



# Mastercard Asia Pacific Destinations Index 2017



Tracking the growth of Tourism in Asia Pacific

By Desmond Choong



# Introduction

Tourism has grown virtually uninterrupted, despite occasional shocks, demonstrating the sector's strength and resilience.

International tourist arrivals have increased from 25 million globally in 1950 to 278 million in 1980, 674 million in 2000, and 1186 million in 2015.

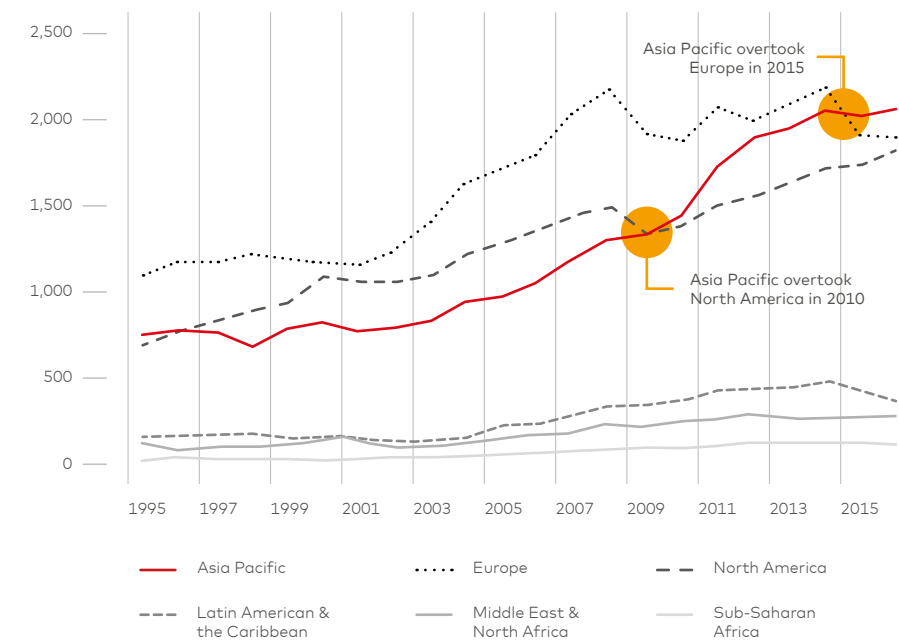
The second Mastercard Asia Pacific Destinations Index, an offshoot of the annual Global Destination Cities Index, takes an in-depth, focused look at these tourism trends, ranking 171 destinations, including island resorts as well as towns and cities across the region, in terms of the total number of international overnight arrivals; cross-border spending; and the total number of nights spent at each destination.

**"The destinations are drawn from 22 markets in Asia Pacific, representing 90 percent of all international overnight arrivals."**

**Chart 1: Travel and Tourism Total Contribution to GDP (US\$ bn)**

Tourism made up 8.5 percent of Asia Pacific's GDP and 8.7 percent of its total employment in 2016<sup>1</sup>. In absolute terms this translates to US\$2.06 trillion and 156.6 million jobs in 2016, making Asia Pacific's tourism industry the largest in the world by GDP contribution and employment.

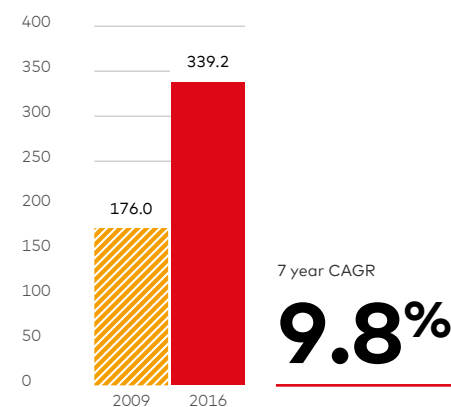
In 2015, the Asia Pacific region made up 24 percent of the world's international overnight arrivals and 33 percent of its international tourism receipts<sup>2</sup>. It has been the fastest growing region for international tourism since 2005, with South Asia and Southeast Asia the two fastest growing sub-regions at 8.4 percent and 7.9 percent respectively.



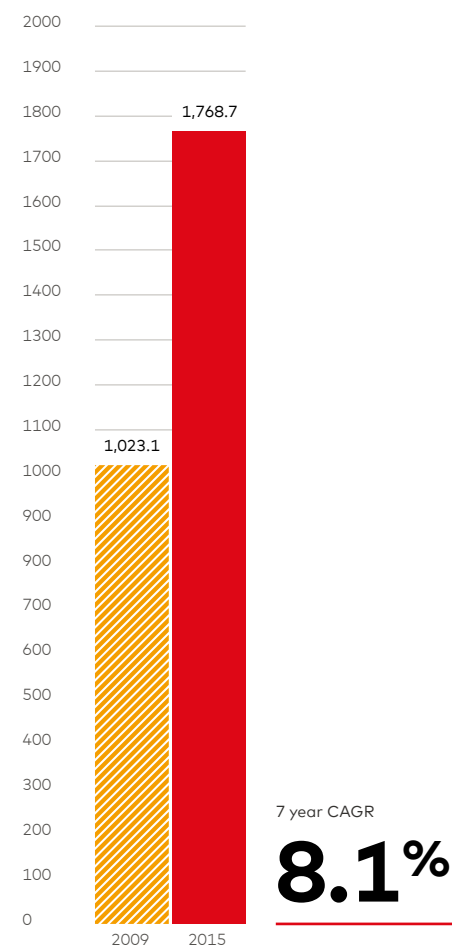
<sup>1</sup> Total contribution includes the direct contribution of tourism (domestic and international) and the indirect contribution of supporting industries. "Travel and Tourism Economic Impact - Asia Pacific", World Tourism and Travel Council 2016

<sup>2</sup> UNWTO Tourism Highlights, 2016 Edition

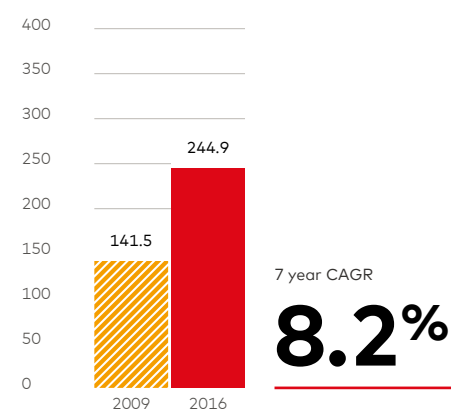
**Overnight Arrivals (mn)**



**Nights (mn)**



**Expenditure (US\$ bn)**



**Chart 2: Growth of Tourism in Asia Pacific**

The 171 Asia Pacific destinations covered by the project received 339.2 million overnight international tourists in 2016 (growing by 9.8 percent per year since 2009) who stayed 1.77 billion nights and spent US\$245 billion.

Tokyo





# Top 20 Asia Pacific Destinations in 2016

The Top 20 Destinations of Asia Pacific represent about 46.8 percent of all International Overnight Arrivals to the 171 destinations covered.

On a sub-regional basis Northeast Asia dominates with 11 destinations in the top 20 followed by Southeast Asia with six destinations. South Asia has two destinations in the top 20, while Oceania has one.

Chart 3: International Overnight Arrivals to Asia Pacific's Sub-regions

Seven of the top 20 are capital cities within their respective markets. Bangkok (#1), Singapore (#2), Tokyo (#3), Seoul (#4), and Kuala Lumpur (#5) are in the top five. The other two capital cities are Taipei (#10) and Beijing (#16).

Coastal and resorts are represented by three Southeast Asian destinations in the top 20: Phuket (#6), Pattaya (#8) and Bali (#11).

At the market level, China has four destinations in the top 20: Shanghai (#12), Beijing (#16), Guangdong province (#17, excludes major cities) and Guangzhou (#19). Thailand has three destinations in the top 20 – (Bangkok (#1), Phuket (#6) and the coastal city of Pattaya (#8) – while Japan has four with Tokyo (#3), Osaka (#9), Hokkaido (#13) and Chiba (#18). India has two destinations in the top 20 (Chennai #14 and Mumbai #15).

Northeast Asia - 80 Destinations

163.0	mn arrivals	48.1%	of total
628.4	mn nights	35.5%	of total
\$100.3	US\$ bn exp	41.0%	of total

Southeast Asia - 52 Destinations

125.6	mn arrivals	37.0%	of total
660.2	mn nights	37.3%	of total
\$90.3	US\$ bn exp	36.9%	of total

Oceania - 19 Destinations

21.7	mn arrivals	6.4%	of total
315.0	mn nights	17.8%	of total
\$26.7	US\$ bn exp	10.9%	of total

South Asia - 20 Destinations

28.9	mn arrivals	8.5%	of total
165.1	mn nights	9.3%	of total
\$27.5	US\$ bn exp	11.2%	of total



Bangkok

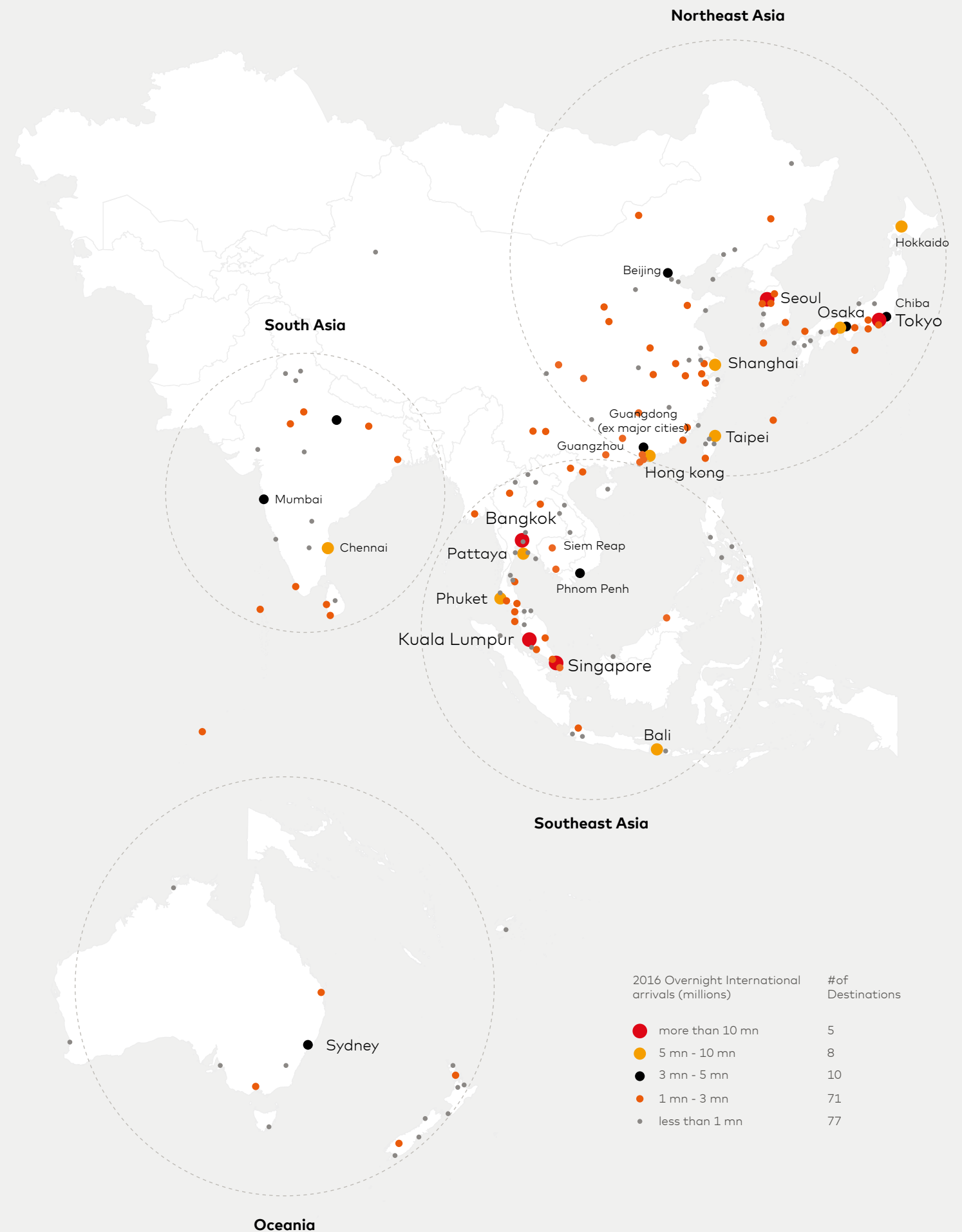




Chart 4: Asia Pacific Top 20 Destinations by International Overnight Arrivals

10 of the top 20 saw over 10 percent growth in international overnight arrivals between 2015 and 2016 – Seoul (32.7 percent), Tokyo (22.2 percent) Osaka (23.8 percent), Chiba (21.5 percent), Hokkaido (21.9 percent), Bali (22.5 percent), Pattaya (20.6 percent), the Indian cities of Mumbai and Chennai (both at 10.7 percent) and Sydney (13.2 percent). Mainland Chinese tourists contributed the bulk of growth in these six destinations – Seoul (74.6 percent of 2015/16 growth), Sydney (57.2 percent), Tokyo (39.6 percent), Osaka (43.5 percent), Chiba (42.0 percent), Hokkaido (43.6 percent) and Bali (93.3 percent).

Rank by Arrivals	Destination	Arrivals (mns)
1	Bangkok	19.3
2	Singapore	13.1
3	Tokyo	12.6
4	Seoul	12.4
5	Kuala Lumpur	11.3
6	Phuket	9.1
7	Hong Kong	8.9
8	Pattaya	8.1
9	Osaka	7.4
10	Taipei	7.4
11	Bali	7.2
12	Shanghai	6.5
13	Hokkaido	5.3
14	Chennai	5.2
15	Mumbai	4.9
16	Beijing	4.1
17	Guangdong (ex major cities)	4.1
18	Chiba	4.1
19	Guangzhou	3.9
20	Sydney	3.9

There are no ties in rank as all apparent ties are due to 1 decimal rounding.

Chart 5: Asia Pacific Top 20 Destinations by Total Nights Stayed by International Tourists

From the perspective of total nights the ranking changes dramatically with Sydney, ranked 20th place by arrivals

moving up to second place in terms of overall nights spent as the average number of nights spent in Sydney is at a very high 22.6 nights per overnight arrival. This characteristic of high average nights is shared by all the Australian destinations covered and results in a boost to overall nights and total spend that is in great contrast to their arrivals rank.

As a result Brisbane, Melbourne and Perth move from 33rd, 29th and 97th place respectively in terms of arrivals to ninth, fifth and 17th place by total nights leaving Australia with three of the top 20 destinations. As many tourists will have further to travel to get to Australia it is likely they decide to stay for longer to make the journey worthwhile.

Bangkok, ranked number one by overnight arrivals, is also number one for total nights stayed by international tourists, while Kuala Lumpur takes the third spot, followed by Tokyo and Bali at number four and five, respectively.

While the two major island resorts of Bali (7.2 million arrivals) and Phuket (9.8 million) are similar in terms of overnight arrivals the average number of nights per arrival of Bali (8.6 nights) is almost twice that of Phuket (4.6 nights). It is due to the relatively lower average nights per arrival than Phuket (4.6 nights), Hong Kong (3.5 nights), Osaka (3.6 nights), and Pattaya (3.7 nights) which are all in the top ten by arrivals, move lower into the 11 – 20 rank range in terms of total nights.

Rank by Nights	Destination	Nights (mns)
1	Bangkok	87.6
2	Sydney	87.5
3	Kuala Lumpur	76.7
4	Tokyo	74.3
5	Melbourne	62.9
6	Bali	62.4
7	Singapore	60.7
8	Seoul	56.0
9	Brisbane	51.8
10	Taipei	47.8
11	Phuket	41.9
12	Hong Kong	31.3
13	Mumbai	30.7
14	Pattaya	29.7
15	Chennai	29.6
16	Hokkaido	29.0
17	Perth	28.6
18	Osaka	26.2
19	Auckland	24.7
20	Kuantan/Highlands	20.3

Chart 6: Asia Pacific Top 20 Destinations by Total Expenditure by International Tourists

Singapore claims the top spot for total expenditure at US\$15.4 billion, with Bangkok coming in at second place (US\$12.7 billion), followed by Tokyo (US\$11.1 billion), Taipei (US\$9.9 billion) and Seoul (US\$9.4 billion).

Of the top 20 by total expenditure, five of the destinations command more than US\$200 per day expenditure – Singapore (US\$254 per day), Beijing (US\$242 per day), Shanghai (US\$234 per day), Hong Kong (US\$211 per day) and Taipei (US\$208 per day).

Rank by Expenditure	Destination	Expenditure (bns)
1	Singapore	15.4
2	Bangkok	12.7
3	Tokyo	11.1
4	Taipei	9.9
5	Seoul	9.4
6	Bali	8.7
7	Phuket	8.3
8	Kuala Lumpur	7.3
9	Sydney	6.8
10	Hong Kong	6.6
11	Melbourne	4.9
12	Hokkaido	4.8
13	Chennai	4.6
14	Shanghai	4.6
15	Mumbai	4.4
16	Beijing	4.3
17	Pattaya	4.2
18	Brisbane	3.7
19	Osaka	3.6
20	Ho Chi Minh	3.5

There are no ties in rank as all apparent ties are due to 1 decimal rounding.



# Top 20 Origin Markets for Asia Pacific Destinations

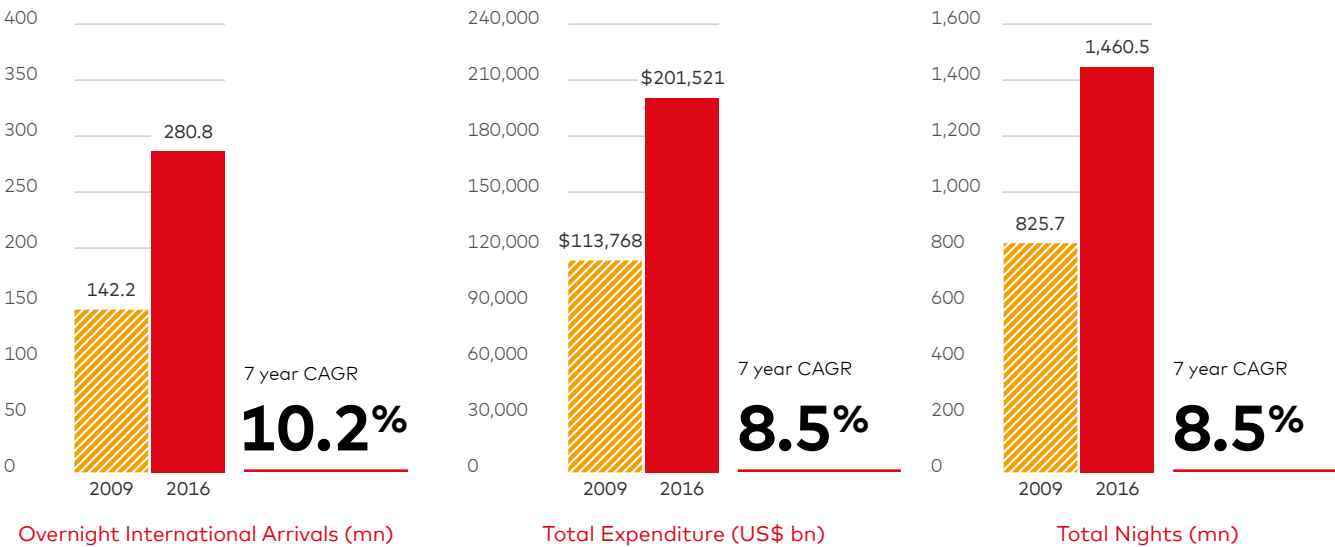
Table 1: Top 20 Origin Markets for Asia Pacific Destinations by Overnight International Arrivals, Expenditure and Nights



China became the top source of tourists to Asia Pacific in 2012 where it contributed 9.9 percent of international overnight arrivals. Since then it has increased its share to 16.2 percent in 2016. China is followed by Korea's 10.5 percent share at #2, Taiwan's 7.0 percent at #3, USA's 6.7 percent at #4 and Japan's 5.8 percent at #5. The USA at #4 has consistently been the highest ranked non-Asia Pacific origin market since 2009. The UK is the only other non-Asia Pacific market within the top ten at #9 with a 3.8 percent share.

The top 20 origin markets contributed 280.8 million tourists or 82.8 percent of all international overnight tourists to the 171 destinations of Asia Pacific (the top ten alone contributed 64.9 percent) in 2016 with 14 of them from within Asia Pacific. In addition, the top 20 also contributed US\$201 billion in tourism revenues and about 1.5 billion nights to Asia Pacific in 2016.

Top 20 Origin Markets for Asia Pacific Destinations by Overnight International Arrivals, Expenditure and Nights

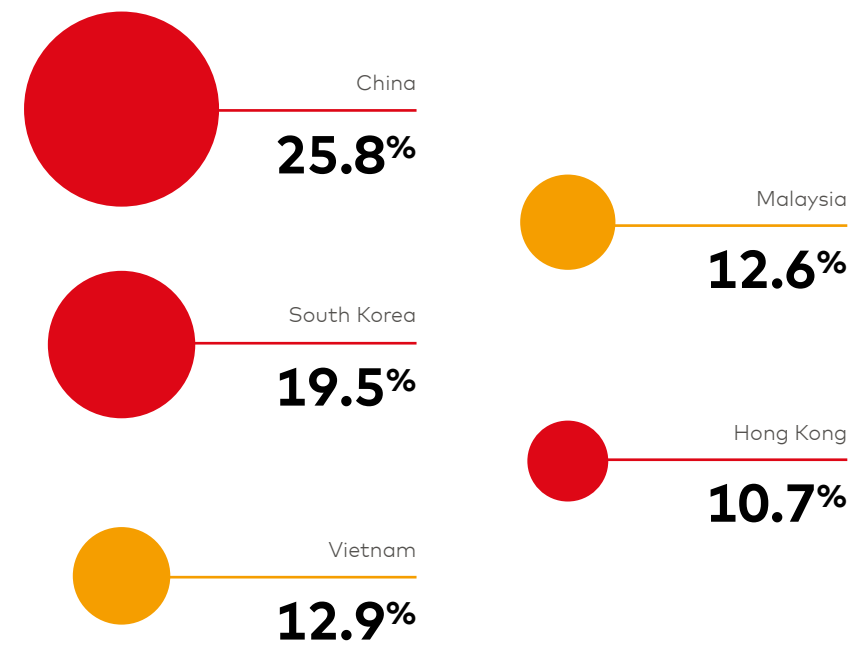


Rank by 2016 Contribution Share of OVN Int'l Arrivals			Contribution To Asia Pacific Destinations by								
		Origin Market	Overnight International Arrivals			Total Expenditure			Total Nights		
2009	2016		2009	2016	2009/2016, 7 year CAGR	2009	2016	2009/2016, 7 year CAGR	2009	2016	2009/2016, 7 year CAGR
5	1	China	11.0	55.0	25.8%	\$9,513	\$43,342	24.2%	72.0	302.8	22.8%
6	2	South Korea	10.3	35.7	19.5%	\$8,479	\$21,444	14.2%	51.9	153.1	16.7%
3	3	Taiwan	13.5	23.8	8.5%	\$10,264	\$12,510	2.9%	54.4	88.2	7.2%
2	4	USA	13.7	22.9	7.6%	\$11,657	\$17,304	5.8%	83.3	124.6	5.9%
1	5	Japan	17.5	19.8	1.8%	\$15,854	\$16,268	0.4%	82.6	99.8	2.7%
10	6	Malaysia	5.9	13.4	12.6%	\$3,911	\$8,902	12.5%	27.7	61.3	12.0%
4	7	Singapore	11.6	13.1	1.8%	\$7,986	\$9,071	1.8%	71.3	76.7	1.0%
8	8	Australia	8.3	13.0	6.6%	\$6,573	\$10,155	6.4%	50.6	72.2	5.2%
7	9	UK	8.6	12.9	5.9%	\$7,722	\$10,439	4.4%	69.2	83.9	2.8%
11	10	Thailand	5.7	10.5	9.1%	\$3,289	\$5,907	8.7%	26.4	47.6	8.8%
12	11	Germany	5.3	9.2	8.2%	\$4,376	\$6,837	6.6%	33.4	49.9	5.9%
9	12	Indonesia	6.5	9.1	4.9%	\$4,585	\$7,123	6.5%	41.3	53.6	3.8%
14	13	France	4.1	7.4	8.7%	\$3,333	\$5,285	6.8%	24.3	38.4	6.7%
15	14	Russia	4.1	6.7	7.2%	\$2,948	\$4,334	5.7%	15.2	26.0	8.0%
13	15	India	4.3	6.4	5.9%	\$2,924	\$5,153	8.4%	29.7	42.0	5.1%
16	16	Canada	3.4	5.6	7.4%	\$2,787	\$4,090	5.6%	21.4	29.9	4.9%
18	17	Hong Kong	2.5	5.1	10.7%	\$2,372	\$4,504	9.6%	18.5	31.0	7.6%
17	18	Philippines	2.6	4.8	9.3%	\$1,883	\$3,203	7.9%	14.7	22.9	6.5%
20	19	Vietnam	1.7	3.9	12.9%	\$1,073	\$2,261	11.2%	9.2	19.2	11.2%
19	20	New Zealand	1.8	2.6	5.4%	\$2,240	\$3,268	5.5%	28.9	37.4	3.8%



Table 2: Top 20 Origin Markets for Asia Pacific Destinations by share of Overnight International Arrivals, Expenditure and Nights

In terms of outbound growth rates to Asia Pacific destinations between 2009 and 2016, five of the top 20 origin markets are growing by over 10 percent a year (CAGR basis), namely the three Northeast Asian economies of China (25.8 percent per year), South Korea (19.5 percent) and Hong Kong (10.7 percent), and the developing Southeast Asian economies of Malaysia (12.6 percent) and Vietnam (12.9 percent).



Rank by 2016 Contribution Share of OVN Int'l Arrivals		Origin Market
2009	2016	
5	1	China
6	2	South Korea
3	3	Taiwan
2	4	USA
1	5	Japan
10	6	Malaysia
4	7	Singapore
8	8	Australia
7	9	UK
11	10	Thailand
12	11	Germany
9	12	Indonesia
14	13	France
15	14	Russia
13	15	India
16	16	Canada
18	17	Hong Kong
17	18	Philippines
20	19	Vietnam
19	20	New Zealand

% Contribution To Asia Pacific Destinations by Section								
Overnight International Arrivals			Total Expenditure			Total Nights		
2009	2016	2009/2016, 7 year Δ	2009	2016	2009/2016, 7 year Δ	2009	2016	2009/2016, 7 year Δ
6.3%	16.2%	9.9%	6.7%	17.7%	11.0%	7.0%	17.1%	10.1%
5.8%	10.5%	4.7%	6.0%	8.8%	2.8%	5.1%	8.7%	3.6%
7.7%	7.0%	-0.6%	7.3%	5.1%	-2.1%	5.3%	5.0%	-0.3%
7.8%	6.7%	-1.0%	8.2%	7.1%	-1.2%	8.1%	7.0%	-1.1%
9.9%	5.8%	-4.1%	11.2%	6.6%	-4.6%	8.1%	5.6%	-2.4%
3.3%	4.0%	0.6%	2.8%	3.6%	0.9%	2.7%	3.5%	0.8%
6.6%	3.9%	-2.7%	5.6%	3.7%	-1.9%	7.0%	4.3%	-2.6%
4.7%	3.8%	-0.9%	4.6%	4.1%	-0.5%	4.9%	4.1%	-0.9%
4.9%	3.8%	-1.1%	5.5%	4.3%	-1.2%	6.8%	4.7%	-2.0%
3.2%	3.1%	-0.1%	2.3%	2.4%	0.1%	2.6%	2.7%	0.1%
3.0%	2.7%	-0.3%	3.1%	2.8%	-0.3%	3.3%	2.8%	-0.4%
3.7%	2.7%	-1.0%	3.2%	2.9%	-0.3%	4.0%	3.0%	-1.0%
2.4%	2.2%	-0.2%	2.4%	2.2%	-0.2%	2.4%	2.2%	-0.2%
2.3%	2.0%	-0.4%	2.1%	1.8%	-0.3%	1.5%	1.5%	0.0%
2.4%	1.9%	-0.5%	2.1%	2.1%	0.0%	2.9%	2.4%	-0.5%
1.9%	1.7%	-0.3%	2.0%	1.7%	-0.3%	2.1%	1.7%	-0.4%
1.4%	1.5%	0.1%	1.7%	1.8%	0.2%	1.8%	1.8%	-0.1%
1.5%	1.4%	0.0%	1.3%	1.3%	-0.0%	1.4%	1.3%	-0.1%
0.9%	1.1%	0.2%	0.8%	0.9%	0.2%	0.9%	1.1%	0.2%
1.0%	0.8%	-0.3%	1.6%	1.3%	-0.2%	2.8%	2.1%	-0.7%

Kuala Lumpur



Share of Total Top 20 origin markets to Asia Pacific Destinations

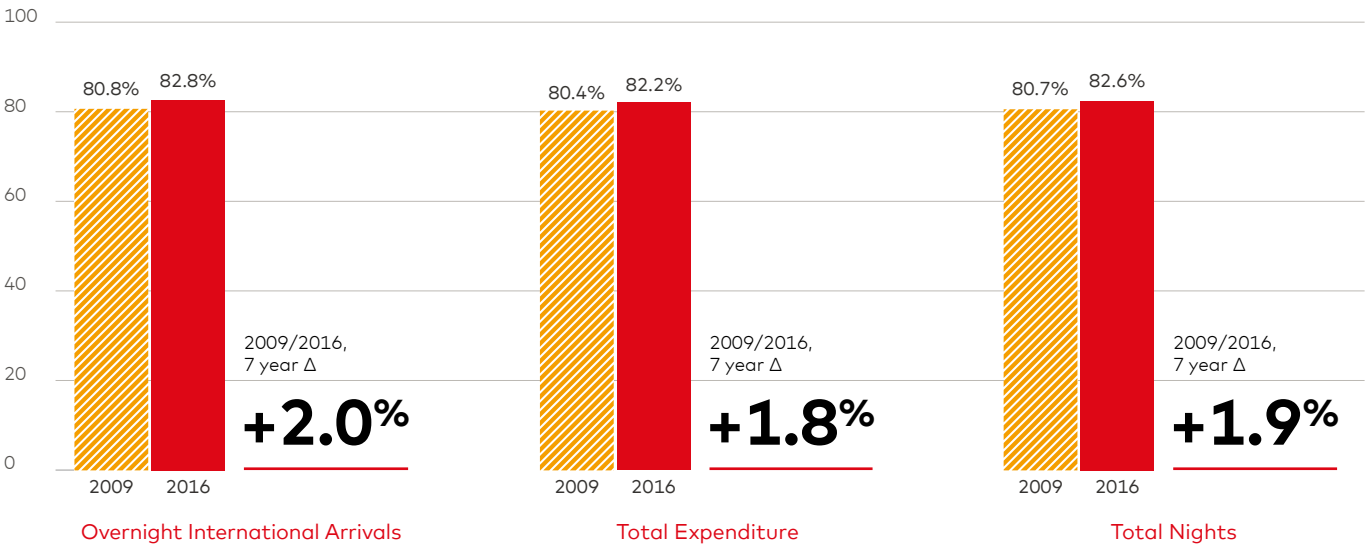


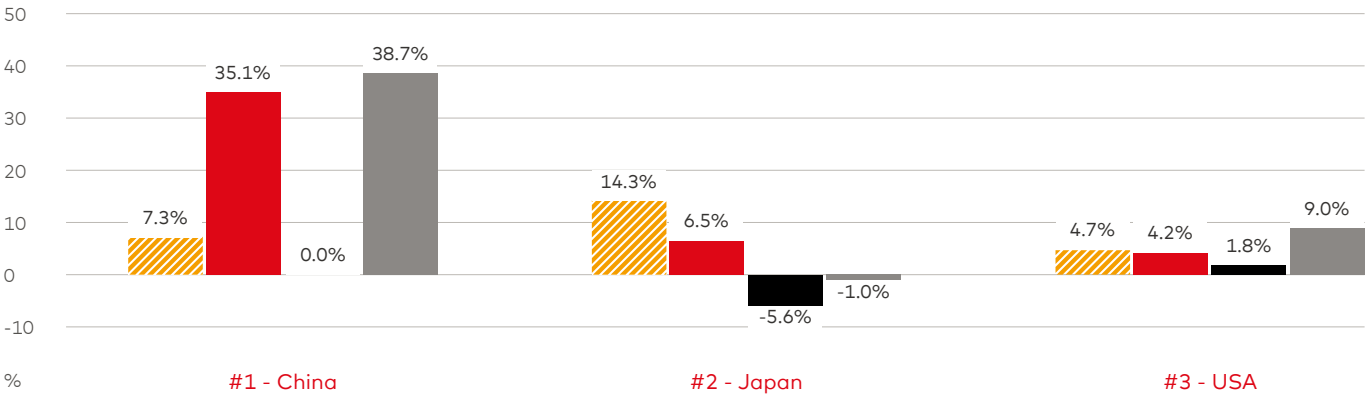
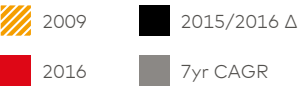
Table 3: Top 3 Origin Markets by Share of Arrivals to Asia Pacific's Top 20 Destinations

Out of the 16 non-mainland China destinations (and excluding Hong Kong), 14 of them – with the exception of Mumbai and Chennai – have China as one of their top three origin markets, while

seven of them have China as their top origin market.

South Korea is the second biggest source of tourists in Asia Pacific and their destinations of choice are all in Japan: Tokyo, Osaka, Hokkaido, Fukuoka and Okinawa. Tourists from Taiwan, USA and Japan round out the top five in terms of top origin markets to Asia Pacific destinations.

2016 Top 3 Origin Markets of International Overnight Arrivals - Bangkok

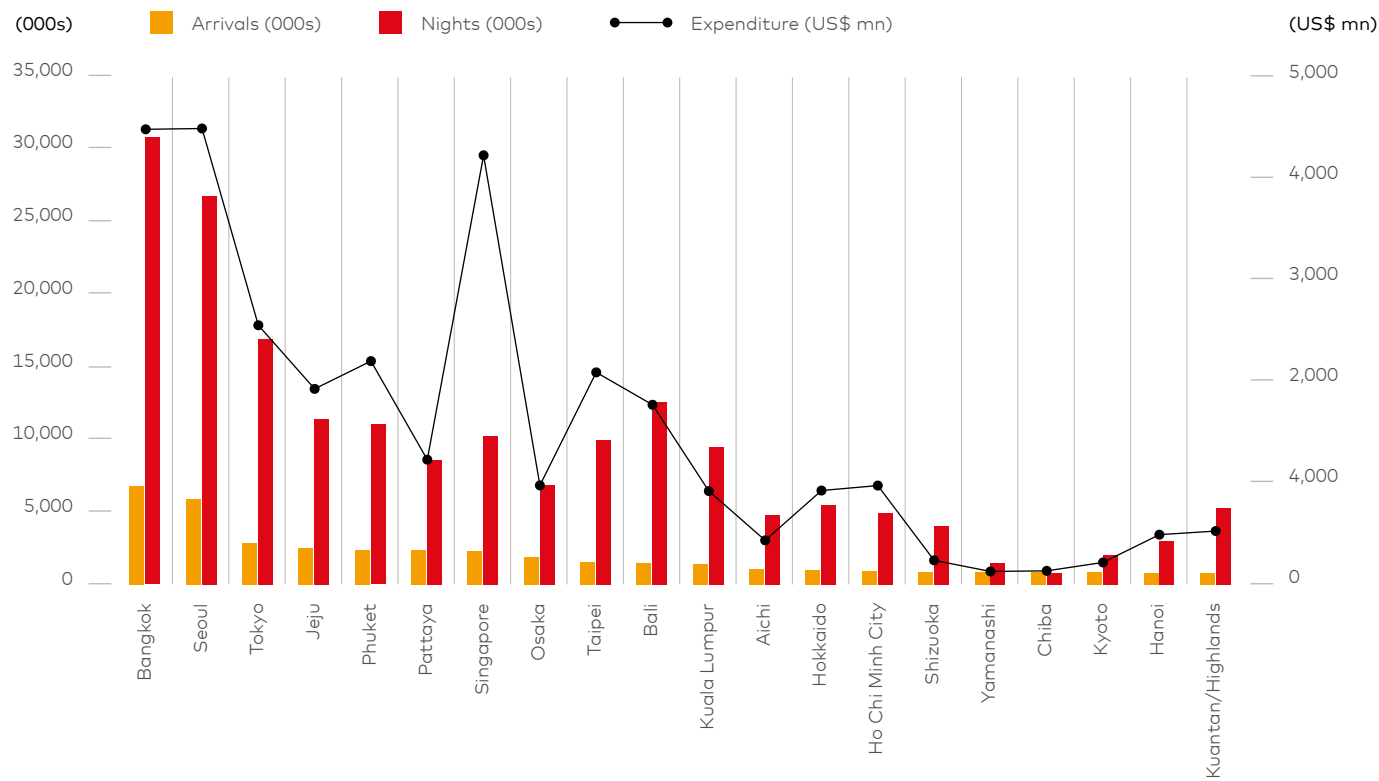


2016 Total Arrivals Rank	Destination	Market	2017 Total Overnight International (millions)			Origin Concentration Index *		% of National Level Overnight Arrivals	
			Arrivals	Nights	Exp (US\$)	2009	2016	2009	2016
1	Bangkok	Thailand	19.3	87.6	12,721.7	4.9	14.1	41.6%	35.8%
2	Singapore	Singapore	13.1	60.7	15,425.9	6.9	8.0	100.0%	100.0%
3	Tokyo	Japan	12.6	74.3	11,140.3	8.3	13.1	24.1%	21.7%
4	Seoul	South Korea	12.4	56.0	9,383.8	20.9	25.4	45.7%	54.9%
5	Kuala Lumpur	Malaysia	11.3	76.7	7,259.6	12.0	7.6	40.3%	42.7%
6	Phuket	Thailand	9.1	41.9	8,297.4	6.0	9.3	10.6%	16.9%
7	Hong Kong	Hong Kong SAR	8.9	31.3	6,624.4	6.1	6.4	100.0%	100.0%
8	Pattaya	Thailand	8.1	29.7	4,163.7	8.7	11.2	11.7%	15.0%
9	Osaka	Japan	7.4	26.2	3,644.1	18.8	19.3	10.4%	12.6%
10	Taipei	Taiwan	7.4	47.8	9,939.8	17.5	17.8	64.7%	68.8%
11	Bali	Indonesia	7.2	62.4	8,671.5	8.8	10.9	49.4%	52.1%
12	Shanghai	China	6.5	19.7	4,609.6	8.6	6.1	11.9%	9.7%
13	Hokkaido	Japan	5.3	29.0	4,752.1	19.9	20.1	9.9%	9.2%
14	Chennai	India	5.2	29.6	4,648.5	14.1	9.2	16.5%	20.1%
15	Mumbai	India	4.9	30.7	4,374.9	9.6	7.9	16.9%	18.9%
16	Beijing	China	4.1	17.7	4,287.8	6.6	6.6	8.9%	6.1%
17	Guangdong (ex major cities)	China	4.1	13.5	1,823.7	16.6	11.7	7.4%	6.1%
18	Chiba	Japan	4.1	3.8	498.6	9.7	11.2	12.9%	7.0%
19	Guangzhou	China	3.9	13.0	2,114.7	3.8	3.9	6.7%	5.8%
20	Sydney	Australia	3.9	87.5	6,783.6	6.9	7.6	34.2%	34.5%

2016 Top 3 Origin Markets of International Overnight Arrivals

Origin Market #1					Origin Market #2					Origin Market #3				
#1	% Share of Arrivals		Arrivals Growth		#2	% Share of Arrivals		Arrivals Growth		#3	% Share of Arrivals		Arrivals Growth	
	2009	2016	2015/2016 Δ	7yr CAGR		2009	2016	2015/2016 Δ	7yr CAGR		2009	2016	2015/2016 Δ	7yr CAGR
China	7.3%	35.1%	0.0%	38.7%	Japan	14.3%	6.5%	-5.6%	-1.0%	USA	4.7%	4.2%	1.8%	9.0%
China	9.5%	17.5%	32.5%	18.2%	Indonesia	16.9%	15.4%	6.7%	6.9%	India	8.3%	7.7%	12.0%	7.1%
South Korea	14.2%	23.7%	27.2%	29.0%	China	11.1%	22.7%	27.6%	32.7%	USA	11.6%	10.2%	20.3%	17.6%
China	18.8%	47.7%	41.8%	28.8%	Japan	39.8%	12.5%	26.1%	-4.4%	Taiwan	6.3%	5.7%	61.4%	11.3%
Singapore	14.8%	14.4%	2.7%	1.7%	Indonesia	27.9%	13.6%	9.5%	-7.8%	China	2.2%	12.3%	26.8%	30.9%
China	3.2%	26.2%	2.1%	63.7%	Russia	5.0%	8.4%	14.0%	30.4%	Australia	17.3%	6.1%	-9.3%	4.3%
South Korea	5.7%	12.1%	14.8%	15.1%	Taiwan	8.8%	9.9%	5.0%	5.2%	USA	10.8%	9.8%	3.6%	2.0%
China	13.4%	28.9%	21.5%	31.0%	Russia	20.7%	9.9%	35.7%	5.6%	South Korea	4.1%	6.9%	17.4%	26.2%
South Korea	32.8%	33.2%	27.2%	25.2%	China	14.7%	26.0%	27.6%	35.7%	Taiwan	22.6%	8.5%	13.3%	8.7%
Japan	34.7%	32.6%	4.8%	13.5%	China	18.8%	20.8%	-12.1%	16.2%	Hong Kong	8.4%	12.8%	40.8%	21.5%
Australia	20.0%	23.2%	17.6%	16.4%	China	8.9%	20.1%	43.4%	28.0%	Japan	14.3%	4.8%	2.8%	-2.6%
Japan	21.9%	12.7%	7.5%	-3.7%	South Korea	9.2%	10.9%	7.5%	6.8%	Taiwan	10.4%	10.8%	7.5%	4.7%
South Korea	20.3%	34.7%	27.2%	29.9%	Taiwan	33.4%	19.2%	13.3%	11.1%	China	7.3%	18.9%	27.6%	37.8%
Sri Lanka	32.0%	20.9%	10.7%	5.3%	USA	12.3%	14.5%	10.7%	14.6%	Malaysia	8.5%	9.0%	10.7%	12.8%
USA	19.9%	19.8%	10.7%	10.4%	UK	21.5%	16.8%	10.7%	6.7%	Canada	4.0%	3.8%	10.7%	9.8%
USA	15.8%	18.1%	7.5%	3.7%	South Korea	9.6%	10.9%	7.5%	3.5%	Japan	12.6%	6.8%	7.5%	-7.0%
Taiwan	36.8%	31.7%	7.5%	2.2%	Japan	13.3%	9.2%	7.5%	-0.9%	USA	7.1%	4.4%	7.5%	-2.5%
China	8.3%	21.0%	27.6%	27.1%	South Korea	12.9%	17.4%	27.2%	16.2%	USA	16.2%	15.1%	20.3%	10.2%
Taiwan	16.1%	15.8%	7.5%	4.9%	USA	3.8%	5.7%	7.5%	11.3%	Japan	6.7%	5.6%	7.5%	2.6%
China	8.7%	17.6%	20.5%	16.6%	USA	11.3%	11.0%	17.7%	5.1%	New Zealand	13.2%	11.0%	6.0%	2.7%

Chart 7: Top 20 Asia Pacific Destinations for Tourists from China



In 2016, Asia Pacific's top origin market for tourists, China, contributed 55.0 million overnight international arrivals, a 16.2 percent share of all tourists to the 171 destinations. It also contributed the highest number of total nights (302.8 million nights or 17.1 percent of the total) and expenditure (US\$43.4 billion or 17.7 percent of the total) to Asia Pacific. The number of outbound Chinese tourists to Asia Pacific has grown by 25.8 percent per year for the last 7 years (CAGR basis) propelling it from the fifth most important contributor to Asia Pacific tourists in 2009 (where Japan was first) to the most important by 2012 where it has since retained its lead.

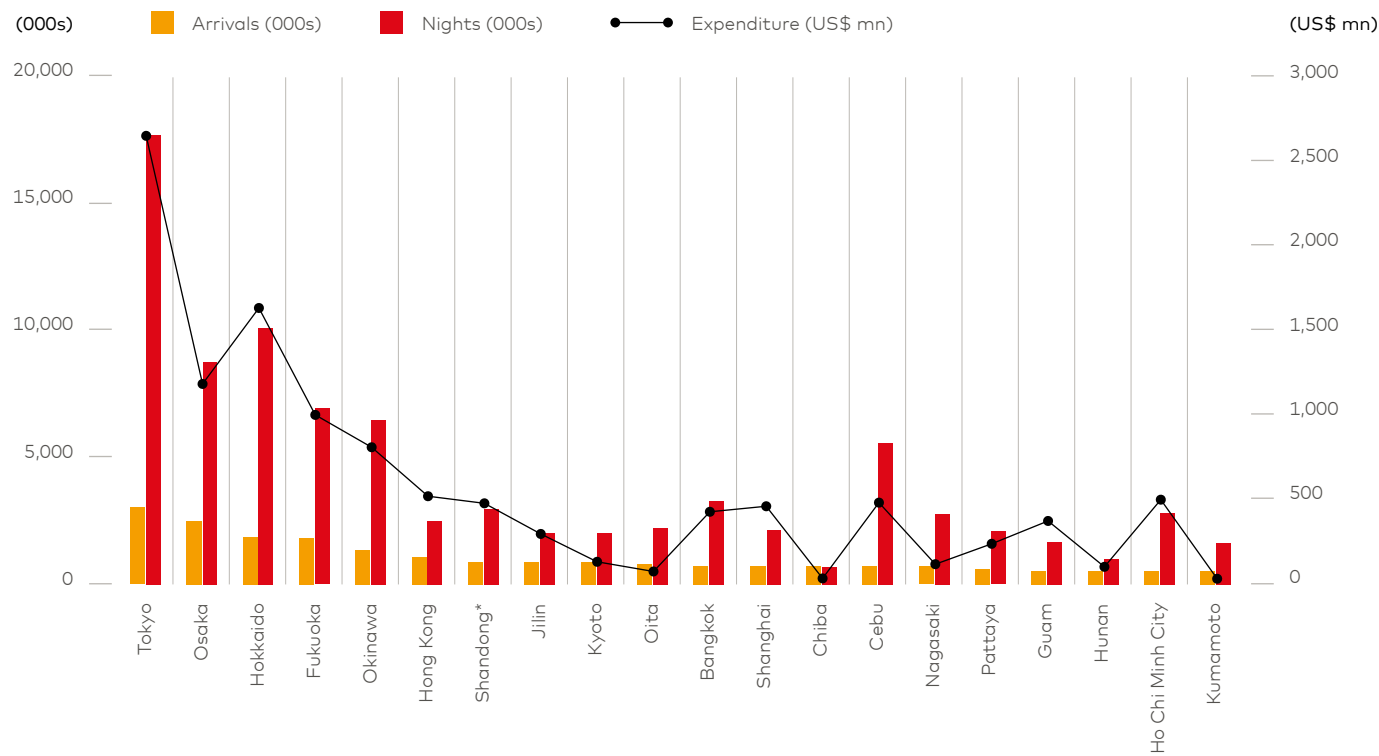
Outbound China's top 20 destinations in Asia Pacific are spread across Northeast Asia (11 destinations) and Southeast Asia (nine destinations). Outside of the top 20, the top Oceanic destination is Sydney (#23) and the top South Asian destination is the Maldives (#38).

Seoul was the #1 destination in 2009 and 2010 for outbound Chinese before being eclipsed by Bangkok in 2011, a lead which it has held despite its political turmoil in 2014. As the current #1, Bangkok (6.8 million, 12.4 percent of all outbound Chinese to the 171 destinations go to Bangkok) maintains a sizeable lead over Seoul (5.9 million, 10.7 percent share) barring any new negative tourism shocks for Thailand.

**"China contributed 55.0 million overnight international arrivals, a 16.2 percent share of all tourists to the 171 destinations."**

Rank	Destination	Arrival Share (%)
1	Bangkok	12.3%
2	Seoul	10.7%
3	Tokyo	5.2%
4	Jeju	4.6%
5	Phuket	4.3%
6	Pattaya	4.3%
7	Singapore	4.2%
8	Osaka	3.5%
9	Taipei	2.8%
10	Bali	2.7%
11	Kuala Lumpur	2.5%
12	Aichi	1.9%
13	Hokkaido	1.8%
14	Ho Chi Minh City	1.7%
15	Shizuoka	1.6%
16	Yamanashi	1.6%
17	Chiba	1.6%
18	Kyoto	1.5%
19	Hanoi	1.4%
20	Kuantan/Highlands	1.4%

Chart 8: Top 20 Asia Pacific Destinations for Tourists from South Korea



In 2016, Asia Pacific's second most important origin for tourists, South Korea, contributed 35.7 million overnight international arrivals, a 10.5 percent share all tourists to the 171 destinations. It also contributed the second highest number of total nights (153.1 million nights or 8.7 percent of the total) and expenditure (US\$21.4 billion or 8.8 percent of the total) to Asia Pacific.

Outbound South Korea's top 20 destinations are mostly in Northeast Asia (four in mainland China, 10 in Japan and Hong Kong) with five notable exceptions: Bangkok at #11, Cebu at #14, Pattaya at #16, Guam at #17 and Ho Chi Minh City at #19.

**"Tokyo is the top Asia Pacific destination for outbound Koreans with 3.0 million arrivals."**

Tokyo is the top Asia Pacific destination for outbound Koreans with 3.0 million arrivals followed by Osaka at #2 with 2.5 million. Hokkaido comes in at #3 with 1.9 million.

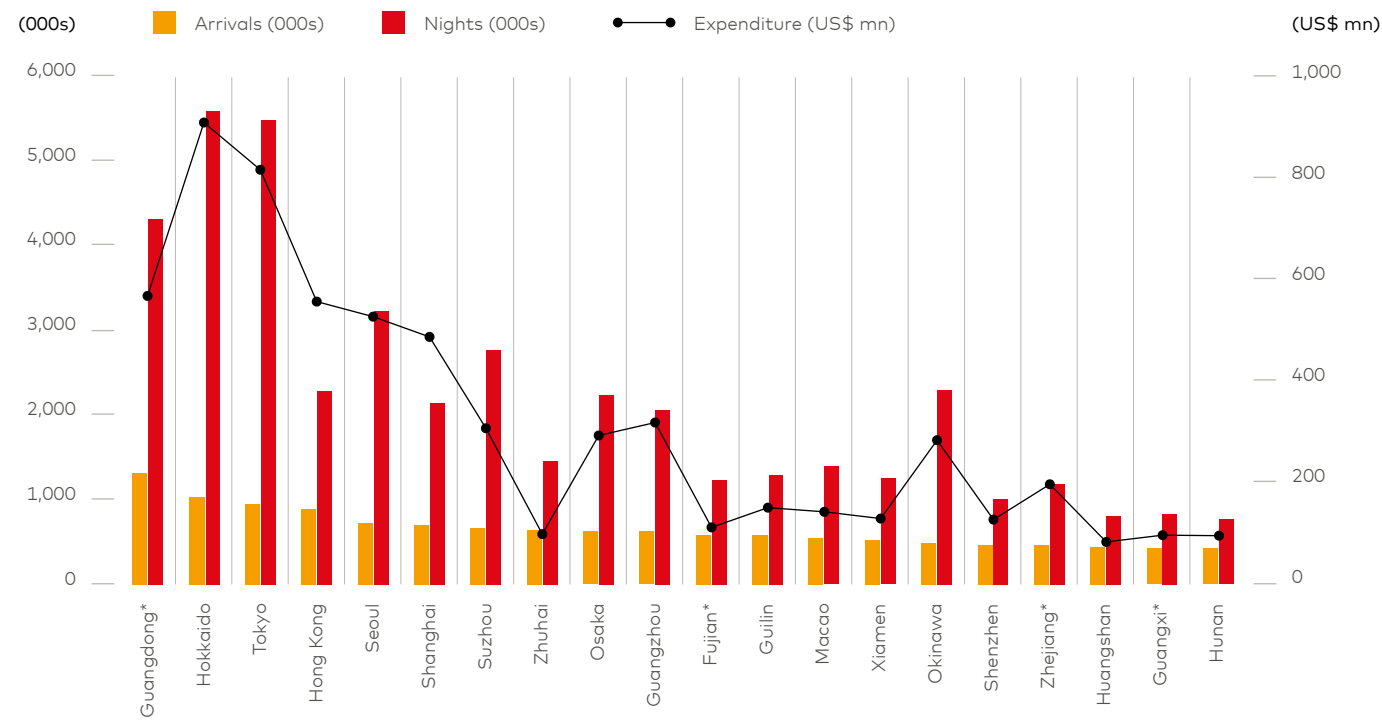
Rank	Destination	Arrival Share (%)
1	Tokyo	8.4%
2	Osaka	6.8%
3	Hokkaido	5.2%
4	Fukuoka	5.0%
5	Okinawa	3.7%
6	Hong Kong	3.0%
7	Shandong*	2.4%
8	Jilin	2.4%
9	Kyoto	2.3%
10	Oita	2.1%
11	Bangkok	2.0%
12	Shanghai	2.0%
13	Chiba	2.0%
14	Cebu	1.9%
15	Nagasaki	1.9%
16	Pattaya	1.6%
17	Guam	1.5%
18	Hunan	1.5%
19	Ho Chi Minh City	1.5%
20	Kumamoto	1.4%

\* ex major cities





Chart 9: Top 20 Asia Pacific Destinations for Tourists from Taiwan



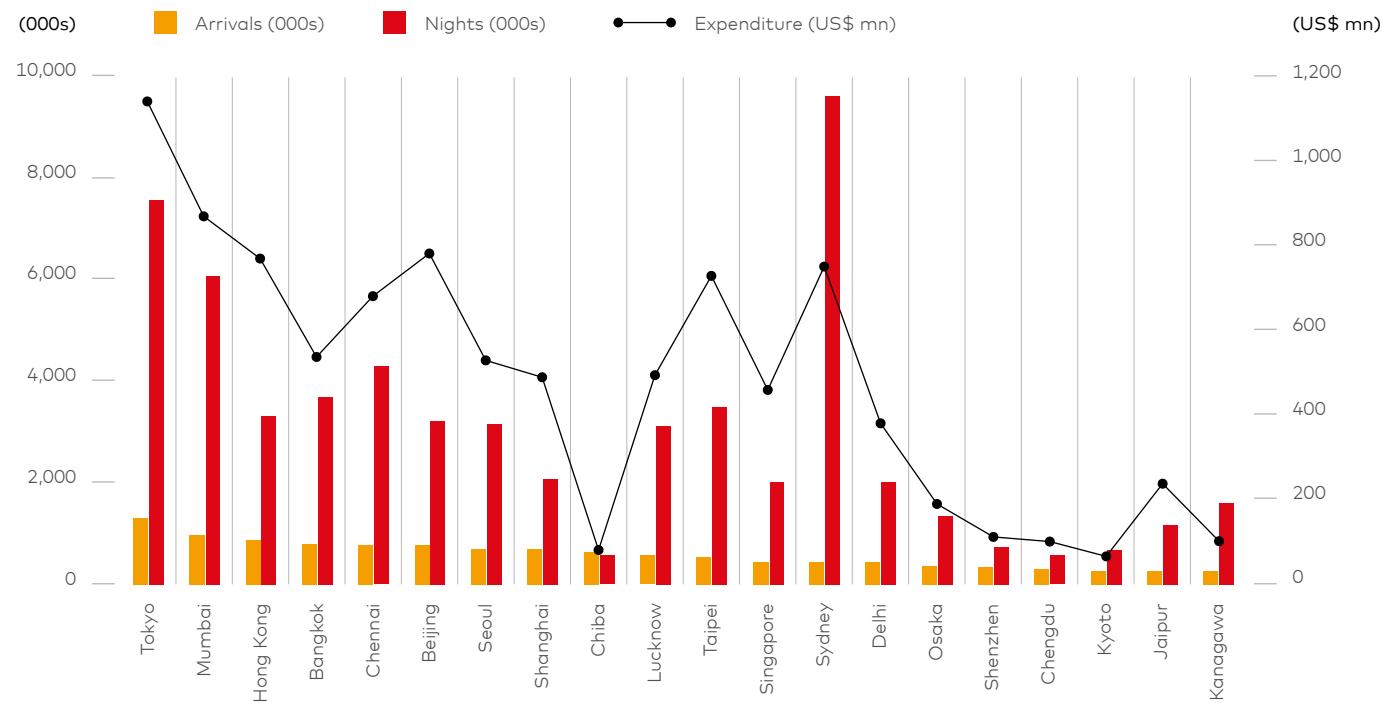
In 2016, Asia Pacific's third most important origin market for tourists, Taiwan, contributed 23.8 million overnight international arrivals, a 7.0 percent share of all tourists to the 171 destinations. It also contributed the fifth highest number of total nights (88.2 million nights or 5.0 percent of the total) and expenditure (US\$12.5 billion or 5.1 percent of the total) to Asia Pacific.

Unlike outbound China's top 20 destinations in Asia Pacific which are well spread across Northeast Asia and Southeast Asia, outbound Taiwan's top 20 destinations are all in Northeast Asia and specifically in Chinese destinations (of which 13 are on outbound Taiwan's top 20 list) followed by Japanese destinations (of which there are four in the top 20), Seoul, Macao and Hong Kong.

Rank	Destination	Arrival Share (%)
1	Guangdong*	5.5%
2	Hokkaido	4.3%
3	Tokyo	3.9%
4	Hong Kong	3.7%
5	Seoul	3.0%
6	Shanghai	3.0%
7	Suzhou	2.8%
8	Zhuhai	2.7%
9	Osaka	2.6%
10	Guangzhou	2.6%
11	Fujian*	2.4%
12	Guilin	2.4%
13	Macao	2.3%
14	Xiamen	2.2%
15	Okinawa	2.0%
16	Shenzhen	1.9%
17	Zhejiang*	1.9%
18	Huangshan	1.8%
19	Guangxi*	1.7%
20	Hunan	1.7%

\* ex major cities

Chart 10: Top 20 Asia Pacific Destinations for Tourists from the USA



In 2016, USA contributed about 22.9 million overnight international arrivals to Asia Pacific, a 6.7 percent share of all tourists to the 171 Asia Pacific destinations. It also contributed the third highest number of total nights (124.6 million nights or 7.0 percent of the total) and third highest expenditure (US\$17.3 billion or 7.1 percent of the total) to Asia Pacific. Among the non Asia Pacific origin markets it contributes the most overnight tourists to the 171 destinations.

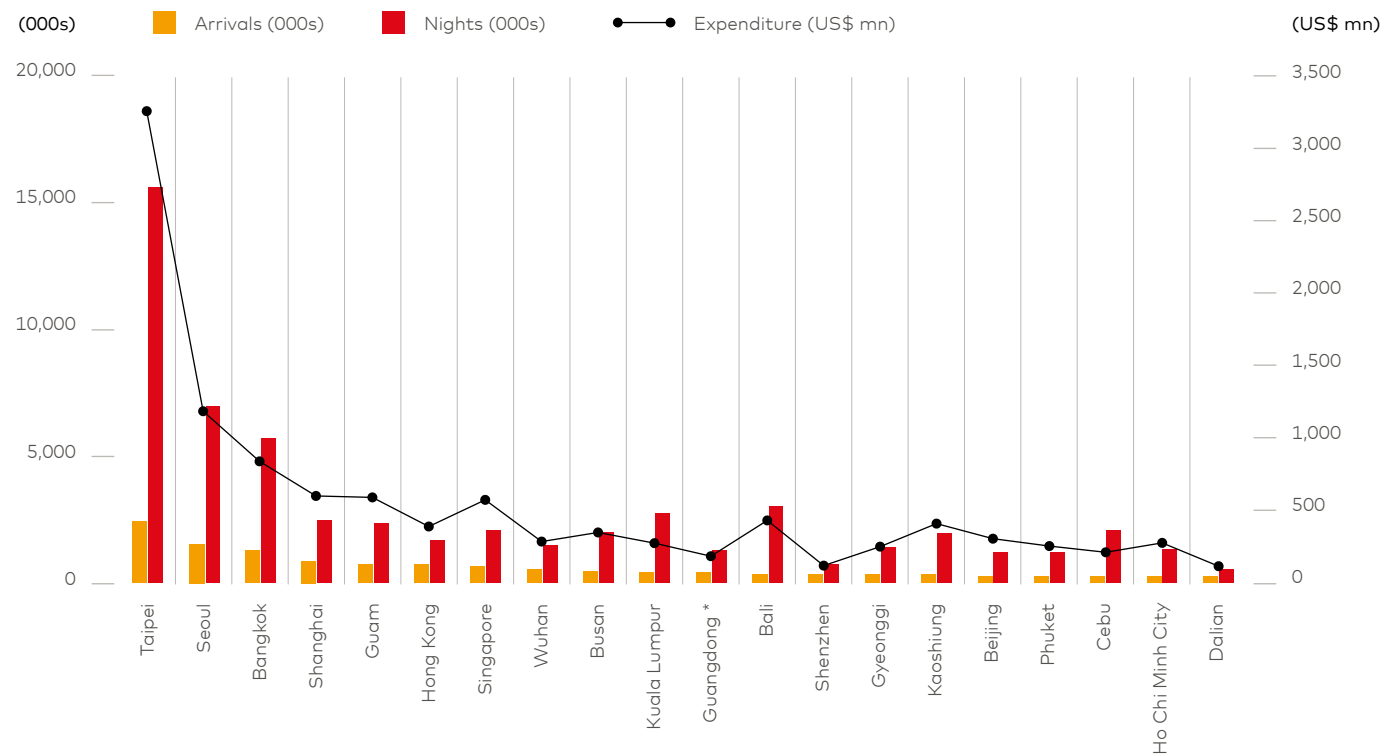
Tokyo takes top spot with 1.3 million arrivals (5.6 percent of total USA arrivals to Asia Pacific) followed by Mumbai (4.2 percent share), Hong Kong (3.8 percent share), Bangkok (3.5 percent share) and Chennai (3.3 percent share).

Apart from Mumbai (#2) and Chennai (#5) there are three other Indian destinations within the top 20: Lucknow (#10), Delhi (#14), and Jaipur (#19). In fact, the USA is the largest source of tourists for 12 of the 16 Indian destinations.

Rank	Destination	Arrival Share (%)
1	Tokyo	5.6%
2	Mumbai	4.2%
3	Hong Kong	3.8%
4	Bangkok	3.5%
5	Chennai	3.3%
6	Beijing	3.3%
7	Seoul	3.0%
8	Shanghai	3.0%
9	Chiba	2.7%
10	Lucknow	2.4%
11	Taipei	2.3%
12	Singapore	1.9%
13	Sydney	1.9%
14	Delhi	1.8%
15	Osaka	1.6%
16	Shenzhen	1.4%
17	Chengdu	1.3%
18	Kyoto	1.2%
19	Jaipur	1.1%
20	Kanagawa	1.1%



Chart 11: Top 20 Asia Pacific Destinations for Tourists from Japan



In 2016, outbound Japanese tourists contributed 19.8 million overnight international arrivals, a 5.8 percent share of all tourists to the 171 destinations. It also contributed the fourth highest number of total nights (99.8 million nights or 5.6 percent of the total) and the fourth highest expenditure (US\$16.3 billion or 6.6 percent of the total) to Asia Pacific.

Unlike outbound Taiwan and South Korea, the top 20 destinations of outbound Japan while still heavily tilted to Northeast Asia (12 destinations) is more balanced with seven destinations in Southeast Asia and one in Oceania (Guam).

Taipei is the top Asia Pacific destination for outbound Japanese with 2.40 million arrivals, followed by Seoul at #2 with 1.54 million, Bangkok at #3 with 1.25 million, Shanghai at #4 with 825,000 and Guam at #5 with 746,000.

Rank	Destination	Arrival Share (%)
1	Taipei	12.1%
2	Seoul	7.8%
3	Bangkok	6.3%
4	Shanghai	4.2%
5	Guam	3.8%
6	Hong Kong	3.5%
7	Singapore	3.4%
8	Wuhan	2.6%
9	Busan	2.2%
10	Kuala Lumpur	2.0%
11	Guangdong*	1.9%
12	Bali	1.7%
13	Shenzhen	1.6%
14	Gyeonggi	1.6%
15	Kaoshiung	1.5%
16	Beijing	1.4%
17	Phuket	1.3%
18	Cebu	1.3%
19	Ho Chi Minh City	1.3%
20	Dalian	1.2%

\* ex major cities

# Appendix

The 171 destinations in the Index are:

- China:** Anhui (excl. major cities), Beijing, Chengdu, Chongqing, Dalian, Fujian (excl. major cities), Fuzhou, Guangdong (excl. major cities), Guangxi (excl. major cities), Guangzhou, Guilin, Guizhou, Hainan, Hangzhou, Hebei, Heilongjiang, Henan, Huangshan, Hubei (excl. major cities), Hunan, Inner Mongolia, Jiangsu (excl. major cities), Jiangxi, Jilin, Liaoning (excl. major cities), Kunming, Nanjing, Ningbo, Qingdao, Shandong (excl. major cities), Shaanxi (excl. major cities), Shanghai, Shanxi, Shenyang, Shenzhen, Sichuan (excl. major cities), Suzhou, Tianjin, Wuhan, Wuxi, Xiamen, Xi An, Xinjiang, Yunnan (excl. major cities), Zhejiang (excl. major cities), Zhuhai

**Korea:** Busan, Chungnam, Gangwon, Gwangju, Gyeonggi, Jeju, Seoul, Incheon

**Taiwan:** Hsinchu, Hualien, Kaohsiung, Taipei, Tai Chung

**Hong Kong**

**Macao**
- Japan:** Aichi, Chiba, Fukuoka, Gifu, Hiroshima, Hokkaido, Hyogo, Ishikawa, Kanagawa, Kumamoto, Kyoto, Nagano, Nagasaki Oita, Okinawa, Osaka, Shizuoka, Tokyo, Yamanashi

**Singapore**

**Thailand:** Ayutthaya, Bangkok, Chiang Mai, Chiang Rai, Hat Yai, Hua Hin, Koh Chang, Koh Pha Ngan, Koh Samui, Koh Tao, Krabi, Narathiwat, Pattaya, Phang Nga, Phuket, Rayong, Samut Prakan, Yala

**Indonesia:** Bali, Bandung, Banten, Batam, Jakarta, Lombok, Medan

**Malaysia:** Alor Star/ Langkawi, Johor, Kuala Lumpur, Kuantan/ Highlands, Malacca, Negri Sembilang, Penang, Perak, Sabah, Sarawak

**The Philippines:** Boracay, Caramines Sur, Cebu, Manila

**Vietnam:** Ha Long, Hanoi, Ho Chi Minh City City

**Myanmar:** Yangon
- Cambodia:** Phnom Penh, Siem Reap

**Laos:** Champassak, Khammoune, Luang Namtha, Luang Prabang, Savannakhet, Vientiane

**Fiji**

**Guam**

**Australia:** Adelaide, Brisbane, Canberra, Darwin, Hobart, Melbourne, Perth, Sydney

**New Zealand:** Auckland, Christchurch, Northland, Queenstown, Southland, Tauranga, Waikato, Wellington, West Coast

**Maldives**

**India:** Ahmedabad, Bengaluru, Bhopal, Chandigarh, Chennai, Delhi, Goa, Hyderabad, Jaipur, Kolkata, Ludhiana, Lucknow, Mumbai, Patna, Simla, Thiruvananthapuram

**Sri Lanka:** Colombo, Galle, Kandy

# Methodology

The 171 destinations represent about 339 million overnight arrivals and constitute about 90 percent of all overnight arrivals to the 22 markets. Notable exclusions to Asia Pacific coverage are destinations in Pakistan, Bangladesh, Bhutan, Nepal, Mongolia and several Oceania island nations. In total these excluded nations would have contributed under 3.5 million overnight arrivals and would represent about 1 percent of the destinations covered. There are several destinations in Vietnam representing about 12.5 million or 4 percent of the Asia Pacific 22 market total that are not covered in this project due to a lack of usable data in apportioning this number among Vietnamese destinations outside of Ho Chi Minh City City, Ha Long and Hanoi. Finally, within the 22 markets, destinations with less than 200,000 international thousand overnight tourists in 2016 have been excluded from coverage.

The underlying data has been sourced primarily from National Tourism Boards. 2016 estimates in the absence of official data were made by the analyst using data at the national level (which is much more timely than data at the local destination level). While many of the destinations are at the city or metropolis level, in other cases the coverage is at the state/ province or regional level largely following the way that the official statistics are presented. A special case is China where data is available at the province level and at the level of the major cities. In cases where the major cities of a province have low levels of overnight arrivals (< 1 million) or are not presented, we default to the province level. In cases where the major cities of a province have high levels of overnight arrivals (> 1 million) we present both the major cities and their province data (excluding said major cities) so as to avoid a double count.

For most of the destinations, coverage includes all overnight international arrivals (those staying at paid and unpaid accommodations). However, in the cases of destinations from China, Vietnam, Philippines, Malaysia and Indonesia, only arrivals at paid accommodations are included as there is insufficient data to estimate total overnight arrivals. This would imply an underestimation of up to about 15 percent of total arrivals in these five markets. This underestimation can be much higher in specific destinations with high incidences of shared land borders (e.g. Singapore to Johor) where overseas visitors may enter the border frequently to stay the night in residences that they own (e.g. live in Johor but work in Singapore). While many of these cases may not be considered strictly tourists, they are sometimes counted as such by national tourism boards.

Some origin market – destination pairs have been specifically excluded from the total including

- Malaysian citizen arrivals to Singapore by land (as the Singapore Tourism Board specifically excludes coverage of this)
- Brunei arrivals by land to Sarawak in East Malaysia (the geographic nature of Brunei forces some parts of the population to cross over into Sarawak to get to other parts of Brunei)
- China arrivals to Hong Kong and Macau and vice versa (Macau to Hong Kong and China; Hong Kong to China and Macau) as these flows are not strictly international

**Notable Changes in methodology from Asia Pacific Destinations Index 2015**

**South Korea Destinations:** We have changed the methodology of calculating international overnight arrivals to South Korean destinations. In the previous edition, we relied on international arrivals at accommodations. However, we have been unable to update this data from the source and have therefore switched to accounting for international arrivals via the percentage of arrivals to South Korea by origin, who report having visited destinations within the market (annual surveys). This has also allowed us to add 4 destinations (Incheon, Gyeonggi, Chungnam and Gwangju) increasing the coverage of South Korean destinations to 8 (and the overall coverage of Asia Pacific destinations to 171 from 167). The average expenditure per day (which affects total expenditure) for all South Korean destinations have been adjusted to be consistent with total tourism expenditure in South Korea (i.e. the sum of tourism expenditures at all the South Korean destinations must equal to the total tourism expenditures at a national level)

**Cambodian Destinations:** Overnight arrivals have been adjusted downwards to the official arrivals numbers while average nights have been adjusted upwards such that total expenditure remains constant. Previously the statistics for total arrivals and average nights at the destination level did not coincide with the national total (arrivals and nights) and a adjustment was made to arrivals at the destination level while keeping average nights constant. In this edition we have elected to reverse the adjustment keeping arrivals at the official level while adjusting average nights to coincide with national totals.



