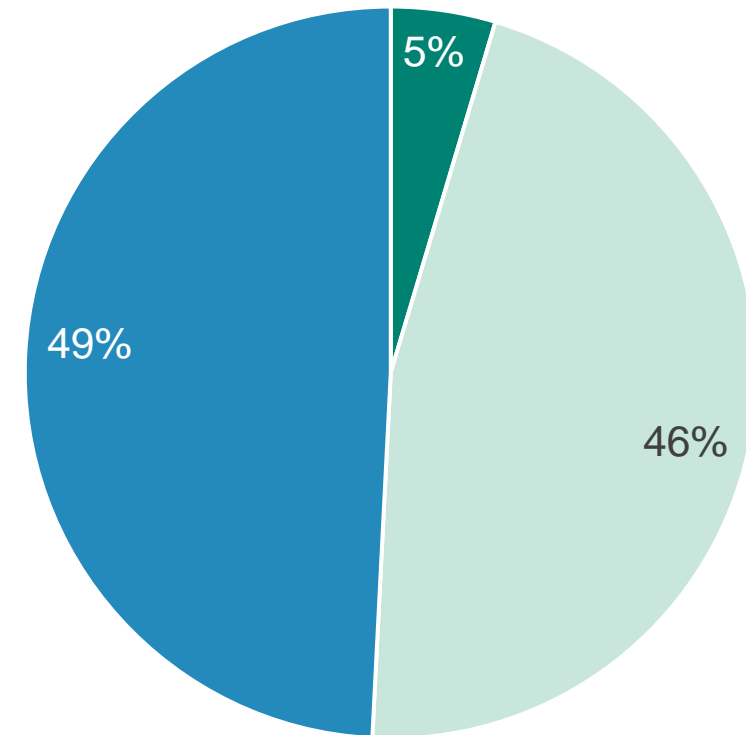
According to the survey, 51% of them travel abroad at least once a year: 3.6 million

9% of those who travel intend to visit Lithuania:

300 000 Israeli tourists

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From 25+ y. o. residents of Israel



■ Intenders ■ Travel but do not intend ■ Do not travel

How to attract travelers from Israel to visit Lithuania?

- Become **one of the top countries to consider for travel**.
 - There is potential. Israeli travelers are interested in Trakai, Kaunas, Vilnius, nature, Lithuanian food, historical places, museums but they know very little about them. **A continuous and consistent** information plan would help.
 - **Two types of communication could be presented**. One possible direction: city trip communication (for example **Kaunas** – European Capital of Culture 2022), and the second – national **nature trip**.
- Convince Israeli travelers that there are **enough activities for 3 – 7 days** in Lithuania.
 - **Joint trips** with the surrounding countries could be offered.
 - **Nature tourism** is more often preferred by tourists with the highest travel budget.
- Build better knowledge about Lithuania by better positioning its offers on **Google**, websites with travel reviews such as **TripAdvisor**, and booking platforms like **Booking.com and Airbnb**.
 - Promote **shopping centers, outlets in Vilnius and Kaunas**. The survey showed that shopping is one of the common purposes and activities travelling abroad. Price is an important factor, but it doesn't have to be low. It should be fair and attractive.
- Communicate about Lithuania's connection with **Jewish history**. It could be interesting for **older Israeli travelers**.
- Communicate about Lithuania as a **Western country with democratic values**.
 - Highlight Lithuania's advantages despite bad weather conditions.



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