



**Euromonitor
International**

Travel in Israel

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Travel value declines as geopolitical instability constrains demand

Lodging stands alone with positive growth as premium and value segments diverge

Israil expands long-haul routes to diversify and support recovery

Chart 1 Travel Sales by Category: Value 2026

WHAT'S NEXT?

Booking.com to leverage digital leadership to drive robust value gains

Premium and value demand split to shape growth across travel sectors

Airlines and hotels to expand reach as diversification anchors resilience

Chart 1 Forecast Travel Sales by Category: Value 2026-2031

COMPETITIVE LANDSCAPE

EI AI strengthens position through network resilience and digital agility

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Conversational AI and dynamic packaging redefine the booking product

Smart room technology and sustainable materials reshape the hotel product

Data-driven personalisation delivers measurable business returns

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Chart 1 Real GDP Growth 2021-2031

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Chart 1 Population 2021-2031

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COUNTRY REPORTS DISCLAIMER

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