

The mayor's foreword

The *Statistical Yearbook of Jerusalem*, published by the Municipality of Jerusalem and the Jerusalem Institute for Israel Studies, is a vital tool in our ongoing work to strengthen Jerusalem. Not only does it serve our policy planners but the *Yearbook* is also valuable for monitoring implementation. Indeed, it is an effective and efficient work tool that assists us to set and drive policy based on the latest data as well as to measure progress and success as things develop.

Correct and efficient management is key to turning Jerusalem into a thriving city and one that is attractive to young people, to visitors and to entrepreneurs – and we see evidence of this in the data that appear here, in the 2013 edition of the *Yearbook*.

The *Statistical Yearbook* deals with a number of topics that stand at the center of municipal policy:

Education - After a decade and a half marked by a gradual decrease in the number of school pupils from the general population, today we are seeing, for the third year running, a rise in the number of children registered to kindergarten and grade 1 in the state and religious-state education systems. In addition, tens of new classrooms and schools have been opened in recent years, indicating the number of young families that have settled in the city and enjoy the many new reforms we have implemented in the field of education.

Young People - Jerusalem has of late become something of a magnet for young people, particularly immigrants and students. There is a gradual improvement in the balance of immigration from the city and in the last two years there has been a positive immigration balance to neighborhoods in the city's west, such as Kiryat Hayovel, Gonenim and Kiryat Menachem. **In the last 5 years there has been an increase of some 35% in the immigration balance of young Jewish people to Jerusalem.**

Culture and Tourism - Jerusalem today is a cultural and spiritual center. Last summer, there were four times as many cultural events than the summer before. There is no doubt that cultural, leisure and sport events attract many people to the city, from Israel and abroad. More than 3 million overseas tourists visited the city, and for the first time Jerusalem hosted more Israeli tourists than did Haifa or Tel Aviv.

It is not surprising then that hotel revenue and occupancy rates grew as well – the whole city is bubbling with tourist and cultural activity!

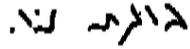
Economic Development - Jerusalem is on the verge of major economic growth. In 2011 there were some 35,200 businesses operating in the city, including 630 new businesses that have been added since 2010. The city center has begun to thrive once again – the number of visitors rose by 41% and the average turnover of small businesses went up significantly.

Jerusalem is maintaining this trend of growth and development, from which all the city's residents can enjoy!

The seeds that we have sown are bearing showing fruit: we can see results in all fields of life. And for Jerusalem, we will continue to improve, to expand and to grow.

And so, yet another year has passed in the long and fruitful collaboration between the Municipality and JIIS. We will continue to nurture this relationship for the benefit of the city and its residents. I say "well done!" to those involved in this wonderful project – to everyone on the *Yearbook* team, led by Dr. Maya Choshen, the steering committee and the numerous other partners.

Nir Barkat



Mayor