

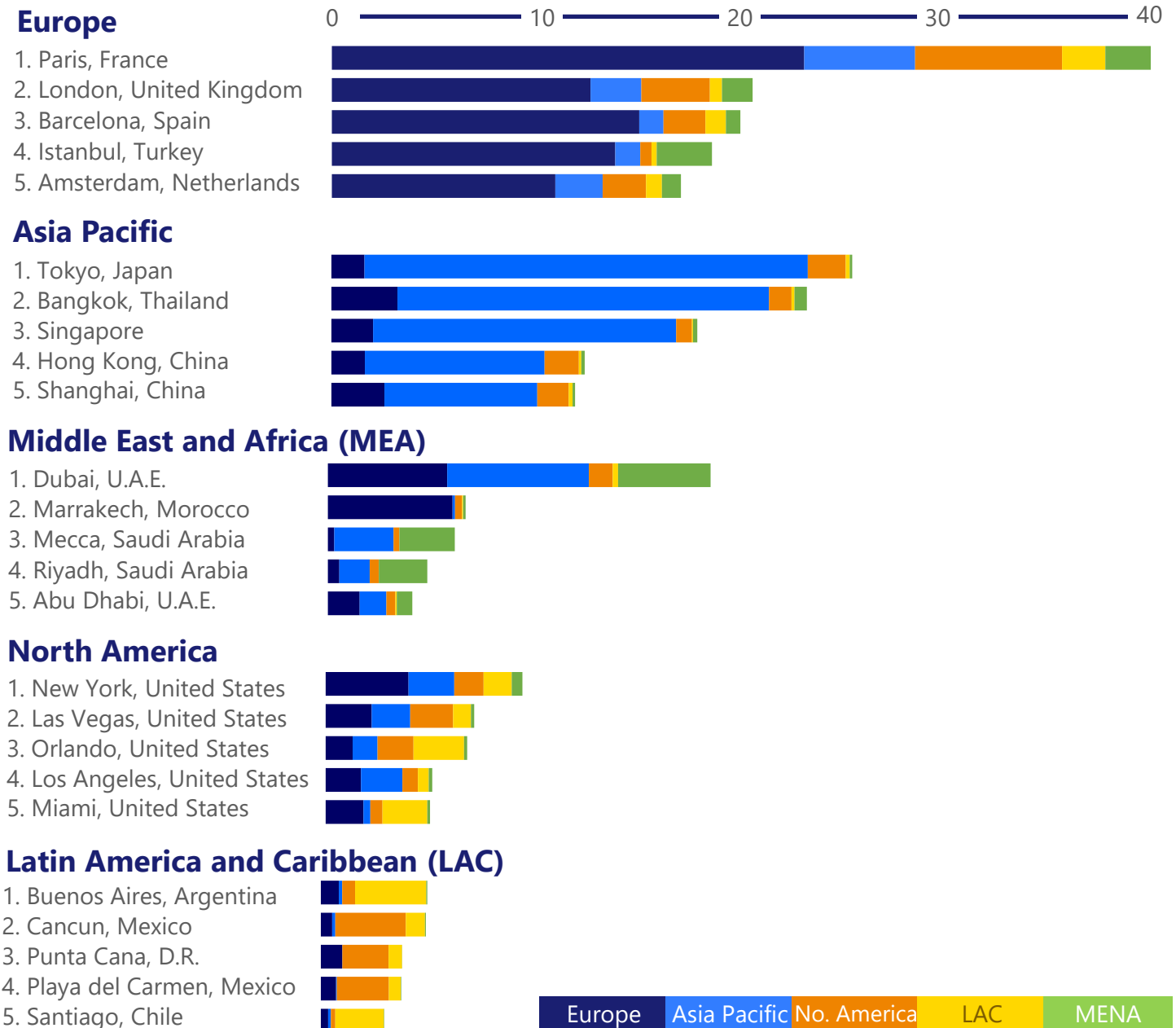
## The world's most visited cities in 2018

Paris, Tokyo, Bangkok, London and Barcelona topped the list of destinations for international tourist arrivals in 2018, according to Visa's latest estimates based on anonymized transaction data and official tourism statistics provided in the Visa International Travel (VISIT) platform. Residents from neighboring countries accounted for the bulk of visits to those cities.

Other cities, such as Shanghai and New York, had comparable tourist arrivals; their visitors, however, were mostly domestic, rather than international, travelers. Excluding intra-regional arrivals, Paris would still top the list, but would be followed by Dubai, New York, London and Marrakech.

The following table ranks the world's top cities for international arrivals in each region. The rankings are based on a comparison of arrivals from more than 100 countries at over 1,000 cities spanning 60 countries. While not all cities are included, many major centers for global travel are.

International arrivals by origin region (millions)



Source: Visa International Travel (VISIT) Platform. See P.4 for methodology.



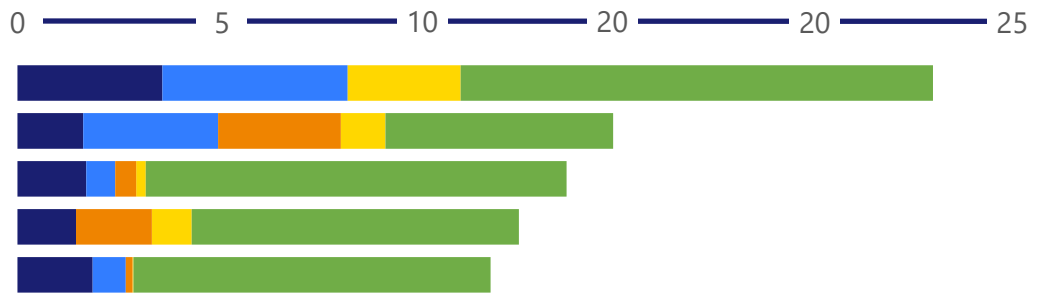
## The world's most visited cities in 2018: European travelers

For European travelers, nearby destinations have consistently dominated, with the same four cities topping the list over the past two years. Growth in inbound travel to Paris was up significantly in 2018 as the city hosted such special events as The Season of the Force at Disneyland, Lollapalooza Paris, the 2018 Gay Games, and the Ryder Cup. A weak currency made travel to Turkey more attractive, leading to a surge in inbound travel benefiting both Istanbul and Antalya.

Arrivals by country of origin (millions)

### Intra-Europe

1. Paris, France
2. Barcelona, Spain
3. Istanbul, Turkey
4. London, United Kingdom
5. Antalya, Turkey



### Non-Europe

1. Marrakech, Morocco
2. Dubai, U.A.E.
3. New York, United States
4. Bangkok, Thailand
5. Shanghai, China



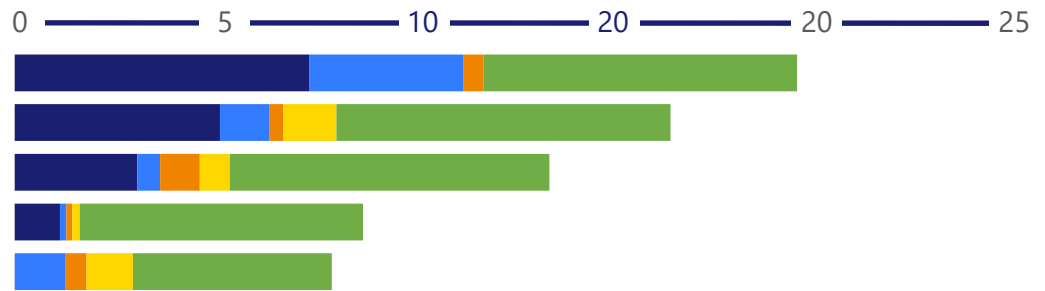
## The world's most visited cities in 2018: Asia Pacific travelers

The top two destinations for AP travelers, Tokyo and Bangkok, benefited from not only being anchors in key regional air routes, but also active tourism promotional efforts. The Tourism Authority of Thailand, for example, organizes tours for visitors to Bangkok's hidden gems, such as the Talat Noi neighborhood, where people from around the world have mingled for over 300 years.

Arrivals by origin region (millions)

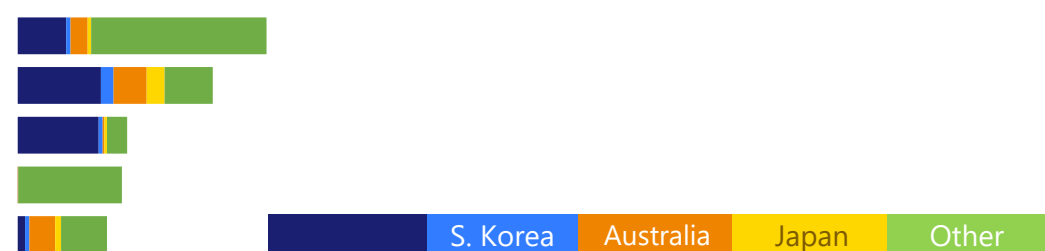
### Intra-Asia Pacific

1. Tokyo, Japan
2. Bangkok, Thailand
3. Singapore, Singapore
4. Kuala Lumpur, Malaysia
5. Hong Kong, China



### Non-Asia Pacific

1. Dubai, U.A.E.
2. Paris, France
3. Moscow, Russia
4. Makkah, Saudi Arabia
5. London, United Kingdom

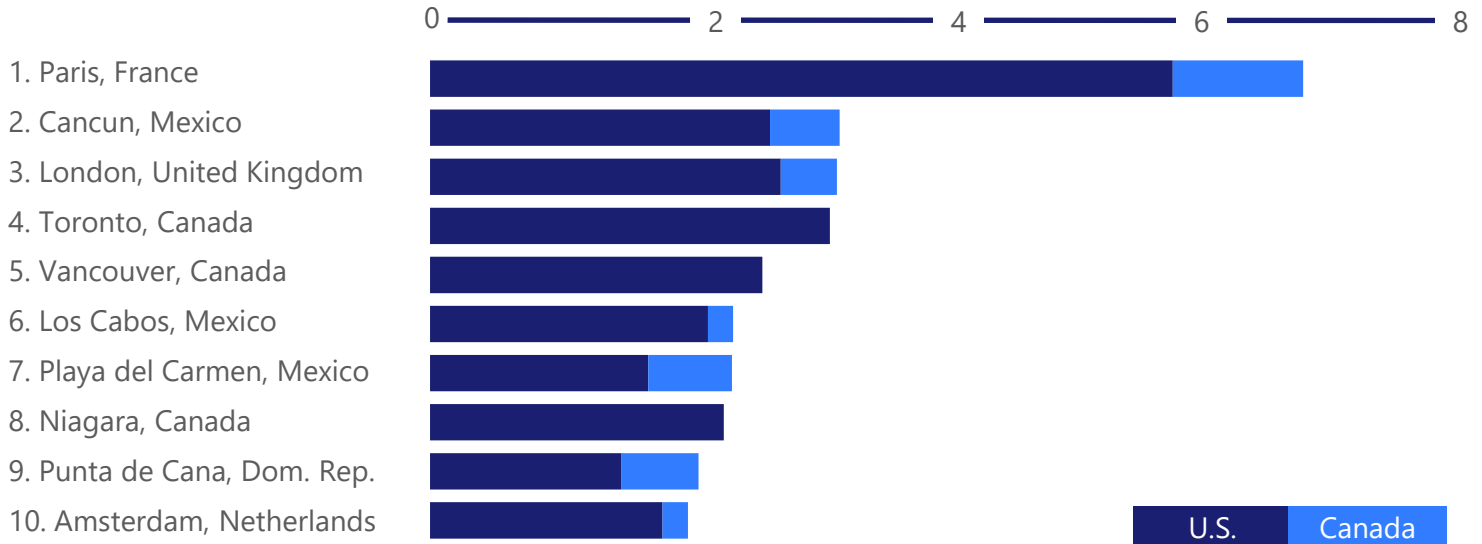


Source: Visa International Travel (VISIT) Platform. See P.4 for methodology.

### The world's most visited cities in 2018: North American travelers

Top destinations for travelers from the U.S. and Canada in 2018 reflected the enduring draw of European holidays, Mexican and Caribbean beach vacations and the convenience of traveling between major U.S. and Canadian cities. The strengthening U.S. dollar during the peak summer travel months in 2018 also contributed to the rise in U.S. visits to European cities.

International arrivals by origin region (millions)

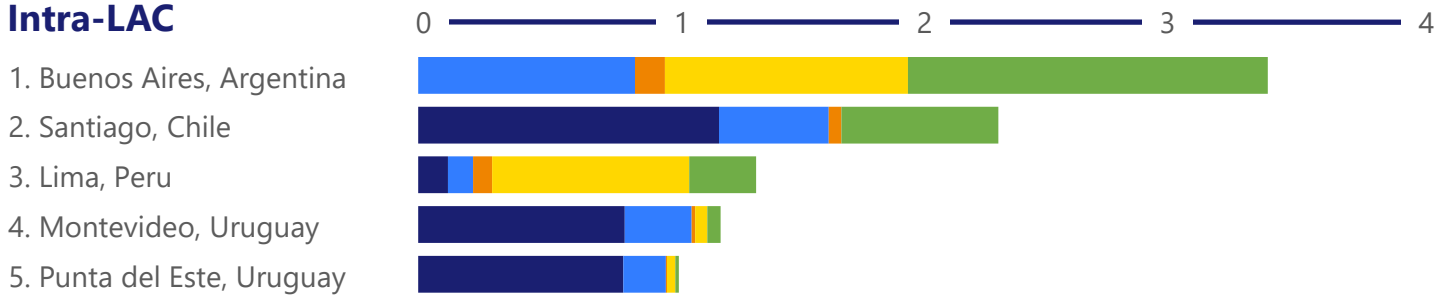


### The world's most visited cities in 2018: Latin American and Caribbean travelers

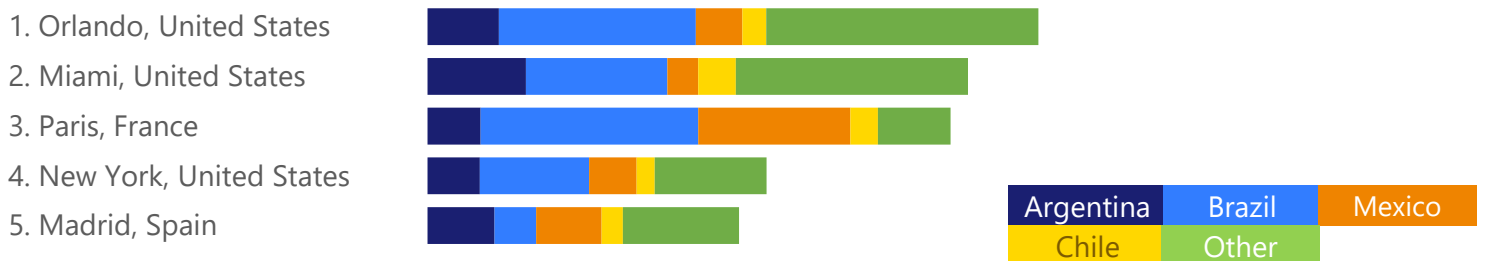
Travelers from Latin America and the Caribbean were as likely to visit cities within their region as more distant destinations in 2018. A weaker currency in Buenos Aires helped to attract visitors from near and far. Mexican travelers led the increase in LAC travel to North America and Europe as strengthening household finances and consumer confidence contributed to rising consumer spending.

International arrivals by origin region (millions)

#### Intra-LAC



#### Non-LAC



Source: Visa International Travel (VISIT) Platform. See P.4 for methodology.

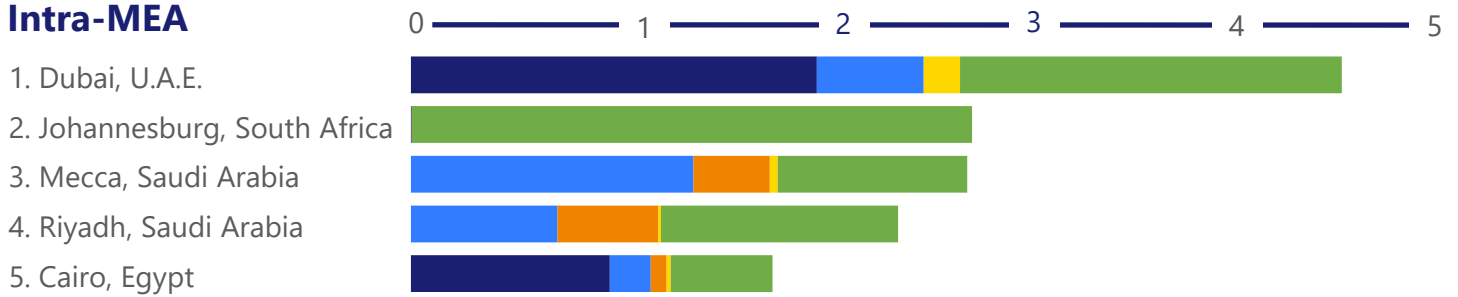


## The world's most visited cities in 2018: Middle East and Africa travelers

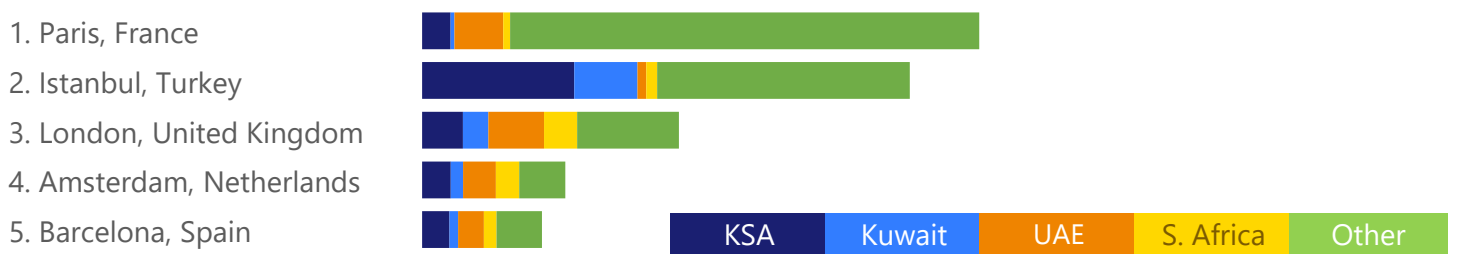
Dubai maintained its lead as a top destination city for travelers from the Middle East and Africa. Cities in Saudi Arabia have welcomed a growing number of foreign tourists, including from within the region following the introduction of tourist visas. Previously only business visitors or pilgrims were allowed to visit the Kingdom. Beyond the region, Paris continues to draw the largest crowds from the region, posting a 17 percent growth in 2018 arrivals, followed by Istanbul whose tourism flows from the MEA region increased by nearly a third during the same year.

Arrivals by country of origin (millions)

### Intra-MEA



### Non-MEA



## Methodology

VISIT (Visa International Travel) is a proprietary platform that combines VisaNet data with publicly-available cross-border arrival statistics. The platform provides a comprehensive view into high-frequency cross-border travel flows, currently encompassing over 100 origin and destination countries, which collectively account for more than 80 percent of global travel. VISIT combines unique counts of Visa face-to-face transactions at merchants outside the country where the Visa card was issued in a given calendar month with other transaction data such as average spend per cardholder, card usage patterns at lodging merchants and others. Visa uses this data to econometrically model official arrival statistics compiled by various government sources and to generate estimates that fill in the large gaps existing in the cross-border travel data.

VISIT Cities, an extension of the VISIT platform, estimates cross-border travel at the city level within select countries: Anguilla, Antigua & Barbuda, Argentina, Australia, Austria, Bahamas, Brazil, Canada, Chile, China, Colombia, Cuba, Cyprus, Dominica, Dominican Republic, Egypt, Finland, France, Germany, Greece, India, Indonesia, Italy, Jamaica, Japan, Mexico, Netherlands, Norway, Peru, Poland, Portugal, Puerto Rico, Russia, Saudi Arabia, South Africa, Spain, St. Kitts & Nevis, St. Lucia, St. Vincent & Grenadines, Sweden, Switzerland, Thailand, Trinidad & Tobago, Turkey, United Arab Emirates, United Kingdom, Uruguay, British Virgin Islands, U.S. Virgin Islands. Visits by city are derived by scaling national numbers using city-level details from VisaNet, such as lodging transaction counts by city and unique cardholder counts at lodging merchants by country.



## Disclaimer

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### Contacts:

**Richard Lung**

Principal Global Economist

**Dulguun Batbold**

Global Economist

VisaEconomicInsights@visa.com

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