

News Release

Hong Kong Claims Seventh Place in MasterCard's Inaugural Asia Pacific Destination Index

The city stands out as the only Greater China destination among the Asia Pacific top 10

Hong Kong, 16 February, 2016 – Hong Kong remains one of the most-visited destinations in the region, securing seventh place in the inaugural [MasterCard](#) Asia Pacific Destination Index released today, and the only city in Greater China ranked in the top 10.

Seen as a vibrant city of skyscrapers and gastronomy, Hong Kong welcomed 8.3 million international overnight visitors in 2015 who spent a total of 27.8 million nights (an average of 3.3 nights) in the city. In terms of total expenditure, Hong Kong took ninth place with an international overnight visitor spend of US\$6.7 billion.

Bangkok increased its lead as the most popular destination in the region, with international overnight visitors breaking the 20 million mark for the first time (21.9 million), followed by a close rivalry between Singapore and Tokyo (11.8 million international overnight visitors).

From the perspective of total expenditure, Bangkok also topped the Index (US\$15.2 billion), with Seoul (US\$14.4 billion) in second place, followed by Singapore (US\$14.1 billion), Tokyo (US\$11.9 billion) and Kuala Lumpur (US\$10.5 billion).

Anna Yip, head of Hong Kong & Macau, MasterCard, said, “As the tourism industry in Asia Pacific has been growing robustly in recent years, governments, businesses and tourism authorities should work hand in hand to maintain destination competitiveness. We are happy to see Hong Kong remain a key destination market in Asia Pacific, and our MasterCard Priceless Hong Kong campaign will continue to provide exclusive experiences and appealing year-round offers, from dining and shopping, to entertainment and accommodation to attract more tourists from around the world.”

An offshoot of MasterCard's annual Global Destination Cities Index, the first Asia Pacific Destinations Index provides a ranking of 167 destinations in 22 countries across Asia Pacific. It provides insights into tourism trends including total international overnight arrivals, expenditure as well as total nights spent at each destination.

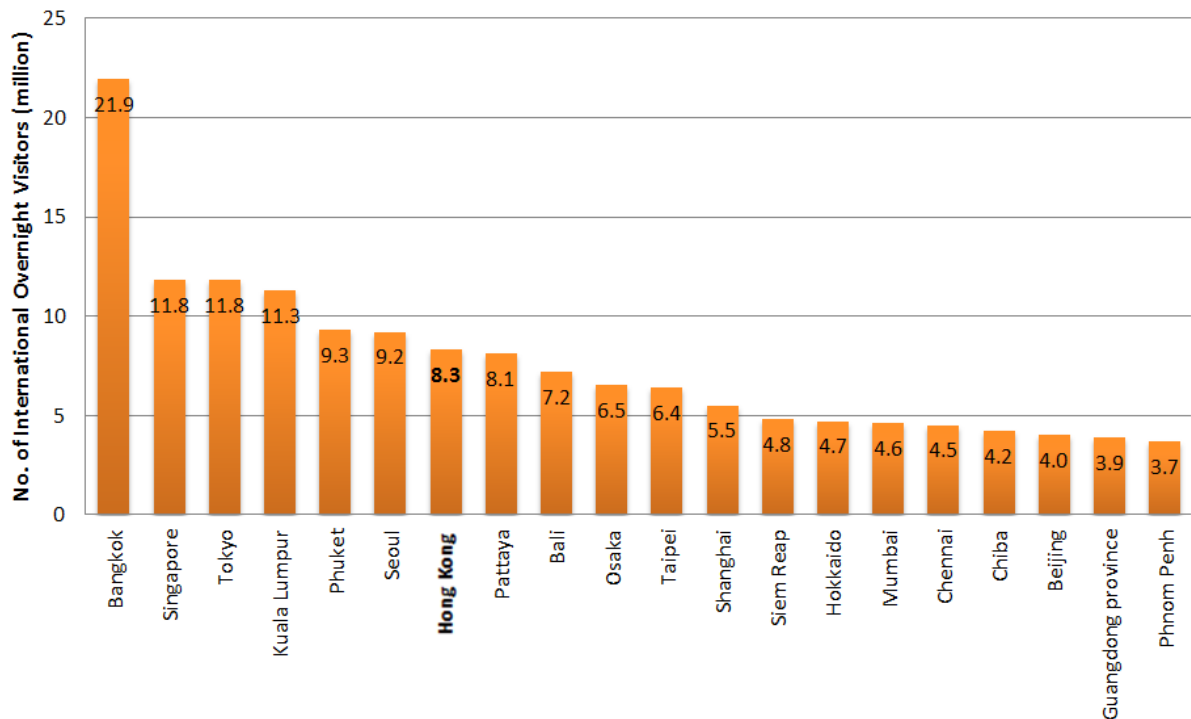
Additional Highlights:

- The top 20 destinations of Asia Pacific represent about half of all international overnight arrivals to all destinations covered by the Index.
- In Greater China, Taipei (6.4 million) ranked 11th place in terms of international overnight arrivals while Shanghai (5.5 million), Beijing (4.0 million) and Guangdong province (3.9 million) took the 12th, 18th and 19th respectively.

- Macau, a close neighbor of Hong Kong, also welcomed a total of 2.0 million international overnight visitors in 2015, with an international overnight visitor spend of US\$594 million.
- Asia Pacific's tourism industry is now the largest in the world by total contribution to GDP, overtaking Europe in 2015. It contributed US\$2.27 trillion to Asia Pacific economies and 153.7 million jobs in 2015¹.
- Of the top 20 destinations by total expenditure per day, Shanghai (US\$269 per day) welcomed the biggest spenders, followed by Beijing (US\$262 per day), Seoul (US\$258 per day), Singapore (US\$255 per day) and Hong Kong (US\$240 per day).

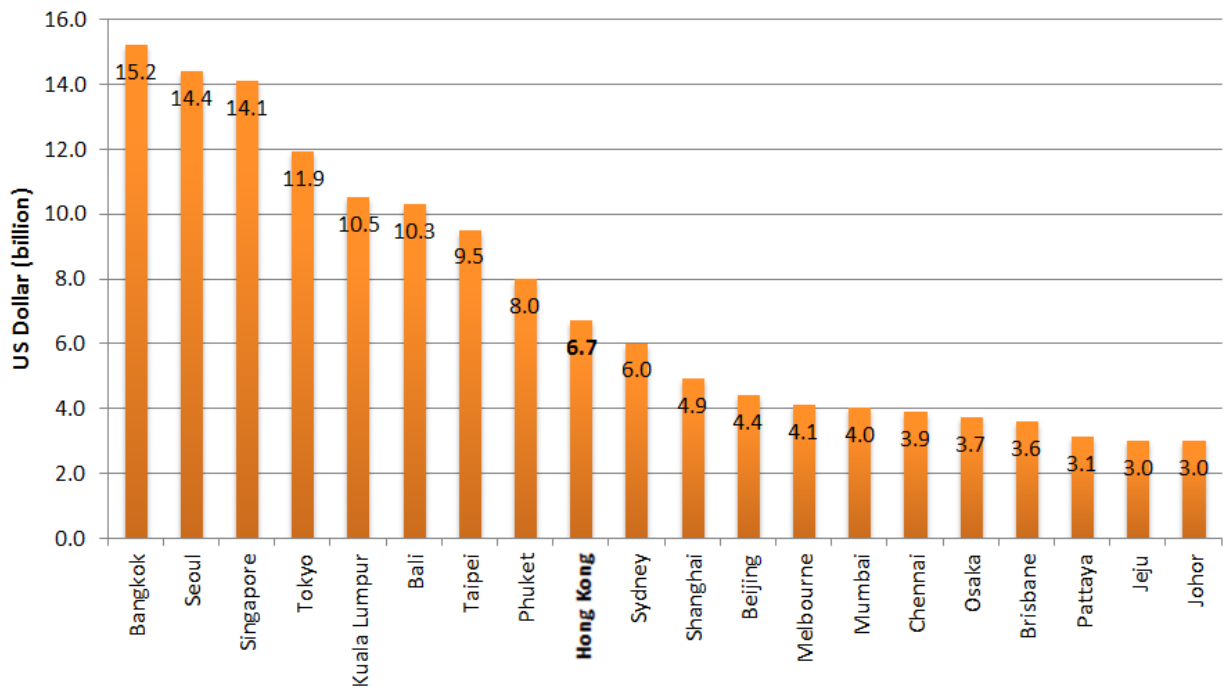
The full report can be downloaded from: <http://news.mstr.cd/1K7yieX>

Top 20 Asia Pacific Destinations by International Overnight Visitors (2015)*



¹ Travel and Tourism Economic Impact 2014 – Asia Pacific, World Tourism and Travel Council 2015

Top 20 Asia Pacific Destinations by International Overnight Visitor Spend (2015)*



*There are no ties in rank as all apparent ties are due to 1 decimal rounding.

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About the MasterCard Asia Pacific Destinations Index

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 as 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.

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, by total number of international overnight arrivals; cross-border spending; and the total number of nights spent at each destination. These 167 destinations are drawn from 22 countries across Asia Pacific and represent 90.1% of all international overnight arrivals within the region.

Public data is used to derive the international overnight visitor arrivals and their cross-border spending in each of the destinations, using custom-made algorithms.

This Index and the accompanying reports are not based on MasterCard volumes or transactional data.

About MasterCard

MasterCard (NYSE: MA), www.mastercard.com, is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard's products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MasterCardAP](https://twitter.com/MasterCardAP) and [@MasterCardNews](https://twitter.com/MasterCardNews), join the discussion on the [Beyond the Transaction Blog](#) and [subscribe](#) for the latest news on the [Engagement Bureau](#).

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