

Mastercard Destination Cities Index

September 26, 2017



Bangkok Continues to Lead Among Top Destination Cities

Destination City	Country	2016 Overnight International Visitors (Millions)						2016 Visitor Spend (US\$ bn)
		2012	2013	2014	2015	2016	2017 (forecast)	
Bangkok	Thailand	15.82	17.47	17.03	19.59	19.41	4.0%	\$14.1
London	United Kingdom	15.46	16.81	17.40	18.58	19.06	5.0%	\$16.1
Paris	France	15.76	17.20	17.19	16.99	15.45	4.4%	\$12.0
Dubai	UAE	10.95	12.19	13.21	14.20	14.87	7.7%	\$28.5
Singapore	Singapore	11.10	11.90	11.86	12.05	13.11	2.6%	\$15.7
New York	USA	10.92	11.38	12.02	12.30	12.70	-2.4%	\$17.0
Seoul	South Korea	8.36	8.60	10.14	9.34	12.39	0.4%	\$9.4
Kuala Lumpur	Malaysia	9.63	9.89	11.69	11.14	11.28	7.2%	\$7.2
Tokyo	Japan	4.89	5.40	7.68	10.35	11.15	12.2%	\$11.3
Istanbul	Turkey	8.82	9.87	11.27	11.91	9.16	0.9%	\$5.8
Hong Kong	Hong Kong (SAR) China	8.37	8.26	8.36	8.35	8.86	4.5%	\$6.1
Barcelona	Spain	6.91	7.18	7.42	7.69	8.36	6.5%	\$8.9
Amsterdam	Netherlands	6.10	6.65	7.35	7.70	8.36	4.3%	\$4.5
Milan	Italy	6.88	6.99	7.30	8.13	8.17	3.2%	\$4.9
Taipei	Chinese Taipei	4.70	5.83	6.38	6.85	7.35	5.5%	\$9.9
Rome	Italy	6.66	6.66	6.76	7.05	7.09	3.2%	\$4.5
Osaka	Japan	2.41	3.32	4.22	5.94	6.98	12.7%	\$4.0
Vienna	Austria	5.38	5.55	5.85	6.21	6.42	3.3%	\$4.4
Shanghai	China	6.04	5.71	5.89	6.06	6.38	3.2%	\$5.3
Prague	Czech Republic	4.92	5.05	5.32	5.71	6.11	4.5%	\$2.9

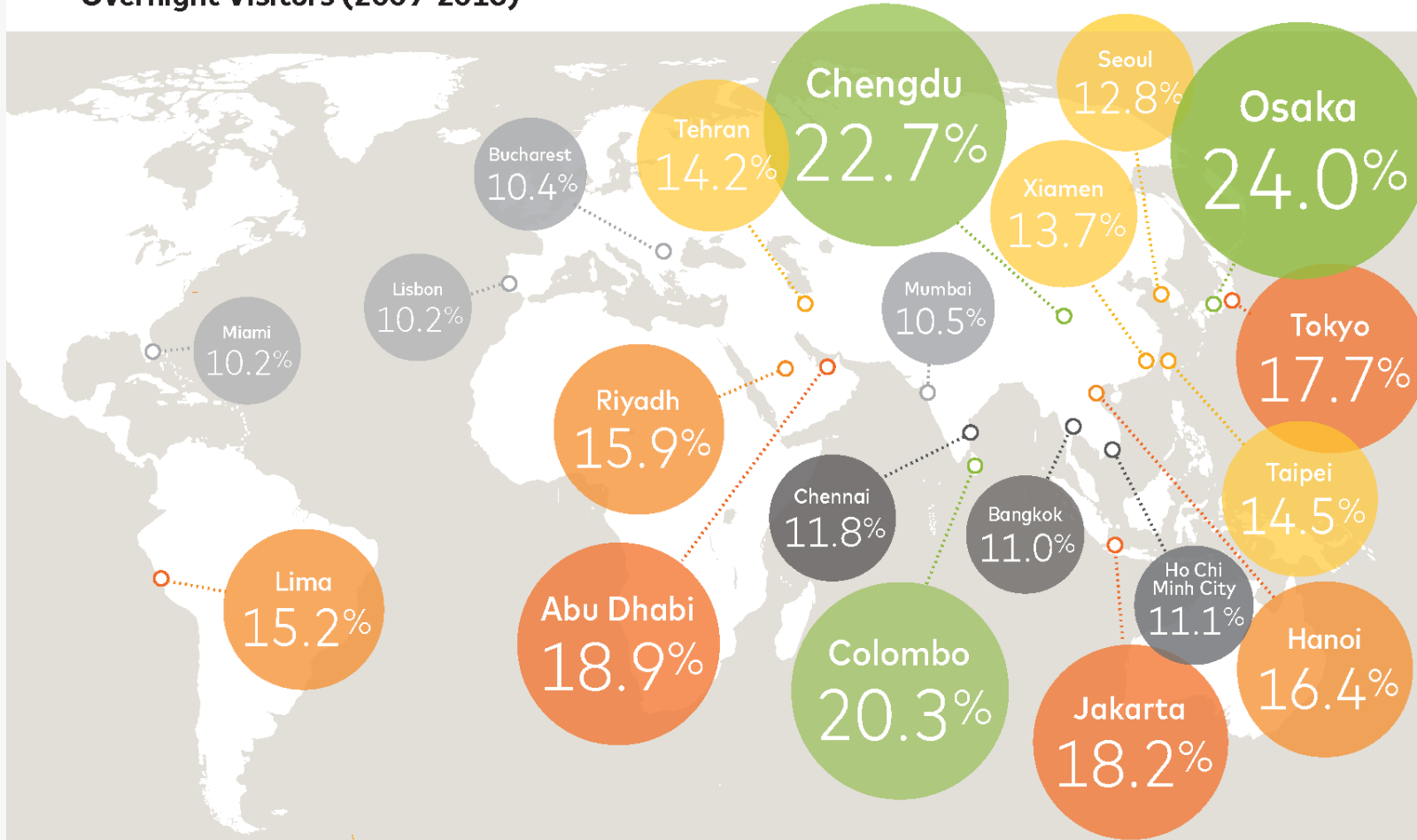
Dubai Leads in Overnight International Visitor Spending Globally

Destination City	Country	2016 Overnight International Visitor Spend (US\$ bn)						2016 Visitors (millions)
		2012	2013	2014	2015	2016	2017 (forecast)	
Dubai	UAE	\$23.85	\$24.76	\$26.09	\$28.20	\$28.50	10.2%	14.9
New York	USA	\$15.52	\$16.67	\$17.62	\$16.59	\$17.02	1.5%	12.7
London	United Kingdom	\$15.97	\$17.98	\$19.48	\$18.22	\$16.09	-4.6%	19.1
Singapore	Singapore	\$15.45	\$15.42	\$15.21	\$13.07	\$15.69	0.3%	13.1
Bangkok	Thailand	\$11.12	\$12.39	\$11.73	\$12.54	\$14.08	10.9%	19.4
Paris	France	\$17.25	\$19.50	\$16.42	\$13.41	\$12.03	4.9%	15.5
Tokyo	Japan	\$6.15	\$6.36	\$8.34	\$10.21	\$11.28	3.7%	11.2
Taipei	Chinese Taipei	\$7.57	\$8.96	\$9.42	\$9.45	\$9.91	6.9%	7.4
Seoul	South Korea	\$6.96	\$7.47	\$10.13	\$8.26	\$9.38	1.8%	12.4
Barcelona	Spain	\$7.61	\$8.65	\$8.87	\$7.73	\$8.90	6.9%	8.4
Miami	USA	\$5.81	\$6.81	\$8.26	\$8.41	\$8.39	6.9%	5.9
Madrid	Spain	\$6.06	\$6.40	\$7.15	\$6.79	\$7.67	5.5%	5.2
Los Angeles	USA	\$6.58	\$6.84	\$7.70	\$7.40	\$7.66	6.8%	5.7
Kuala Lumpur	Malaysia	\$7.54	\$7.99	\$9.37	\$7.67	\$7.22	4.5%	11.3
Sydney	Australia	\$6.58	\$6.51	\$6.40	\$6.36	\$7.08	9.2%	3.9
San Francisco	USA	\$4.85	\$5.36	\$5.68	\$6.07	\$6.32	5.1%	4.4
Hong Kong	Hong Kong (SAR) China	\$7.11	\$7.03	\$6.93	\$6.32	\$6.06	10.1%	8.9
Istanbul	Turkey	\$6.31	\$7.39	\$8.73	\$8.51	\$5.80	1.6%	9.2
Shanghai	China	\$4.56	\$4.62	\$5.12	\$5.18	\$5.31	1.0%	6.4
Munich	Germany	\$4.99	\$5.46	\$5.71	\$4.94	\$5.31	3.1%	5.2

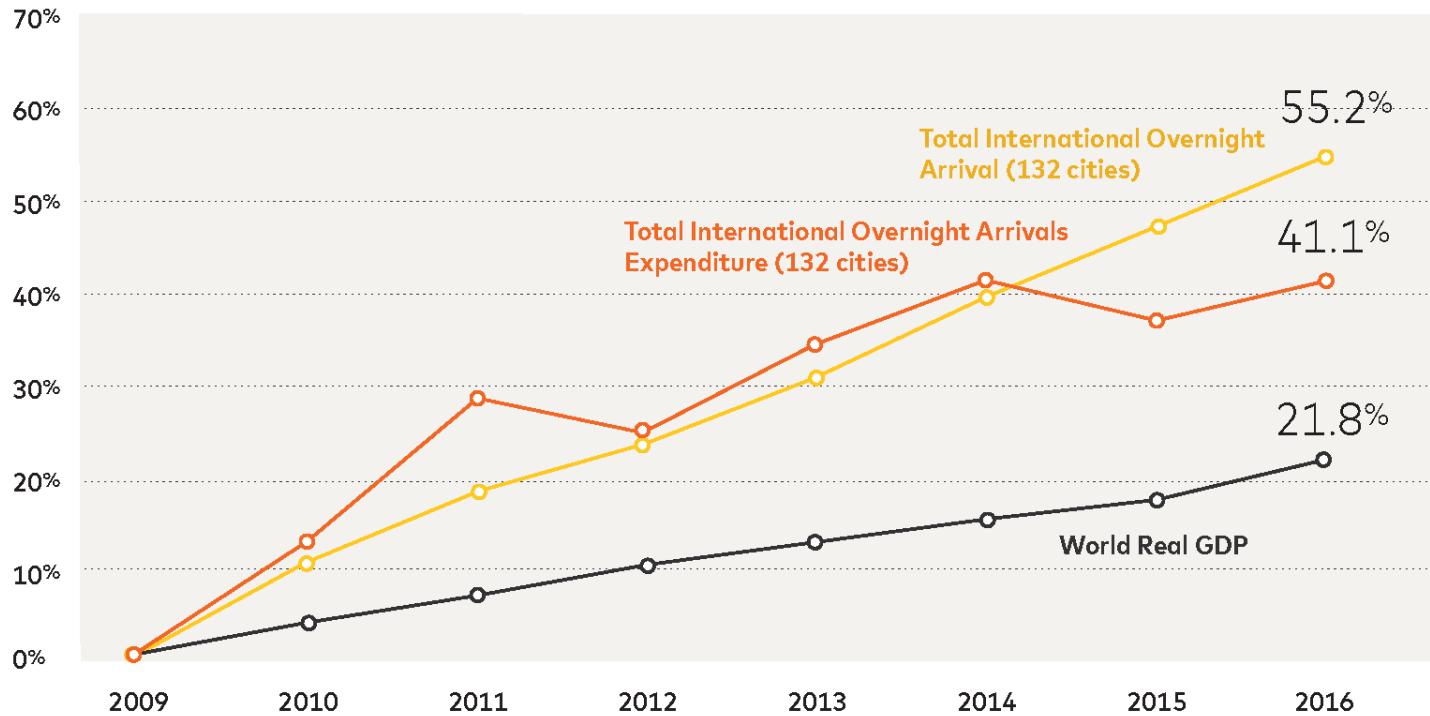
Additional Spending Insights for the Global Top 20 Destination Cities

Destination City	Purpose of Visit		Expenditure Breakdown at Destination						Peak Months for Visiting
	Business	Leisure plus other purposes	Accommodation	F&B	Shopping	Local Transport	Local Services	Misc.	
Bangkok	11.4%	88.6%	22.6%	20.6%	22.9%	9.7%	21.5%	2.6%	April, July-Aug, Dec-Jan
London	19.0%	81.0%	30.1%	16.5%	46.7%	4.3%	1.9%	0.5%	July-Aug
Paris	30.0%	70.0%	44.8%	23.8%	16.6%	6.8%	8.0%	0.0%	June-Aug
Dubai	10.8%	89.2%	29.0%	22.0%	31.0%	8.0%	10.0%	0.0%	Dec, Jan, March
Singapore	23.3%	76.7%	26.0%	12.9%	21.8%	4.6%	29.0%	5.6%	Dec, July-Aug
New York	13.4%	86.6%	31.8%	20.2%	21.4%	11.3%	13.3%	2.0%	July-August
Seoul	17.4%	82.6%	23.6%	47.0%	17.0%	9.6%	2.7%	0.1%	Dec-Jan, Oct
Kuala Lumpur	7.8%	92.2%	25.4%	13.4%	31.3%	13.8%	9.4%	6.7%	Dec-Jan, March, July
Tokyo	24.9%	75.1%	28.2%	20.3%	43.1%	6.9%	1.4%	0.3%	April, Oct, July
Istanbul	9.2%	90.8%	16.5%	33.6%	24.4%	11.6%	8.0%	5.9%	June-Sept
Hong Kong	21.2%	78.8%	34.8%	21.2%	28.5%	4.6%	6.2%	4.7%	Oct-Dec
Barcelona	9.4%	90.6%	35.2%	29.0%	16.9%	6.8%	12.1%	0.0%	July, Aug
Amsterdam	26.0%	74.0%	44.0%	25.0%	11.9%	8.3%	4.8%	6.0%	July-Aug
Milan	27.2%	72.8%	40.4%	20.9%	20.1%	12.7%	5.8%	0.1%	July, Aug
Taipei	8.6%	91.4%	32.2%	15.8%	34.7%	13.3%	3.1%	0.9%	March, Nov-Dec
Rome	13.6%	86.4%	40.4%	20.9%	20.1%	12.7%	5.8%	0.1%	June, July
Osaka	10.6%	89.4%	23.5%	22.4%	43.4%	7.0%	1.9%	1.8%	April, July
Vienna	17.3%	82.7%	39.2%	19.0%	10.1%	12.1%	19.6%	0.0%	July, Aug
Shanghai	48.4%	51.6%	30.5%	11.7%	24.0%	5.0%	20.1%	8.7%	Aug, Oct, April-May
Prague	12.8%	87.2%	28.7%	29.3%	24.7%	5.0%	12.3%	0.0%	June, July

Osaka is the Fastest Growing Destination City by International Overnight Visitors (2009-2016)



Growth in International Travel and Spend Outpaces Real GDP



Top Destination Cities in: Asia Pacific

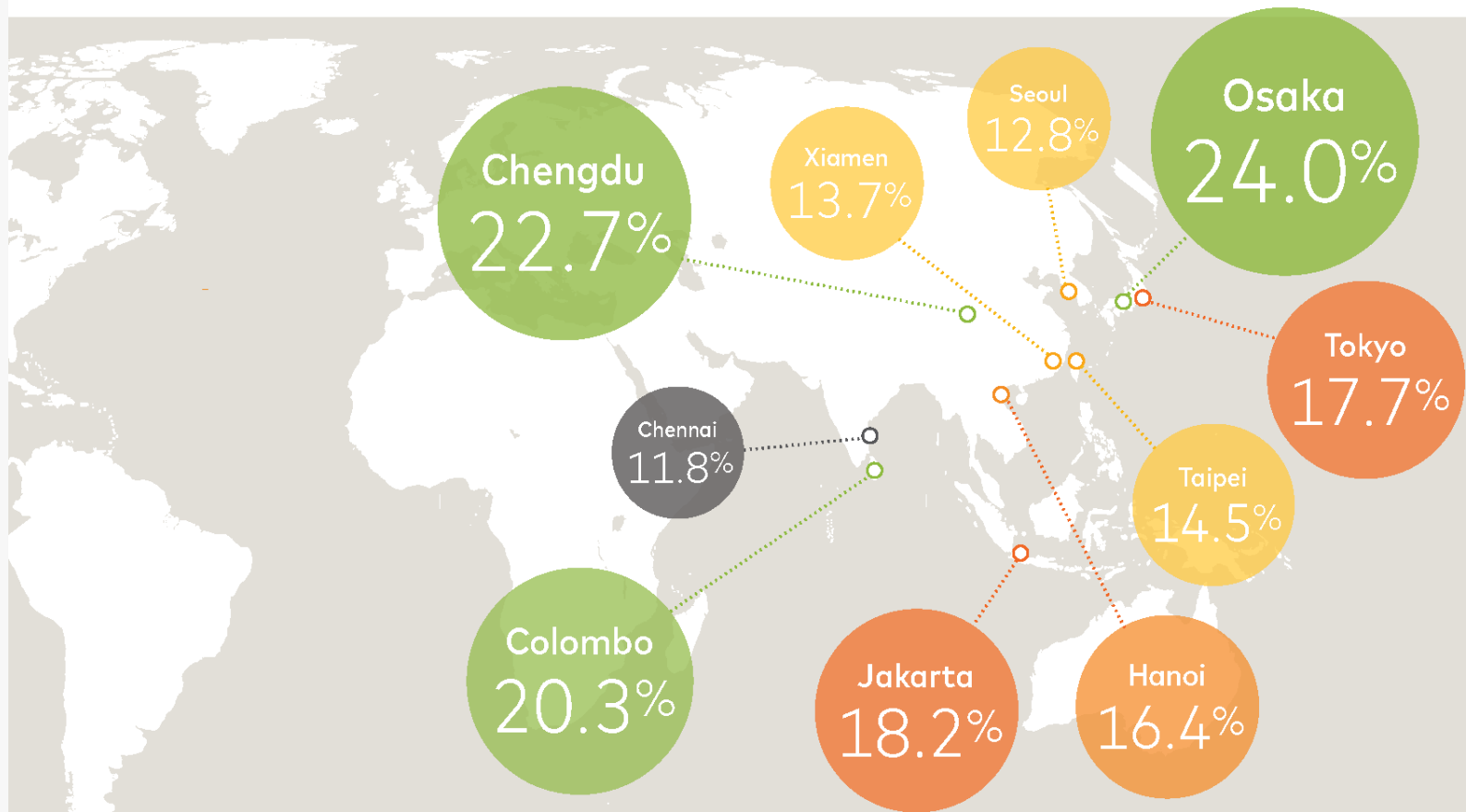
Bangkok is the Top Destination City in Asia Pacific

Destination City	Country	2016 Overnight International Visitors (Millions)						2016 Visitor Spend (US\$ bn)
		2012	2013	2014	2015	2016	2017 (forecast)	
Bangkok	Thailand	15.82	17.47	17.03	19.59	19.41	4.0%	\$14.1
Singapore	Singapore	11.10	11.90	11.86	12.05	13.11	2.6%	\$15.7
Seoul	South Korea	8.36	8.60	10.14	9.34	12.39	0.4%	\$9.4
Kuala Lumpur	Malaysia	9.63	9.89	11.69	11.14	11.28	7.2%	\$7.2
Tokyo	Japan	4.89	5.40	7.68	10.35	11.15	12.2%	\$11.3
Hong Kong	Hong Kong (SAR) China	8.37	8.26	8.36	8.35	8.86	4.5%	\$6.1
Taipei	Chinese Taipei	4.70	5.83	6.38	6.85	7.35	5.5%	\$9.9
Osaka	Japan	2.41	3.32	4.22	5.94	6.98	12.7%	\$4.0
Shanghai	China	6.04	5.71	5.89	6.06	6.38	3.2%	\$5.3
Chennai	India	3.56	3.99	4.66	4.68	5.19	9.6%	\$4.6

Singapore Leads in Overnight International Visitor Spending in Asia Pacific

Destination City	Country	2016 Overnight International Visitor Spend (US\$ bn)						2016 Visitors (millions)
		2012	2013	2014	2015	2016	2017 (forecast)	
Singapore	Singapore	\$15.45	\$15.42	\$15.21	\$13.07	\$15.69	0.3%	13.1
Bangkok	Thailand	\$11.12	\$12.39	\$11.73	\$12.54	\$14.08	10.9%	19.4
Tokyo	Japan	\$6.15	\$6.36	\$8.34	\$10.21	\$11.28	3.7%	11.2
Taipei	Chinese Taipei	\$7.57	\$8.96	\$9.42	\$9.45	\$9.91	6.9%	7.4
Seoul	South Korea	\$6.96	\$7.74	\$10.13	\$8.26	\$9.38	1.8%	12.4
Kuala Lumpur	Malaysia	\$7.54	\$7.99	\$9.37	\$7.67	\$7.22	4.5%	11.3
Sydney	Australia	\$6.58	\$6.51	\$6.40	\$6.36	\$7.08	9.2%	3.9
Hong Kong	Hong Kong (SAR) China	\$7.11	\$7.03	\$6.93	\$6.32	\$6.06	10.1%	8.9
Shanghai	China	\$4.56	\$4.62	\$5.12	\$5.18	\$5.31	1.0%	6.4
Melbourne	Australia	\$4.50	\$4.61	\$4.51	\$4.91	\$5.15	9.2%	2.7

Osaka is the Fastest Growing Destination City by International Overnight Visitors in Asia Pacific (2009-2016)



Only destinations with more than 1 million international overnight arrivals in 2016 were included in this ranking

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Top Destination Cities in: Europe

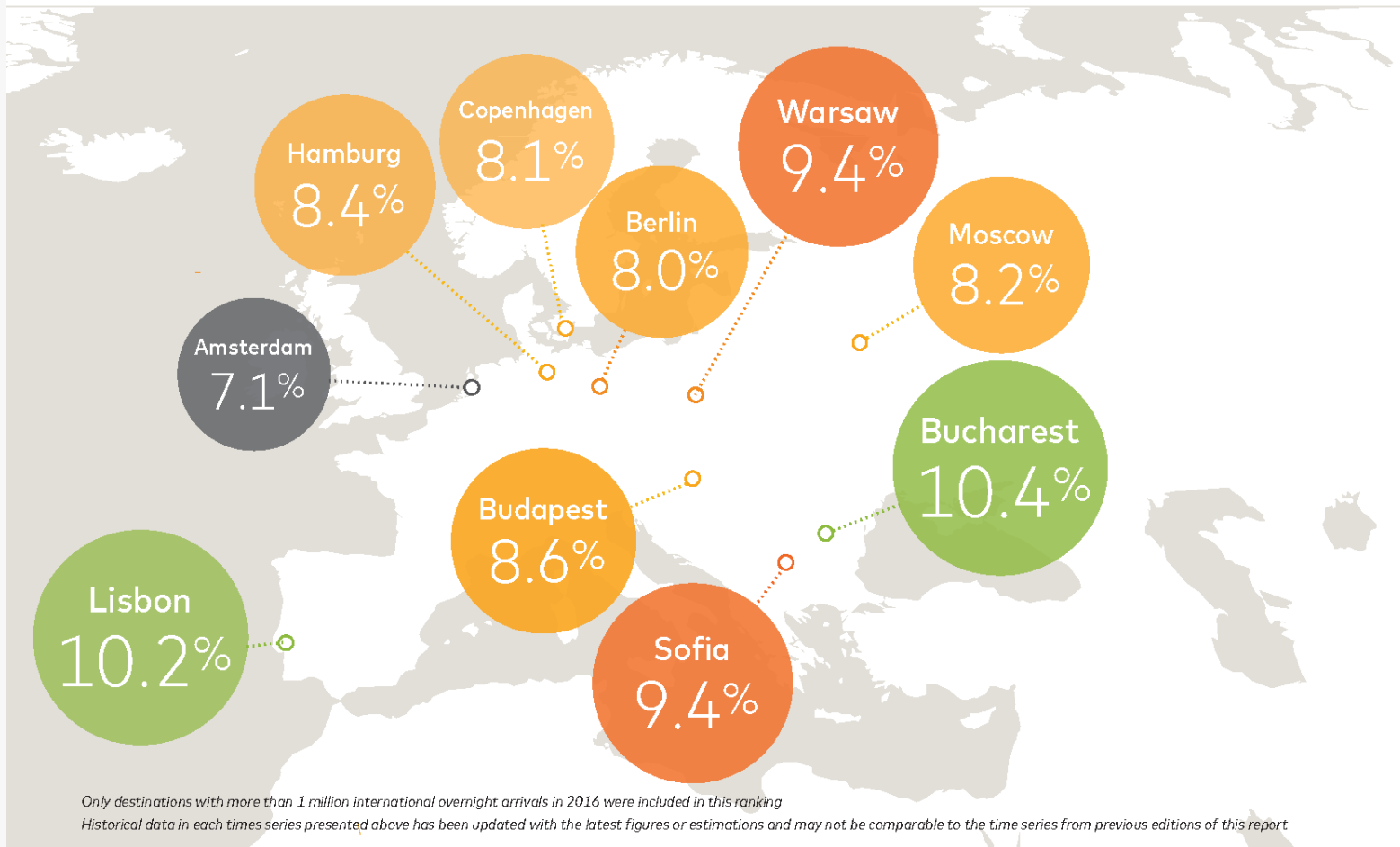
London is the Top Destination City in Europe

Destination City	Country	2016 Overnight International Visitors (millions)						2016 Visitor Spend (US\$ bn)
		2012	2013	2014	2015	2016	2017 (forecast)	
London	United Kingdom	15.46	16.81	17.40	18.58	19.06	5.0%	\$16.1
Paris	France	15.76	17.20	17.19	16.99	15.45	4.4%	\$12.0
Istanbul	Turkey	8.82	9.87	11.27	11.91	9.16	0.9%	\$5.8
Barcelona	Spain	6.91	7.18	7.42	7.69	8.36	6.5%	\$8.9
Amsterdam	Netherlands	6.10	6.65	7.35	7.70	8.36	4.3%	\$4.5
Milan	Italy	6.88	6.99	7.30	8.13	8.17	3.2%	\$4.9
Rome	Italy	6.66	6.66	6.76	7.05	7.09	3.2%	\$4.5
Vienna	Austria	5.38	5.55	5.85	6.21	6.42	3.3%	\$4.4
Prague	Czech Republic	4.92	5.05	5.32	5.71	6.11	4.5%	\$2.9
Dublin	Ireland	3.64	4.00	4.12	4.94	5.51	1.4%	\$2.1

London Leads in Overnight International Visitor Spending in Europe

Destination City	Country	2016 Overnight International Visitor Spend (US\$ bn)						2016 Visitors (millions)
		2012	2013	2014	2015	2016	2017 (forecast)	
London	United Kingdom	\$15.97	\$17.98	\$19.48	\$18.22	\$16.09	-4.6%	19.1
Paris	France	\$17.25	\$19.50	\$16.42	\$13.41	\$12.03	4.9%	15.5
Barcelona	Spain	\$7.61	\$8.65	\$8.87	\$7.73	\$8.90	6.9%	8.4
Madrid	Spain	\$6.06	\$6.40	\$7.15	\$6.79	\$7.67	5.5%	5.2
Istanbul	Turkey	\$6.31	\$7.39	\$8.73	\$8.51	\$5.80	1.6%	9.2
Munich	Germany	\$4.99	\$5.46	\$5.71	\$4.94	\$5.31	3.1%	5.2
Berlin	Germany	\$4.65	\$5.11	\$5.39	\$4.66	\$5.01	3.1%	4.9
Milan	Italy	\$4.74	\$5.08	\$5.30	\$4.87	\$4.91	3.5%	8.2
Amsterdam	Netherlands	\$3.36	\$3.96	\$4.56	\$4.13	\$4.53	8.6%	8.4
Rome	Italy	\$5.31	\$5.27	\$5.17	\$4.45	\$4.48	3.5%	7.1

Bucharest is the Fastest Growing Destination City by International Overnight Visitors in Europe (2009-2016)



Top Destination Cities in: Latin America

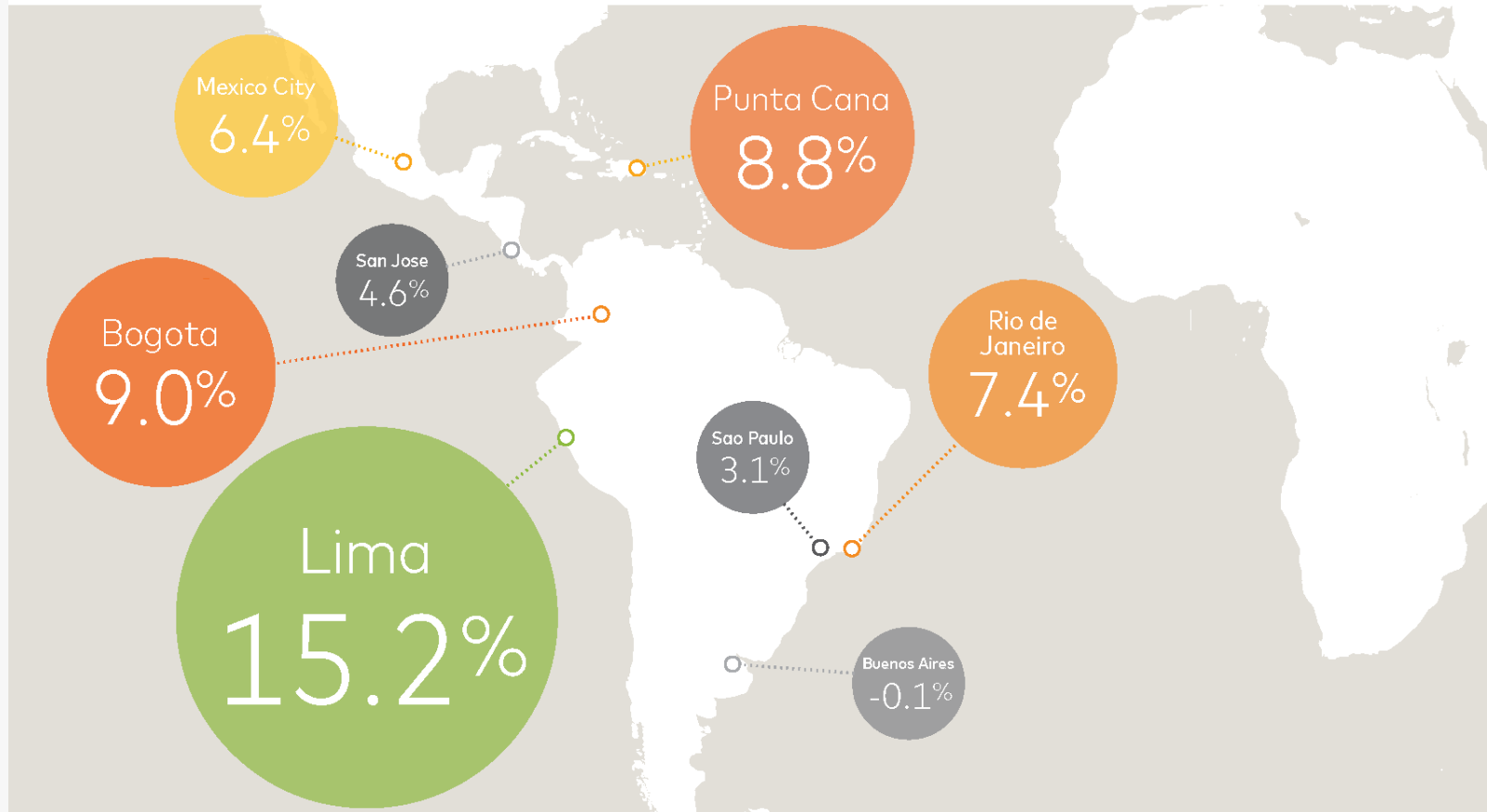
Punta Cana is the Top Destination City in Latin America

Destination City	Country	2016 Overnight International Visitors (millions)						2016 Visitor Spend (US\$ bn)
		2012	2013	2014	2015	2016	2017 (forecast)	
Punta Cana	Dominican Republic	2.41	2.58	2.91	3.19	3.43	5.1%	\$3.8
Mexico City	Mexico	2.28	2.38	2.59	2.71	3.01	2.8%	\$2.5
Lima	Peru	1.97	2.27	2.28	2.49	2.68	2.3%	\$2.8
Sao Paulo	Brazil	2.11	2.22	2.22	2.25	2.25	3.7%	\$1.6
Buenos Aires	Argentina	2.22	2.01	2.09	1.89	1.85	6.6%	\$1.8
San Jose	Costa Rica	1.41	1.45	1.51	1.59	1.74	4.5%	\$1.2
Rio de Janeiro	Brazil	1.13	1.18	1.57	1.34	1.46	3.7%	\$1.1
Bogota	Colombia	0.83	0.89	1.01	1.15	1.21	5.0%	\$1.6
Montevideo	Uruguay	0.78	0.77	0.84	0.94	0.95	5.0%	\$0.6
Santo Domingo	Dominican Republic	0.83	0.80	0.83	0.91	0.93	3.0%	\$1.0

Punta Cana Leads in Overnight International Visitor Spending in Latin America

Destination City	Country	2016 Overnight International Visitor Spend (US\$ bn)						2016 Visitors (millions)
		2012	2013	2014	2015	2016	2017 (forecast)	
Punta Cana	Dominican Republic	\$2.41	\$2.73	\$3.13	\$3.44	\$3.83	5.3%	3.4
Lima	Peru	\$2.38	\$2.77	\$2.34	\$2.69	\$2.82	4.4%	2.7
Mexico City	Mexico	\$1.70	\$1.88	\$2.20	\$2.18	\$2.48	-6.4%	3.0
Buenos Aires	Argentina	\$2.67	\$2.22	\$2.27	\$1.98	\$1.80	19.6%	1.9
Sao Paulo	Brazil	\$2.06	\$2.18	\$2.23	\$1.50	\$1.64	14.6%	2.2
Bogota	Colombia	\$1.24	\$1.31	\$1.42	\$1.56	\$1.59	9.3%	1.2
San Jose	Costa Rica	\$0.77	\$0.84	\$0.98	\$1.05	\$1.16	4.3%	1.7
Rio de Janeiro	Brazil	\$0.99	\$0.95	\$1.70	\$0.94	\$1.11	14.6%	1.5
Santo Domingo	Dominican Republic	\$0.83	\$0.84	\$0.89	\$0.98	\$1.04	3.2%	0.9
Montevideo	Uruguay	\$0.56	\$0.51	\$0.52	\$0.57	\$0.57	11.3%	1.0

Lima is the Fastest Growing Destination City by International Overnight Visitors in Latin America (2009-2016)



Only destinations with more than 1 million international overnight arrivals in 2016 were included in this ranking

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Top Destination Cities in: Middle East and Africa

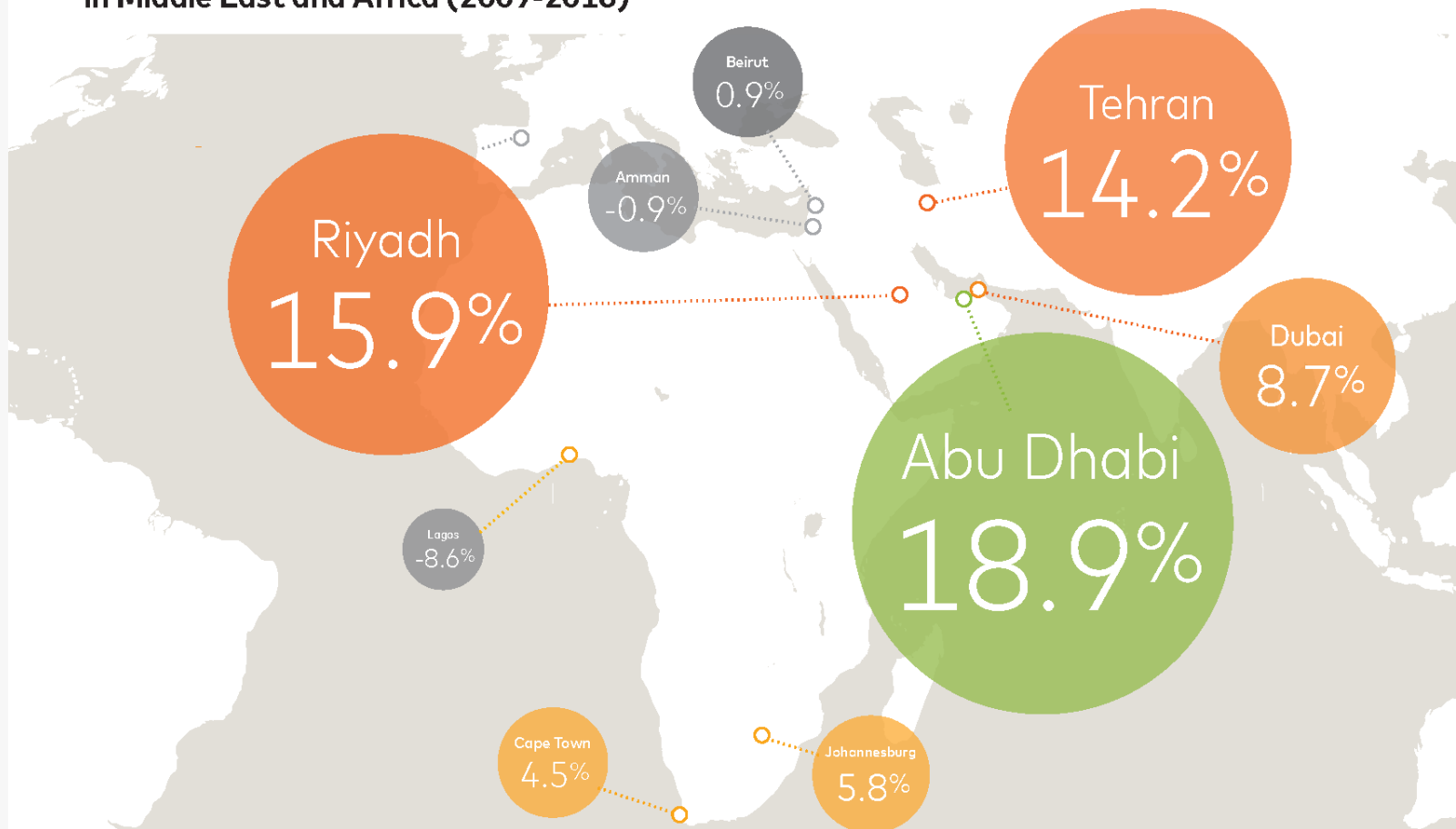
Dubai is the Top Destination City in Middle East & Africa

Destination City	Country	2016 Overnight International Visitors (millions)						2016 Visitor Spend (US\$ bn)
		2012	2013	2014	2015	2016	2017 (forecast)	
Dubai	UAE	10.95	12.19	13.21	14.20	14.87	7.7%	\$28.5
Johannesburg	South Africa	3.81	3.71	3.80	3.68	4.57	6.8%	\$2.6
Riyadh	Saudi Arabia	3.73	3.93	4.63	4.40	4.43	3.7%	\$4.7
Abu Dhabi	UAE	1.50	1.85	2.34	2.73	2.98	4.5%	\$2.1
Tehran	Iran	1.11	1.38	1.43	1.51	1.64	9.0%	\$0.5
Cape Town	South Africa	1.15	1.33	1.39	1.32	1.52	6.8%	\$1.3
Beirut	Lebanon	0.98	0.93	0.99	1.11	1.22	1.8%	\$1.1
Amman	Jordan	1.29	1.17	1.12	0.90	1.08	4.1%	\$1.1
Logo	Nigeria	1.17	0.99	0.90	0.85	1.04	9.1%	\$0.4
Tel Aviv	Israel	0.97	1.00	0.97	0.95	0.99	6.2%	\$1.5

Dubai Leads in Overnight International Visitor Spending in Middle East & Africa

Destination City	Country	2016 Overnight International Visitor Spend (US\$ bn)						2016 Visitors (millions)
		2012	2013	2014	2015	2016	2017 (forecast)	
Dubai	UAE	\$23.85	\$24.76	\$26.09	\$28.20	\$28.50	10.2%	14.9
Riyadh	Saudi Arabia	\$1.88	\$3.29	\$3.57	\$4.31	\$4.66	7.9%	4.4
Johannesburg	South Africa	\$3.81	\$2.65	\$2.41	\$2.46	\$2.56	13.2%	4.6
Abu Dhabi	UAE	\$0.96	\$1.20	\$1.55	\$1.89	\$2.06	5.6%	3.0
Tel Aviv	Israel	\$1.44	\$1.56	\$1.61	\$1.48	\$1.47	7.6%	1.0
Cape Town	South Africa	\$1.73	\$1.36	\$1.34	\$1.27	\$1.26	13.2%	1.5
Beirut	Lebanon	\$1.17	\$1.02	\$1.03	\$1.08	\$1.10	4.9%	1.2
Amman	Jordan	\$1.12	\$1.13	\$1.14	\$0.94	\$1.10	6.8%	1.1
Casablanca	Morocco	\$0.60	\$0.64	\$0.64	\$0.53	\$0.60	2.6%	1.0
Accra	Ghana	\$0.52	\$0.49	\$0.51	\$0.45	\$0.50	9.2%	0.7

Abu Dhabi is the Fastest Growing Destination City by International Overnight Visitors in Middle East and Africa (2009-2016)



Only destinations with more than 1 million international overnight arrivals in 2016 were included in this ranking

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Top Destination Cities in: North America

New York is the Top Destination City in North America

Destination City	Country	2016 Overnight International Visitors (millions)						2016 Visitor Spend (US\$ bn)
		2012	2013	2014	2015	2016	2017 (forecast)	
New York	USA	10.92	11.38	12.02	12.30	12.70	-2.4%	\$17.0
Miami	USA	3.81	4.34	5.26	5.85	5.86	2.8%	\$8.4
Los Angeles	USA	4.65	4.69	5.27	5.46	5.68	2.7%	\$7.7
Toronto	Canada	3.53	3.59	3.85	4.22	4.99	6.2%	\$2.5
San Francisco	USA	3.28	3.53	3.73	4.21	4.41	1.1%	\$6.3
Vancouver	Canada	3.15	3.30	3.44	3.69	4.14	3.3%	\$2.6
Washington	USA	2.10	2.04	2.28	2.43	2.47	-0.5%	\$2.4
Chicago	USA	2.29	2.32	2.29	2.47	2.46	-0.9%	\$3.3
Montreal	Canada	1.93	1.95	2.04	2.17	2.41	2.9%	\$1.1
Boston	USA	1.55	1.56	1.71	1.90	2.21	-0.1%	\$2.6

New York Leads in Overnight International Visitor Spending in North America

Destination City	Country	2016 Overnight International Visitor Spend (US\$ bn)						2016 Visitors (millions)
		2012	2013	2014	2015	2016	2017 (forecast)	
New York	USA	\$15.52	\$16.67	\$17.62	\$16.59	\$17.02	1.5%	12.7
Miami	USA	\$5.81	\$6.81	\$8.26	\$8.41	\$8.39	6.9%	5.9
Los Angeles	USA	\$6.58	\$6.84	\$7.70	\$7.40	\$7.66	6.8%	5.7
San Francisco	USA	\$4.85	\$5.36	\$5.68	\$6.07	\$6.32	5.1%	4.4
Chicago	USA	\$3.18	\$3.31	\$3.27	\$3.30	\$3.27	3.0%	2.5
Boston	USA	\$1.90	\$1.97	\$2.15	\$2.30	\$2.65	3.8%	2.2
Vancouver	Canada	\$2.39	\$2.72	\$2.61	\$2.40	\$2.62	6.0%	4.1
Toronto	Canada	\$2.13	\$2.15	\$2.21	\$2.20	\$2.53	9.0%	5.0
Washington	USA	\$2.39	\$2.39	\$2.68	\$2.40	\$2.42	3.4%	2.5
Houston	USA	\$1.96	\$2.25	\$2.39	\$2.09	\$2.14	2.3%	1.5

Miami is the Fastest Growing Destination City by International Overnight Visitors in North America (2009-2016)

