

# Top 100 City Destinations Index 2023

December 2023

**Table of Contents** 

#### INTRODUCTION

About the report

About the report

Key takeaways

Top 100 City Destinations Index ranks cities across six key pillars

## **GLOBAL PERFORMANCE**

Introduction

Geopolitical risks and rising cost of living uncovered

Global tourism performance reviewed

Unlocking the potential of urban diversity

Top 20 city destinations 2023

A tale of two cities: Paris vs Dubai

Top trends shaping the future of city transformation in 2023

## PILLAR PERFORMANCE

Tourism infrastructure is the crucial pillar to be ranked high in the Index

COVID-19 statistics give way to health-related factors

Singapore holds its top spot in the Economic and Business Performance pillar in 2023

Travel bounces back despite challenging global geopolitical and economic situation

Hong Kong making first steps to regain the status of the most visited city

Creative strategies for smaller tourism destinations: Making the most of every occasion

Unprecedented social media usage boosts interactions with consumers

The vital role of tourism infrastructure

Short-term rentals on the rise amidst evolving regulatory landscape

Short-term rentals help fuel future travel growth

Health and Safety has a significantly renewed ranking among the leading cities

Sustainability takes one of the central roles in city travel-related strategies

## PERFORMANCE BY REGION

Americas: Further improvement in sustainability development is needed in Latin America

New York: Best city in the US despite the crackdown on Airbnb Infrastructure and sustainability high on the agenda for US cities Los Angeles: A long road to the Summer Olympic Games 2028

Santiago: The hub for sports and culture in South America

Tulum: New airport opens more tourism opportunities

Asia: The uncaged tourists lead swift recovery of tourism industry

Foreign direct investment and currency depreciation reshape the Asian cities' ranking

Chinese cities' reliance on domestic travellers shaded by the reduced tourist spending TripGenie: OpenAI -powered personalised travel itinerary planner

Australasia sets the best example of sustainable tourism for Asian cities

Bangkok: Strong government initiatives to bring the city back on sustainable track

Osaka: The frontrunner of Japan's pathway to "value" tourism

Seoul: The first Metaverse city in the world

Europe continues to power progress as the most dominant region

Paris: The 2024 Olympic Games fever

London tourism infrastructure: the best in the world

London: The jewel in the crown

Rising city taxes in Europe fight overtourism and support local communities

Berlin: "Off to B" campaign to boost experiences in remote districts of the city

Navigating strategies in response to pent-up tourism demand

Dublin: The first 3D city map in Ireland launched with DiscovAR Dublin app Middle East and Africa: Unique tourism offering despite geopolitical tensions Dubai unrivalled in the region

The head-to-head competition between Dubai and Abu Dhabi Saudi Arabia: Diversifying its tourism proposition away from oil Success stories still mainly dominated by the Gulf region

#### CONCLUSION

Key takeaways

## **APPENDIX**

Top 100 City Destinations ranked by Performance pillar (1)

Top 100 City Destinations ranked by Performance pillar (2)

Top 100 City Destinations ranked by Performance pillar (3)

Top 100 City Destinations ranked by Performance pillar (4)

Top 100 City Destinations ranked by Performance pillar (5)

Methodology and definitions

Geographical coverage

Pillar 1: Economic and Business Performance

Pillar 2: Tourism Performance

Pillar 3: Tourism Infrastructure

Pillar 4: Tourism Policy and Attractiveness

Pillar 5: Health and Safety

Pillar 6: Sustainability

Glossary of terms

# About Furomonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/top-100-city-destinations-index-2023/report.