

# Top 100 City Destinations Index 2022

December 2022

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#### INTRODUCTION

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About the report

Travel and tourism industry is facing new challenges

Top 100 City Destinations Index ranks cities across six key pillars

# **GLOBAL PERFORMANCE**

Top 100 City Destinations Index 2022

Global performance

Top 10 city destinations of 2022

Travel sector struggles to meet surging demand as travel restrictions are lifted

Rising cost of living will hinder travel preferences

Smart cities to boom and become critical in mitigating uncertainties

Opportunity to lead in sustainability as cities support recovery of travel and tourism sectors

The future of cities

## PILLAR PERFORMANCE

L eading in the most important pillar is not enough for overall first place

Removal of pandemic restrictions influenced big movements within pillars

Singapore tops the economic and business performance pillar

Tourism performance boosted by pent-up demand

International arrivals on the way to recovery

Increased investment in tourism policy and attractiveness - helps diversify source markets

Social media and digital solutions sees growing importance in customer journey

Tourism infrastructure - high priority for cities

Extensive short-term rentals offer is a must to become an attractive destination

Transparent Intelligence: short-term rentals attracting new profiles of quality visitors

Paris is at the forefront in terms of short -t erm rental s regulations

Middle East and Africa dominating the health and safety pillar

The war in Ukraine not only adds to economic pressure, but also raises safety concerns

Sustainability - fully embraced by European cities

Nordic capitals enhancing their sustainability offer

## PERFORMANCE BY REGION

Americas

Leisure domestic travel to urban destinations gives Canadian cities a much-needed boost

Lagging recovery of business travel has an uneven impact across the region

Beach destinations: a top destination in 2021 - have mixed performance a year later

New York City: Reclaims its position in the Top 10 cities

Asia

Asian cities target other source markets while waiting for the return of Chinese tourists

Singapore: Leading Asia's recovery with a focus on MICE

China focuses on duty-free shopping to promote domestic tourism and spending

Europe

European cities: magnet for "the returning" international traveller

Paris: The most attractive city destination in the world

London: Banking on US visitors to help with rising inflation and weak pound

Berlin: Restarting the local economy with "quality tourism" and sustainable efforts

Berlin: Driving city-compatible tourism growth

Middle East And Africa

Dubai: Huge ambitions to become the metaverse capital of the world

Qatar: Engulfed in the World Cup fever

Cities: the economic powerhouses of the region

## **EMERGING CITY TOURISM STRATEGIES**

Airports: the new ecosystems in the cities

Innovation, renovation and expansion of airports supports pent-up demand

Chengdu Tianfu International Airport: A new aerotropolis in the heart of Chengdu region

Duty-free shops: widening their reach to more city centres

Digital nomad visas: giving a boost to cities and their workation programmes Top destination features resonate with new lifestyle preferences of travellers

Cities offering cash as part of new stimulus programmes

Prague: Digital nomad hotspot in Europe Energy sufficiency: the path to net zero cities

Cities continue to embrace the great bicycle supercharged boom

Madrid: Sustainability very high on its agenda

Thinking outside of the box: Island destinations embracing loyalty programmes With the help of technology and digitalisation cities support local businesses

#### CONCLUSION

Resilience and innovation at the heart of city development amid growing uncertainty

#### **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

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