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INTERNATIONAL

Top 100 City Destinations 2018

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Top 100 City Destinations 2018

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Introduction

Methodology and definitions

Euromonitor International's city arrivals research covers over 600 cities. This report highlights the top 100 cities based on 2017 international arrivals. International arrivals by city includes visitors from abroad who arrive at the city under review as their first point of entry, and also includes those visitors to the city who arrived in the country via a different point of entry, but then go on to visit the city in question during their trip.

Arrivals are defined as international tourists, i.e. any person visiting another country for at least 24 hours, for a period not exceeding 12 months, and staying in paid or unpaid, collective or private accommodation. Each arrival is counted separately and includes people travelling more than once a year and people visiting several cities during one trip. Arrivals encompasses all purposes of visit, such as business, leisure and visiting friends and relatives.

Arrivals excludes domestic visitors, same-day visitors, people in transit and cruise passengers as this can distort arrivals figures at important border crossings and cruise destinations, respectively. It also excludes those in paid employment abroad. Students that stay in a country for a period of more than 12 months are excluded and are considered as temporary residents. Military personnel and transportation crew are excluded, along with displaced people because of war or natural disasters. The ranking focuses on city hubs and tends to exclude beach and ski resorts that may enjoy high volumes of international visitors.

The ranking tables in this white paper provide 2016, 2017 and forecast 2018 arrivals data, as well as rank movements. 2012–17 rank movement indicates the change in rank between 2012 and 2017 of each city based on the arrivals in 2012 and 2017. 2017–18 rank movement indicates the change in rank between 2017 and 2018, where 2018 data is an estimated arrivals figure based on part-year data. The cities included in the current top 100 ranking might not have been, or will not be in the ranking in 2012 or 2018.

The importance of cities

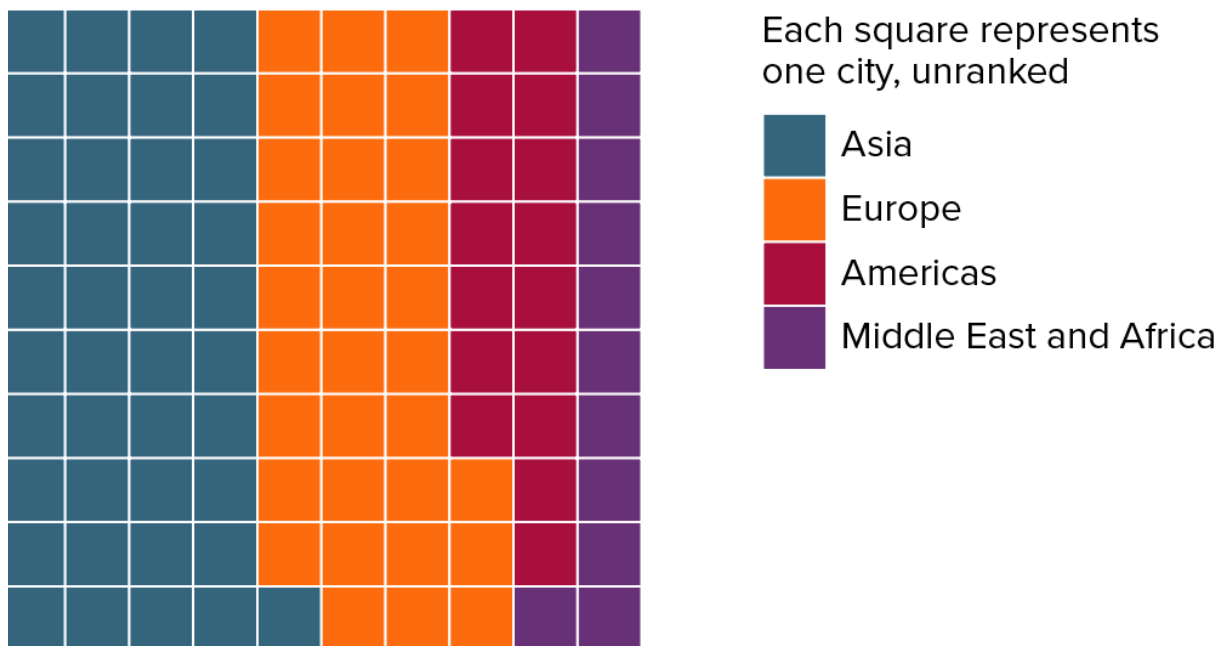
The draw of cities is irresistible. The last 100 years has seen remarkable change in attitudes to city life. In 1900, only 15% of the world's population resided in cities. 2008 was the tipping point with more people living in urban areas than not. Today, there are 33 megacities—cities with more than 10 million inhabitants—and a further six will be added by 2030.

Cities are significant for businesses, since they concentrate wealth, income and business opportunities. The second largest city in this year’s ranking, Bangkok, generated over half of Thailand’s GDP in 2017, despite only accounting for 1.5% of total national land area.

In light of rising populations and visitor numbers, the demands placed upon city assets and resources will be stretched. Smart city initiatives are needed in fast-growing developing cities to help manage the effects of strong growth in populations and visitor numbers.

With overcrowding becoming increasingly prevalent, city tourism boards are getting to grips with a future in which they will be looking to attract the “right” traveller. There is a growing realisation that focusing on volume on its own is not the correct approach. Instead, the incremental value that different types of tourists bring is becoming more important.

Where Are The Top 100 Cities 2017?



Source: Euromonitor International

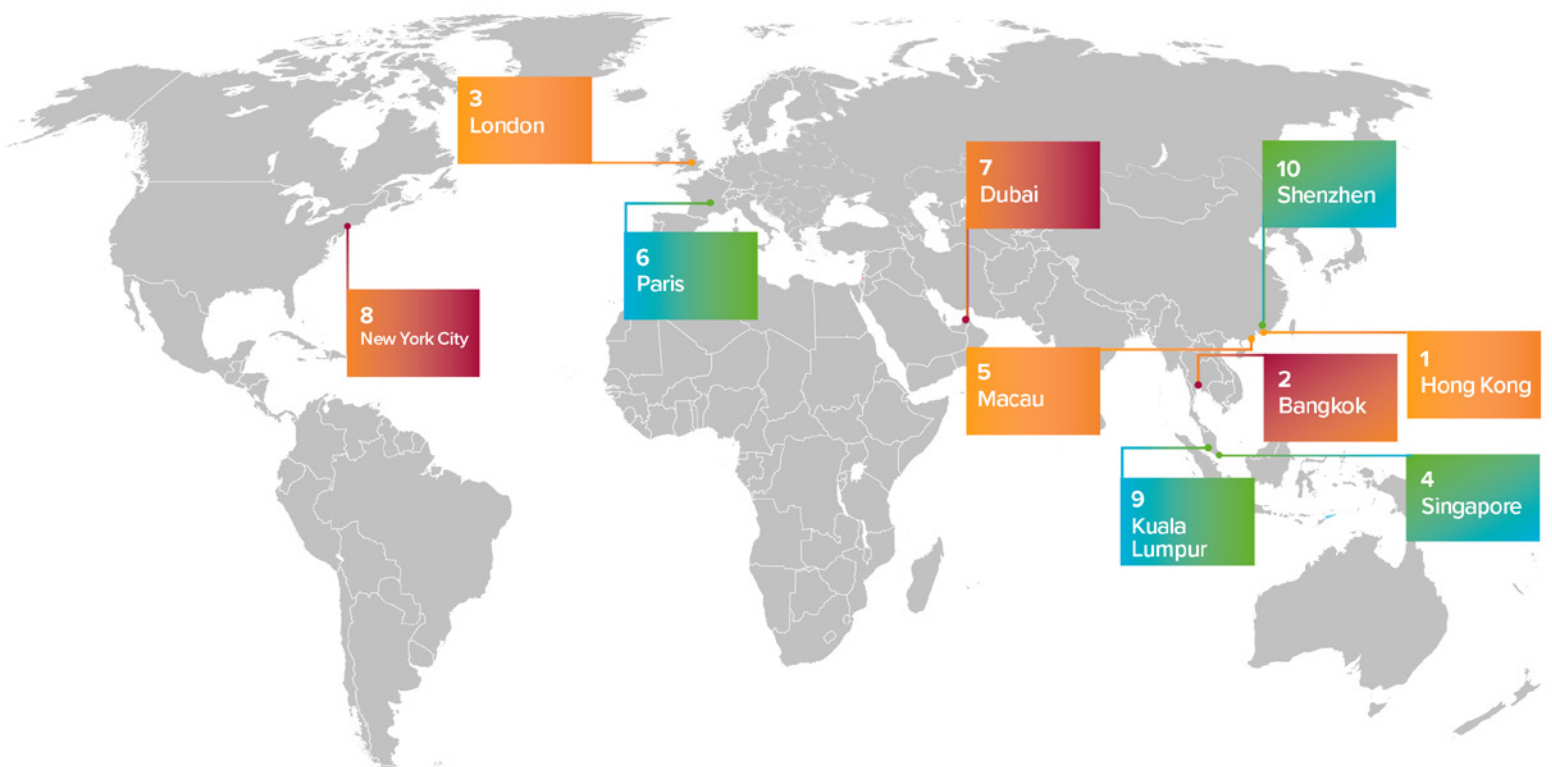
Global performance of city destinations

Global inbound arrivals are expected to grow by 5% to 1.4 billion trips in 2018. At the same time, arrivals to this year’s top 100 city destinations are set to grow by 7.5%. This is a continuation of a trend which sees the top cities outperforming global arrivals growth, with city hubs extending their importance for the global travel industry. In this year’s ranking, Asia continues its rise. The region accounts for 41 out of the top 100 cities. This number has steadily risen from 37 in 2012.

The biggest loser is the Middle East and Africa region, with cities such as Jerba and Sousse in Tunisia, or Sharm el Sheikh in Egypt dropping out of the ranking in past years, mainly due to terrorist attacks and subsequent slumping demand. Cairo, however, is seeing a resurgence.

Japan and India stand out for their strong growth in inbound city arrivals growth. Cities such as Osaka and Chiba have shown average annual growth of 43% and 35%, respectively, between 2012 and 2017. Delhi and Mumbai average over 20% annual growth as well. This year's top 10 cities registered an average 3.9% growth over the same period.

Top 10 City Destinations in 2017



Source: Euromonitor International

Four cities to watch



Mumbai

Will enter the Asian top 10 next year, with an expected arrivals growth of 19% in 2018. This comes after a bumper year, with 25% growth in 2017. The first phase of the new Navi Mumbai airport is expected to be operational by 2019.



Osaka

Jumped 113 places between 2012 and 2017 to be ranked 30th in 2017. As especially Chinese travellers flock to the city, arrivals are expected to grow by 13% in 2018. The city could benefit from the 2020 Olympic Games in Tokyo.



Porto

New in the top 100 this year. Rose 42 places in the ranking between 2012 and 2017 and is expected to register healthy growth of 7% in 2018. Portugal won Europe's Leading Destination 2018 at the World Travel Awards.



Jerusalem

On the back of relative stability and a strong marketing push, arrivals grew 32% in 2017 and are expected to grow by 38% in 2018. After a slump between 2013 and 2015, arrivals are now back above 2012 figures.

Asia

Top 10 City Destinations in 2017, Asia



Source: Euromonitor International

The top echelons of the city ranking are again extremely “Asia-heavy”. Hong Kong and Bangkok remain the top two performers, while Singapore, Macau, Kuala Lumpur and Shenzhen also feature in the global top 10.

Seoul is a major absentee at the top of the ranking this year. Ranked 16th in last year’s ranking, it drops to 24th. After a huge decline in Chinese visitors due to political tensions, the number of foreign tourists visiting Seoul city shrank by 15% to 7.7 million. However, arrivals are expected to pick up slightly in 2018, as political tensions with China ease, talks with North Korea progress and the 2018 Winter Olympics in PyeongChang attract more visitors.

Largely based on the strong increase in Chinese outbound travellers, expansion of air connectivity is high on the agenda of many cities. Bangkok’s two main airports are both expanding, Macau International opened its North Extension in early 2018, Changi Airport in Singapore is looking to fund a brand new terminal, and Incheon International in Seoul opened its second terminal in January 2018.

Asia: Top 10

CITY	COUNTRY	ARRIVALS ('000)			GROWTH (%)		RANK MOVEMENT	
		2016	2017	2018	2017	2018	2012-17	2017-18
Hong Kong	Hong Kong, China	26,552.7	27,880.3	29,827.2	5.0%	7.0%	0	0
Bangkok	Thailand	20,689.3	22,453.9	23,688.8	8.5%	5.5%	0	0
Singapore	Singapore	16,604.0	17,618.8	18,551.2	6.1%	5.3%	0	▼ 1
Macau	Macau, China	15,704.0	17,337.2	18,931.4	10.4%	9.2%	▲ 1	▲ 1
Kuala Lumpur	Malaysia	12,290.4	12,843.5	13,434.3	4.5%	4.6%	▲ 1	0
Shenzhen	China	11,712.0	12,075.1	12,437.3	3.1%	3.0%	▼ 3	▼ 1
Phuket	Thailand	10,368.9	11,613.1	11,949.5	12.0%	2.9%	▲ 12	▼ 2
Delhi	India	7,447.8	10,157.0	12,505.3	36.4%	23.1%	▲ 40	▲ 3
Tokyo	Japan	9,272.9	9,549.4	9,896.3	3.0%	3.6%	▲ 24	▼ 2
Taipei	Taiwan	9,181.4	9,273.3	9,783.3	1.0%	5.5%	0	0

Source: Euromonitor International

Hong Kong, China

The appreciation of the Hong Kong dollar against the currencies of major inbound countries and the anti-corruption campaign carried out by the Chinese government caused a slump in Hong Kong tourism in 2015 and 2016, but there are signs of a rebound in 2017 and 2018.

Hong Kong is the most obvious beneficiary of the Chinese outbound boom, with more than 50% of all visitors stemming from the Chinese mainland. To further boost Hong Kong's accessibility from China, the recent completion of the Zhuhai-Macau-Hong Kong bridge, and the Guangzhou-Shenzhen-Hong Kong high-speed rail link will both cut the travel time to Hong Kong from major Chinese cities in half.

The enormous number of shopping centres can give the impression of Hong Kong as a concrete jungle, but mountains and greenery account for over 70% of the city. The Hong Kong tourism board understands that these natural attractions can contribute to sustainable tourism growth. The board recently published a guidebook entitled "Great Outdoors Hong Kong", highlighting a variety of cycling routes and hiking trails.



Delhi

Delhi fell just outside the global top 10, but is expected to continue strong growth which will see it jump to 10th in 2018. The city has shot up the ranking in recent years, moving up 40 spots between 2012 and 2017.

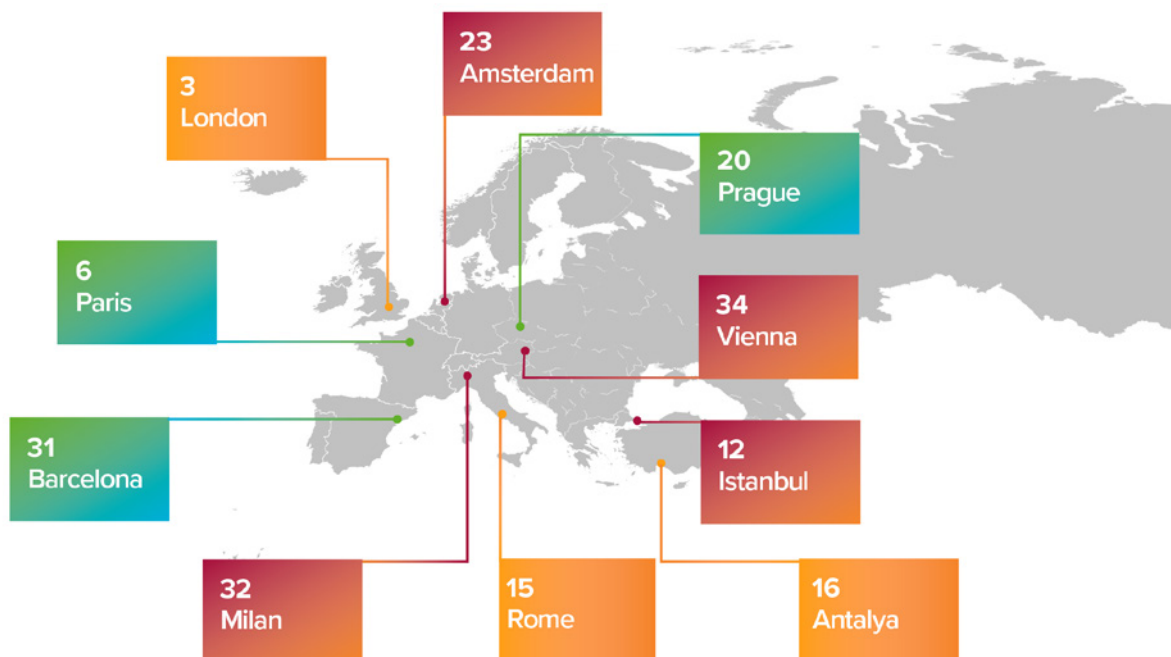
Leisure arrivals are mainly driven by the attractions of nearby tourist places such as Agra, Mathura, Jaipur and Shimla, and religious sites such as Haridwar and Jammu.

Blighted by poor air quality, the city is focusing on positioning itself as an environmentally-friendly destination. “Green Delhi” looks to capitalise on the abundant greenery in the capital, and promotes events such as Dastkaar Green Mela at the Nature Bazaar Complex, and eco-friendly hotels such as ITC Maurya, The Uppal, The Suryaa and Mantra Amaltas. Delhi’s metro has been recognised by the UN for reducing pollution levels by 630,000 tonnes per year.

In 2017, the Delhi Government announced that it is to develop the Rohini, Dwarka and Narela areas as smart sectors, with improvements in water, electricity and Wi-Fi connectivity. In collaboration with telecom giant Vodafone, the city is looking to enhance connectivity throughout the city with free Wi-Fi zones.

Europe

Top 10 City Destinations in 2017, Europe



Source: Euromonitor International

Paris moved above Dubai in the ranking. It had a bumper year after a disappointing 2016 due to the terrorist attacks of November 2015. Indeed, business tourism recovered strongly in 2017 with 8% growth closely linked to a healthy economic growth. A number of online and offline marketing initiatives by the city of Paris in coordination with the French state and the Île-de-France region bore fruit.

Strong growth was registered by Turkish cities, as the country rebounded from a turbulent 2016. The alleviation of political tensions between Turkey and Russia helped Antalya more than most. Overall, however, there is limited movement in the ranking in Europe. This does not mean all is rosy. A number of European cities are blighted by overcrowding, including Barcelona and Amsterdam.

Among tourism boards and governments, there is a growing realisation that focusing on volume on its own is not the correct approach. Instead, the incremental value that tourists bring is becoming more important. Many European cities are moving away from hard targets on future arrivals, and instead look to focus on tourism's added value to the local economy.

Europe: Top 10

CITY	COUNTRY	ARRIVALS ('000)			GROWTH (%)		RANK MOVEMENT	
		2016	2017	2018	2017	2018	2012-17	2017-18
London	UK	19,059.5	19,827.8	20,715.9	4.0%	4.5%	0	0
Paris	France	13,926.3	15,834.2	16,836.5	13.7%	6.5%	▼ 1	0
Istanbul	Turkey	9,218.4	10,730.3	12,121.1	16.4%	13.0%	0	0
Rome	Italy	9,353.9	9,531.6	9,703.2	1.9%	1.8%	▼ 2	▼ 3
Antalya	Turkey	5,952.5	9,482.4	10,729.3	59.3%	13.1%	▼ 5	▲ 2
Prague	Czech Republic	8,200.6	8,806.7	9,038.9	7.4%	2.6%	▼ 2	▼ 1
Amsterdam	Netherlands	6,898.6	7,848.0	8,476.6	13.8%	8.0%	▲ 4	0
Barcelona	Spain	6,515.5	6,530.1	6,726.0	0.2%	3.0%	▼ 6	0
Milan	Italy	6,175.0	6,347.9	6,513.0	2.8%	2.6%	▼ 8	▼ 2
Vienna	Austria	5,867.6	6,067.1	6,303.8	3.4%	3.9%	▼ 4	▼ 2

Source: Euromonitor International

London

The big “known unknown” hanging as a dark cloud over London is Brexit. Can the city remain relevant as a major hub once split off from the EU? In March 2017, the mayors of London and Paris announced a joint tourism and business scheme, designed to encourage and facilitate the flow of trade and investment between the two cities.

London is one of the world’s leading cities to have fully embraced the sharing economy. At first, Airbnb grew slowly in London but it is now Airbnb’s largest city. Uber, meanwhile, has come across a few more barriers and only has a provisional licence to operate. The city’s traditional infrastructure, however, is blighted by capacity issues. Airport capacity is limited, and discussions on airport expansion have been going for over 50 years. In June 2018, the government finally gave its support for a third runway at Heathrow, which will not open until 2026.

Meanwhile, Crossrail was touted as a game changer for ground transportation. Set to open in December 2018, the project has been delayed by at least nine months with a new opening date in autumn 2019.



Istanbul

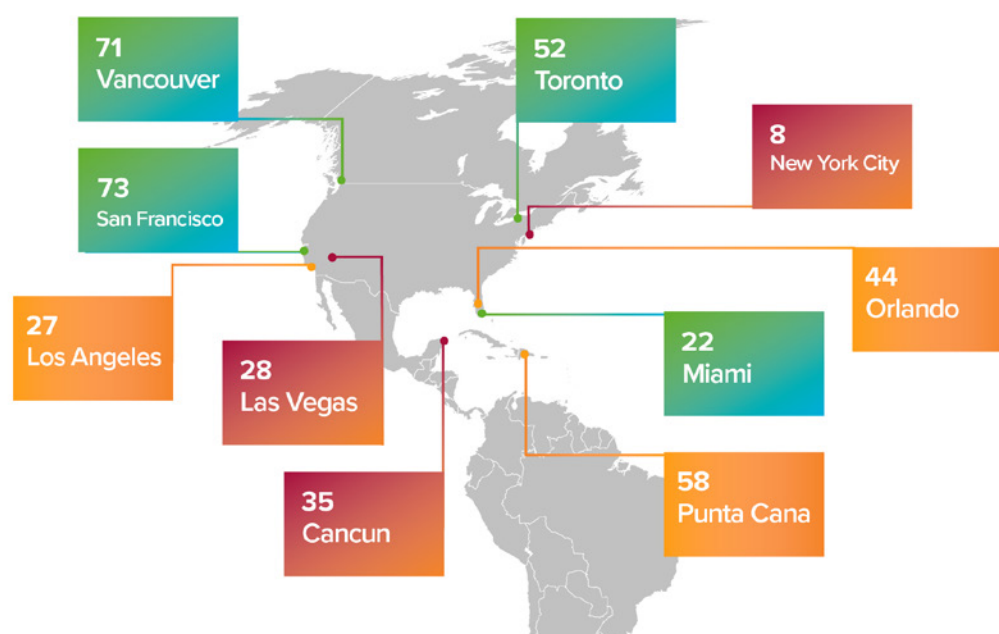
As a result of increasing political tensions and security threats in 2016, there was a significant decline in inbound arrivals, especially from Western European countries. However, Istanbul and other Turkish cities such as Antalya are seeing strong growth in 2018 as relative quiet resumes.

The Ministry of Culture and Tourism and Turkish travel intermediaries continued to invest in marketing and promotional activities targeted at Asian countries. The main strategy behind this move is to reduce the dependence on Western European tourists and also to utilise the strong potential of countries such as China. To this end, the year 2018 was declared “Turkey Tourism Year”, which resulted in strong marketing and promotional activities.

Seeking to exploit the expanding demand for air travel, Istanbul opened its new airport, with six runways, at the end of October 2018. Once fully operational it could cater to 200 million passengers annually. In comparison, the world’s current busiest airport, Hartsfield–Jackson Atlanta International Airport, will service around 100 million passengers in 2017.

Americas

Top 10 City Destinations in 2017, Americas



Source: Euromonitor International

The top echelons of the ranking in the Americas are highly focused on North and Central America, although there are a number of South American cities, including Buenos Aires, Mexico City and Rio de Janeiro in the top 100.

The US overall has had a turbulent year. In September 2017, the US National Travel and Tourism Office (NTTO) announced that visitor numbers had fallen by 5% year on year, and inevitably it was put down to the Trump effect. Since then, however, the NTTO has had to revise its figures, now showing an actual 2% increase in visitors in 2017. Most US cities showed steady growth. The exception was Las Vegas, which struggled in late 2017 and early 2018 due to the aftermath of the mass shooting in October 2017, as well as a strong dollar.

Punta Cana is expected to perform strongly in 2018. The Dominican Republic has set a target of 10 million visitors by 2023. The country is actively targeting countries with “harsh” winters such as the UK, Sweden and Denmark. Furthermore, there has been an increase in air connectivity with seven new international routes from Europe and the Americas.

Americas: Top 10

CITY	COUNTRY	ARRIVALS ('000)			GROWTH (%)		RANK MOVEMENT	
		2016	2017	2018	2017	2018	2012-17	2017-18
New York City	US	12,650.0	13,100.0	13,500.0	3.6%	3.1%	0	0
Miami	US	7,833.0	8,075.8	8,071.2	3.1%	-0.1%	▼ 1	▼ 3
Los Angeles	US	7,100.0	7,165.0	7,246.4	0.9%	1.1%	▼ 5	▼ 2
Las Vegas	US	6,741.8	6,687.8	6,599.3	-0.8%	-1.3%	▼ 8	▼ 5
Cancún	Mexico	5,829.0	6,039.0	6,269.0	3.6%	3.8%	▲ 25	▼ 2
Orlando	US	5,130.5	5,269.0	5,408.5	2.7%	2.6%	▼ 10	0
Toronto	Canada	3,862.5	4,287.4	4,600.3	11.0%	7.3%	▲ 3	▼ 1
Punta Cana	Dominican Republic	3,449.4	3,643.5	4,348.1	5.6%	19.3%	▲ 6	▲ 3
Vancouver	Canada	2,677.8	2,999.1	3,209.1	12.0%	7.0%	▲ 17	▲ 1
San Francisco	US	2,891.3	2,900.0	2,958.0	0.3%	2.0%	▼ 14	▼ 2

Source: Euromonitor International

New York City

In March 2017, amidst concerns that travel restrictions imposed by the incoming Trump administration could have a chilling effect on international tourism, NYC & Company launched a marketing campaign, dubbed “New York City—Welcoming the World”, to highlight the city’s openness to international visitors.

The city is one of the most iconic and popular destinations worldwide, but this comes at a price—quite literally. The New York City Department of City Planning reports that 67% of all local hotel rooms in 2017 were classified as either “upscale” or “luxury”.

Due to a shortage of affordable accommodation, short-term rentals have been booming. Seen as a contributor to the affordable housing squeeze, the city has imposed fines on undisclosed rentals and those that break the minimum 30-days stay regulation.

The city’s uncomfortable relationship with the sharing economy goes beyond rentals. In August 2018, New York also passed legislation that caps the number of ride-sharing vehicles allowed to operate within the city, and sets a minimum wage for drivers.



Miami

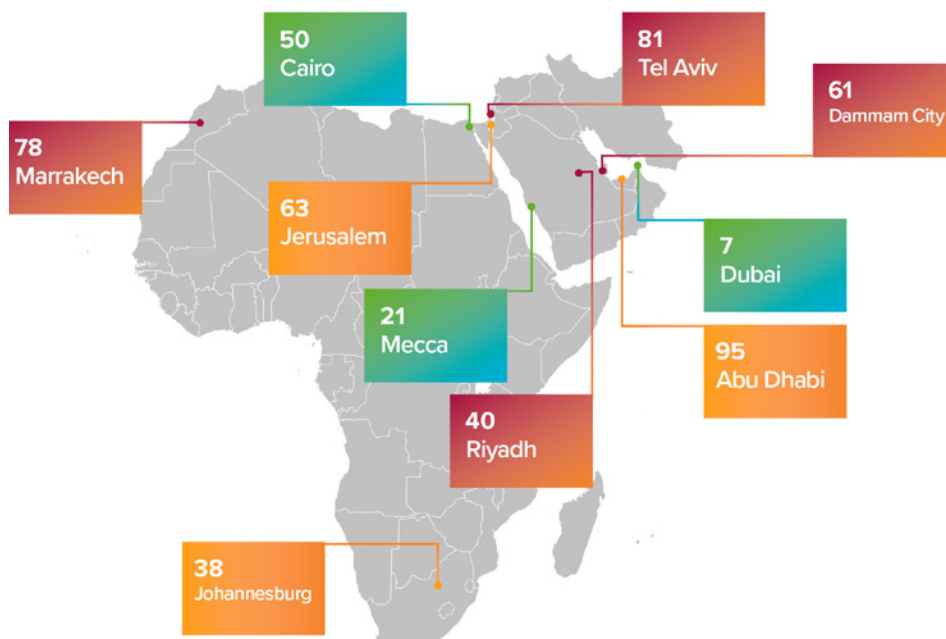
Miami has shown its resilience in the face of hurricanes, the Miami Beach Convention Centre being closed for renovations from 2017 through the autumn of 2018, and poor outbound market performance from key source markets such as Brazil and Venezuela. US relations with Mexico also became strained, impacting arrivals to Miami.

Traffic congestion is a major concern for Miami-Dade County. The major public transportation initiative in Miami in 2018 is the Strategic Miami Area Rapid Transit (SMART) Plan. The SMART Plan seeks to advance six existing rapid transit corridors and a system of Bus Express Rapid Transit services. In early 2018, the county created a new tax zone to use some property tax revenue towards transit projects, such as extending the Metrorail.

In 2017, Miami became one of the first US cities to participate in telecommunications company AT&T's Smart Cities Operation Centre. The programme's goal is to make transportation, lighting, safety and sustainability more efficient in cities. Specific initiatives include upgrading lighting with smart LED technology, improved data gathering to inform public transportation decisions and traffic network solutions.

Middle East and Africa

Top 10 City Destinations in 2017, Africa and the Middle East



Source: Euromonitor International

The city destinations ranking is heavily focused on the Middle East and North Africa, with a lack of sub-Saharan cities. However, with the Single African Air Transport Market (SAATM) initiative, launched in January 2018 and signed by 23 African Union member states, air connectivity on the continent should be greatly improved in the coming years.

With economies heavily based on the oil industry, countries such as the United Arab Emirates and Saudi Arabia are increasingly looking to diversify their economic activities, with the latter now opening up to international tourists.

It is questionable if the recent dispute with Turkey over the consulate killing will have an impact on Saudi arrivals, as the country is heavily focused on religious tourism. That said, Saudi Arabia—as well as the United Arab Emirates—are actively diversifying their tourism offering, targeting family and group travellers seeking experiential travel, and solo travellers seeking health and wellness or adventure. While Dubai and Abu Dhabi are by far the largest destinations in the United Arab Emirates, dispersal to other emirates is increasingly promoted.

Middle East and Africa: Top 10

CITY	COUNTRY	ARRIVALS ('000)			GROWTH (%)		RANK MOVEMENT	
		2016	2017	2018	2017	2018	2012-17	2017-18
Dubai	UAE	14,870.0	15,790.0	16,658.5	6.2%	5.5%	▲ 2	0
Mecca	Saudi Arabia	7,964.5	8,632.3	9,484.3	8.4%	9.9%	▲ 5	▲ 2
Johannesburg	South Africa	5,167.1	5,535.5	5,941.8	7.1%	7.3%	▼ 5	0
Riyadh	Saudi Arabia	5,067.4	5,396.8	5,889.0	6.5%	9.1%	▼ 1	▲ 1
Cairo	Egypt	3,012.6	4,388.6	4,893.3	45.7%	11.5%	▼ 9	0
Dammam City	Saudi Arabia	3,417.3	3,584.8	3,749.7	4.9%	4.6%	▼ 7	▼ 2
Jerusalem	Israel	2,665.6	3,522.0	4,843.5	32.1%	37.5%	▼ 20	▲ 12
Marrakech	Morocco	2,512.9	2,669.9	2,838.1	6.2%	6.3%	▲ 4	0
Tel Aviv	Israel	2,248.7	2,573.5	3,043.2	14.4%	18.3%	▼ 7	▲ 9
Abu Dhabi	UAE	2,054.9	2,244.5	2,402.8	9.2%	7.1%	▲ 42	▲ 1

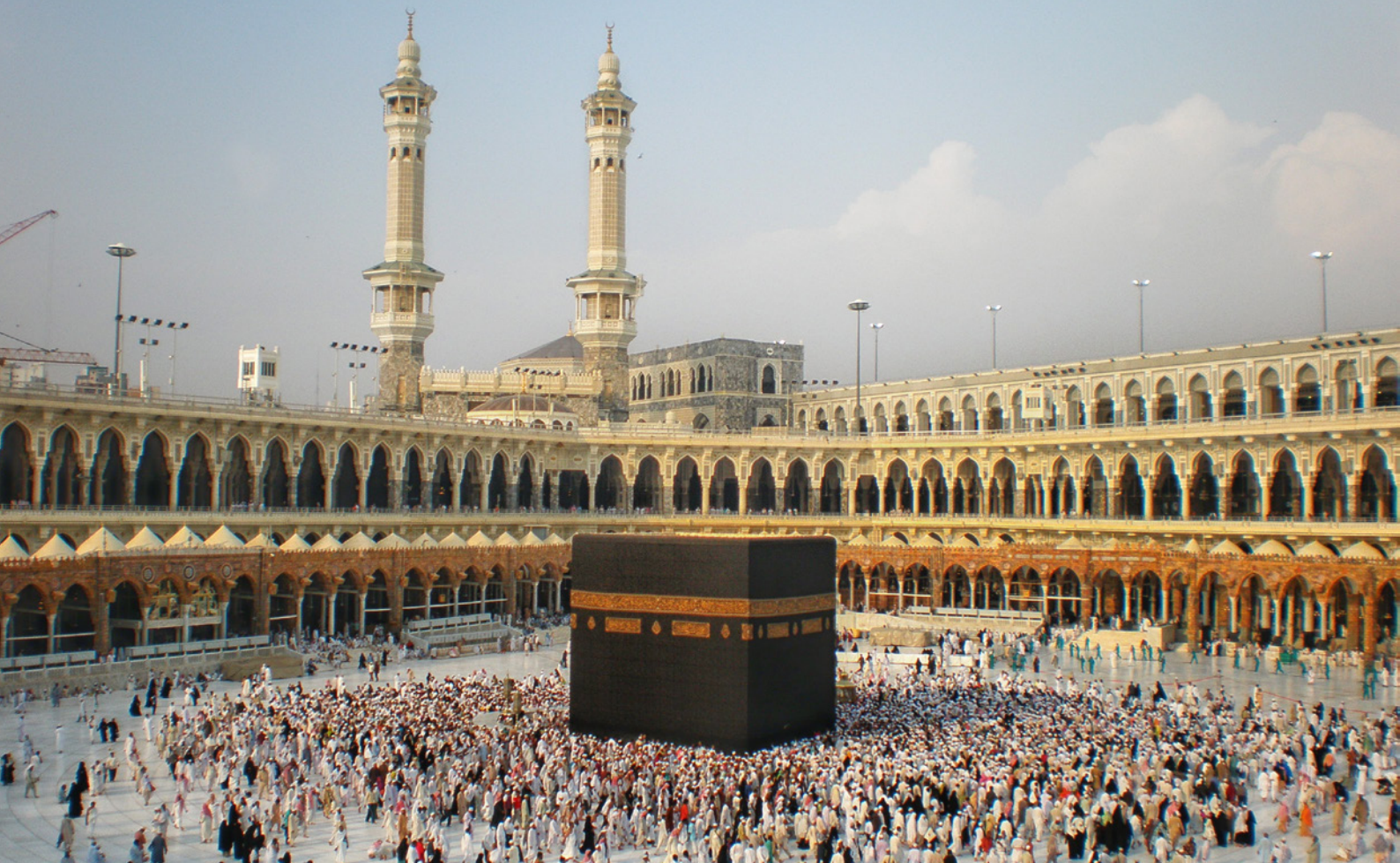
Source: Euromonitor International

Dubai

Dubai Tourism Vision 2020 aims to welcome 20 million visitors to the emirate by the year 2020. The tourism board is actively promoting Dubai as a top choice for leisure and business travellers. Various policies were introduced to increase the number of tourists from new source markets. These legislative changes included new visa-upon-arrival policies, no charge for transit tourists for up to 48 hours stays, and optional extended-stay visas for up to 96 hours.

Dubai is one of the most innovative cities in the world, with a host of new and smart technologies continuously introduced in the city state. This includes smart palms on its beaches, and successful tests of flying taxis. Dubai Airport has installed a face-scanning tunnel equipped with over 80 facial recognition and retina cameras, replacing traditional border gates.

The Dubai 2030 transport strategy focuses on smart and driverless transportation, with a conversion target for autonomous journeys of up to 25% by 2030. This includes separate lanes for driverless buses in the city. The Road and Transportations Authority also introduced a fleet of 50 self-driving electric Teslas in September 2017.



Mecca

Mecca is trying to facilitate religious tourists through the use of smartphone applications. The Ministry of Hajj and Umrah offers official applications such as Hajj Services, Umrah Services, Manasikana and a Hajj Bracelet reader.

The Hajj e-bracelet was launched in 2016 after a large and deadly stampede in 2015. It is of vital importance in managing the large number of pilgrims during Hajj, and acts as an electronic GPS bracelet. An app can read the bar code to identify pilgrims. In 2018, the organisers also installed a number of sleeping pods to provide low-cost solutions in busy areas such as the airport or train stations.

The Jabal Omar Project is a mega real estate development project developed within walking distance of The Grand Mosque of Makkah. The project is a cluster of hotels and serviced apartments, with 40 high-rise towers, 15 international hotels, over 12,000 guest rooms, featuring leading global hotel brands such as Marriott, Hilton and Hyatt Regency. Also under construction is Abraj Kudai, planned to be the largest hotel in the world, and consisting of a ring of 12 towers with 45 stories, 10,000 rooms and five rooftop helipads.

Ranking and Notes

RANK	CITY	COUNTRY	ARRIVALS ('000)			GROWTH (%)		RANK MOVEMENT	
			2016	2017	2018	2017	2018	2012-17	2017-18
1	Hong Kong	Hong Kong, China	26,552.7	27,880.3	29,827.2	5.0%	7.0%	0	0
2	Bangkok	Thailand	20,698.3	22,453.9	23,688.8	8.5%	5.5%	0	0
3	London	UK	19,059.5	19,827.8	20,715.9	4.0%	4.5%	0	0
4	Singapore	Singapore	16,604.0	17,618.8	18,551.2	6.1%	5.3%	0	▼ 1
5	Macau	Macau, China	15,704.0	17,337.2	18,931.4	10.4%	9.2%	▲ 1	▲ 1
6	Paris	France	13,926.3	15,834.2	16,863.5	13.7%	6.5%	▼ 1	0
7	Dubai	UAE	14,870.0	15,790.0	16,658.5	6.2%	5.5%	▲ 2	0
8	New York City	US	12,650.0	13,100.0	13,500.0	3.6%	3.1%	0	0
9	Kuala Lumpur	Malaysia	12,290.4	12,843.5	13,434.3	4.5%	4.6%	▲ 1	0
10	Shenzhen	China	11,712.0	12,075.1	12,437.3	3.1%	3.0%	▼ 3	▼ 1
11	Phuket	Thailand	10,368.9	11,613.1	11,949.5	12.0%	2.9%	▲ 12	▼ 2
12	Istanbul	Turkey	9,218.4	10,730.3	12,121.1	16.4%	13.0%	0	0
13	Delhi	India	7,447.8	10,157.0	12,505.3	36.4%	23.1%	▲ 40	▲ 3
14	Tokyo	Japan	9,272.9	9,549.4	9,896.3	3.0%	3.6%	▲ 24	▼ 2
15	Rome	Italy	9,353.9	9,531.6	9,703.2	1.9%	1.8%	▼ 2	▼ 3

Source: Euromonitor International

Current ranking is based on 2017 international arrivals data.

2012-17 rank movement indicates the change in rank between 2012 and 2017 of each city.

2017-18 rank movement indicates the change in rank between 2017 and 2018, where 2018 data is an estimated arrivals figure based on part-year data.

Euromonitor International includes over 600 cities in its research. Therefore, the cities included in the current top 100 ranking might not have been, or will not be in the ranking in 2012 or 2018.

RANK	CITY	COUNTRY	ARRIVALS ('000)			GROWTH (%)		RANK MOVEMENT	
			2016	2017	2018	2017	2018	2012-17	2017-18
16	Antalya	Turkey	5,952.5	9,482.4	10,729.3	59.3%	13.1%	▼ 5	▲ 2
17	Taipei	Taiwan	9,181.4	9,273.3	9,783.3	1.0%	5.5%	0	0
18	Guangzhou	China	8,618.7	9,004.8	9,392.0	4.5%	4.3%	▼ 3	▼ 2
19	Mumbai	India	7,194.3	8,984.9	10,670.1	24.9%	18.8%	▲ 27	▲ 4
20	Prague	Czech Republic	8,200.6	8,806.7	9,038.9	7.4%	2.6%	▼ 2	▼ 1
21	Mecca	Saudi Arabia	7,964.5	8,632.3	9,484.3	8.4%	9.9%	▲ 5	▲ 2
22	Miami	US	7,833.0	8,075.8	8,071.2	3.1%	-0.1%	▼ 1	▼ 3
23	Amsterdam	Netherlands	6,898.6	7,848.0	8,476.6	13.8%	8.0%	▲ 4	0
24	Seoul	South Korea	9,002.7	7,659.1	7,731.4	-14.9%	0.9%	▼ 10	▼ 2
25	Pattaya	Thailand	7,052.5	7,426.2	8,620.0	5.3%	16.1%	▼ 9	▲ 3
26	Shanghai	China	6,904.3	7,193.3	7,359.6	4.2%	2.3%	▼ 7	▼ 2
27	Los Angeles	US	7,100.0	7,165.0	7,246.4	0.9%	1.1%	▼ 5	▼ 2
28	Las Vegas	US	6,741.8	6,687.8	6,599.3	-0.8%	-1.3%	▼ 8	▼ 5
29	Agra	India	5,340.0	6,644.4	8,258.2	24.4%	24.3%	▲ 37	▲ 5
30	Osaka	Japan	5,644.8	6,605.9	7,456.3	17.0%	12.9%	▲ 113	▲ 3
31	Barcelona	Spain	6,515.5	6,530.1	6,726.0	0.2%	3.0%	▼ 6	0
32	Milan	Italy	6,175.0	6,347.9	6,513.0	2.8%	2.6%	▼ 8	▼ 2
33	Denpasar	Indonesia	4,080.9	6,238.3	7,185.6	52.9%	15.2%	▲ 16	▲ 3
34	Vienna	Austria	5,867.6	6,067.1	6,303.8	3.4%	3.9%	▼ 4	▼ 2
35	Cancún	Mexico	5,829.0	6,039.0	6,269.0	3.6%	3.8%	▲ 25	▼ 2
36	Berlin	Germany	5,559.6	5,627.4	5,770.9	1.2%	2.6%	▼ 5	▼ 6

Source: Euromonitor International

RANK	CITY	COUNTRY	ARRIVALS ('000)			GROWTH (%)		RANK MOVEMENT	
			2016	2017	2018	2017	2018	2012-17	2017-18
37	Johor Bahru	Malaysia	4,844.7	5,571.4	6,351.4	15.0%	14.0%	▲ 38	▲ 2
38	Johannesburg	South Africa	5,167.1	5,535.5	5,941.8	7.1%	7.3%	▼ 5	0
39	Ho Chi Minh City	Vietnam	5,200.0	5,500.0	5,824.5	5.8%	5.9%	▼ 2	▼ 1
40	Riyadh	Saudi Arabia	5,067.4	5,396.8	5,889.0	6.5%	9.1%	▼ 1	▲ 1
41	Venice	Italy	5,212.1	5,316.4	5,406.8	2.0%	1.7%	▼ 13	▼ 4
42	Jaipur	India	4,319.7	5,288.6	5,783.4	22.4%	9.4%	▲ 27	▲ 1
43	Madrid	Spain	5,131.7	5,275.2	5,512.6	2.8%	4.5%	▼ 8	0
44	Orlando	US	5,130.5	5,269.0	5,408.5	2.7%	2.6%	▼ 10	0
45	Chennai	India	4,680.8	5,086.3	6,632.8	8.7%	30.4%	▼ 5	▲ 13
46	Dublin	Ireland	4,810.0	4,986.5	5,185.0	3.7%	4.0%	▼ 2	▼ 1
47	Florence	Italy	4,844.4	4,941.3	5,015.4	2.0%	1.5%	▼ 11	▼ 2
48	Moscow	Russia	4,571.4	4,800.0	5,404.5	5.0%	12.6%	▼ 16	▲ 2
49	Athens	Greece	4,526.0	4,797.4	5,133.2	6.0%	7.0%	▲ 7	▲ 1
50	Cairo	Egypt	3,012.6	4,388.6	4,893.3	45.7%	11.5%	▼ 9	0
51	Ha Noi	Vietnam	4,000.0	4,300.0	4,644.0	7.5%	8.0%	▲ 33	▼ 1
52	Toronto	Canada	3,862.5	4,287.4	4,600.3	11.0%	7.3%	▲ 3	▼ 1
53	Ha Long	Vietnam	3,500.0	4,000.0	4,480.0	14.3%	12.0%	▲ 8	▼ 1
54	Beijing	China	4,165.0	3,923.4	3,766.5	-5.8%	-4.0%	▼ 25	▼ 8
55	Sydney	Australia	3,620.4	3,884.5	4,148.0	7.3%	6.8%	▲ 3	▼ 1
56	Munich	Germany	3,389.3	3,829.2	4,036.7	13.0%	5.4%	▼ 8	▼ 1
57	Budapest	Hungary	3,511.4	3,670.4	4,004.4	4.5%	9.1%	0	▼ 2

Source: Euromonitor International

RANK	CITY	COUNTRY	ARRIVALS ('000)			GROWTH (%)		RANK MOVEMENT	
			2016	2017	2018	2017	2018	2012-17	2017-18
58	Punta Cana	Dominican Republic	3,499.4	3,643.5	4,348.1	5.6%	19.3%	▲ 6	▲ 3
59	St. Petersburg	Russia	2,840.0	3,600.0	3,996.0	26.8%	11.0%	▼ 9	▼ 1
60	Jakarta	Indonesia	2,416.3	3,587.5	4,033.0	48.5%	12.4%	▲ 19	▲ 2
61	Dammam City	Saudi Arabia	3,417.3	3,584.8	3,749.7	4.9%	4.6%	▼ 7	▼ 2
62	Lisbon	Portugal	3,136.1	3,522.8	3,790.5	12.3%	7.6%	▲ 11	▲ 1
63	Jerusalem	Israel	2,665.6	3,522.0	4,843.5	32.1%	37.5%	▼ 20	▲ 12
64	Chiang Mai	Thailand	2,948.8	3,332.1	3,483.7	13.0%	4.6%	▲ 21	▼ 1
65	Zhuhai	China	3,172.3	3,277.0	3,424.5	3.3%	4.5%	▼ 18	▼ 2
66	Penang Island	Malaysia	2,974.3	3,194.4	3,437.1	7.4%	7.6%	▼ 3	0
67	Kyoto	Japan	2,744.1	3,179.7	3,279.6	15.9%	3.1%	▲ 89	▼ 2
68	Heraklion	Greece	2,885.2	3,147.8	3,399.6	9.1%	8.0%	▲ 10	0
69	Phnom Penh	Cambodia	2,806.4	3,144.9	3,490.8	12.1%	11.0%	▲ 32	▲ 5
70	Brussels	Belgium	2,511.5	3,013.8	3,074.1	20.0%	2.0%	▼ 19	▼ 1
71	Vancouver	Canada	2,677.8	2,999.1	3,209.1	12.0%	7.0%	▲ 17	▲ 1
72	Copenhagen	Denmark	2,887.7	2,963.6	3,037.1	2.6%	2.5%	▲ 11	▼ 1
73	San Francisco	US	2,891.3	2,900.0	2,958.0	0.3%	2.0%	▼ 14	▼ 2
74	Warsaw	Poland	2,733.0	2,813.9	2,889.9	3.0%	2.7%	▼ 9	▼ 3
75	Krakow	Poland	2,650.0	2,800.0	2,937.2	5.7%	4.9%	▼ 3	▼ 1
76	Melbourne	Australia	2,534.3	2,741.4	3,033.1	8.2%	10.6%	▲ 19	▲ 2
77	Honolulu	US	2,549.6	2,685.8	2,814.9	5.3%	4.8%	▼ 7	▼ 2
78	Marrakech	Morocco	2,512.9	2,669.9	2,838.1	6.2%	6.3%	▲ 4	0
79	Auckland	New Zealand	2,494.8	2,665.4	2,789.4	6.8%	4.7%	▲ 12	▼ 1

Source: Euromonitor International

RANK	CITY	COUNTRY	ARRIVALS ('000)			GROWTH (%)		RANK MOVEMENT	
			2016	2017	2018	2017	2018	2012-17	2017-18
80	Lviv	Ukraine	2,595.0	2,600.0	2,704.0	0.2%	4.0%	▲ 51	▼ 2
81	Tel Aviv	Israel	2,248.7	2,573.5	3,043.2	14.4%	18.3%	▼ 7	▲ 9
82	Kolkatta	India	2,291.4	2,560.4	2,726.5	11.7%	6.5%	▲ 14	▲ 1
83	Frankfurt	Germany	2,406.2	2,496.0	2,582.1	3.7%	3.4%	▲ 3	▼ 5
84	Guilin	China	2,333.2	2,489.0	2,638.3	6.7%	6.0%	▲ 6	▼ 1
85	Stockholm	Sweden	2,327.0	2,473.5	2,599.7	6.3%	5.1%	▲ 14	▼ 1
86	Siem Reap	Cambodia	2,205.3	2,457.3	2,703.0	11.4%	10.0%	▼ 6	▲ 3
87	Jeju	South Korea	2,756.1	2,429.4	2,533.2	-11.9%	4.3%	▲ 43	▼ 3
88	Mexico City	Mexico	2,157.0	2,363.0	2,434.0	9.6%	3.0%	▼ 17	▼ 4
89	Buenos Aires City	Argentina	2,263.8	2,361.5	2,373.3	4.3%	0.5%	▼ 37	▼ 7
90	Chiba	Japan	2,213.3	2,353.3	2,539.5	6.3%	7.9%	▲157	▲ 1
91	Lima	Peru	2,151.0	2,348.5	2,583.7	9.2%	10.0%	▼ 2	▲ 4
92	Nice	France	2,164.8	2,292.5	2,331.5	5.9%	1.7%	▼ 16	▼ 7
93	Santiago	Chile	1,933.0	2,275.6	2,648.1	17.7%	16.4%	▲ 17	▲ 9
94	Rio de Janeiro	Brazil	2,309.0	2,251.3	2,305.3	-2.5%	2.4%	▲ 4	▼ 7
95	Abu Dhabi	UAE	2,054.9	2,244.5	2,402.8	9.2%	7.1%	▲ 42	▲ 1
96	Porto	Portugal	1,969.3	2,232.5	2,391.5	13.4%	7.1%	▲ 42	▲ 1
97	Batam	Indonesia	1,638.6	2,227.5	2,492.6	35.9%	11.9%	▲ 31	▲ 6
98	Doha	Qatar	2,849.0	2,200.0	2,210.0	-22.8%	0.5%	▼ 31	▼ 10
99	Rhodes	Greece	2,091.1	2,178.7	2,281.1	4.2%	4.7%	▲ 1	▼ 3
100	Krabi	Thailand	2,021.7	2,163.2	2,362.1	7.0%	9.2%	▲ 9	▲ 2

Source: Euromonitor International

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In his role as Consultant—Travel, Wouter Geerts has direct responsibility for the quality of travel data and written analysis, with a specialism in lodging and intermediaries research. Wouter has a special interest in the access economy, short-term rentals and new forms of urban mobility. Prior to his role at Euromonitor, Wouter completed a PhD on sustainability in the hospitality industry at Royal Holloway, University of London. He further holds a Bachelor's in International Hospitality Management, and has worked in different roles in and with the hotel industry.



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