TRENDS REPORT | JUNE 2023

The most popular city destinations in summer 2023

CHARTING THE COURSE OF TRAVEL IN THE POST-COVID-19 ERA

ForwardKeys

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where and when

ForwardKeys

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Foreword

As the world finally settles into the "new normal" post-COVID-19, the upcoming summer season is of pivotal importance. While travel volumes may have recovered, preferences have changed — perhaps permanently. New travel patterns emerged during the pandemic with the growth of digital nomadism and remote work; economic pressures, particularly in Europe, have impacted the frequency and length of trips; and increased awareness of the environmental impact of air travel has changed both consumer and operator behaviour. Meanwhile, newly popular destinations continue to emerge — presenting a challenge to established favourites.

This summer, traveller intent reveals a strong pent-up demand for travel to a fully reopened Asia Pacific market — reactivating global competition. The corresponding recovery of outbound travel, particularly from China, requires creative thinking from destinations and industry stakeholders looking to capture a share of this deferred travel spending.

In a rapidly changing travel landscape, access to accurate information and actionable insights has never been more important. As the industry leader in comprehensive air travel intelligence, ForwardKeys is pleased to present this report, which we conceived as a useful barometer offering a macro-level perspective of changing trends and consumer preferences.

We hope you enjoy reading this report, and find the data and analyses valuable.

Here's to a successful season.

Olivier Ponti
Vice President – Insights
ForwardKeys

MOST POPULAR DESTINATIONS

Asia Pacific destinations recapture the attention of summer travellers

Last summer, traveller intent was mainly focused on Central America, Mexico, the Caribbean islands and Southern European destinations due to a combination of factors including restored connectivity, favourable travel requirements and a preference for open-air, “sun and beach” destinations over more crowded urban options.

In summer 2023, the picture has changed significantly, as destinations in Asia Pacific regain a significant share of traveller interest, having finally lifted their own travel restrictions. Bangkok now tops the list of most popular destinations for travel in summer 2023 overall, overtaking Paris and London. Denpasar Bali has broken into the top five, overtaking some of the most popular European destinations including Barcelona, Lisbon, Istanbul, Madrid and Athens. And just outside the top 10, there are impressive ranking gains for Singapore, Tokyo and Kuala Lumpur — none of which featured in last year’s top 30.

> **It’s a more diverse picture than that of last summer — a positive sign for the industry that COVID-19 recovery is now almost ubiquitous.**

Meanwhile, aside from New York — which has seen steady growth in popularity among travellers since last summer — the rest of the top 30 is dominated by large European cities, which have stayed relatively stable in terms of consumer preference, albeit with some reshuffling of the rankings as Asia Pacific destinations move up. The top 30 as a whole reflects both the pent-up consumer demand for travel to Asia Pacific and the resilience of mainstream urban destinations.

Overall, it’s a more diverse picture than that of last summer — a positive sign for the industry that COVID-19 recovery is now almost ubiquitous. However, with a level global playing field — free from travel restrictions — consumer demand becomes more fragmented and destinations need to stand out in order to maintain and grow market share. It remains to be seen whether new entries from Asia Pacific will maintain traveller interest into 2024 — or whether this year’s substantial increase is solely reflective of pent-up demand during the pandemic years.

Most searched destinations for travel in summer 2023

Ranking 2023	Difference in ranking position vs 2022	Destination	Volumes indexed
1	+3	**Bangkok (TH)**	100
2	-1	**Paris (FR)**	73
3	=0	**London (GB)**	72
4	+6	**Denpasar Bali (ID)**	69
5	-3	**Barcelona (ES)**	68
6	+2	**New York (US)**	61
7	-1	**Lisbon (PT)**	54
8	-3	**Istanbul (TR)**	52
9	-2	**Madrid (ES)**	52
10	+1	**Athens (GR)**	51
11	-2	**Palma Mallorca (ES)**	48
12	+14	**Singapore (SG)**	46
13	+53	**Tokyo (JP)**	45
14	+24	**Kuala Lumpur (MY)**	45
15	-3	**Amsterdam (NL)**	44
16	-3	**Copenhagen (DK)**	42
17	-3	**Los Angeles (US)**	42
18	-2	**Rome (IT)**	39
19	+8	**Manila (PH)**	34
20	-1	**Frankfurt (DE)**	34
21	-1	**Dubai (AE)**	33
22	-4	**Malaga (ES)**	33
23	+1	**Milan (IT)**	31
24	-9	**Cancun (MX)**	30
25	+3	**Dublin (IE)**	28
26	-9	**Antalya (TR)**	28
27	-4	**Berlin (DE)**	27
28	+4	**Vienna (AT)**	27
29	-8	**Miami (US)**	27
30	-1	**San Francisco (US)**	27

Key legend

- Europe
- Americas
- Asia Pacific
- Africa & Middle East

Source: ForwardKeys Flight Searches

Pent-up demand sees Asia Pacific destinations soar ahead in popularity

As the global region that has most recently reopened, it's unsurprising that Asia Pacific dominates traveller interest for summer 2023. Taipei and Hong Kong have gained 161 and 129 places, respectively, in the global ranking of searched destinations for summer. While off-limits to vacationers last summer, they can now attract substantial interest from China as well as long haul markets.

Major Asia Pacific cities make up the rest of the top climbers in travel intent — Seoul, Tokyo, Hanoi, Auckland and Melbourne. The variety of destinations, from bustling megacities to countryside and coastal gateways, reflects the diversity in pent-up demand — a mix of leisure, VFR and business travel.

Despite the influence of the COVID-19 recovery factor, it's not a wholly Asia Pacific line-up. Las Vegas has seen impressive growth in popularity versus summer 2022, which may signal a combination of consumer confidence in attending high-density leisure activities, as well as major trade shows returning to full capacity. And in Europe, hidden gems Tirana and Funchal reflect a growing desire among tourists to explore further off the beaten track.

Most searched destinations for summer 2023: Greatest improvements in ranking position vs 2022*

Difference in ranking position vs 2022	Ranking 2023	Destination	Volumes indexed
+161	56	**Taipei (TW)**	18
+129	39	**Hong Kong (HK)**	21
+56	35	**Seoul (KR)**	23
+53	13	**Tokyo (JP)**	45
+41	76	**Hanoi (VN)**	14
+41	103	**Auckland (NZ)**	10
+31	75	**Melbourne (AU)**	14
+30	52	**Ho Chi Minh City (VN)**	18
+24	14	**Kuala Lumpur (MY)**	45
+24	57	**Phuket (TH)**	17
+24	77	**Jakarta (ID)**	14
+23	105	**Las Vegas (US)**	10
+21	32	**Sydney (AU)**	25
+20	40	**Tirana (AL)**	20
+15	84	**Funchal (PT)**	13

*Considering destinations with >0.2% share of global searches for international travel

Source: ForwardKeys Flight Searches

Traveller choice for long-haul flights shows healthy diversity

Most searched destinations for long-haul travel in summer 2023

Ranking 2023	Difference in ranking position vs 2022	Destination	Volumes indexed
1	=0	**Bangkok (TH)**	100
2	=0	**New York (US)**	83
3	=0	**Denpasar Bali (ID)**	63
4	+1	**Paris (FR)**	54
5	-1	**Los Angeles (US)**	54
6	+1	**London (GB)**	52
7	+1	**Dubai (AE)**	46
8	+17	**Tokyo (JP)**	43
9	-3	**Madrid (ES)**	41
10	-1	**San Francisco (US)**	37

Key legend

Source: ForwardKeys Flight Searches

- Europe
- Americas
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- Africa & Middle East

For long-haul travel intent, major international hub cities Bangkok, New York and Denpasar Bali retain the leading three positions in global travel searches for the summer 2023 period, reflecting their continued importance as gateways into Asia Pacific and North America.

The data shows more diversity than for overall international travel searches (including short-haul), with each global region represented at least once — and, compared to last summer, the top ten destination cities for long-haul travel searches have remained relatively stable.

However, Manila, previously a popular destination for extraregional travellers, doesn't make the top ten this year. Conversely, Tokyo, which has traditionally been a go-to destination for long-haul travel, but dropped off significantly during the pandemic years, now regains its status, climbing 17 places to rank eighth — and surpassing the major global hubs of San Francisco and Madrid. Despite travel limitations in recent years, it managed to remain top of the bucket list for the most enthusiastic globetrotters.

KEY TRAVEL PATTERNS

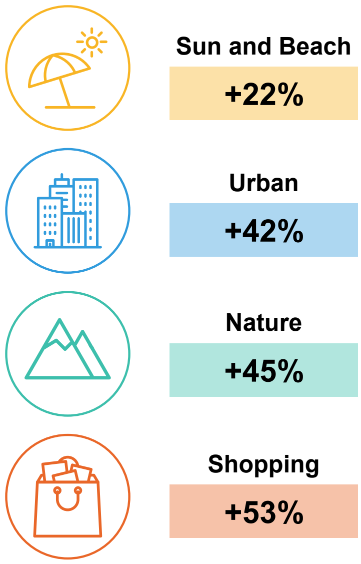
Tourist demand broadens beyond sun and beach destinations

While "sun and beach" destinations recovered quickly from the COVID-19 downturn as travel routes gradually opened over the last couple of years, their continued growth into 2023 has been outpaced by alternative destination types. This indicates a welcome return to business as usual, with COVID-19 travel patterns no longer apparent in forward ticket data for international travel in 2023, resulting in a healthy balance of destination types and regions.

The indexed demand for the most popular urban destinations (+42%) has seen growth of almost double that of traditional "sun and beach" destinations (+22%) compared to the previous summer. This shift in consumer preference has been influenced by the return of Asian megacities as potential destinations, as well as an increase in indexed demand for global shopping hotspots (+53%) like Dubai, Singapore, Paris and New York — creating significant opportunities for travel retailers.

The growth trend is similar for nature tourism destinations (+45%), showing an increased appetite for health, fitness and outdoor activities among leisure travellers, perhaps in response to missed opportunities during the lockdowns of the previous years.

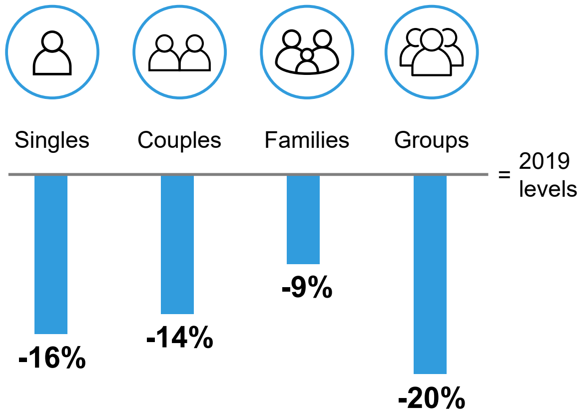
Preferred destination types: Forward tickets for international travel in summer 2023, vs 2022



Source: ForwardKeys Air Tickets

Family travel is back

Group size: Forward tickets for international travel in summer 2023, vs 2019



Source: ForwardKeys Air Tickets

Family travel is recovering well — realising demand for vacations built up over two or three years in which travel conditions were not as favourable for this segment. Now, bookings have returned to within ten per cent of pre-pandemic levels as international air travel is once again seen as family-friendly.

Couple and solo travel is also close to a total recovery across all regions — although the industry must be ready to adapt to changes to solo travel patterns which emerged during the pandemic, including remote working/digital nomadism and the popularity of staycations.

It remains to be seen whether group travel — the slowest to recover — will reach pre-pandemic levels in the short term, or whether changes in consumer behaviour developed during COVID-19 will reshape how groups approach travel entirely.

GLOBAL OUTBOUND TRAVEL

Canada and the US lead travel demand — surpassing 2019

Travel recovery by origin market is mixed, with varying paces of recovery evident in the different global subregions, as expressed by forward tickets for international travel in summer 2023.

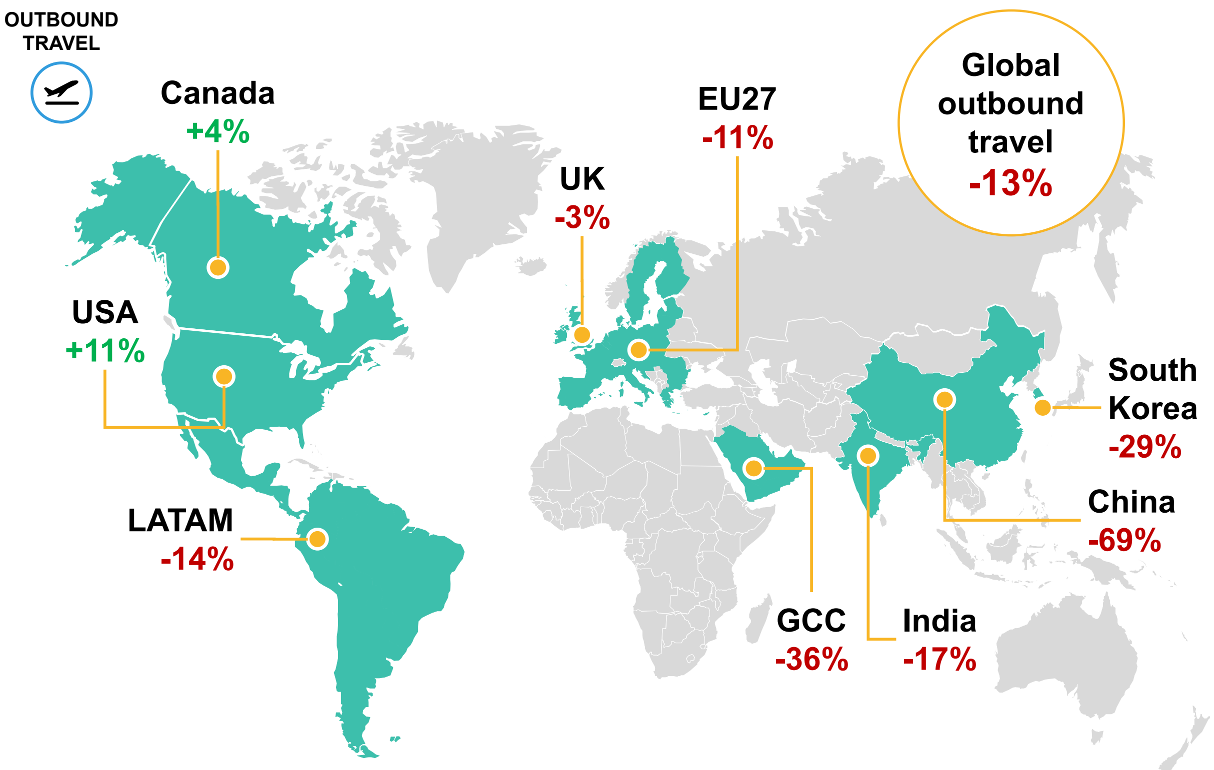
Canada and the United States show the most impressive recovery rates, with forward tickets for summer already surpassing 2019 volumes. The popularity of intraregional destinations, particularly in and around the Caribbean, is a major factor, as well as domestic travel growth — up by 4% in both markets — and long-haul travel which remains ahead of 2019 levels. North American markets look set to maintain their position as the travel industry's powerhouse in summer 2023.

The recovery of outbound air travel from the EU countries is more limited (-11%) — which is attributable to the current economic situation. Financial insecurity has affected both regional trips, as consumers reconfigure their budgets, and long-haul trips, where the higher costs are now unfeasible for many. By contrast, the outlook for UK outbound international travel is relatively positive, maintaining similar volumes to summer 2022. In Latin America, international travel is recovering steadily, driven principally by intraregional travel between its constituent countries, including business and VFR.

All eyes have been on China since it reopened to international travel earlier this year — but reactivation of Chinese outbound travel has faced challenges, including targeted restrictions, passport and visa processing delays, limited air connectivity, and high air fares. Despite these obstacles, there are positive signs of recovery, such as the pilot program for group tours to approved countries, strong demand for regional destinations during the Labour Day holiday, and the popularity of long-haul destinations like Dubai. As air connectivity improves and consumer confidence returns, demand is expected to increase into summer.

Among other major Asia Pacific markets, India has shown the fastest recovery in terms of outbound travel while South Korea catches up behind.

Trip origins: Forward tickets for international travel in summer 2023, vs 2019



Source: ForwardKeys Air Tickets

Destination Gateway

Strategic and tactical decision making made easy for destinations

Destination Gateway is ForwardKeys' latest innovation. Built specifically for DMOs and tourist boards, this powerful yet intuitive solution provides destination clients with travel data at each step of the consumer journey in near-real time.

Destination Gateway comprises:

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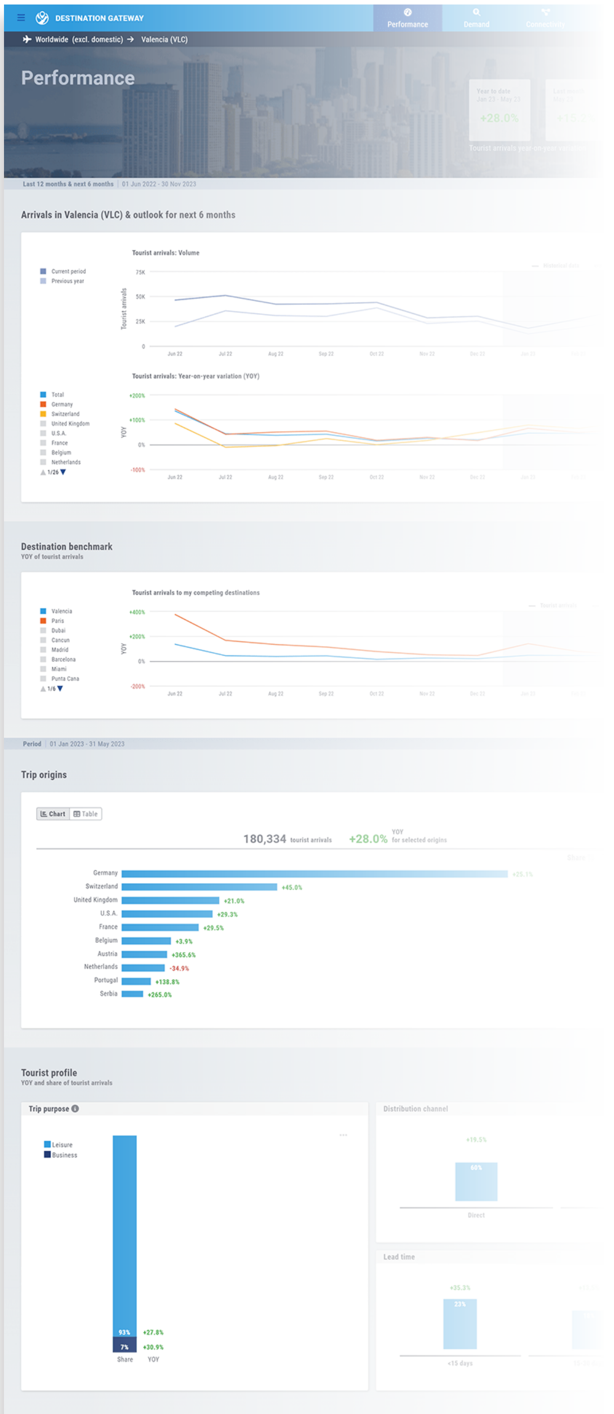
Bring your marketing calendar and data together. Drive and understand demand for travel to your events, being it MICE, cultural or major sports events. Benchmark your market share during key holiday periods.



FORWARDKEYS' **DATA SOLUTION FOR DMOS**

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SPOTLIGHT ON EUROPE

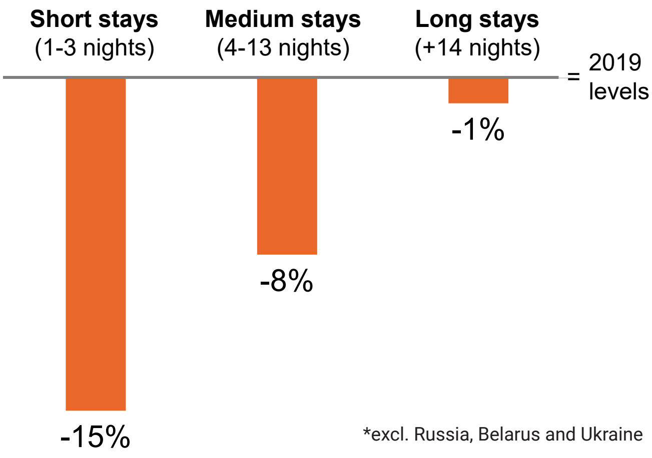
Europe outbound: Travellers focus spending on longer trips

With an adverse economic climate in Europe resulting in less disposable income for consumers, and price rises making travel more expensive overall, the resilience of leisure travel is in question. While pent-up demand from the pandemic has propped up growth in recent years, it remains to be seen how long this can be sustained.

The currently emerging trend in European outbound travel is that travellers choose longer single trips in place of multiple short breaks throughout the year. Short-duration trips (up to 3 nights in duration) are less in demand (both in the H1 2023 off-season and summer), while medium trips show resilience for both inter-European and extra-European travel.

Long trips are performing even better, with a diversity of purposes including VFR and digital nomadism. Mainstream "bucket-list" destinations such as Bangkok, Paris, and London have remained popular, suggesting passenger desire to reserve spending for meaningful travel. The drop-off in short-stay travel may also reflect increasing environmental awareness.

Duration of the stay: Forward tickets for international departures from European countries* in summer 2023, vs 2019

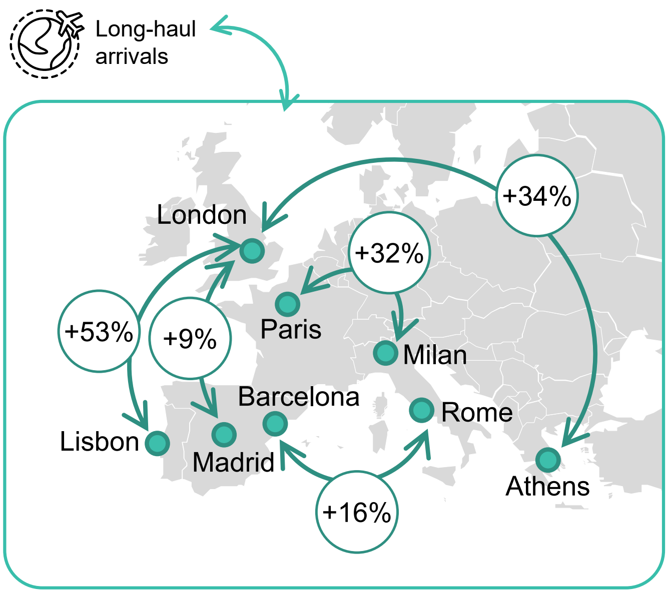


*excl. Russia, Belarus and Ukraine

Source: ForwardKeys Air Tickets

Europe inbound: London included in multi-destination itineraries

Fastest growing multi-destination itineraries in Europe: Forward tickets for long-haul arrivals in Europe, summer 2023, vs 2019



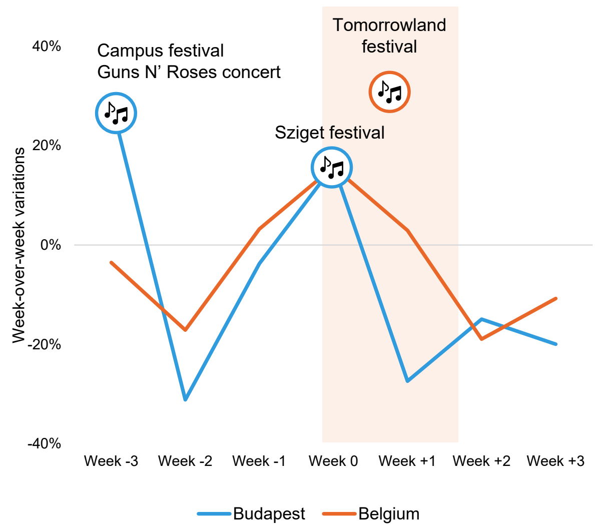
Source: ForwardKeys Air Tickets

While multi-destination European trips in long-haul markets have still not completely recovered versus 2019, certain destination pairs are showing healthy growth, even compared to pre-pandemic levels.

The UK's exit from the European Union, completed in 2020, has not had a visible effect on London's status as a major hub for multi-destination itineraries — likely due to the country's relatively accessible entry rules for a high proportion of passport holders. The city appears in three of the five fastest-growing destination pairs for this type of travel — with substantial numbers of international passengers combining a stop in London with one of the Southern European capitals — Lisbon, Athens or Madrid.

Cultural events: A catalyst to build visitor loyalty

Flight searches for international arrivals in Budapest and Belgium in the weeks around music festivals; week-over-week variation



Source: ForwardKeys Flight Searches

Sziget festival takes place in Budapest (Hungary) between 10 and 15 August 2023
Tomorrowland festival takes place in Boom (Belgium) between 21 and 30 July 2023

As well as contributing to tourist revenue, events attracting an international audience are crucial for destinations looking to develop a loyal, returning visitor demographic. Summer music festivals are a good example, with events like Glastonbury (Somerset, UK) and Primavera Sound (Barcelona, Spain) boosting local economies thanks to local and, increasingly, international spending.

Two events that regularly top lists of Europe's best — Tomorrowland (Boom, Belgium) and Sziget (Budapest, Hungary) have a demonstrable effect on international travel demand. Tomorrowland, taking place over two weekends, boosts traveller interest in Belgium before, between and after the key dates, while Budapest attracts longer stays, with visitors to Sziget arriving earlier to attend Campus festival or the Guns N' Roses concert in the preceding weeks.

Industry stakeholders need to plan the development of destination brands around events like these in order to attract interest from younger-trending demographics and build lifelong connections. Leveraging travel intelligence data is key here, to gain a granular understanding of the impact of the events, as well as the surrounding trends and travel patterns.

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NEW EVENTS MODULE

Event performance tracking
Monitor the success of your MICE, entertainment or sports events.

Anticipate the demand
Find markets with intention to travel and track the booking pace for future events.

Define competitive advantage
Capture your market share driven by holiday periods in your key source markets.

Destination Gateway

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SPOTLIGHT ON THE AMERICAS

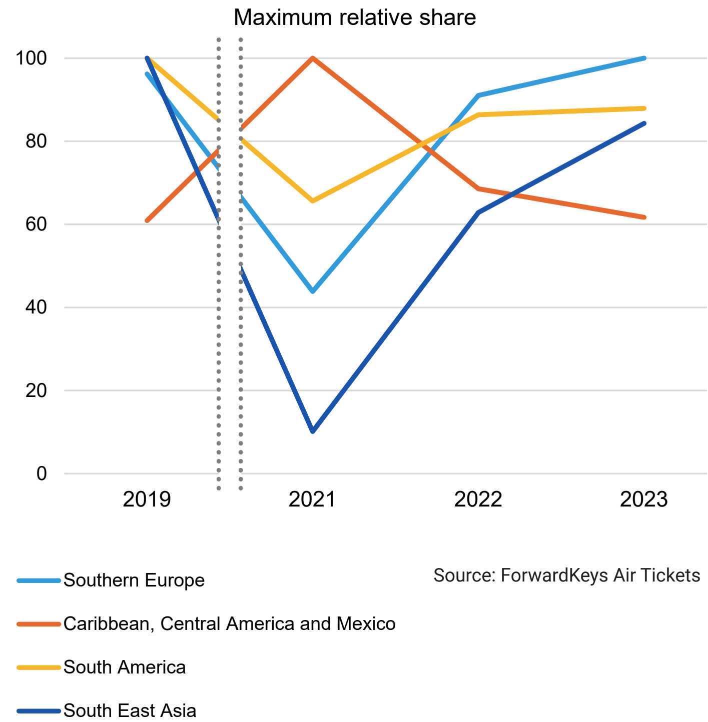
Caribbean destinations face renewed competition post-recovery

Caribbean destinations were among the most resilient globally during the pandemic. Substantial economic pressure to remain open to international travellers — and an impetus to remove what restrictions were in place as quickly as possible created significant demand, especially among travellers from the United States and Canada looking for "sun and beach" destinations.

With restriction-free global travel now almost universal, the region is facing increased competition from other popular destinations, as travellers seek to diversify their experiences.

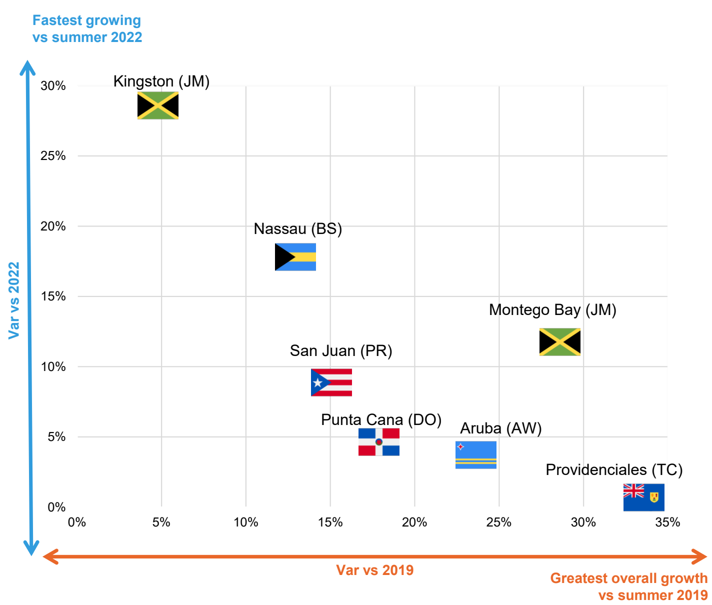
As a result, the relative share of forward tickets from the US and Canada attributable to Caribbean destinations has seen a significant drop over the last two years, as the lifting of restrictions prompted substantial growth for Southern Europe, South America and South East Asia, each increasing their overall share between summer 2021 and summer 2023. While the Caribbean and Southern Europe have similar relative share positions to 2019, South America and South East Asia still have significant room for growth.

US & Canada: Evolution of demand for popular leisure destinations (indexed), summer 2019 to 2023 (forward tickets)



Source: ForwardKeys Air Tickets

Forward tickets for international arrivals in Caribbean destinations, summer 2023 vs 2022 vs 2019



Source: ForwardKeys Air Tickets

Despite increased competition however, a number of individual destinations in the Caribbean have succeeded in sustaining their growth — and increasing the number of tourist arrivals in comparison to levels seen before the pandemic, and also compared to last summer's figures.

Providenciales in Turks and Caicos, and Jamaica's Montego Bay have shown the most impressive growth in forward tickets — around a third — when compared to pre-pandemic levels, with destinations such as Kingston, Jamaica and Nassau, Bahamas, leading the rankings in terms of year-on-year growth.

> **Despite increased competition some destinations in the Caribbean are sustaining their growth.**

SPOTLIGHT ON ASIA

Asian destinations get creative to attract Chinese travellers

As China and Japan announced the lifting of COVID-19-related travel restrictions, opening up outbound travel for their citizens, destinations across Asia Pacific competed to attract these lucrative demographics in an effort to spur their economic recovery following the pandemic.

In February 2023 Hong Kong's tourist board announced an ambitious project — to give away half a million free airline tickets, including a portion of tickets specifically awarded to tourists from mainland China. Similarly, Taiwan launched a prize draw offering tourists booking travel to Taiwan during 2023 the chance to win 250,000 travel vouchers worth around USD 170.

These initiatives aim to boost regional travel and rebuild consumer trust following prolonged travel restrictions. While key markets have reopened, the pace of recovery has varied due to factors including reopening policies, seasonal variations, and industry preparedness.

China's outbound travel recovery outpaces Japan's

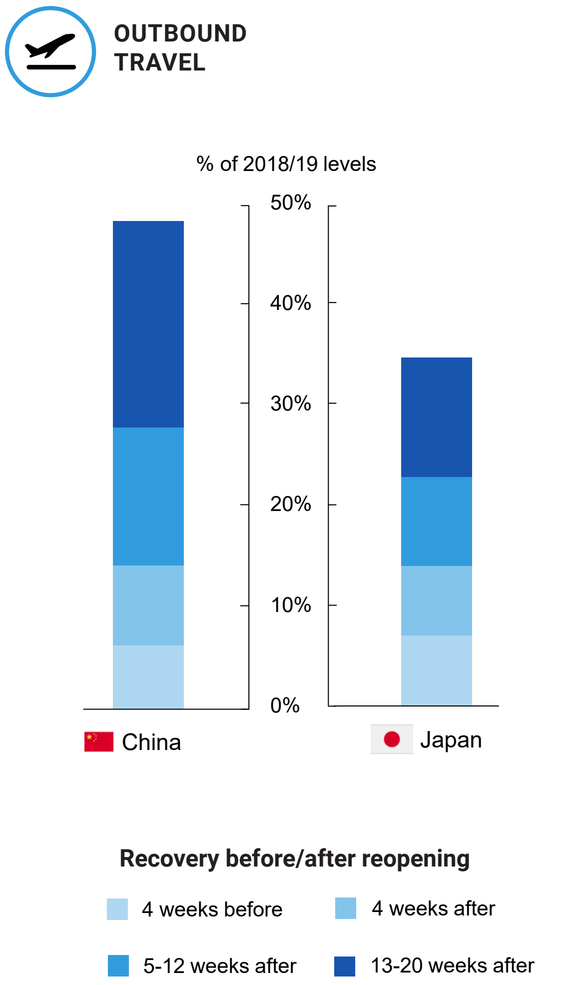
The recovery of Chinese tourism is still ongoing, but is proceeding at a rapid pace. For example — comparing China with Japan — four weeks after travel restrictions were first lifted, outbound travel showed similar levels in each country, at around 15% of pre-pandemic levels.

However, a gap became apparent in the succeeding months. By 5-12 weeks after restrictions were lifted, China's outbound travel was nearing 30% of its 2019 figures, while Japan only managed to recover to around 18% of the previous year's figures in the equivalent period. By 13-20 weeks post-restrictions, the gap had widened again, with China over 40% compared to Japan's 25%.

The speed of recovery is a welcome sign for the industry — although likely to intensify competition between destinations as they strive to secure a share of this key demographic. Industry stakeholders should pay careful attention to the latest travel data and forecasts in order to maximise their opportunity to benefit from pent-up Chinese travel demand and the associated spending.

> **The pace of recovery has varied due to factors including reopening policies, seasonal variations, and industry preparedness.**

International departures from China and Japan in weeks before and after removing the most restrictive COVID-19 related travel restrictions, vs 2018/2019



Source: ForwardKeys Air Tickets

Japan restored individual tourism for passport holders of 68 countries on 11 Oct 2022

China lifted international travel restrictions from 8 Jan 2023

About ForwardKeys

ForwardKeys is a travel intelligence specialist — founded on the simple idea that businesses dependent on international travel, such as DMOs and tourism organisations can make better strategic decisions if they know who is travelling where, when, and for how long.

The ForwardKeys data ecosystem provides exclusive insights into air travel through a variety of data partners and industry entities covering direct airline tickets and TA bookings, flight searches, seat capacity, events, air traffic statistics and more. The data is processed and enriched using a combination of expert review and manipulation, algorithmic processing and AI tools to produce discrete data products which offer unparalleled insight into the profile, behaviour and impact of past, present and future travellers.

Yet it is not only ForwardKeys clients that benefit from this level of insight, as several of the company's top minds frequently share their expertise with global audiences at industry events. As guest travel and tourism speakers describe how data is transforming the market and advise industry players on extracting the most value from this data.

Olivier Ponti
Vice President Insights

Nancy Dai
Insights Expert

Juan Gómez
Head of Market Intelligence

Shingai George
Insights Expert

Luis Millan
Head of Research

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Methodology

In this report, we compiled insights from the following data sources:

ForwardKeys Flight Searches, which aggregates searches from the most important travel agencies and metasearch engines on the market (Kayak, Skyscanner, Wego, Google Flights, Kiwi.com and more), as well as for carriers that work with Kiwi, comprising more than 40 billion searches annually. The ranking displays total global searches for international travel during the summer period (July & August 2023), made until May 23, 2023. Destinations are ranked by search volume and benchmarked against the equivalent period for 2022 — giving a clear indicator of the popularity of destinations ahead of the Summer 2023 season and reflecting the latest changes in travel preferences.

ForwardKeys Actual Air Tickets, the most comprehensive source of tickets booked globally. All tickets issued until 18 May 2023 have been used in the analyses of travel trends during summer 2023 (July and August) benchmarked against 2022 and 2019. The results refer to international tourist arrivals, defined as travellers staying at least one night in the destination as part of a return trip. The information on destination preferences (Sun & Beach, Nature, Shopping, Urban) is based on the indexed performance of top city destinations representing each category.

The geographic distribution of countries and continents is as defined by the UNWTO, unless specified otherwise.

Data appendix

Destinations ranked by volume of searches for international travel in July & August 2023 (only destinations with >0.25% of global share of flight searches). Flight searches made until 23 May 2023.

Ranking 2023	Difference in ranking position vs 2022	Destination	Share 2023	Volumes indexed
1	+3	**Bangkok (TH)**	2,61%	100
2	-1	**Paris (FR)**	1,90%	73
3	=0	**London (GB)**	1,87%	72
4	+6	**Denpasar Bali (ID)**	1,79%	69
5	-3	**Barcelona (ES)**	1,78%	68
6	+2	**New York (US)**	1,60%	61
7	-1	**Lisbon (PT)**	1,40%	54
8	-3	**Istanbul (TR)**	1,37%	52
9	-2	**Madrid (ES)**	1,35%	52
10	+1	**Athens (GR)**	1,32%	51
11	-2	**Palma Mallorca (ES)**	1,26%	48
12	+14	**Singapore (SG)**	1,19%	46
13	+53	**Tokyo (JP)**	1,18%	45
14	+24	**Kuala Lumpur (MY)**	1,18%	45
15	-3	**Amsterdam (NL)**	1,15%	44
16	-3	**Copenhagen (DK)**	1,10%	42
17	-3	**Los Angeles (US)**	1,09%	42
18	-2	**Rome (IT)**	1,02%	39
19	+8	**Manila (PH)**	0,90%	34
20	-1	**Frankfurt (DE)**	0,88%	34
21	-1	**Dubai (AE)**	0,85%	33
22	-4	**Malaga (ES)**	0,85%	33
23	+1	**Milan (IT)**	0,81%	31
24	-9	**Cancun (MX)**	0,78%	30
25	+3	**Dublin (IE)**	0,73%	28

Key legend

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- Americas
- Asia Pacific
- Africa & Middle East

Source: ForwardKeys Flight Searches

Ranking 2023	Difference in ranking position vs 2022	Destination	Share 2023	Volumes indexed
26	-9	**Antalya (TR)**	0,72%	28
27	-4	**Berlin (DE)**	0,72%	27
28	+4	**Vienna (AT)**	0,71%	27
29	-8	**Miami (US)**	0,71%	27
30	-1	**San Francisco (US)**	0,71%	27
31	-6	**Porto (PT)**	0,66%	25
32	+21	**Sydney (AU)**	0,65%	25
33	-3	**Cairo (EG)**	0,63%	24
34	-12	**Heraklion (GR)**	0,60%	23
35	+56	**Seoul (KR)**	0,60%	23
36	-3	**Alicante (ES)**	0,60%	23
37	-6	**Ibiza (ES)**	0,59%	23
38	+1	**Munich (DE)**	0,56%	22
39	+129	**Hong Kong (HK)**	0,56%	21
40	+20	**Tirana (AL)**	0,53%	20
41	+1	**Budapest (HU)**	0,53%	20
42	+4	**Brussels (BE)**	0,52%	20
43	-6	**Faro (PT)**	0,52%	20
44	+1	**Zurich (CH)**	0,52%	20
45	-5	**Naples (IT)**	0,52%	20
46	-11	**Split (HR)**	0,51%	20
47	-11	**Malta (MT)**	0,51%	20
48	-7	**Kerkyra (GR)**	0,51%	19
49	+8	**Prague (CZ)**	0,49%	19
50	+14	**Vancouver (CA)**	0,49%	19
51	+3	**Tel Aviv-Yafo (IL)**	0,48%	19
52	+30	**Ho Chi Minh City (VN)**	0,48%	18
53	-3	**Oslo (NO)**	0,48%	18
54	-3	**Delhi (IN)**	0,47%	18
55	+7	**Warsaw (PL)**	0,47%	18
56	+161	**Taipei (TW)**	0,46%	18
57	+24	**Phuket (TH)**	0,46%	17
58	-9	**Venice (IT)**	0,45%	17
59	+2	**Marrakech (MA)**	0,44%	17
60	-4	**Nice (FR)**	0,42%	16
61	-17	**Mexico City (MX)**	0,42%	16
62	+3	**Edinburgh (GB)**	0,42%	16
63	-29	**Thira (GR)**	0,41%	16
64	+11	**Colombo (LK)**	0,41%	16
65	-6	**Manchester (GB)**	0,40%	15

Key legend

- Europe
- Americas
- Asia Pacific
- Africa & Middle East

Source: ForwardKeys Flight Searches

	Ranking 2023	Difference in ranking position vs 2022	Destination	Share 2023	Volumes indexed
	66	+4	**Larnaca (CY)**	0,40%	15
	67	+12	**Beirut (LB)**	0,39%	15
	68	-16	**Dusseldorf (DE)**	0,38%	15
	69	-22	**Bogota (CO)**	0,38%	15
	70	+1	**Boston (US)**	0,37%	14
	71	-28	**Mikonos (GR)**	0,37%	14
	72	-5	**Stockholm (SE)**	0,37%	14
	73	+4	**Toronto (CA)**	0,37%	14
	74	-16	**Valencia (ES)**	0,36%	14
	75	+31	**Melbourne (AU)**	0,36%	14
	76	+41	**Hanoi (VN)**	0,35%	14
	77	+24	**Jakarta (ID)**	0,35%	14
	78	+5	**Helsinki (FI)**	0,35%	13
	79	-16	**Thessaloniki (GR)**	0,35%	13
	80	-11	**Hamburg (DE)**	0,34%	13
	81	+6	**Male (MV)**	0,34%	20
	82	-27	**San Jose (CR)**	0,34%	20
	83	+1	**Geneva (CH)**	0,34%	20
	84	+15	**Funchal (PT)**	0,34%	20
	85	-37	**Lima (PE)**	0,33%	20
	86	-8	**Tunis (TN)**	0,33%	20
	87	-14	**Dubrovnik (HR)**	0,32%	20
	88	-20	**Rhodes (GR)**	0,31%	19
	89	-4	**Palermo (IT)**	0,31%	19
	90	-2	**Reykjavik (IS)**	0,31%	19
	91	-5	**Catania (IT)**	0,30%	19
	92	-18	**Bucharest (RO)**	0,29%	18
	93	+4	**Mumbai (IN)**	0,29%	18
	94	-22	**Zakinthos (GR)**	0,28%	18
	95	-3	**Marseille (FR)**	0,28%	18
	96	-20	**Punta Cana (DO)**	0,28%	18
	97	+12	**Krakow (PL)**	0,28%	17
	98	-4	**Lyon (FR)**	0,27%	17
	99	-10	**Amman (JO)**	0,27%	17
	100	+4	**Buenos Aires (AR)**	0,27%	16
	101	-21	**Chania (GR)**	0,27%	16
	102	-12	**Tenerife (ES)**	0,26%	16
	103	+41	**Auckland (NZ)**	0,26%	16
	104	-8	**Bari (IT)**	0,26%	16
	105	+23	**Las Vegas (US)**	0,26%	15
	106	+25	**Johannesburg (ZA)**	0,25%	15

Key legend

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Source: ForwardKeys Flight Searches

PREDICTING TRAVELLERS' IMPACT

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