

Most searched destinations for travel in summer 2023

Destinations ranked by volume of searches for international travel in July & August 2023. Flight searches made until 23 May 2023.

Ranking 2023	Difference in ranking position vs 2022	Destination	Share 2023	Volumes indexed
1	+3	Bangkok (TH)	2,61%	100
2	-1	Paris (FR)	1,90%	73
3	=0	London (GB)	1,87%	72
4	+6	Denpasar Bali (ID)	1,79%	69
5	-3	Barcelona (ES)	1,78%	68
6	+2	New York (US)	1,60%	61
7	-1	Lisbon (PT)	1,40%	54
8	-3	Istanbul (TR)	1,37%	52
9	-2	Madrid (ES)	1,35%	52
10	+1	Athens (GR)	1,32%	51
11	-2	Palma Mallorca (ES)	1,26%	48
12	+14	Singapore (SG)	1,19%	46
13	+53	Tokyo (JP)	1,18%	45
14	+24	Kuala Lumpur (MY)	1,18%	45
15	-3	Amsterdam (NL)	1,15%	44
16	-3	Copenhagen (DK)	1,10%	42
17	-3	Los Angeles (US)	1,09%	42
18	-2	Rome (IT)	1,02%	39
19	+8	Manila (PH)	0,90%	34
20	-1	Frankfurt (DE)	0,88%	34
21	-1	Dubai (AE)	0,85%	33
22	-4	Malaga (ES)	0,85%	33
23	+1	Milan (IT)	0,81%	31
24	-9	Cancun (MX)	0,78%	30
25	+3	Dublin (IE)	0,73%	28
26	-9	Antalya (TR)	0,72%	28
27	-4	Berlin (DE)	0,72%	27
28	+4	Vienna (AT)	0,71%	27
29	-8	Miami (US)	0,71%	27
30	-1	San Francisco (US)	0,71%	27
31	-6	Porto (PT)	0,66%	25
32	+21	Sydney (AU)	0,65%	25
33	-3	Cairo (EG)	0,63%	24
34	-12	Heraklion (GR)	0,60%	23
35	+56	Seoul (KR)	0,60%	23
36	-3	Alicante (ES)	0,60%	23
37	-6	Ibiza (ES)	0,59%	23
38	+1	Munich (DE)	0,56%	22
39	+129	Hong Kong (HK)	0,56%	21
40	+20	Tirana (AL)	0,53%	20

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Key legend

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Americas
Asia Pacific
Africa & Middle East

Source: ForwardKeys Flight Searches

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41	+1	Budapest (HU)	0,53%	20
42	+4	Brussels (BE)	0,52%	20
43	-6	Faro (PT)	0,52%	20
44	+1	Zurich (CH)	0,52%	20
45	-5	Naples (IT)	0,52%	20
46	-11	Split (HR)	0,51%	20
47	-11	Malta (MT)	0,51%	20
48	-7	Kerkyra (GR)	0,51%	19
49	+8	Prague (CZ)	0,49%	19
50	+14	Vancouver (CA)	0,49%	19
51	+3	Tel Aviv-Yafo (IL)	0,48%	19
52	+30	Ho Chi Minh City (VN)	0,48%	18
53	-3	Oslo (NO)	0,48%	18
54	-3	Delhi (IN)	0,47%	18
55	+7	Warsaw (PL)	0,47%	18
56	+161	Taipei (TW)	0,46%	18
57	+24	Phuket (TH)	0,46%	17
58	-9	Venice (IT)	0,45%	17
59	+2	Marrakech (MA)	0,44%	17
60	-4	Nice (FR)	0,42%	16
61	-17	Mexico City (MX)	0,42%	16
62	+3	Edinburgh (GB)	0,42%	16
63	-29	Thira (GR)	0,41%	16
64	+11	Colombo (LK)	0,41%	16
65	-6	Manchester (GB)	0,40%	15
66	+4	Larnaca (CY)	0,40%	15
67	+12	Beirut (LB)	0,39%	15
68	-16	Dusseldorf (DE)	0,38%	15
69	-22	Bogota (CO)	0,38%	15
70	+1	Boston (US)	0,37%	14
71	-28	Mikonos (GR)	0,37%	14
72	-5	Stockholm (SE)	0,37%	14
73	+4	Toronto (CA)	0,37%	14
74	-16	Valencia (ES)	0,36%	14
75	+31	Melbourne (AU)	0,36%	14
76	+41	Hanoi (VN)	0,35%	14
77	+24	Jakarta (ID)	0,35%	14
78	+5	Helsinki (FI)	0,35%	13
79	-16	Thessaloniki (GR)	0,35%	13
80	-11	Hamburg (DE)	0,34%	13
81	+6	Male (MV)	0,34%	13
82	-27	San Jose (CR)	0,34%	13
83	+1	Geneva (CH)	0,34%	13
84	+15	Funchal (PT)	0,34%	13
85	-37	Lima (PE)	0,33%	13
86	-8	Tunis (TN)	0,33%	13
87	-14	Dubrovnik (HR)	0,32%	12
88	-20	Rhodes (GR)	0,31%	12
89	-4	Palermo (IT)	0,31%	12
90	-2	Reykjavik (IS)	0,31%	12

Key legend

- █ Europe
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91	-5	Catania (IT)	0,30%	12
92	-18	Bucharest (RO)	0,29%	11
93	+4	Mumbai (IN)	0,29%	11
94	-22	Zakynthos (GR)	0,28%	11
95	-3	Marseille (FR)	0,28%	11
96	-20	Punta Cana (DO)	0,28%	11
97	+12	Krakow (PL)	0,28%	11
98	-4	Lyon (FR)	0,27%	10
99	-10	Amman (JO)	0,27%	10
100	+4	Buenos Aires (AR)	0,27%	10
101	-21	Chania (GR)	0,27%	10
102	-12	Tenerife (ES)	0,26%	10
103	+41	Auckland (NZ)	0,26%	10
104	-8	Bari (IT)	0,26%	10
105	+23	Las Vegas (US)	0,26%	10
106	+25	Johannesburg (ZA)	0,25%	10
107	+5	Montreal (CA)	0,24%	9
108	+49	Abu Dhabi (AE)	0,24%	9
109	-9	Santiago (CL)	0,24%	9
110	-12	Las Palmas (ES)	0,24%	9
111	+11	Seattle (US)	0,24%	9
112	-5	Chicago (US)	0,24%	9
113	+3	Olbia (IT)	0,23%	9
114	-6	Cagliari (IT)	0,22%	9
115	-13	Zanzibar (TZ)	0,22%	9
116	+10	Orlando (US)	0,22%	9
117	+16	Kochi (IN)	0,22%	8
118	+3	Mauritius (MU)	0,22%	8
119	+24	Honolulu (US)	0,21%	8
120	-6	Florence (IT)	0,21%	8
121	+67	Cebu City (PH)	0,21%	8
122	-3	Chennai (IN)	0,21%	8
123	-13	Zadar (HR)	0,21%	8
124	+3	Washington (US)	0,21%	8
125	+40	Calgary (CA)	0,21%	8
126	-11	Sevilla (ES)	0,21%	8
127	+29	Nairobi (KE)	0,21%	8
128	-23	Billund (DK)	0,21%	8
129	-26	Sao Paulo (BR)	0,21%	8
130	+23	Belgrade (RS)	0,20%	8
131	+40	Brisbane (AU)	0,20%	8
132	=0	Zagreb (HR)	0,20%	8
133	-15	Bologna (IT)	0,20%	8
134	+8	Sofia (BG)	0,20%	8
135	+4	Paphos (CY)	0,20%	8
136	+60	Perth (AU)	0,20%	8
137	-2	Dallas (US)	0,20%	8
138	-45	Islamabad (PK)	0,20%	7
139	-3	Bordeaux (FR)	0,19%	7
140	-45	Algiers (DZ)	0,19%	7

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141	-7	Tbilisi (GE)	0,19%	7
142	-29	Cologne (DE)	0,19%	7
143	-14	Menorca (ES)	0,19%	7
144	-7	Atlanta (US)	0,19%	7
145	-34	San Juan (PR)	0,19%	7
146	+6	Podgorica (ME)	0,18%	7
147	+13	Hurghada (EG)	0,18%	7
148	-2	Gothenburg (SE)	0,18%	7
149	-8	Lanzarote (ES)	0,18%	7
150	-26	Fuerteventura (ES)	0,18%	7
151	+94	Jeddah (SA)	0,18%	7
152	+22	Ponta Delgada (Azores) (PT)	0,17%	7
153	-13	Nantes (FR)	0,17%	6
154	-3	Bengaluru (IN)	0,17%	6
155	+6	Fort Lauderdale (US)	0,16%	6
156	-31	Stuttgart (DE)	0,16%	6
157	-19	Rio De Janeiro (BR)	0,16%	6
158	+8	Cape Town (ZA)	0,16%	6
159	-9	Yerevan (AM)	0,16%	6
160	+139	Shanghai (CN)	0,16%	6
161	+9	Sharm el Sheikh (EG)	0,16%	6
162	-15	Toulouse (FR)	0,16%	6
163	-33	Hyderabad (IN)	0,16%	6
164	+131	Da Nang (VN)	0,16%	6
165	+16	Tangier (MA)	0,16%	6
166	-21	Pisa (IT)	0,16%	6
167	-18	Dalaman (TR)	0,16%	6
168	-4	Bilbao (ES)	0,16%	6
169	-49	Kayseri (TR)	0,15%	6
170	+2	Bourgas (BG)	0,14%	6
171	-17	Kos (GR)	0,14%	5
172	+3	Glasgow (GB)	0,14%	5
173	+6	Birmingham (GB)	0,14%	5
174	+4	Denver (US)	0,14%	5
175	-13	Medellin (CO)	0,13%	5
176	+36	Riga (LV)	0,13%	5
177	+6	Agadir (MA)	0,13%	5
178	-9	Alghero (IT)	0,13%	5
179	-16	Santo Domingo (DO)	0,13%	5
180	-21	Montego Bay (JM)	0,13%	5
181	-8	Mahe Island (SC)	0,13%	5
182	+5	Tallinn (EE)	0,13%	5
183	+11	Gdansk (PL)	0,13%	5
184	-29	Lahore (PK)	0,12%	5
185	-3	Saint Denis de la Reunion (RE)	0,12%	5
186	-10	Quito (EC)	0,12%	5
187	+32	Tivat (ME)	0,12%	5
188	-21	Panama City (PA)	0,12%	4
189	-5	Philadelphia (US)	0,11%	4
190	=0	Havana (CU)	0,11%	4

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191	+30	Djerba (TN)	0,11%	4
192	-12	San Jose Cabo (MX)	0,11%	4
193	+4	Doha (QA)	0,11%	4
194	+33	Koh Samui (TH)	0,11%	4
195	+39	Vilnius (LT)	0,11%	4
196	-11	Eindhoven (NL)	0,11%	4
197	+12	Kathmandu (NP)	0,11%	4
198	-5	Girona (ES)	0,10%	4
199	+19	Varna (BG)	0,10%	4
200	-5	Guatemala City (GT)	0,10%	4

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Methodology

In this ranking, we compiled insights from the following data sources:

ForwardKeys Flight Searches, which aggregates searches from the most important travel agencies and metasearch engines on the market (Kayak, Skyscanner, Wego, Google Flights, Kiwi.com and more), as well as for carriers that work with Kiwi, comprising more than 40 billion searches annually. The ranking displays total global searches for international travel during the summer period (July & August 2023), made until May 23, 2023. Destinations are ranked by search volume and benchmarked against the equivalent period for 2022 – giving a clear indicator of the popularity of destinations ahead of the Summer 2023 season and reflecting the latest changes in travel preferences.

The geographic distribution of countries and continents is as defined by the UNWTO, unless specified otherwise.



About ForwardKeys

ForwardKeys is a travel intelligence specialist – founded on the simple idea that businesses dependent on international travel, such as DMOs and tourism organisations can make better strategic decisions if they know who is travelling where, when, and for how long.

The ForwardKeys data ecosystem provides exclusive insights into air travel through a variety of data partners and industry entities covering direct airline tickets and TA bookings, flight searches, seat capacity, events, air traffic statistics and more. The data is processed and enriched using a combination of expert review and manipulation, algorithmic processing and AI tools to produce discrete data products which offer unparalleled insight into the profile, behaviour and impact of past, present and future travellers.

Yet it is not only ForwardKeys clients that benefit from this level of insight, as several of the company's top minds frequently share their expertise with global audiences at industry events. As guest travel and tourism speakers describe how data is transforming the market and advise industry players on extracting the most value from this data.



Olivier Ponti
Vice President
Insights



Nancy Dai
Insights Expert



Juan Gómez
Head of Market
Intelligence



Shingai George
Insights Expert



Luis Millan
Head of Research

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