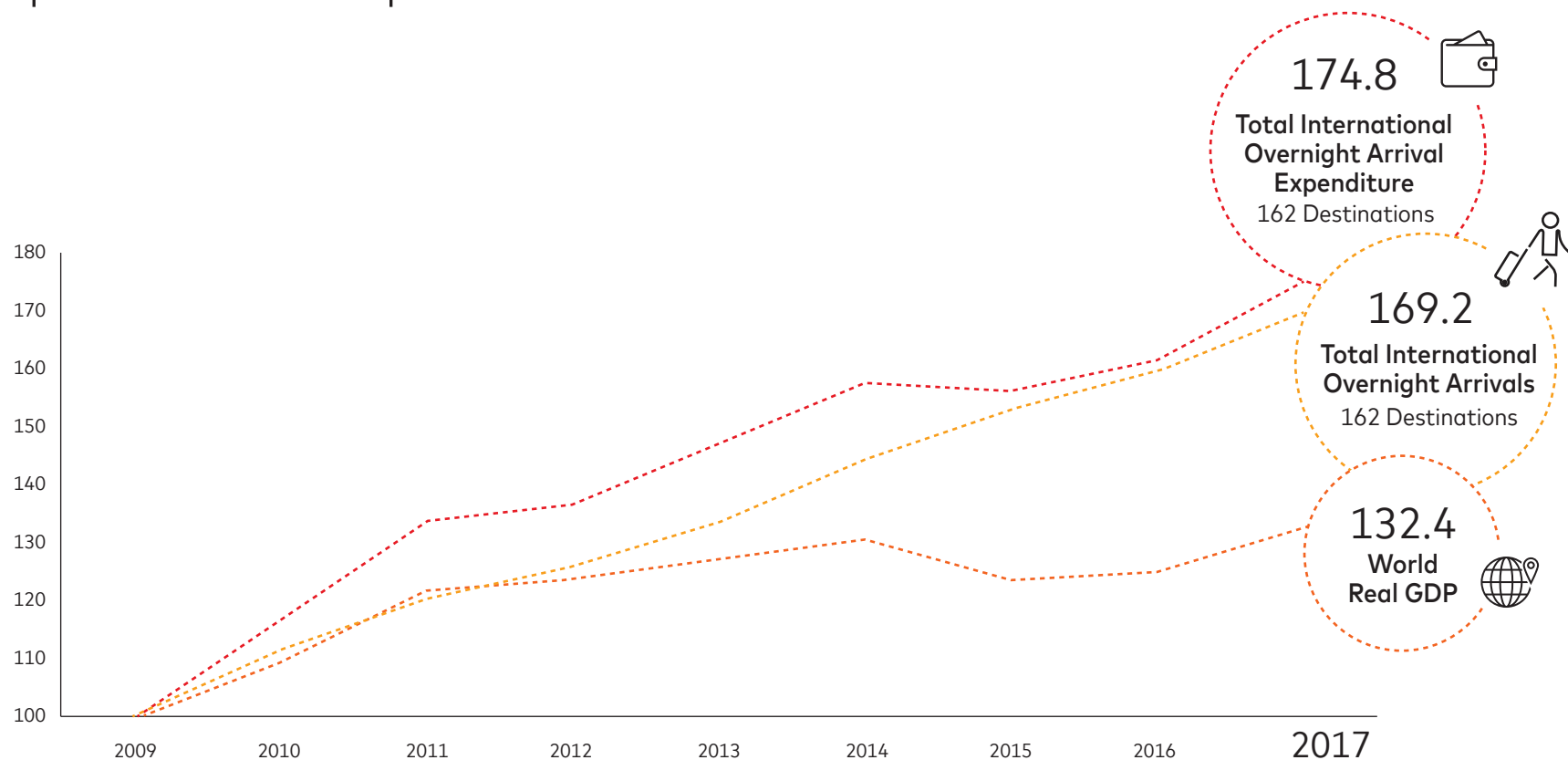


Growth of International Visitor Arrivals, Spend Still Outpaces World Real GDP



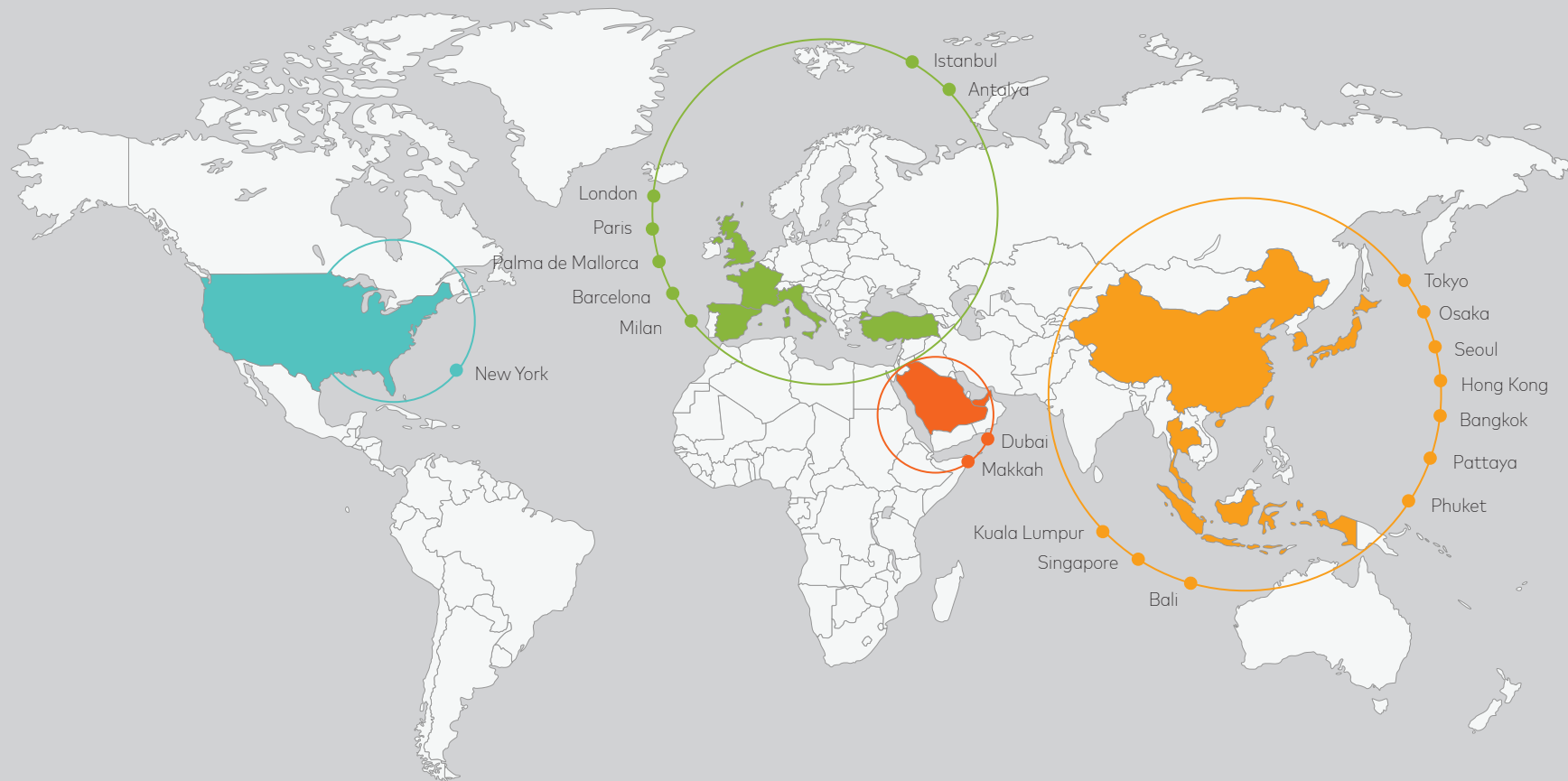
* World GDP Source: IMF WEO, calculated at market exchange rates

Mastercard Global Destination Cities Index 2018

Rank	City	Total International Visitors
01	Bangkok	20.05 mn
02	London	19.83 mn
03	Paris	17.44 mn
04	Dubai	15.79 mn
05	Singapore	13.91 mn
06	New York	13.13 mn
07	Kuala Lumpur	12.58 mn
08	Tokyo	11.93 mn
09	Istanbul	10.70 mn
10	Seoul	9.54 mn
11	Antalya	9.42 mn
12	Phuket	9.29 mn
13	Makkah	9.18 mn
14	Hong Kong	9.03 mn
15	Milan	8.81 mn
16	Palma de Mallorca	8.78 mn
17	Barcelona	8.69 mn
18	Pattaya	8.67 mn
19	Osaka	8.42 mn
20	Bali	8.30 mn



Bangkok Continues to Lead Among Top Destination Cities





Global Top 20 Destination Cities by International Overnight Visitors

Mastercard Global Destination Cities Index 2018

DESTINATION CITY & COUNTRY	OVERNIGHT INTERNATIONAL VISITORS (millions)		
	2016	2017	2018 Forecast

1	Bangkok Thailand	19.41	20.05	9.60%
2	London United Kingdom	19.06	19.83	3.00%
3	Paris France	15.42	17.44	2.90%
4	Dubai UAE	14.87	15.79	5.50%
5	Singapore Singapore	12.91	13.91	4.00%
6	New York USA	12.70	13.13	4.10%
7	Kuala Lumpur Malaysia	11.23	12.58	7.51%
8	Tokyo Japan	11.15	11.93	1.57%
9	Istanbul Turkey	9.16	10.70	19.65%
10	Seoul South Korea	12.22	9.54	6.12%
11	Antalya Turkey	5.89	9.42	19.66%
12	Phuket Thailand	9.24	9.29	8.45%
13	Makkah Saudi Arabia	9.90	9.18	5.99%
14	Hong Kong Hong Kong	8.86	9.03	0.90%
15	Milan Italy	8.37	8.81	4.36%
16	Palma de Mallorca Spain	8.68	8.78	5.99%
17	Barcelona Spain	8.32	8.69	4.32%
18	Pattaya Thailand	8.35	8.67	10.26%
19	Osaka Japan	6.98	8.42	4.21%
20	Bali Indonesia	7.18	8.30	1.59%

Historical data in each times series presented above has been updated with the latest figures or estimations and may not be comparable to the time series from previous editions of this report

Additional Insights Into Top 20 Destination Cities

BY TOTAL OVERNIGHT INTERNATIONAL VISITORS

Mastercard Global Destination Cities Index 2018



AVG LENGTH OF VISIT (DAYS)



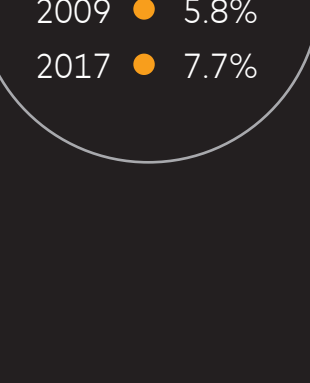
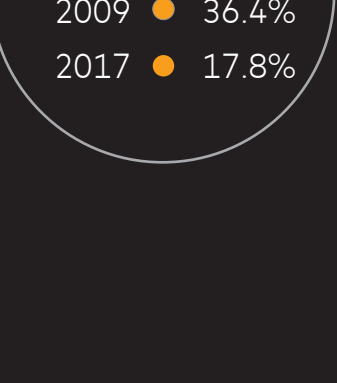
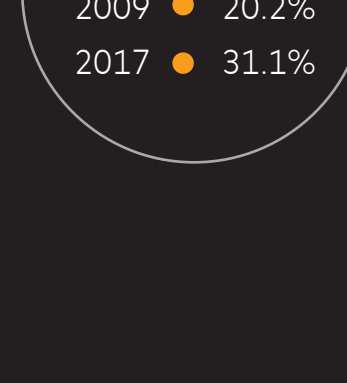
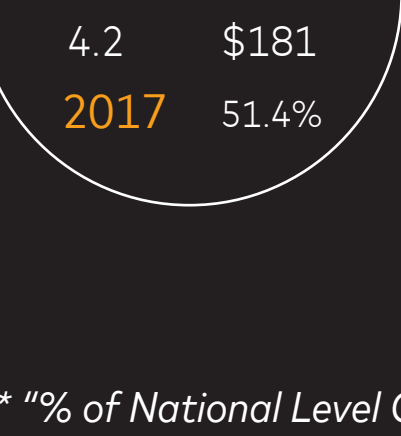
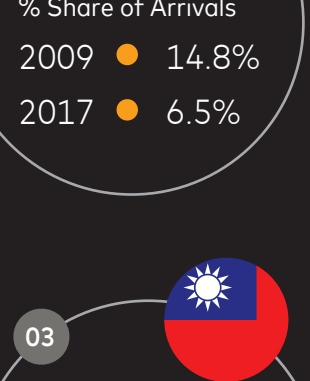
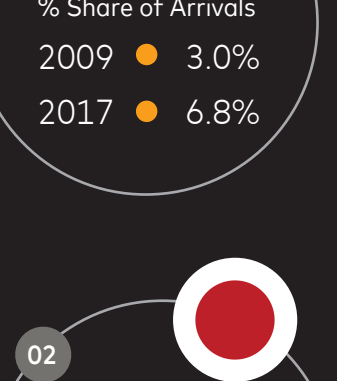
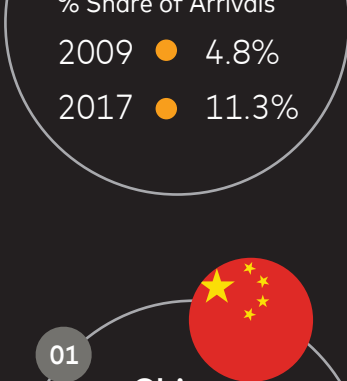
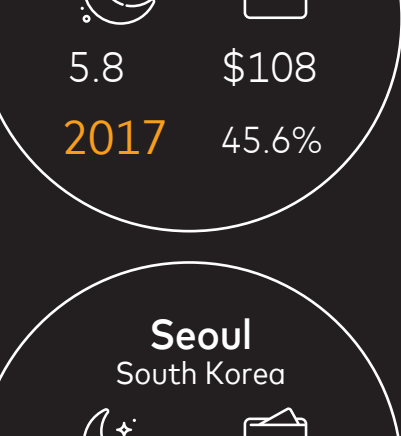
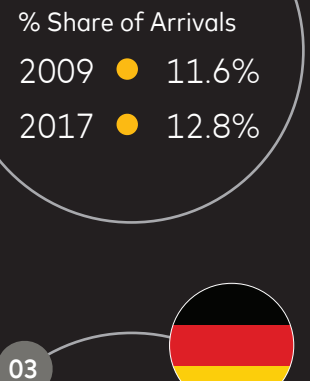
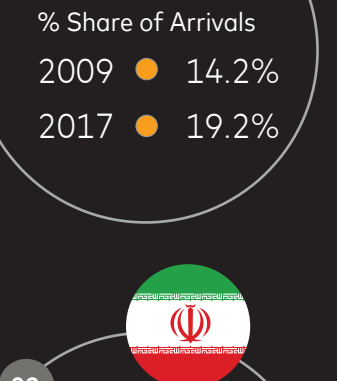
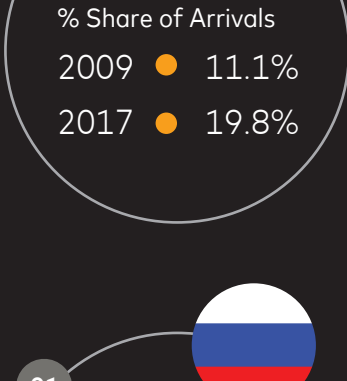
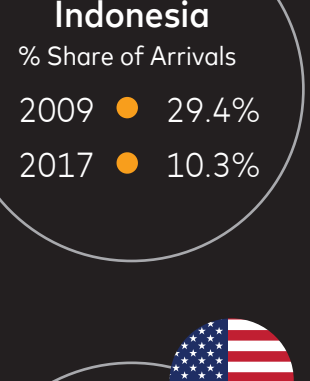
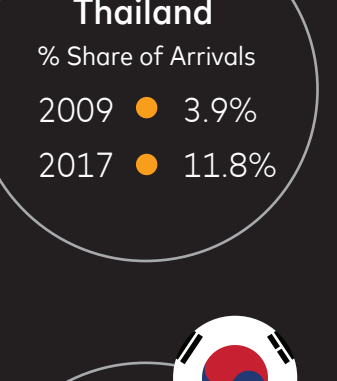
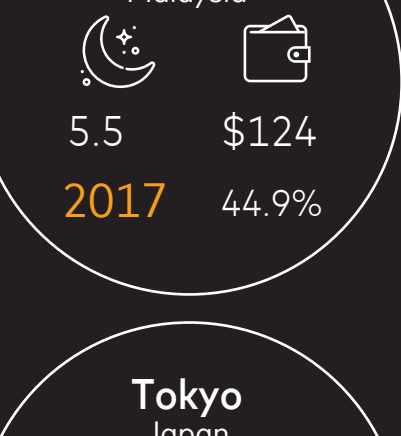
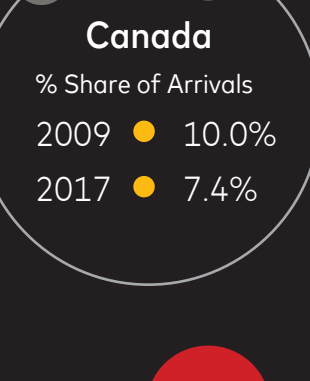
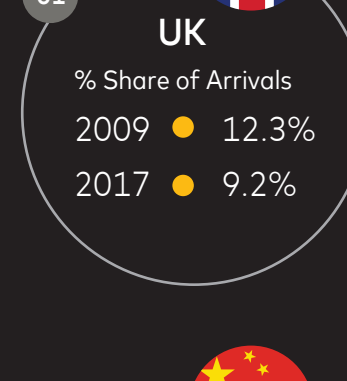
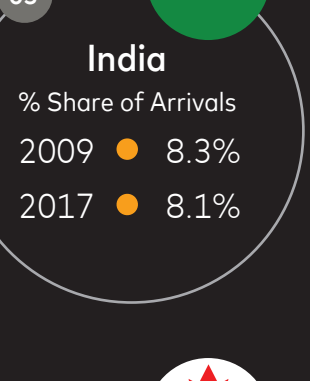
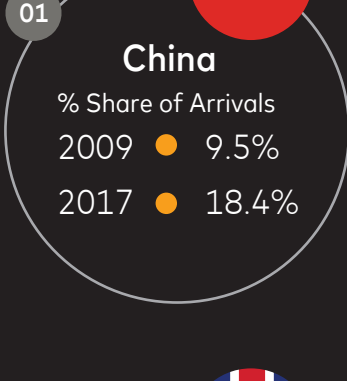
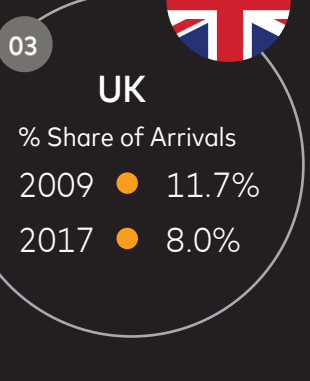
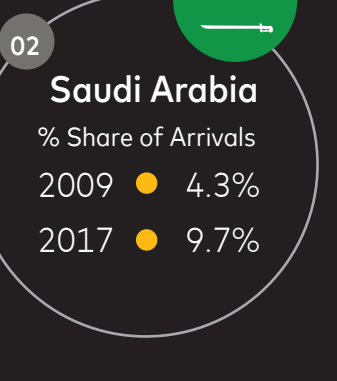
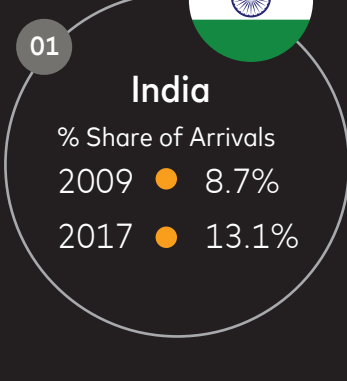
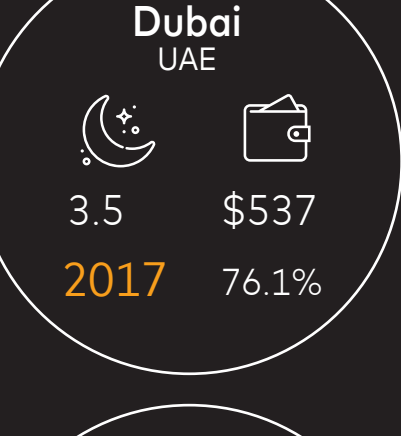
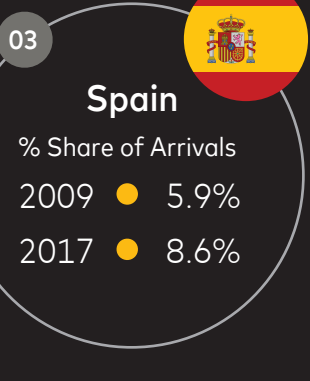
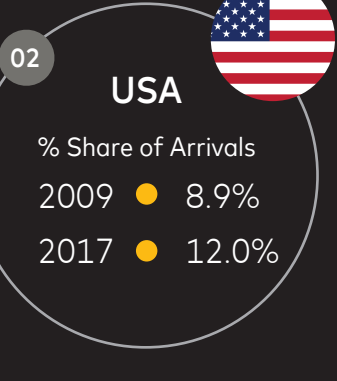
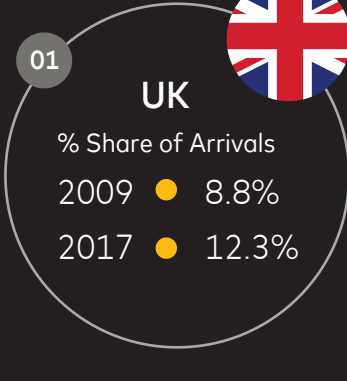
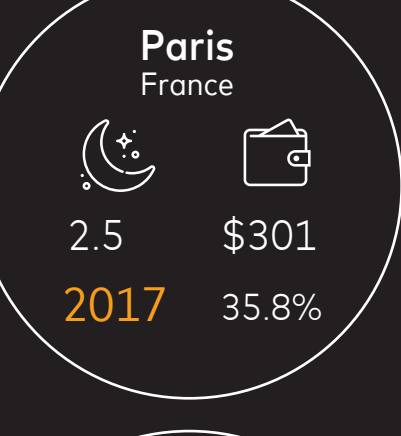
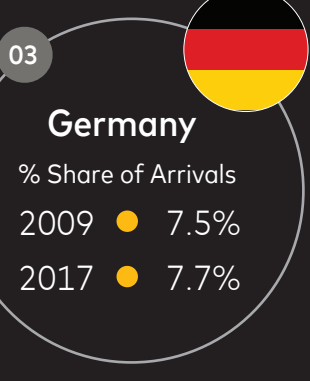
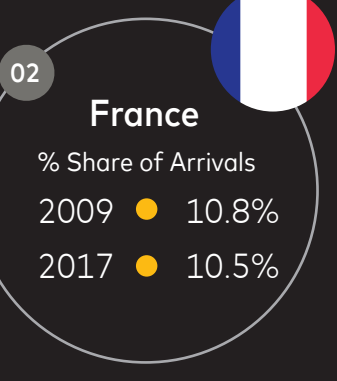
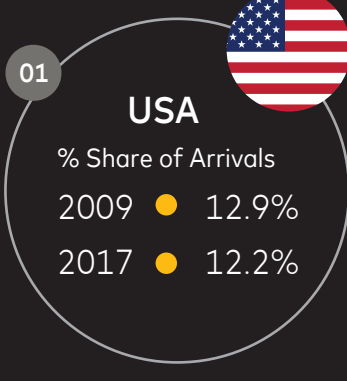
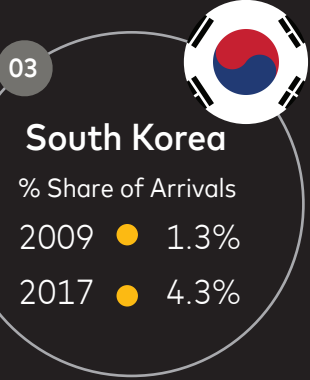
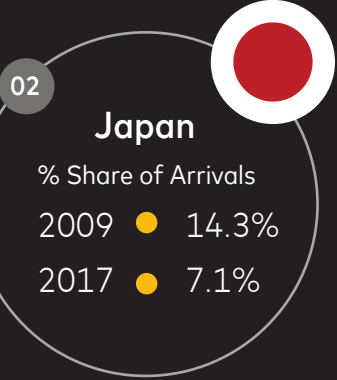
AVG DAILY SPEND (US\$)

2017

% CONTRIBUTION TO TOURISM IN COUNTRY

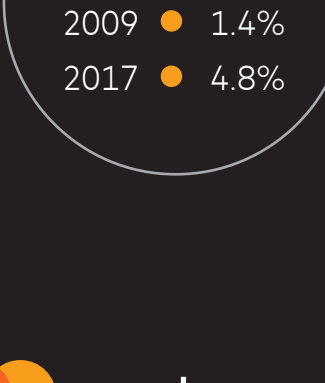
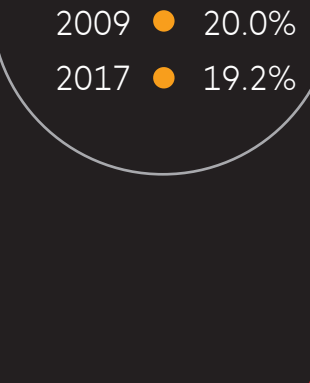
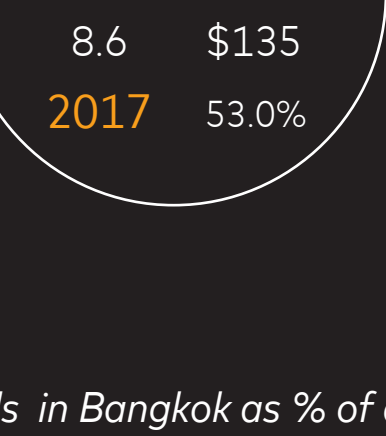
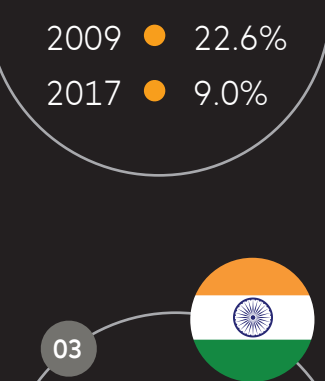
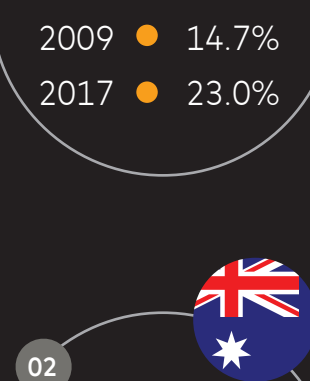
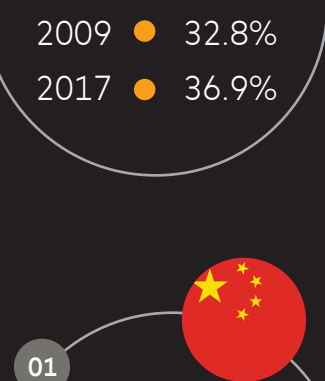
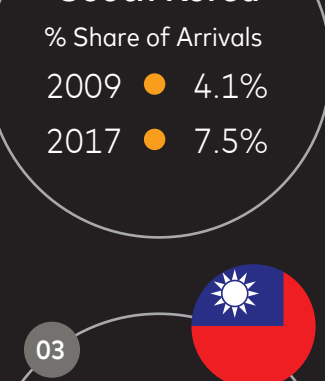
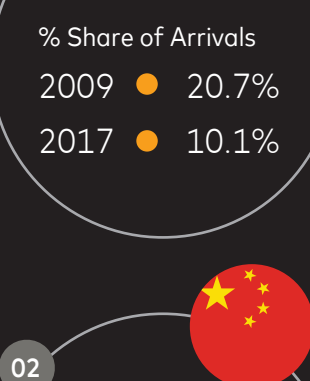
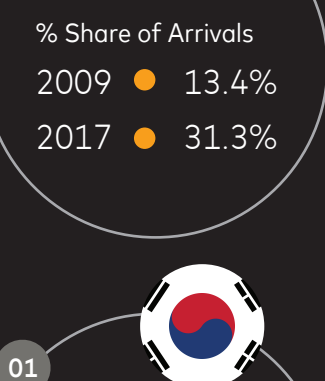
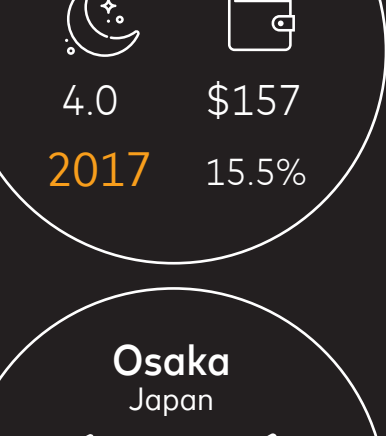
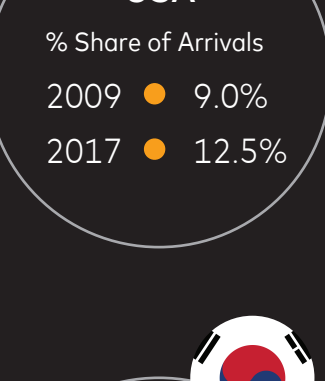
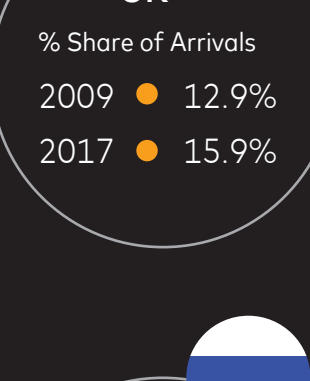
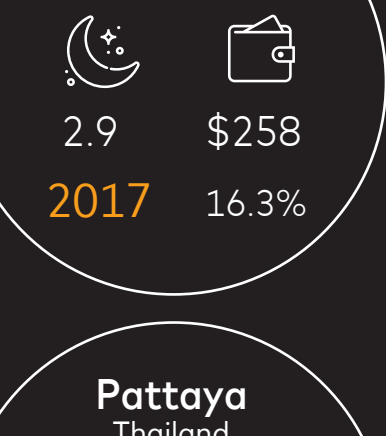
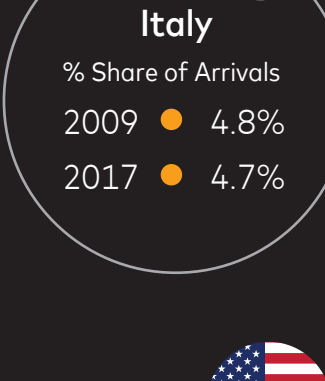
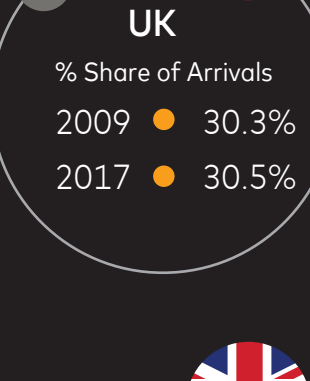
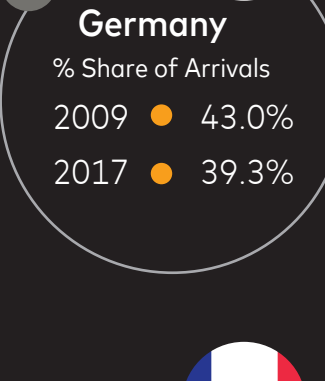
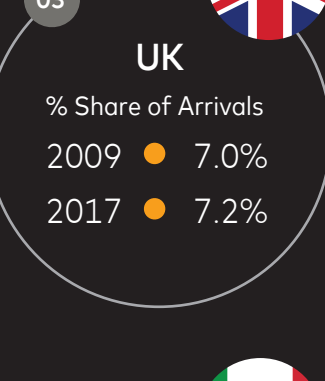
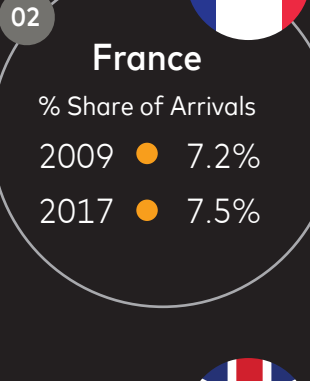
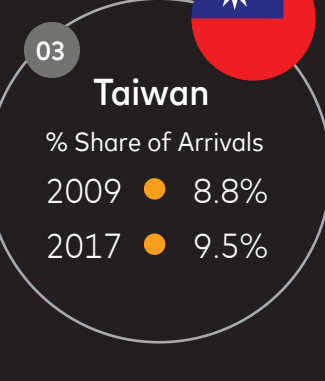
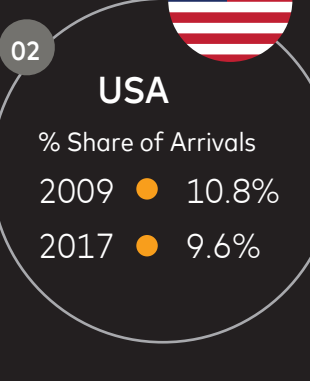
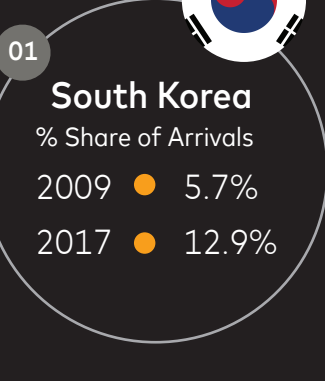
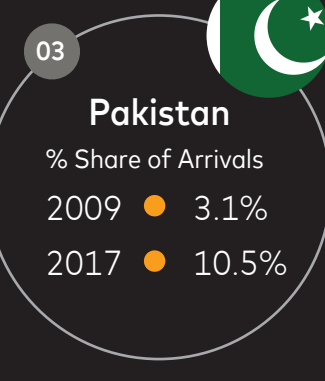
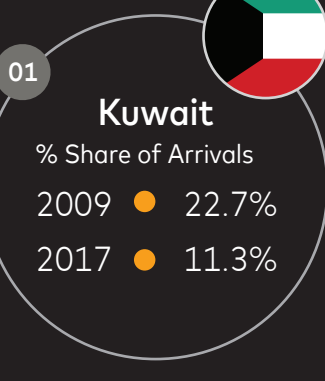
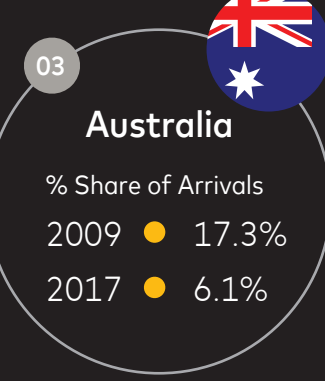
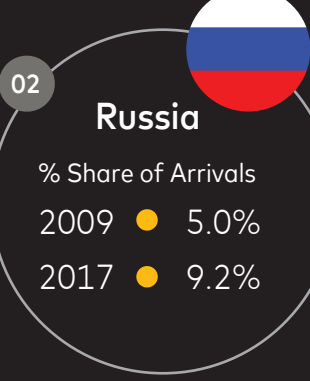
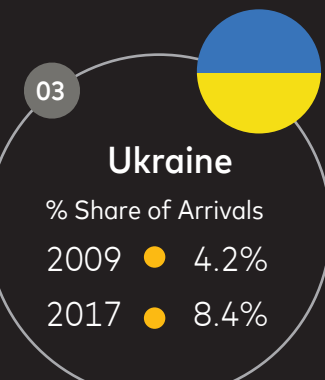
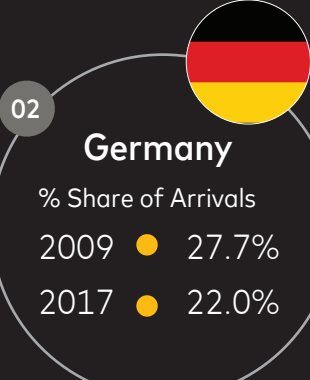
DESTINATION CITY & COUNTRY

2017 TOP 3 ORIGIN COUNTRIES OF INTERNATIONAL OVERNIGHT ARRIVALS



DESTINATION CITY & COUNTRY

2017 TOP 3 ORIGIN COUNTRIES OF INTERNATIONAL OVERNIGHT ARRIVALS

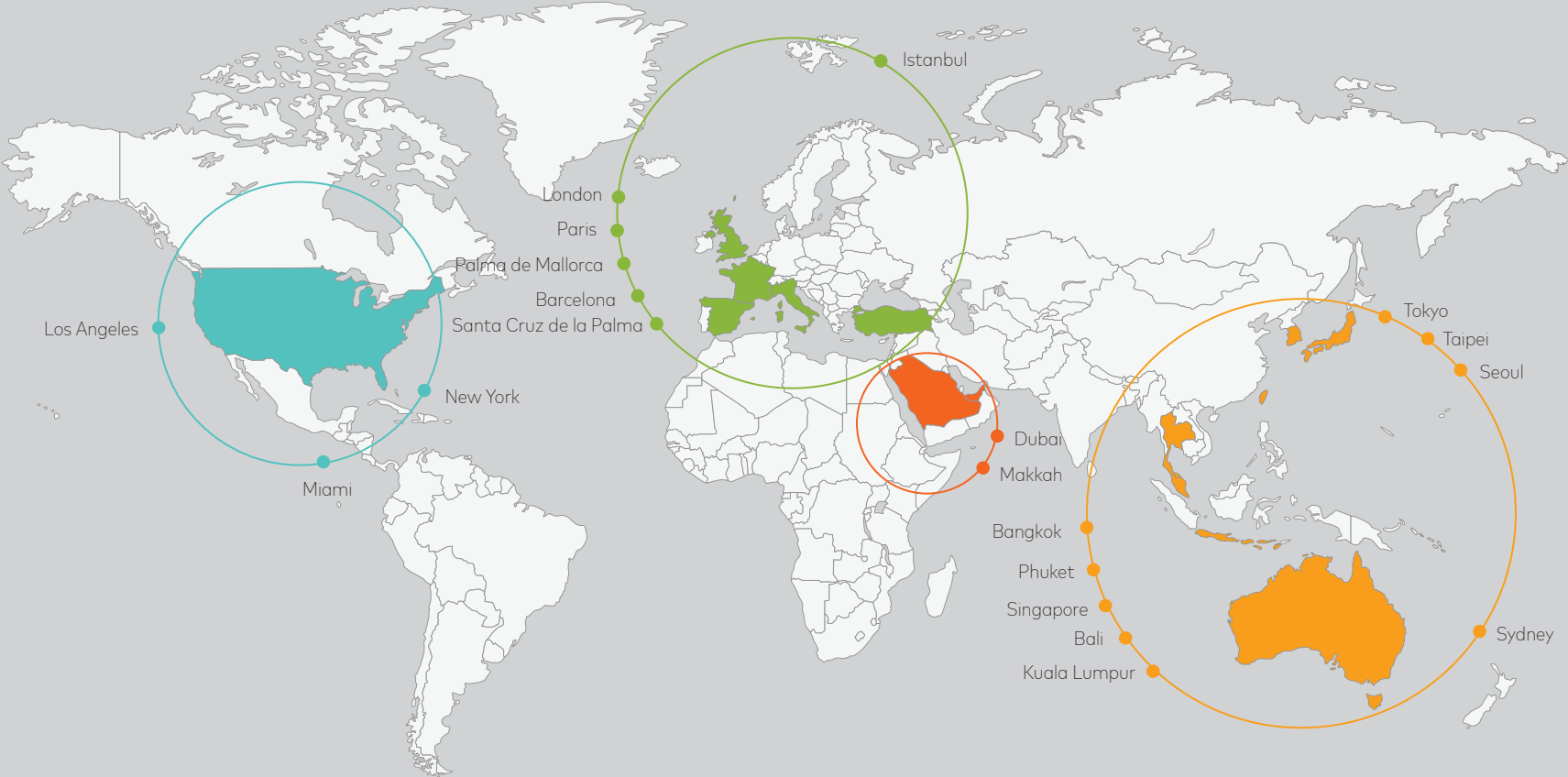


** "% of National Level Ovn Arrivals" refers to the destination arrivals as a % of national arrivals (e.g. arrivals in Bangkok as % of arrivals in Thailand)

Rank	City	Total Spend (USD)
01	Dubai	\$29.70 bn
02	Makkah	\$18.45 bn
03	London	\$17.45 bn
04	Singapore	\$17.02 bn
05	Bangkok	\$16.36 bn
06	New York	\$16.10 bn
07	Paris	\$13.05 bn
08	Palma de Mallorca	\$11.96 bn
09	Tokyo	\$11.91 bn
10	Phuket	\$10.46 bn
11	Bali	\$9.58 bn
12	Taipei	\$8.67 bn
13	Kuala Lumpur	\$8.59 bn
14	Santa Cruz de la Palma	\$8.43 bn
15	Los Angeles	\$8.36 bn
16	Sydney	\$7.99 bn
17	Miami	\$7.91 bn
18	Seoul	\$7.21 bn
19	Istanbul	\$6.75 bn
20	Barcelona	\$6.55 bn



Dubai Leads in Overnight International Visitor Spending Globally





Global Top 20 Destination Cities by International Overnight Visitor Spend

Mastercard Global Destination Cities Index 2018

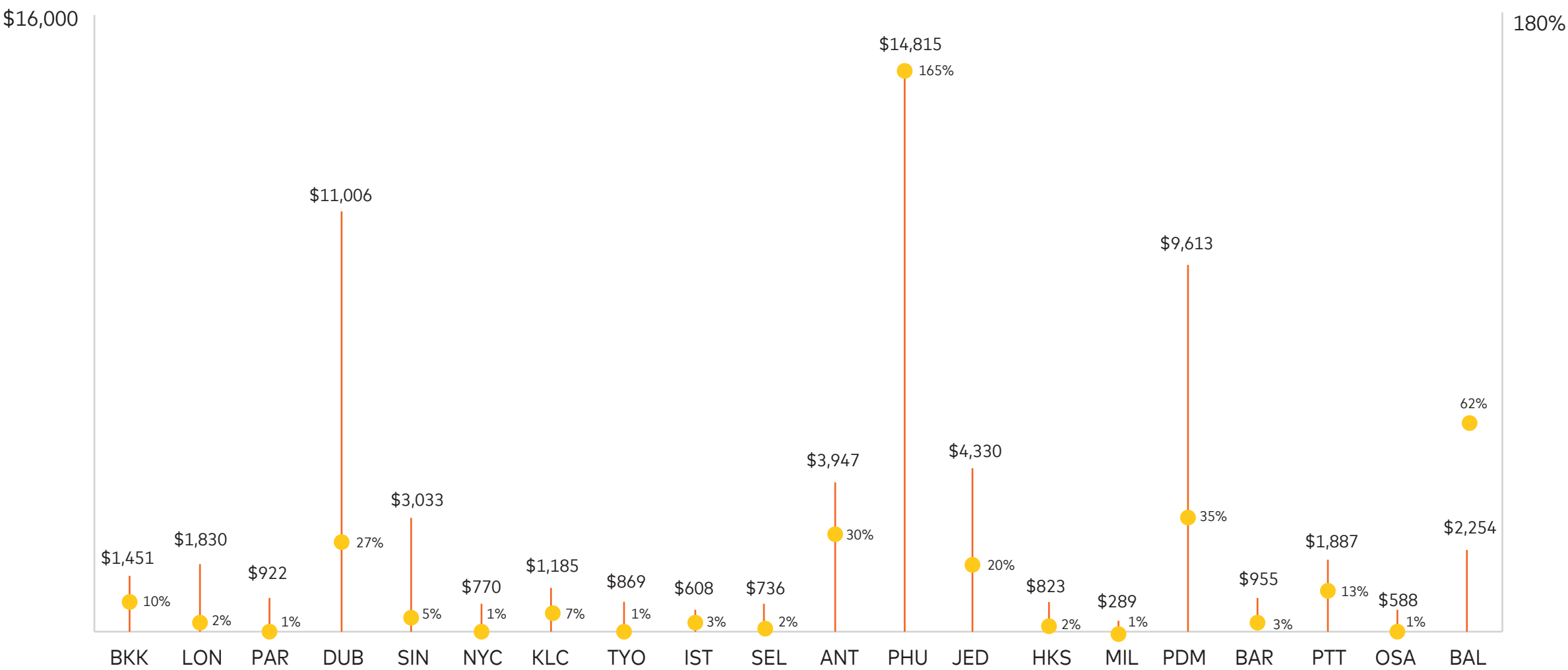
Destination City & Country		Overnight International Visitor Spend (US\$ bn)		
		2016	2017	2018 Forecast
1	Dubai UAE	\$28.50	\$29.70	7.76%
2	Makkah Saudi Arabia	\$16.25	\$18.45	7.35%
3	London United Kingdom	\$16.08	\$17.45	13.68%
4	Singapore Singapore	\$15.62	\$17.02	7.40%
5	Bangkok Thailand	\$13.48	\$16.36	13.78%
6	New York USA	\$15.53	\$16.10	4.13%
7	Paris France	\$11.21	\$13.05	15.95%
8	Palma de Mallorca Spain	\$10.97	\$11.96	16.18%
9	Tokyo Japan	\$11.12	\$11.91	7.76%
10	Phuket Thailand	\$8.97	\$10.46	12.58%
11	Bali Indonesia	\$8.80	\$9.58	3.10%
12	Taipei Taiwan	\$9.19	\$8.67	10.73%
13	Kuala Lumpur Malaysia	\$7.60	\$8.59	13.27%
14	Santa Cruz de la Palma Spain	\$7.49	\$8.43	14.25%
15	Los Angeles USA	\$7.95	\$8.36	5.32%
16	Sydney Australia	\$7.08	\$7.99	8.57%
17	Miami USA	\$8.19	\$7.91	3.46%
18	Seoul South Korea	\$9.66	\$7.21	12.32%
19	Istanbul Turkey	\$5.80	\$6.75	14.35%
20	Barcelona Spain	\$5.87	\$6.55	14.49%

Historical data in each times series presented above has been updated with the latest figures or estimations and may not be comparable to the time series from previous editions of this report

Impact of Tourism to the Destination and Tourism Spend per Resident

GLOBAL TOP 20 DESTINATION CITIES BY OVERNIGHT INTERNATIONAL VISITORS

○ Visitor expenditure per resident (US\$) ● Ratio of international overnight visitor expenditure to GDP



BKK-Bangkok, LON-London, PAR-Paris, Dub-Dubai, SIN-Singapore, NYC-New York, KLC-Kuala Lumpur, TYO-Tokyo, IST-Istanbul, SEL-Seoul, ANT-Antalya, PHU-Phuket, JED-Makkah, HKS-Hong Kong, MIL-Milan, PDM-Palma de Mallorca, BAR-Barcelona, PTT-Pattaya, OSA-Osaka, BAL-Bali

Mastercard Global Destination Cities Index 2018

