

A hand holding a vintage pocket watch against a warm, orange-toned background. The watch is a classic pocket watch with a circular face and a ring at the top. The background is a soft, out-of-focus landscape with a warm, orange glow.

Top 100 City Destinations From Adversity to Recovery

COVID Special - 2020 Edition

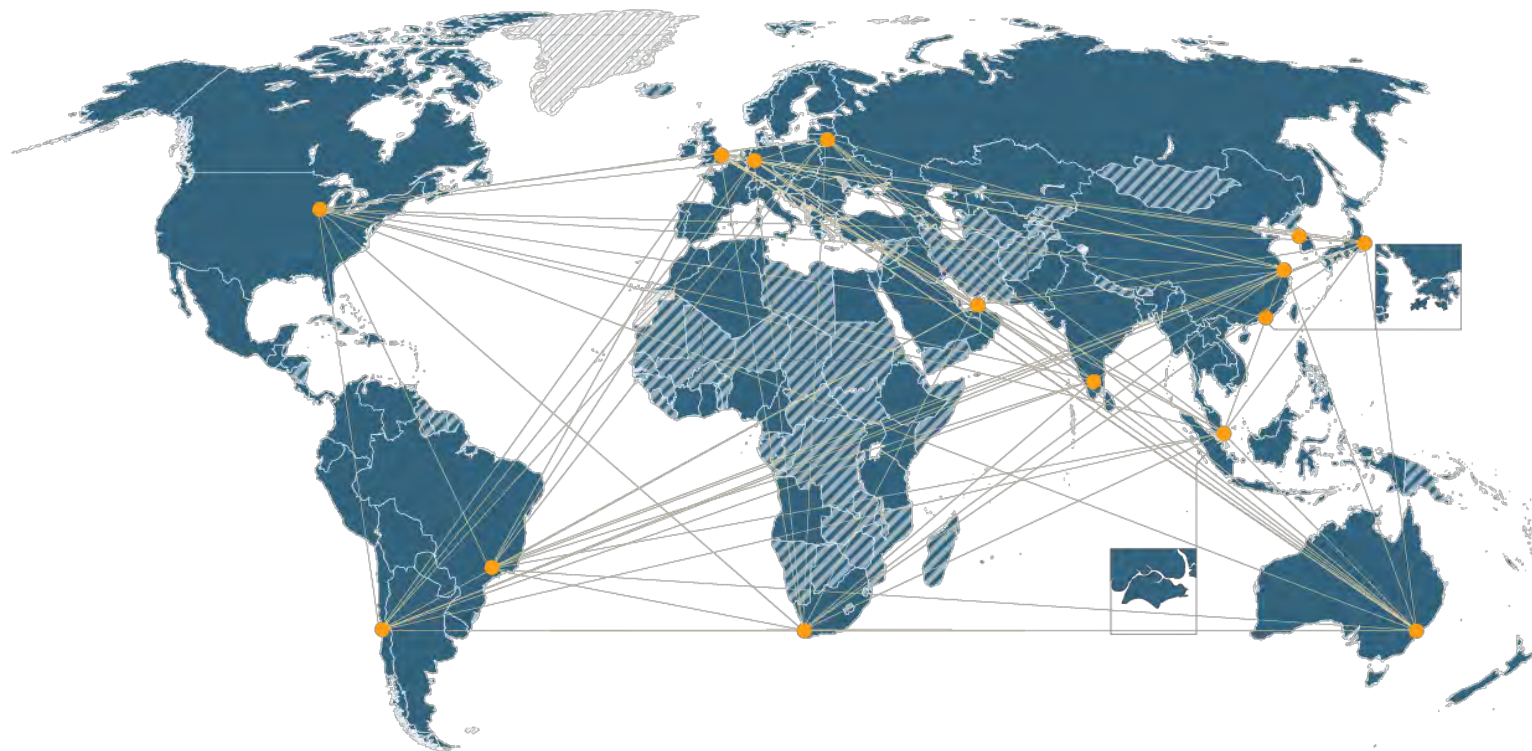
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The data included in this document is accurate according to Passport, Euromonitor International's market research database, at time of publication, with research period ending : [Nov 2020]

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■ 100 COUNTRIES

in-depth analysis on consumer goods and service industries

■ + ▨ 210 COUNTRIES AND TERRITORIES

demographic, macro- and socio-economic data on consumers and economies

Covid-19 and its impact on cities

90% of the cities saw real GDP decline in 2020

The world's 1,219 cities account for 60% of the global GDP

Developing cities are expected overall to see a faster return to growth compared to developed cities

The importance of the design and structure of the cities to revolve around health, tech and open spaces.

The top 100 cities comprise 43% of global arrivals in 2020.

Social distancing and seizure of business travel have contributed to a stark negative impact on city arrivals.

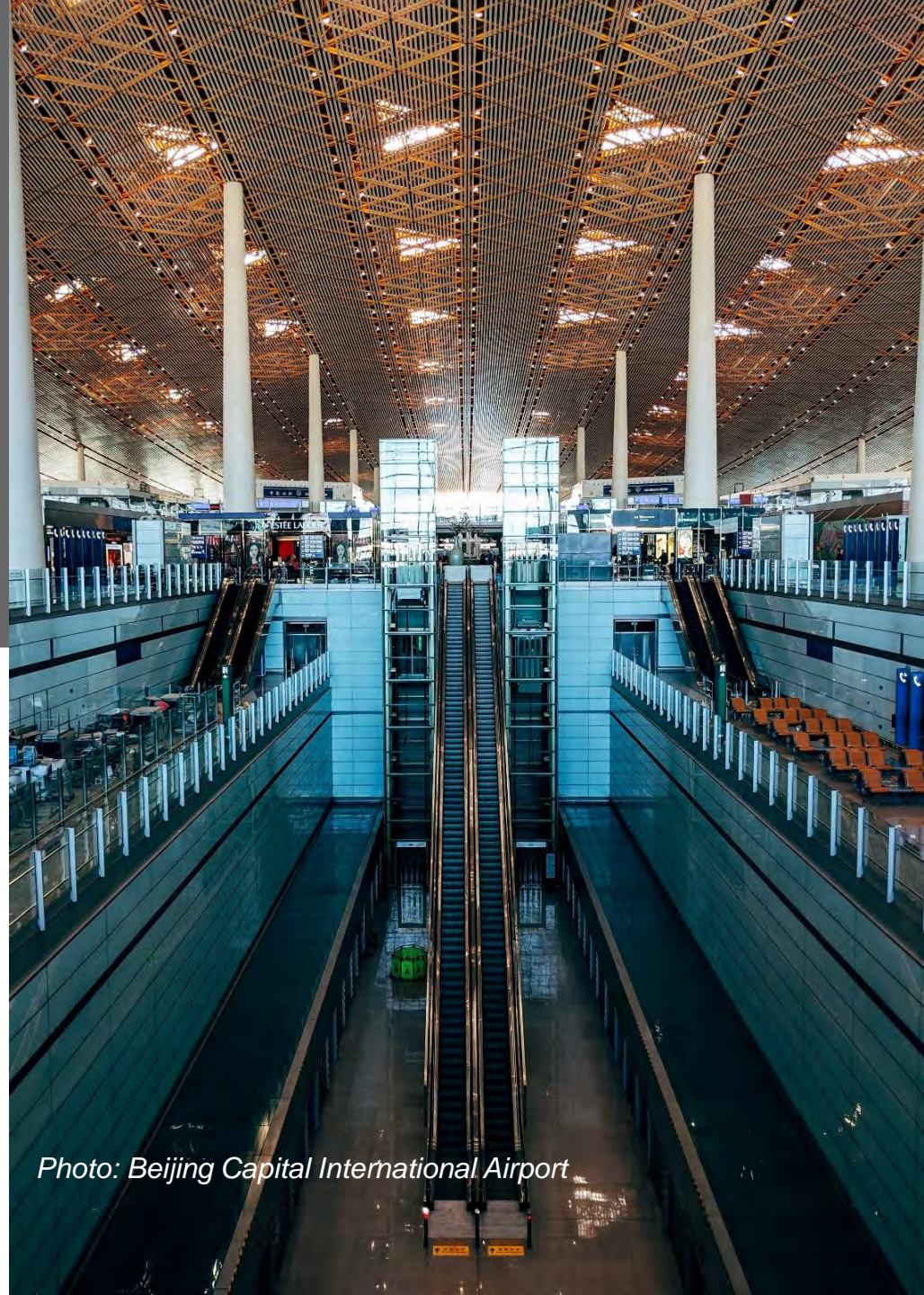
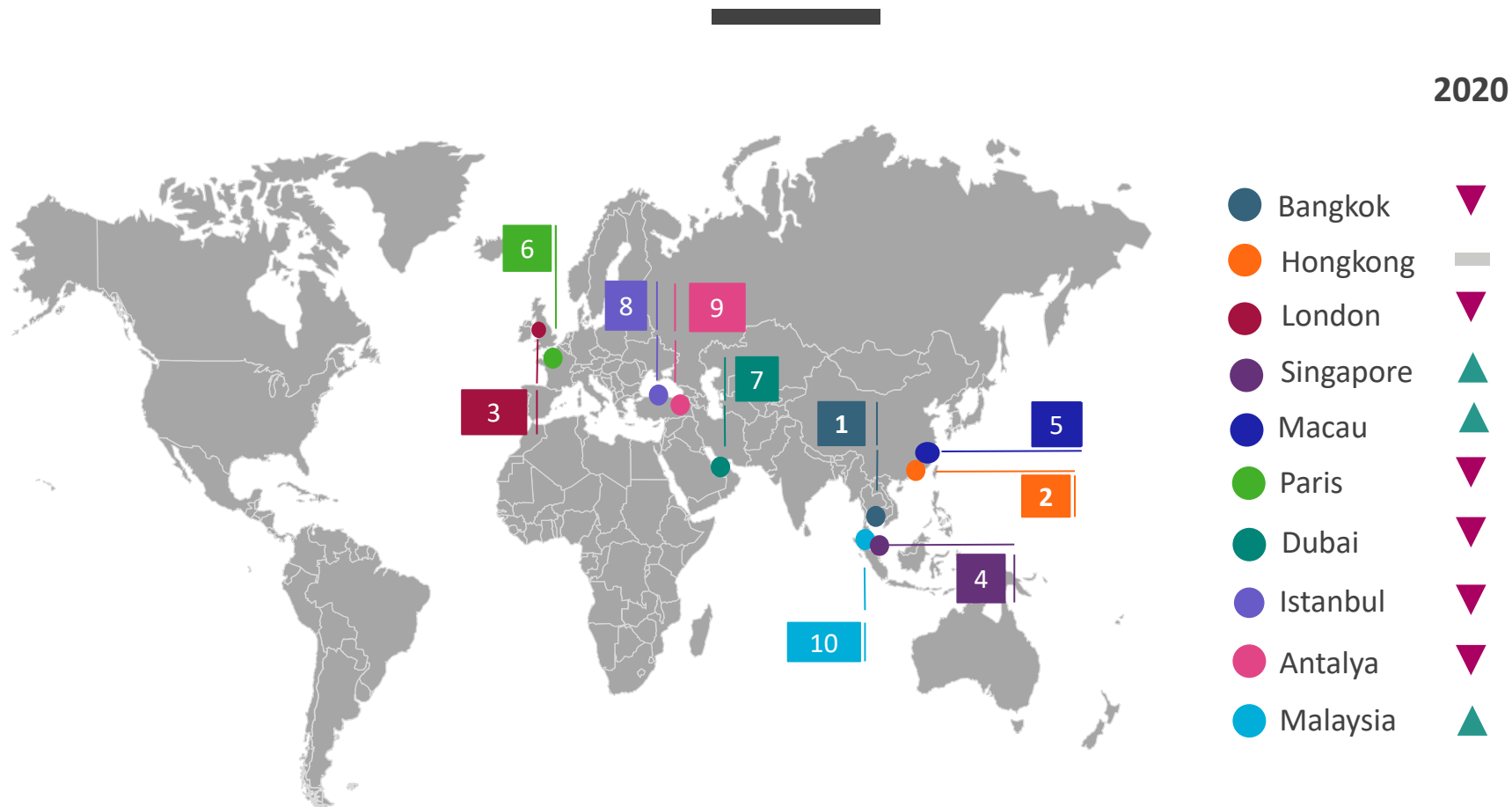


Photo: Beijing Capital International Airport

World top 10 cities 2019-2020



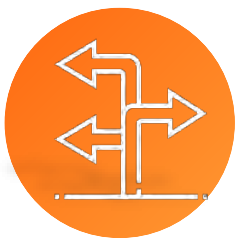
*Ranks on the map represent 2019 ranks

Source: Euromonitor International



Five key trends to emerge in travel rebound during 2021

Five key trends to emerge in travel rebound during 2021



1.
Making way through safe travel corridors



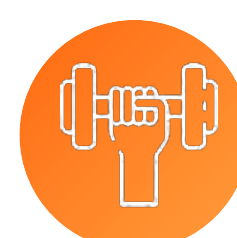
2.
Travel Begins at Home



3.
Digital to Facilitate and Accelerate Recovery



4.
Responsible and Sustainable Tourism to be key in Redesigning Travel



5.
Recovery through Resilience



Americas

Americas top 10 cities 2019 rank and 2020 rank movements

Country	City	Arrivals (000's Trips)			Growth		Rank Movement	
		2018	2019	2020	2019 % growth	2020 Forecast % Growth Range (range of negative impact)	Rank Movement 2019	Rank Movement 2020
US	New York City	13,600.0	13,500.0	5,420.0	-0.74	60-70	▼ -3	▼
Mexico	Cancún	8,171.0	9,417.0	5,537.2	15.25	40-50	▲ 4	▲
US	Miami	8,121.0	8,316.0	3,433.0	2.40	50-60	■ 0	▲
US	Los Angeles	7,500.0	7,613.0	3,383.0	1.51	50-60	▼ -2	▲
US	Las Vegas	6,591.0	6,657.0	2,976.0	1.00	50-60	▼ -3	▲
US	Orlando	5,554.0	6,003.0	2,581.0	8.08	50-60	▼ -1	▲
Canada	Toronto	4,437.4	4,650.4	2,418.2	4.80	40-50	▼ -2	▲
Mexico	Mexico City	3,322.0	4,107.0	2,254.7	23.63	40-50	▲ 4	▲
Canada	Vancouver	3,125.1	3,250.1	1,787.6	4.00	40-50	▼ -3	▲
US	San Francisco	2,901.0	2,939.0	1,163.0	1.31	50-60	▼ -10	▼

Source: Euromonitor International

New York

Not out of the woods yet

Recovery remains dependent on the dissemination of vaccine and flexibility in travel and visa policies

Ranking

8th

2018

11th

2019

13th

2020





Image Source: VisitMexico

Mexico

Mexico – US corridor a natural fit

Ranking

59th

55th

47th

2018

2019

2020

Asia

Asia top 10 cities 2019 rank and 2020 rank movements

Country	City	Arrivals (000's Trips)			Growth		Rank Movement	
		2018	2019	2020	2019 % growth	2020 Forecast % Growth Range (range of negative impact)	Rank Movement 2019	Rank Movement 2020
Thailand	Bangkok	24,177.5	25,847.8	9,134.0	6.91	50-60	▲ 1	▼
Hong Kong, China	Hong Kong	29,262.7	23,752.4	12,689.8	-18.83	40-50	▼ -1	■
Singapore	Singapore	18,888.2	19,505.8	14,209.3	3.27	30-40	■ 0	▲
Macau, China	Macau	18,493.0	18,641.0	10,773.6	0.80	40-50	■ 0	▲
Malaysia	Kuala Lumpur	13,434.3	14,072.4	7,936.8	4.75	40-50	▼ -1	▲
South Korea	Seoul	8,431.4	13,105.9	4,442.9	55.44	60-70	▲ 11	▼
China	Shenzhen	12,202.1	12,169.5	5,439.8	-0.27	50-60	▼ -1	▲
Thailand	Phuket	10,550.7	10,965.2	3,471.1	3.93	60-70	▼ -1	▼
Japan	Tokyo	9,985.1	10,587.1	5,597.6	6.03	40-50	■ 0	▲
Taiwan	Taipei	9,597.8	9,981.7	5,654.1	4.00	40-50	▼ -1	▲



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[How to redeem](#)
[FAQ](#)

Image Source: holidayhk.com

Hong Kong
 “Holiday at Home” and travel
 corridors to boost regional arrivals

Ranking

1st
2018

2nd
2019

2nd
2020



Deoksugung Palace 

Image Source: Imagine Your Korea

Seoul

Feel the rhythm of Korea to
#CheerUpTheWorld

Ranking

23rd

2018

12th

2019

17th

2020



Europe

Europe top 10 cities 2019 rank and 2020 rank movements

Country	City	Arrivals (000's Trips)			Growth		Rank Movement	
		2018	2019	2020	2019 % growth	2020 Forecast % Growth Range (range of negative impact)	Rank Movement 2019	Rank Movement 2020
United Kingdom	London	19,090.0	21,700.0	8,246.0	13.67	60-70	 0	
France	Paris	17,560.2	17,145.6	6,403.9	-2.36	60-70	 0	
Turkey	Istanbul	13,433.0	14,906.7	4,680.7	10.97	60-70	 2	
Turkey	Antalya	12,438.8	14,650.5	3,003.4	17.78	70-80	 2	
Italy	Rome	10,236.0	10,491.9	3,147.6	2.50	60-70	 -2	
Czech Republic	Prague	8,948.6	9,154.4	3,616.0	2.30	60-70	 -3	
Netherlands	Amsterdam	8,354.2	8,835.4	4,332.4	5.76	50-60	 -1	
Spain	Barcelona	6,714.5	7,460.0	4,476.0	11.1	40-50	 0	
Austria	Vienna	6,480.5	6,798.7	3,151.2	4.91	50-60	 -1	
Italy	Milan	6,457.0	6,560.3	1,705.7	1.60	70-80	 -2	

Source: Euromonitor International

GREAT

BRITAIN & NORTHERN IRELAND

#EscapeTheEveryday

ESCAPE...
TO SHORES, NOT CHORES

ESCAPE

THE EVERYDAY

Image Source: VisitBritain

Take a UK break this Autumn

London

Visit England launches UK-wide
“Escape the Everyday” and
“We’re Good to Go”

Ranking

3rd

2018

3rd

2019

5th

2020



Istanbul

Turkey's safe travel certificate programme anchors confidence



The programme featured Covid 19 insurance cover for travelers - if contracted after visiting Turkey

Ranking

10th

2018

8th

2019





















15th

2020



Middle East & Africa

Middle East & Africa top 10 cities 2019 rank and 2020 rank movements

Country	City	Arrivals (000's Trips)			Growth		Rank Movement	
		2018	2019	2020	2019 % growth	2020 Forecast % Growth Range (range of negative impact)	Rank Movement 2019	Rank Movement 2020
United Arab Emirates	Dubai	15,920.7	16,730.0	4,929.0	5.08	60-70	 0	
Saudi Arabia	Mecca	9,323.0	10,083.0	2,549.0	8.15	70-80	 1	
Saudi Arabia	Medina	8,595.0	9,295.5	2,138.0	8.15	70-80	 0	
Egypt	Cairo	5,754.5	8,217.3	4,342.6	42.80	40-50	 10	
Egypt	Hurgada	2,735.7	4,704.1	2,486.0	71.95	40-50	 28	
South Africa	Johannesburg	4,120.8	4,211.0	2,292.9	2.19	40-50	 -3	
Israel	Jerusalem	3,930.0	4,004.3	2,789.8	1.89	30-40	 -3	
Egypt	Sharm el Sheikh	2,028.9	3,552.6	1,877.5	75.10	40-50	 48	
Morocco	Marrakech	2,838.1	3,040.8	1,651.7	7.14	40-50	 -4	
Israel	Tel Aviv	2,777.0	2,953.3	2,234.5	6.35	30-40	 -3	

Source: Euromonitor International



Dubai

Open – Rest assured to be safe

Dubai has taken steps to bring back the confidence in person events by organising conferences after November 2020

Ranking

7th

2018

7th

2019

11th

2020





Mecca

Discipline makes hajj possible

Only 10,000 Hajj pilgrims allowed for the event in 2020

Image Source: Getty Images

Ranking

18th

2018

17th

2019

38th

2020

Key takeaway

Certain cities may lose their long-standing place as global destinations



Lifestyle
changes

Consumer
values

Elevated cost
for safe travel

Resource
capacity of
governments

The opportunity to reset the value travel offers



Regional alliances with benefits beyond tourism



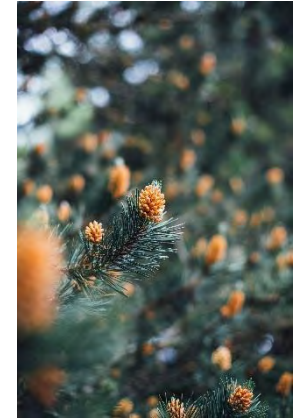
Refocusing on domestic tourism



Greater digital integration



Resource Efficient and responsible impact



Coming back stronger

Image Source: Unsplash

Thank you



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