Rome2rio

Global Connectivity Ranking

London Named World's Most Connected City.
Report highlights the connectivity between cities using direct flight data from the global travel search engine.

Melbourne, Australia (Wednesday, May 25, 2016): Rome2rio, the global, multimodal search specialist, has partnered with leading social commentator and KPMG partner, Bernard Salt, to produce the inaugural Global Connectivity Ranking.

View the report at labs.rome2rio.com

The ranking, which utilises data from the global search engine, measures the connectivity of a city via the number of direct flights it offers to international destinations. It includes a top 20 global ranking and also shows the most connected cities by region, highlighting a city's changing global importance.

London is the world's most connected city with 351 direct international flights, beating New York, Paris, Berlin and Tokyo.

Speaking about the report Mr Salt states. "This measurement provides insights beyond mere passenger counts per airport; it is a proxy for real business activity and changes in consumer confidence using data about global travel routes. The market for global connectivity is growing strong, only a minority of cities (201) experienced falling connectivity while the vast majority (724) increased their global connections. The strength of the Global Connectivity Ranking is its ability to quickly identify cities on the move. Politicians and business operators should access the Global Connectivity Ranking to identify which cities and regions are on the rise."

Other key insights from the ranking include:

- **Paris** is second with connectivity to 291 destinations followed by **Frankfurt** (278) and **Amsterdam** (242)

- The most internationally connected city in North America is **Toronto** with 154 different destinations (mostly within the US).
- **New York** with its three airports connects with 137 different international destinations. New York's airport http://www.rome2rio.com/labs/global-connectivity-ranking/map.htmlconnectivity is dominated by internal linkages as opposed to external linkages. New York isn't as 'global' as are 20 other, mostly European, world cities.
- The second most connected city in the English-speaking world is in fact **Manchester** with 162 international connections.
- **Istanbul's** connectivity jumped 20 percent with 40 new destinations. Istanbul is the most globally connected city in the Muslim world. Its business activity, as well as its rising middle class, are demanding new destinations.
- The city that seems to have suffered the greatest reduction in connectivity since 2014 is the Ukraine's **Kiev** down to 60 global connections today from 83. There are no flights between Kiev and at least seven regional destinations in Russia that did exist before the Crimean conflict.
- The most globally connected cities in Asia are **Hong Kong** which connects with 147 cities (includes mainland China), then **Seoul** with 141, **Bangkok** 131 and **Singapore** 129.
- However these shifts in global connectivity pale in comparison with the globalisation of China's second tier cities. Since 2014 **Beijing** has connected with 22 new global cities; **Shanghai** has added 17 cities and **Guangzhou** has added 12.

The Global Connectivity Ranking is the first in a series of transport-focussed reports to be produced by Rome2rio and Mr Salt.

Rome2rio CEO, Rod Cuthbert adds, "Rome2rio is in a unique position to produce analysis of this nature. Each month we attract millions of users from around the globe, all planning journeys that might include air, rail, road or ferry components. Analysing that data, particularly when upcoming reports factor in the impact of high-speed rail networks, is going to throw a bright light on economic activity and trends that should be of wide interest to both industry and the research community".

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Rod Cuthbert, CEO of Rome2rio and Bernard Salt, KPMG Partner and social commentator are both available for additional commentary.

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About Rome2rio
Rome2rio is a multimodal transport search engine. Rome2rio's platform is capable of long-distance (inter-city) trip planning as well as local (intra-city) journey planning. Users can input any address, town or landmark as the origin and destination and Rome2rio searches a database of flight, train, ferry, bus and driving routes to present route and price options for travelling to that destination.

Founded in 2011 by Michael Cameron and Bernie Tschirren, Rome2rio is based in Melbourne, Australia, and currently attracts over 8 million visitors per month. Rome2rio won the People's Choice Award at the Phocuswright Travel Innovation Summit in 2012, and in 2013 was named Traveltech's website of the year. The company won the Data Specialist Award at the 2015 WITovation Awards.

About Bernard Salt
Bernard Salt is widely regarded as one of Australia's leading social commentators by business, the media and the broader community. He predicted the seachange shift and coined the term 'seachange shift' early last decade. At this time he also scoped the issues in managing Generation-Y's expectations in the workplace. Bernard Salt is a KPMG Partner based in Melbourne, Australia, and an adjunct professor at Curtin University Business School.