



# KL ranked sixth in Pinterest Travel Index

(29 MARCH 2023) NST, P15

## TOP 10 POPULAR DESTINATIONS IN PINTEREST

Destination, Country	Feb 2022	Feb 2023	Difference
1. Rio de Janeiro, <b>Brazil</b>	14	54	<b>286%</b>
2. Ubud, <b>Indonesia</b>	19	73	<b>284%</b>
3. Jaipur, <b>India</b>	28	71	<b>154%</b>
4. Hawaii, <b>United States</b>	30	68	<b>127%</b>
5. Austin, <b>United States</b>	8	17	<b>113%</b>
6. Kuala Lumpur, <b>Malaysia</b>	28	59	<b>111%</b>
7. Stockholm, <b>Sweden</b>	30	62	<b>107%</b>
8. Amsterdam, <b>The Netherlands</b>	15	30	<b>100%</b>
9. Kyoto, <b>Japan</b>	25	49	<b>96%</b>
10. Cairo, <b>Egypt</b>	42	80	<b>90%</b>
11. Bangkok, <b>Thailand</b>	41	77	<b>88%</b>
12. Melbourne, <b>Australia</b>	36	63	<b>75%</b>
13. <b>Singapore</b>	34	59	<b>74%</b>
14. Mexico City, <b>Mexico</b>	42	71	<b>69%</b>
15. Hanoi, <b>Vietnam</b>	38	64	<b>68%</b>
16. Buenos Aires, <b>Argentina</b>	27	43	<b>59%</b>
17. Sydney, <b>Australia</b>	16	25	<b>56%</b>
18. Kerala, <b>India</b>	47	72	<b>53%</b>
19. Vancouver, <b>Canada</b>	42	64	<b>52%</b>
20. Marseille, <b>France</b>	51	77	<b>51%</b>

Source: Bounce survey on Pinterest

INFOGRAPHIC NST

**A**s winter draws to a close, attention inevitably turns to summer travel plans. And if you are suffering from a bit of wanderlust, then where better to turn to for inspiration than Pinterest?

It's actually one of the best ways to discover new travel destinations and plan itineraries, as well as finding tips and advice from fellow travellers.

Surprisingly, Malaysia is ranked sixth among the locations that have been trending on Pinterest during the past 12 months, according to a survey by Bounce.

The Pinterest Travel Index 2023 study reveals an increase in searches by 111 per cent for Kuala Lumpur on the platform.

Another Southeast Asian country in the top 10, Indonesia is ranked second, and has seen a 284 per cent surge in interest, especially in Ubud.

Bali, in general, has experienced an increase in popularity in recent years due to its stunning natural beauty, unique culture and affordable prices.

The town of Ubud has grown in popularity due to its growing cultural scene, featuring a traditional art market, and with festivals such as the Ubud Food Festival being founded recently.

The town is also known for its population of monkeys. The Ubud



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Monkey Forest sanctuary is one of the area's most popular attractions, home to over 700 Balinese long-tailed monkeys.

Ubud's unique blend of culture, spirituality and natural beauty makes it an attractive destination for those seeking a more authentic and immersive travel experience.

Meanwhile, taking first place is Rio de Janeiro in Brazil, which has seen its searches on Pinterest increase by 286 per cent in the last 12 months.

Rio is known for its stunning beaches, such as Copacabana and Ipanema. The beaches are known for their crystal-clear waters, soft sand and stunning views of the surrounding mountains.

The city also hosts annual events such as Carnival, which is known worldwide for its vibrant music, dance and colourful costumes.

One of the reasons for the growing interest could be that it had recently taken steps to improve its safety record for tourists.

The city has increased its police

presence, implemented surveillance cameras and invested in other security measures to reduce the crime rate.

In third place is Jaipur in India, which increased by 154 per cent in searches since last year.

Known as the "Paris of India" and the "Pink City" due to its pink sandstone buildings, Jaipur is popular due to its rich history, cultural heritage and stunning architecture.

The city's most famous landmarks include the Hawa Mahal, a palace with a beautiful facade made of pink sandstone, and the Amer Fort, a sprawling hilltop palace complex with ornate courtyards, gardens and temples.

Visitors can also explore the City Palace, which houses an impressive collection of art, artifacts and weapons.

Tourism to India has been rising more generally in recent years and Jaipur's popularity has increased after the recent modernisation and expansion of its international airport, making the Pink City more accessible to visitors.