

Bangkok

Thailand



Global Rank

1

Asia Pacific Rank

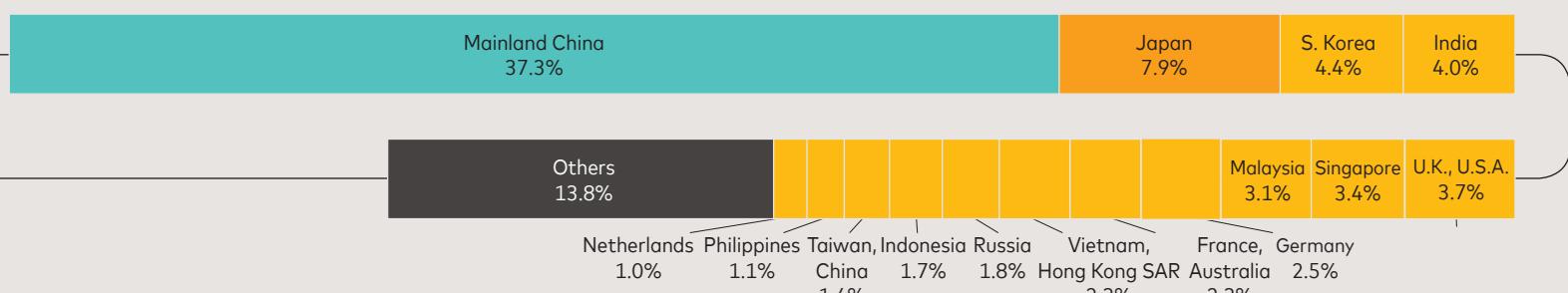
1

	2009	2013	2014	2015	2016	2017	2018	YoY 17/18	CAGR 09/18
OVERNIGHT ARRIVALS (MM)	9.4	17.5	17.0	19.6	19.4	21.1	22.8	8.0%	10.4%
EXPENDITURE (USD MM)	6,729	12,391	11,732	12,541	14,083	17,443	20,032	14.8%	12.9%
TOP 5 ORIGIN	ORIGIN ARRIVALS (MM)					ORIGIN EXPENDITURE (USD MM)			
	2009	2018	CAGR 09/18	% of Total	2009	2018	YoY 17/18	CAGR 09/18	
1. Mainland China	0.7	8.5	32.2%	37.3%	494	7,479	11.0%	35.3%	
2. Japan	1.3	1.8	3.4%	7.9%	959	1,581	23.1%	5.7%	
3. South Korea	0.1	1.0	26.1%	4.4%	88	874	11.9%	29.0%	
4. India	0.7	0.9	3.8%	4.0%	472	810	19.5%	6.2%	
5. United Kingdom	0.5	0.8	6.1%	3.7%	354	736	14.8%	8.5%	

2018 TOTAL

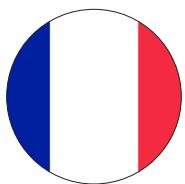
4.8	\$184	11.7%	88.3%	50.5%	34.8%	63.6
Average nights	Spend per day	% Business purpose arrivals	% Leisure/other purpose arrivals	% Female	% <30 years old	Jobs per 1,000 tourists
25.3%	20.0%	22.5%	9.0%	20.7%	2.5%	15.9
Accommodation	Food and beverage	Shopping	Local transport	Local services	Other expenditures	Concentration Index

VISITORS BY ORIGIN



Paris

France



Global Rank

2

Europe Rank

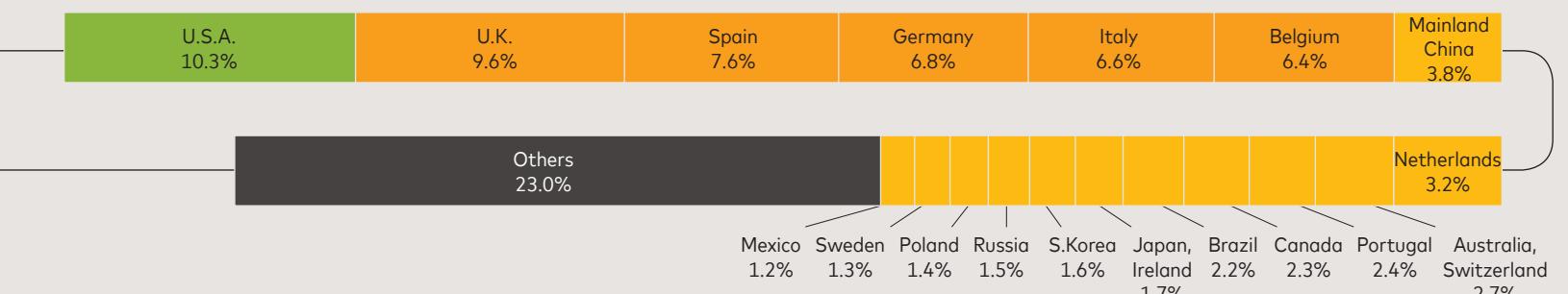
1

	2009	2013	2014	2015	2016	2017	2018	YoY 17/18	CAGR 09/18
OVERNIGHT ARRIVALS (MM)	13.4	17.2	17.2	17	15.4	17.4	19.1	9.7%	4.1%
EXPENDITURE (USD MM)	13,512	15,864	16,424	12,694	11,208	12,563	14,059	11.9%	0.4%
TOP 5 ORIGIN	ORIGIN ARRIVALS (MM)				ORIGIN EXPENDITURE (USD MM)				
	2009	2018	CAGR 09/18	% of Total	2009	2018	YoY 17/18	CAGR 09/18	
1. United States	1.3	2.0	5.1%	10.3%	1,269	1,451	11.9%	1.5%	
2. United Kingdom	1.4	1.8	3.3%	9.6%	1,379	1,348	11.9%	-0.3%	
3. Spain	0.9	1.5	5.6%	7.6%	901	1,074	11.9%	2.0%	
4. Germany	0.9	1.3	4.3%	6.8%	896	950	11.9%	0.7%	
5. Italy	1.3	1.3	-0.1%	6.6%	1,287	932	11.9%	-3.5%	

2018 TOTAL

2.5	\$296	21.7%	78.3%	51.8%	NA	10.9
Average nights	Spend per day	% Business purpose arrivals	% Leisure/other purpose arrivals	% Female	% <30 years old	Jobs per 1,000 tourists
43.7%	24.1%	16.3%	6.4%	9.5%	0.0%	4.7
Accommodation	Food and beverage	Shopping	Local transport	Local services	Other expenditures	Concentration Index

VISITORS BY ORIGIN



London

United Kingdom



Global Rank

3

Europe Rank

2

	2009	2013	2014	2015	2016	2017	2018	YoY 17/18	CAGR 09/18
OVERNIGHT ARRIVALS (MM)	14.2	16.8	17.4	18.6	19.1	19.8	19.1	-3.7%	3.3%
EXPENDITURE (USD MM)	12,880	17,983	19,468	18,214	16,084	17,448	16,468	-5.6%	2.8%
TOP 5 ORIGIN									

Dubai

United Arab Emirates



Global Rank

4

Middle East and Africa Rank

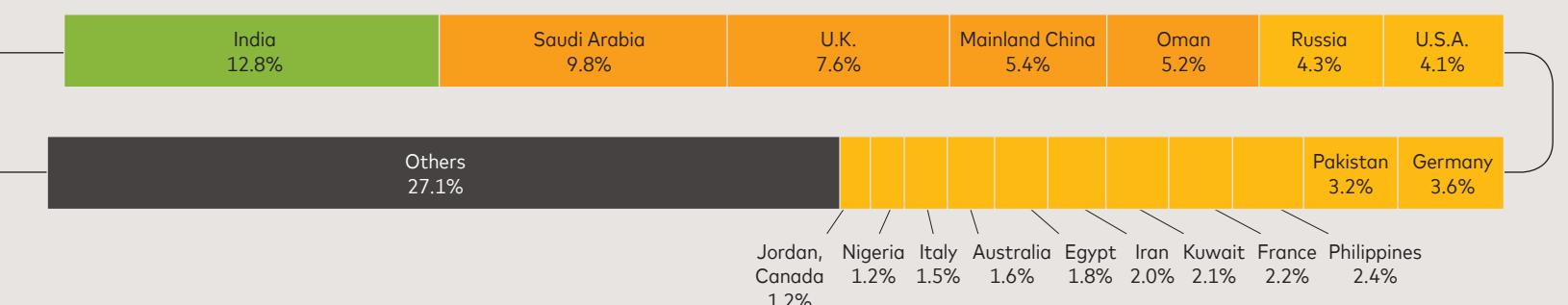
1

	2009	2013	2014	2015	2016	2017	2018	YoY 17/18	CAGR 09/18																																																												
OVERNIGHT ARRIVALS (MM)	8.3	12.2	13.2	14.2	14.9	15.8	15.9	0.9%	7.5%																																																												
EXPENDITURE (USD MM)	15,097	24,440	23,358	28,200	28,500	29,700	30,824	3.8%	8.3%																																																												
TOP 5 ORIGIN																																																																					
<table> <thead> <tr> <th></th> <th>2009</th> <th>2018</th> <th>CAGR 09/18</th> <th>% of Total</th> <th></th> <th>2009</th> <th>2018</th> <th>YoY 17/18</th> <th>CAGR 09/18</th> </tr> </thead> <tbody> <tr> <td> 1. India</td><td>0.7</td><td>2.0</td><td>12.2%</td><td>12.8%</td><td></td><td>1,313</td><td>3,931</td><td>0.8%</td><td>13.0%</td></tr> <tr> <td> 2. Saudi Arabia</td><td>0.4</td><td>1.6</td><td>18.0%</td><td>9.8%</td><td></td><td>643</td><td>3,034</td><td>5.5%</td><td>18.8%</td></tr> <tr> <td> 3. United Kingdom</td><td>1.0</td><td>1.2</td><td>2.5%</td><td>7.6%</td><td></td><td>1,761</td><td>2,345</td><td>-1.5%</td><td>3.2%</td></tr> <tr> <td> 4. Mainland China</td><td>0.1</td><td>0.9</td><td>25.7%</td><td>5.4%</td><td></td><td>199</td><td>1,658</td><td>15.4%</td><td>26.6%</td></tr> <tr> <td> 5. Oman</td><td>0.4</td><td>0.8</td><td>8.1%</td><td>5.2%</td><td></td><td>746</td><td>1,604</td><td>-1.1%</td><td>8.9%</td></tr> </tbody> </table>											2009	2018	CAGR 09/18	% of Total		2009	2018	YoY 17/18	CAGR 09/18	1. India	0.7	2.0	12.2%	12.8%		1,313	3,931	0.8%	13.0%	2. Saudi Arabia	0.4	1.6	18.0%	9.8%		643	3,034	5.5%	18.8%	3. United Kingdom	1.0	1.2	2.5%	7.6%		1,761	2,345	-1.5%	3.2%	4. Mainland China	0.1	0.9	25.7%	5.4%		199	1,658	15.4%	26.6%	5. Oman	0.4	0.8	8.1%	5.2%		746	1,604	-1.1%	8.9%
	2009	2018	CAGR 09/18	% of Total		2009	2018	YoY 17/18	CAGR 09/18																																																												
1. India	0.7	2.0	12.2%	12.8%		1,313	3,931	0.8%	13.0%																																																												
2. Saudi Arabia	0.4	1.6	18.0%	9.8%		643	3,034	5.5%	18.8%																																																												
3. United Kingdom	1.0	1.2	2.5%	7.6%		1,761	2,345	-1.5%	3.2%																																																												
4. Mainland China	0.1	0.9	25.7%	5.4%		199	1,658	15.4%	26.6%																																																												
5. Oman	0.4	0.8	8.1%	5.2%		746	1,604	-1.1%	8.9%																																																												

2018 TOTAL

3.5	\$553	12.2%	87.8%	NA	NA	105.4
Average nights	Spend per day	% Business purpose arrivals	% Leisure/other purpose arrivals	% Female	% <30 years old	Jobs per 1,000 tourists
27.5%	20.5%	30.0%	12.0%	10.0%	0.0%	4.8
Accommodation	Food and beverage	Shopping	Local transport	Local services	Other expenditures	Concentration Index

VISITORS BY ORIGIN



Singapore

Singapore



Global Rank

5

Asia Pacific Rank

2

	2009	2013	2014	2015	2016	2017	2018	YoY 17/18	CAGR 09/18
OVERNIGHT ARRIVALS (MM)	7.5	11.9	11.9	12.1	12.9	13.9	14.7	5.5%	7.8%
EXPENDITURE (USD MM)	6,414	15,418	15,206	13,068	15,619	16,338	16,565	1.4%	11.1%
TOP 5 ORIGIN									

Kuala Lumpur

Malaysia



Global Rank

1

Asia Pacific Rank

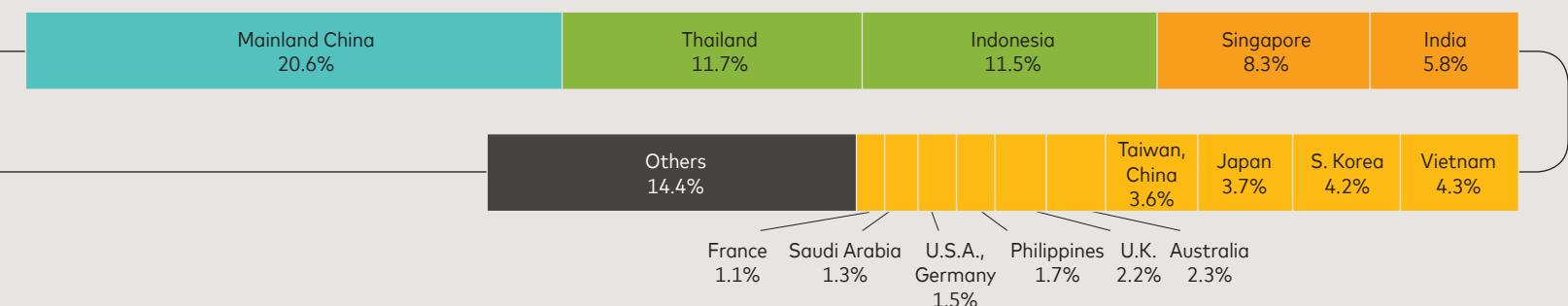
11

	2009	2013	2014	2015	2016	2017	2018	YoY 17/18	CAGR 09/18
 OVERNIGHT ARRIVALS (MM)	9.7	9.9	11.7	11.1	11.2	12.6	13.8	9.60%	3.90%
 EXPENDITURE (USD MM)	6,235	7,991	9,370	7,642	8,304	9,266	11,130	20.10%	6.70%
 TOP 5 ORIGIN	ORIGIN ARRIVALS (MM)				ORIGIN EXPENDITURE (USD MM)				
	2009	2018	CAGR 09/18	% of Total	2009	2018	YoY 17/18	CAGR 09/18	
 1. Mainland China	0.2	2.8	32.8%	20.6%	142	2297	38.5%	36.2%	
 2. Thailand	0.4	1.6	17.5%	11.7%	243	1305	11.9%	20.5%	
 3. Indonesia	2.9	1.6	-6.4%	11.5%	1834	1274	25.8%	-4.0%	
 4. Singapore	1.5	1.1	-3.0%	8.3%	969	926	-8.4%	-0.5%	
 5. India	1.0	0.8	-2.3%	5.8%	639	651	16.6%	0.2%	

→ 2018 TOTAL



→ VISITORS BY ORIGIN



New York

United States



Global Rank

7

North America Rank

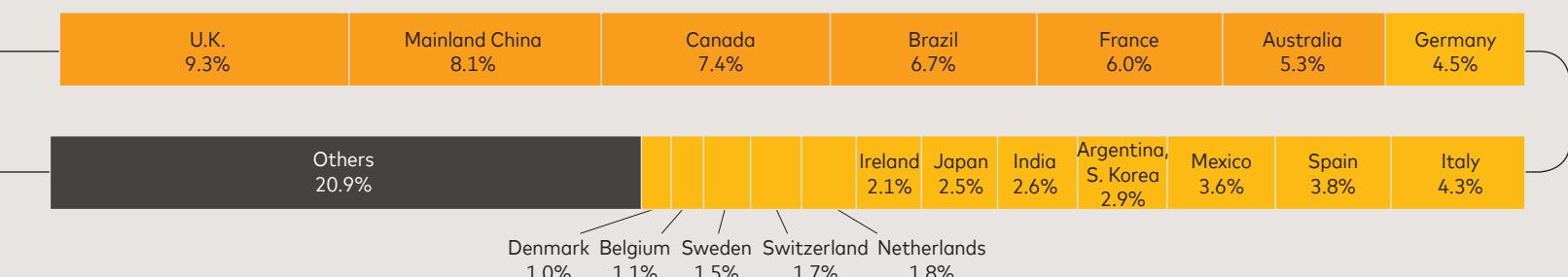
1

	2009	2013	2014	2015	2016	2017	2018	YoY 17/18	CAGR 09/18
 OVERNIGHT ARRIVALS (MM)	8.8	11.4	12.0	12.3	12.7	13.1	13.6	3.6%	4.9%
 EXPENDITURE (USD MM)	10,163	15,393	16,478	15,645	15,526	15,650	16,430	5.0%	5.5%
 TOP 5 ORIGIN	ORIGIN ARRIVALS (MM)				ORIGIN EXPENDITURE (USD MM)				
	2009	2018	CAGR 09/18	% of Total	2009	2018	YoY 17/18	CAGR 09/18	
 1. United Kingdom	1.1	1.3	1.6%	9.3%	1,357	1,606	5.4%	1.9%	
 2. Mainland China	0.2	1.1	24.8%	8.1%	188	1,412	8.2%	25.1%	
 3. Canada	0.9	1.0	1.5%	7.4%	241	361	1.4%	4.6%	
 4. Brazil	0.3	0.9	11.8%	6.7%	414	1,156	7.9%	12.1%	
 5. France	0.5	0.8	5.1%	6.0%	647	1,039	7.7%	5.4%	

→ 2018 TOTAL



→ VISITORS BY ORIGIN



Istanbul

Turkey



Global Rank

8

Europe Rank

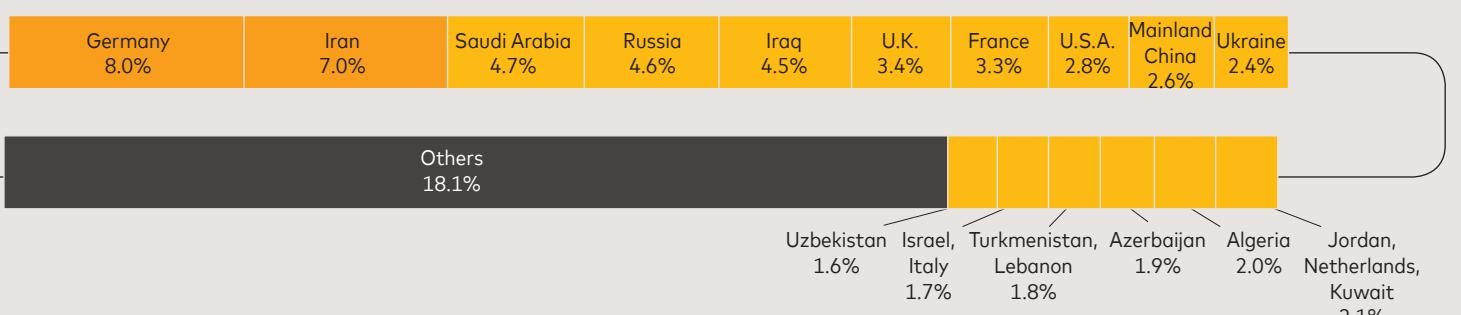
3

	2009	2013	2014	2015	2016	2017	2018	YoY 17/18	CAGR 09/18																																																												
OVERNIGHT ARRIVALS (MM)	7.1	9.9	11.3	11.9	9.2	10.7	13.4	25.2%	7.4%																																																												
EXPENDITURE (USD MM)	4,922	7,392	8,734	8,512	5,797	6,745	8,264	22.5%	5.9%																																																												
TOP 5 ORIGIN																																																																					
<table> <thead> <tr> <th></th> <th>2009</th> <th>2018</th> <th>CAGR 09/18</th> <th>% of Total</th> <th></th> <th>2009</th> <th>2018</th> <th>YoY 17/18</th> <th>CAGR 09/18</th> </tr> </thead> <tbody> <tr> <td> 1. Germany</td><td>1.0</td><td>1.1</td><td>0.2%</td><td>8.0%</td><td></td><td>729</td><td>659</td><td>10.9%</td><td>-1.1%</td></tr> <tr> <td> 2. Iran</td><td>0.2</td><td>0.9</td><td>17.7%</td><td>7.0%</td><td></td><td>150</td><td>575</td><td>1.5%</td><td>16.1%</td></tr> <tr> <td> 3. Saudi Arabia</td><td>0.0</td><td>0.6</td><td>33.0%</td><td>4.7%</td><td></td><td>34</td><td>387</td><td>10.1%</td><td>31.2%</td></tr> <tr> <td> 4. Russia</td><td>0.3</td><td>0.6</td><td>6.8%</td><td>4.6%</td><td></td><td>238</td><td>381</td><td>22.6%</td><td>5.3%</td></tr> <tr> <td> 5. Iraq</td><td>0.1</td><td>0.6</td><td>23.4%</td><td>4.5%</td><td></td><td>64</td><td>375</td><td>17.1%</td><td>21.7%</td></tr> </tbody> </table>											2009	2018	CAGR 09/18	% of Total		2009	2018	YoY 17/18	CAGR 09/18	1. Germany	1.0	1.1	0.2%	8.0%		729	659	10.9%	-1.1%	2. Iran	0.2	0.9	17.7%	7.0%		150	575	1.5%	16.1%	3. Saudi Arabia	0.0	0.6	33.0%	4.7%		34	387	10.1%	31.2%	4. Russia	0.3	0.6	6.8%	4.6%		238	381	22.6%	5.3%	5. Iraq	0.1	0.6	23.4%	4.5%		64	375	17.1%	21.7%
	2009	2018	CAGR 09/18	% of Total		2009	2018	YoY 17/18	CAGR 09/18																																																												
1. Germany	1.0	1.1	0.2%	8.0%		729	659	10.9%	-1.1%																																																												
2. Iran	0.2	0.9	17.7%	7.0%		150	575	1.5%	16.1%																																																												
3. Saudi Arabia	0.0	0.6	33.0%	4.7%		34	387	10.1%	31.2%																																																												
4. Russia	0.3	0.6	6.8%	4.6%		238	381	22.6%	5.3%																																																												
5. Iraq	0.1	0.6	23.4%	4.5%		64	375	17.1%	21.7%																																																												

→ 2018 TOTAL

5.8	\$106	7.3%	92.7%	51.3%	37.2%	27.7
Average nights	Spend per day	% Business purpose arrivals	% Leisure/other purpose arrivals	% Female	% <30 years old	Jobs per 1,000 tourists
15.5%	31.7%	27.0%	10.6%	9.6%	5.5%	2.7
Accommodation	Food and beverage	Shopping	Local transport	Local services	Other expenditures	Concentration Index

→ VISITORS BY ORIGIN



Tokyo

Japan



Global Rank

9

Asia Pacific Rank

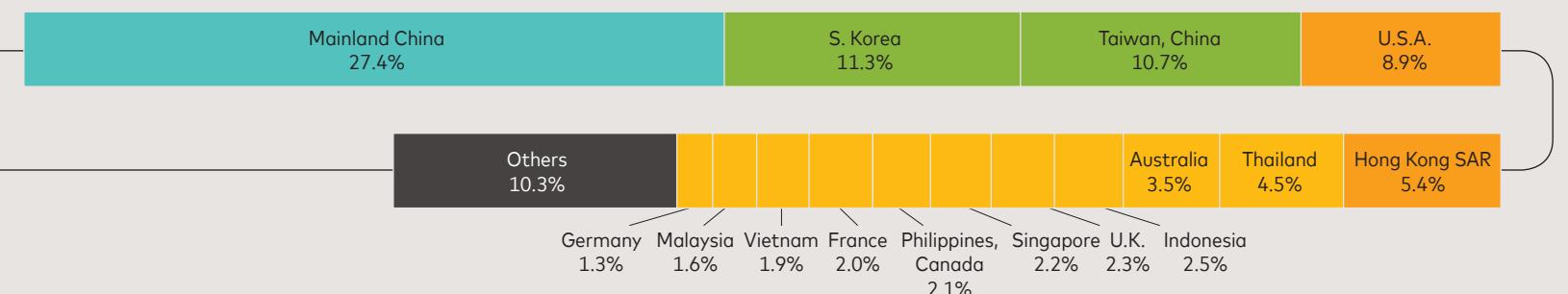
4

	2009	2013	2014	2015	2016	2017	2018	YoY 17/18	CAGR 09/18
 OVERNIGHT ARRIVALS (MM)	3.6	5.4	7.7	10.3	11.2	11.9	12.9	8.4%	15.4%
 EXPENDITURE (USD MM)	4,207	6,379	8,361	10,213	11,122	11,924	13,765	15.4%	14.1%
 TOP 5 ORIGIN	ORIGIN ARRIVALS (MM)				ORIGIN EXPENDITURE (USD MM)				
	2009	2018	CAGR 09/18	% of Total	2009	2018	YoY 17/18	CAGR 09/18	
 1. Mainland China	0.4	3.5	27.5%	27.4%	468	3,768	59.4%	26.1%	
 2. South Korea	0.5	1.5	12.5%	11.3%	595	1,554	-32.1%	11.2%	
 3. Taiwan, China	0.5	1.4	11.6%	10.7%	607	1,477	57.0%	10.4%	
 4. United States	0.4	1.2	12.1%	8.9%	489	1,230	-19.6%	10.8%	
 5. Hong Kong SAR	0.3	0.7	10.3%	5.4%	340	742	217.0%	9.1%	

→ 2018 TOTAL



→ VISITORS BY ORIGIN



Antalya

Turkey



Global Rank

10

Europe Rank

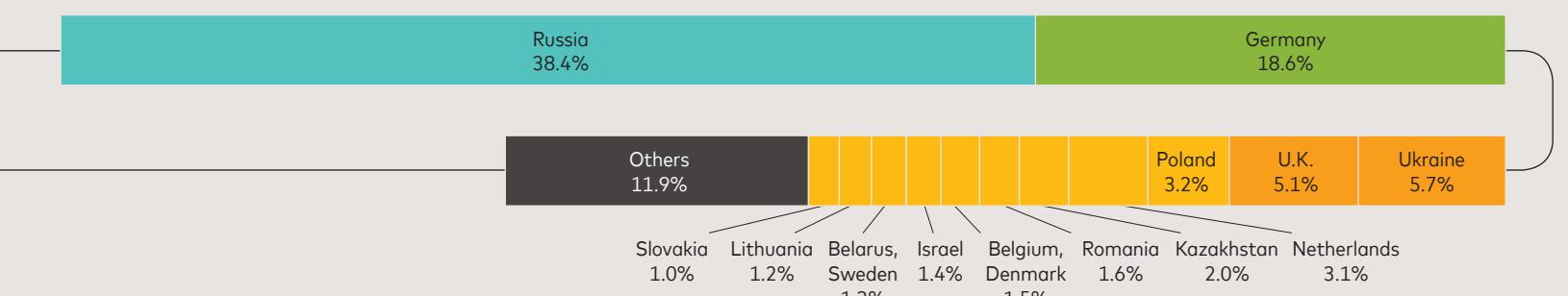
4

	2009	2013	2014	2015	2016	2017	2018	YoY 17/18	CAGR 09/18
OVERNIGHT ARRIVALS (MM)	8.2	10.9	11.3	10.7	5.9	9.4	12.4	31.7%	4.6%
EXPENDITURE (USD MM)	5,745	8,168	8,773	7,646	3,726	5,937	7,653	28.9%	3.2%
TOP 5 ORIGIN	ORIGIN ARRIVALS (MM)				ORIGIN EXPENDITURE (USD MM)				
	2009	2018	CAGR 09/18	% of Total	2009	2018	YoY 17/18	CAGR 09/18	
1. Russia	2.1	4.8	9.5%	38.4%	1,469	2,940	23.4%	8.0%	
2. Germany	2.3	2.3	0.1%	18.6%	1,593	1,420	33.7%	-1.3%	
3. Ukraine	0.3	0.7	8.5%	5.7%	239	440	-2.1%	7.0%	
4. United Kingdom	0.3	0.6	7.9%	5.1%	223	390	65.4%	6.4%	
5. Poland	0.2	0.4	6.9%	3.2%	153	246	131.7%	5.5%	

2018 TOTAL

14.0	\$44	7.3%	92.7%	51.3%	37.2%	27.7
Average nights	Spend per day	% Business purpose arrivals	% Leisure/other purpose arrivals	% Female	% <30 years old	Jobs per 1,000 tourists
15.5%	31.7%	27.0%	10.6%	9.6%	5.5%	19.3
Accommodation	Food and beverage	Shopping	Local transport	Local services	Other expenditures	Concentration Index

VISITORS BY ORIGIN



Seoul

South Korea



Global Rank

11

Asia Pacific Rank

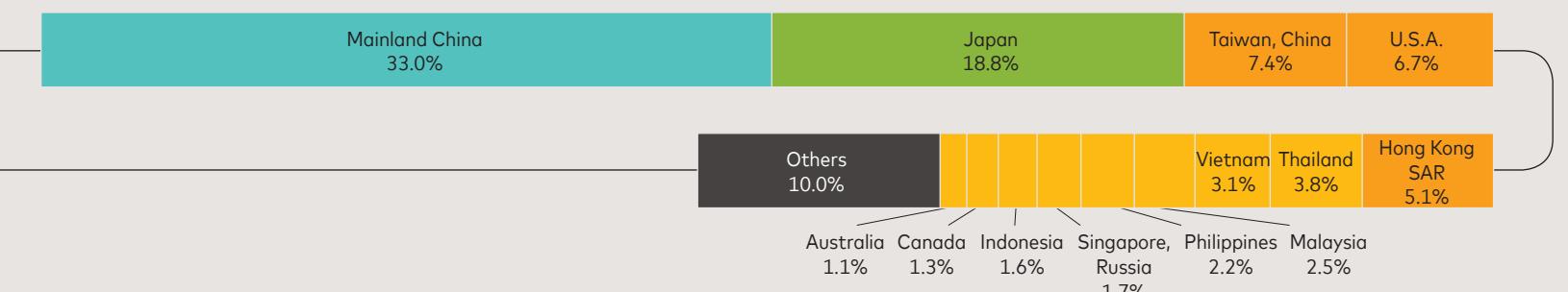
5

	2009	2013	2014	2015	2016	2017	2018	YoY 17/18	CAGR 09/18
OVERNIGHT ARRIVALS (MM)	5.3	8.2	9.7	9.1	12.2	9.5	11.3	17.9%	8.8%
EXPENDITURE (USD MM)	3,704	7,305	9,636	8,408	9,457	6,990	9,307	33.2%	10.8%
TOP 5 ORIGIN									
	ORIGIN ARRIVALS (MM)				ORIGIN EXPENDITURE (USD MM)				
	2009	2018	CAGR 09/18	% of Total	2009	2018	YoY 17/18	CAGR 09/18	
1. Mainland China	1.1	3.7	14.8%	33.0%	748	3,068	41.2%	17.0%	
2. Japan	1.9	2.1	1.0%	18.8%	1,349	1,746	40.6%	2.9%	
3. Taiwan, China	0.3	0.8	11.8%	7.4%	215	690	28.7%	13.8%	
4. United States	0.5	0.8	5.8%	6.7%	318	622	22.2%	7.7%	
5. Hong Kong SAR	0.2	0.6	13.4%	5.1%	131	478	14.7%	15.5%	

2018 TOTAL

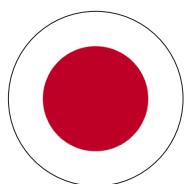
5.3	\$155	19.3%	80.7%	52.3%	48.2%	15.4
Average nights	Spend per day	% Business purpose arrivals	% Leisure/other purpose arrivals	% Female	% <30 years old	Jobs per 1,000 tourists
21.0%	16.0%	47.4%	5.0%	8.7%	1.7%	16.2
Accommodation	Food and beverage	Shopping	Local transport	Local services	Other expenditures	Concentration Index

VISITORS BY ORIGIN



Osaka

Japan



Global Rank

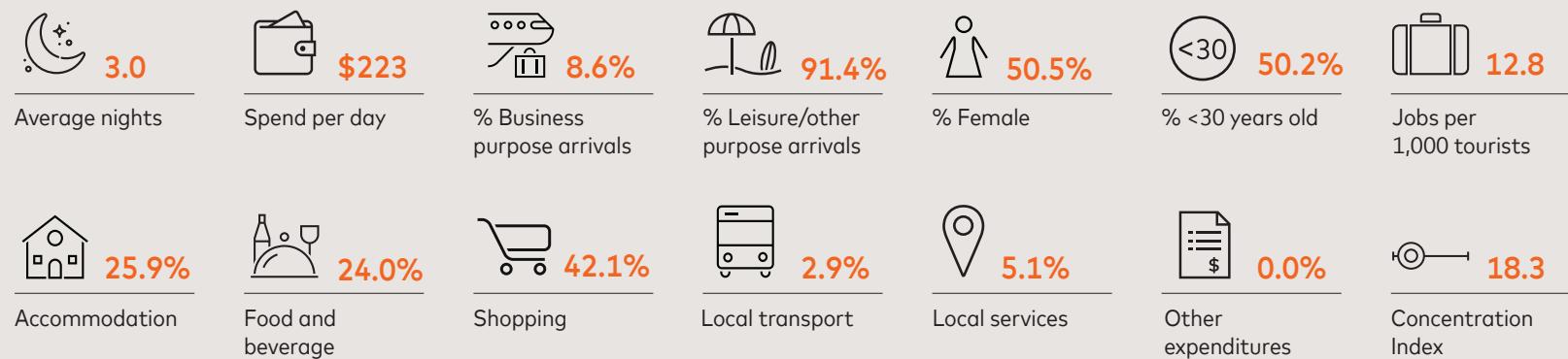
12

Asia Pacific Rank

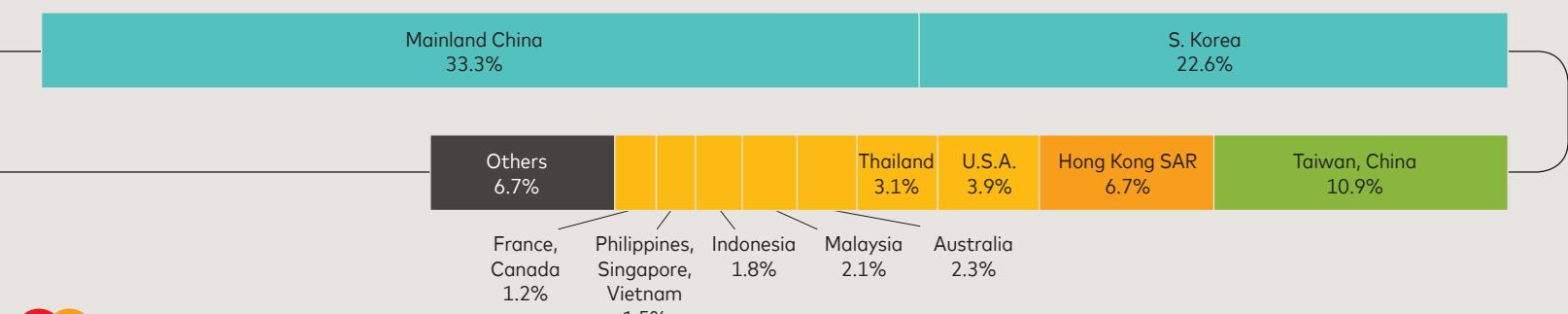
6

	2009	2013	2014	2015	2016	2017	2018	YoY 17/18	CAGR 09/18
 OVERNIGHT ARRIVALS (MM)	1.5	3.3	4.2	5.9	7	8.4	10.1	20.4%	23.3%
 EXPENDITURE (USD MM)	1,078	1,724	1,791	2,519	3,936	5,225	6,873	31.5%	22.9%
 TOP 5 ORIGIN	ORIGIN ARRIVALS (MM)				ORIGIN EXPENDITURE (USD MM)				
	2009	2018	CAGR 09/18	% of Total	2009	2018	YoY 17/18	CAGR 09/18	
 1. Mainland China	0.2	3.4	35.0%	33.3%	158	2,287	89.5%	34.6%	
 2. South Korea	0.5	2.3	18.2%	22.6%	354	1,551	-19.3%	17.8%	
3. Taiwan, China	0.3	1.1	13.7%	10.9%	243	750	59.0%	13.3%	
4. Hong Kong SAR	0.1	0.7	26.0%	6.7%	59	457	260.5%	25.6%	
 5. United States	0.1	0.4	24.6%	3.9%	38	266	-2.9%	24.2%	

→ 2018 TOTAL



→ VISITORS BY ORIGIN



Makkah Saudi Arabia



Global Rank

13

Middle East and Africa Rank

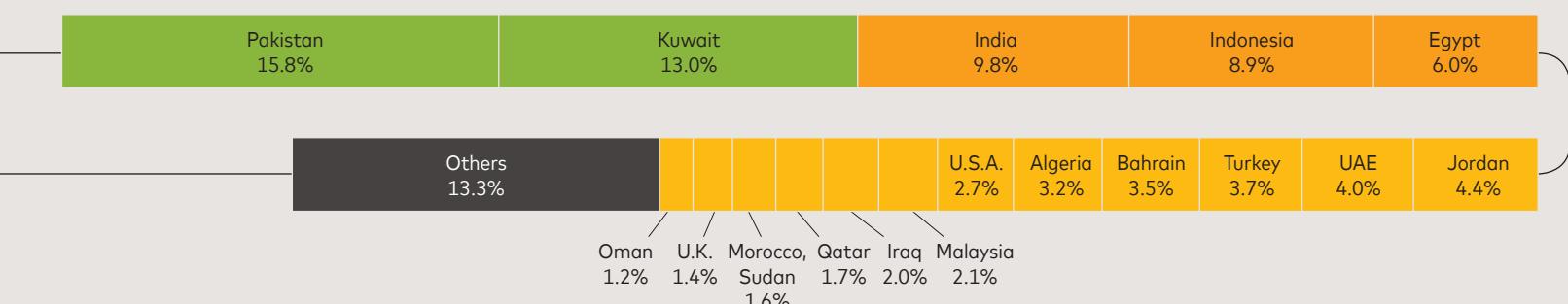
2

	2009	2013	2014	2015	2016	2017	2018	YoY 17/18	CAGR 09/18
 OVERNIGHT ARRIVALS (MM)	5.0	5.3	7.7	9.9	9.9	10.5	10.0	-5.0%	8.0%
 EXPENDITURE (USD MM)	4,413	6,105	8,197	14,256	16,246	21,036	20,089	-4.5%	18.3%
 TOP 5 ORIGIN	ORIGIN ARRIVALS (MM)				ORIGIN EXPENDITURE (USD MM)				
	2009	2018	CAGR 09/18	% of Total	2009	2018	YoY 17/18	CAGR 09/18	
 1. Pakistan	0.2	1.6	29.4%	15.8%	136	3,164	-4.5%	41.8%	
 2. Kuwait	1.1	1.3	1.5%	13.0%	1,003	2,610	-4.5%	11.2%	
 3. India	0.1	1.0	27.1%	9.8%	100	1,972	-4.5%	39.3%	
 4. Indonesia	0.1	0.9	28.2%	8.9%	83	1,780	-4.5%	40.5%	
 5. Egypt	0.2	0.6	10.2%	6.0%	218	1,196	-4.5%	20.8%	

→ 2018 TOTAL



→ VISITORS BY ORIGIN



Phuket

Thailand



Global Rank

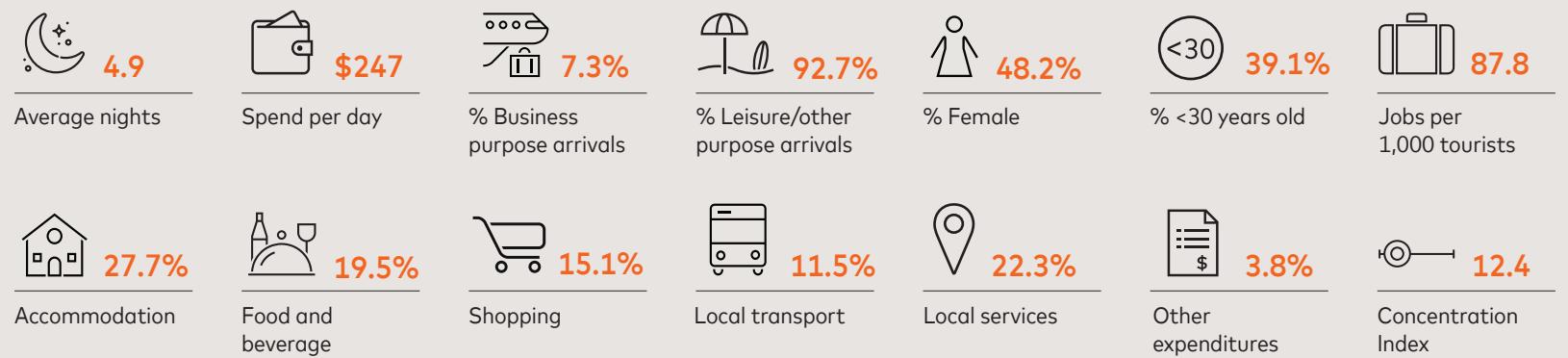
14

Asia Pacific Rank

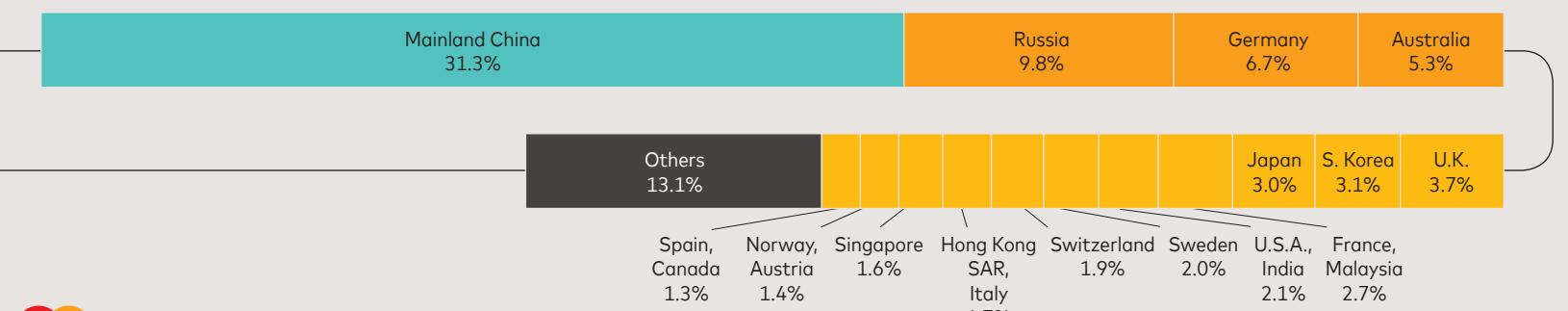
7

	2009	2013	2014	2015	2016	2017	2018	YoY 17/18	CAGR 09/18
 OVERNIGHT ARRIVALS (MM)	2.4	8	8.1	9.1	9.2	9.7	9.9	2.2%	17.1%
 EXPENDITURE (USD MM)	2,526	6,734	6,832	7,924	9,426	11,005	12,010	9.1%	18.9%
 TOP 5 ORIGIN	ORIGIN ARRIVALS (MM)				ORIGIN EXPENDITURE (USD MM)				
	2009	2018	CAGR 09/18	% of Total	2009	2018	YoY 17/18	CAGR 09/18	
 1. Mainland China	0.1	3.1	51.0%	31.3%	80	3,762	12.4%	53.3%	
 2. Russia	0.1	1.0	26.3%	9.8%	126	1,179	11.7%	28.2%	
 3. Germany	0.1	0.7	19.1%	6.7%	146	808	15.9%	20.9%	
 4. Australia	0.4	0.5	2.7%	5.3%	438	635	1.6%	4.2%	
 5. United Kingdom	0.2	0.4	7.7%	3.7%	201	449	4.6%	9.4%	

→ 2018 TOTAL



→ VISITORS BY ORIGIN



mastercard.

Mastercard Global Destination Cities Index 2019

Pattaya

Thailand



Global Rank

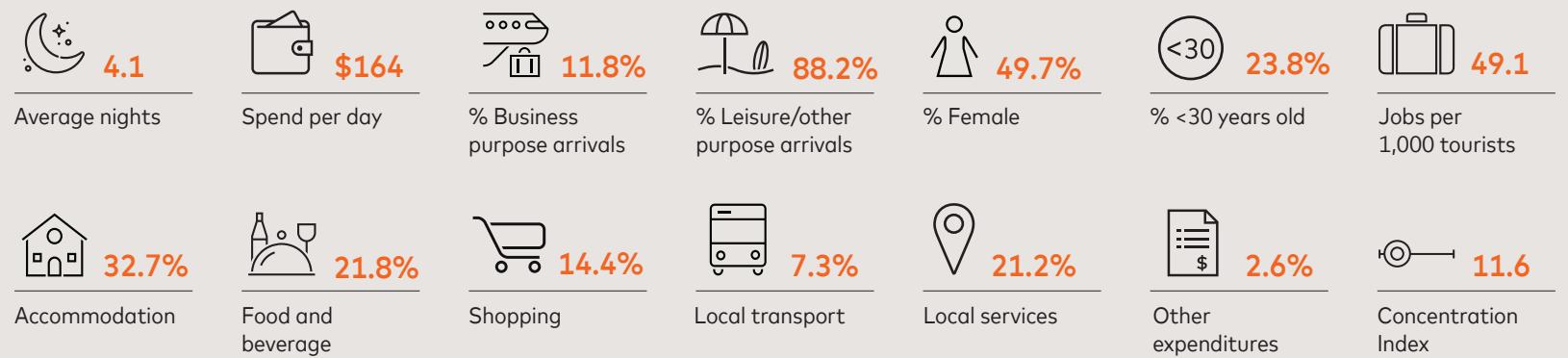
15

Asia Pacific Rank

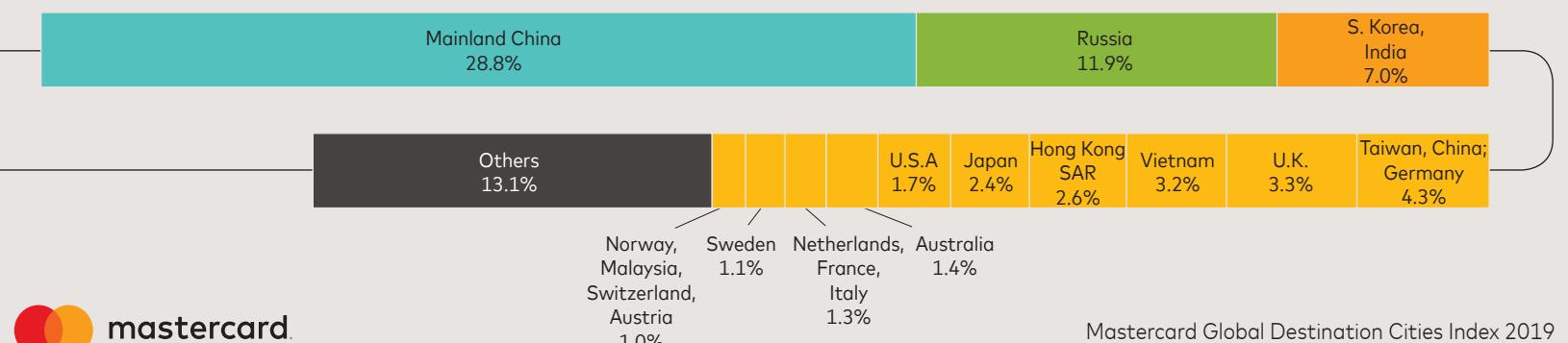
8

	2009	2013	2014	2015	2016	2017	2018	YoY 17/18	CAGR 09/18
 OVERNIGHT ARRIVALS (MM)	2.6	7.0	6.3	6.7	8.3	9.0	9.4	5.3%	15.2%
 EXPENDITURE (USD MM)	1,155	2,813	2,580	3,104	4,559	5,594	6,404	14.5%	21.0%
 TOP 5 ORIGIN	ORIGIN ARRIVALS (MM)				ORIGIN EXPENDITURE (USD MM)				
	2009	2018	CAGR 09/18	% of Total	2009	2018	YoY 17/18	CAGR 09/18	
 1. Mainland China	0.4	2.7	25.4%	28.8%	154	1,842	12.2%	31.7%	
 2. Russia	0.5	1.1	8.3%	11.9%	239	762	14.4%	13.8%	
 3. South Korea	0.1	0.7	22.2%	7.0%	48	451	14.2%	28.3%	
 4. India	0.2	0.7	16.2%	7.0%	74	446	31.8%	22.1%	
5. Taiwan, China	0.2	0.4	7.0%	4.3%	97	277	27.7%	12.4%	

→ 2018 TOTAL



→ VISITORS BY ORIGIN



Milan

Italy



Global Rank

16

Europe Rank

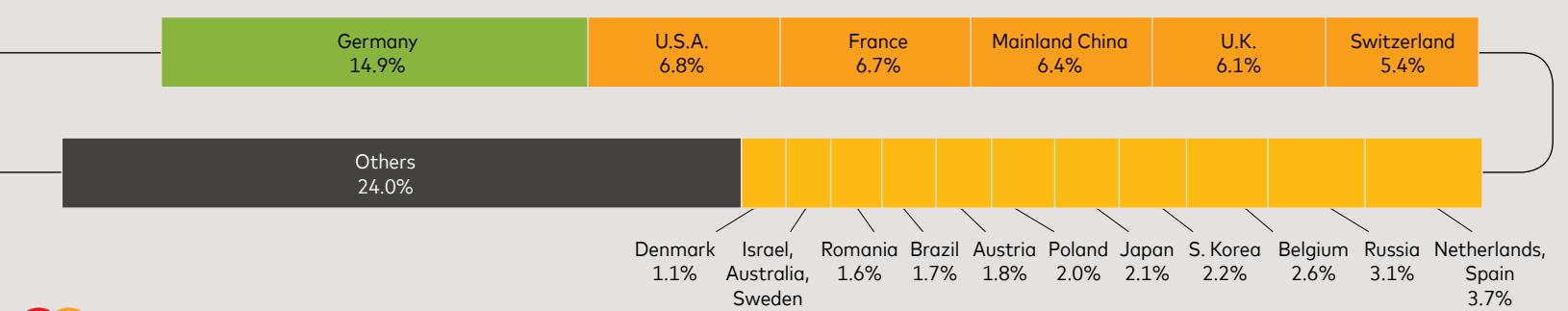
5

	2009	2013	2014	2015	2016	2017	2018	YoY 17/18	CAGR 09/18
OVERNIGHT ARRIVALS (MM)	5.3	7.0	7.3	8.1	8.4	9.2	9.1	-1.1%	6.3%
EXPENDITURE (USD MM)	2,452	3,045	3,256	3,012	3,054	3,387	3,643	7.6%	4.5%
TOP 5 ORIGIN									
ORIGIN ARRIVALS (MM)									
2009 2018 CAGR 09/18 % of Total									
1. Germany	0.9	1.4	4.9%	14.9%	560	798	4.6%	4.0%	
2. United States	0.3	0.6	8.6%	6.8%	101	205	22.6%	8.2%	
3. France	0.4	0.6	5.4%	6.7%	127	190	8.3%	4.6%	
4. Mainland China	0.1	0.6	18.7%	6.4%	37	143	13.5%	16.3%	
5. United Kingdom	0.4	0.6	4.8%	6.1%	190	259	11.3%	3.5%	

2018 TOTAL

2.6	\$155	22.8%	77.2%	NA	NA	6.6
Average nights	Spend per day	% Business purpose arrivals	% Leisure/other purpose arrivals	% Female	% <30 years old	Jobs per 1,000 tourists
36.7%	22.2%	24.8%	11.4%	4.9%	0.0%	5.0
Accommodation	Food and beverage	Shopping	Local transport	Local services	Other expenditures	Concentration Index

VISITORS BY ORIGIN



Barcelona Spain



Global Rank

17

Europe Rank

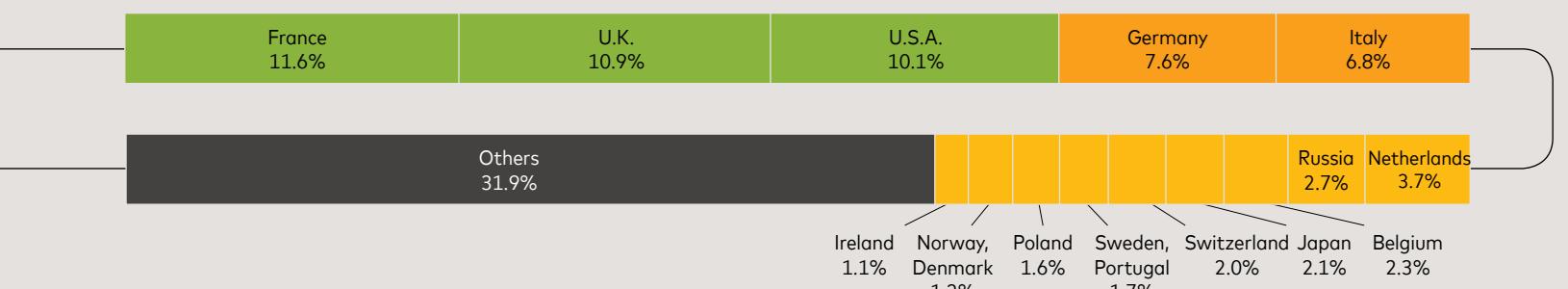
6

	2009	2013	2014	2015	2016	2017	2018	YoY 17/18	CAGR 09/18
 OVERNIGHT ARRIVALS (MM)	5.2	7.1	7.4	7.7	8.3	8.7	9.1	4.5%	6.4%
 EXPENDITURE (USD MM)	2,740	4,646	4,670	5,192	5,872	6,604	7,858	19.0%	12.4%
 TOP 5 ORIGIN	ORIGIN ARRIVALS (MM)				ORIGIN EXPENDITURE (USD MM)				
	2009	2018	CAGR 09/18	% of Total	2009	2018	YoY 17/18	CAGR 09/18	
 1. France	0.6	1.1	5.6%	11.6%	284	798	19.0%	12.2%	
 2. United Kingdom	0.7	1.0	4.4%	10.9%	403	958	19.0%	10.1%	
 3. United States	0.5	0.9	7.7%	10.1%	202	707	19.0%	14.9%	
 4. Germany	0.5	0.7	4.7%	7.6%	280	702	19.0%	10.7%	
 5. Italy	0.5	0.6	1.5%	6.8%	272	492	19.0%	6.8%	

→ 2018 TOTAL



→ VISITORS BY ORIGIN



mastercard.

Mastercard Global Destination Cities Index 2019

Palma de Mallorca

Spain



Global Rank

18

Europe Rank

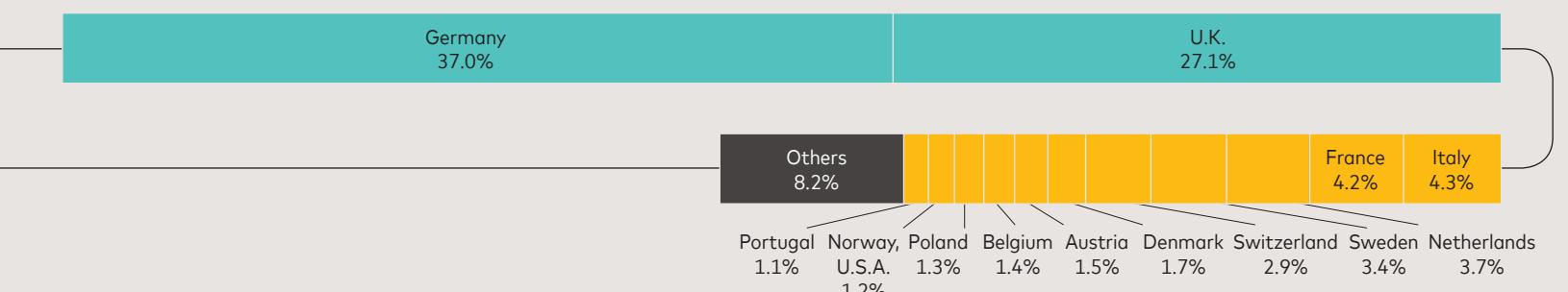
7

	2009	2013	2014	2015	2016	2017	2018	YoY 17/18	CAGR 09/18
 OVERNIGHT ARRIVALS (MM)	5.7	7.4	7.4	7.7	8.7	8.8	9.0	1.6%	5.2%
 EXPENDITURE (USD MM)	7,968	10,137	9,288	9,869	10,973	11,994	12,690	5.8%	5.3%
 TOP 5 ORIGIN	ORIGIN ARRIVALS (MM)				ORIGIN EXPENDITURE (USD MM)				
	2009	2018	CAGR 09/18	% of Total	2009	2018	YoY 17/18	CAGR 09/18	
 1. Germany	2.5	3.3	3.4%	37.0%	3,508	5,094	5.8%	4.2%	
 2. United Kingdom	1.7	2.4	3.9%	27.1%	2,423	3,373	5.8%	3.7%	
 3. Italy	0.3	0.4	3.8%	4.3%	361	469	5.8%	3.0%	
 4. France	0.2	0.4	6.8%	4.2%	275	492	5.8%	6.7%	
 5. Netherlands	0.1	0.3	12.2%	3.7%	171	474	5.8%	12.0%	

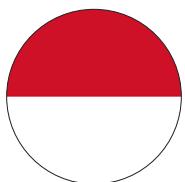
→ 2018 TOTAL

 6.1	 \$233	 3.1%	 96.9%	 48.4%	 37.5%	 28.3
Average nights	Spend per day	% Business purpose arrivals	% Leisure/other purpose arrivals	% Female	% <30 years old	Jobs per 1,000 tourists
 31.2%	 30.9%	 16.1%	 7.7%	 14.1%	 0.0%	 21.9
Accommodation	Food and beverage	Shopping	Local transport	Local services	Other expenditures	Concentration Index

→ VISITORS BY ORIGIN



Bali Indonesia



Global Rank

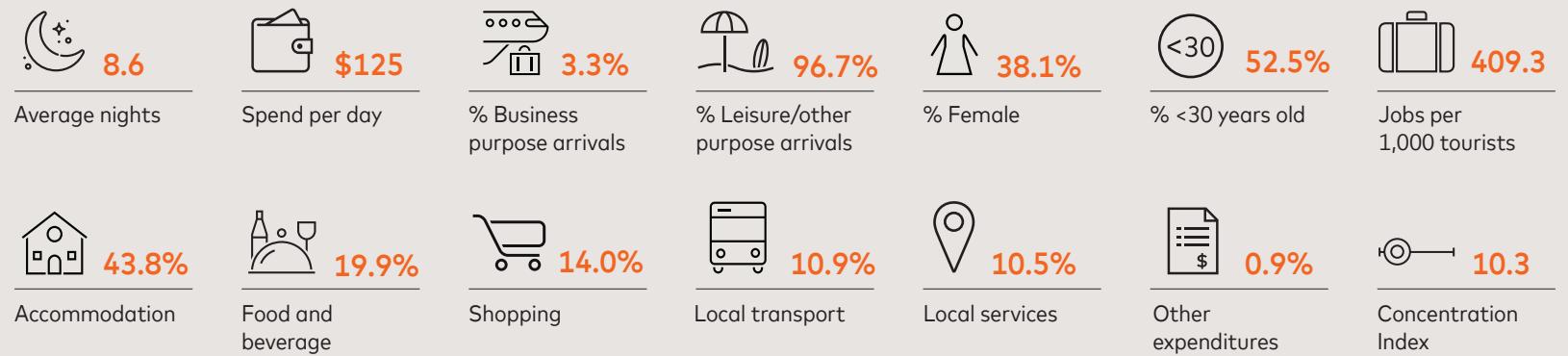
19

Asia Pacific Rank

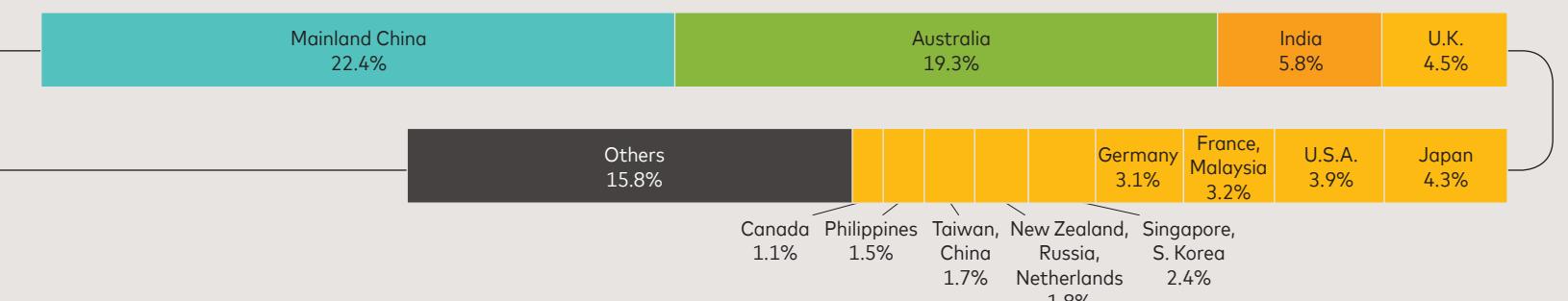
9

	2009	2013	2014	2015	2016	2017	2018	YoY 17/18	CAGR 09/18
 OVERNIGHT ARRIVALS (MM)	2.9	6.4	6.7	5.9	7.2	7.8	8.3	6.5%	12.3%
 EXPENDITURE (USD MM)	3,158	7,855	8,752	7,323	8,804	8,766	8,861	1.1%	12.1%
 TOP 5 ORIGIN	ORIGIN ARRIVALS (MM)				ORIGIN EXPENDITURE (USD MM)				
	2009	2018	CAGR 09/18	% of Total	2009	2018	YoY 17/18	CAGR 09/18	
 1. Mainland China	0.3	1.9	24.4%	22.4%	283	1,987	-6.8%	24.2%	
 2. Australia	0.6	1.6	11.9%	19.3%	632	1,707	1.3%	11.7%	
 3. India	0	0.5	31.8%	5.8%	44	517	23.1%	31.6%	
 4. United Kingdom	0.1	0.4	13.2%	4.5%	132	395	5.4%	13.0%	
 5. Japan	0.4	0.4	-1.7%	4.3%	452	382	-1.9%	-1.9%	

→ 2018 TOTAL



→ VISITORS BY ORIGIN



mastercard.

Mastercard Global Destination Cities Index 2019

Hong Kong SAR

China

Global Rank

20

Asia Pacific Rank

10

	2009	2013	2014	2015	2016	2017	2018	YoY 17/18	CAGR 09/18	
 OVERNIGHT ARRIVALS (MM)	6.4	7.5	7.6	7.5	8	8.2	8.2	0.8%	2.8%	
 EXPENDITURE (USD MM)	3,842	6,447	6,349	5,769	5,618	5,697	6,133	7.7%	5.3%	
 TOP 5 ORIGIN	ORIGIN ARRIVALS (MM)					ORIGIN EXPENDITURE (USD MM)				
	2009	2018	CAGR 09/18	% of Total		2009	2018	YoY 17/18	CAGR 09/18	
 1. South Korea	0.4	1.1	12.0%	13.6%		193	634	9.0%	14.1%	
 2. United States	0.8	0.9	2.4%	11.3%		475	777	12.5%	5.6%	
 3. Japan	0.8	0.9	1.0%	10.4%		400	459	7.9%	1.6%	
 4. Philippines	0.5	0.8	5.9%	9.3%		248	498	4.2%	8.1%	
 5. Singapore	0.5	0.5	0.6%	5.8%		300	402	0.7%	3.3%	

2018 TOTAL

 3.4	 \$218	 19.8%	 80.2%	 51.2%	 36.5%	 9.1
Average nights	Spend per day	% Business purpose arrivals	% Leisure/other purpose arrivals	% Female	% <30 years old	Jobs per 1,000 tourists
 36.0%	 21.8%	 24.0%	 4.2%	 7.7%	 6.2%	 7.1
Accommodation	Food and beverage	Shopping	Local transport	Local services	Other expenditures	Concentration Index

VISITORS BY ORIGIN

