

Origin Markets

View into Top 5 Destination Cities by Region

September 27, 2017



Origin Markets for Top 5 Cities in Asia Pacific

Origin Markets of International Overnight Visitors to Singapore

Top 5 Origin Markets		International Overnight Visitors (thousands)							% CAGR 2009 & 2016	% share (2016)
		2009	2012	2013	2014	2015	2016			
Singapore		7,488	11,098	11,898	11,864	12,052	13,107	8.3%		
Intra-region		6,328	9,787	10,547	10,435	10,599	11,541	9.0%	88.1%	
Inter-region		1,160	1,312	1,352	1,429	1,453	1,566	4.4%	11.9%	
#1	China	712	1,474	1,665	1,418	1,734	2,297	18.2%	17.5%	
#2	Indonesia	1,266	2,061	2,178	2,104	1,887	2,014	6.9%	15.4%	
#3	India	623	778	817	834	902	1,010	7.1%	7.7%	
#4	Australia	594	775	848	829	809	802	4.4%	6.1%	
#5	Malaysia	454	691	714	716	706	716	6.7%	5.5%	
Other		3,840	5,320	5,677	5,962	6,014	6,268	7.3%	47.8%	

Origin Markets of International Overnight Visitors to Tokyo

Top 5 Origin Markets		International Overnight Visitors (thousands)							
		2009	2012	2013	2014	2015	2016	% CAGR 2009 & 2016	% share (2016)
Tokyo		3,570	4,887	5,401	7,681	10,348	11,150	17.7%	
Intra-region		2,303	3,385	3,745	5,806	7,930	8,274	20.0%	74.2%
Inter-region		1,267	1,502	1,656	1,875	2,418	2,876	12.4%	25.8%
#1	China	397	800	818	2,230	2,251	2,258	28.2%	20.3%
#2	South Korea	505	768	914	1,051	2,361	2,252	23.8%	20.2%
#3	USA	415	512	665	512	1,073	1,275	17.4%	11.4%
#4	Taiwan	515	751	821	975	822	907	8.4%	8.1%
#5	Australia	120	133	213	217	318	394	18.6%	3.5%
Other		1,618	1,924	1,971	2,696	3,524	4,063	14.1%	36.4%

Origin Markets of International Overnight Visitors to Seoul

Top 5 Origin Markets		International Overnight Visitors (thousands)							
		2009	2012	2013	2014	2015	2016	% CAGR 2009 & 2016	% share (2016)
Seoul		5,334	8,362	8,604	10,135	9,336	12,392	12.8%	
Intra-region		4,356	6,744	6,991	8,294	7,610	10,228	13.0%	82.5%
Inter-region		978	1,619	1,613	1,841	1,726	2,163	12.0%	17.5%
#1	China	1,005	2,248	3,002	4,290	4,166	5,907	28.8%	47.7%
#2	Japan	2,123	2,563	2,022	1,584	1,225	1,544	-4.4%	12.5%
#3	Taiwan	336	507	506	607	440	711	11.3%	5.7%
#4	USA	464	560	546	591	612	692	5.9%	5.6%
#5	Hong Kong	199	333	378	538	461	576	16.4%	4.6%
	Other	1,208	2,151	2,150	2,525	2,431	2,963	13.7%	23.9%

Origin Markets of International Overnight Visitors to Kuala Lumpur

Top 5 Origin Markets		International Overnight Visitors (thousands)							
		2009	2012	2013	2014	2015	2016	% CAGR 2009 & 2016	% share (2016)
Kuala Lumpur		9,735	9,631	9,893	11,687	11,142	11,275	2.1%	
Intra-region		8,131	8,437	8,682	10,034	9,550	9,813	2.7%	87.0%
Inter-region		1,604	1,193	1,211	1,653	1,592	1,462	-1.3%	13.0%
#1	China	211	1,145	551	1,031	1,355	1,718	35.0%	15.2%
#2	Thailand	360	819	891	890	948	1,258	19.6%	11.2%
#3	Indonesia	2,718	1,163	977	1,393	1,122	1,229	-10.7%	10.9%
#4	Singapore	1,436	2,311	1,781	1,666	1,168	1,200	-2.5%	10.6%
#5	India	947	433	656	748	810	717	-3.9%	6.4%
Other		4,063	3,760	5,038	5,958	5,738	5,152	3.4%	45.7%

Origin Markets for Top 5 Cities in Europe

Origin Markets of International Overnight Visitors to London

Top 5 Origin Markets		International Overnight Visitors (thousands)							
		2009	2012	2013	2014	2015	2016	% CAGR 2009 & 2016	% share (2016)
London		14,211	15,461	16,811	17,404	18,581	19,060	4.3%	
Intra-region		8,606	9,501	10,467	10,819	11,510	12,253	5.2%	64.3%
Inter-region		5,605	5,960	6,343	6,585	7,071	6,806	2.8%	35.7%
#1	USA	1,839	1,862	1,878	1,982	2,142	2,322	3.4%	12.2%
#2	France	1,528	1,681	1,904	2,010	2,071	1,993	3.9%	10.5%
#3	Germany	1,069	1,199	1,295	1,341	1,401	1,473	4.7%	7.7%
#4	Spain	1,011	796	866	984	1,153	1,282	3.4%	6.7%
#5	Italy	748	963	1,072	1,186	1,165	1,251	7.6%	6.6%
	Other	8,016	8,960	9,796	9,901	10,648	10,738	4.3%	56.3%

Origin Markets of International Overnight Visitors to Paris

Top 5 Origin Markets		International Overnight Visitors (thousands)							
		2009	2012	2013	2014	2015	2016	% CAGR 2009 & 2016	% share (2016)
Paris		13,358	15,758	17,201	17,188	16,993	15,453	2.1%	
Intra-region		8,644	10,198	11,131	11,123	10,507	9,554	1.4%	61.8%
Inter-region		4,714	5,561	6,070	6,065	6,487	5,899	3.3%	38.2%
#1	UK	1,510	1,781	1,944	1,943	1,833	1,667	1.4%	10.8%
#2	USA	1,247	1,471	1,605	1,604	1,681	1,529	3.0%	9.9%
#3	Italy	1,065	1,257	1,372	1,371	1,320	1,200	1.7%	7.8%
#4	Spain	943	1,113	1,215	1,214	1,234	1,122	2.5%	7.3%
#5	Germany	918	1,083	1,183	1,182	1,050	955	0.6%	6.2%
Other		7,675	9,054	9,882	9,875	9,874	8,979	2.3%	58.1%

Origin Markets of International Overnight Visitors to Istanbul

Top 5 Origin Markets		International Overnight Visitors (thousands)							% CAGR 2009 & 2016	% share (2016)
		2009	2012	2013	2014	2015	2016			
	Istanbul	7,062	8,822	9,870	11,272	11,910	9,159	3.8%		
	Intra-region	3,791	4,007	4,390	4,697	4,689	3,357	-1.7%	36.7%	
	Inter-region	3,271	4,816	5,480	6,575	7,221	5,802	8.5%	63.3%	
#1	Germany	1,113	1,085	1,178	1,202	1,297	904	-2.9%	9.9%	
#2	Iran	229	395	375	590	756	741	18.3%	8.1%	
#3	Saudi Arabia	51	169	224	323	414	487	38.0%	5.3%	
#4	Ukraine	163	199	247	257	271	401	13.7%	4.4%	
#5	UK	427	441	467	496	527	359	-2.4%	3.9%	
	Other	5,079	6,533	7,379	8,404	8,644	6,267	3.0%	68.4%	

Origin Markets of International Overnight Visitors to Barcelona

Top 5 Origin Markets		International Overnight Visitors (thousands)							% CAGR 2009 & 2016	% share (2016)
		2009	2012	2013	2014	2015	2016			
Barcelona		5,217	6,910	7,179	7,422	7,692	8,364	7.0%		
Intra-region		4,226	5,371	5,554	5,708	5,791	6,236	5.7%	74.6%	
Inter-region		991	1,539	1,625	1,713	1,901	2,128	11.5%	25.4%	
#1	France	1,013	1,212	1,293	1,426	1,607	1,687	7.6%	20.2%	
#2	UK	766	832	845	886	928	1,038	4.4%	12.4%	
#3	Germany	458	550	591	607	607	668	5.5%	8.0%	
#4	USA	337	472	468	478	532	581	8.1%	6.9%	
#5	Italy	442	452	404	436	477	524	2.5%	6.3%	
	Other	2,202	3,391	3,578	3,587	3,541	3,866	8.4%	46.2%	

Origin Markets of International Overnight Visitors to Amsterdam

Top 5 Origin Markets		International Overnight Visitors (thousands)							% CAGR 2009 & 2016	% share (2016)
		2009	2012	2013	2014	2015	2016			
Amsterdam		5,153	6,097	6,655	7,353	7,702	8,355	7.1%		
Intra-region		3,843	4,201	4,655	5,143	5,301	5,767	6.0%	69.0%	
Inter-region		1,311	1,896	1,999	2,210	2,401	2,588	10.2%	31.0%	
#1	UK	940	1,085	1,177	1,308	1,390	1,523	7.1%	18.2%	
#2	Germany	864	743	895	1,026	1,040	1,219	5.0%	14.6%	
#3	USA	532	799	782	847	872	980	9.1%	11.7%	
#4	France	340	389	438	481	477	509	5.9%	6.1%	
#5	Italy	263	320	334	378	404	407	6.4%	4.9%	
	Other	2,214	2,760	3,027	3,313	3,520	3,718	7.7%	44.5%	

Origin Markets for Top 5 Cities in Latin America

Origin Markets of International Overnight Visitors to Punta Cana

Top 5 Origin Markets		International Overnight Visitors (thousands)							% CAGR 2009 & 2016	% share (2016)
		2009	2012	2013	2014	2015	2016			
Punta Cana		1,904	2,407	2,585	2,913	3,188	3,432	8.8%		
Intra-region		155	341	355	432	518	578	20.7%	16.9%	
Inter-region		1,749	2,066	2,230	2,481	2,670	2,854	7.2%	83.1%	
#1	USA	562	814	959	1,133	1,358	1,451	14.5%	42.3%	
#2	Canada	439	489	494	519	554	548	3.2%	16.0%	
#3	Germany	125	126	162	167	175	178	5.2%	5.2%	
#4	France	188	194	172	174	163	165	-1.8%	4.8%	
#5	UK	79	59	72	93	108	129	7.1%	3.7%	
	Other	512	726	726	827	830	962	9.4%	28.0%	

Origin Markets of International Overnight Visitors to Mexico City

Top 5 Origin Markets		International Overnight Visitors (thousands)							% CAGR 2009 & 2016	% share (2016)
		2009	2012	2013	2014	2015	2016			
Mexico City		1,952	2,277	2,379	2,588	2,708	3,010	6.4%		
Intra-region		419	888	1,094	1,191	1,381	1,324	17.9%	44.0%	
Inter-region		1,534	1,389	1,284	1,398	1,327	1,686	1.4%	56.0%	
#1	USA	457	519	557	525	553	951	11.0%	31.6%	
#2	Colombia	74	200	250	243	401	424	28.3%	14.1%	
#3	Venezuela	65	112	181	225	203	195	17.0%	6.5%	
#4	Argentina	166	216	143	166	168	184	1.4%	6.1%	
#5	Spain	97	241	178	217	179	151	6.4%	5.0%	
	Other	1,093	988	1,070	1,211	1,205	1,106	0.2%	36.7%	

Origin Markets of International Overnight Visitors to Lima

Top 5 Origin Markets		International Overnight Visitors (thousands)							% CAGR 2009 & 2016	% share (2016)
		2009	2012	2013	2014	2015	2016			
Lima		999	1,965	2,269	2,297	2,488	2,682	15.2%		
Intra-region		340	786	907	965	1,020	1,100	18.3%	41.0%	
Inter-region		659	1,179	1,361	1,332	1,468	1,583	13.3%	59.0%	
#1	USA	270	432	454	505	547	590	11.8%	22.0%	
#2	Chile	60	177	204	253	274	295	25.6%	11.0%	
#3	Argentina	60	138	136	138	150	161	15.2%	6.0%	
#4	Colombia	60	118	136	138	149	161	15.2%	6.0%	
#5	Spain	60	118	113	138	149	161	15.1%	6.0%	
Other		490	983	1,225	1,126	1,219	1,314	15.2%	49.0%	

Origin Markets of International Overnight Visitors to Sao Paulo

Top 5 Origin Markets		International Overnight Visitors (thousands)							
		2009	2012	2013	2014	2015	2016	% CAGR 2009 & 2016	% share (2016)
Sao Paulo		1,811	2,108	2,218	2,220	2,248	2,247	3.1%	
Intra-region		505	722	858	867	888	935	9.2%	41.6%
Inter-region		1,306	1,386	1,360	1,353	1,360	1,312	0.1%	58.4%
#1	Argentina	193	296	370	340	376	399	10.9%	17.8%
#2	USA	347	335	316	299	279	283	-2.9%	12.6%
#3	Chile	68	108	131	142	148	159	12.8%	7.1%
#4	Germany	114	123	109	106	107	102	-1.5%	4.6%
#5	France	76	78	86	84	90	92	2.8%	4.1%
	Other	1,014	1,169	1,206	1,250	1,249	1,212	2.6%	53.9%

Origin Markets of International Overnight Visitors to Buenos Aires

Top 5 Origin Markets		International Overnight Visitors (thousands)							% CAGR 2009 & 2016	% share (2016)
		2009	2012	2013	2014	2015	2016			
Buenos Aires		1,861	2,218	2,014	2,368	1,730	1,851	-0.1%		
Intra-region		1,198	1,385	1,235	1,503	1,039	1,048	-1.9%	56.6%	
Inter-region		663	833	779	865	691	802	2.8%	43.4%	
#1	Brazil	607	706	563	700	445	441	-4.4%	23.8%	
#2	Europe	408	461	434	493	385	432	0.8%	23.4%	
#3	Rest of the Americas	373	445	441	519	380	385	0.5%	20.8%	
#4	USA & Canada	218	239	218	238	194	230	0.8%	12.4%	
#5	Chile	151	191	185	227	175	175	2.2%	9.5%	
	Other	104	176	173	191	152	186	8.7%	10.0%	

Origin Markets for Top 5 Cities in Middle East and Africa

Origin Markets of International Overnight Visitors to Dubai

Top 5 Origin Markets		International Overnight Visitors (thousands)							
		2009	2012	2013	2014	2015	2016	% CAGR 2009 & 2016	% share (2016)
Dubai		8,313	10,954	12,190	13,210	14,200	14,870	8.7%	
Intra-region		2,185	3,247	3,484	3,839	4,284	4,377	10.4%	29.4%
Inter-region		6,128	7,706	8,706	9,371	9,916	10,493	8.0%	70.6%
#1	India	723	1,043	1,225	1,272	1,601	1,800	13.9%	12.1%
#2	Saudi Arabia	354	964	1,256	1,292	1,542	1,638	24.5%	11.0%
#3	UK	970	932	940	1,074	1,188	1,245	3.6%	8.4%
#4	Oman	411	758	600	853	1,002	1,037	14.1%	7.0%
#5	USA	387	496	580	585	602	607	6.6%	4.1%
Other		5,468	6,761	7,589	8,134	8,265	8,543	6.6%	57.5%

Origin Markets of International Overnight Visitors to Johannesburg

Top 5 Origin Markets		International Overnight Visitors (thousands)							% CAGR 2009 & 2016	% share (2016)
		2009	2012	2013	2014	2015	2016			
Johannesburg		3,074	3,805	3,712	3,804	3,683	4,568	5.8%		
Intra-region		2,324	2,816	2,914	3,116	2,876	3,568	6.3%	78.1%	
Inter-region		750	989	798	689	806	1,000	4.2%	21.9%	
#1	Mozambique	329	297	624	924	821	1,019	17.5%	22.3%	
#2	Zimbabwe	673	845	702	689	678	841	3.2%	18.4%	
#3	Lesotho	477	731	598	510	398	493	0.5%	10.8%	
#4	Botswana	191	194	252	236	254	315	7.5%	6.9%	
#5	Swaziland	240	244	204	213	173	215	-1.6%	4.7%	
Other		1,165	1,495	1,333	1,233	1,359	1,686	5.4%	36.9%	

Origin Markets of International Overnight Visitors to Riyadh

Top 5 Origin Markets		International Overnight Visitors (thousands)							
		2009	2012	2013	2014	2015	2016	% CAGR 2009 & 2016	% share (2016)
Riyadh		1,580	3,726	3,929	4,632	4,395	4,432	15.9%	
Intra-region		1,296	2,631	2,585	3,042	2,705	2,728	11.2%	61.5%
Inter-region		284	1,095	1,344	1,590	1,690	1,704	29.2%	38.5%
#1	Kuwait	359	440	491	611	579	584	7.2%	13.2%
#2	Egypt	78	286	432	421	432	436	27.8%	9.8%
#3	Bahrain	91	237	225	310	416	419	24.5%	9.5%
#4	Pakistan	49	293	278	357	345	347	32.4%	7.8%
#5	India	36	245	251	303	333	336	37.7%	7.6%
Other		968	2,226	2,252	2,630	2,290	2,309	13.2%	52.1%

Origin Markets of International Overnight Visitors to Abu Dhabi

Top 5 Origin Markets		International Overnight Visitors (thousands)							% CAGR 2009 & 2016	% share (2016)
		2009	2012	2013	2014	2015	2016			
Abu Dhabi		885	1,500	1,846	2,342	2,726	2,978	18.9%		
Intra-region		396	671	435	537	528	838	11.3%	28.1%	
Inter-region		489	829	1,411	1,805	2,198	2,140	23.5%	71.9%	
#1	India	79	134	176	232	280	323	22.3%	10.9%	
#2	UK	77	130	163	204	231	238	17.5%	8.0%	
#3	China	10	17	45	120	177	232	56.6%	7.8%	
#4	Philippines	42	72	92	117	149	186	23.5%	6.2%	
#5	Egypt	49	82	96	111	132	157	18.2%	5.3%	
	Other	628	1,065	1,274	1,558	1,756	1,842	16.6%	61.9%	

Origin Markets of International Overnight Visitors to Tehran

Top 5 Origin Markets		International Overnight Visitors (thousands)							
		2009	2012	2013	2014	2015	2016	% CAGR 2009 & 2016	% share (2016)
Tehran		646	1,108	1,377	1,435	1,513	1,635	14.2%	
Intra-region		164	389	576	578	605	654	21.8%	40.0%
Inter-region		482	719	802	857	908	981	10.7%	60.0%
#1	Iraq	121	305	463	446	451	487	22.1%	29.8%
#2	Azerbaijan	152	196	311	317	296	320	11.2%	19.6%
#3	Afghanistan	47	89	113	122	144	156	18.6%	9.5%
#4	Turkey	63	113	113	118	133	143	12.4%	8.8%
#5	Turkmenistan	21	41	49	62	69	75	20.0%	4.6%
Other		242	364	327	370	420	454	9.4%	27.8%

Origin Markets for Top 5 Cities in North America

Origin Markets of International Overnight Visitors to New York

Top 5 Origin Markets		International Overnight Visitors (thousands)							
		2009	2012	2013	2014	2015	2016	% CAGR 2009 & 2016	% share (2016)
New York		8,835	10,918	11,384	12,015	12,300	12,700	5.3%	
Intra-region		880	1,063	1,100	1,068	965	996	1.8%	7.8%
Inter-region		7,955	9,855	10,284	10,947	11,335	11,704	5.7%	92.2%
#1	UK	1,088	1,033	1,041	1,175	1,207	1,246	2.0%	9.8%
#2	Canada	880	1,063	1,100	1,068	965	996	1.8%	7.8%
#3	Brazil	332	806	895	921	877	906	15.4%	7.1%
#4	China	151	541	646	745	870	898	29.0%	7.1%
#5	France	519	667	664	734	727	751	5.4%	5.9%
	Other	5,865	6,808	7,038	7,372	7,654	7,903	4.4%	62.2%

Origin Markets of International Overnight Visitors to Miami

Top 5 Origin Markets		International Overnight Visitors (thousands)							
		2009	2012	2013	2014	2015	2016	% CAGR 2009 & 2016	% share (2016)
Miami		2,965	3,813	4,339	5,259	5,845	5,864	10.2%	
Intra-region		243	265	267	255	252	223	-1.2%	3.8%
Inter-region		2,722	3,547	4,072	5,004	5,593	5,641	11.0%	96.2%
#1	Colombia	172	241	287	400	457	501	16.5%	8.5%
#2	Brazil	255	395	475	560	615	450	8.4%	7.7%
#3	Argentina	180	257	305	327	356	401	12.1%	6.8%
#4	Germany	174	201	214	276	315	314	8.8%	5.4%
#5	UK	160	168	181	235	268	276	8.1%	4.7%
Other		2,025	2,551	2,876	3,461	3,834	3,922	9.9%	66.9%

Origin Markets of International Overnight Visitors to Los Angeles

Top 5 Origin Markets		International Overnight Visitors (thousands)							% CAGR 2009 & 2016	% share (2016)
		2009	2012	2013	2014	2015	2016			
Los Angeles		3,294	4,645	4,686	5,270	5,458	5,684	8.1%		
Intra-region		552	700	708	739	728	759	4.6%	13.3%	
Inter-region		2,742	3,945	3,978	4,531	4,729	4,925	8.7%	86.7%	
#1	China	185	459	570	686	824	859	24.5%	15.1%	
#2	Canada	552	700	708	739	728	759	4.6%	13.3%	
#3	Australia	264	387	393	401	431	448	7.9%	7.9%	
#4	Mexico (air)	224	286	215	349	359	374	7.6%	6.6%	
#5	UK	326	318	319	328	354	369	1.8%	6.5%	
	Other	1,744	2,495	2,481	2,767	2,760	2,875	7.4%	50.6%	

Origin Markets of International Overnight Visitors to Toronto

Top 5 Origin Markets		International Overnight Visitors (thousands)							% CAGR 2009 & 2016	% share (2016)
		2009	2012	2013	2014	2015	2016			
Toronto		3,240	3,533	3,590	3,850	4,220	4,994	6.4%		
Intra-region		2,050	2,150	2,014	1,984	2,224	2,446	2.6%	49.0%	
Inter-region		1,190	1,383	1,576	1,866	1,996	2,547	11.5%	51.0%	
#1	USA	2,050	2,150	2,014	1,984	2,224	2,446	2.6%	49.0%	
#2	China	101	171	203	269	304	361	20.0%	7.2%	
#3	UK	168	200	201	216	238	278	7.4%	5.6%	
#4	India	55	79	78	95	105	123	12.1%	2.5%	
#5	Japan	55	71	72	90	93	102	9.2%	2.0%	
Other		811	862	1,022	1,196	1,256	1,684	11.0%	33.7%	

Origin Markets of International Overnight Visitors to San Francisco

Top 5 Origin Markets		International Overnight Visitors (thousands)							% CAGR 2009 & 2016	% share (2016)
		2009	2012	2013	2014	2015	2016			
San Francisco		2,550	3,133	3,368	3,521	4,000	4,205	7.4%		
Intra-region		411	410	404	455	494	472	2.0%	11.2%	
Inter-region		2,139	2,723	2,964	3,066	3,506	3,733	8.3%	88.8%	
#1	China	129	248	379	411	483	558	23.3%	13.3%	
#2	Canada (air)	411	410	404	455	494	472	2.0%	11.2%	
#3	UK	385	327	326	290	407	416	1.1%	9.9%	
#4	Australia	152	226	242	272	269	280	9.1%	6.7%	
#5	Germany	203	256	240	254	279	273	4.3%	6.5%	
	Other	1,270	1,666	1,777	1,839	2,068	2,206	8.2%	52.5%	