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**News / ForwardKeys: The most popular city destinations this summer**

 **ForwardKeys** *Top of the most popular city list this Summer is Bangkok*

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Based on flight search data, ForwardKeys, the leading travel analytics firm, has revealed the most popular city destinations this summer (1st July – 31st August). ForwardKeys' Flight Search data, which is the most comprehensive source available, covers billions of searches per year, via an extensive selection of online travel agencies, airlines and metasearch companies including Google Flights, Kayak, Kiwi.com, Skyscanner, Wego, and more. It is much sought after by tourism organizations and DMOs seeking to quantify travel intent.

Top of the most popular city list this Summer is Bangkok, far ahead of the second most searched destination, Paris. As over 1.1 billion searches were analysed for the report, to make the list more digestible, ForwardKeys has produced the ranking index on the

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## 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

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The search rankings are also compared to last year, giving a rise and fall in relative popularity. Bangkok is up three places, pushing Paris off the top spot. London holds its position, in 3rd place. In capturing 4th position, Bali's capital, Denpasar, rose six places, pushing down Barcelona to 5th, Lisbon to 7th, Istanbul to 8th, Madrid to 9th and Palma Mallorca to 11th.

A new entrant in the top ten was Athens, up one place from 11th, while New York rose two places from 8th in 2022 to 6th this year. Impressive risers that charged into the top twenty were Tokyo, up 53 places to 13th, Kuala Lumpur, up 24 places to 14th, Singapore, up 14 places to 12th and Manila, up 8 places to 19th. Their rise is principally explained by the

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**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

**Key legend**

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

Source: ForwardKeys Flight Searches

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The top ten list of highest climbers are dominated by Asian and Australasian cities, which, last summer, were still subject to some of the strictest pandemic travel regulations. The highest climber is Taipei, up 161 places to 56th. It is followed by Hong Kong, up 129 places to 39th, Seoul, up 56 places to 35th, Tokyo, up 53 places to 13th, Hanoi, up 41 places to 76th, Auckland, up 41 places to 103rd, Melbourne, up 31 places to 75th, Ho Chi Minh City, up 30 places to 52nd, Kuala Lumpur, up 24 places to 14th and Phuket, up 24 places to 57th.

Analysis of ForwardKeys' air ticketing database reveals some interesting current trends. Throughout the pandemic and at the start of the recovery, leisure travel to beach destinations has been in the lead. However, that is now starting to change. Compared to this time last year (2022), summer flight bookings to beach destinations are 22% ahead; however, urban destinations are 42% ahead, nature destinations are 45% ahead and shopping destinations are the most ahead, up by 53%.

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