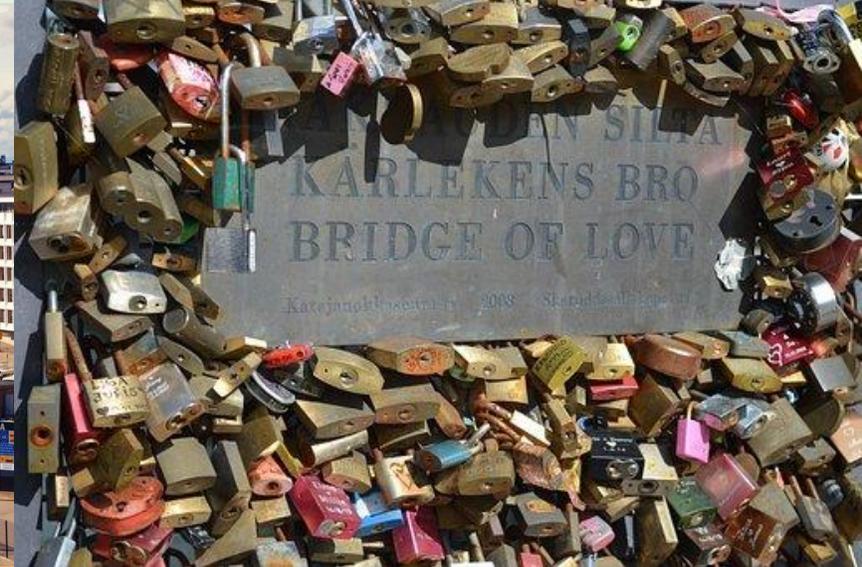


WORLD TOURISM CITIES DEVELOPMENT REPORT 2019

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WTCF Helsinki
世界旅游城市联合会
World Tourism Cities Federation

2019

WTCF Helsinki Fragrant Hills Tourism Summit
世界旅游城市联合会赫尔辛基香山旅游峰会

2-4 September 2019
2019年9月2日-4日

OBJECTIVES

- **“World Tourism Cities Development Report” is one of the signature publications of WTCF, released since 2015**
- **Jointly developed by experts assigned by WTCF**
- **Work is based on specific parameters, factors and indicators to position the leading cities in terms of tourism development and performance**
- **The report enables local authorities and tourism managers to compare and benchmark, given the framework of identified indicators and hence improve development and management strategies**

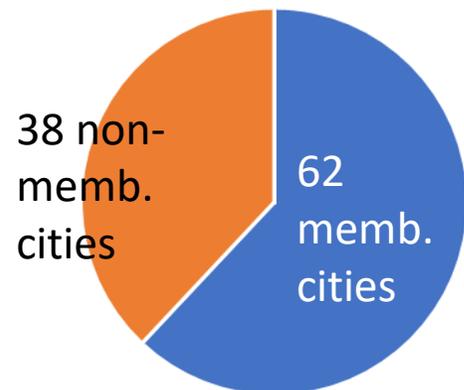
SELECTION OF SAMPLE CITIES (total 100 cities)

- 1. Cities with comparative and competitive advantages in terms of cultural, natural, historical and man-made attractions and activities, public and private tourism facilities, global connectivity and global brand as a tourism destination;**
- 2. Cities hosting over 100 000 visitors or receiving visitors from at least 30 different countries of origin, meeting the international standards for safety and security, ensuring seamless and convenient travelling;**
- 3. Cities with tourism revenues which account for more than 30% of the service industry and with at least 5% added value created within GDP together with more than 10% tourism related employment in the overall labour scheme.**

SELECTION OF SAMPLE CITIES (total 100 cities)

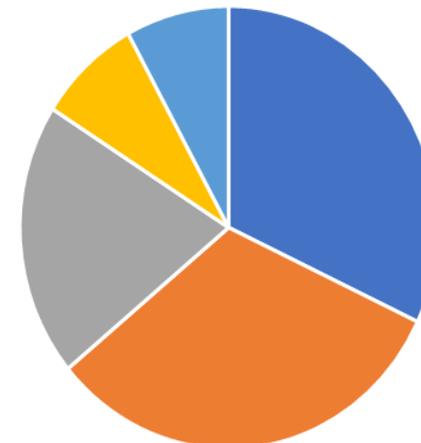
- Cities which receive adequate number of international visitors as defined by Euromonitor International
- WTCF Members /no members

Proportion of member cities and non-member cities



■ Member cities ■ Non-member cities ■ ■

Breakdown of sample cities



■ Asia-Pacific region ■ European region ■ Americas region ■ Africa region ■ Middle East

LIST OF SAMPLE CITIES (100 cities from 70 countries)

	CITY	COUNTRY		CITY	COUNTRY
1	Beijing	China	11	Hong Kong	China
2	Shanghai	China	12	Macau	China
3	Guangzhou	China	13	Taipei	China
4	Hangzhou	China	14	Tokyo	Japan
5	Tianjin	China	15	Osaka	Japan
6	Chongqing	China	16	Sapporo	Japan
7	Chengdu	China	17	Seoul	South Korea
8	Qingdao	China	18	Pusan	South Korea
9	Kunming	China	19	Bangkok	Thailand
10	Xi'an	China	20	Ho Chi Minh	Vietnam

LIST OF SAMPLE CITIES (cont.)

	CITY	COUNTRY		CITY	COUNTRY
21	Kuala Lumpur	Malaysia	31	Almaty	Kazakhstan
22	Jakarta	Indonesia	32	Bandung	Laos
23	Kathmandu	Nepal	33	Jerusalem	Israel
24	Melbourne	Australia	34	Mecca	Saudi Arabia
25	Sydney	Australia	35	Abu Dhabi	UAE
26	Brisbane	Australia	36	Dubai	UAE
27	Auckland	Australia	37	Tel Aviv-Jaffa	Israel
28	New Delhi	India	38	Istanbul	Turkey
29	Mumbai	India	39	Tehran	Iran
30	Dushanbe	Tajikistan	40	Doha	Qatar

LIST OF SAMPLE CITIES (cont.)

	CITY	COUNTRY		CITY	COUNTRY
41	Milan	Italy	51	Stockholm	Sweden
42	Rome	Italy	52	Geneva	Switzerland
43	Madrid	Spain	53	Prague	Czech Rep.
44	Athens	Greece	54	Florence	Italy
45	London	UK	55	Venice	Italy
46	Sevilla	Spain	56	Riga	Latvia
47	Sofia	Bulgaria	57	Warsaw	Poland
48	Vienna	Austria	58	Barcelona	Spain
49	Paris	France	59	Amsterdam	Netherlands
50	Budapest	Hungary	60	Rotterdam	Netherlands

LIST OF SAMPLE CITIES (cont.)

	CITY	COUNTRY		CITY	COUNTRY
61	Oslo	Norway	71	Brussels	Belgium
62	Edinburgh	UK	72	Helsinki	Finland
63	Berlin	Germany	73	Miami	USA
64	Frankfurt	Germany	74	Cartagena	Colombia
65	Munich	Germany	75	Chicago	USA
66	Moscow	Russia	76	Los Angeles	USA
67	Saint Petersburg	Bulgaria	77	Las Vegas	USA
68	Vienna	Austria	78	Hawaii	USA
69	Dublin	Ireland	79	Sao Paulo	Brazil
70	Minsk	Belarus	80	Washington	USA

LIST OF SAMPLE CITIES (cont.)

	CITY	COUNTRY		CITY	COUNTRY
81	Rio de Janeiro	Brazil	91	Panama City	Panama
82	New York	USA	92	Sevilla	Uruguay
83	San Francisco	USA	93	Cape Town	South Africa
84	Lima	Peru	94	Johannesburg	South Africa
85	Buenos Aires	Argentina	95	Casablanca	Morocco
86	Vancouver	Canada	96	Cairo	Egypt
87	La Habana	Cuba	97	Dakar	Senegal
88	Mexico City	Mexico	98	Tunis	Tunisia
89	Toronto	Canada	99	Nairobi	Kenya
90	Ottawa	Canada	100	Abidjan	Cote d'Ivoire

METHODOLOGY

Indicator-Based Assessment Framework



Tourism Cities Development Index (5 structural + 1 travel satisfaction = 6 indices)

- **City Popularity**
- **Industry Prosperity**
- **City Intelligence**
- **Travel Convenience**
- **Economic Contribution**
- **Traveler Satisfaction**

METHODOLOGY

Weight of Composite Indicators



- **City Popularity** : 20 %
- **Industry Prosperity** : 20 %
- **City Intelligence** : 15 %
- **Travel Convenience** : 15 %
- **Economic Contribution**: 20 %
- **Traveler Satisfaction**: 10 %

METHODOLOGY

Weight of Composite Indicators



THE INDICES EXPLORE THE SYNERGISTIC DEVELOPMENT OF BOTH THE **TOURISM SECTOR AND THE CITY** by evaluating not only the core elements of tourism resources and the contribution of tourism to overall development of the city but also by assessing the level of urban development, urban economy, urban infrastructure and urban management.

EVALUATION OF INDICATORS

Sub-index	%	Indicator
A. CITY POPULARITY (weight: 20%)	5	Number of well-known attractions (over 1000 daily visits)
	4	Number of world heritages
	3	Major festivals, events
	3	Number of international MICE activities
	2	Number of museums open to public
	3	Number of international sports events
B. INDUSTRY PROSPERITY (weight: 20%)	4	Tourism accommodation capacity(enterprises and room rental)
	3	Tourism transport (companies, income, employment)
	3	Commercial service (services and supplies)
	4	Tour management services (income and employment)
	3	Culture and entertainment (enterprises and employment)
	3	Tour Operators and travel agencies (enterprises and employment)
C. CITY INTELIGENCE (weight: 15%)	2	Intelligence standards for the public service (time index)
	4	Information development standards (broadband, rate of flow)
	2	Frequency of city information retrieval on the search engines
	3	Technology based networks(proportion of internet- based tourism)
	2	Payment schemes
	2	Use of smart devices per 10 000 citizens

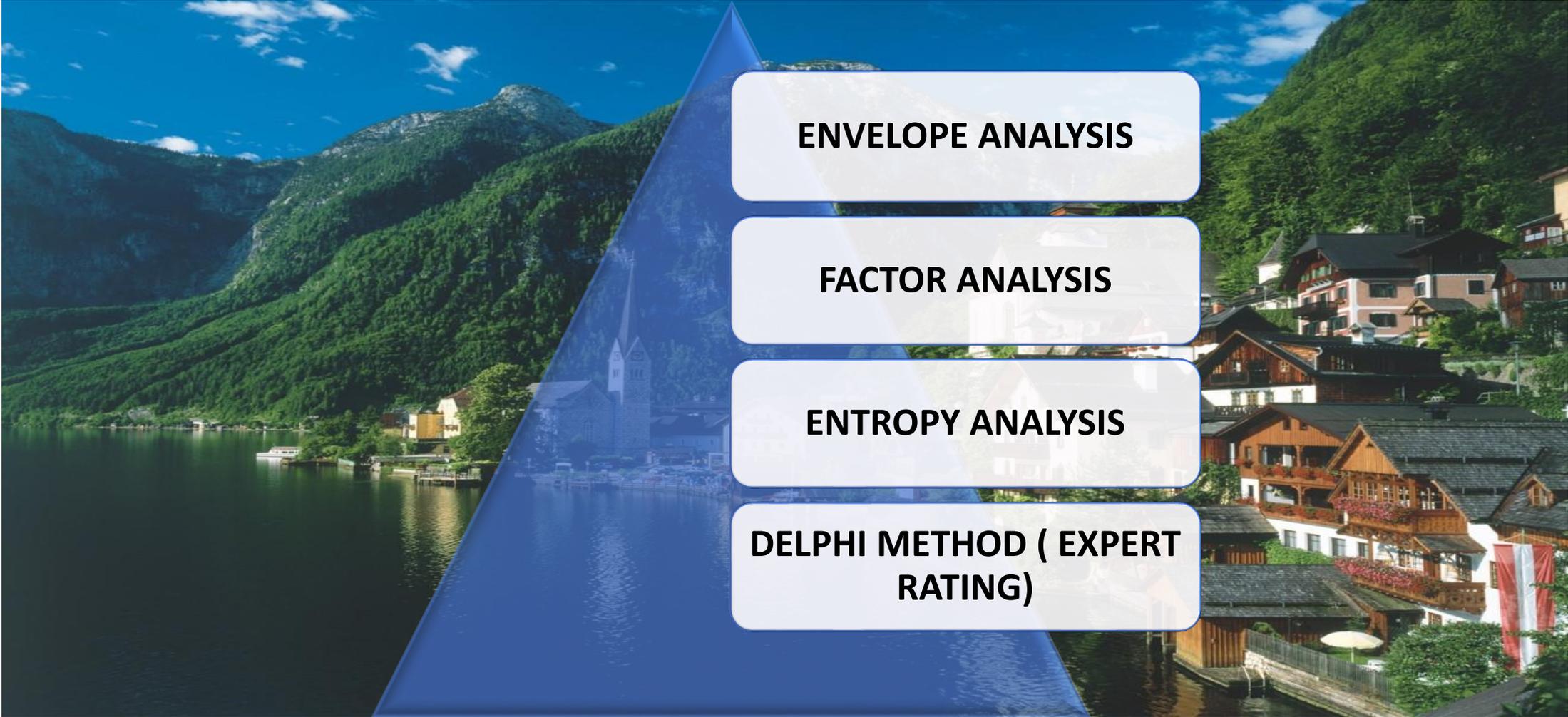
EVALUATION OF INDICATORS

Sub-index	%	Indicator
D. TRAVEL CONVENIENCE (weight: 15%)	3	Visa facilitation (application and process)
	2	Multi-language environment and assistance
	3	International connectivity and inter-urban routes
	2	Shopping facilities and tax refund policy
	3	Safety and security
	2	New platform tourism services (so-called sharing economy)
E. ECONOMIC CONTRIBUTION (weight: 20%)	5	Volume of inbound tourism(inter. arrivals and tourist expenditure per capita)
	2	Volume of domestic tourism (tourism revenues)
	4	(TGDP) Tourism's contribution to GDP at city level
	4	Volume of tourism related employment in the service industry
	3	Percentage of tourism revenues at city level to national level
	2	Volume of tourism related investments on an annual base
F. TRAVELER SATISFACTION (weight 10%)	3	Visitor complaint ratio (per 10 000 inbound tourists)
	4	Frequency and recency of site and social media visits
	3	Ranking of tourism destinations (by TripAdvisor)

MAJOR DATA SOURCES



TOOLS and TECHNIQUES USED FOR DATA ANALYSIS



ENVELOPE ANALYSIS

FACTOR ANALYSIS

ENTROPY ANALYSIS

**DELPHI METHOD (EXPERT
RATING)**

RANKING 1: WORLD TOURISM CITIES **OVERALL RANKING** 2019 (top 20)

	CITY	COUNTRY		CITY	COUNTRY
1	New York	USA	11	Rome	Italy
2	Tokyo	Japan	12	Madrid	Spain
3	London	UK	13	Bangkok	Thailand
4	Paris	France	14	Amsterdam	Netherlands
5	Beijing	China	15	Los Angeles	USA
6	Dubai	UAE	16	Berlin	Germany
7	Hong Kong	China	17	Sydney	Australia
8	Seoul	South Korea	18	Vienna	Austria
9	Shanghai	China	19	Guangzhou	China
10	Beijing	China	20	Miami	USA

RANKING 2: CITY POPULARITY 2019 (top 20)

	CITY	COUNTRY		CITY	COUNTRY
1	London	UK	11	Berlin	Germany
2	Tokyo	Japan	12	Istanbul	Turkey
3	Paris	France	13	Madrid	Spain
4	New York	USA	14	Shanghai	China
5	Rome	Italy	15	Moscow	Russia
6	Barcelona	Spain	16	Dubai	UAE
7	Beijing	China	17	St. Petersburg	Russia
8	Sydney	Australia	18	Buenos Aires	Argentina
9	Prague	Czech Rep.	19	Amsterdam	Netherlands
10	Osaka	Japan	20	Beijing	China

RANKING 3: INDUSTRY PROSPERITY 2019 (top 20)

	CITY	COUNTRY		CITY	COUNTRY
1	New York	USA	11	Seoul	South Korea
2	Tokyo	Japan	12	Guangzhou	China
3	London	UK	13	San Fansisco	USA
4	Beijing	China	14	Shanghai	China
5	Paris	France	15	Dubai	UAE
6	Los Angeles	USA	16	Washington D.C	USA
7	Chicago	USA	17	Mexico City	México
8	Hong Kong	China	18	Toronto	Canada
9	Madrid	Spain	19	Bangkok	Thailand
10	Osaka	Japan	20	Thailand	China

RANKING 4: CITY INTELLIGENCE 2019 (top 20)

	CITY	COUNTRY		CITY	COUNTRY
1	Barcelona	Spain	11	Los Angeles	USA
2	Hong Kong	China	12	Tokyo	Japan
3	Rotterdam	Netherlands	13	Chicago	USA
4	Frankfurt	Germany	14	Shanghai	China
5	Madrid	Spain	15	Dubai	UAE
6	Helsinki	Finland	16	Hangzhou	China
7	New York	USA	17	Edinburgh	UK
8	Beijing	China	18	Miami	USA
9	Seoul	South Korea	19	Oslo	Norway
10	London	UK	20	Buenos Aires	Argentina

RANKING 5: TRAVEL CONVENIENCE 2019 (top 20)

	CITY	COUNTRY		CITY	COUNTRY
1	Tokyo	Japan	11	Helsinki	Finland
2	Madrid	Spain	12	Milan	Italy
3	Vienna	Austria	13	Budapest	Hungary
4	London	UK	14	Toronto	Canada
5	Amsterdam	Netherlands	15	Doha	Qatar
6	New York	USA	16	Rome	Italy
7	Seoul	South Korea	17	Lisbon	Portugal
8	Munich	Germany	18	Shanghai	China
9	Paris	France	19	Athens	Greece
10	Hong Kong	China	20	Dubai	UAE

RANKING 6: ECONOMIC CONTRIBUTION 2019 (top 20)

	CITY	COUNTRY		CITY	COUNTRY
1	Bangkok	Thailand	11	Beijing	China
2	Dubai	UAE	12	Doha	Qatar
3	Miami	USA	13	Barcelona	Spain
4	Rome	Italy	14	Guangzhou	China
5	Mexico City	México	15	Shanghai	China
6	Macao	China	16	Amsterdam	Netherlands
7	Jakarta	Indonesia	17	Tokyo	Japan
8	Paris	France	18	Kuala Lumpur	Malaysia
9	Hong Kong	China	19	Las Vegas	USA
10	New York	USA	20	Helsinki	Finland

RANKING 7: TRAVELER SATISFACTION 2019 (top 20)

	CITY	COUNTRY		CITY	COUNTRY
1	Paris	France	11	Dubai	UAE
2	New York	USA	12	Istanbul	Turkey
3	Tokyo	Japan	13	Brussels	Belgium
4	Rome	Italy	14	Amsterdam	Netherlands
5	London	UK	15	Sofia	Bulgaria
6	Montevideo	Uruguay	16	New Delhi	India
7	Nairobi	Kenya	17	Kuala Lumpur	Malaysia
8	Seoul	South Korea	18	Oslo	Norway
9	Mexico City	Mexico	19	Lima	Peru
10	Los Angeles	USA	20	Buenos Aires	Argentina



THANK YOU
谢谢

WTOF
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旅游让城市生活更美好
Better City Life through Tourism



Esencan Terzibasoglu