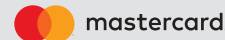




London

is the Top Destination City
in Europe



Rank	City	Total International Visitors
01	London	19.83 mn
02	Paris	17.44 mn
03	Istanbul	10.70 mn
04	Antalya	9.42 mn
05	Milan	8.81 mn
06	Palma de Mallorca	8.78 mn
07	Barcelona	8.69 mn
08	Rome	7.17 mn
09	Amsterdam	7.16 mn
10	Venice	7.01 mn

Mastercard Global Destination Cities Index 2018
*2017 FY Data



London

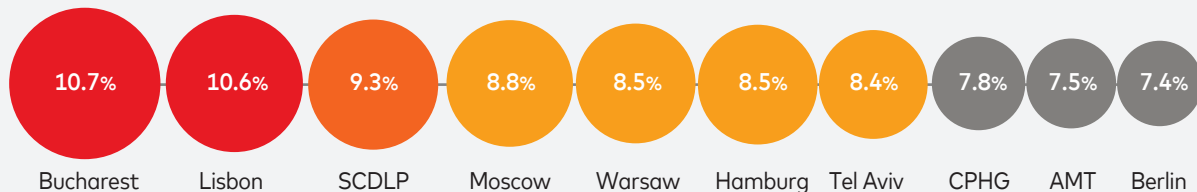
Leads in Overnight International
Visitor Spending in Europe



Rank	City	Total Spend (US\$)
01	London	\$17.45 bn
02	Paris	\$13.05 bn
03	Palma de Mallorca	\$11.96 bn
04	Santa Cruz de la Palma	\$8.43 bn
05	Istanbul	\$6.75 bn
06	Barcelona	\$6.55 bn
07	Antalya	\$5.94 bn
08	Madrid	\$4.38 bn
09	Amsterdam	\$3.77 bn
10	Berlin	\$3.25 bn

Fastest growing destination cities in Europe

with at least 1 million International Overnight Visitors by CAGR (2009-2017)



SCDLP - Santa Cruz De La Palma; CPHG - Copenhagen; AMT - Amsterdam

Europe Top 10 Concentration of Origin of Arrivals and Top 3 Origin Countries by Share of Arrivals

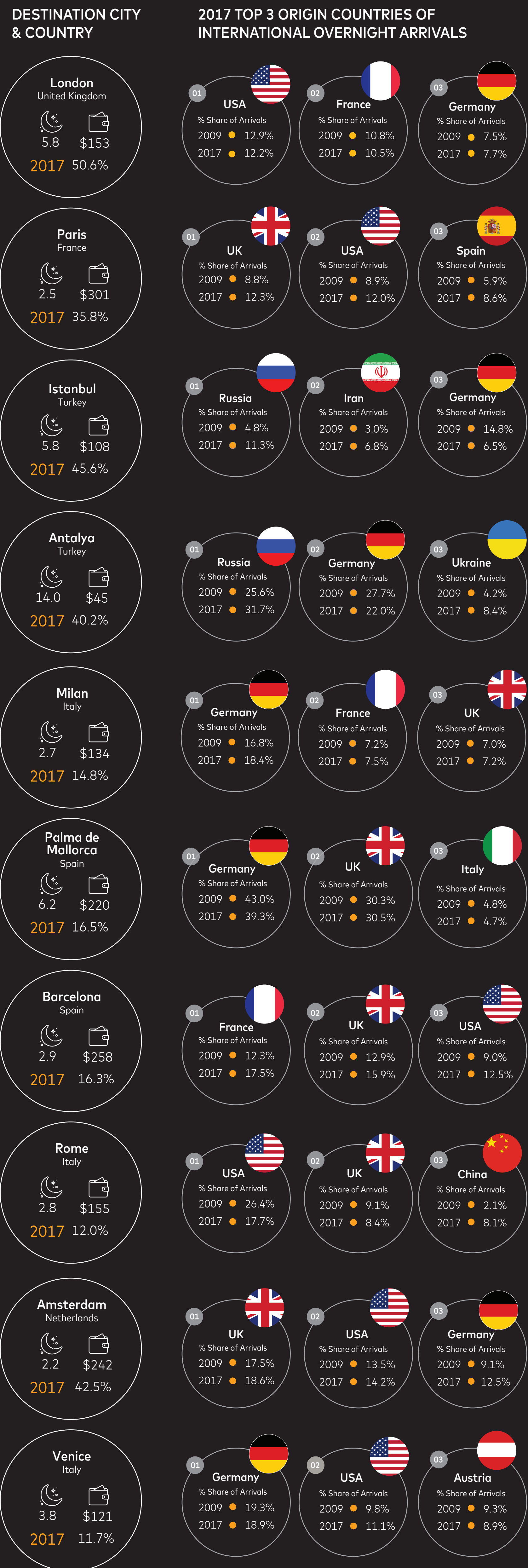
Mastercard Global Destination Cities Index 2018

BY TOTAL OVERNIGHT INTERNATIONAL ARRIVALS


AVG LENGTH OF VISIT (DAYS)


AVG DAILY SPEND (US\$)

2017
% of national level
overnight arrivals**



** "% of National Level Ovn Arrivals" refers to the destination arrivals as a % of national arrivals (e.g. arrivals in London as % of arrivals in UK)



Europe: Top 10 Destination Cities by International Overnight Visitors

Mastercard Global Destination Cities Index 2018

DESTINATION CITY & COUNTRY		OVERNIGHT INTERNATIONAL VISITORS (millions)		
		● 2016	● 2017	● 2018 Forecast
1	London United Kingdom	19.06	19.83	3.00%
2	Paris France	15.42	17.44	2.90%
3	Istanbul Turkey	9.16	10.70	19.65%
4	Antalya Turkey	5.89	9.42	19.66%
5	Milan Italy	8.37	8.81	4.36%
6	Palma de Mallorca Spain	8.68	8.78	5.99%
7	Barcelona Spain	8.32	8.69	4.32%
8	Rome Italy	6.82	7.17	4.36%
9	Amsterdam Netherlands	6.41	7.16	3.26%
10	Venice Italy	6.66	7.01	4.36%

Only destinations with more than 1 million international overnight arrivals in 2017 were included in this ranking

Historical data in each times series presented above has been updated with the latest figures or estimations and may not be comparable to the time series from previous editions of this report



Europe: Top 10 Destination Cities by International Overnight Visitor Spend

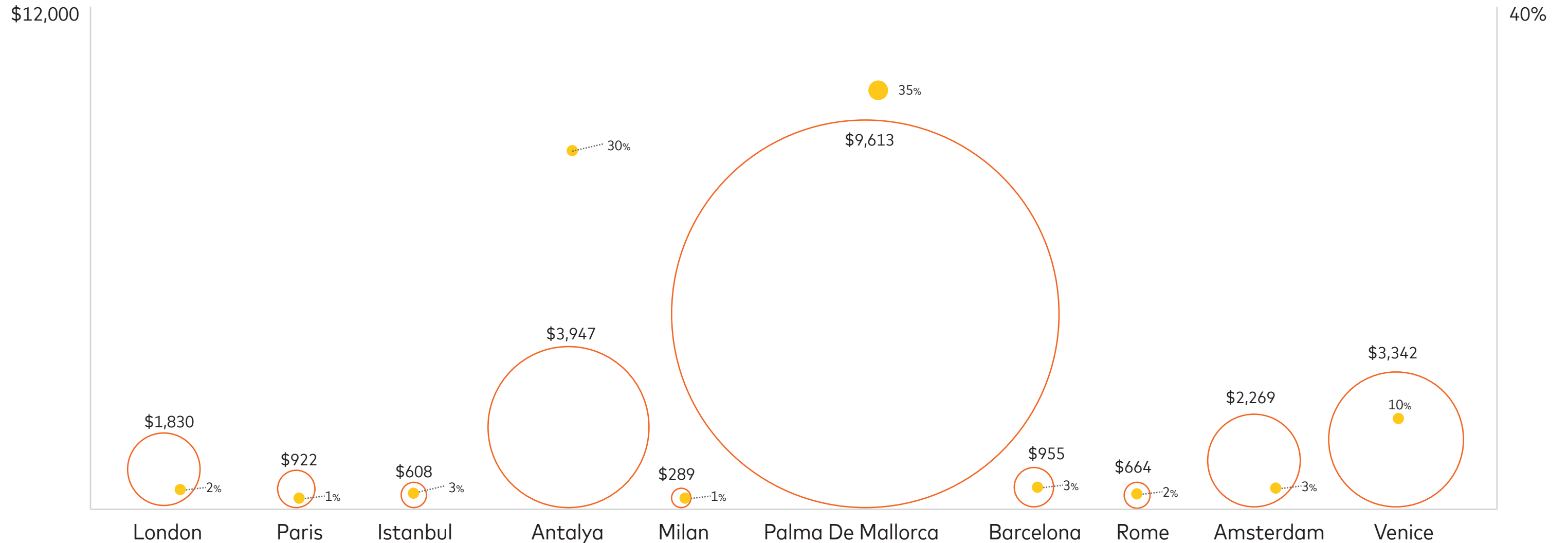
Mastercard Global Destination Cities Index 2018

DESTINATION CITY & COUNTRY	OVERNIGHT INTERNATIONAL VISITOR SPEND (US\$ bn)		
	2016	2017	2018 Forecast
1 London United Kingdom	\$16.08	\$17.45	13.68%
2 Paris France	\$11.21	\$13.05	15.95%
3 Palma de Mallorca Spain	\$10.97	\$11.96	16.18%
4 Santa Cruz de la Palma Spain	\$7.49	\$8.43	14.25%
5 Istanbul Turkey	\$5.80	\$6.75	14.35%
6 Barcelona Spain	\$5.87	\$6.55	14.49%
7 Antalya Turkey	\$3.73	\$5.94	14.35%
8 Madrid Spain	\$3.59	\$4.38	14.77%
9 Amsterdam Netherlands	\$3.33	\$3.77	14.19%
10 Berlin Germany	\$3.21	\$3.25	15.71%

Historical data in each times series presented above has been updated with the latest figures or estimations and may not be comparable to the time series from previous editions of this report



Impact of Tourism on the Top 10 Destination Cities in Europe



○ Visitor expenditure per resident (US\$)

● Ratio of international overnight visitor expenditure to GDP