

**amADEUS**

# Demand Generation

## Market snapshot

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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.

# 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.

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## 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	↗

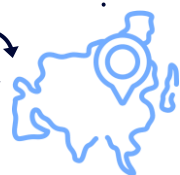
Air GDS bookings from all global origin markets for travel between Jan. and Apr. 2026

## Air Searches

2025 (full year)

**+44%**

increase in  
regional flight  
searches  
(Vs 2024 Full Year)



**+33%**

From Asia Pacific

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



**+35%**

To Asia Pacific

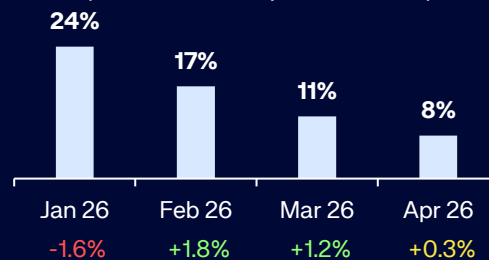
Hotels drive stays.  
Destination Management  
Organizations can, too.  
[See How >>](#)



# APAC KEY HOTEL KPIs

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

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



# Key actions From Hotel data insights



**Benchmark** to make smarter decisions.

[Learn more>>](#)



**Understand** key metrics like occupancy, ADR, and channel.



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**Optimize** your strategies and special offers.



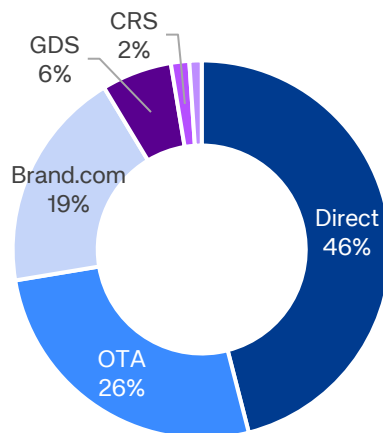
**Implement** multi-channel Digital Marketing plan targeting demand based on lead times and embrace tailored marketing for top markets. [Learn more>>](#)

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

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# Hotel Booking share by channel mix (2025)

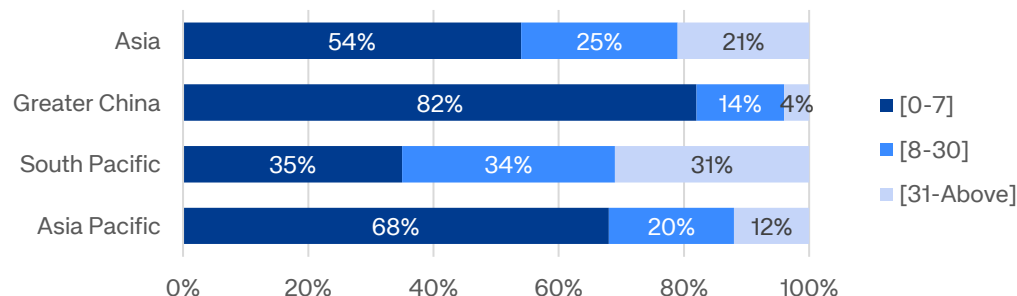
Booking Channels	Vs 2024
Direct	-3%
OTA	+1%
Brand.com	+1%
GDS	+1%
CRS	0%



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

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# Hotel Lead time (by number of days) - 2025





# EUROPE

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

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# Key actions

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[Learn more>>](#)



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

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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EUROPE KEY  
HOTEL KPIs

Occupancy

ADR

RevPAR

2025

↑ 74.1%

↑ \$235

↑ \$174

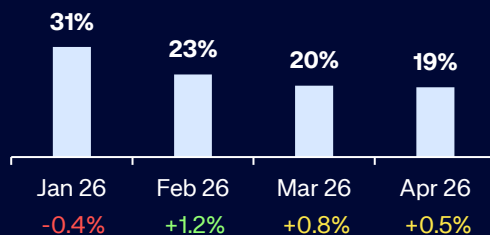
2024

73.3%

\$223

\$163

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



# Key actions

## From Hotel data Insights



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**Optimize** your strategies and special offers.



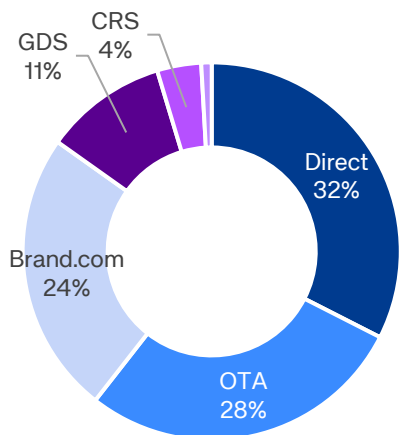
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Source: Demand360® data, as of December 18th, 2025.

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## Hotel Booking share by channel mix (2025)

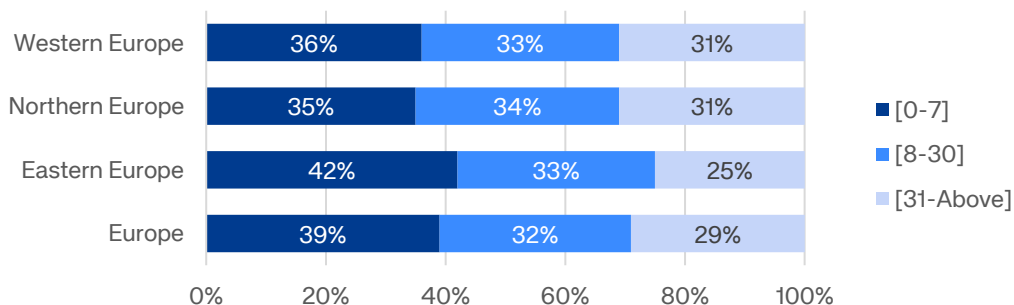
Booking Channels	Vs 2024
Direct	-3%
OTA	+1%
Brand.com	0%
GDS	+1%
CRS	0%



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## Hotel Lead time (by number of days) - 2025





# NORTH AMERICA

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

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# 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		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	↗

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



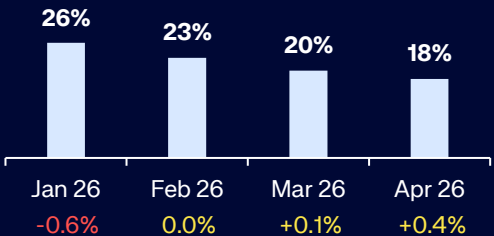
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Organizations can too.  
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## NORAM KEY HOTEL KPIs

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

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



# Key actions

## From Hotel data Insights



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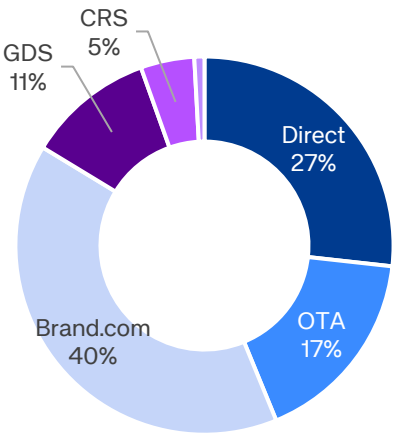
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## Hotel Booking share by channel mix (2025)

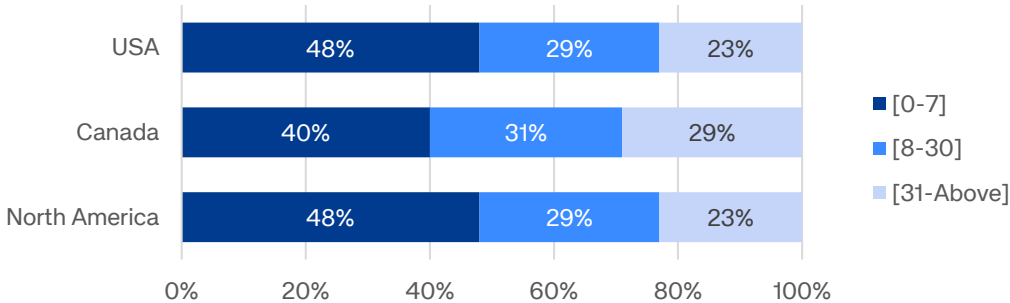
Booking Channels	Vs 2024
Direct	-1%
OTA	+1%
Brand.com	0%
GDS	+1%
CRS	0%



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## Hotel Lead time (by number of days) - 2025



# LATIN AMERICA

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

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# 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		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	↗

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

## 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.

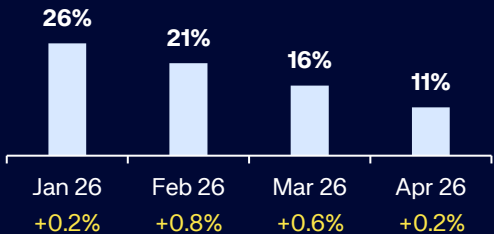
[See How >>](#)



## LATAM KEY HOTEL KPIS

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

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



# Key actions From Hotel data Insights



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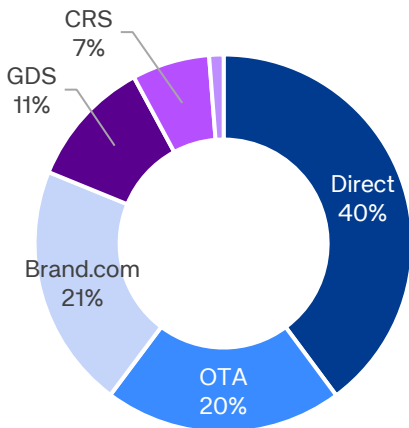
**Implement** multi-channel Digital Marketing plan targeting demand based on lead times and embrace tailored marketing for top markets. [Learn more>>](#)

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## Hotel Booking share by channel mix (2025)

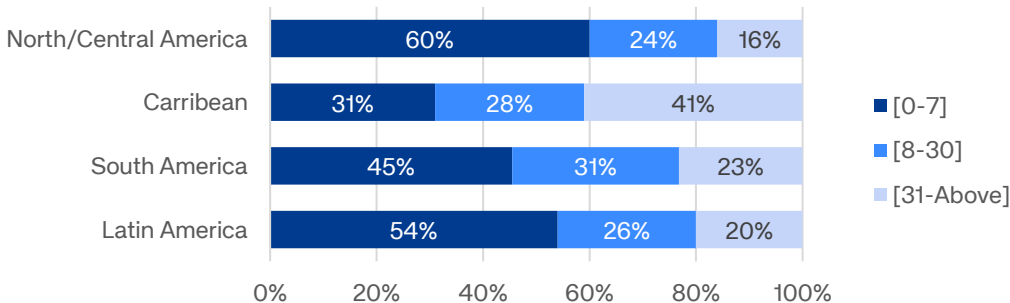
Booking Channels	Vs 2024
Direct	-2%
OTA	+1%
Brand.com	0%
GDS	0%
CRS	0%



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## Hotel Lead time (by number of days) - 2025



# MIDDLE EAST & AFRICA

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# Key actions

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## 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	↘

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

### Air Searches

2025 (full year)

**+37%**  
To Middle East



increase in  
**international  
flight searches**  
(Vs 2024 Full year)



**+36%**

increase in  
**regional flight  
searches**  
(Vs 2024 Full year)



**+30%**  
To Africa

**+41%**

Hotels drive stays.  
Destination Management  
Organizations can too.

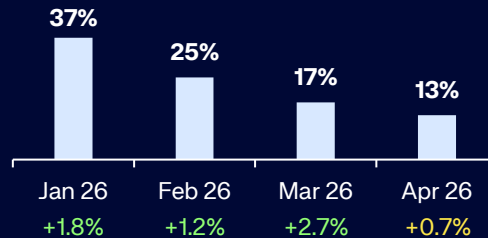
[See How >>](#)



## 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)



# Key actions From Hotel data Insights



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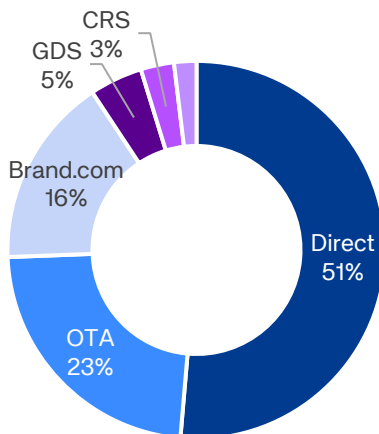
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## Hotel Booking share by channel mix (2025)

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

