

Demand Generation

Market snapshot

January - April 2026

- Asia Pacific [>>](#)
- Europe [>>](#)
- North America [>>](#)
- Latin America [>>](#)
- Middle East & Africa [>>](#)

ASIA PACIFIC

The cornerstone of any effective **demand generation strategy** is a deep understanding of your target audience, at every touchpoint.

Powered by **Amadeus Travel Intelligence**, this market snapshot reveals key travel trends in Asia Pacific to inform your decision-making.

Unlock the full potential of your travel data and turn data-driven insights into new business opportunities.

It's how travel works.



Key actions

From Airline data insights



Identify new or emerging markets driving demand. [Learn more>>](#)



Prepare for periods of high demand by adjusting your strategy, staffing, and inventory.



Spot key segments at every touchpoint to launch targeted marketing campaigns.



Leverage the right media channels to maximize visibility and increase bookings. [Learn more>>](#)

Source: Amadeus Destination Gateway data, as of December 17th, 2025.

AMADEUS

Top 10 searched destinations

2025 (full year)

2025 Ranking

Vs 2024

1 China



2 India



3 Japan



4 Thailand



5 South Korea



6 Australia



7 Indonesia



8 Vietnam



9 Malaysia



10 Philippines



Global Air Searches towards the region

Top 10 booked destinations

JAN-APRIL 2026

2026 Ranking

Vs 2025

1 South Korea



2 Japan



3 Thailand



4 Australia



5 China



6 Taiwan



7 Vietnam



8 India



9 Philippines



10 Malaysia



Global Air GDS bookings towards the region

Top 10 origin markets

JAN-APRIL 2026

2026 Ranking

Vs 2025

1 South Korea



2 Japan



3 Australia



4 USA



5 Taiwan



6 China



7 Vietnam



8 UK



9 India



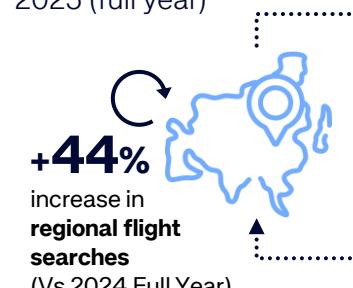
10 Malaysia



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Air Searches

2025 (full year)



+33%

From Asia Pacific
increase in **international**
flight searches
(Vs 2024 Full Year)

+35%

To Asia Pacific

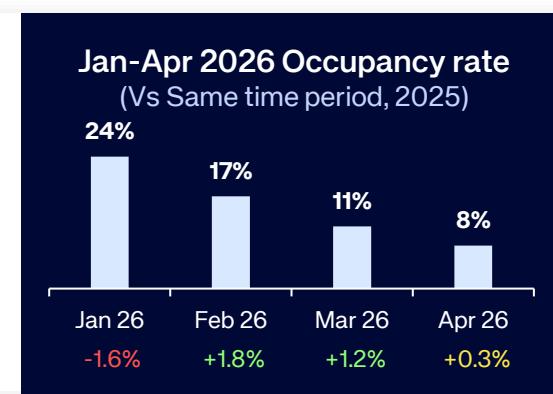


Hotels drive stays.
Destination Management
Organizations can, too.
[See How >>](#)



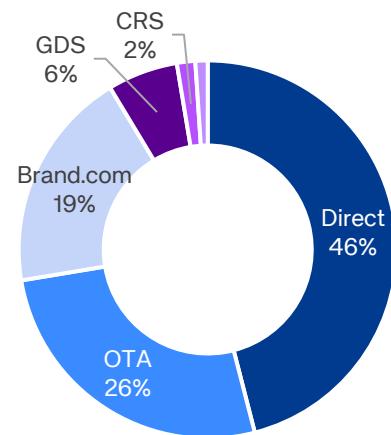
APAC KEY
HOTEL KPIs

	Occupancy	ADR	RevPAR
2025	70.5%	↑ \$145	↑ \$102
2024	70.2%	\$141	\$99



Hotel Booking share
by channel mix
(2025)

Booking Channels	Vs 2024
Direct	-3%
OTA	+1%
Brand.com	+1%
GDS	+1%
CRS	0%



Growth that lasts starts with **the right mix. Ready to blend it for optimal results?**

UNCOVER THE FORMULA >>

Key actions From Hotel data insights



Benchmark to make smarter decisions.
[Learn more>>](#)



Understand key metrics like occupancy, ADR, and channel.



Leverage AI tools to speed up decisions with faster, sharper insights.
[See how>>](#)

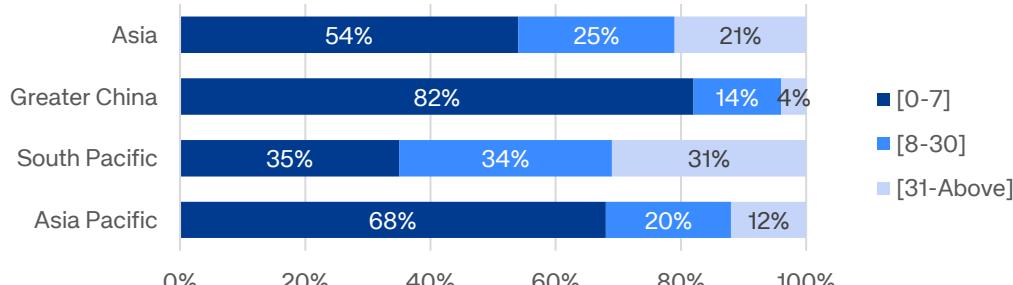


Optimize your strategies and special offers.



Implement multi-channel Digital Marketing plan targeting demand based on lead times and embrace tailored marketing for top markets.
[Learn more>>](#)

Hotel
Lead time
(by number
of days) -
2025



Source: Demand360® data, as of December 18th, 2025.

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EUROPE

The cornerstone of any effective **demand generation strategy** is a deep understanding of your target audience, at every touchpoint.

Powered by **Amadeus Travel Intelligence**, this market snapshot reveals key travel trends in Europe to inform your decision-making.

Unlock the full potential of your travel data and turn data-driven insights into new business opportunities.

Key actions

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Source: Amadeus Destination Gateway data, as of December 17th, 2025.

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Top 10 searched destinations

2025 (Full year)

2025 Ranking

Vs 2024

1 Spain

=

2 Italy

↗

3 UK

↘

4 France

=

5 Germany

=

6 Greece

=

7 Portugal

=

8 Netherlands

=

9 Poland

=

10 Switzerland

=

Global Air Searches towards the region

Top 10 booked destinations

JAN-APRIL 2026

2026 Ranking

Vs 2025

1 UK

=

2 Germany

↗

3 Spain

↘

4 France

↘

5 Italy

=

6 Portugal

↗

7 Norway

↘

8 Switzerland

↗

9 Netherlands

=

10 Denmark

↗

Global Air GDS bookings towards the region

Top 10 origin markets

JAN-APRIL 2026

2026 Ranking

Vs 2025

1 USA

↗

2 Spain

↘

3 Thailand

↗

4 Germany

=

5 Italy

↘

6 Japan

↗

7 Norway

↘

8 India

↗

9 UK

↘

10 France

↘

Air GDS bookings from all global origin markets for travel between Jan. and Apr. 2026

Air Searches

2025 (full year)

+20%
increase in
regional flight
searches
(Vs 2024 Full year)



+25%

From Europe
increase in international
flight searches
(Vs 2024 Full year)



+30%

To Europe

Hotels drive stays.
Destination Management
Organizations can too.
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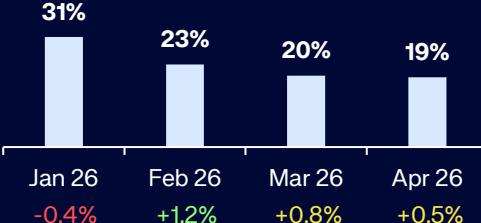


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EUROPE KEY HOTEL KPIs

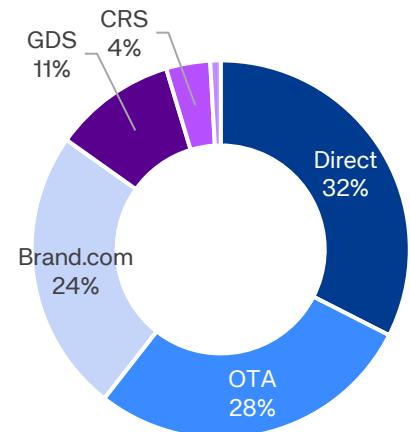
	Occupancy	ADR	RevPAR
2025	↑ 74.1%	↑ \$235	↑ \$174
2024	73.3%	\$223	\$163

Jan-Apr 2026 Occupancy rate (Vs Same time period, 2025)



Hotel Booking share by channel mix (2025)

Booking Channels	Vs 2024
Direct	-3%
OTA	+1%
Brand.com	0%
GDS	+1%
CRS	0%



Growth that lasts starts with **the right mix. Ready to blend it for optimal results?**

UNCOVER THE FORMULA >>

Key actions From Hotel data Insights



Benchmark to make smarter decisions.

[Learn more>>](#)



Understand key metrics like occupancy, ADR, and channel.



Leverage AI tools to speed up decisions with faster, sharper insights.

[See how>>](#)

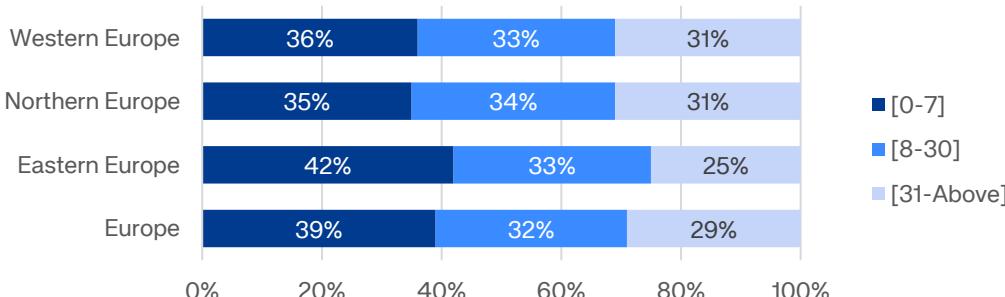


Optimize your strategies and special offers.



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Hotel Lead time (by number of days) - 2025



Source: Demand360® data, as of December 18th, 2025.

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NORTH AMERICA

The cornerstone of any effective **demand generation strategy** is a deep understanding of your target audience, at every touchpoint.

Powered by **Amadeus Travel Intelligence**, this market snapshot reveals key travel trends in North America to inform your decision-making.

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Source: Amadeus Destination Gateway data, as of December 17th, 2025.

AMADEUS

Top 10 searched destinations

2025 (Full year)

2025 Ranking

Vs 2024

1 New York

=

2 Los Angeles

=

3 Toronto

=

4 Orlando

=

5 Miami

=

6 Chicago

=

7 San Francisco

=

8 Las Vegas

=

9 Vancouver

=

10 Washington

=

Global Air Searches towards the region

Top 10 booked destinations

JAN-APRIL 2026

2026 Ranking

Vs 2025

1 New York

=

2 Los Angeles

=

3 Orlando

↗

4 Toronto

↗

5 Miami

↗

6 Las Vegas

↗

7 San Francisco

↘

8 Boston

↗

9 Chicago

↘

10 Washington

↘

Global Air GDS bookings towards the region

Top 10 origin markets

JAN-APRIL 2026

2026 Ranking

Vs 2025

1 USA

=

2 Mexico

↗

3 Canada

↘

4 UK

↗

5 Japan

=

6 India

↘

7 Dom. Rep.

=

8 Italy

↗

9 Philippines

↗

10 Vietnam

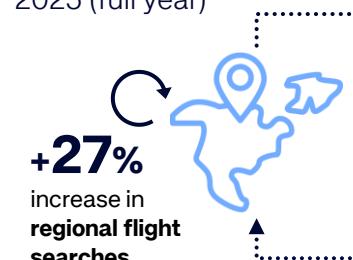
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Air GDS bookings from all global origin markets for travel between Jan. and Apr. 2026

Air Searches

2025 (full year)

+27%
increase in
regional flight
searches
(Vs 2024 Full year)



+22%

From North America
increase in international
flight searches
(Vs 2024 Full year)

+14%

To North America



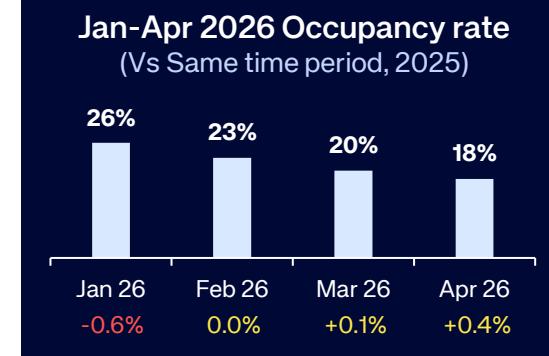
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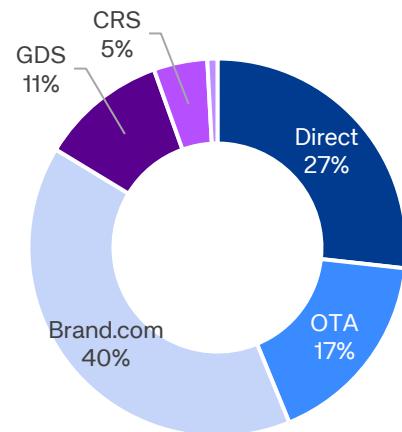
NORAM KEY
HOTEL KPIs

	Occupancy	ADR	RevPAR
2025	↓ 68.6%	↑ \$185	\$127
2024	69.5%	\$182	\$126



Hotel Booking share
by channel mix
(2025)

Booking Channels	Vs 2024
Direct	-1%
OTA	+1%
Brand.com	0%
GDS	+1%
CRS	0%



Growth that lasts
starts with **the right
mix**. Ready to blend
it for optimal results?

**UNCOVER THE
FORMULA >>**

Key actions From Hotel data Insights



Benchmark to make
smarter decisions.
[Learn more>>](#)



Understand key metrics
like occupancy, ADR, and
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Leverage AI tools to
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[See how>>](#)

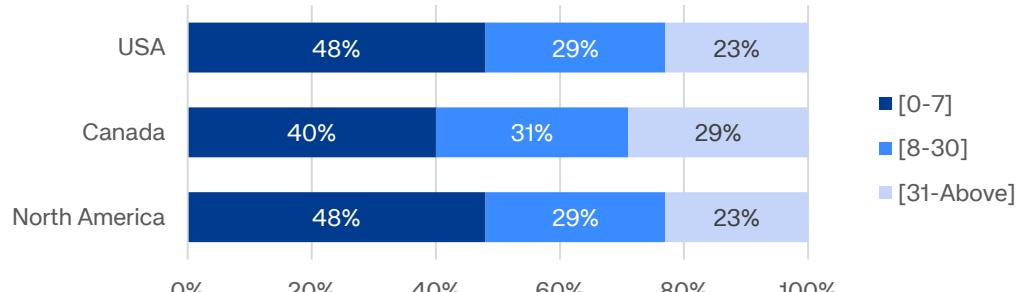


Optimize your strategies
and special offers.



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Hotel
Lead time
(by number
of days) -
2025



Source: Demand360® data, as of December 18th, 2025.

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LATIN AMERICA

The cornerstone of any effective **demand generation strategy** is a deep understanding of your target audience, at every touchpoint.

Powered by **Amadeus Travel Intelligence**, this market snapshot reveals key travel trends in Latin America to inform your decision-making.

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Top 10 searched destinations

2025 (Full year)

2025 Ranking

Vs 2024

1 Mexico

=

2 Brazil

=

3 Dom. Rep.

=

4 Colombia

=

5 Argentina

=

6 Peru

=

7 Costa Rica

=

8 Puerto Rico

=

9 Chile

=

10 Ecuador

=

Global Air Searches towards the region

Top 10 booked destinations

JAN-APRIL 2026

2026 Ranking

Vs 2025

1 Argentina



2 Mexico



3 Brazil



4 Dom. Rep.



5 Chile



6 Colombia



7 Peru



8 Costa Rica



9 Puerto Rico



10 Ecuador



Global Air GDS bookings towards the region

Top 10 origin markets

JAN-APRIL 2026

2026 Ranking

Vs 2025

1 USA

=

2 Argentina

=

3 Brazil

↑

4 Mexico

↓

5 Canada

↑

6 Chile

=

7 Spain

↑

8 Colombia

↓

9 Peru

↓

10 France

↑

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Air Searches

2025 (full year)

+21%

increase in
regional flight
searches
(Vs 2024 Full year)



+27%

From Latin America
increase in international
flight searches
(Vs 2024 Full year)



+16%

To Latin America

Hotels drive stays.
Destination Management
Organizations can too.
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LATAM KEY
HOTEL KPI'S

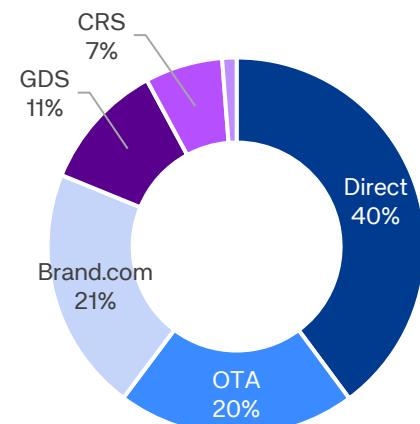
	Occupancy	ADR	RevPAR
2025	↓ 63.3%	\$180	\$114
2024	64.1%	\$179	\$115

Jan-Apr 2026 Occupancy rate
(Vs Same time period, 2025)



Hotel Booking share
by channel mix
(2025)

Booking Channels	Vs 2024
Direct	-2%
OTA	+1%
Brand.com	0%
GDS	0%
CRS	0%



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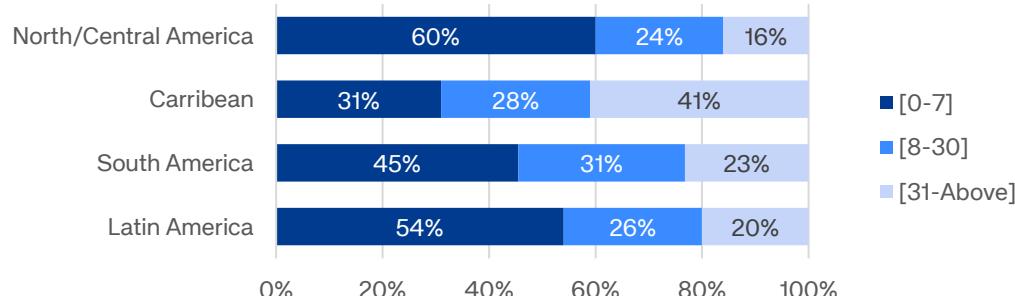


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Hotel
Lead time
(by number
of days) -
2025



Source: Demand360® data, as of December 18th, 2025.

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MIDDLE EAST & AFRICA

The cornerstone of any effective **demand generation strategy** is a deep understanding of your target audience, at every touchpoint.

Powered by **Amadeus Travel Intelligence**, this market snapshot reveals key travel trends in Middle East & Africa to inform your decision-making.

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Key actions

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AMADEUS

Top 10 searched destinations

2025 (Full year)

2025 Ranking

Vs 2024

1 U.A.E



2 Turkey



3 Saudi Arabia



4 Egypt



5 Morocco



6 South Africa



7 Qatar



8 Israel



9 Tunisia



10 Tanzania



Global Air Searches towards the region

Top 10 booked destinations

JAN-APRIL 2026

2026 Ranking

Vs 2025

1 U.A.E



2 Saudi Arabia



3 Egypt



4 South Africa



5 Israel



6 Türkiye



7 Morocco



8 Mauritius



9 Tanzania



10 Qatar



Global Air GDS bookings towards the region

Top 10 origin markets

JAN-APRIL 2026

2026 Ranking

Vs 2025

1 Egypt



2 UK



3 USA



4 France



5 Saudi Arabia



6 South Africa



7 Germany



8 Italy



9 India

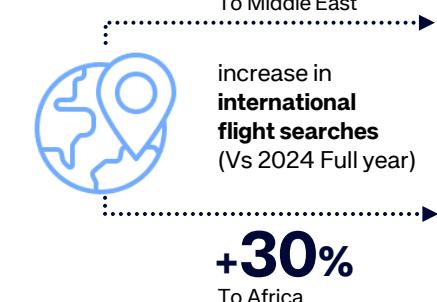


10 U.A.E

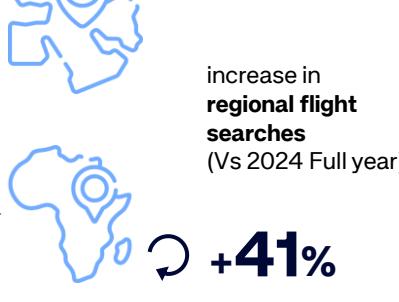


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Air Searches
2025 (full year) **+37%**
To Middle East



+36%
increase in regional flight searches (Vs 2024 Full year)



Hotels drive stays.
Destination Management Organizations can too.
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MEA KEY
HOTEL KPIs

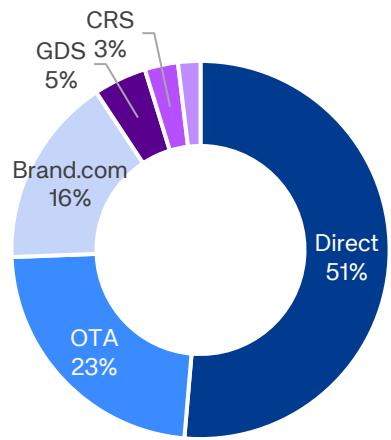
	Occupancy	ADR	RevPAR
2025	↑ 69.9%	↑ \$213	↑ \$148
2024	66.7%	\$201	\$134

Jan-Apr 2026 Occupancy rate
(Vs Same time period, 2025)



Hotel Booking share by channel mix (2025)

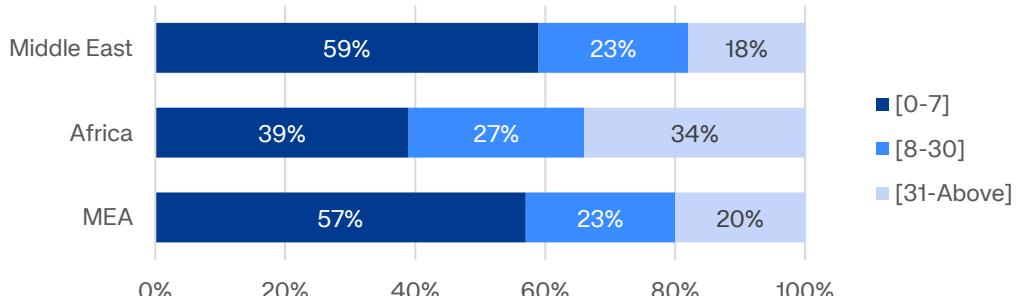
Booking Channels	Vs 2024
Direct	-3%
OTA	+1%
Brand.com	+1%
GDS	+1%
CRS	0%



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Hotel Lead time (by number of days) - 2025



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