

# London Tops Global Destinations Cities Index



Our annual Global Destinations Cities Index launched yesterday, July 9, at a special event at the London Eye Barracuda, attended by Deputy Mayor of London Kit Malthouse, Ann Cairns, Dr. Yuwa Hedrick-Wong and Marion King.

The impressive location was particularly appropriate, as London was revealed to top the index as the most visited international city for the third time in four years. According to the study, London is projected to receive 18.7 million international visitors in 2014 – 300,000 more visitors than the 2013 top destination city, Bangkok. Visitors to the capital are projected to spend £11.26bn this year - an average around £1,387 per resident. Guests from New York topped the list of feeder cities, spending an average of around £592 per resident - and it's mutual - as London is also the top feeder city for the 'Big Apple,' spending around £701 per resident.

Now in its fourth year, the index provides a ranking of the 132 most travelled cities from around the world. Cities are ranked by their total international visitor arrivals numbers and the cross-border spending in the destination cities by these same visitors. It also gives visitor and passenger growth forecasts for 2014.

Bangkok, Paris, Singapore and Dubai also made the top five, benefiting from a surge in international travel fuelled by an expanding middle class, innovations in luxury travel and a rising need for business travel. The index indicates this surge will continue, even with more technology and collaboration tools available to businesses.

Ann Cairns, president, International Markets, says: "The recognition of this year's top international destinations reinforces the continued importance of cities as business, cultural and economic hubs. For London in particular, being recognized once again for its place as the top destination will further boost this city's ability to continue to be a global leader, whether through hosting events or inspiring those within to drive economic growth. And, that's where we come in. Every day, we help consumers and businesses maximize all of the travel opportunities available to them, including a safe and secure way to pay no matter where they are across the globe."