Global City Travel provides detailed and comparable inbound and outbound travel data for 300 cities around the world, representing more than 80% of global air travel.

Service Features

- **Extensive comparable dataset.** Coverage of 300 cities, providing market detail for departures and arrivals, including origin-destination visits, and nights. Detail is provided for both inbound and outbound travel across all cities along with headline economic indicators.

- **In-depth historical data and forecasts, and regular updates.** Data starts in 2000 and is forecast to 2025 based on the Oxford Economics economic outlook—the most widely used global economic model in the world. The database is updated every six months.

- **Robust methodology.** The databank is based on vast, complementary data sets covering air passenger flows, hotel room demand, economic, and demographic data by city. Estimates are based on a combination of destination measurements, origin-destination air passenger demand, hotel statistics, and industry metrics.

- **Powerful analytical functions.** Our web-based databank allows users to quickly build custom queries with complete flexibility and visualise the data in tables, charts, and maps.

All data are annotated by source, date of update, and analyst.

Numbers may be represented as absolutes, percentages, and even differences between time periods.

Searches can be saved for future reference and downloaded quickly to Excel and Adobe formats, and even shown on a heat map.
What cities are covered?

300 cities globally, including 27 in Africa and the Middle East, 92 in Asia, 93 in Europe, 64 in North America, and 24 in Latin America and the Caribbean.

What indicators are included?

The service includes coverage of the following series, which are updated once a quarter:

- **Total overnight visits and nights for each city**, with detail on the proportion using paid accommodation.
- **Measurement of visits and nights** to 300 destination cities from each of the top 50 origin countries, from each world region, and domestic markets.
- **Number of departures from 300 origin cities** to each of 50 destination countries and to each world region on a visits and nights basis.
- **Total inbound/outbound travel spending** for each city.
- **Topline economic and demographic indicators** for each city.

Software and service

- **Global Data Workstation**. A web-based application that provides a variety of data selection, heat map, chart visualisations, data downloads, data sharing, and personalisation features. All assets can be exported as image or Excel files.
- **Excel Data Workstation**. An add-in which allows the user to import data selectively or make use of pre-built dashboards.
- **Economist access**. Our team of economists are on hand to provide guidance and answers to your most pressing questions.

Contact us for more information or to request a free trial

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