



MasterCard Asia Pacific Destinations Index 2016

Tracking the growth of tourism in Asia Pacific



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INTRODUCTION

The first MasterCard Asia Pacific Destinations Index is an offshoot of MasterCard's annual Global Destination Cities Index.

In recent years, Asia Pacific cities have increasingly dominated the fastest growing and most visited destinations in the world. According to 2015's MasterCard Global Destination Cities Index, five of the ten most visited cities in the world were in Asia Pacific. Bangkok was

placed second, while Singapore, Kuala Lumpur, Seoul and Hong Kong round off the top ten, taking seventh, eighth, ninth and tenth place respectively. Meanwhile, Colombo was the world's fastest growing destination.

The Asia Pacific Destinations Index takes a more in-depth, focused look at these tourism trends, ranking 167 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. What makes the Index unique is that it looks at the source countries for each destination, enabling the tourism industry and governments to make sure they are marketing destinations to the right audiences and are not overly-reliant on one origin country.

The destinations are drawn from 22 countries in Asia Pacific, representing 90% of all international overnight arrivals.

THE DESTINATIONS
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22

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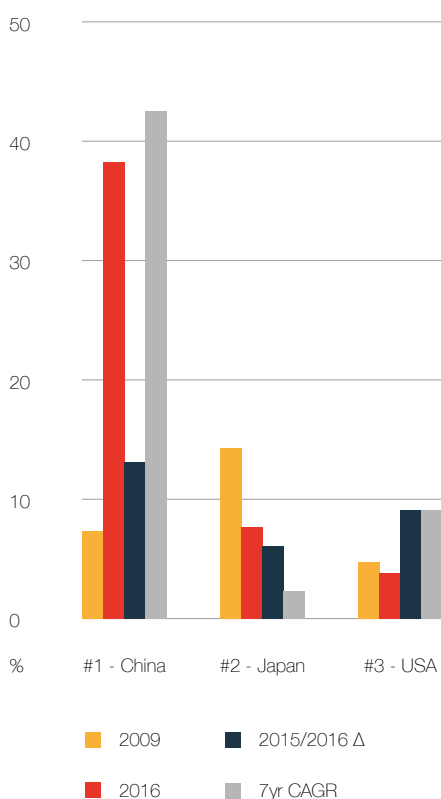


TABLE 1: TOP 3 ORIGIN COUNTRIES BY SHARE OF ARRIVALS TO ASIA PACIFIC'S TOP 20 DESTINATIONS

Out of the 16 non-mainland China destinations and excluding Hong Kong, 13 of them (except Kuala Lumpur, Mumbai and Chennai) have China as one of their top three origin markets, while six of them have China as their top origin market.

USA is the second biggest source of tourists in Asia Pacific with nine destinations (where it is a top three origin market), followed by South Korea (eight destinations), Japan (six destinations) and Taiwan (six destinations). Apart from the USA, the top origin markets for the top 20 destinations are mostly from Northeast Asia.

2016 Top 3 Origin Countries of International Overnight Arrivals - Bangkok



2016 Total Arrivals Rank	Destination	Country	2016 Total Overnight International (millions)		
			Arrivals	Nights	Exp (US\$)
1	Bangkok	Thailand	21.5	104.9	14,838.8
2	Singapore	Singapore	12.1	56.7	12,541.1
3	Kuala Lumpur	Malaysia	12.0	72.8	11,336.5
4	Tokyo	Japan	11.7	69.2	13,476.0
5	Seoul	South Korea	10.2	55.2	12,502.7
6	Phuket	Thailand	9.9	43.3	8,210.3
7	Hong Kong	Hong Kong SAR	8.4	28.0	6,838.5
8	Bali	Indonesia	7.8	71.1	11,018.6
9	Taipei	Taiwan	7.3	48.7	9,602.8
10	Pattaya	Thailand	7.3	25.2	3,307.1
11	Osaka	Japan	7.0	25.7	3,394.9
12	Shanghai	China	6.1	20.2	4,997.9
13	Siem Reap	Cambodia	5.1	16.9	1,625.2
14	Mumbai	India	4.9	26.4	3,596.2
15	Hokkaido	Japan	4.8	25.4	2,859.5
16	Chennai	India	4.4	21.5	3,239.0
17	Beijing	China	4.1	17.3	4,082.0
18	Guangdong*	China	3.9	9.5	1,774.1
19	Phnom Penh	Cambodia	3.9	14.6	1,404.5
20	Chiba	Japan	3.8	3.2	545.8

2016 Top 3 Origin Countries of International Overnight Arrivals

Origin Country #1					Origin Country #2					Origin Country #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%	38.2%	13.1%	42.5%	Japan	14.3%	7.7%	6.1%	3.2%	USA	4.7%	3.8%	9.1%	9.1%
Indonesia	16.9%	15.6%	3.8%	5.9%	China	9.5%	14.9%	8.4%	14.2%	India	8.3%	7.1%	3.5%	4.7%
Singapore	14.8%	22.7%	7.4%	9.6%	Indonesia	27.9%	13.8%	7.4%	-6.8%	Thailand	3.7%	8.6%	7.4%	16.3%
S. Korea	14.2%	23.3%	14.4%	27.2%	China	11.1%	22.9%	17.8%	31.3%	USA	11.6%	10.0%	7.9%	15.9%
China	16.9%	50.5%	11.9%	28.0%	Japan	43.5%	10.1%	7.1%	-11.1%	USA	8.9%	5.8%	8.0%	3.1%
China	3.2%	25.6%	13.1%	65.1%	Australia	17.3%	6.0%	4.8%	5.3%	Germany	5.8%	5.3%	7.3%	21.0%
S. Korea	5.7%	11.1%	-0.6%	12.7%	Taiwan	8.8%	10.1%	1.3%	4.6%	USA	10.8%	9.9%	-0.8%	1.4%
Australia	20.0%	23.6%	6.6%	17.9%	China	8.9%	17.6%	11.7%	26.9%	Japan	14.3%	5.6%	6.3%	0.6%
Japan	34.7%	29.8%	-4.5%	12.0%	China	18.8%	22.4%	-5.5%	17.4%	Hong Kong	8.4%	13.4%	47.2%	22.3%
China	13.4%	28.8%	13.1%	29.1%	Russia	20.7%	11.6%	7.8%	6.5%	S. Korea	4.1%	6.6%	9.1%	23.7%
S. Korea	32.8%	32.7%	14.4%	24.1%	China	14.7%	26.3%	17.8%	35.0%	Taiwan	22.6%	9.0%	10.3%	8.9%
Japan	21.9%	13.2%	5.9%	-4.0%	Taiwan	10.4%	11.8%	7.5%	5.0%	USA	10.4%	10.9%	6.2%	4.0%
China	15.4%	19.2%	2.6%	18.7%	Vietnam	9.4%	20.9%	5.4%	28.9%	Thailand	6.1%	8.6%	6.4%	20.9%
USA	19.9%	19.8%	6.4%	10.4%	UK	21.5%	17.1%	6.4%	6.8%	Canada	4.0%	3.9%	6.4%	10.1%
S. Korea	20.3%	33.8%	14.4%	27.5%	Taiwan	33.4%	20.2%	10.3%	10.3%	China	7.3%	18.9%	17.8%	35.7%
Sri Lanka	32.0%	19.6%	6.4%	1.8%	USA	12.3%	13.8%	6.4%	11.0%	Malaysia	8.5%	9.9%	6.4%	11.5%
USA	15.8%	18.7%	6.2%	3.9%	S. Korea	9.6%	10.8%	6.7%	3.2%	Taiwan	6.5%	7.0%	7.5%	2.5%
Taiwan	36.8%	34.4%	4.3%	2.7%	Japan	13.3%	9.7%	2.4%	-0.8%	S. Korea	5.0%	5.1%	5.6%	4.0%
Vietnam	16.4%	20.4%	2.6%	14.0%	China	9.0%	19.9%	5.4%	23.8%	Thailand	6.2%	8.7%	6.4%	16.1%
China	8.3%	21.1%	17.8%	25.8%	S. Korea	12.9%	17.1%	14.4%	14.5%	USA	16.2%	14.7%	7.9%	8.6%

TOP 20 ORIGIN COUNTRIES FOR ASIA PACIFIC DESTINATIONS

The top 20 origin countries are projected to contribute 265.9 million tourists or 82.8% of all international overnight tourists to Asia Pacific (the top ten alone contribute 64.3%) in 2016 with 14 of them from within Asia Pacific.

In addition the top 20 will contribute US\$208 billion in tourism revenues and about 1.4 billion nights to Asia Pacific in 2016.

TABLE 2: TOP 20 ORIGIN COUNTRIES FOR ASIA PACIFIC DESTINATIONS BY OVERNIGHT INTERNATIONAL ARRIVALS, EXPENDITURE AND NIGHTS



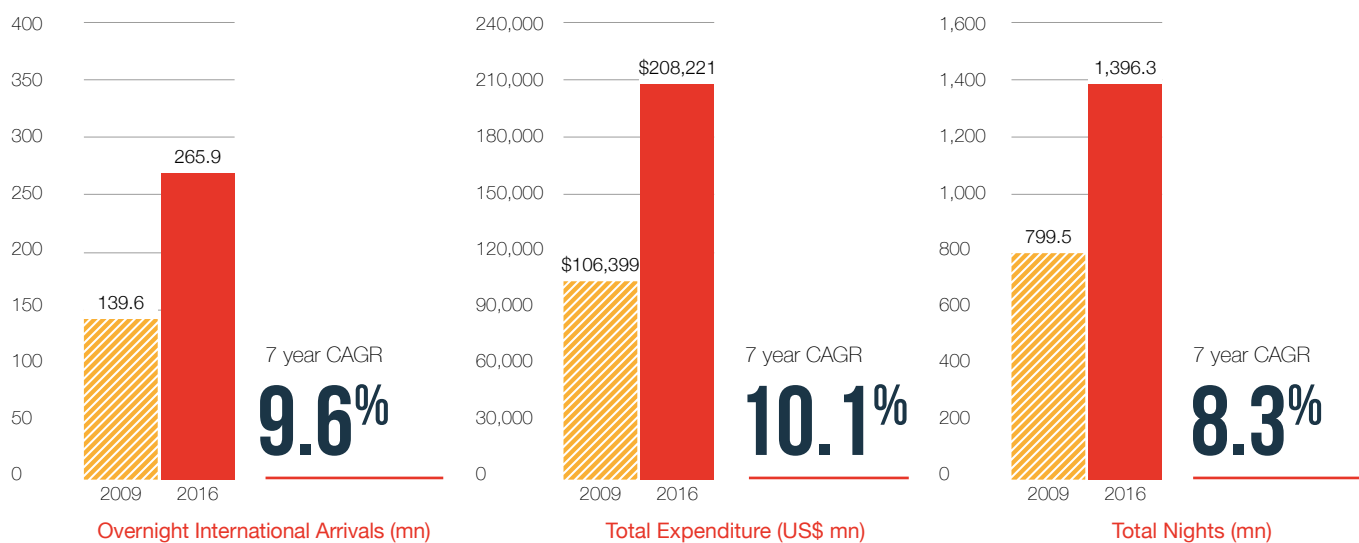
2012 was the first time China was the top source of tourists to Asia Pacific contributing 9.7% of international overnight arrivals. Since then it has increased its share to 15.7% in 2016. Four of the top five countries with the highest share of international overnight arrivals to Asia Pacific destinations in 2016 are from Northeast Asia – South Korea (10.1%) ranked second after China, followed by Taiwan (7.0%), the United States (6.4%) and Japan (5.6%). The four Northeast Asian markets are expected to contribute 38.4% of total international overnight arrivals in the region in 2016. USA at #4 has consistently been the highest ranked non-Asia Pacific origin country since 2009. The UK is the only other non-Asia Pacific country within the top ten at #9 with 3.8% share.

1	China	15.7%
2	S. Korea	10.1%
3	Taiwan	7.0%
4	USA	6.4%
5	Japan	5.6%
9	UK	3.8%

Rank by 2016 Contribution Share of OVN Int'l Arrivals

2009	2016	Origin Country
6	1	China
5	2	South Korea
3	3	Taiwan
2	4	USA
1	5	Japan
4	6	Singapore
10	7	Malaysia
8	8	Australia
7	9	UK
11	10	Thailand
9	11	Indonesia
12	12	Germany
14	13	France
15	14	Russia
13	15	India
16	16	Canada
18	17	Hong Kong
20	18	Vietnam
17	19	Philippines
19	20	New Zealand

Total Top 20 Origin Contribution To Asia Pacific Destinations



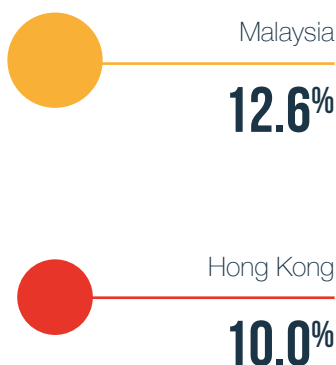
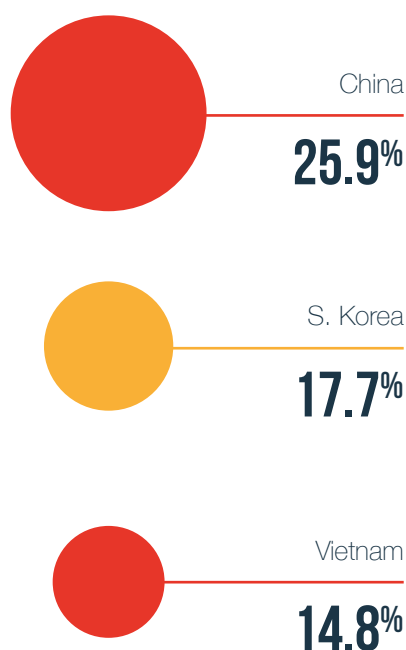
Contribution To Asia Pacific Destinations by

Overnight International Arrivals (millions)			Total Expenditure (US\$ millions)			Total Nights (millions)		
2009	2016	2009/2016, 7 year CAGR	2009	2016	2009/2016, 7 year CAGR	2009	2016	2009/2016, 7 year CAGR
10.1	50.4	25.9%	\$9,057	\$45,289	26.5%	69.2	285.3	22.4%
10.4	32.5	17.7%	\$7,235	\$20,986	18.3%	51.5	139.5	15.3%
13.1	22.5	8.1%	\$8,099	\$13,903	8.9%	53.1	84.9	6.9%
13.3	20.6	6.4%	\$10,323	\$16,233	7.5%	82.0	112.6	4.6%
16.7	18.0	1.1%	\$14,045	\$15,839	2.4%	86.3	93.8	1.2%
11.5	14.3	3.2%	\$9,778	\$12,331	3.6%	59.5	79.1	4.1%
5.9	13.5	12.6%	\$3,375	\$8,664	15.1%	26.3	58.2	12.0%
8.3	13.3	7.1%	\$6,397	\$11,306	8.7%	49.8	75.8	6.2%
8.6	12.3	5.2%	\$7,398	\$10,328	5.3%	68.1	83.6	3.0%
5.5	10.2	9.1%	\$3,124	\$6,627	11.7%	24.9	45.9	9.1%
6.5	9.2	5.1%	\$5,110	\$8,804	8.4%	36.6	50.6	4.7%
5.3	8.7	7.2%	\$4,013	\$6,723	8.0%	33.2	48.2	5.5%
4.2	7.1	7.8%	\$3,076	\$5,251	8.5%	24.4	37.5	6.3%
4.0	5.8	5.2%	\$2,356	\$3,662	7.3%	15.2	21.5	5.1%
4.2	5.6	4.1%	\$2,989	\$4,734	7.1%	28.2	38.3	4.5%
3.3	5.2	6.6%	\$2,476	\$3,946	7.6%	20.7	28.2	4.5%
2.5	4.9	10.0%	\$2,409	\$4,542	10.2%	19.3	31.2	7.1%
1.8	4.7	14.8%	\$1,078	\$2,294	11.9%	8.5	19.1	12.2%
2.6	4.5	8.3%	\$1,796	\$3,322	10.1%	13.7	21.1	6.4%
1.8	2.7	6.1%	\$2,264	\$3,435	6.4%	28.9	42.0	5.5%

TABLE 3: TOP 20 ORIGIN COUNTRIES FOR ASIA PACIFIC DESTINATIONS BY SHARE OF OVERNIGHT INTERNATIONAL ARRIVALS, EXPENDITURE AND NIGHTS

In terms of growth rates between 2009 and 2016, five of the top 20 origin countries are growing by over 10% a year (CAGR basis) namely the three Northeast Asian economies of China (25.9% per year), South Korea (17.7%) and Hong Kong (10.0%) and the developing Southeast Asian economies of Malaysia (12.6%) and Vietnam (14.8%).

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



Kuala Lumpur

% Contribution To Asia Pacific Destinations by

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
5.8%	15.7%	9.9%	6.9%	18.2%	11.3%	7.0%	17.0%	10.0%
6.0%	10.1%	4.1%	5.5%	8.4%	2.9%	5.2%	8.3%	3.1%
7.6%	7.0%	-0.5%	6.2%	5.6%	-0.6%	5.4%	5.1%	-0.3%
7.7%	6.4%	-1.3%	7.9%	6.5%	-1.3%	8.3%	6.7%	-1.6%
9.7%	5.6%	-4.1%	10.7%	6.4%	-4.3%	8.7%	5.6%	-3.1%
6.6%	4.5%	-2.2%	7.4%	4.9%	-2.5%	6.0%	4.7%	-1.3%
3.4%	4.2%	0.8%	2.6%	3.5%	0.9%	2.7%	3.5%	0.8%
4.8%	4.2%	-0.6%	4.9%	4.5%	-0.3%	5.0%	4.5%	-0.5%
5.0%	3.8%	-1.2%	5.6%	4.1%	-1.5%	6.9%	5.0%	-1.9%
3.2%	3.2%	-0.0%	2.4%	2.7%	0.3%	2.5%	2.7%	0.2%
3.8%	2.9%	-0.9%	3.9%	3.5%	-0.4%	3.7%	3.0%	-0.7%
3.1%	2.7%	-0.4%	3.1%	2.7%	-0.4%	3.4%	2.9%	-0.5%
2.4%	2.2%	-0.2%	2.3%	2.1%	-0.2%	2.5%	2.2%	-0.2%
2.3%	1.8%	-0.5%	1.8%	1.5%	-0.3%	1.5%	1.3%	-0.3%
2.4%	1.7%	-0.7%	2.3%	1.9%	-0.4%	2.8%	2.3%	-0.6%
1.9%	1.6%	-0.3%	1.9%	1.6%	-0.3%	2.1%	1.7%	-0.4%
1.4%	1.5%	0.1%	1.8%	1.8%	-0.0%	1.9%	1.9%	-0.1%
1.0%	1.5%	0.4%	0.8%	0.9%	0.1%	0.9%	1.1%	0.3%
1.5%	1.4%	-0.1%	1.4%	1.3%	-0.0%	1.4%	1.3%	-0.1%
1.0%	0.8%	-0.2%	1.7%	1.4%	-0.3%	2.9%	2.5%	-0.4%

Share of Total Top 20 origin countries to Asia Pacific Destinations

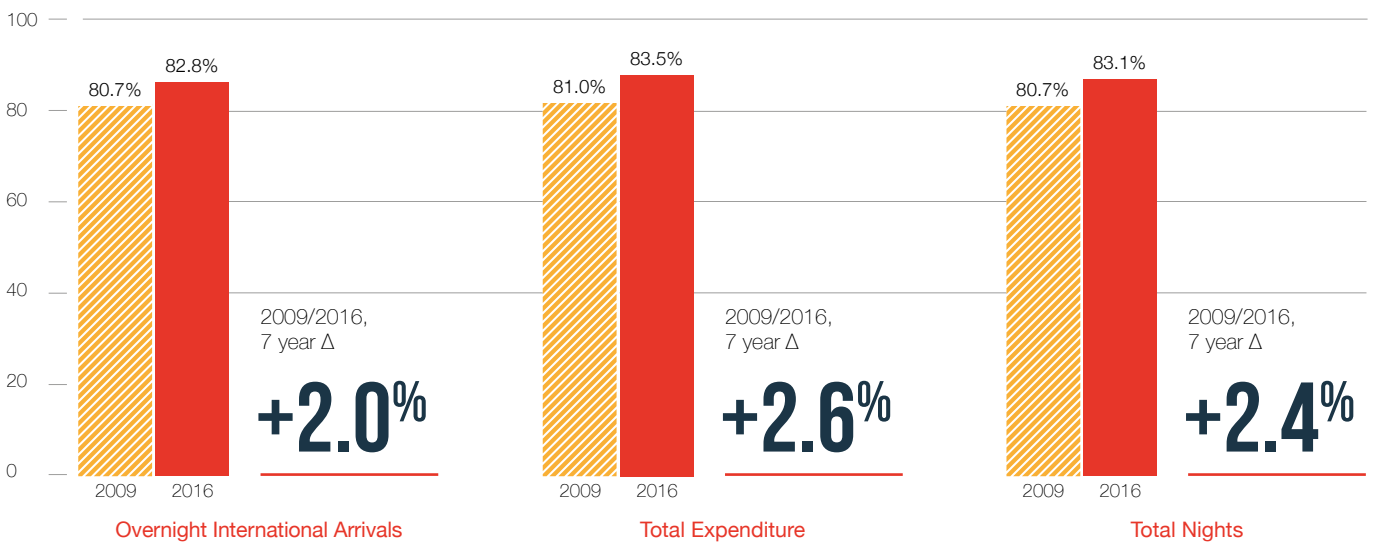
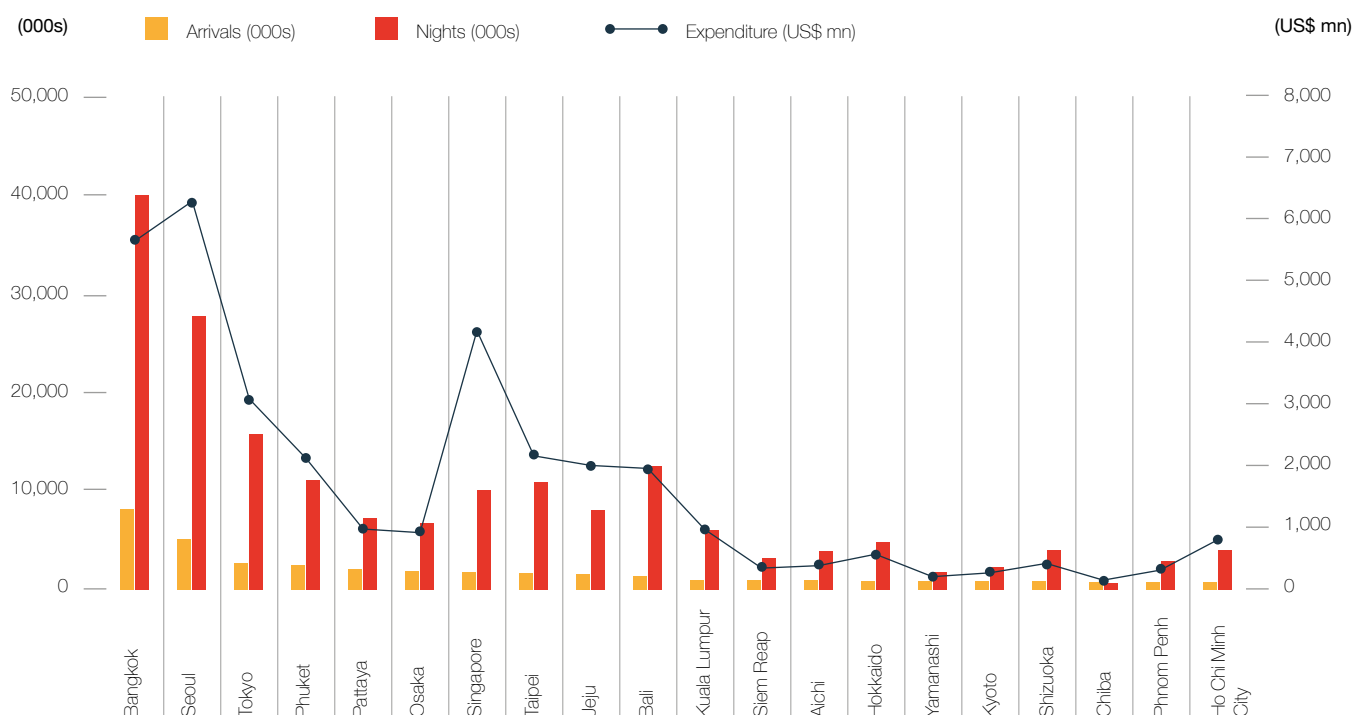


CHART 7: TOP 20 ASIA PACIFIC DESTINATIONS FOR TOURISTS FROM CHINA



In 2016, Asia Pacific’s top origin country for tourists, China, is projected to contribute 50.4 million overnight international arrivals, a 15.7% share of all tourists in the region at the destination city level. It is also expected to contribute the highest number of total nights (285.3 million nights or 17.0% of the total) and expenditure (US\$45.3 billion or 18.2% of the total) to Asia Pacific. The number of Chinese outbound tourists to Asia Pacific has grown by 25.9% per year for the last seven years (CAGR) propelling it from 6th most important contributor to Asia Pacific tourism in 2009 (when Japan was #1) to the most important by 2012 and 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

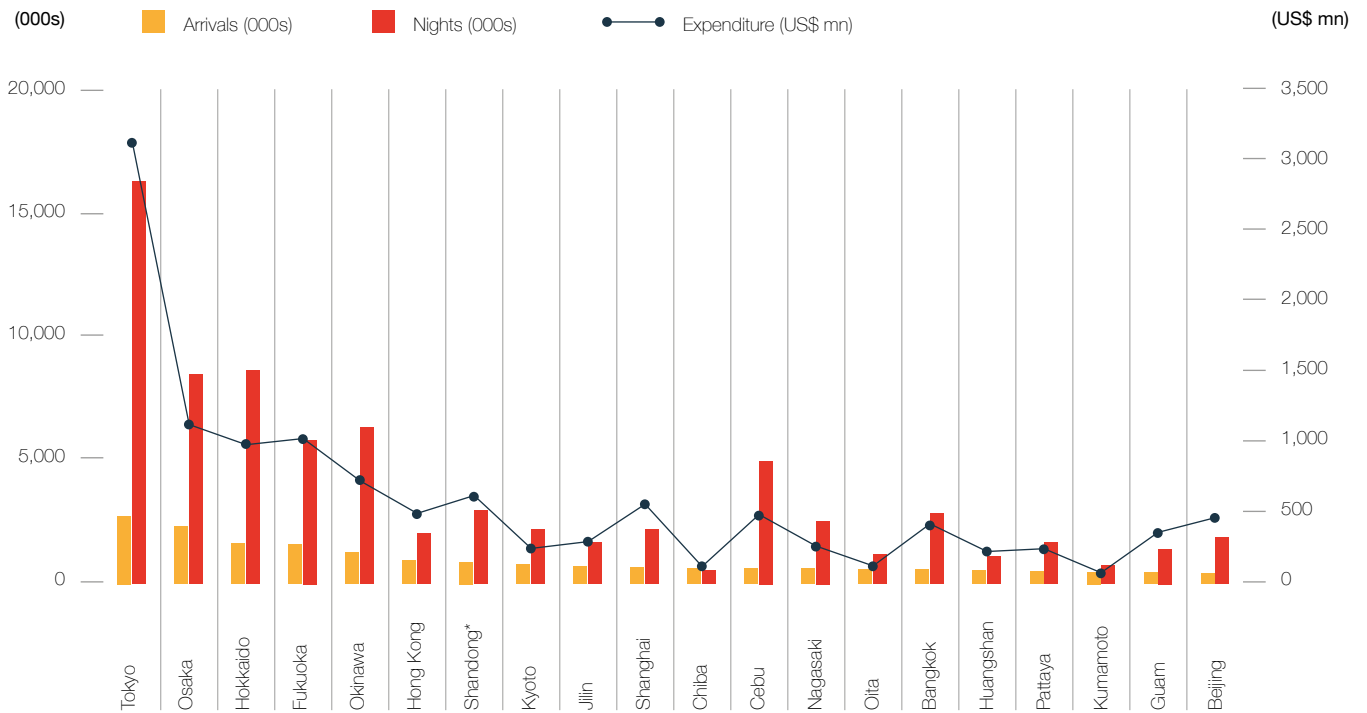
Oceanic destination is Sydney (#23) and the top South Asian destination is the Maldives (#32).

Seoul was the #1 destination in 2009 and 2010 before being eclipsed by Bangkok in 2011, a lead which it has held despite its political turmoil in 2014. As the current #1, Bangkok (8.2 million, 16.3% share of total outbound China to Asia Pacific destinations) maintains a sustainable lead over Seoul (5.1 million, 10.2% share) barring any new negative tourism shocks for Thailand.

From the perspective of Asia Pacific’s top 20 destinations, 13 out of the 16 non mainland China destinations in the top 20, have China as the 1st, 2nd or 3rd most important origin market with shares of total arrivals ranging from 17.6% of Bali’s total arrivals to almost half (50.5%) of Seoul’s total arrivals in 2016.

Arrival Rank	Destination	Arrival Share (%)
1	Bangkok	16.3%
2	Seoul	10.2%
3	Tokyo	5.3%
4	Phuket	5.0%
5	Pattaya	4.2%
6	Osaka	3.7%
7	Singapore	3.6%
8	Taipei	3.3%
9	Jeju	3.1%
10	Bali	2.7%
11	Kuala Lumpur	2.0%
12	Siem Reap	1.9%
13	Aichi	1.8%
14	Hokkaido	1.8%
15	Yamanashi	1.7%
16	Kyoto	1.7%
17	Shizuoka	1.6%
18	Chiba	1.6%
19	Phnom Penh	1.5%
20	Ho Chi Minh City	1.5%

CHART 8: TOP 20 ASIA PACIFIC DESTINATIONS FOR TOURISTS FROM SOUTH KOREA



In 2016, Asia Pacific’s second most important origin country for tourists, South Korea, is projected to contribute 32.5 million international overnight arrivals, a 10.1% share of all tourists to the 167 destinations. It is also expected to contribute the second highest number of total nights (139.5 million nights or 8.3% of the total) and expenditure (US\$21.0 billion or 8.4% of the total) to Asia Pacific.

Outbound South Korea’s top 20 destinations are mostly in Northeast Asia (five in mainland China, 10 in Japan and Hong Kong) with four notable exceptions; Cebu at #12, Bangkok at #15, Pattaya at #17 and Guam at #19.

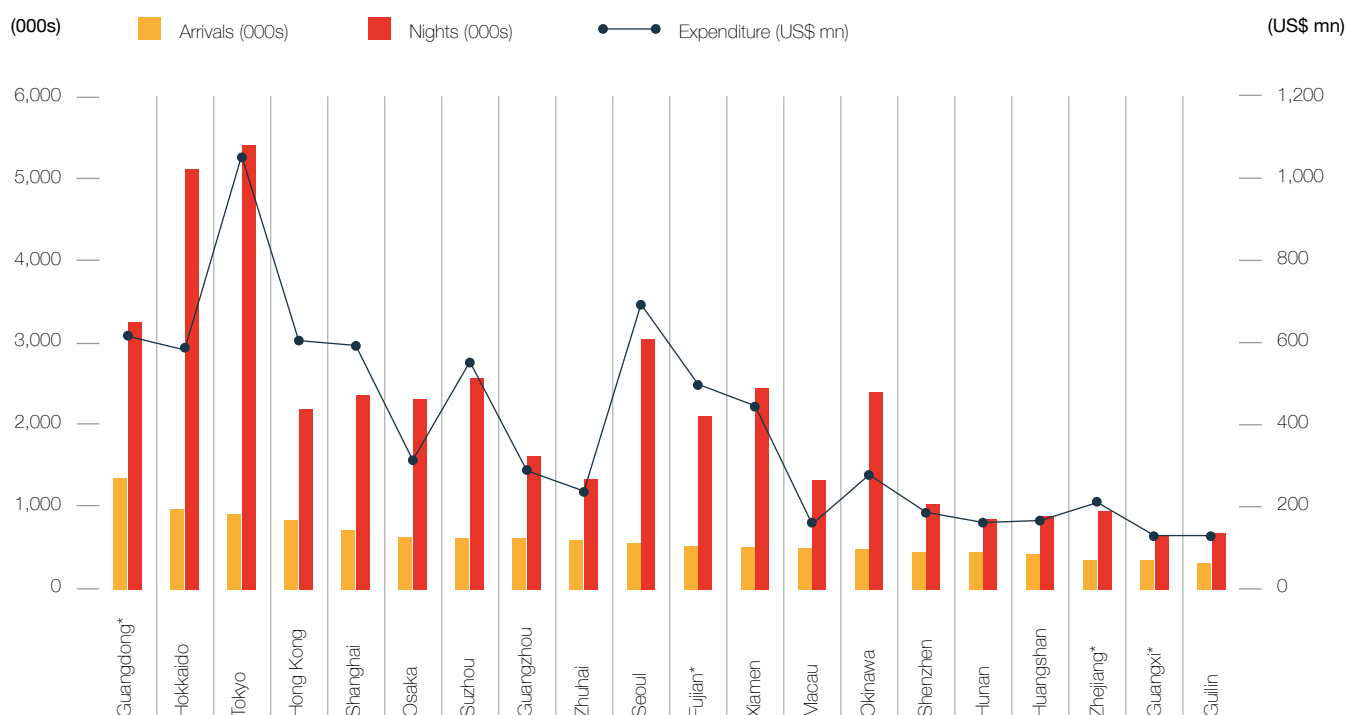
Tokyo is the top Asia Pacific destination for outbound Koreans with 2.7 million arrivals followed by Osaka #2 with 2.3 million. Hokkaido comes in at #3 with 1.6 million.

TOKYO
IS THE TOP
ASIA PACIFIC
DESTINATION
FOR OUTBOUND
KOREANS WITH
2.7M
ARRIVALS

Arrival Rank	Destination	Arrival Share (%)
1	Tokyo	8.4%
2	Osaka	7.1%
3	Hokkaido	5.0%
4	Fukuoka	4.9%
5	Okinawa	3.9%
6	Hong Kong	2.9%
7	Shandong*	2.7%
8	Kyoto	2.4%
9	Jilin	2.1%
10	Shanghai	2.0%
11	Chiba	2.0%
12	Cebu	1.9%
13	Nagasaki	1.9%
14	Oita	1.8%
15	Bangkok	1.8%
16	Huangshan	1.7%
17	Pattaya	1.5%
18	Kumamoto	1.5%
19	Guam	1.4%
20	Beijing	1.3%

* ex major cities

CHART 9: TOP 20 ASIA PACIFIC DESTINATIONS FOR TOURISTS FROM TAIWAN



In 2016, Asia Pacific's third most important origin country for tourists, Taiwan, is expected to contribute 22.5 million international overnight arrivals, a 7.0% share of all tourists to the 167 destinations. It is also projected to contribute the 5th highest number of total nights (84.9 million nights or 5.1% of the total) and expenditure (US\$13.9 billion or 5.6% of the total) to Asia Pacific.

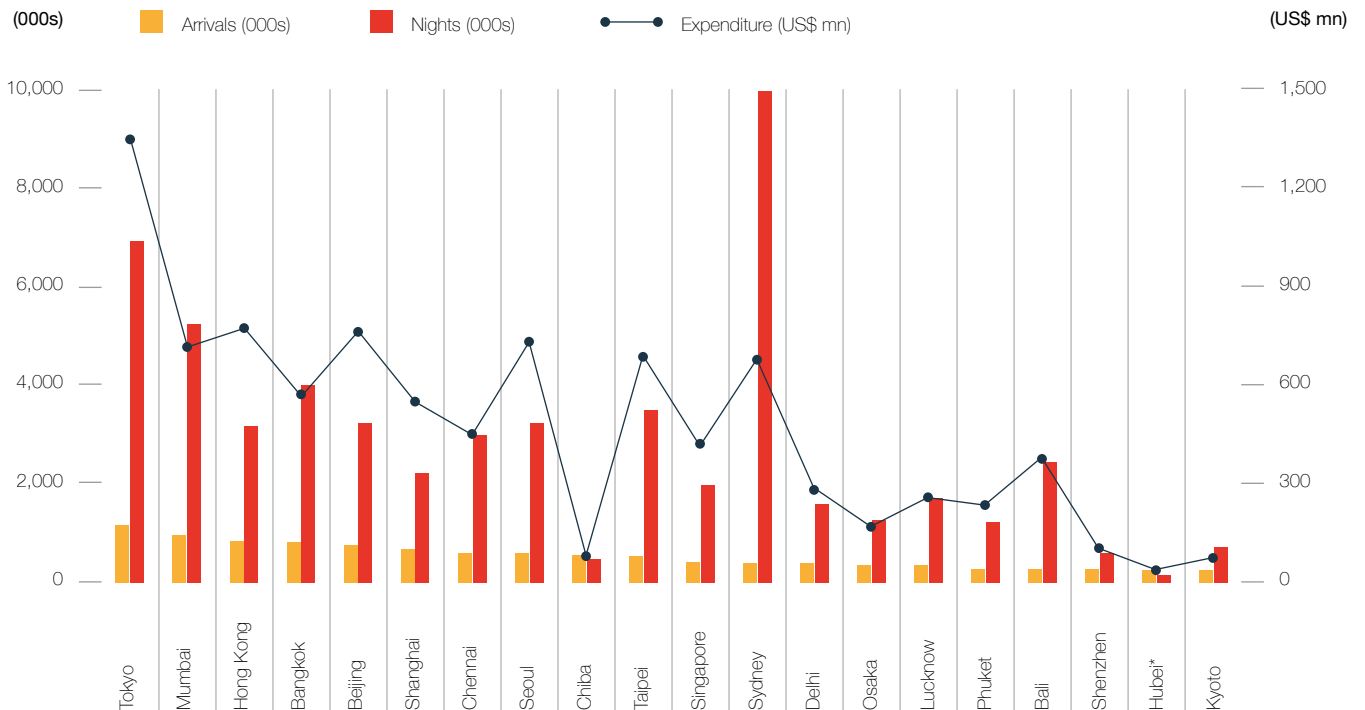
Unlike outbound China's top 20 destinations in Asia Pacific which are well spread across Northeast Asia and Southeast Asia, outbound Taiwan's top 20 destinations are all in Northeast Asia, specifically in Chinese destinations (of which 13 are on outbound Taiwan's top 20 list) followed by Japanese destinations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

**TAIWAN'S
TOP 20
DESTINATIONS
ARE ALL IN
NORTHEAST
ASIA**

Arrival Rank	Destination	Arrival Share (%)
1	Guangdong*	6.0%
2	Hokkaido	4.3%
3	Tokyo	4.1%
4	Hong Kong	3.7%
5	Shanghai	3.2%
6	Osaka	2.8%
7	Suzhou	2.8%
8	Guangzhou	2.8%
9	Zhuhai	2.7%
10	Seoul	2.5%
11	Fujian*	2.4%
12	Xiamen	2.3%
13	Macau	2.2%
14	Okinawa	2.2%
15	Shenzhen	2.0%
16	Hunan	2.0%
17	Huangshan	1.9%
18	Zhejiang*	1.6%
19	Guangxi*	1.6%
20	Guilin	1.5%

* ex major cities

CHART 10: TOP 20 ASIA PACIFIC DESTINATIONS FOR TOURISTS FROM THE USA



Arrival Rank	Destination	Arrival Share (%)
1	Tokyo	5.7%
2	Mumbai	4.7%
3	Hong Kong	4.0%
4	Bangkok	4.0%
5	Beijing	3.7%
6	Shanghai	3.2%
7	Chennai	2.9%
8	Seoul	2.9%
9	Chiba	2.7%
10	Taipei	2.6%
11	Singapore	2.0%
12	Sydney	1.9%
13	Delhi	1.9%
14	Osaka	1.7%
15	Lucknow	1.7%
16	Phuket	1.4%
17	Bali	1.3%
18	Shenzhen	1.3%
19	Hubei*	1.3%
20	Kyoto	1.3%

* ex major cities

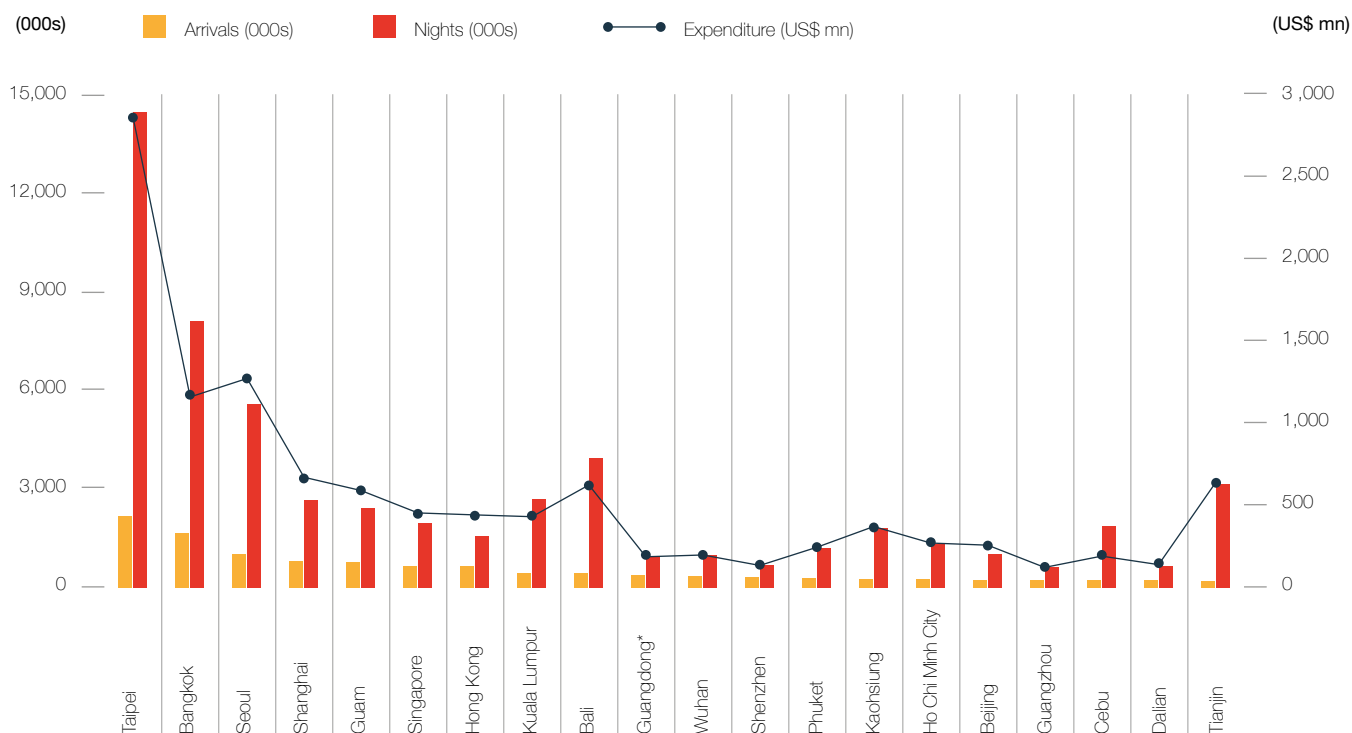
In 2016, the US is expected to contribute about 20.6 million international overnight arrivals to Asia Pacific, a 6.4% share of all tourists to the 167 Asia Pacific destinations - also the most number of overnight tourists than any country outside of the Asia Pacific region.

Tokyo takes top spot with 1.2 million arrivals (5.7% of total US arrivals to Asia Pacific) followed by #2 Mumbai (964,000, 4.7% share), #3 Hong Kong (832,000, 4.0% share), #4 Bangkok (816,000 and 4.0% share), and #5 Beijing (757,000 and 3.7% share).

Among the 167 Asia Pacific destinations with at least 200,000 US overnight tourists in 2016, the fastest growing (in terms of 7 year CAGR of the number of US tourists to each destination) are Hokkaido (27.3%), Osaka (23.5%), Chengdu (23.0%), Bali (18.4%), Chiba (14.7%) and Tokyo (15.7%).

THE US IS EXPECTED TO CONTRIBUTE 20.6M INTERNATIONAL OVERNIGHT ARRIVALS TO ASIA PACIFIC

CHART 11: TOP 20 ASIA PACIFIC DESTINATIONS FOR TOURISTS FROM JAPAN



In 2016, outbound Japanese tourists are projected to contribute 18.0 million international overnight arrivals, a 5.6% share of all tourists to the 167 destinations, and the 5th highest among all source countries.

The top 20 destinations for Japanese tourists, while still heavily tilted to Northeast Asia (12 destinations), is more balanced than South Korea's and Taiwan's with seven destinations in Southeast Asia and one in Oceania (Guam).

Arrival Rank	Destination	Arrival Share (%)
1	Taipei	12.1%
2	Bangkok	9.2%
3	Seoul	5.7%
4	Shanghai	4.5%
5	Guam	4.3%
6	Singapore	3.7%
7	Hong Kong	3.6%
8	Kuala Lumpur	2.5%
9	Bali	2.4%
10	Guangdong*	2.1%
11	Wuhan	2.0%
12	Shenzhen	1.7%
13	Phuket	1.5%
14	Kaohsiung	1.5%
15	Ho Chi Minh City	1.4%
16	Beijing	1.3%
17	Guangzhou	1.3%
18	Cebu	1.3%
19	Dalian	1.2%
20	Tianjin	1.2%

Taipei is the top Asia Pacific destination for Japanese tourists with 2.2 million arrivals (it is also the largest contributor of tourists to Taipei) followed by Bangkok at #2 with 1.7 million, Seoul at #3 with 1.0 million and Shanghai at #4 with 0.8 million. Guam at #5 is the leading coastal resort tourist destination with 783,000.

Apart from Taipei, Japanese tourists are the most important source of tourists for Guam, Shanghai, Wuhan, Tianjin and Jiangsu (excluding major cities).



* ex major cities

APPENDIX

The 167 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, Gangwon, Jeju, Seoul

Taiwan:

Hsinchu, Hualien, Kaohsiung, Taipei, Tai Chung

Hong Kong

Macau

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

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 167 destinations represent about 324 million overnight arrivals and constitute 90% of all overnight arrivals to the 22 countries. Other 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% of the destinations covered. There are several destinations in Vietnam representing about 12.5 million or 4% of the Asia Pacific 22 country 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, Ha Long and Hanoi. Finally, within the 22 markets, destinations with less than 175 international thousand overnight tourists in 2016 have been excluded from coverage.

The underlying data has been sourced primarily from National Tourism Boards. 2015 estimates in the absence of official data and 2016 forecasts were made by the analyst using data at the national level, which is 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 cities and the province data (excluding said 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 case of destinations in China, Vietnam, Philippines, Malaysia and Indonesia, only arrivals at paid-for accommodation are included as there is insufficient data to estimate total overnight arrivals. This would imply an underestimation of up to around 15% of total arrivals in these five markets. This underestimation can be much higher in specific

destinations (e.g. Singapore and Johor) with high incidences of shared land borders 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 country – destination pairs have been specifically excluded from the total for this reason, 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



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