

XXX  
**BEST  
CITIES**



**WORLD'S BEST CITIES 2020**

A Ranking of Global Place Equity

# HI. WE'RE RESONANCE.

We work with developers, communities, cities and destinations to co-create, market and manage the future of some of the world's most-loved places.

We research, imagine, articulate and activate the future they want to see for their visitors and citizens, and we help places attract and retain talent in an increasingly competitive world.

And we market some of the most coveted destinations and developments on the planet.

Find out more at [ResonanceCo.com](https://ResonanceCo.com).



# Welcome to the 2020 Ranking of the World's Best Cities

Resonance Consultancy is building the most comprehensive city ranking on the planet. Here's why.



As leading advisors in tourism, real estate and economic development for more than a decade, our team at Resonance has conducted extensive research on the rise of cities, the key trends propelling this growth and the factors that shape our perception of urban centers as desirable places to live, work and play.

We do what we do because cities are our collective future. The majority of the human race is already urbanized. Developed economies have long shifted from manufacturing to services and technology and geographic factors are less important in determining the economic success of not only cities, but of entire countries.

Today, the experiential quality of a place is increasingly determining where talent, capital and tourism flow. But how does one go about measuring the *quality* of one place versus another?

In 2018, we partnered with global research firm Ipsos to conduct a survey of the U.S. population to determine the factors people consider most important in choosing a city to live in and choosing a city to visit. We also conducted a survey of business decision makers to determine the factors they considered important in choosing a city in which to do business or invest.

But we didn't stop there. Next we conducted an analysis to determine which of these perception-shaping factors survey respondents told us were important showed a positive correlation with factors such as GDP, employment, company formation and visitor arrivals.

The results surprised us.

While some of the factors people told us were important, such as the number of Fortune 500 companies in a city, showed a very strong correlation with employment and incomes in a city, factors such as air quality, time to commute to work and housing affordability—all of which the general population and business decision makers told us were important in choosing a city to do business or live in—actually had a *negative* correlation with employment, GDP and incomes.

Instead, many of the factors that showed the highest correlation with the prosperity of a city were largely the same as the factors that showed the highest correlation with the number of visitors each city received.

While the number of Fortune 500 companies and number of professional sports teams have high correlations with the amount of investment in a city, the other top 10 factors are the same as those that are important to attracting visitors: Google trend score; Facebook check-ins; Instagram mentions; Google search results; culinary experiences; museums; nightlife; neighborhoods and landmarks; culture and shopping.

These findings inspired us to develop a new approach to evaluating cities: one that wouldn't just look at cities as a place to live, work or visit, but that took a more holistic approach by considering a wide range of factors that showed positive correlations with attracting investment and visitors—key performance indicators both in terms of measuring existing desirability and forecasting the future prosperity of a city.

While other rankings consider similar statistics in their methodology, such as crime rates or diversity, Resonance Consultancy's Best Cities rankings are the first to incorporate data from online channels such as Google, Facebook, Instagram and TripAdvisor to measure the experiential quality and performance of a city. *Bloomberg* has called Resonance's Best Cities ranking "the most comprehensive study of its kind; it identifies cities that are most desirable for locals, visitors, and business people alike, rather than simply looking at livability or tourism appeal."

We hope you are inspired by this unique ranking.

To discuss how Resonance can help enhance the prosperity of your city or community, please get in touch.

A handwritten signature in black ink, appearing to read 'Chris Fair', written over a white background.

Chris Fair, President & CEO  
Resonance Consultancy  
cfair@resonanceco.com

# The Performance of the World's Best Cities: The Methodology

Resonance Consultancy ranks the world's cities (principal cities of metropolitan areas with populations of more than one million) by using a combination of statistical performance and qualitative evaluations by locals and visitors in 22 areas grouped into six core categories. Principal cities are defined as the largest city in each metropolitan statistical area.

## The Six Core Categories

**Pc** Place

**Po** People

**Pg** Programming

**Pd** Product

**Ps** Prosperity

**Pm** Promotion



**Pc** Place

Our most layered category quantifies a city's physical sense of place. To score a city within our Place category, we evaluate the perceived quality of its natural and built environments. From how often the sun shines to the safety of the streets, several readily measurable, oft-cited factors influence our perceptions.

**Weather** Average number of sunny days (National Climatic Data Center, Weatherbase)

**Safety** Homicide rate (Office for National Statistics, Office for Regional Statistics, Office on Drugs and Crime, Eurostat)

**Neighborhoods & Landmarks** Number of quality neighborhoods and landmarks recommended by locals and visitors (TripAdvisor.com)

**Outdoors** Number of quality parks and outdoor activities recommended by locals and visitors (TripAdvisor.com)



**Pd** Product

This is a ranking of the "hardware" of a city—often the most difficult metric for cities to get right. Our product category studies a city's key institutions, attractions and infrastructure. A city's infrastructure and institutions shape its identity via the quantity, quality and reputation of these "products." Expensive and difficult to develop and maintain, exceptional, recognizable products are often found only in large, cosmopolitan cities.

**Airport Connectivity** Number of direct destinations served by the city's airports (Google Flights)

**Attractions** Number of quality attractions recommended by locals and visitors (TripAdvisor.com)

**Museums** Number of quality museums and arts institutions recommended by locals and visitors (TripAdvisor.com)

**University Ranking** Ranking of the top local university (U.S. News & World Report, Best Global Universities)

**Convention Center** Size of the largest convention center (Official Convention Center Website)



## Po People

The more diverse a city's population, the more it produces global ideas... on a local scale. Human capital is often a city's most valuable resource. To evaluate the relative strength of human capital from one city to the next, we consider the diversity of the city's population—something of proven importance when it comes to attracting talent.

**Diversity** Percentage of foreign-born residents (Office for National Statistics, Office for Regional Statistics, Eurostat, The World Bank – United Nations Population Division)

**Educational Attainment** Percentage of the population with a bachelor's degree or higher (Office for National Statistics, Office for Regional Statistics, Eurostat, The World Bank – UNESCO Institute for Statistics)



## Pg Programming

This category measures the experiential pillars of a great visit: food, shows, shopping and nightlife. If our Product category is the “hardware” of cities and destinations, the mosaic of cultural programming and lifestyle experiences they offer is the “software” that makes them run—including the subcategories of Shopping, Culture, Dining and Nightlife. While such programming initiatives are individually insignificant, their sum fosters a community's connection to place.

**Culture** Number of quality performing arts and cultural experiences recommended by locals and visitors (TripAdvisor.com)

**Nightlife** Number of quality nightlife experiences recommended by locals and visitors (TripAdvisor.com)

**Dining** Number of quality restaurants and culinary experiences recommended by locals and visitors (TripAdvisor.com)

**Shopping** Number of quality shopping experiences recommended by locals and visitors (TripAdvisor.com)



## Ps Prosperity

A well-paid, economically secure citizenry facilitates stewardship and innovation. In general, beliefs about the wealth and prosperity of a city are shaped by statistics such as the income of citizens, the standard of living and by the presence or absence of large, recognizable corporations—despite the fact that start-ups and innovation increasingly drive a city's development and economic growth.

**Global 500** Number of Global 500 corporate headquarters (Fortune.com)

**GDP per capita** GDP per capita (in U.S. dollars) (McKinsey Urban World)



## Pm Promotion

A city's ability to tell its story (and help others do the same) depends on how it incentivizes and rewards sharing of experiences by locals and visitors. The number and frequency of media coverage, online articles, references and place-based recommendations influence our perception of cities, whether the news is good or bad. Today, residents, businesses and visitors promote a city to the world more than city marketers or chambers of commerce. Resonance ranks a city's Promotion performance based on the number of stories, references and recommendations shared online about that city.

**Facebook Check-ins** Number of Facebook check-ins (Facebook.com)

**Google Searches** Number of Google search results (Google.com)

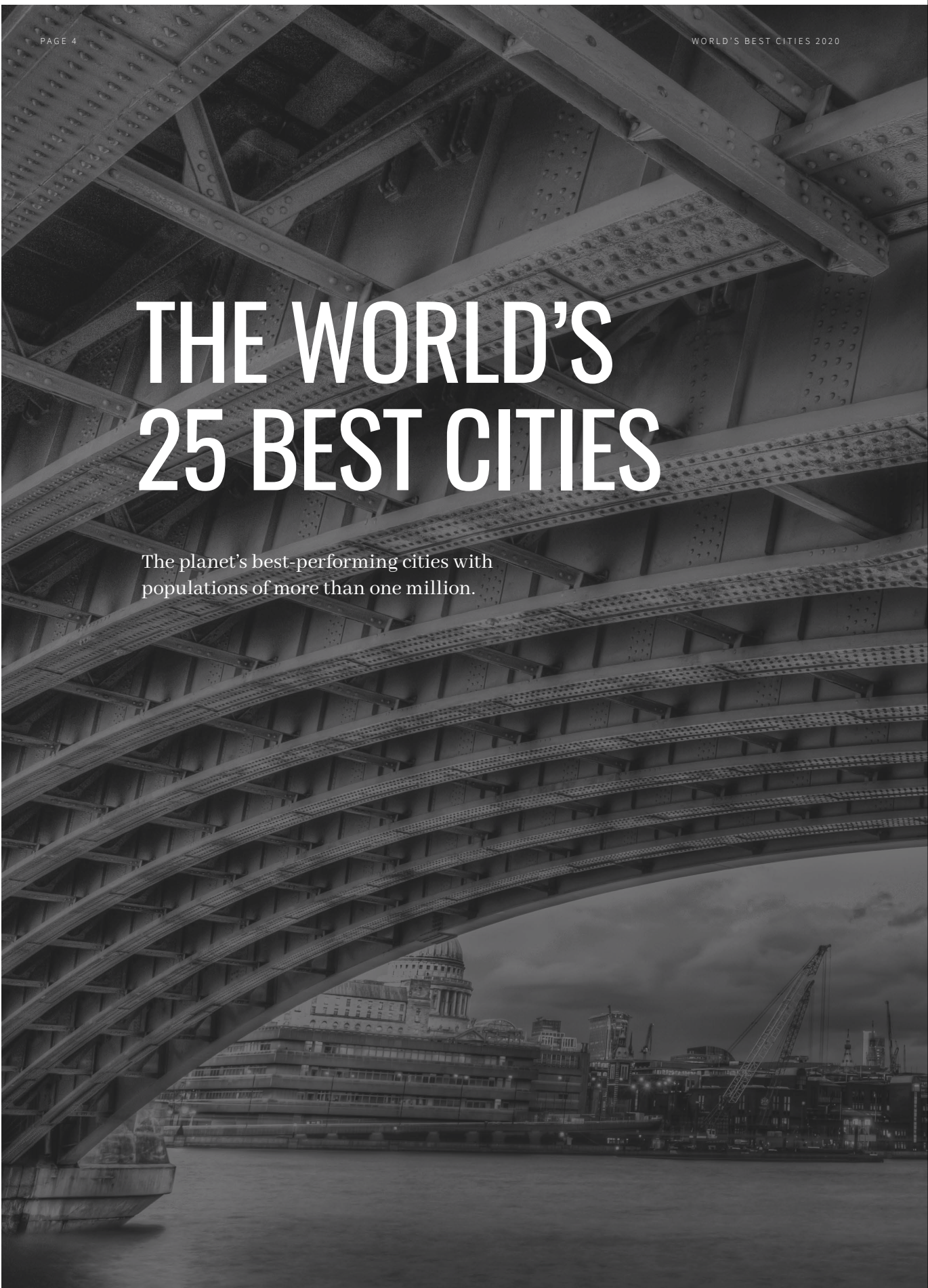
**TripAdvisor Reviews** Number of TripAdvisor reviews (TripAdvisor.com)

**Instagram Hashtags** Most Instagrammed city (Instagram.com)

**Google Trends** Popularity on Google Trends in the past 12 months (Google.com)

# THE WORLD'S 25 BEST CITIES

The planet's best-performing cities with  
populations of more than one million.



Page 8 | #1 London, England

---

Page 10 | #2 New York City, United States

---

Page 12 | #3 Paris, France

---

Page 13 | #4 Tokyo, Japan

---

Page 14 | #5 Moscow, Russia

---

Page 14 | #6 Dubai, United Arab Emirates

---

Page 14 | #7 Singapore, Republic of Singapore

---

Page 15 | #8 Barcelona, Spain

---

Page 15 | #9 Los Angeles, United States

---

Page 15 | #10 Rome, Italy

---

Page 16 | #11 San Francisco, #12 Madrid, #13 Chicago

---

Page 17 | #14 Abu Dhabi, #15 Amsterdam, #16 Beijing

---

Page 18 | #17 Toronto, #18 Doha, #19 Hong Kong

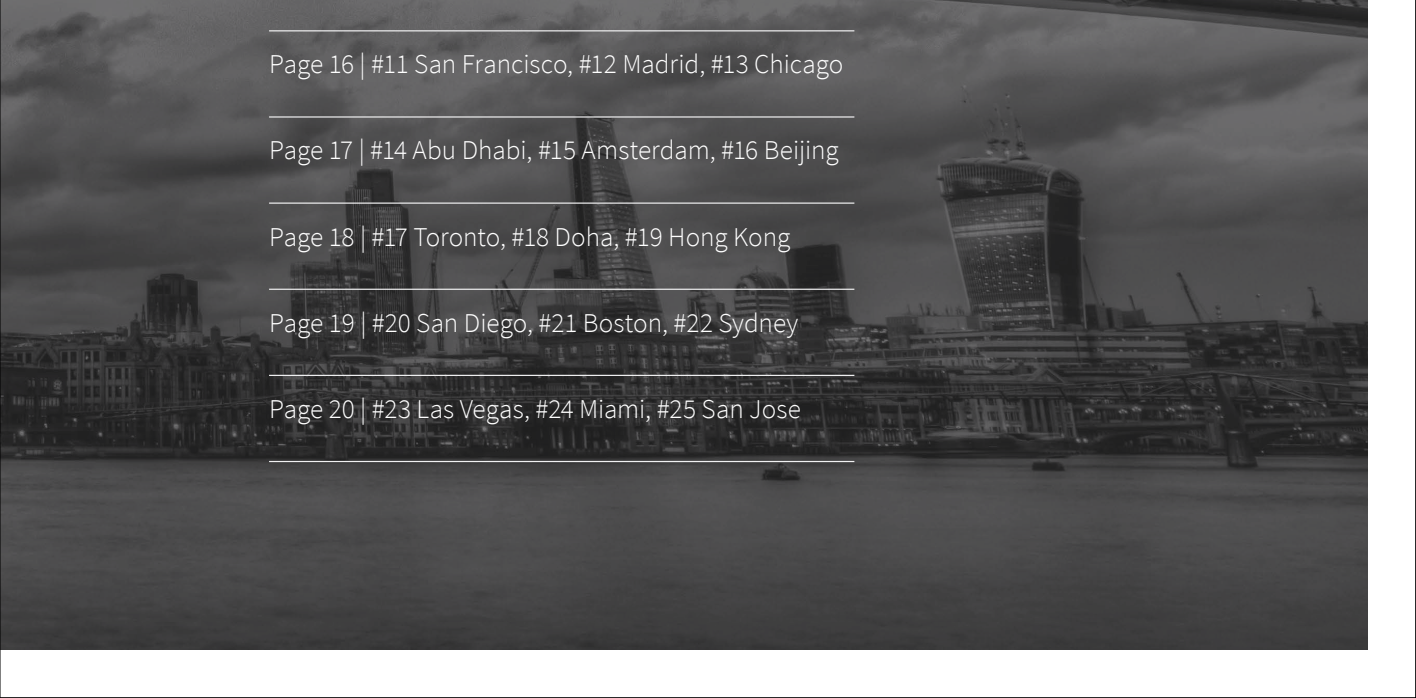
---

Page 19 | #20 San Diego, #21 Boston, #22 Sydney

---

Page 20 | #23 Las Vegas, #24 Miami, #25 San Jose

---



# 1. LONDON

As the “capital of capitals” negotiates the uncharted terrain of a post-Brexit world, for now it still reigns atop the planet’s best cities for the third year running.

2019 RANKING: 1

POPULATION  
METRO: 14,257,962

HIGHLIGHTED RANKINGS

1 PROGRAMMING 1 PROMOTION

London watches the daily drama that is modern Britain gob-smacked like the rest of us. The latest: a divisive, late-2019 general election won by the pro-Brexit party.. The way forward after that is as foggy as the city in February.

Still, the city has been at the heart of upheaval since Roman times, and it teems, incessantly, with energy, projects and people. To be sure, many of those people are visitors. Approximately 19.1 million trips were made by international visitors to London in 2018, a slight drop after a decade of growth. But international visitation is just part of the picture: in 2017, close to 50 million people in all overnighted in the city, a figure made up of 28 million domestic visitors and those nearly 20 million international visitors.

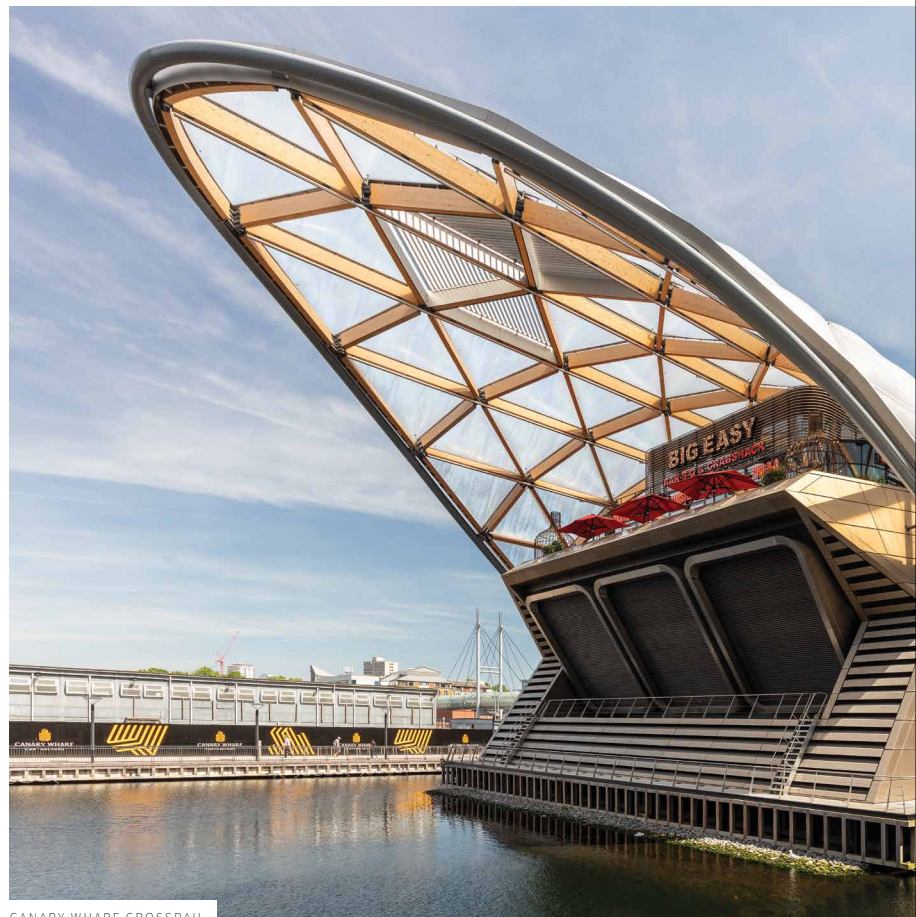
But Brexit. Clearly, the beating taken by the British pound has encouraged visitation, but current events have sown uncertainty and opportunity, not in equal measure.

London ranks #5 in Global 500 headquarters, and the Brexit effect on the city’s status as a global financial center has been much debated. According to global commentary site Project Syndicate, a September 2019 survey indicates that “40% of firms plan to move some of their operations and staff out of London, while 60% of larger firms have announced such moves.” But, it adds, “the number of jobs that are to be moved from London to another European city is now only 7,000, far lower than estimates made a couple of years ago.”

There is an upside to uncertainty, particularly if you’re an asset manager with deep pockets. Construction Europe reports that the havoc has enhanced accessibility of property in the capital, and M&G Prudential is investing 875 million pounds (\$1.1 billion) to build a project nicknamed “Gotham City,” which will bear some resemblance to Batman’s hometown. “The design breaks new ground and will join the City of London’s celebrated portfolio of modern buildings,” says James Taylor, project lead at Make, the architects tasked with creating a multi-building skyscraper complex at 40 Leadenhall Street. One of the biggest developments ever to receive planning permission in London’s “Square Mile” financial district, Gotham City will be a workplace for 10,000 people, offering almost 900,000 square feet of office space. “Despite their size, they will produce 30% less carbon than the current regulations allow,” adds Taylor.

Other enormous mixed-use developments—many as engaging for residents as for visitors—are rising. Places like Coal Drops Yard and the former Battersea Power Station—and their forests of cranes—send a message that the city is moving, even if the deal is stalled.

Certainly, attracting and keeping talent is key to London’s leading position among global cities, and mayor Sadiq Khan reminded the government of this in a letter way back in 2017: “London was the only region in England that voted to remain in the EU referendum,” he said, adding that maintaining its stature as “the only true global city in Europe” would make “the government’s foremost responsibility to negotiate a deal... that protects jobs, growth and living standards, secures the fullest possible access to the single market and ensures we can continue to attract the best talent from Europe and around the world.”



CANARY WHARF CROSSRAIL



The city has long been a magnet for smart talent. London ranks #2 in the world for percentage of the population with at least a post-secondary education, and #11 for the quality of its universities. In September 2019, the Times Higher Education World University Rankings listed four London universities in the top 40—more than any other city in the world. London and Partners adds that a new two-year post-study work visa for international students will give overseas grads more time to find work after they finish. And, the thought goes, to become more enmeshed in the London ecosystem.

Where the city consistently excels is in Programming—#1 again this year—which includes restaurants, nightlife, culture and shopping. London has established a Night Time Commission and appointed a Night Czar. London First and Ernst & Young found that, in 2014, the nighttime economy

was worth almost \$35 billion annually and directly supported one in eight jobs—or 723,000 workers. To boost the nighttime experience, the city runs parts of its tube system 24 hours a day, to the delight of the 8.7 million riders who used it in 2018.

The city is second in our Shopping sub-category, led by Selfridges, which dares to still imagine retail as art. Its cutting edge is juxtaposed against the rich textures, hues and styles of vintage options, which can be found in many neighborhoods.

Much has been made recently of the excellent food in London, but the joy of eating in the city can be found as much in the street food halls and markets as in the roster of Michelin-starred offerings. Along with world food, there's growing pleasure in digging into the fruit, veg and ofal of the imaginations of chefs working with seasonal British food: slip sole in seaweed

butter or smoked eel in gazpacho at Noble Rot, or Welsh rarebit and devilled kidneys at St. John Bread and Wine, or whole turbot from Cornwall at the newly Michelin-starred Brat. There's also Marksman, which Eater London described as the template for gastropub 2.0 in the city—here, you can savor the reason for the ongoing relevance of the Sunday roast, or have cocoa beans, girolles and hen's egg on toast.

The more Britain changes, the more London tastes like home.

---

**The city has long been a magnet for smart talent.**



MILLENNIUM BRIDGE



TATE MODERN



TIMES SQUARE

## 2. NEW YORK CITY

The top-ranked city in the U.S. moves up a global spot as an experiential, sensory powerhouse obsessed with welcoming the world.

2019 RANKING: 3

POPULATION  
METRO: 20,192,042

HIGHLIGHTED RANKINGS

1 CULTURE

2 PROMOTION

Hustling and contrarian, optimistic and open-minded, New York has always thumbed its nose at navel-gazing, borders, restrictions—pretty much any limits of any kind. For 2020, the tourism industry, led by destination marketing organization NYC & Co., looks beyond 2019's 53 million domestic traveler success story, and works to boost the numbers of travelers from elsewhere. Prepare to watch the current tally of 13.9 million international travelers inflate like a Macy's Thanksgiving Day Parade float.

New York is accustomed to being the stage on which the mighty rise, and then fall.

Also, 2019 marks an astonishing milestone—the 10th consecutive year of tourism growth for the city. In 2020, NYC & Co. will seek to keep the momentum going with its biggest international global marketing campaign ever: a \$20-million initiative that will reach out to 22 world markets, from the U.K. (New York's leading source of international visitation) to Mexico, South Korea, Brazil, Spain, Germany and the Scandinavian countries, among others.

NYC ranks #8 globally in our Neighborhoods & Landmarks sub-category, and NYC & Co. is summoning the most iconic one of all. The Statue of Liberty will be front and center to symbolize the city's openness to the world, along with the campaign tag "Welcomes You. Always."

Of course, the vital part of attracting new visitors is getting them here. New York ranks #10 in Airport Connectivity (measured by direct flights), and is working mightily to move up. The notoriously unpleasant LaGuardia and Newark airports are in the

process of becoming world-class bearable, and in 2020, construction begins on a \$13-billion JFK airport revamp. There will be two new terminals and some 35 new international gates, almost all of which can serve wide-bodied jets like the Boeing 787 Dreamliner and the Airbus A380.

The other piece of travel infrastructure in the running for Worst in Show is Penn Station, and it, too, is being overhauled. According to *CityLab*, the \$1.6-billion project will turn the James A. Farley Post Office adjacent to Penn Station into a new facility for passengers of Amtrak and the Long Island Rail Road (LIRR) commuter trains.

By whatever means international visitors arrive, they'll find all the landmarks that mythologize the New York legend, and plenty of new growth in the Big Apple.

A visitor just has to look up—and what visitor can resist looking up?—to realize that Manhattan is reaching radical new heights. "Before 2004, Manhattan was home to 28 skyscrapers 700 feet and taller," notes *National Geographic*. "Since then, an additional 13 have been built, 15 are under construction, and 19 are proposed—47 more in all." While there's a dizzying

concentration of towers in Hudson Yards, a veritable new city-within-the-city on Manhattan’s western Hudson River waterfront, the air above many Manhattan neighborhoods has been forever changed.

One in-the-works adjacent to Hudson Yards is shorter but still impactful. The Jacob K. Javits Center conference complex is getting a 1.2-million-square-foot, \$1.5-billion expansion that will bring the facility to 3.3 million square feet. In the process, it will likely lift New York’s mediocre 56th place ranking for conference centers by providing much-needed new space. According to website Yimby, that includes “100,000 square feet of permanent exhibition spaces, a 165,000-square-foot conference room, and a 58,000-square-foot ballroom that is slated to be the largest on the East Coast.” The addition will add 22,000 more square feet to what is already the largest green roof in the city, and give 1,500 conference-goers views

over the Hudson River and Hudson Yards district. Delivery is expected in 2021.

But New York is rarely all work and no play. The city ranks #5 globally for Museums, and from the Frick to the Tenement Museum, there’s a brilliant array. But all eyes will be on two in 2020—the Met turns 150 years old, and the Museum of Modern Art, which reopened in October 2019, will be showing the world its rethink and rejuvenation of the notion of modern.

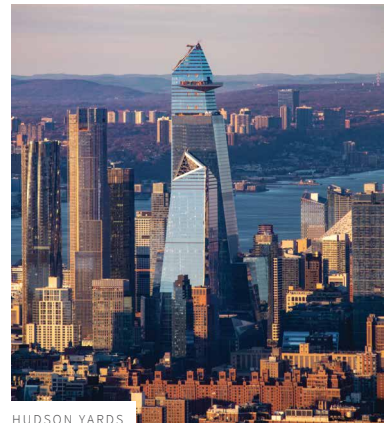
New, too, are cultural touchstones in a city that tops our Culture subcategory. The young Montrealer Yannick Nézet-Séguin is into his second season as music director of the Metropolitan Opera; the institution ended James Levine’s 40-year tenure in 2018 over #MeToo allegations involving young men. In another dramatic scene in the fall of 2019, Plácido Domingo was asked to step down from his role in the Met’s *Macbeth*—and any further work—over sexual harassment.

New York is accustomed to being the stage on which the mighty rise, and then fall. When it happens, the next exquisitely talented generation shrugs, picks up the baton, and moves on to new and ever grander heights.

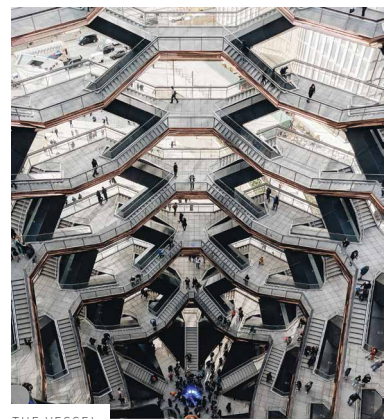
**The notoriously unpleasant LaGuardia and Newark airports are in the process of becoming world-class bearable.**



THE METROPOLITAN MUSEUM OF ART



HUDSON YARDS



THE VESSEL

## 3. PARIS

Just as terrorism subsided, the Notre-Dame inferno struck Parisian resolve anew. But the City of Light builds on resiliently, with massive infrastructure investment ahead of the 2024 Olympic Summer Games and beyond.

2019 RANKING: 2

POPULATION  
METRO: 12,183,893

HIGHLIGHTED RANKINGS

1 SHOPPING

2 NEIGHBORHOODS  
& LANDMARKS

On April 15, 2019, as Notre-Dame cathedral went up in flames, people in Paris gathered in the streets to pray. Joining them was just about everyone else across the globe with access to a screen. This, of course, was not an isolated catastrophe for the French capital over the past few years. But despite the destruction of its iconic cathedral and multiple terrorist attacks—seemingly insurmountable disaster and hardship—Paris prevails and comes back brighter.

Indeed, the year before set another record for Paris tourism visitations internationally (38 million) and France is targeting 100 million foreign tourists for 2020. The City of Light ranks #3 in our Product category, with the second-best Airport Connectivity in the world, a #6 ranking for Museums (the city has more than a hundred) and #7 for Attractions.

Leading up to the 2024 Summer Olympics, infrastructure investment has sped up and the city continues to build hotels at a dizzying rate. Two dozen opened in 2019 and the same amount are scheduled to debut in 2020, including the first Bulgari Hotel at 30 Avenue George V.

As the saying goes, Paris is always a good idea. And now that swimming in the waters of the Seine is a thing at Bassin de la Villette public pools, even locals who notoriously leave town in summer are sticking around. City Hall is promising to build five new outdoor swimming pools in time for the Olympics. So even though Paris is now



SWIMMING ON THE SEINE

#23 globally for Outdoors in 2020, it's a category ranking that should improve.

Meanwhile, a whole host of rooftop plantations have been cropping up atop buildings across the city. Currently under construction in the 15th arrondissement is an urban oasis atop the exhibition complex Paris Expo Porte de Versailles. Tended by some 20 gardeners using organic methods, the three-acre urban farm, the largest in Europe, will feature more than 30 different plant species and is expected to produce around 2,200 pounds of fruit and vegetables every day in high season.

"The goal is to make the farm a globally recognized model for sustainable production," says Pascal Hardy, founder of Agripolis, the urban-farming company at the center of the project. "We'll be using quality products, grown in rhythm with nature's cycles, all in the heart of Paris." Run by the city's renowned chain of rooftop venues, Le Perchoir, the farm will have an on-site restaurant and bar with menus showcasing seasonal produce as well as educational tours, team-building workshops and the

chance for local residents to lease small vegetable plots of their own.

The city nabs the top spot in our Shopping category, beating out New York and London for the first time. Paris continues to improve its shopping experience by scrubbing and sprinkling identified streets with additional police presence, and encouraging local business through strictly enforced rent caps. In 2020, the full renovation of Les Ateliers Gaîté shopping mall, near Montparnasse Tower, will open for business, with more than 100 shops on three floors and a 25-restaurant food hall.

Not to be outdone, architect Bjarke Ingels will unveil the massive (and impeccably landscaped) Europa City mixed-use development in the city's northern agricultural district of Triangle de Gonesse.

**The city nabs the top spot in our Shopping category, beating out New York and London for the first time.**

# 4. TOKYO

The futuristic metropolis is tapping its ancient feudal roots by investing in street-level livability and resident wellbeing.

2019 RANKING: 4

POPULATION  
METRO: 37,435,191

HIGHLIGHTED RANKINGS

- 2 RESTAURANTS
- 2 GLOBAL 500 COMPANIES

Back in 2008, Japan set the ambitious goal of welcoming 20 million visitors by 2020. It hit that goal five years early, receiving more than 30 million overseas travelers by 2018—an all-time record and an 8.7% increase over the previous year. Despite earthquakes, tsunamis and typhoons, Japan perseveres and Tokyo, with its round-the-clock kinetic mobility, innovation and efficiency, continues to mesmerize global visitors.

“American tourism to Japan is expected to continue to rise in 2019 as the country builds up to host major international sporting events,” Naohito Ise, executive

director of the Japan National Tourism Organization, said at the beginning of the year. Government data reveals that while international tourists to Japan visit throughout the country, their spending is concentrated in Tokyo.

Unsurprising, given that Tokyo ranks #4 for Shopping, where the experience is like nowhere else. Take, for example, the opening of Samsung’s largest Galaxy showcase store, which debuted in time to mark 500 days until the opening of the Tokyo 2020 Olympics. A Worldwide Olympic partner, Samsung has decorated the facade of its new store with more than 1,000 Galaxy smartphones, which illuminate the building. Inside, customers test drive cutting-edge mobile technology and interactive displays.

Samsung is not the only brand getting creative to draw loyal customers and attract new ones. Muji, for example, blends the concepts of hospitality and retail with a branded hotel billed as “anti-luxurious, anti-cheap.” Its simple rooms are furnished with items from Muji’s own catalog, all of which can be purchased on the first five floors of the building.

Tokyo ranks fifth in the world in our Place category—#6 for Neighborhoods & Landmarks and #16 for Outdoors. Indeed, parks are considered vital infrastructure

here, and essential therapy for its vertical-living citizens. Take, for instance, Meiji Jingu shrine, which is tucked into dense woodland in the heart of the city and celebrates its centennial anniversary in 2020. Set next to Yoyogi Park, the popular spiritual landmark is joined by the recently opened Meiji Jingu Museum, designed by Kengo Kuma to integrate flawlessly with the natural scenery. Then there’s teamLab Borderless in the Mori Building, a new kind of digital art museum without boundaries, where visitors wander and explore, map-free, while immersing themselves in three-dimensional, interactive exhibits. This is just the latest addition to the city’s 250-plus museums. It’s no wonder, then, that Tokyo ranks #4 globally in our Museums category.

The city also remains incredibly safe: despite seeing a number of mass stabbings in recent years, Tokyo ranks #4 globally for lack of homicides per capita.

**Parks are considered vital infrastructure here, and essential therapy for Tokyo’s vertical-living citizens.**



CHIDORIGAFUCHI PARK



## 5. MOSCOW

Russia's beguiling capital is a cultural gold mine spanning the ages.

2019 RANKING: 6

POPULATION  
METRO: 20,214,926

### HIGHLIGHTED RANKINGS

1 AIRPORT CONNECTIVITY 1 MUSEUMS

As most travelers and certain U.S. politicians will tell you, Russia is magnetic—with the strongest pull concentrated in its capital city. First-timers and regulars fall under the spell of Moscow the minute they set foot in this endlessly fascinating metropolis. Curiosity about Russia has increased as political intrigue has grown, which might explain why Moscow was the top-hashtagged city on Instagram, according to our Promotions ranking. It also ranks #2 in our Place category.

There's the bounty of classic attractions, including the masterpiece of Russian architecture that is St. Basil's Cathedral; the Kremlin and Red Square, two UNESCO Heritage Sites; and Gorky Park, the Central Park of Russia. But the city also rewards venturing off the beaten path, with bizarre bars, tasty and increasingly locally sourced meals, and daring fashion boutiques.

Accessing all of this excitement has never been easier as the curious and opportunistic can all fly into Moscow with ease: the city ranks #1 for Airport Connectivity.



## 6. DUBAI

Perpetually expanding and setting global records, Dubai rises from the golden sands like a mirage.

2019 RANKING: 9

POPULATION  
METRO: 3,192,848

### HIGHLIGHTED RANKINGS

5 OUTDOORS 6 SAFETY

UAE's president designated 2019 as the Year of Tolerance, and perhaps no other city in the emirates is as religiously open, socially liberal and future-forward as Dubai.

Ranked #3 in our Place category, Dubai is where you can ride the elevator to the top of the world's tallest building for a bird's-eye view, bet on the ponies at the world's richest horse race and pose for photos in front of the world's tallest choreographed fountains. The most visited mall on the planet is also here, and helps land Dubai at #30 in our Shopping category.

New for 2019 is Cityland Mall, the world's first "nature inspired" shopping mall, packed with botanical touches including 200,000 square feet of open-air gardens, which incorporate a 360-degree rooftop park, Japanese garden and mini water park. Other projects close to completion include the Mohammed Bin Rashid Library, and Dubai Arena, which will host live shows 365 days a year. Santiago Calatrava's The Tower at Dubai Creek will eclipse the Burj Khalifa as the tallest building in the world when completed in 2020.



## 7. SINGAPORE

Elevated infrastructure and homegrown innovation lead Asia's financial powerhouse.

2019 RANKING: 8

POPULATION  
METRO: 5,757,499

### HIGHLIGHTED RANKINGS

4 GDP PER CAPITA 4 SAFETY

Only in Singapore does an airport become a must-see attraction, one that receives millions of passengers a year but also lures locals with a bounty of designer shops, gardens, gourmet food, and one-of-a-kind sights. Opened in April of 2019, the new \$1.7-billion Jewel Changi Airport features a canopy bridge, a glass walkway shrouded in fog and the seven-story Rain Vortex—the real showstopper—an indoor waterfall that cascades down from a central oculus in the roof. Although Singapore lands at #42 for Airport Connectivity, it would medal for its gateway's experience alone if we scored such things.

Airports aside, 2019 was a big year for Singapore. The island city-state launched its Bicentennial and celebrated the 200th anniversary of Sir Stamford Raffles' arrival. It reopened the doors to its iconic Raffles Hotel following a two-year renovation that includes, among other features, the addition of a Mediterranean grill by chef Alain Ducasse. The Little Red Dot has always embraced entrepreneurialism and civility in which it can thrive, ranking #4 globally for both GDP per capita and Safety.



## 8. BARCELONA

An intoxicating mix of beach and architecture has framed the city as the poster child of overtourism—and its solutions.

2019 RANKING: 5

POPULATION  
METRO: 5,514,881

HIGHLIGHTED RANKINGS

3 NIGHTLIFE

8 PROMOTION

Barcelona is the European urban ideal, with near-perfect weather, miles of beaches, distinct parks, striking architecture and neighborhoods that are destinations all their own. No wonder it ranks #7 in the world in our diverse Place category, which measures a city's natural and built environments.

Steeped in history and wearing its cultural identity proudly on its sleeve, the capital of Catalonia is a region of Spain where independence, and defending it, is in the blood. It's here where Airbnb was reined in and overtourism challenged, studied and regulated, with insights shared globally. But all that tension tends to dissipate when the sun sets, as the city's #3 ranking for global Nightlife—bested only by London and New York—indicates. From baby steps and tapas on Las Ramblas, to the hidden speakeasies of Barri Gòtic, Europe's largest Gothic quarter and the heart of Barcelona, to the industrial-sized clubbing of Port Olímpic, Barcelona keeps its revelers sated. Is it any wonder that it boasts the fifth-most TripAdvisor reviews among the world's cities?



## 9. LOS ANGELES

Los Angeles keeps breaking tourism records as it unveils numerous multi-billion-dollar infrastructure projects.

2019 RANKING: 13

POPULATION  
METRO: 13,261,538

HIGHLIGHTED RANKINGS

4 UNIVERSITY RANKING

7 PROMOTION

While many U.S. cities saw a drop in international visitation in 2018, Los Angeles, which makes our World's Best Cities Top 10 for the first time in 2020—ascending four spots year over year—surpassed 50 million annual visitors and reached the target two years ahead of schedule. The number is forecasted to exceed 70 million over the next decade.

The city is actively managing the world's demand for its beguiling brand of West Coast innovation, as well as the attention and influx that will come amidst the 2028 Olympic Summer Games and, potentially, the 2026 World Cup.

"We are in the midst of \$10B in development," says L.A. Tourism president and CEO Ernie Wooden Jr. When the Crenshaw Line opens in 2021, the city will finally have an efficient direct transit link to LAX, which is itself in the middle of a \$1.6-billion buildout.

But not all is sunny. The city is the poster child of America's homelessness crisis, and has identified this issue as being as urgent as any other civic investment.



## 10. ROME

The Eternal City has always been coveted. These days, the bounty is an immersive step back in time.

2019 RANKING: 14

POPULATION  
METRO: 4,355,725

HIGHLIGHTED RANKINGS

4 NEIGHBORHOODS & LANDMARKS

6 SHOPPING

Long before we could swipe our phone for travel insights and inspiration, we had poets and painters, sculptors and film directors to capture the beauty, chaos and spirit of the Eternal City. "How is it possible to say an unkind or irreverential word of Rome? The city of all time, and of all the world!" the American novelist Nathaniel Hawthorne wondered.

Declarations of love for the city have multiplied with the channels of self-expression, of course, and the city's #4 ranking in our extensive Place category (including #4 for Neighborhoods & Landmarks) has directly fueled its #5 Promotion ranking, including the second-most TripAdvisor reviews on the planet and very frequent Google searches.

Few cities serve up the ability to walk the history of the Western world like Roma. Heck, just Palatine Hill invites you into two millennia of Western Civilization, if you've got an hour. Mix in a safe, accessible modern city amidst thousands of portals back in time and it's easy to see how Rome cracked the Best Cities Top 10 for the first time this year.



## 11. SAN FRANCISCO

Job opportunities and infrastructure buildout pave the way in San Francisco, as the world continues to rush in.

2019 RANKING: 10

POPULATION  
METRO: 4,727,357

### HIGHLIGHTED RANKINGS

3 University 8 People

San Francisco has embraced seekers since the Gold Rush days, when, seemingly overnight, people came from Asia and Europe, from across the continent and from the other side of the world for their shot at the California Dream.

Along the way, these immigrants have sowed the seeds for the city's open-minded attitude toward, well, everything. The result is a city that doesn't just welcome differences, but encourages and celebrates them. No wonder it ranks #8 in our People category, including #6 for residents with at least a post-secondary education.

The inflow of people into San Francisco is why SFO, the city's airport, is a hive of renovation and innovation. The all-time record of 57.8 million passengers in 2018 will continue to be bested in the coming years, particularly with the opening of the new Grand Hyatt, SFO's first on-airport hotel. The promise of high salaries means a torrent of global workers fuel the city's ambition and ideas, ranking it #14 globally in our Prosperity category, including #7 for GDP per capita.



## 12. MADRID

Spain's kinetic capital is currently enjoying a people-powered rebirth.

2019 RANKING: 11

POPULATION  
METRO: 6,549,520

### HIGHLIGHTED RANKINGS

6 NIGHTLIFE 13 PLACE

In Madrid, everything old is new again. With much-needed investment in its bounteous (but long-dormant) infrastructure and public assets, the Spanish capital is finally reviving its city-building legacy.

It's not just the well-known cultural richness (although the Prado, Reina Sofia and Thyssen-Bornemisza museums have all expanded over the past few years). Madrid is, more importantly, finally committed to the modern reinvention of the city focused on its citizenry.

The city's #13 ranking in our Neighborhoods & Landmarks category is certain to improve, given long overdue big-budget projects like making the central Gran Vía boulevard far more pedestrian friendly—and its new commitment to becoming far greener, with hundreds of new trees and a city-wide effort to drastically improve air quality.

The city with the sixth-best Nightlife on the planet (just behind Berlin and ahead of Paris) is finally making it easier and more pleasant to stay out late.



## 13. CHICAGO

A fearless culinary scene and some of the continent's best architecture keep the Windy City rocking.

2019 RANKING: 7

POPULATION  
METRO: 9,533,040

### HIGHLIGHTED RANKINGS

7 CULTURE 8 AIRPORT CONNECTIVITY

An expanded Riverwalk, a world-renowned culinary scene that includes a number of Michelin-starred and James Beard Award-winning restaurants, cultural attractions, stellar architecture and a vibrant nightlife help the Windy City land at #13 on this year's list. No surprise, then, that readers of *Condé Nast Traveler* recently voted Chicago the "Best Large City to Visit" for the third year in a row.

In 2018, the city welcomed nearly 58 million visitors and is expecting to set new records. To help with that endeavor, Choose Chicago, the official marketing organization that promotes the city, launched a redesigned website and generated more than 6.3 million site visits in the first eight months of 2019, which represents a year-over-year increase of 10.7%.

Chicago does an impressive job telling the world about its offerings through Instagram, TripAdvisor, Google Searches and Trends, and Facebook Check-ins—all subcategories that make up the Promotion category, for which the city ranks #9 globally.





## 14. ABU DHABI

The UAE’s second city passes on the ostentatious and pursues the culturally significant.

2019 RANKING: 40

POPULATION METRO: 1,935,234

HIGHLIGHTED RANKINGS

- 2 GDP PER CAPITA
- 3 WEATHER

While Dubai has massive shopping malls and the world’s biggest, tallest and most expensive *everythings*, Abu Dhabi is positioning itself as a leading global arts and culture hub, with the world’s largest mosque and museums designed by just about every starchitect you can name. While the Nouvel-designed Louvre Abu Dhabi is already open, the city is hard at work on Saadiyat Island on the construction of a Norman Foster-designed Zayed National Museum, a Frank Gehry-designed Guggenheim Abu Dhabi, Tadao Ando’s Maritime Museum, and the Performing Arts Center, by the late Zaha Hadid. The city’s #231 ranking for Museums is bound to improve in coming years.

For elation of another kind there’s the no-expense-spared Sheikh Zayed Grand Mosque, a dramatic house of prayer that’s a celebration of Islamic architecture. And, in the #3-ranked city for Weather, you need not go far for a place in the sun—Saadiyat Island offers beautiful public beaches and a variety of water sports.



## 15. AMSTERDAM

In its relentless pursuit of elegant livability, the historic capital is targeting post-Brexit relocations.

2019 RANKING: 12

POPULATION METRO: 3,242,852

HIGHLIGHTED RANKINGS

- 7 AIRPORT CONNECTIVITY
- 8 EDUCATIONAL ATTAINMENT

Surprised to see a mid-sized European capital with a fading party rep ranked so high? You obviously haven’t visited in a while. Not content with its raunchy, pot- and prostitution-fueled past (and the tourist “quality” this drew), Amsterdam doubled down on its enviable culture, connectivity and quality of life.

New museums open annually, kicked off in 2016 by the Warhol and Banksy-stuffed Moco, followed by renovations to three of the city’s most important museums—the Rijksmuseum (home of Dutch masterpieces and European art collections), the Van Gogh and the Stedelijk (for modern and contemporary aficionados). Not surprisingly, the city ranks #14 globally in our Museums subcategory, up from last year.

The city is also embracing corporate Brexit refugees who are setting up shop after leaving London, drawn by the global connectivity of the airport and new, direct four-hour London Eurostar rail service (handy if they forgot something in their old offices).



## 16. BEIJING

The world’s most prosperous city is looking to build connection—literally.

2019 RANKING: 21

POPULATION METRO: 21,54,2000

HIGHLIGHTED RANKINGS

- 1 GLOBAL 500 COMPANIES
- 3 AIRPORT CONNECTIVITY

Daxing is not just the name of a new Zaha Hadid airport, and the area where it is set, but also a Chinese term that can mean “big prosperity.” It’s all very apropos for the #1-ranked city in our Prosperity category, which looks at the number of Global 500 headquarters based in a city (for which Beijing also nabs the top spot) and GDP per capita.

Daxing International Airport was a decade in the making from when plans were initially conceived to when it opened as a second international airport in order to cope with Beijing’s burgeoning passenger load. Airport officials say that the hub—flights will cover 112 destinations around the globe by mid 2020—will eventually see high-speed rail, inter-city services and downtown-to-airport express trains all stopping right beneath the terminal.

Beijing is #7 in the world in our Product category, which considers institutions, attractions and infrastructure along with airports and museums. We expect a quick ascent in the coming years.



## 17. TORONTO

Economic growth, immigration and global investment have Canada's largest city poised for big things.

2019 RANKING: 17

POPULATION  
METRO: 5,928,040

### HIGHLIGHTED RANKINGS

3 PEOPLE

7 GLOBAL 500  
COMPANIES

Canada's largest city has always been a refuge for people and capital—from English companies leaving a newly Francophone Montréal in the '70s to steady immigration.

With almost half of its population foreign-born, Toronto's #17 overall finish is powered by its diversity and Education Attainment rankings—the two components of our People category, for which the city ranks #3, just behind Abu Dhabi and Dubai. Unlike with those Middle Eastern cities, Toronto's diversity is less tied to migrant labor.

The city's openness, combined with its economy (with the seventh-most Global 500 head offices in the world) has resulted in unprecedented density and a satisfaction with just staying put, sated by real estate wealth and the comfort that the world is already in town. Of course, winning an NBA title doesn't hurt, either.

Getting less attention is the 100,000 new residents arriving annually. University of Toronto researchers predict that, in less than 50 years, the city will trail only New York City and Mexico City in North American population.



## 18. DOHA

One of the world's fastest-rising cities is also one of its wealthiest.

2019 RANKING: 44

POPULATION  
METRO: 2,365,356

### HIGHLIGHTED RANKINGS

1 GDP PER CAPITA

8 SAFETY

In less than a century, Qatar went from poor British colony with a dwindling fishing industry to independent nation with booming infrastructural development and a globally envied standard of living.

Today the Qatar Investment Authority is estimated to be worth \$328 billion, a portion of which is channeled back into the country and into Doha to build more highways, a metro system, universities, the I.M. Pei-designed Museum of Islamic Art, the new National Museum of Qatar designed by Ateliers Jean Nouvel and, of course, shiny skyscrapers.

By the time it hosts the World Cup in 2022, Doha will offer a dynamic mix of traditional souqs, iconic landmarks, ritzy shopping malls and five-star hotels (21 new hotels are scheduled to open by 2021) to rival those in neighboring Dubai. Qatar has its sights on becoming the next tourism hotspot in the Middle East. And it has the means to do it. Small wonder, then, that the city moved up an astonishing 26 spots in our ranking since last year.



## 19. HONG KONG

Not quite China, but no longer a Western colony, Hong Kong is fighting for its autonomy.

2019 RANKING: 20

POPULATION  
METRO: 7,524,100

### HIGHLIGHTED RANKINGS

10 GLOBAL 500  
COMPANIES

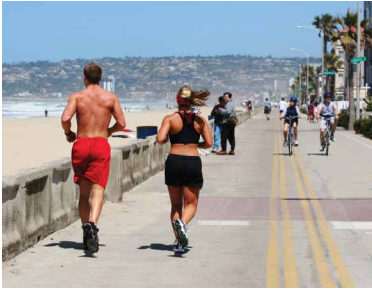
12 DIVERSITY

For years, high rollers from mainland China, Southeast Asia, North America and beyond have come to Hong Kong for its financial heft and kinetic lifestyle, resulting in the city's Top 10 ranking for the number of Global 500 companies and #12 for foreign-born residents.

The East-meets-West spirit of the place; the forest of skyscrapers as seen on a hike to Pok Fu Lam Reservoir; the sounds, smells and tastes from the dai pai dong (open-air food stalls) of Temple Street Night Market and the city's electric pulse all captivate visitors and locals alike.

The sublime embrace of the city was shattered in April 2019 when Hong Kong citizens opposing a law to extradite criminal cases to China first took to the streets.

The demands quickly spread to broader human rights reforms targeting China's encroachment on the region. After dozens of injuries and millions in damage, the extradition bill was removed in late October, but unrest persists.



## 20. SAN DIEGO

Southern California’s urban ideal offers free sunshine and keeps its good thing going.

2019 RANKING: 27

POPULATION METRO: 3,337,685

HIGHLIGHTED RANKINGS

8 OUTDOORS 10 UNIVERSITY

San Diego is as naturally endowed as any place has a right to be—its sublime 263 full and partly sunny days annually help place it at #13 for Weather, while the 23 beaches within the city limits make it synonymous with SoCal surf culture. The many charms, events and attractions (the zoo!) of the 1,200-acre Balboa Park, the largest urban cultural park in North America, help lift the city to a #8 spot globally in our Outdoors subcategory.

Then there’s the uniquely fluid cultural identity of the city. Next April will mark 50 years since the founding of Chicano Park, a site of Latin American-rights protests and community activism that is now home to the world’s largest collection of Chicano murals. Chicano Park Day in April is a free annual event that celebrates the culture of San Diego’s Mexican ancestry with traditional music, dance and art. The cultural blend can be tasted in San Diego’s increasingly lauded Cali-Baja cuisine.

## 21. BOSTON

America’s oldest city has never been more current, powered by its schools and the global future talent they attract.

2019 RANKING: 15

POPULATION METRO: 4,836,531

HIGHLIGHTED RANKINGS

1 UNIVERSITY 6 GDP PER CAPITA

That heritage of American excellence still draws the best in the world, from all over the world. They gravitate to Harvard, the planet’s #1 university, according to our rankings, as well as Boston’s density of other world-class universities and colleges—from MIT to Boston University.

New students flock here, to arguably the globe’s largest university town, by the tens of thousands every year and become smitten with the crooked, narrow streets and the storied pubs, blended with American optimism and East Coast connectivity. This is the birthplace of America, after all. And Facebook. No wonder Boston ranks #12 for People, including #9 for education attainment and #29 for foreign-born residents.

The promise of wealth and leaving your mark has always been a part of Boston’s DNA. To see it for yourself, just stroll the city’s effortlessly walkable streets and take in its ornate historic gifts, designed to bestow on Boston a standing as lauded as for the classic capitals.

## 22. SYDNEY

Friendly, warm, young and rich, Sydney is a beauty with a growing line of suitors.

PREVIOUS RANKING: 23

POPULATION METRO: 5,131,326

HIGHLIGHTED RANKINGS

6 DIVERSITY 11 OUTDOORS

If Sydney weren’t so (relatively) isolated, chances are it would be challenging Paris and London for visitor number supremacy. It’s the laid-back, safe and sunny manifestation of the good life.

Let’s use new residents as a benchmark: according to local numbers, Sydney has been gaining more than 80,000 new residents annually, ranking #18 in our global People category (up from #26 last year), including coming in #6 for foreign-born residents, up five spots from last year.

That staggering growth is indicative of the pull of the golden beaches, the big-city harbor and the mellow, generous, welcoming citizens (with an average age of 30) who call this spectacular location home.

Ranked #11 globally in the Outdoors subcategory, Sydney is first and foremost a natural beauty—gifted with perfect integration of the natural and the built, and accessible by all manner of ferries and watercraft, from which new angles on icons like the Opera House and Sydney Harbour Bridge are revealed.



## 23. LAS VEGAS

A sense of place continues to blossom in the desert as Sin City pursues its future as a hometown.

2019 RANKING: 24

POPULATION  
METRO: 2,204,079

### HIGHLIGHTED RANKINGS

5 ATTRACTIONS 14 PROMOTION

For the second year in a row, Vegas welcomed more than 42 million visitors, but this tourist town is also becoming increasingly more livable. Downtown is now a destination for locals and cred-seeking visitors. Repurposed brick buildings serve as austere, unsigned restaurants, a bet by chef Natalie Young that has paid off for dozens of other entrepreneurs and restaurateurs since 2015.

Sin City's blossoming sense of place has moved Las Vegas into #27 for our deep Place category, with the sixth-best weather on the planet and an impressive #29 ranking globally in our Outdoors subcategory. For a city in a desert, that's no small feat.

In the next few years, it will improve on its already impressive #35 global ranking in our Product category, with its #21 spot in our Convention Center ranking getting a boost with an extra million square feet of functional space in 2020, likely surpassing Orlando and Chicago for tops in the U.S.



## 24. MIAMI

Miami's creativity is fueled by its arms-wide-open acceptance of new immigrants.

2019 RANKING: 26

POPULATION  
METRO: 6,158,824

### HIGHLIGHTED RANKINGS

4 DIVERSITY 8 INSTAGRAM HASHTAGS

Miami's historic embrace of being a crossroads of the Americas has meant a business advantage few cities claim. The city is home to one of the largest concentrations of international banks in the U.S., as well as the largest hub outside of Mexico City, New York and L.A. of Spanish-language media.

Its decades-long prioritization of art and design as a common language is also paying off. Emboldened by the Art Basel fair's arrival, the opening of the Frank Gehry-designed New World Symphony Center and the adjacent Soundscape—a 2.5-acre public park designed by Dutch architectural firm West 8—the city paved the way for a torrent of arts-related infrastructure that, per capita, is unrivaled in the U.S.

Meanwhile, Miami's natural attributes—turquoise Biscayne Bay lapping white-powder sand while sun-kissed bodies frolic everywhere—continues to capture the world's imagination and crystallize the city's hedonistic brand, while its openness to immigrants helps it land at #7 in the world in our People category.



## 25. SAN JOSE

A great city rises in America's tech utopia, with some of the world's smartest and wealthiest residents calling it home.

2019 RANKING: 16

POPULATION  
METRO: 1,998,463

### HIGHLIGHTED RANKINGS

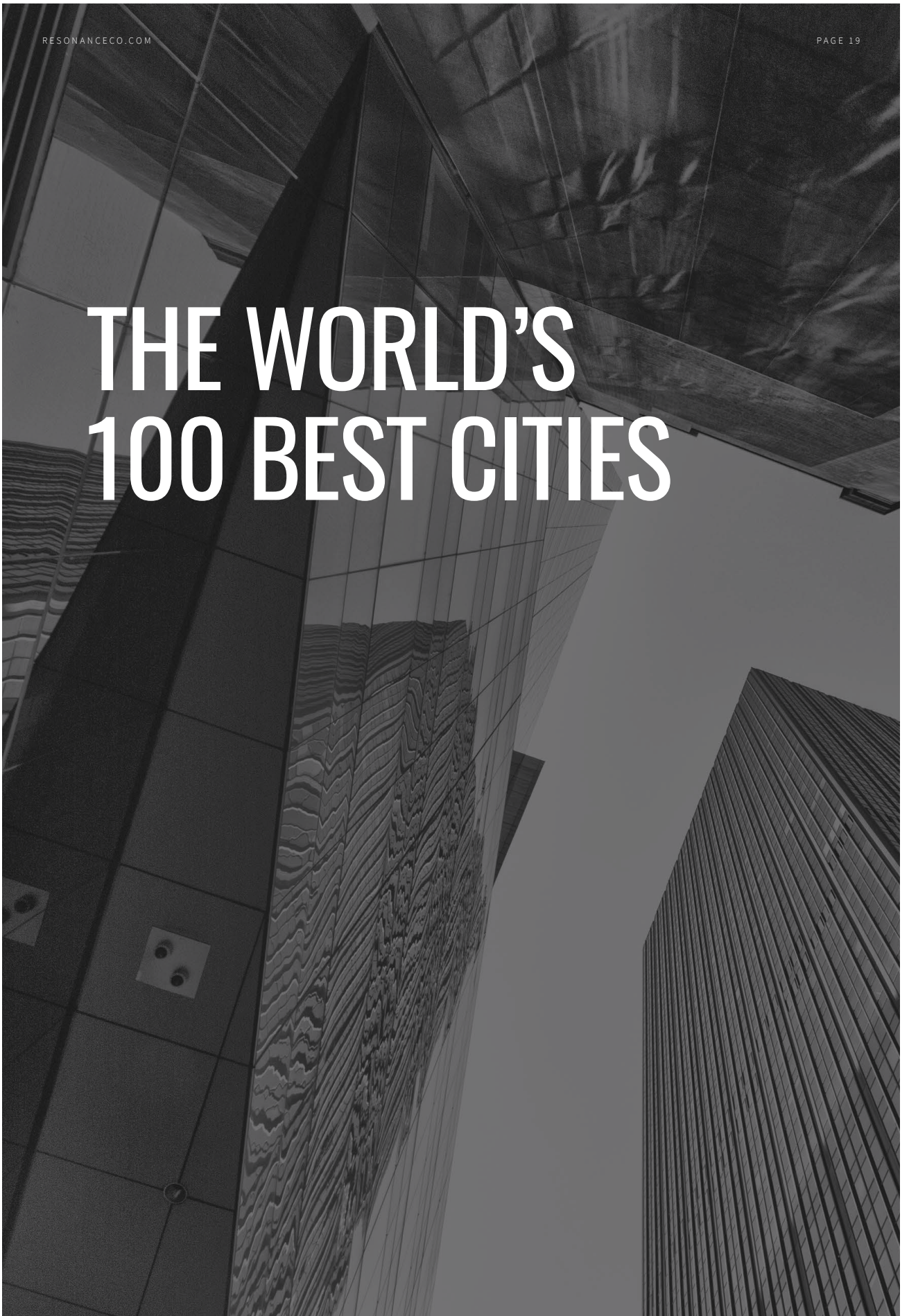
2 UNIVERSITY 3 EDUCATIONAL ATTAINMENT

Talent, smarts and money are a potent mix that's given San Jose—the largest city in Northern California in terms of area and population—a #3 ranking for per capita GDP in the world, behind only Abu Dhabi and Doha.

Fascinating what a well-educated, well-paid and diverse population can do for a city's rankings. In the case of San Jose, the economic, cultural and political capital of Silicon Valley, it's everything, giving the city its place in the Top 25 in 2020.

The city stands at #3 for residents with at least a post-secondary education and #2 in quality of universities, of which Stanford is the leading light. The region, home to Google, Facebook, Cisco Systems, eBay and PayPal (among thousands of other future disruptors aiming for similar market domination), is #15 for Global Fortune 500 HQs and #11 for foreign-born population, up from 14th last year. While immigration is ever more contentious elsewhere, the city continues to draw some of the best and brightest tech talent and entrepreneurs on the planet.

# THE WORLD'S 100 BEST CITIES



Rank	City	Country	Place	Product	Programming	People	Prosperity	Promotion
1	<b>London</b>	England	22	2	1	9	8	1
2	<b>New York</b>	United States	16	5	2	16	4	2
3	<b>Paris</b>	France	8	3	4	37	5	3
4	<b>Tokyo</b>	Japan	5	6	3	130	3	31
5	<b>Moscow</b>	Russia	2	1	5	143	20	10
6	<b>Dubai</b>	United Arab Emirates	3	81	45	2	40	4
7	<b>Singapore</b>	Singapore	35	23	24	13	10	6
8	<b>Barcelona</b>	Spain	7	14	8	34	132	8
9	<b>Los Angeles</b>	United States	21	13	18	22	28	7
10	<b>Rome</b>	Italy	4	20	7	125	85	5
11	<b>San Francisco</b>	United States	24	36	21	8	14	26
12	<b>Madrid</b>	Spain	13	24	9	36	58	15
13	<b>Chicago</b>	United States	85	8	14	46	16	9
14	<b>Abu Dhabi</b>	United Arab Emirates	39	118	223	1	6	66
15	<b>Amsterdam</b>	Netherlands	36	12	16	21	57	27
16	<b>Beijing</b>	China	10	7	36	236	1	123
17	<b>Toronto</b>	Canada	123	21	52	3	27	23
18	<b>Doha</b>	Qatar	43	112	219	19	2	130
19	<b>Hong Kong</b>	China	28	31	30	84	23	13
20	<b>San Diego</b>	United States	11	59	44	28	38	36
21	<b>Boston</b>	United States	130	29	64	12	13	29
22	<b>Sydney</b>	Australia	33	49	37	18	55	30
23	<b>Las Vegas</b>	United States	27	35	20	99	106	14
24	<b>Miami</b>	United States	71	65	60	7	94	24
25	<b>San Jose</b>	United States	95	76	178	4	7	150

Rank	City	Country	Place	Product	Programming	People	Prosperity	Promotion
26	<b>Washington</b>	United States	106	40	66	23	11	37
27	<b>Zürich</b>	Switzerland	134	45	118	5	9	125
28	<b>Berlin</b>	Germany	162	15	13	78	112	16
29	<b>Prague</b>	Czech Republic	73	17	11	83	109	41
30	<b>Seoul</b>	South Korea	122	18	6	110	24	108
31	<b>Milan</b>	Italy	20	28	26	122	97	20
32	<b>Houston</b>	United States	142	42	55	45	12	32
33	<b>Melbourne</b>	Australia	60	53	41	26	86	35
34	<b>Seattle</b>	United States	154	52	38	31	17	42
35	<b>St. Petersburg</b>	Russia	9	11	17	143	168	81
36	<b>Vienna</b>	Austria	19	30	34	108	92	43
37	<b>Munich</b>	Germany	221	10	73	39	26	44
38	<b>Dallas</b>	United States	112	33	83	49	22	38
39	<b>Istanbul</b>	Turkey	38	16	15	171	143	12
40	<b>Austin</b>	United States	77	91	54	32	50	40
41	<b>Vancouver</b>	Canada	159	67	68	6	113	52
42	<b>Dublin</b>	Ireland	172	51	27	62	19	56
43	<b>Orlando</b>	United States	108	41	56	52	82	28
44	<b>Osaka</b>	Japan	17	71	23	132	59	65
45	<b>Montréal</b>	Canada	158	55	43	17	110	49
46	<b>Stuttgart</b>	Germany	14	97	164	43	48	137
47	<b>Frankfurt</b>	Germany	196	9	81	50	31	82
48	<b>Calgary</b>	Canada	104	100	112	11	32	111
49	<b>Phoenix</b>	United States	34	46	46	66	102	83
50	<b>Lisbon</b>	Portugal	26	63	32	64	181	45

Rank	City	Country	Place	Product	Programming	People	Prosperity	Promotion
51	<b>Budapest</b>	Hungary	40	56	29	75	121	54
52	<b>Denver</b>	United States	118	69	80	38	33	53
53	<b>Philadelphia</b>	United States	127	44	58	63	30	50
54	<b>Tel Aviv</b>	Israel	82	73	57	15	118	156
55	<b>Atlanta</b>	United States	163	34	91	82	36	33
56	<b>Minneapolis</b>	United States	173	62	105	33	18	167
57	<b>Portland</b>	United States	178	106	47	51	25	68
58	<b>Bangkok</b>	Thailand	94	60	12	162	148	18
59	<b>Sao Paulo</b>	Brazil	153	38	10	177	140	11
60	<b>Lyon</b>	France	114	58	85	47	100	87
61	<b>Riyadh</b>	Saudi Arabia	53	92	250	119	15	89
62	<b>Brisbane</b>	Australia	101	47	117	53	103	85
63	<b>Perth</b>	Australia	102	117	177	35	61	92
64	<b>Hamburg</b>	Germany	119	57	50	111	51	59
65	<b>Copenhagen</b>	Denmark	194	22	48	58	101	129
66	<b>Valencia</b>	Spain	29	89	111	61	167	88
67	<b>Athens</b>	Greece	55	64	33	102	159	98
68	<b>Stockholm</b>	Sweden	237	39	133	20	65	97
69	<b>Marseille</b>	France	87	88	116	27	130	115
70	<b>Adelaide</b>	Australia	131	128	150	10	117	144
71	<b>New Orleans</b>	United States	125	110	25	123	39	58
72	<b>Buenos Aires</b>	Argentina	41	84	19	148	152	51
73	<b>Oslo</b>	Norway	207	61	126	25	62	143
74	<b>Warsaw</b>	Poland	181	26	79	89	68	73
75	<b>Rio de Janeiro</b>	Brazil	32	74	22	177	183	19



Rank	City	Country	Place	Product	Programming	People	Prosperity	Promotion
76	<b>Brussels</b>	Belgium	242	27	51	40	93	110
77	<b>Ottawa</b>	Canada	200	139	123	14	98	127
78	<b>Seville</b>	Spain	25	134	53	100	179	86
79	<b>Nashville</b>	United States	166	99	63	76	52	80
80	<b>Baltimore</b>	United States	170	70	115	69	42	114
81	<b>Delhi</b>	India	18	43	42	217	199	17
82	<b>Sacramento</b>	United States	100	127	148	48	70	151
83	<b>Edmonton</b>	Canada	182	103	169	30	60	148
84	<b>Helsinki</b>	Finland	204	54	109	44	78	178
85	<b>Salt Lake City</b>	United States	120	96	175	59	34	201
86	<b>Charlotte</b>	United States	183	109	146	56	44	71
87	<b>Shanghai</b>	China	91	4	28	235	87	101
88	<b>Hanover</b>	Germany	93	85	209	70	54	177
89	<b>Cologne</b>	Germany	228	32	119	93	29	96
90	<b>St. Louis</b>	United States	160	82	93	91	66	67
91	<b>Tucson</b>	United States	66	126	100	72	115	164
92	<b>Raleigh</b>	United States	165	143	153	29	77	189
93	<b>San Antonio</b>	United States	99	135	84	104	83	70
94	<b>Columbus</b>	United States	167	107	129	71	43	121
95	<b>Santiago</b>	Chile	23	116	61	142	162	47
96	<b>Mexico City</b>	Mexico	70	72	59	160	153	25
97	<b>Tampa</b>	United States	128	123	144	77	84	107
98	<b>Auckland</b>	New Zealand	96	94	89	94	125	118
99	<b>Pittsburgh</b>	United States	212	98	140	81	41	120
100	<b>Nuremberg</b>	Germany	89	86	173	113	81	207

# Shape the future of your city, community or development

As leading advisors in tourism, real estate and economic development, Resonance helps places realize their full economic potential. We take a uniquely future-focused approach to research, strategy, branding and marketing, and help our clients understand market trends, assess strengths and weaknesses, engage local communities, create strategies, envision the future, and produce branding and communications that influence their audiences.



## RESEARCH

Resonance tracks the sentiments of the most influential consumers and travelers today, and our original benchmarking and assessment methodology offers new ways to understand the way people truly perceive and “consume” communities, cities and destinations. This World’s Best Cities report is an example of our expertise in providing destinations and developers with new tools and perspectives on the key factors that shape a city’s competitive identity, community wellbeing and future prosperity. Our research is used by *National Geographic*, and *Bloomberg* has called our city rankings “the most comprehensive study of its kind.”

---

Consumer Research

---

Destination Assessments

---

Performance Benchmarking

---

Economic Analysis

---

## DEVELOPMENT STRATEGY

Resonance has extensive experience creating strategies for destinations from cities to mixed-use urban developments and resort communities. Our destination development strategies are the product of custom benchmarking and consumer research, stakeholder engagement, and the crafting of a clear vision for the future. The result is a strategic roadmap that prioritizes the actions required to realize the full economic potential of place.

---

Real Estate Development

---

Tourism Development

---

Economic Development

---



## BRANDING & MARKETING

We approach the branding and marketing of places by thoroughly understanding market trends, uncovering the aspirations of consumers and vividly articulating sense of place in a manner that resonates with target audiences, be they prospective residents, visitors, tenants or investors. Brands are then propelled by marketing strategies that guide the journey of building audiences, credibility and meaningful connection. The goal isn't merely to bring more attention, awareness and people to the brand, but to elevate the quality, value and loyalty of specific audiences in order to achieve targeted objectives.

---

Brand Strategy

---

Brand Identity

---

Advertising

---

Digital

---

Activation

---

Environment

---

## PLACEMAKING

Placemaking is a way to design underused spaces to be more enjoyable and engaging for the communities around them. Resonance placemaking strategies leverage the power of art, culture and experiential retail to help animate public, private and under-utilized spaces, test alternative uses, and create gathering places and unique points of interest that draw both locals and visitors.

---

Art

---

Culture

---

Experience

---



# RESONANCE

---

## Vancouver

801 - 602 W Hastings St  
Vancouver, BC V6B 1P2  
P +1.604.681.0804  
E info@resonanceco.com

## New York

110 East 25th  
New York, NY 10010  
P +1.646.413.8887  
E info@resonanceco.com



@ResonanceCo  
ResonanceCo.com