



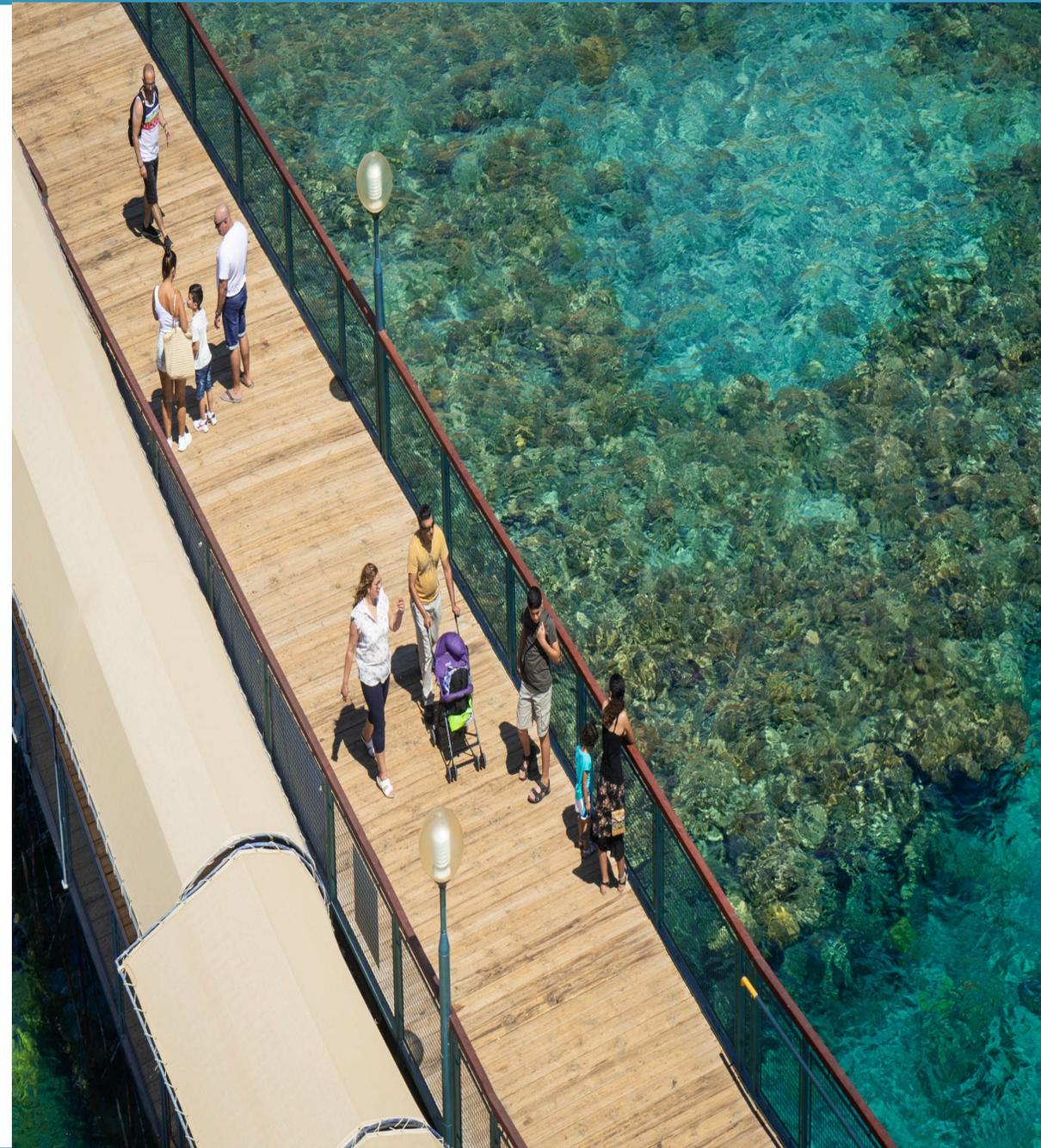
# 2021 Review

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Building a future for the Red Sea

# The Year in Review.

- In a year where Israel almost completely closed off to international tourism, Israelis exploded the domestic tourism market from North to South, with a huge demand for short breaks across the country.
- Although at certain points in the year, Eilat was brimming with domestic tourists, we still faced several challenges due to Covid19.
- By April 2021, although the 'shelter in place' restrictions had been removed, the anxieties around Covid19 meant that entrance to the city and hotels of Eilat were fluctuating well into the summer and inside the Underwater Observatory Marine Park itself, we were restricted with normal park activities such as guiding and explanatory talks to crowds.
- Despite these restrictions, we stayed 'top of mind' as an enjoyable and environmentally sound destination, evolving to the rapidly changing circumstances.



58% adults  
40% children

Viewed as a national treasure, The Underwater Observatory Marine Park is a landmark must-see for Israeli families vacationing in Eilat and are successful in providing memorable and edutainment for families, of all ages alongside couples, professional groups, students and senior citizens.

Who we Attract!



# Diversity of Adult Guests

- We are adamant that the value of beauty in diversity, so obvious in the underwater world, extends to our visitor profile. We both welcome and try to accommodate guests from the broad spectrum that exists in our domestic market.
- Whilst we don't keep records we have a large number of guests from the major minority communities in Israel: Israeli Arabs, Orthodox Jews and Russian speaking population. Alongside this we are working towards making all our exhibits wheelchair-accessible, currently we only have one that is not.
- We provide maps and park signage in English, Hebrew, Arabic and Russian. Not only this, but we cater to a range of dietary requirements including vegetarian, vegan, gluten free and kosher.

**From 21 areas, 20 are wheelchair friendly**

**Park Information is available in 4 languages**

**We can fulfil requests to many dietary differences**

# Where do our guests come from ?

In 2021 we only had 1703 visitors from abroad, accounting for 0.5% of our guests.

99.5% of our guests were domestic residents.



# Guest satisfaction

This year guests were most satisfied with the Aquadome, the Shark Tank and the Observatory itself. They were least satisfied by the prices reflecting the general increase in prices of hotels in Eilat.



# DIGITAL ATTRACTIONS

## New Aquadome Immersive

As the world has moved towards more digitalized and engaging experiences, the Underwater Observatory Marine Park has led from the front.

Launching our new Aquadome in July, the emotional and deeply immersive experience, bringing guests closer to the Gentle Giants of the Oceans.

This compliments our other digital experiences Creatures of the Deep, a journey through the dark depths of the ocean and our many digital touchpoints exploring shark facts.



# Supporting the community

- Marine biology University students from across Israel are offered free entrance both before and after opening hours, to watch different fish behaviors.
- All City elementary schools are engaged in an ongoing project for 5<sup>th</sup> grade, designed to both strengthen the bond between pre-teens and marine animals and help with coral restoration. Students visit us weekly to feed and take care of growing corals which are later released to the sea.
- We admitted 5881 visitors for free, 2210 of which were diving school students.
- We had 8 school classes join us for our coral restoration project.

5881  
free  
visits

8 school  
classes



- Eilat is a known destination for diving and in partnership with all the diving schools, students partake in a free explanatory module at our location. This is mandatory to becoming a dive master and at our location the Israeli Nature reserve provide them with instruction on marine animals in the reef and responsible conduct whilst diving.

## Reef Safe Diving

## Rescues 2021

3 hawksbill  
turtles  
5 fish

This year we have been instrumental in rescuing both turtles and fish. We provide both rescue and rehabilitation services and we are called regularly by the Nature reserves and from private citizens. This year we have rescued 3 hawksbill turtles and 5 endemic fish from nets and other trapped circumstances





## Breeding programs

300 seahorses  
Over 20 clownfish

In nature, seahorses have an extremely low survival rate, in our seahorse nursery, however, safe from predators and strong currents we have managed to raise over 300 seahorses in 2021.

Alongside this we have been successfully raising tens of clownfish, whose fascinating relationship with the anemone provide a powerful story in the aquarium.

