

# Demand Generation

## Market snapshot

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May - August 2026

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

The cornerstone of any effective demand generation strategy is a deep understanding of your target audience, especially as travel demand continues to evolve.

Powered by [Amadeus Travel Intelligence](#), this market snapshot reveals key air and hotel trends across the world to help hotels better understand where demand is coming from, and how it's evolving.

**Looking to turn insight into impact?** Demand generation works best when driven by a [cohesive engine](#)>>.



**Global Travel Insights Report:  
Hotel and Flight data**

Abu Dhabi	Istanbul	New York
Berlin	Lisbon	Rome
Delhi	London	Vienna
Doha	Madrid	Washington
Dubai	Mumbai	Zurich

**[Explore demand further with market-level insights](#) →**

# Asia Pacific



# 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 April 20th, 2026.

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## Top 10 searched destinations

MAY-AUGUST 2026

2026 Ranking Vs 2025

2026 Ranking		Vs 2025
1	Japan	=
2	China	↗
3	India	↘
4	Thailand	=
5	South Korea	↗
6	Indonesia	↘
7	Vietnam	↗
8	Australia	↘
9	Malaysia	↗
10	Philippines	↘

Global Air Searches towards the region

## Top 10 booked destinations

MAY-AUGUST 2026

2026 Ranking Vs 2025

2026 Ranking		Vs 2025
1	South Korea	↗
2	Japan	↗
3	China	↘
4	Taiwan	↗
5	Australia	↘
6	India	↘
7	Vietnam	↗
8	Thailand	↘
9	Philippines	↗
10	Hong-Kong	=

Global Air GDS bookings towards the region

## Top 10 origin markets

MAY-AUGUST 2026

2026 Ranking Vs 2025

2026 Ranking		Vs 2025
1	South Korea	↗
2	Japan	↗
3	USA	↗
4	China	↗
5	Taiwan	↗
6	Australia	↘
7	Vietnam	↗
8	Thailand	↘
9	UK	↗
10	Malaysia	↗

Air GDS bookings from all global origin markets for travel between May and August 2026

## Air searches

MAY-AUGUST 2026

**+35%**  
increase in regional flight searches  
(Vs May-Aug 2025)



From Asia Pacific

**+28%**

increase in international flight searches  
(Vs May-Aug 2025)



**+23%**

To Asia Pacific

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



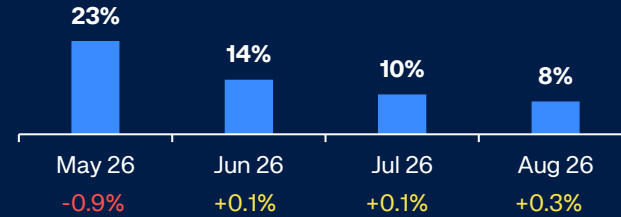
## Key Hotel KPIs

Asia Pacific | YTD



	Occupancy	ADR	RevPAR
2026	66.1%	↗ \$159	↗ \$103
2025	66.1%	\$148	\$97

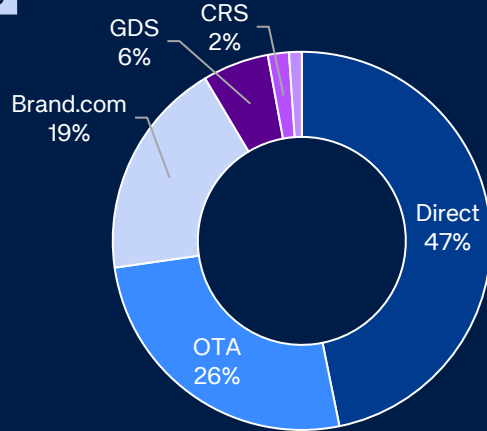
May-Aug 2026 Occupancy rate  
(Vs Same time period, 2025)



## Hotel booking share

By channel mix | YTD

Booking channels	Vs 2025
Direct	-2%
OTA	+1%
Brand.com	+1%
GDS	+1%
CRS	0%



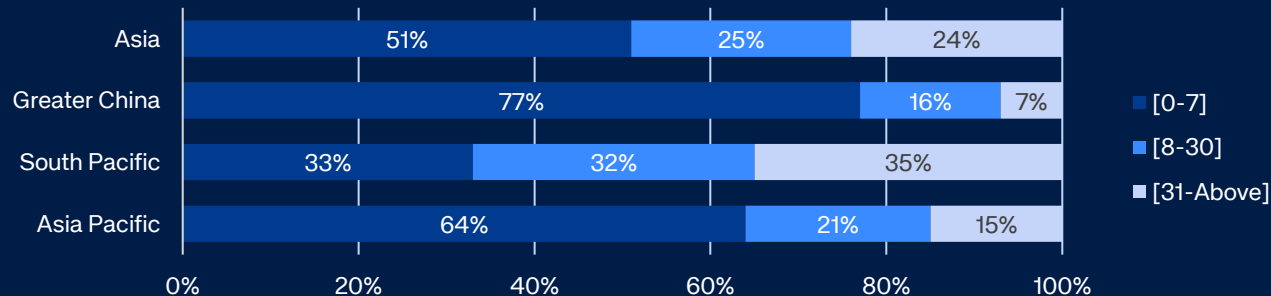
Growth that lasts starts with **the right channel mix.** Ready to blend it for optimal results?

[Uncover the formula >>](#)



## Hotel lead time

By number of days | YTD



# 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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# Europe



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## Top 10 searched destinations

MAY-AUGUST 2026

2026 Ranking		Vs 2025
1	Spain	=
2	Italy	=
3	UK	=
4	France	=
5	Greece	=
6	Germany	↗
7	Portugal	↘
8	Netherlands	=
9	Ireland	=
10	Switzerland	=

Global Air Searches towards the region

## Top 10 booked destinations

MAY-AUGUST 2026

2026 Ranking		Vs 2025
1	Spain	↗
2	Italy	↗
3	France	↗
4	UK	↘
5	Germany	=
6	Portugal	=
7	Norway	=
8	Netherlands	=
9	Greece	=
10	Switzerland	=

Global Air GDS bookings towards the region

## Top 10 origin markets

MAY-AUGUST 2026

2026 Ranking		Vs 2025
1	USA	=
2	Spain	=
3	Italy	=
4	Portugal	↗
5	France	=
6	Germany	↘
7	Canada	↗
8	UK	↘
9	Norway	↘
10	Japan	↗

Air GDS bookings from all global origin markets for travel between May and August 2026

## Air searches

MAY-AUGUST 2026

**+29%**  
increase in regional flight searches  
(Vs May-Aug 2025)



From Europe

**+20%**

increase in international flight searches  
(Vs May-Aug 2025)



To Europe

**+30%**

Hotels drive stays. Destination Management Organizations can, too.  
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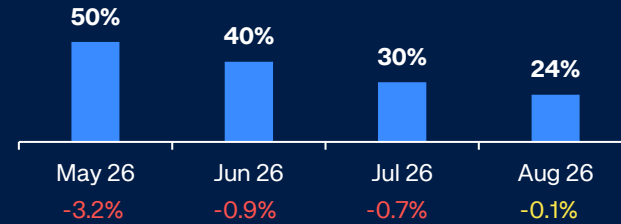
## Key Hotel KPIs

Europe | YTD



	Occupancy	ADR	RevPAR
2026	↑ 67.2%	↑ \$227	↑ \$150
2025	66.5%	\$204	\$134

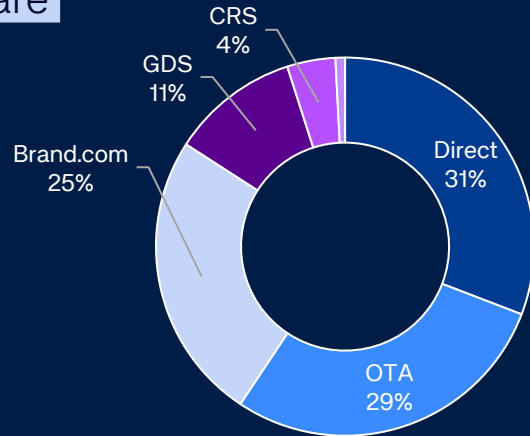
May-Aug 2026 Occupancy rate  
(Vs Same time period, 2025)



## Hotel booking share

By channel mix | YTD

Booking channels	Vs 2025
Direct	-2%
OTA	+1%
Brand.com	+1%
GDS	0%
CRS	0%



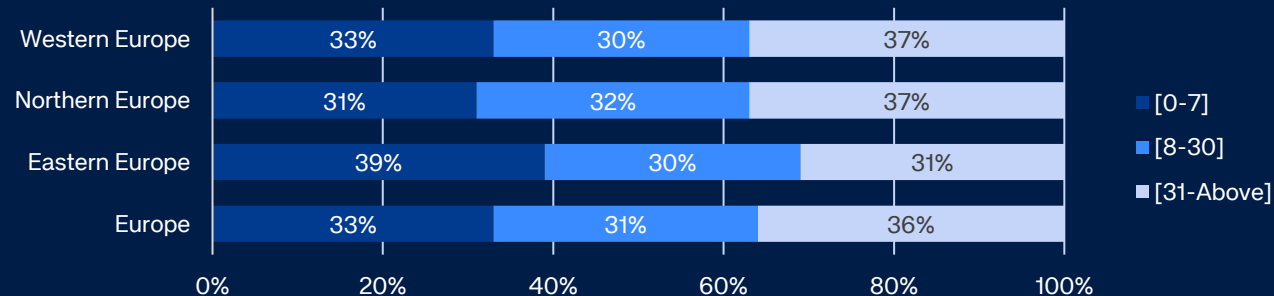
Growth that lasts starts with **the right channel mix.** Ready to blend it for optimal results?

[Uncover the formula >>](#)



## Hotel lead time

By number of days | YTD



# Key actions

From Hotel data insights



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# North America



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## Top 10 searched destinations

MAY-AUGUST 2026

2026 Ranking Vs 2025

2026 Ranking		Vs 2025
1	New York	=
2	Toronto	↗
3	Los Angeles	↘
4	Orlando	=
5	Miami	=
6	San Francisco	↗
7	Vancouver	↗
8	Chicago	↘
9	Las Vegas	↗
10	Washington	↘

Global Air Searches towards the region

## Top 10 booked destinations

MAY-AUGUST 2026

2026 Ranking Vs 2025

2026 Ranking		Vs 2025
1	New York	=
2	Los Angeles	=
3	Toronto	↗
4	Chicago	↘
5	San Francisco	↗
6	Washington	↘
7	Boston	↗
8	Seattle	↗
9	Orlando	↗
10	Vancouver	↗

Global Air GDS bookings towards the region

## Top 10 origin markets

MAY-AUGUST 2026

2026 Ranking Vs 2025

2026 Ranking		Vs 2025
1	USA	=
2	Canada	=
3	Mexico	=
4	UK	=
5	Italy	=
6	Japan	↗
7	France	↗
8	India	↘
9	Spain	↗
10	South Korea	↗

Air GDS bookings from all global origin markets for travel between May and August 2026

## Air searches

MAY-AUGUST 2026

**+24%**  
increase in regional flight searches  
(Vs May-Aug 2025)



From North America

**+27%**

increase in international flight searches  
(Vs May-Aug 2025)



To North America

**+19%**

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



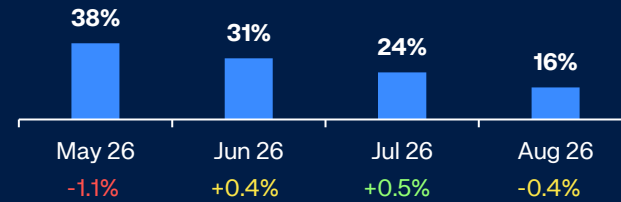
## Key Hotel KPIs

North America | YTD



	Occupancy	ADR	RevPAR
2026	↑64.8%	↑\$189	↑\$122
2025	64.5%	\$183	\$118

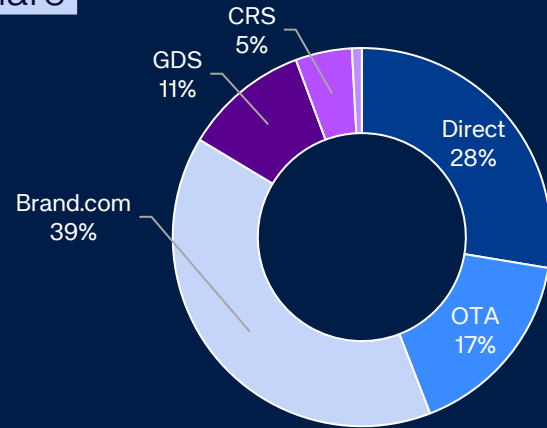
May-Aug 2026 Occupancy rate  
(Vs Same time period, 2025)



## Hotel booking share

By channel mix | YTD

Booking channels	Vs 2025
Direct	-1%
OTA	+1%
Brand.com	0%
GDS	+1%
CRS	0%



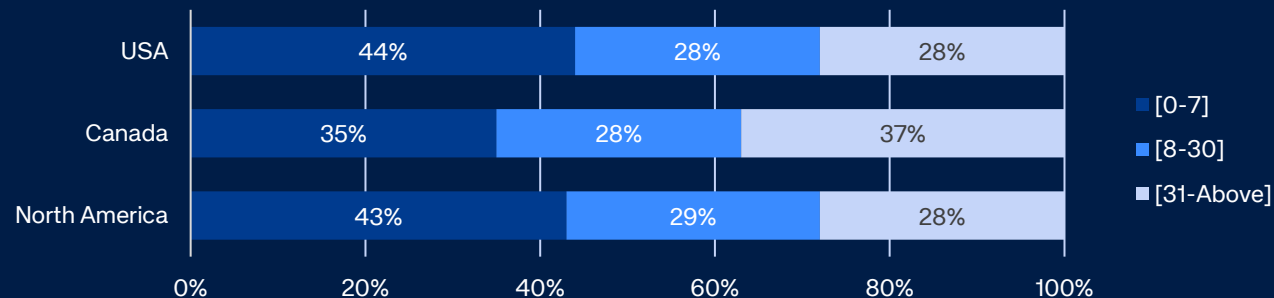
Growth that lasts starts with **the right channel mix.** Ready to blend it for optimal results?

[Uncover the formula >>](#)



## Hotel lead time

By number of days | YTD



# Key actions

From Hotel data insights



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Source: Amadeus Destination Gateway data, as of April 20th, 2026.

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# Latin America



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## Top 10 searched destinations

MAY-AUGUST 2026

2026 Ranking		Vs 2025
1	Brazil	=
2	Mexico	=
3	Colombia	=
4	Argentina	=
5	Dom. Rep.	=
6	Peru	=
7	Chile	=
8	Puerto Rico	↗
9	Costa Rica	↘
10	Ecuador	=

Global Air Searches towards the region

## Top 10 booked destinations

MAY-AUGUST 2026

2026 Ranking		Vs 2025
1	Mexico	=
2	Brazil	↗
3	Argentina	↘
4	Colombia	=
5	Dom. Rep.	↗
6	Peru	=
7	Chile	↘
8	Puerto Rico	=
9	Ecuador	↗
10	Costa Rica	↗

Global Air GDS bookings towards the region

## Top 10 origin markets

MAY-AUGUST 2026

2026 Ranking		Vs 2025
1	USA	=
2	Argentina	↗
3	Brazil	↗
4	Mexico	↘
5	Spain	↗
6	Colombia	↘
7	Peru	=
8	Chile	↘
9	Canada	↗
10	France	↗

Air GDS bookings from all global origin markets for travel between May and August 2026

## Air searches

MAY-AUGUST 2026

**+20%** ↻  
increase in regional flight searches  
(Vs May-Aug 2025)



From Latin America

**+17%**

increase in international flight searches  
(Vs May-Aug 2025)



**+29%**

To Latin America

Hotels drive stays. Destination Management Organizations can, too.  
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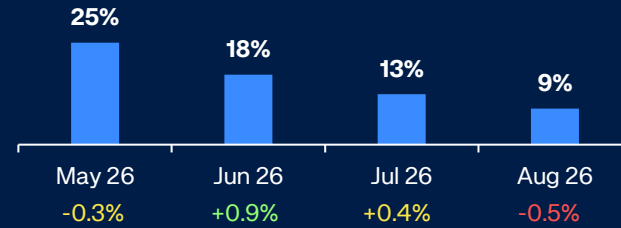
## Key Hotel KPIs

Latin America | YTD



	Occupancy	ADR	RevPAR
2026	↓ 60.7%	↑ \$222	↑ \$133
2025	62.7%	\$206	\$128

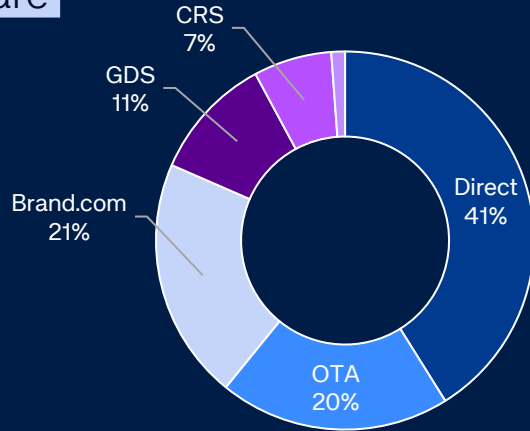
May-Aug 2026 Occupancy rate  
(Vs Same time period, 2025)



## Hotel booking share

By channel mix | YTD

Booking channels	Vs 2025
Direct	-1%
OTA	+1%
Brand.com	0%
GDS	0%
CRS	0%



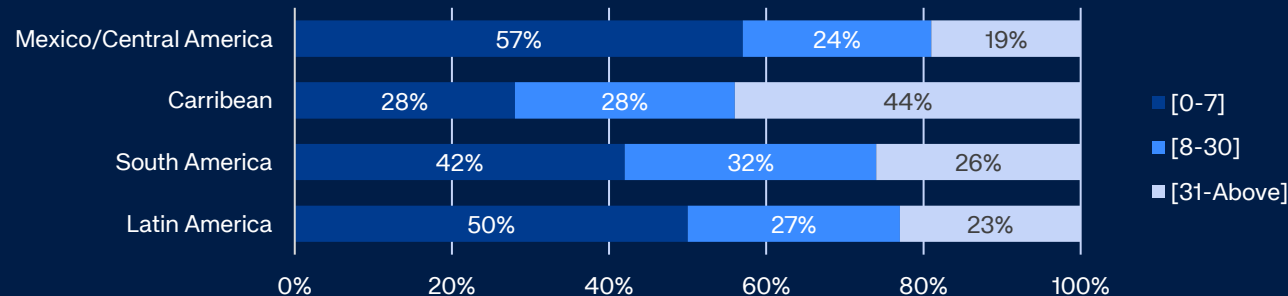
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## Hotel lead time

By number of days | YTD



# Key actions

From Hotel data insights



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# Africa



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## Top 10 searched destinations

MAY-AUGUST 2026

2026 Ranking Vs 2025

2026 Ranking		Vs 2025
1	Morocco	=
2	South Africa	=
3	Tanzania	↗
4	Tunisia	↘
5	Kenya	=
6	Mauritius	=
7	Algeria	=
8	Nigeria	=
9	Seychelles	↗
10	Cape Verde	↘

Global Air Searches towards the region

## Top 10 booked destinations

MAY-AUGUST 2026

2026 Ranking Vs 2025

2026 Ranking		Vs 2025
1	South Africa	=
2	Algeria	=
3	Morocco	=
4	Mauritius	↗
5	Tunisia	↘
6	Tanzania	=
7	Kenya	↘
8	Nigeria	↘
9	Senegal	↗
10	Côte d'Ivoire	↗

Global Air GDS bookings towards the region

## Top 10 origin markets

MAY-AUGUST 2026

2026 Ranking Vs 2025

2026 Ranking		Vs 2025
1	France	↗
2	South Africa	↘
3	USA	↗
4	UK	↗
5	Italy	↗
6	Canada	↗
7	Germany	↗
8	Spain	↗
9	Portugal	↗
10	Tanzania	↘

Air GDS bookings from all global origin markets for travel between May and August 2026

## Air searches

MAY-AUGUST 2026

**+36%**

increase in regional flight searches (Vs May-Aug 2025)



From Africa

**+46%**

increase in international flight searches (Vs May-Aug 2025)



To Africa

**+19%**

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



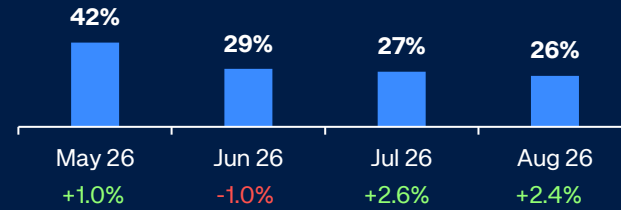
## Key Hotel KPIs

Africa | YTD



	Occupancy	ADR	RevPAR
2026	↓ 68.0%	↑ \$189	↑ \$127
2025	69.0%	\$157	\$108

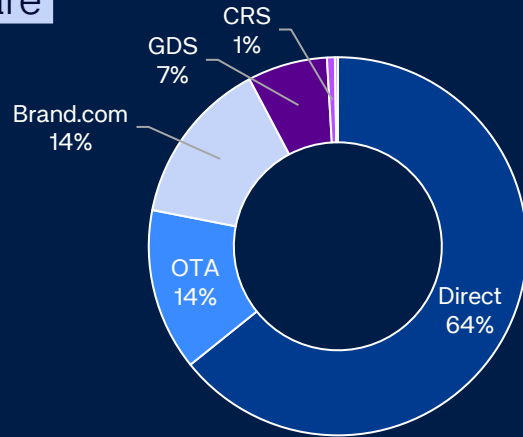
May-Aug 2026 Occupancy rate  
(Vs Same time period, 2025)



## Hotel booking share

By channel mix | YTD

Booking channels	Vs 2025
Direct	-1%
OTA	+1%
Brand.com	0%
GDS	0%
CRS	0%



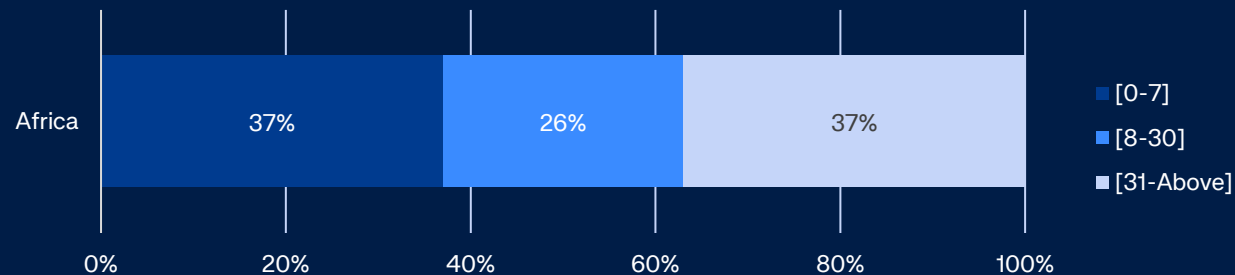
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By number of days | YTD



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