



Travel Insights 2025 Focus on the Americas

July 2024 - June 2025

amadeus

In collaboration with



UN Tourism



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Unlocking the Americas' tourism momentum through data and collaboration

Tourism across the Americas continues to move in a positive direction. While the pace of growth varies across subregions, destinations from North to South America and throughout the Caribbean are seeing renewed traveller interest. From established urban centers to emerging destinations, the region is adapting to evolving traveller expectations.

As travel demand reshapes, understanding its direction becomes essential. New booking behaviours, flexible travel habits, and different lead times are transforming how and when people travel. The region's strength lies in its diversity: from cultural landmarks to natural wonders, each destination has the potential to thrive with the right insights and strategies.

At Amadeus, we believe that data is the bridge between ambition and action. This report brings together forward-looking intelligence on traveller trends across the Americas - from where visitors are coming from, to how they're booking, and what experiences they're seeking. These insights empower destinations to anticipate demand, adapt campaigns, and uncover new growth opportunities.

Tourism success in the Americas now depends on agility, innovation, and collaboration. Whether it's boosting air connectivity, enhancing digital distribution, or expanding off-season travel, this report provides a practical roadmap to support data-informed decision-making across the region.

We are proud to partner with UN Tourism to support destinations across the Americas. Together, we are committed to helping destinations navigate today's challenges and unlock tomorrow's opportunities through comprehensive data insights.

We look forward to continuing our collaboration and helping shape a thriving, inclusive, and sustainable future for travel throughout the Americas.

Sincerely,

Jill Boegel,
Head of Sales, North America,
Hospitality, Amadeus

amadeus





UN Tourism Foreword

It is a great honour to present the “Travel Trends 2025 - Focus on the Americas,” a joint outcome by Amadeus and UN Tourism. This report builds on the success of the first edition and its update successfully launched last year by both partners.

At UN Tourism, we are committed to strengthening the capacity of our Members to access strategic data and enhance market intelligence. The competitiveness and sustainability of tourism increasingly depends on actionable data-driven market analysis. In today’s fast-changing landscape, reliable and timely data is more essential than ever for effective tourism management.

The Americas is a region of remarkable cultural, social, and economic diversity. It is also a tourism powerhouse, with unique heritage, natural landscapes and cultural attractions. In 2024, the region welcomed 217 million international tourist arrivals and earned about USD 451 billion in total export revenues from international tourism (including passenger transport). These figures highlight the sector’s vital role in the region’s economies, particularly for island and smaller destinations.

We are pleased to once again collaborate with Amadeus, one of our valuable Affiliate Members, to release this new 2025 edition. The report outlines key trends from the first half of 2025 and offers valuable insights drawn from multiple sources, including indicators such as destination searches, airline bookings, and hotel occupancy rates.

I trust that this report will support a deeper understanding of market dynamics across the Americas and help inform strategies that lead to a more resilient and sustainable tourism sector.

Sincerely,

Zurab Pololikashvili
Secretary-General



UN Tourism

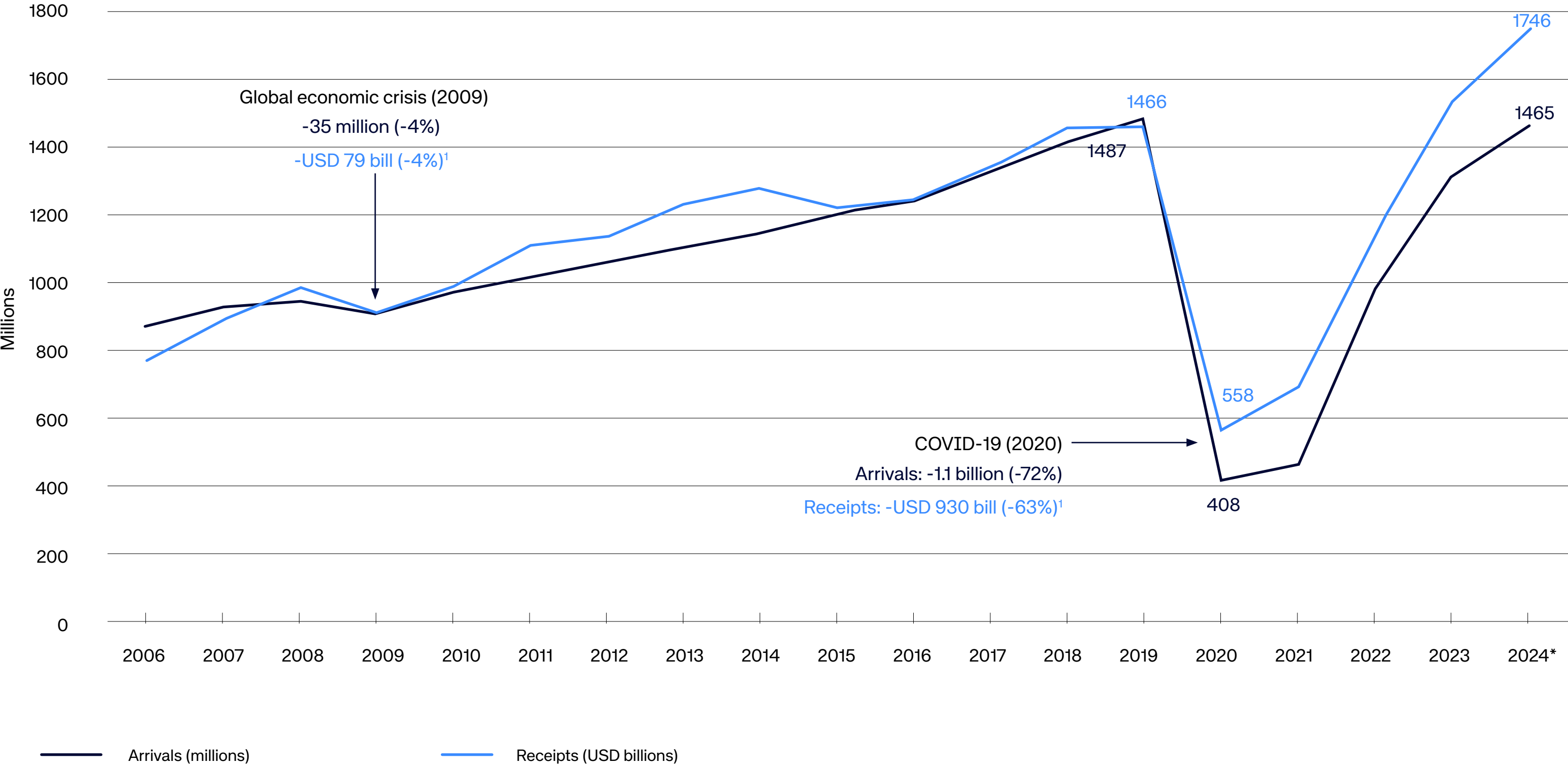




Global market indicators



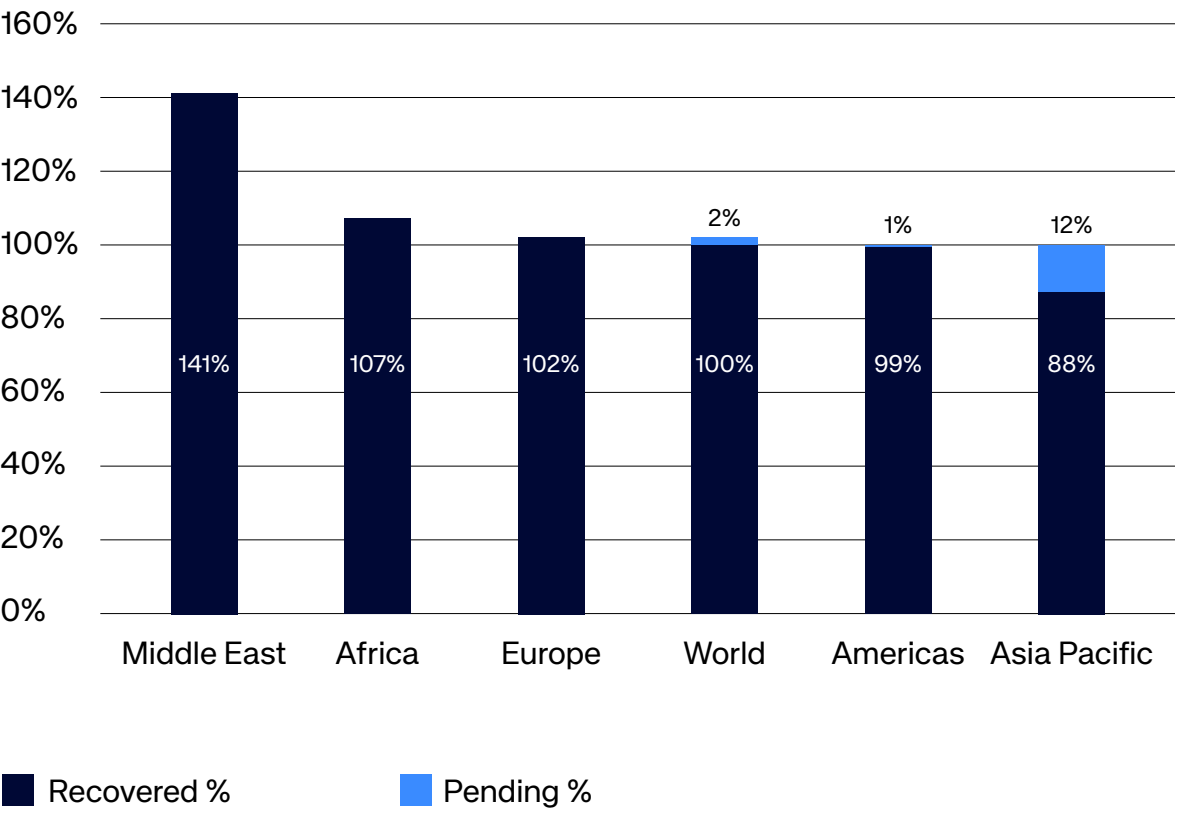
International tourist arrivals and tourism receipts, 2006-2024*



Source: World Tourism Organization (UN Tourism), Data as of May 2025 * Data for 2024 are provisional estimates



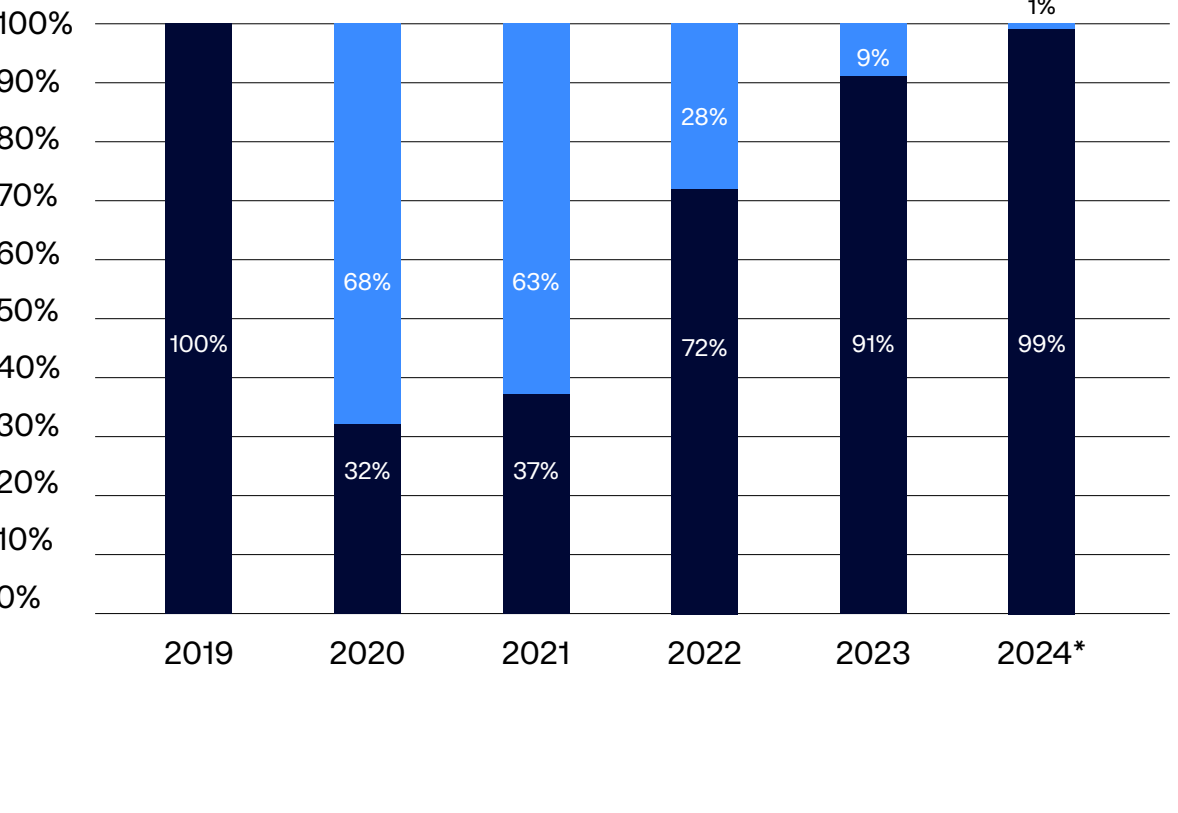
Recovery of international tourist arrivals by world region in 2024* (% of 2019 levels)



Source: World Tourism Organization (UN Tourism), Data as of May 2025

* Provisional data.

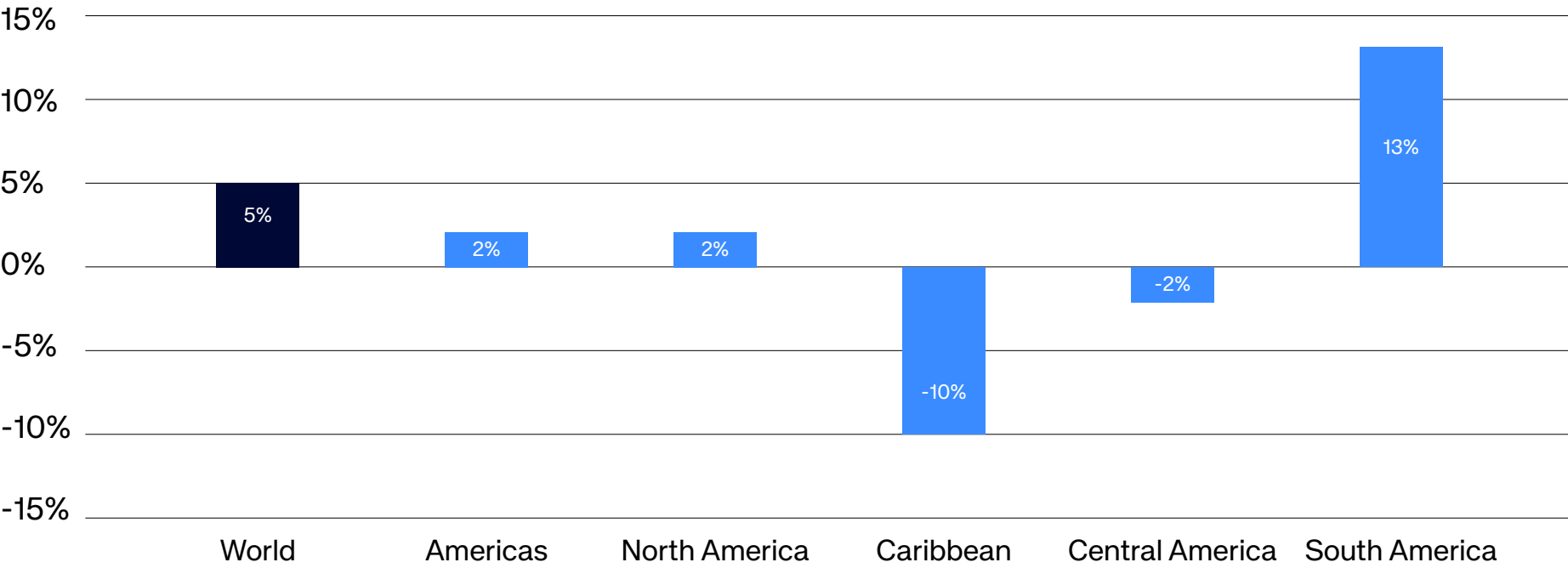
Recovery of international tourist arrivals in the Americas (% of 2019 levels)



Source: World Tourism Organization (UN Tourism)

* Data for 2024 are provisional.

International tourist arrivals in the Americas, Q1 2025* (% change over 2024)



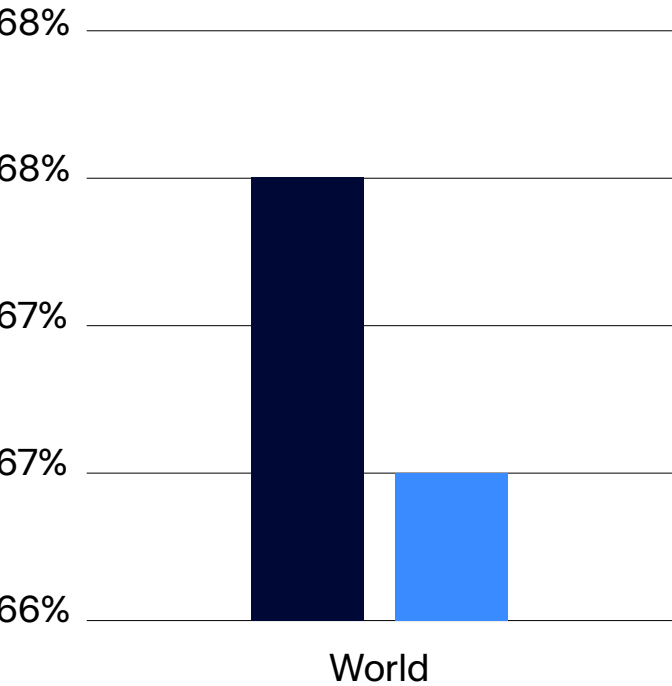
Source: World Tourism Organization (UN Tourism), Data as of May 2025

* Data are provisional.

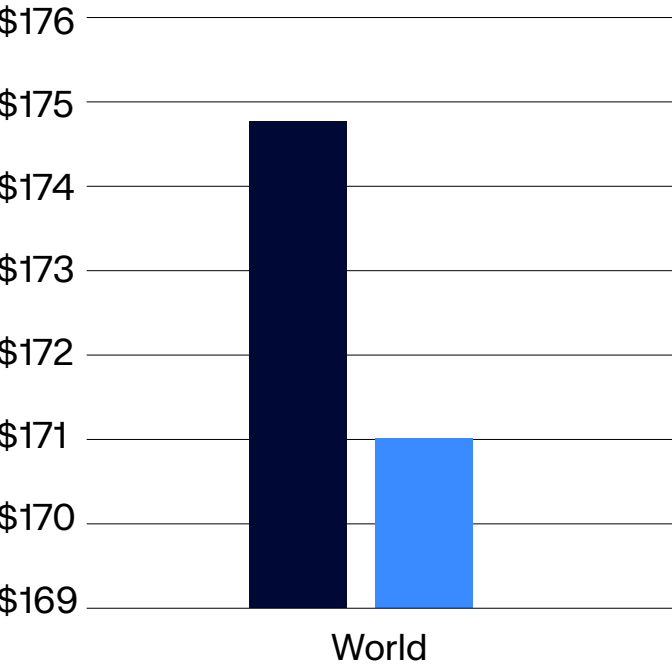


Hospitality market indicators

Occupancy evolution by year
(Average over the last 12 months in %)



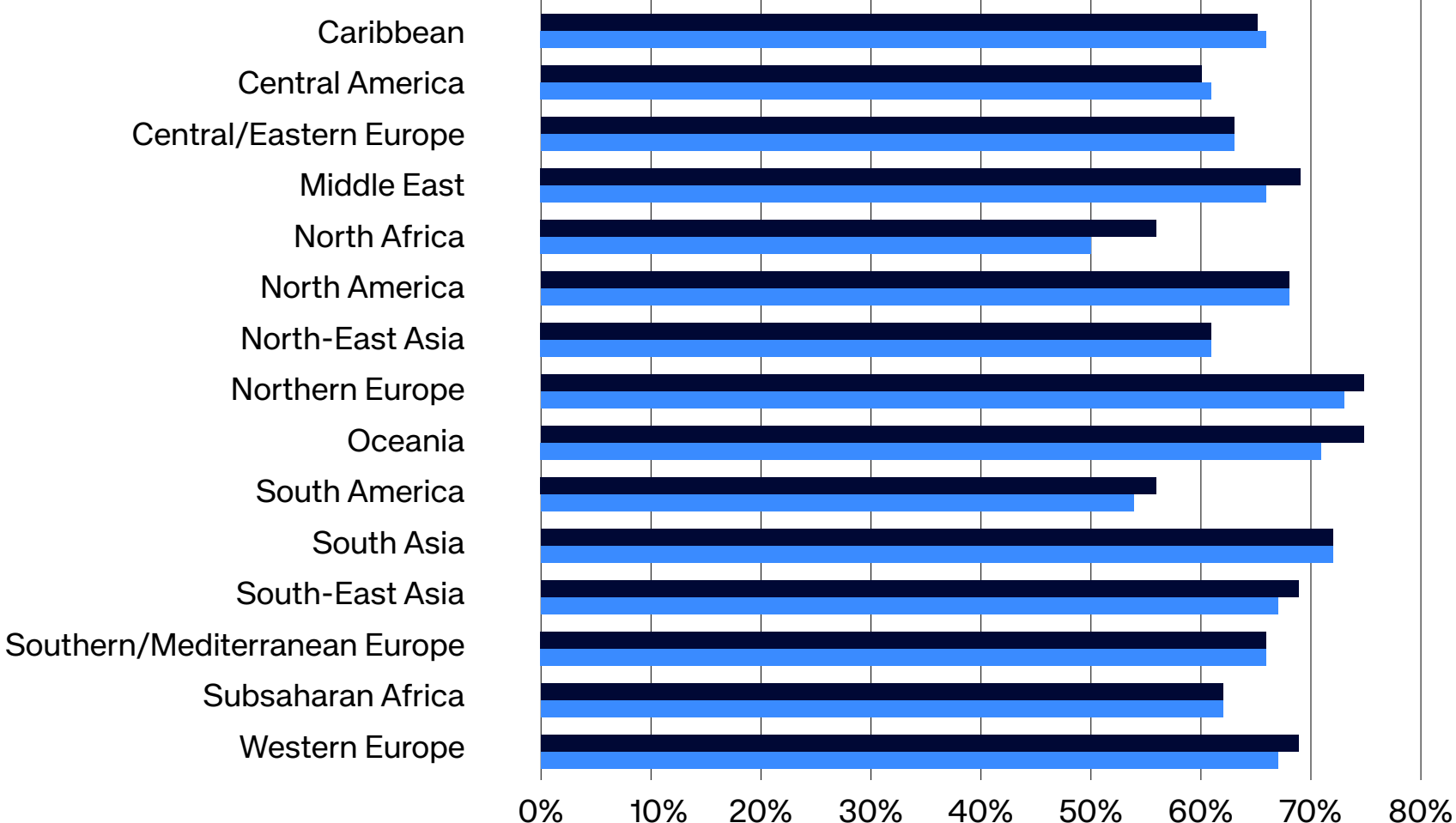
Average Daily Rate ("ADR") evolution by year
(Average over the last 12 months in USD)



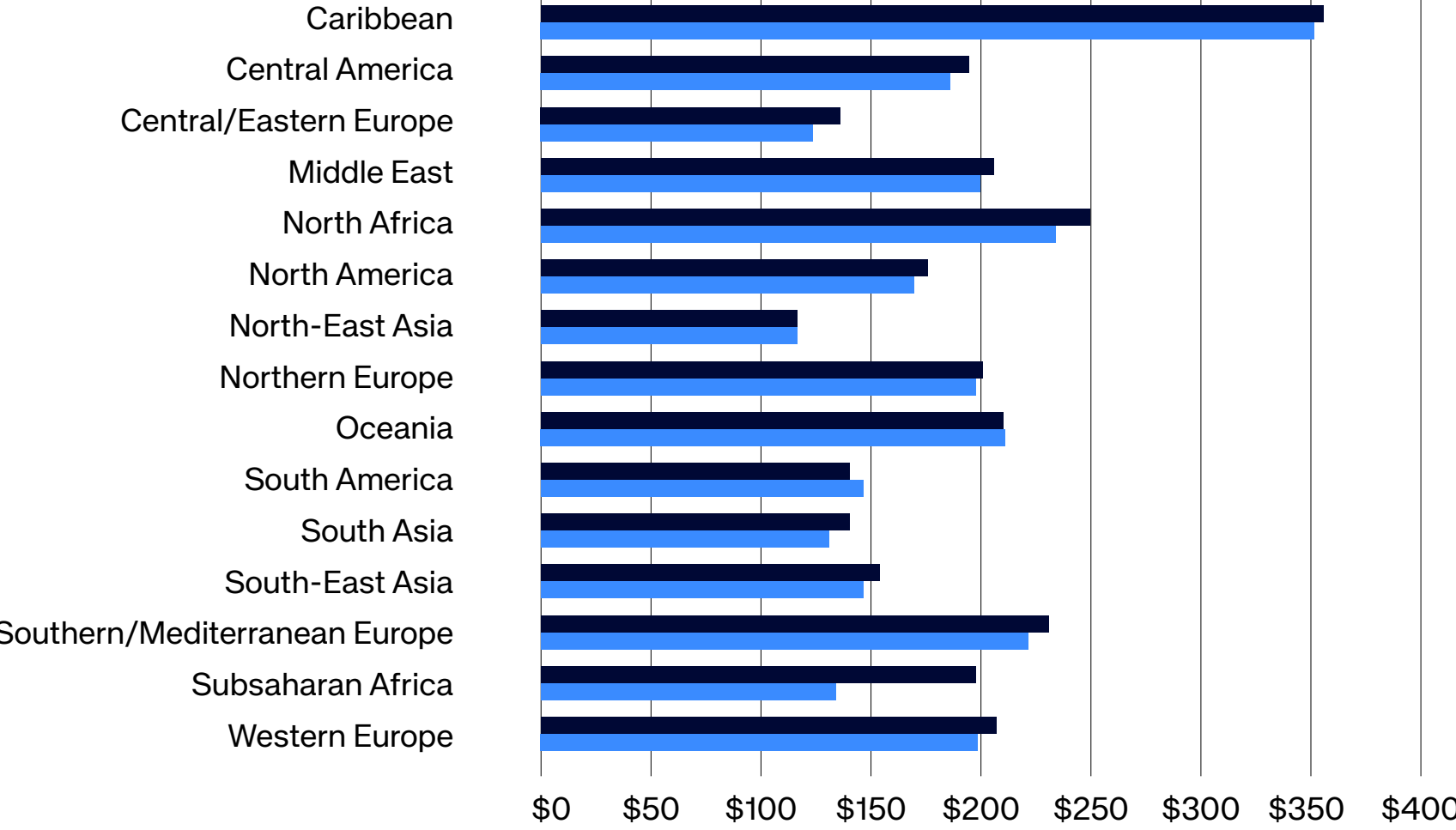
■ Jul 2024 - Jun 2025 ■ Jul 2023 - Jun 2024

Source: Navigator360™ as of Sunday, 29 June 2025

Occupancy evolution by region (year-on-year)



Average Daily Rate ("ADR") evolution by region (year-on-year)



(1) RevPAR: Revenue Per Available Room, calculated as Occupancy multiplied by Average Daily Rate





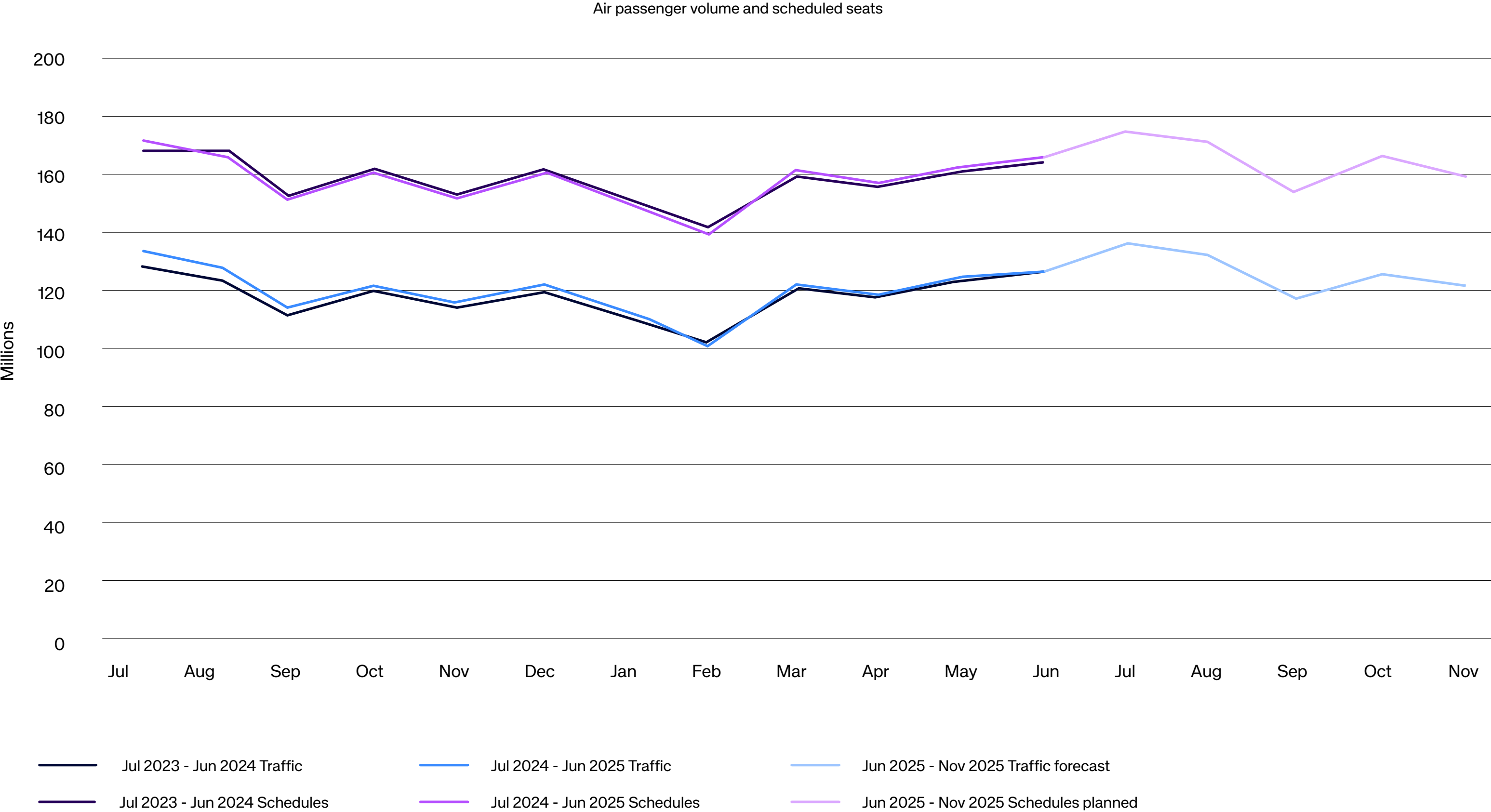
The Americas



Air travel overview



Worldwide to the Americas: Passenger traffic and capacity



Source: Navigator360™ as of Sunday, 29 June 2025

1.8%
year-on-year
growth in
passenger traffic



Passenger traffic and capacity analysis

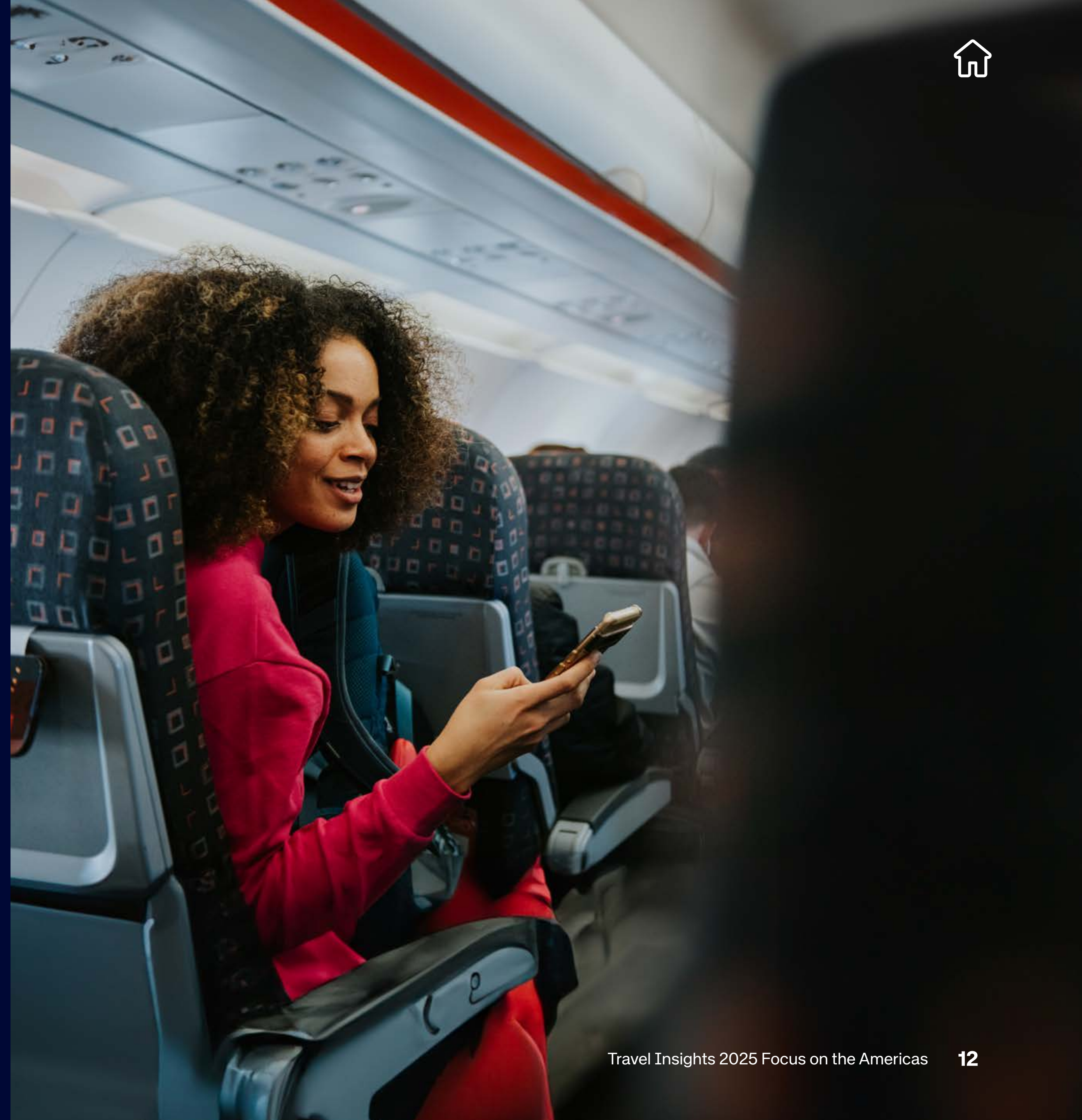
Air passenger volume to the Americas is showing a steady rebound, with 1.8% year-on-year growth in traffic - a positive indicator of increasing global travel interest in the region (July 2024 to June 2025 vs July 2023 to June 2024).

The schedule data (2024-2025) closely tracks projected traffic levels, suggesting airlines are optimising capacity to meet anticipated demand without overcommitting.

There's a visible rise in both traffic and planned schedules from January to March 2025, pointing to strong interest during shoulder and early high seasons - an opportunity for destinations to boost off-peak travel strategies.

Recommendation for DMOs:

There could be value in exploring how to better engage with high-interest markets like China and Japan. Initiatives that focus on reducing entry barriers - such as language-friendly content, cultural partnerships, or simplified booking experiences - might help turn rising curiosity into actual visits.





Where do visitors come from?

Reality vs. aspirations

Top origin markets searching for the Americas

Origin market	Jul 23 - Jun 24 ranking	Jul 24 - Jun 25 ranking
United States	1	1
Brazil	2	2
Canada	3	3
Mexico	4	4
United Kingdom	6	5
Colombia	5	6
Argentina	7	7
China	14	8
India	8	9
Germany	9	10

Top origin markets travelling to the Americas

Origin market	Jul 23 - Jun 24 ranking	Jul 24 - Jun 25 ranking
United States	1	1
Canada	2	2
Mexico	3	3
Argentina	4	4
Colombia	5	5
Brazil	6	6
United Kingdom	8	7
Chile	9	8
India	7	9
Spain	10	10

Source: Navigator360™ as of Sunday, 29 June 2025



Are travellers from these markets to the Americas already on your radar?

Top origin markets searching for the Americas with the highest growth
(among the top 30)

Origin market	Jul 24 - Jun 25 vs Jul 23 - Jun 24 ranking	YoY growth
China	1	143%
Japan	2	32%
Dominican Republic	3	30%
Argentina	4	30%
Korea (ROK)	5	30%
Chile	6	29%
United States	7	25%
Canada	8	24%
Mexico	9	24%
Hong Kong (China)	10	20%

Top origin markets travelling to the Americas with the highest growth
(among the top 30)

Origin market	Jul 24 - Jun 25 vs Jul 23 - Jun 24 ranking	YoY growth
Puerto Rico	1	9%
China	2	9%
Argentina	3	7%
Japan	4	2%
Canada	5	1%
Australia	6	0%
Peru	7	0%
Israel	8	-1%
Italy	9	-1%
United States	10	-2%

Source: Navigator360™ as of Sunday, 29 June 2025



Analysis of incoming tourists to the Americas

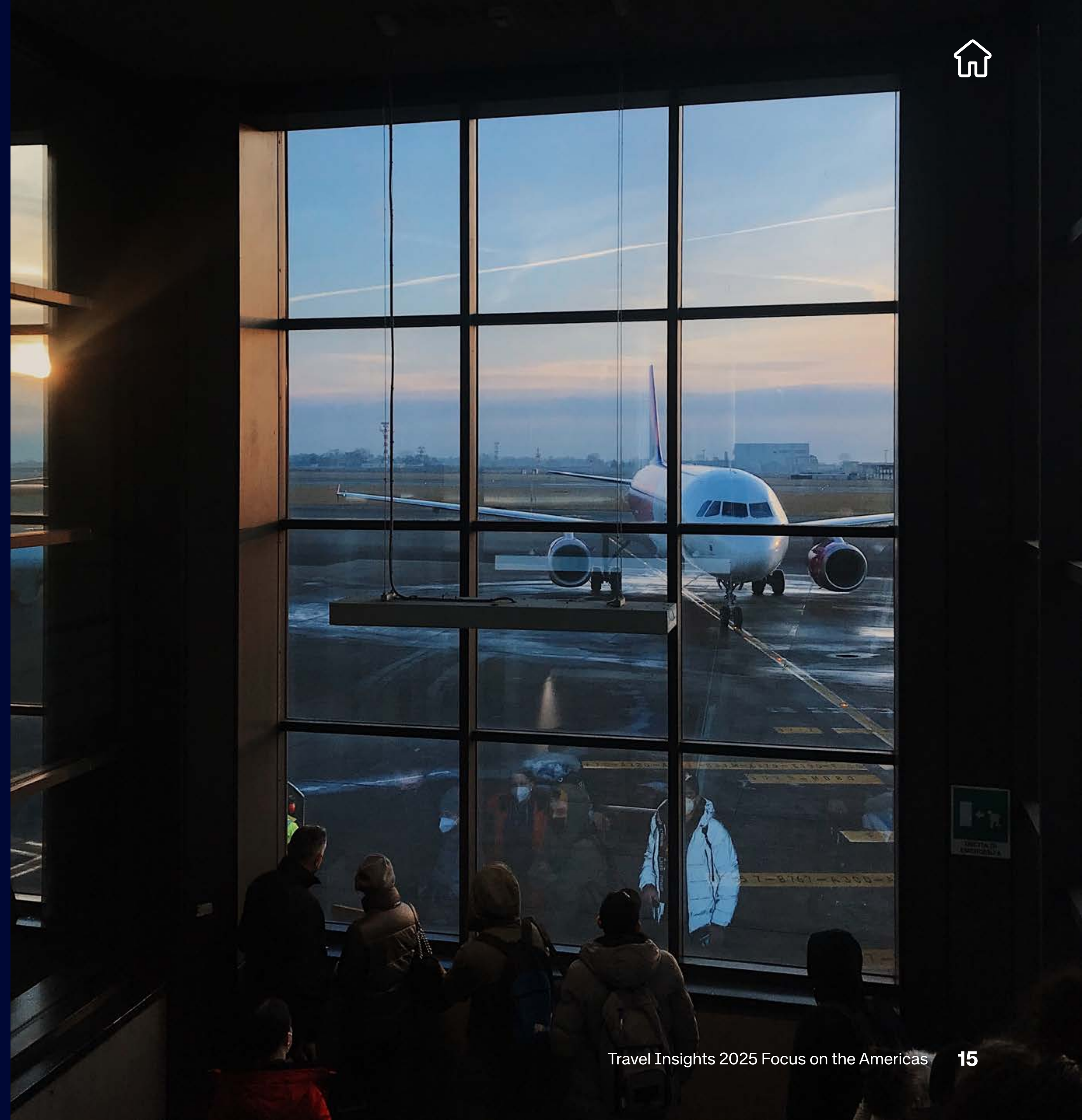
United States, Brazil, and Canada continue to be the top origin markets both in searches and actual travel to the Americas, indicating strong alignment between interest and bookings.

China stands out with a significant surge in search interest (+143% YoY), entering the top 10 for both searches and bookings - highlighting growing intent and action from this market.

Asia-Pacific markets (China, Japan, Republic of Korea, Hong Kong (China)) show notable growth in search volumes, but are still underrepresented in actual bookings, suggesting untapped potential.

Recommendation for DMOs:

Consider reinforcing marketing efforts and conversion strategies in high-growth intent markets like China and Japan, to turn rising interest into actual bookings and maximise inbound traffic potential.





Where do people from the Americas travel to?

Reality vs. aspirations

Top searched destinations in the Americas

Destination	Jul 23 - Jun 24 ranking	Jul 24 - Jun 25 ranking
United States	1	1
Brazil	2	2
Canada	3	3
Mexico	4	4
Colombia	5	5
Argentina	6	6
Dominican Republic	7	7
Peru	8	8
Chile	9	9
Puerto Rico	11	10

Top booked destinations in the Americas

Destination	Jul 23 - Jun 24 ranking	Jul 24 - Jun 25 ranking
United States	1	1
Canada	2	2
Mexico	3	3
Brazil	4	4
Colombia	5	5
Argentina	6	6
Chile	7	7
Peru	8	8
Dominican Republic	9	9
Bolivia	11	10

Source: Navigator360™ as of Sunday, 29 June 2025



Top performing destinations in the Americas

Top searched destinations with the highest growth
(among the top 30)

Destination	Jul 24 - Jun 25 vs Jul 23 - Jun 24 ranking	YoY growth
Curaçao	1	34%
Chile	2	33%
St. Maarten	3	32%
El Salvador	4	31%
Guatemala	5	25%
Aruba	6	23%
Saint Lucia	7	22%
Mexico	8	22%
Puerto Rico	9	21%
United States	10	21%

Top booked destinations with the highest growth
(among the top 30)

Destination	Jul 24 - Jun 25 vs Jul 23 - Jun 24 ranking	YoY growth
Paraguay	1	9%
Puerto Rico	2	7%
Peru	3	4%
Brazil	4	4%
Chile	5	-2%
Uruguay	6	-2%
United States	7	-2%
Dominican Republic	8	-2%
Aruba	9	-3%
Bolivia	10	-3%

Source: Navigator360™ as of Sunday, 29 June 2025



Preferred destinations in the Americas

Curaçao, Chile, and St. Maarten lead the growth in searches, with YoY increases of over 30%, yet none appear among the top 10 booked destinations. This gap suggests high interest not yet converted into actual travel.

Paraguay and Puerto Rico show the highest YoY growth in bookings (+9% and +7%, respectively), indicating increasing traction despite not being top of mind in search behaviour.

Recommendation for DMOs:

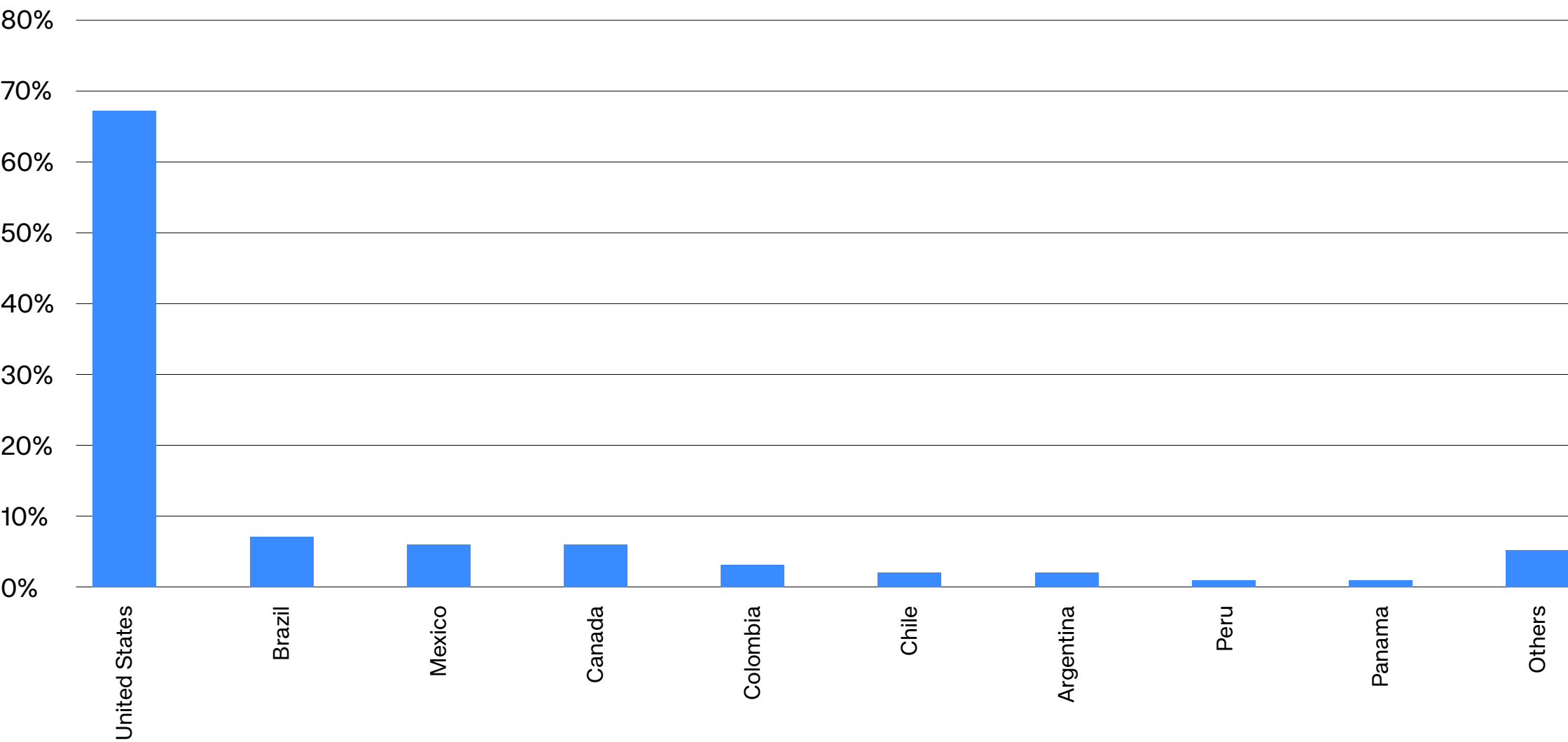
It may be worth exploring retargeting strategies or tailored offers in markets like Chile and Curaçao to bridge the gap between high search demand and actual bookings.





Share of available seats in flights to the Americas

Share of available seats by market in Jul 2024 - Jun 2025 Schedules (%)



YoY* capacity growth by sub region

UN Tourism sub region	YoY growth
South America	6%
Central America	4%
Caribbean	0%
North America	-1%

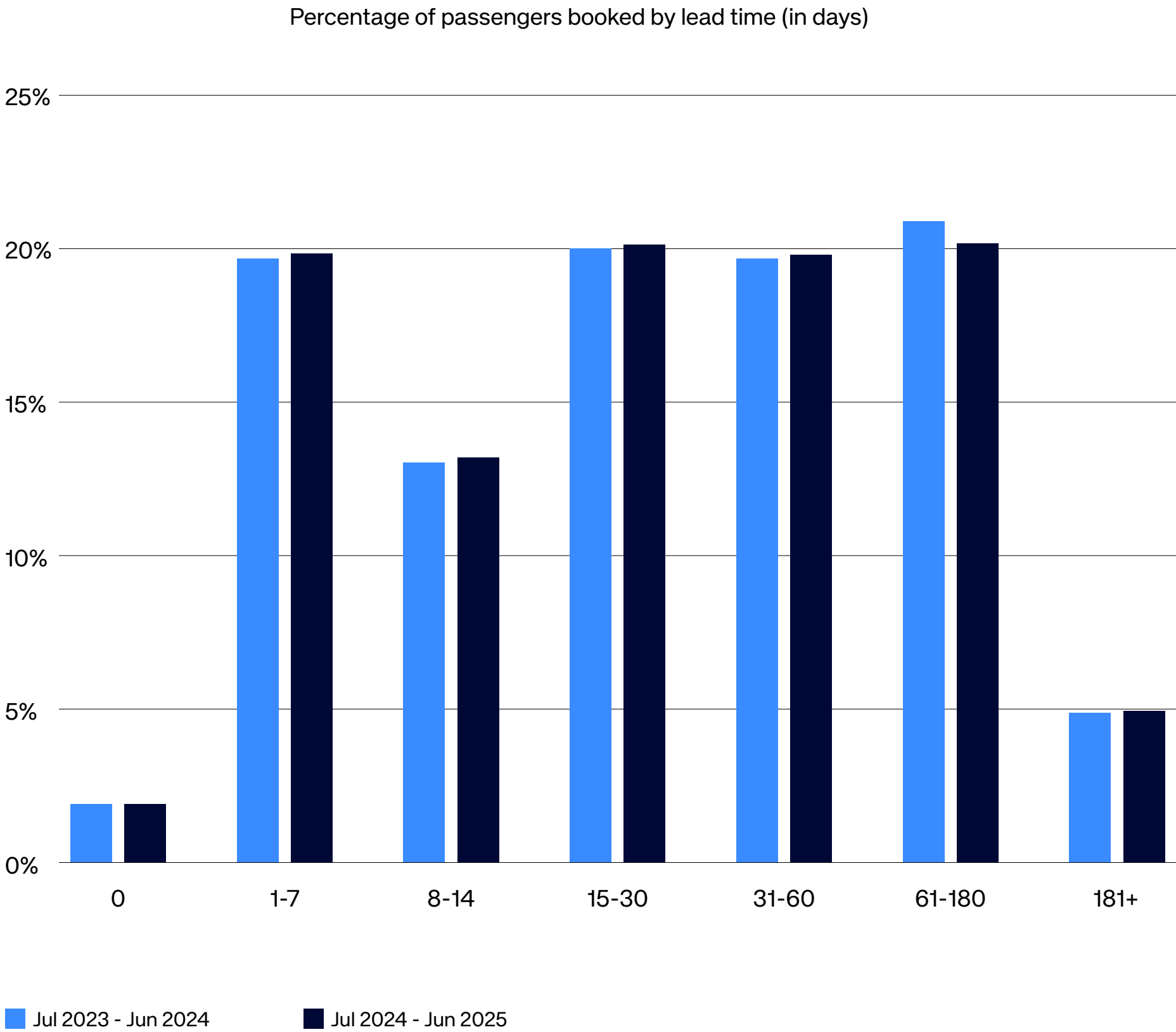
Air capacity remains highly concentrated in the United States market: United States alone accounts for the vast majority of available air seats to the Americas from July 2024 to June 2025, confirming its continued dominance in transcontinental connectivity. This high concentration emphasises the strategic importance of maintaining strong air partnerships with United States carriers.

South and Central America are driving regional growth: United States holding most of the seat share, subregions like South America (+6% YoY) and Central America (+4% YoY) are fueling growth in air capacity. These increases suggest a growing focus on diversifying access to the region and expanding connectivity to emerging hubs.

* Jul 2024 - Jun 2025 vs Jul 2023 - Jun 2024

Source: Navigator360™ as of Sunday, 29 June 2025

Air travel bookings to the Americas by lead time



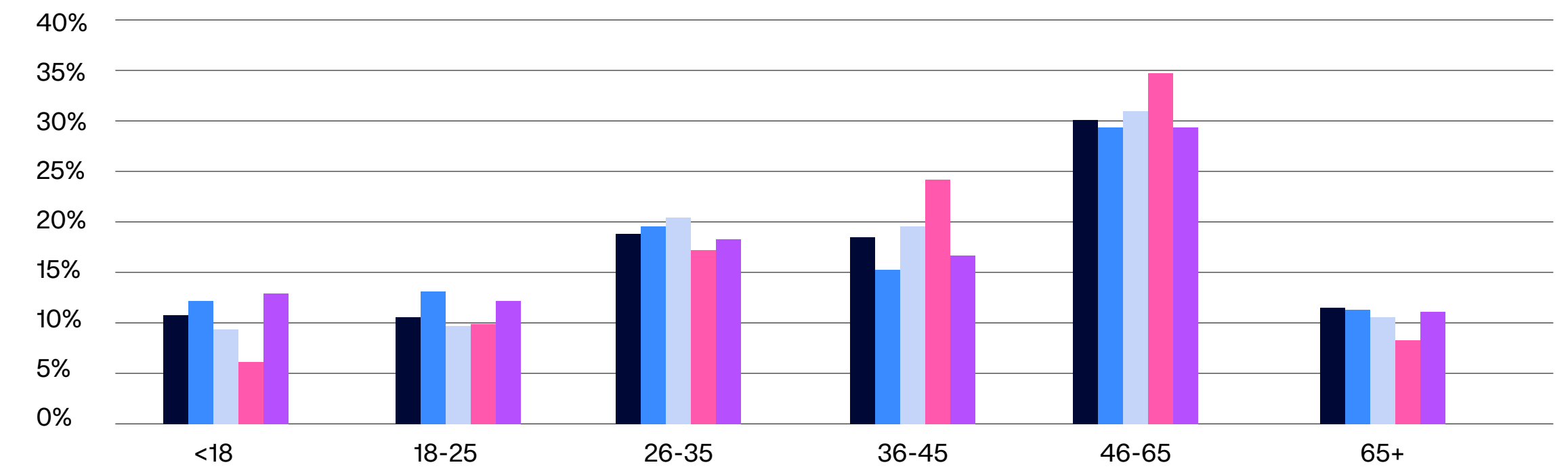
Source: Navigator360™ as of Sunday, 29 June 2025



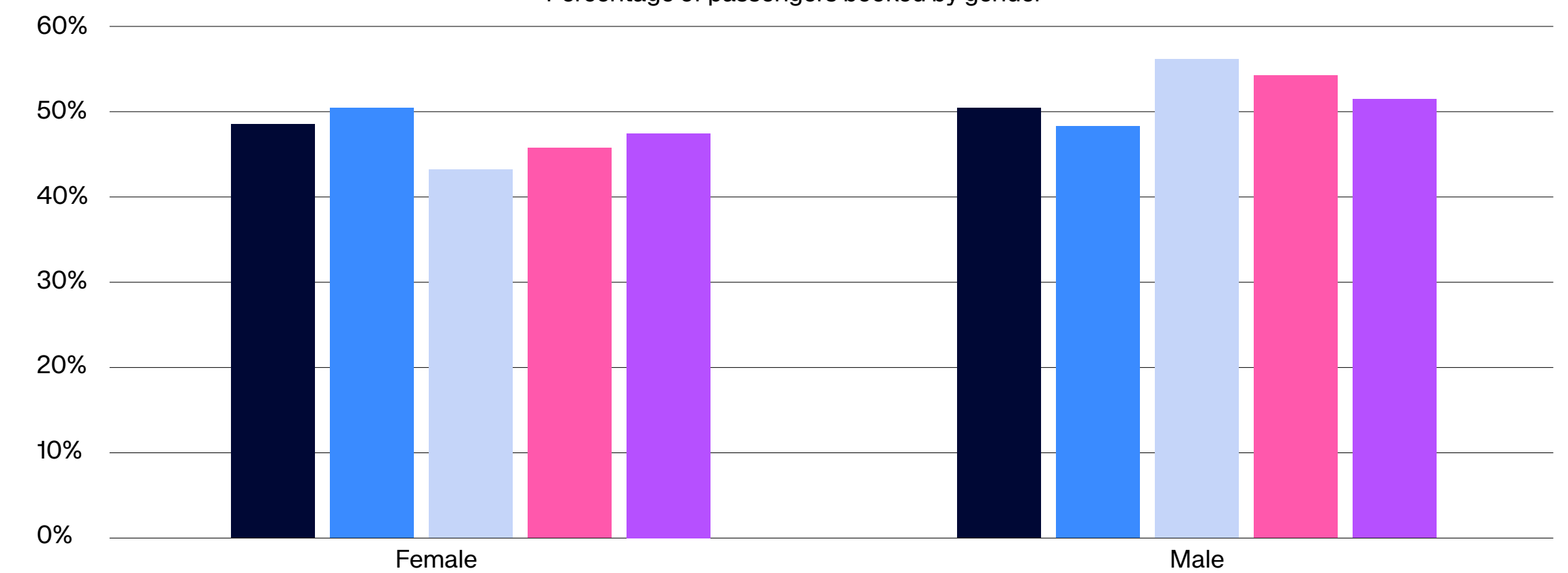


What type of travellers travel to the Americas: top destinations

Percentage of passengers booked by age category



Percentage of passengers booked by gender



Americas New York City Atlanta Dallas Chicago

Source: Navigator360™ as of Sunday, 29 June 2025

Lead time and profile analysis

The booking window remains consistent year-over-year, with the majority of passengers reserving their flights between 15 and 180 days in advance. This indicates a stable trend in travel planning behaviour across the region.

The 46-65 age group accounts for the largest share of bookings to the Americas, particularly across top destinations like Dallas and Atlanta. This highlights the travel appetite among more experienced and potentially higher-spending segments.

Across the top four destinations, the distribution of bookings by gender remains relatively balanced, suggesting marketing efforts are reaching a wide and diverse audience effectively.

Recommendation for DMOs:

Tailoring campaigns to travellers who plan ahead-especially those aged 46 and above - might help strengthen engagement and conversions, particularly in key United States cities with steady inbound traffic.



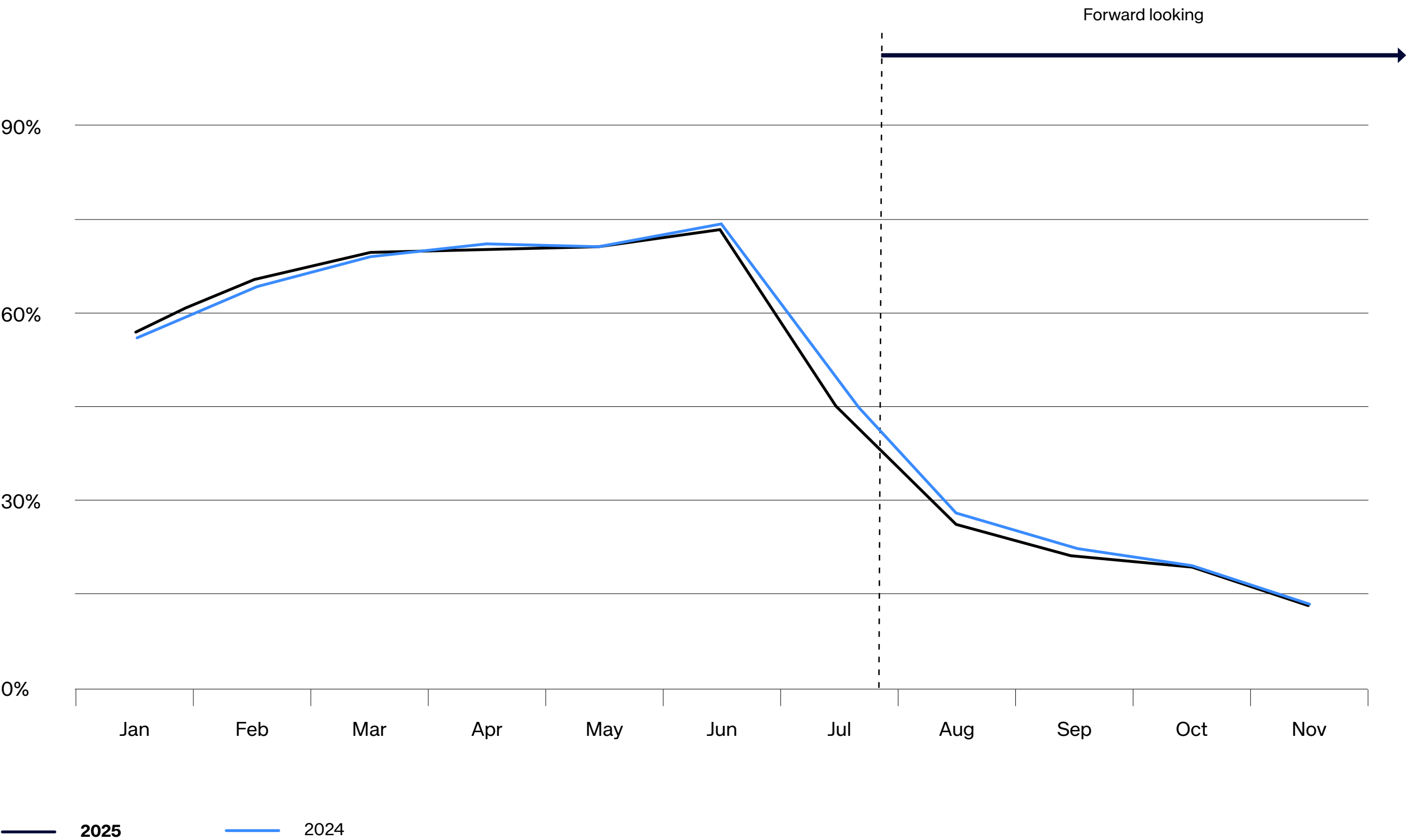


Hospitality occupancy overview



Hotel occupancy in the Americas

On-the-books by month compared to same month last year



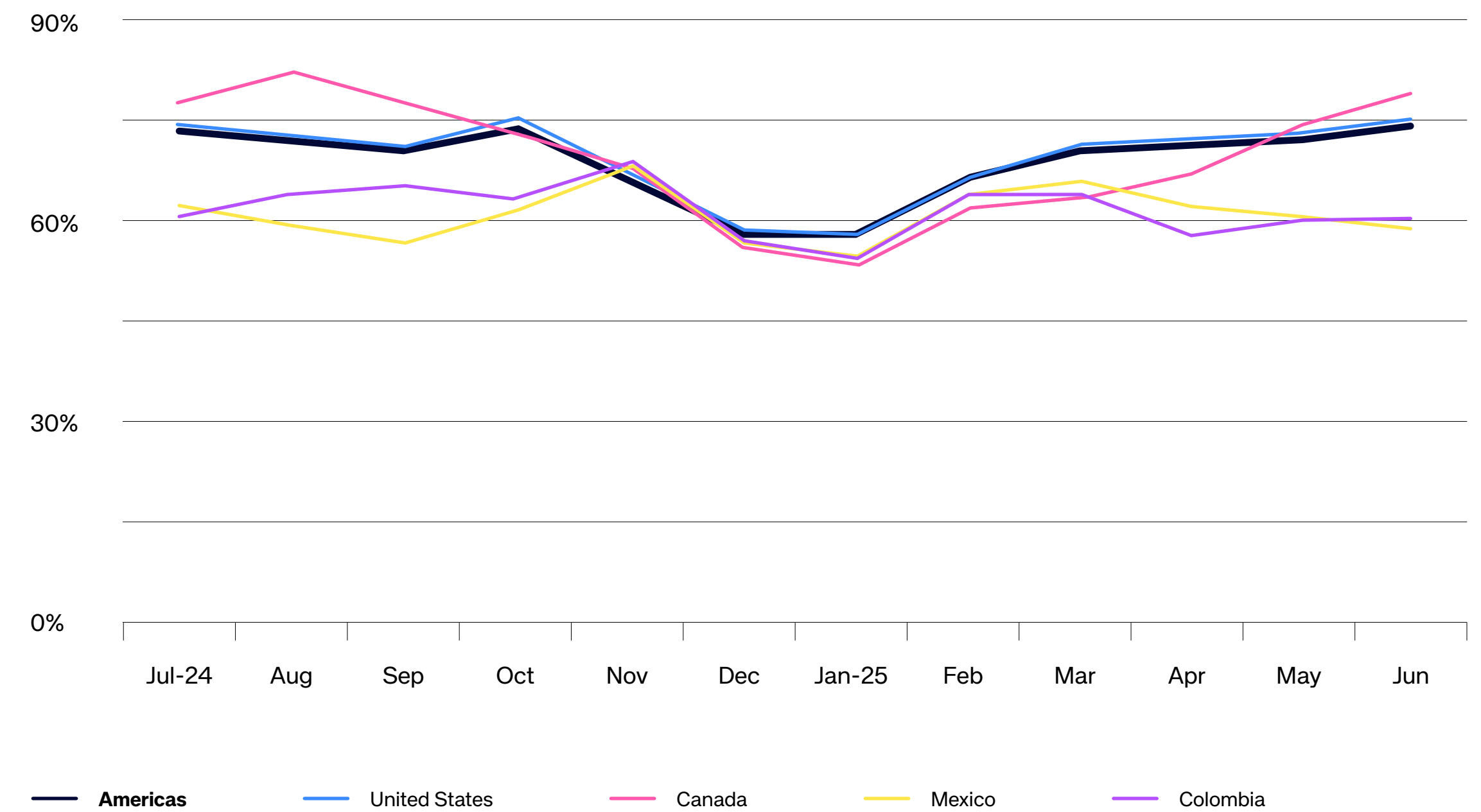
Source: Navigator360™ as of Sunday, 29 June 2025

"A drop in hotel forward looking data might be related to short booking lead time."



Hotel occupancy for the past 12 months

For the Americas and its top markets

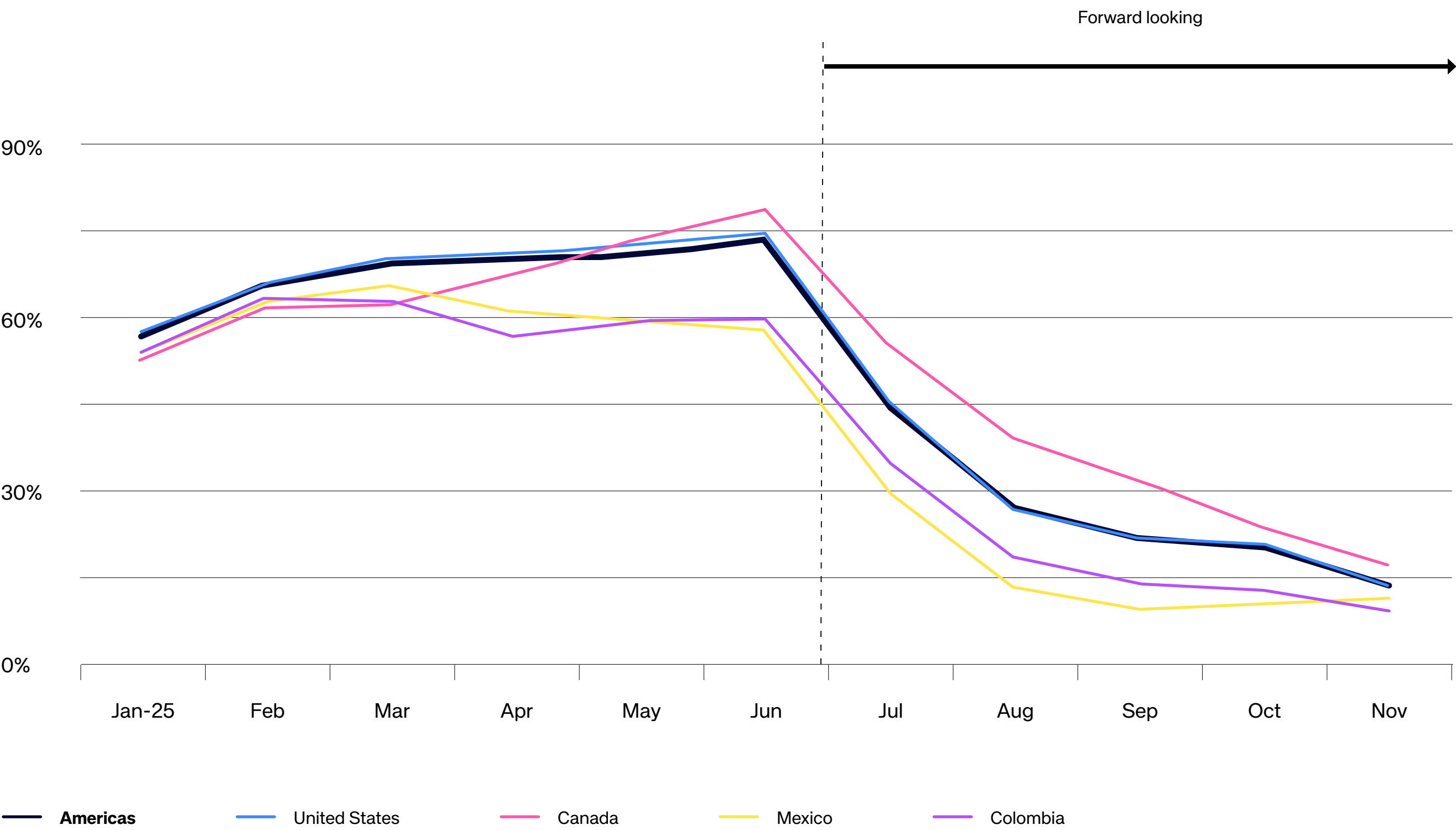


Source: Navigator360™ as of Sunday, 29 June 2025



Hotel occupancy on-the-books

For the Americas and its top markets



Source: Navigator360™ as of Sunday, 29 June 2025



Hotel occupancy analysis

Hotel occupancy across the Americas in the first half of 2025 has consistently been in line with the same period in 2024, peaking near 70% in June. This reflects strong travel demand offering a solid base for continued growth.

The United States and Canada continue to lead occupancy rates, with both markets staying above the regional average throughout most of the year.

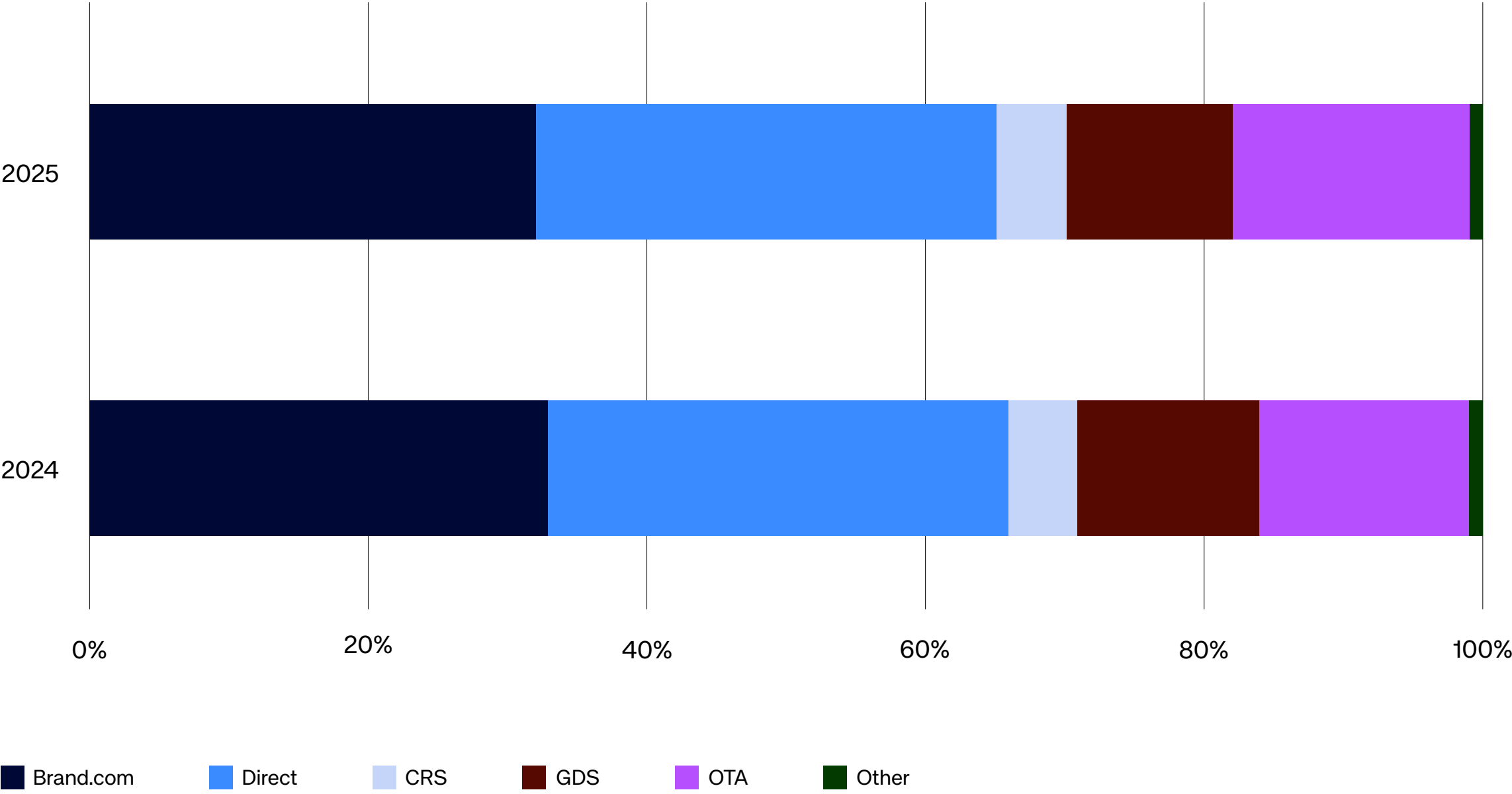
Recommendation for DMOs:

There may be value in reinforcing promotional efforts from November to February to reduce volatility during the post-summer period. Emphasising local events, nature escapes, or culturally rich experiences could help attract more travellers.



Hotel channel mix in the Americas

On-the-books distribution for Jul 2025 vs Jul 2024



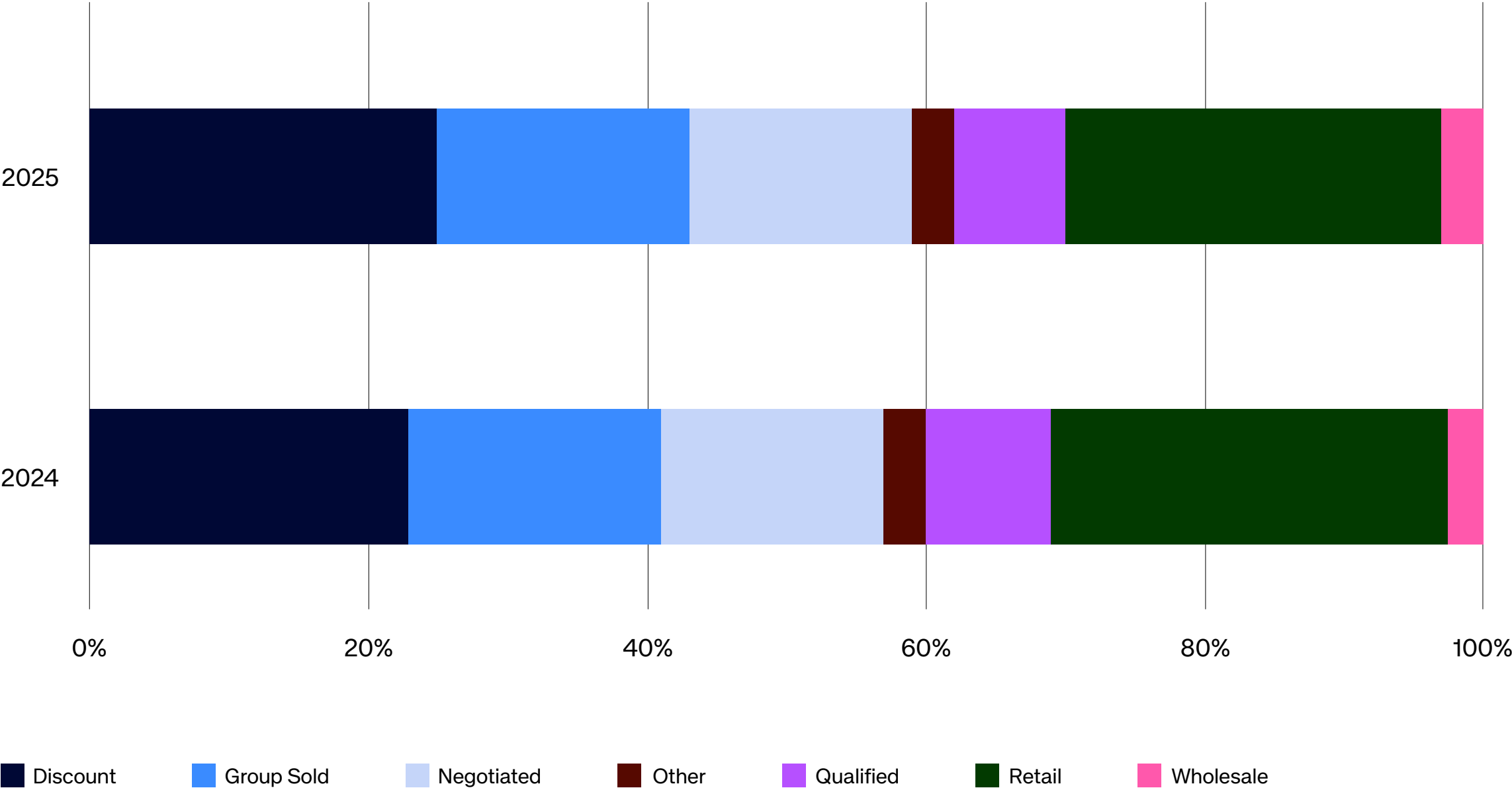
Source: Navigator360™ as of Sunday, 29 June 2025





Hotel segmentation in the Americas

On-the-books distribution for Jul 2025 vs Jul 2024



Source: Navigator360™ as of Sunday, 29 June 2025



Hotel mix and segmentation analysis

Brand.com and direct channels remain strong:

Direct and brand.com bookings continue to account for a significant share of total hotel reservations, reaffirming the value of loyalty programs and direct engagement strategies in the region.

Retail and wholesale segments remain on the top:

Retail continues to be the largest segment, but wholesale shows a slight increase in 2025, highlighting sustained demand for volume-based bookings.

Balanced channel and segment distribution supports market resilience:

The mix of channels and segments remains well-diversified across both years, which helps ensure stability for hoteliers and destinations. This balance also highlights the effectiveness of multi-channel distribution and segment targeting strategies.

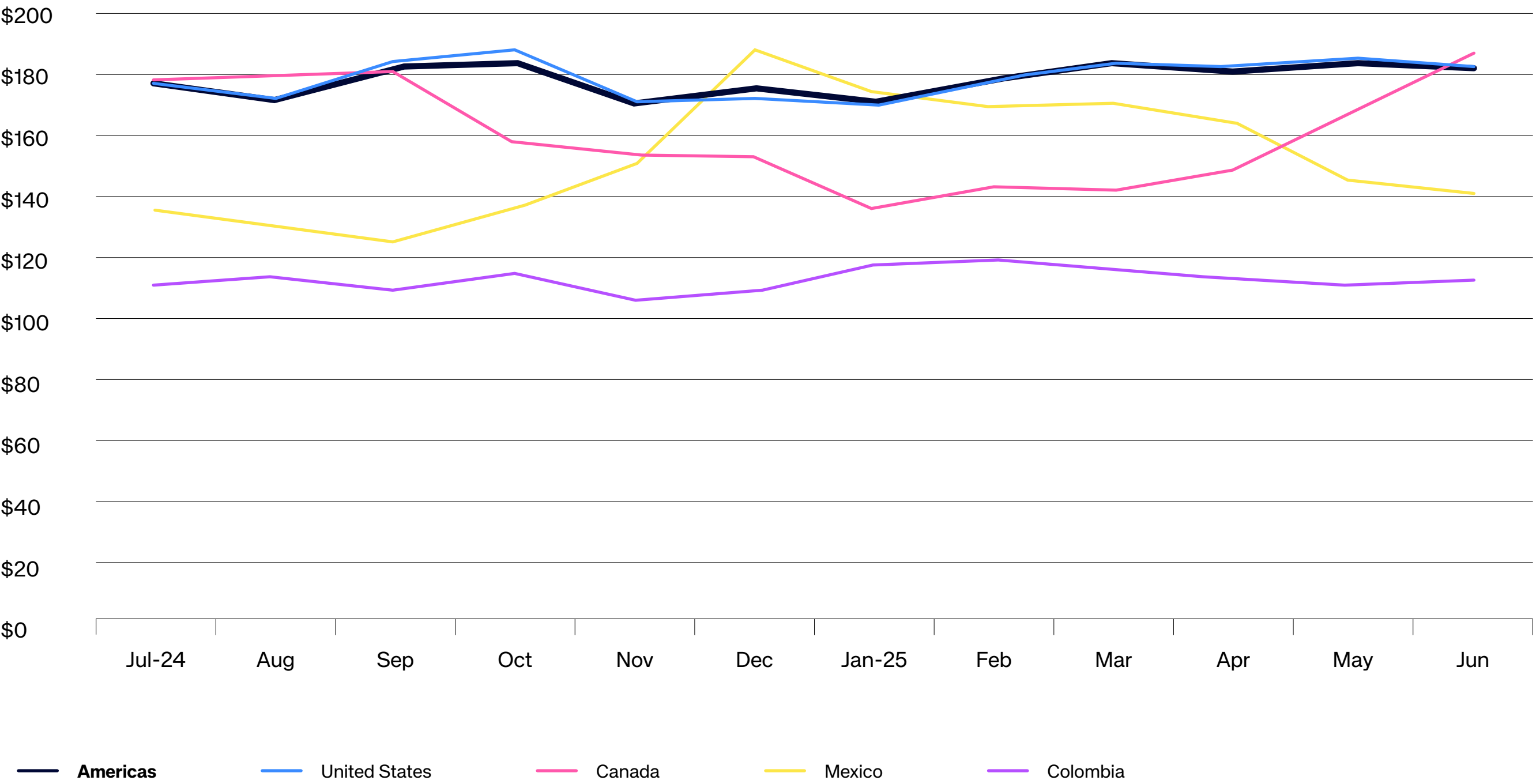
Recommendation for DMOs:

DMOs can support local hotels by amplifying direct booking campaigns and value-added offers - especially those aligned with retail and qualified segments - to attract high-intent travellers. Consider collaborating with hotel partners to promote loyalty programs, seasonal experiences, and curated stays through brand and direct channels.





Average Daily Rate (ADR) in USD



Source: Navigator360™ as of Sunday, 29 June 2025

Hotel ADR in the Americas analysis

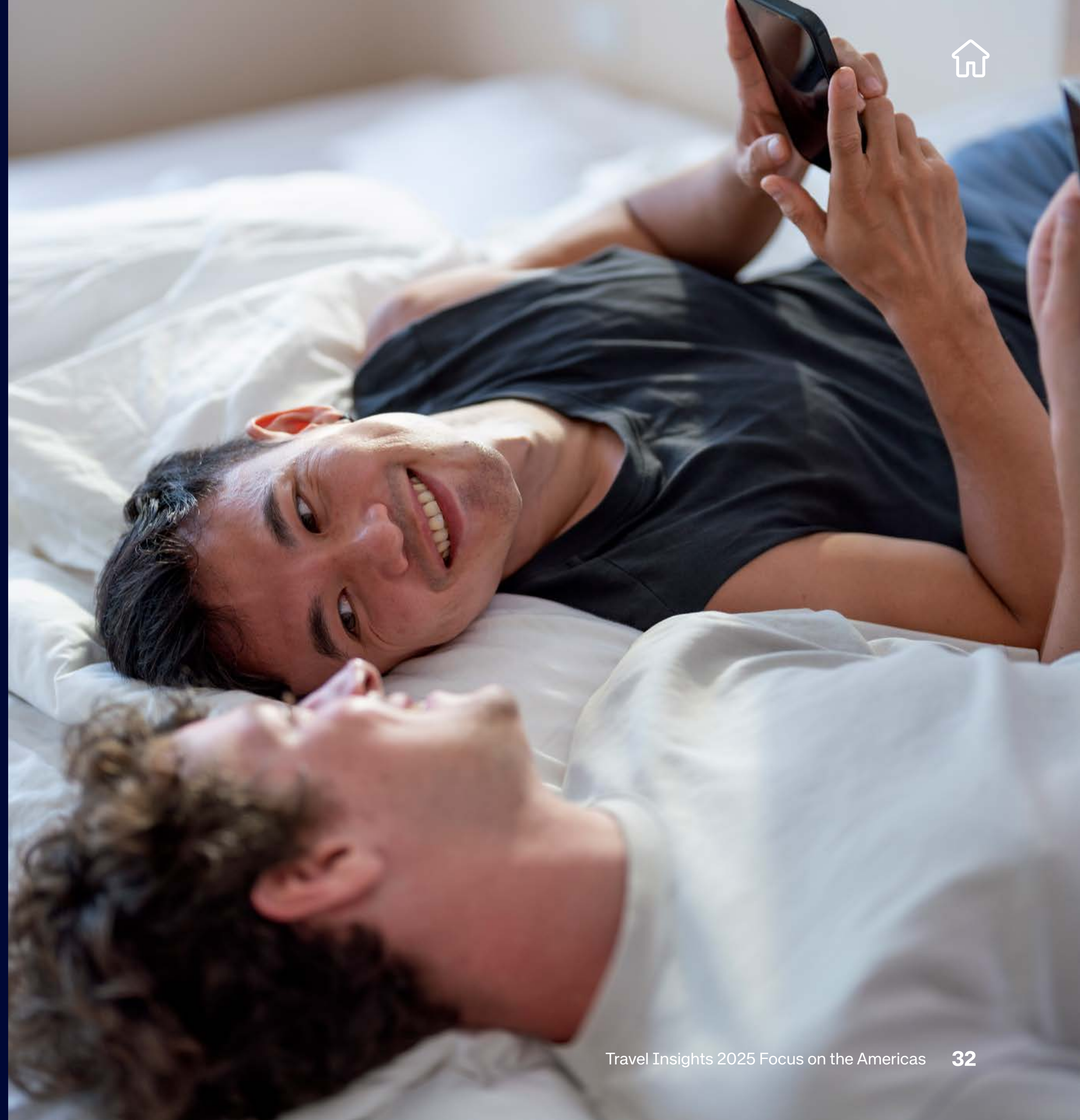
The United States maintains a consistently elevated ADR throughout the year, with rates hovering around \$170-\$180. This pattern suggests a well-established premium position, likely supported by strong demand in major business and leisure hubs.

ADR in Canada rises noticeably during peak holiday months, reflecting a balance between seasonal demand and pricing potential. The winter dip is followed by a gradual recovery, aligning with traditional planning and booking patterns.

Both Mexico and Colombia present more accessible ADR levels, remaining under \$140 across the year. This price positioning could attract value-seeking travellers or support extended stays, especially during shoulder seasons.

Recommendation for DMOs:

There may be value in leveraging rate positioning as part of destination storytelling - promoting high-quality experiences in top-tier markets and emphasising affordability or authentic local offerings in lower-ADR regions. This could support tailored campaigns aligned with each audience's expectations and travel windows.





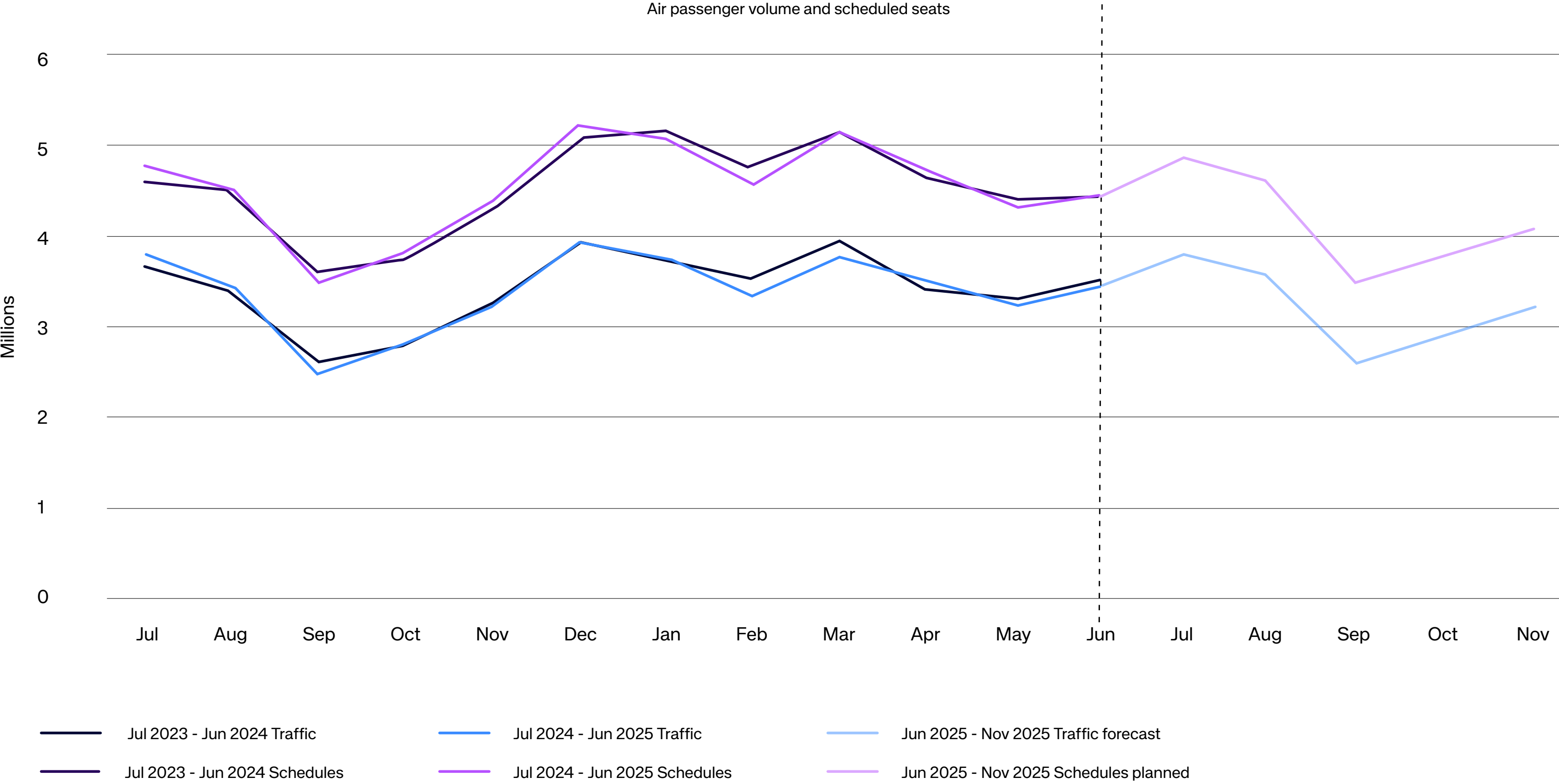
The Americas - Caribbean



Air travel overview



Worldwide to Caribbean: Passenger traffic and capacity



Source: Navigator360™ as of Sunday, 29 June 2025

-0.7%
year-on-year
growth in
passenger traffic



Passenger traffic and capacity analysis

Capacity continues to support growth potential:

Scheduled seats consistently exceed traffic, showing that airlines remain confident in the Caribbean's long-term demand and are ready to welcome more travellers.

Winter remains a strong anchor:

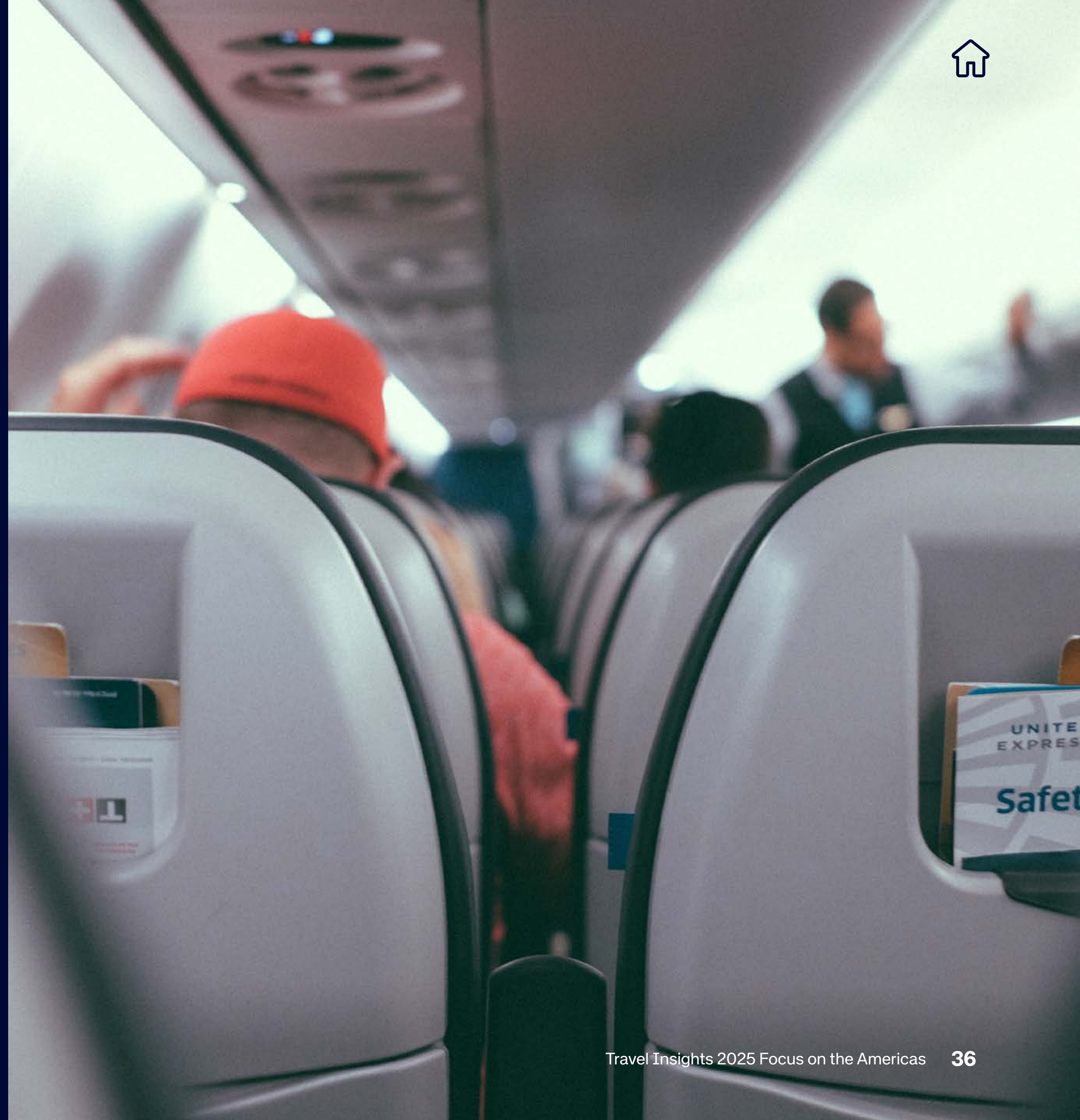
Travel to the Caribbean sees a notable peak from December to March, reinforcing its position as a leading winter destination and offering a solid foundation to build year-round tourism strategies.

Slight decline offers opportunity for smarter targeting:

The year-on-year -0.7% dip in passenger traffic is modest and opens up space to refine targeting, repositioning offerings and campaigns for continued resilience.

Recommendation for DMOs:

Exploring demand stimulation during shoulder periods through tailored messaging and partnerships may help position the Caribbean as a wellness or cultural getaway - even beyond high season - attracting new visitor profiles and supporting year-round performance.





Where do visitors come from?

Reality vs. aspirations

Top origin markets searching for the Caribbean

Origin market	Jul 23 - Jun 24 ranking	Jul 24 - Jun 25 ranking
United States	1	1
Canada	2	2
France	3	3
United Kingdom	4	4
Argentina	5	5
Brazil	7	6
Colombia	8	7
Germany	6	8
Spain	9	9
Italy	10	10

Top origin markets travelling to the Caribbean

Origin market	Jul 23 - Jun 24 ranking	Jul 24 - Jun 25 ranking
United States	1	1
France	2	2
Canada	3	3
United Kingdom	4	4
Argentina	5	5
Spain	6	6
Italy	7	7
Puerto Rico	9	8
Colombia	8	9
Germany	10	10

Source: Navigator360™ as of Sunday, 29 June 2025



Are travellers from these markets to the Caribbean already on your radar?

Top origin markets searching to the Caribbean with the highest growth (among the top 30)

Origin market	Jul 24 - Jun 25 vs Jul 23 - Jun 24 ranking	YoY growth
China	1	427%
Mexico	2	47%
Peru	3	46%
Costa Rica	4	34%
Panama	5	32%
Ecuador	6	31%
Netherlands	7	28%
Colombia	8	27%
Chile	9	26%
Brazil	10	24%

Top origin markets travelling to the Caribbean with the highest growth (among the top 30)

Origin market	Jul 24 - Jun 25 vs Jul 23 - Jun 24 ranking	YoY growth
US Virgin Islands	1	15%
Peru	2	15%
Argentina	3	15%
Puerto Rico	4	9%
US Virgin Islands	5	7%
Philippines	6	3%
Guyana	7	1%
Bahamas	8	1%
United States	9	0%
Dominican Republic	10	0%

Source: Navigator360™ as of Sunday, 29 June 2025



Who is searching and visiting Caribbean analysis

Strong interest from emerging markets:

Search volume for travel to the Caribbean has surged significantly in markets like China (+427%), Mexico (+47%), and Peru (+46%), signaling a strong aspiration to visit the region from outside its traditional source markets.

Travel growth concentrated in Latin America:

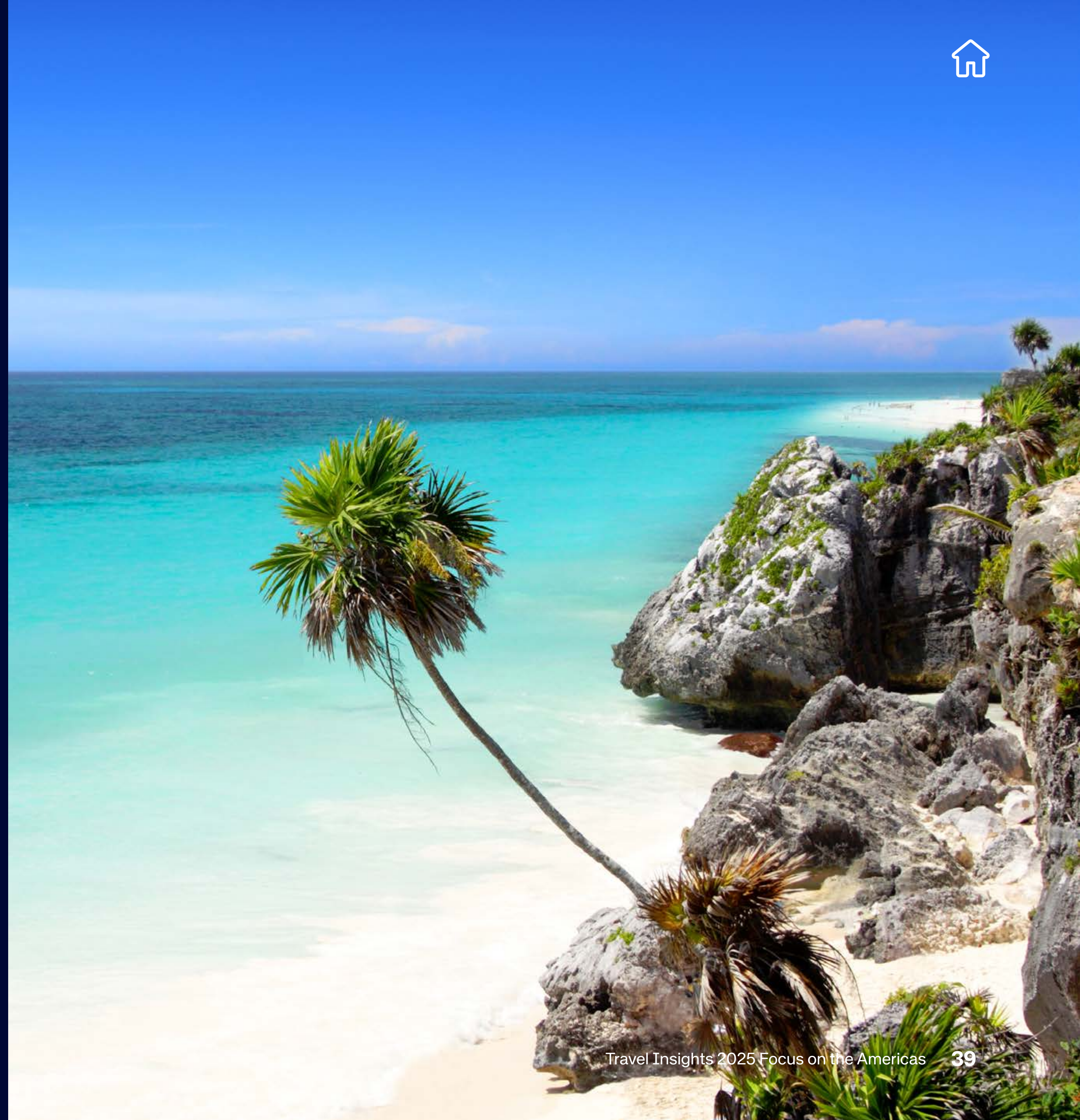
Countries such as Peru, Argentina, and Puerto Rico show the highest year-on-year growth in actual travel to the Caribbean (+15%, +15%, and +9% respectively), reflecting rising demand and greater air accessibility within the region.

Opportunity gap between search and travel:

Several markets - like China and Costa Rica - exhibit high search growth without a corresponding rise in actual visits, highlighting untapped potential. This discrepancy suggests barriers or missed conversion opportunities that could be addressed through better targeting or infrastructure.

Recommendation for DMOs:

Consider unlocking the full potential of emerging markets like China, Costa Rica, or Ecuador by narrowing the gap between search intent and bookings. Boosting visibility, partnering with airlines, or tailoring destination content to these audiences could help convert curiosity into real visits - and establish new, sustainable demand sources for the Caribbean.





Where do visitors go in the Caribbean?

Reality vs. aspirations

Top searched destinations in the Caribbean

Destination	Jul 23 - Jun 24 ranking	Jul 24 - Jun 25 ranking
Dominican Republic	1	1
Puerto Rico	2	2
Jamaica	3	3
Cuba	4	4
Aruba	6	5
Bahamas	5	6
Curaçao	9	7
US Virgin Islands	7	8
Barbados	8	9
St. Maarten	12	10

Top booked destinations in the Caribbean

Destination	Jul 23 - Jun 24 ranking	Jul 24 - Jun 25 ranking
Dominican Republic	1	1
Puerto Rico	2	2
Jamaica	3	3
Bahamas	4	4
Aruba	6	5
Cuba	5	6
Guadeloupe	7	7
Barbados	8	8
Martinique	9	9
Trinidad & Tobago	10	10

Source: Navigator360™ as of Sunday, 29 June 2025



Top performing destinations in Caribbean

Top searched destinations with the highest growth
(among the top 30)

Destination	Jul 24 - Jun 25 vs Jul 23 - Jun 24 ranking	YoY growth
Bonaire	1	35%
Curaçao	2	34%
Antigua & Barbuda	3	33%
St. Maarten	4	32%
Bermuda	5	28%
St. Kitts & Nevis	6	24%
Aruba	7	23%
Saint Lucia	8	22%
Puerto Rico	9	21%
Grenada	10	19%

Top booked destinations with the highest growth
(among the top 30)

Destination	Jul 24 - Jun 25 vs Jul 23 - Jun 24 ranking	YoY growth
St. Vincent & Gren.	1	18%
St. Kitts & Nevis	2	18%
Puerto Rico	3	7%
US Virgin Islands	4	7%
Haiti	5	6%
Antigua & Barbuda	6	5%
Curaçao	7	2%
St. Maarten	8	1%
Anguilla	9	0%
US Virgin Islands	10	-1%

Source: Navigator360™ as of Sunday, 29 June 2025



Where are visitors going in the Caribbean

Interest remains steady in high-performing hubs:

The Dominican Republic and Puerto Rico continue to lead both in searches and bookings, maintaining their position as top Caribbean destinations. This reflects their strong brand appeal and air connectivity, supported by consistent traveller intent.

Conversion gaps reveal room for growth:

While destinations like Jamaica, Bahamas, and Cuba remain highly searched, their booking volumes show a slight decline YoY. This discrepancy could suggest opportunities to enhance conversion through targeted promotions or reassurances around travel logistics.

Destinations like Guadeloupe, Martinique, and Trinidad & Tobago are sustaining notable booking volumes, indicating that secondary markets are holding travellers' attention and could benefit from visibility and connectivity strategies.

Recommendation for DMOs:

Destinations could spotlight emerging markets in marketing campaigns while continuing to nurture high-performing hubs by developing seamless air and hotel packages or experiences for the rising stars (e.g. Bonaire, Antigua & Barbuda) may convert curiosity into bookings, balancing the region's tourism footprint.





Where do visitors go?

Reality vs. aspirations

Top searched destinations in Caribbean

Destination	Jul 23 - Jun 24 ranking	Jul 24 - Jun 25 ranking
Punta Cana (DO)	1	1
San Juan (PR)	2	2
Santo Domingo (DO)	3	3
Montego Bay (JM)	4	4
Aruba (AW)	6	5
Havana (CU)	5	6
Nassau (BS)	7	7
Curaçao (CW)	9	8
Kingston (JM)	11	9
Bridgetown (BB)	8	10

Top booked destinations in Caribbean

Destination	Jul 23 - Jun 24 ranking	Jul 24 - Jun 25 ranking
Punta Cana (DO)	1	1
San Juan (PR)	2	2
Montego Bay (JM)	3	3
Santo Domingo (DO)	4	4
Nassau (BS)	5	5
Aruba (AW)	6	6
Havana (CU)	7	7
Pointe-A-Pitre (GP)	8	8
Bridgetown (BB)	9	9
Fort-De-France (MQ)	10	10

Source: Navigator360™ as of Sunday, 29 June 2025





Top performing destinations in the Caribbean

Top searched destinations with the highest growth
(among the top 30)

Destination	Jul 24 - Jun 25 vs Jul 23 - Jun 24 ranking	YoY growth
Bonaire Island (BQ)	1	38%
Curaçao (CW)	2	34%
Antigua Island (AG)	3	33%
St. Maarten (SX)	4	32%
Santiago de los Caballeros (DO)	5	29%
Bermuda (BM)	6	28%
Kingston (JM)	7	27%
Saint Kitts (KN)	8	26%
San Juan (PR)	9	25%
Aruba (AW)	10	23%

Top booked destinations with the highest growth
(among the top 30)

Destination	Jul 24 - Jun 25 vs Jul 23 - Jun 24 ranking	YoY growth
St. Vincent & Gren (VC)	1	18%
St. Kitts & Nevis (KN)	2	18%
Saint Croix (VI)	3	14%
San Juan (PR)	4	9%
Tortola (VG)	5	7%
Santiago de los Caballeros (DO)	6	6%
Antigua (AG)	7	5%
Kingston (JM)	8	3%
Country Of Curaçao (CW)	9	2%
Freeport (BS)	10	1%

Source: Navigator360™ as of Sunday, 29 June 2025

Where are visitors going in the Caribbean?

Top searched destinations remain stable:

Punta Cana and San Juan continue to lead in search interest and confirmed bookings, reinforcing their consistent appeal as well-established travel favorites.

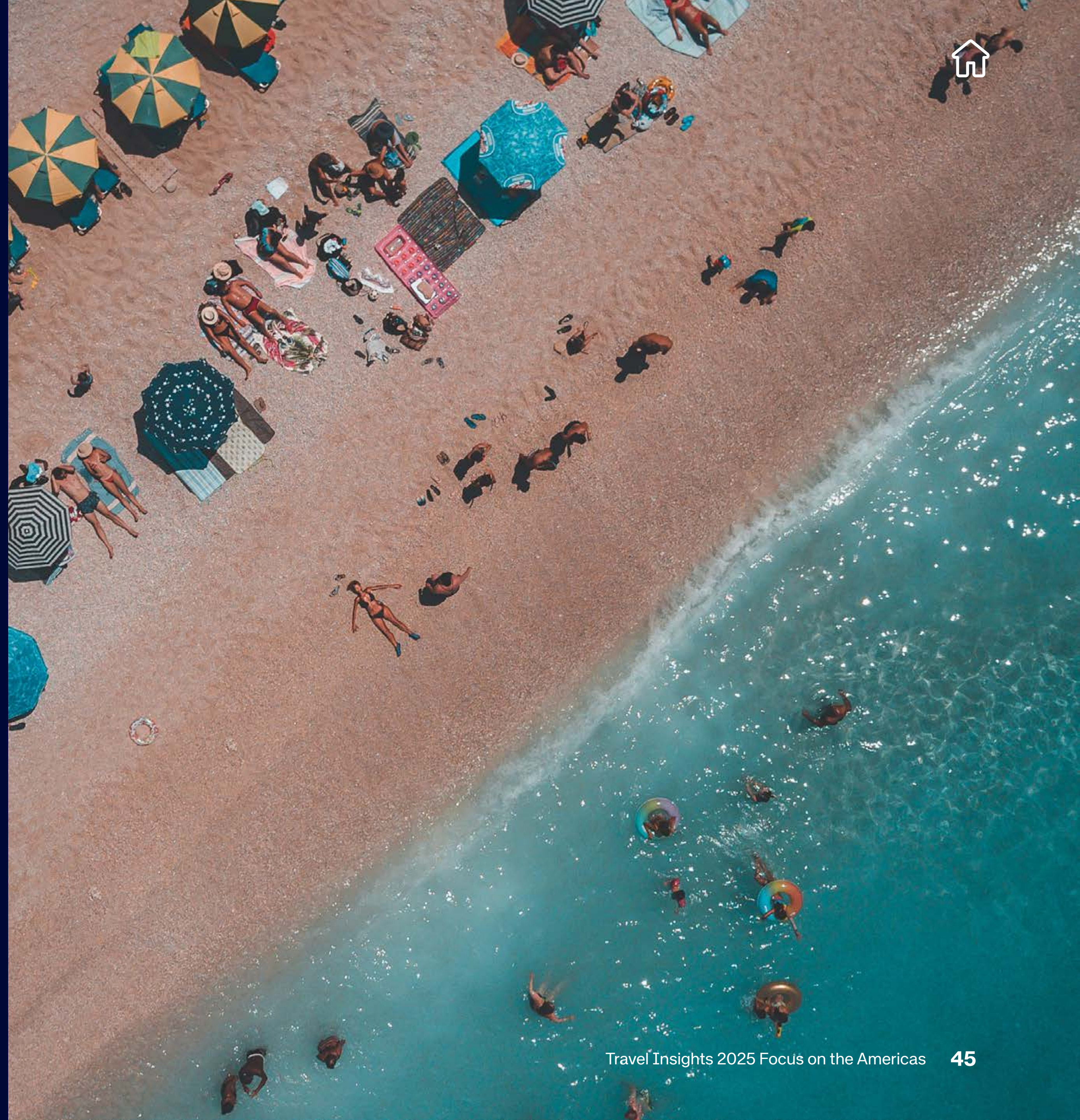
Destinations like Bonaire, Curaçao, and Antigua have seen significant year-on-year increases in search volume, indicating growing curiosity for lesser-known Caribbean gems. This signals an opportunity to elevate these emerging destinations in future campaigns.

Booking growth highlights shifting preferences:

St. Vincent, St. Kitts, and St. Croix show the highest year-on-year growth in bookings among the top 30 destinations, suggesting travellers are becoming more open to exploring new locations across the region.

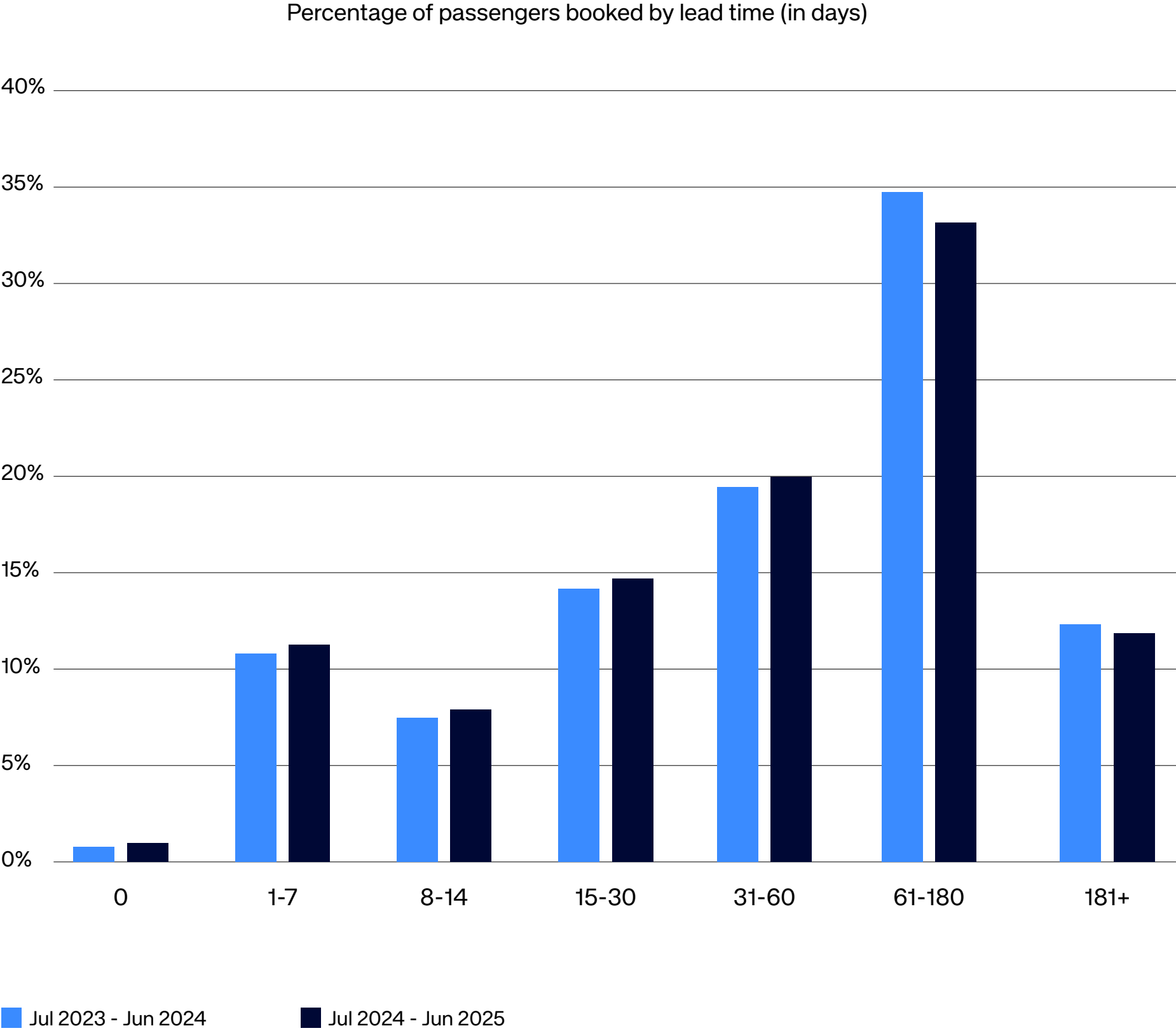
Recommendation for DMOs:

There may be value in spotlighting rising destinations through collaborative campaigns that blend inspiration and booking intent. Emphasising distinctive local features—from culture and nature to wellness and gastronomy—could help elevate visibility while guiding demand beyond the most visited locations.





Air travel bookings to the Caribbean by lead time

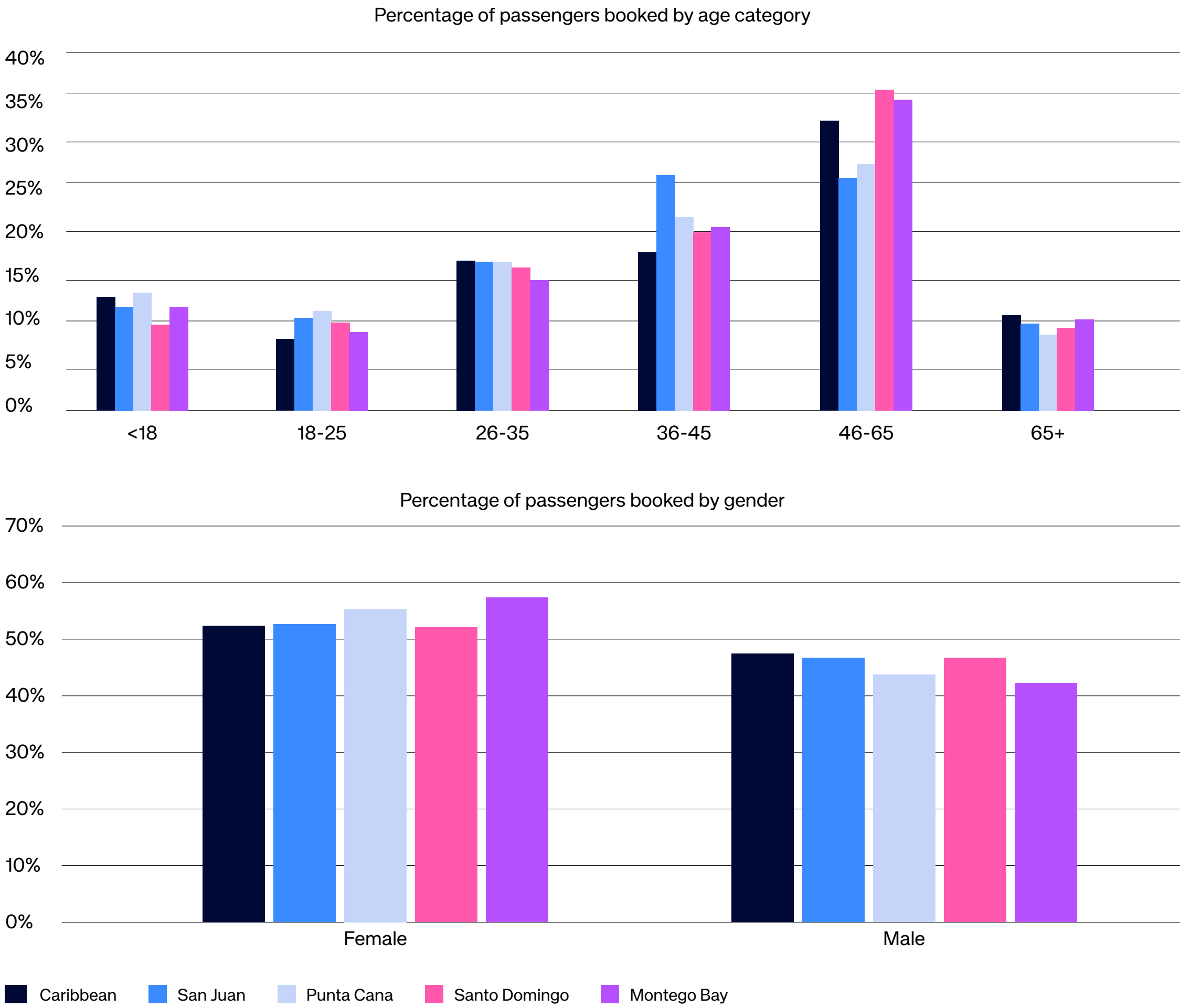


Source: Navigator360™ as of Sunday, 29 June 2025





What type of travellers visit the Caribbean: top 4 destinations



Source: Navigator360™ as of Sunday, 29 June 2025



Lead time and profile analysis

Early planning remains usual in the Caribbean:

The largest share of air bookings continues to occur 61-180 days in advance, indicating strong traveller intent and planning behaviour. This trend has held steady YoY, with 181+ day bookings also remaining stable - suggesting confidence in long-haul trips and increasing organisation for complex itineraries.

Booking patterns reflect a balanced travel mix:

While advance planning is still the norm, shorter windows (15-30 days and 31-60 days) also show meaningful engagement. This spread suggests that travellers are mixing spontaneous and planned trips, potentially aligning with regional events or seasonal offers.

The Caribbean attracts a wide range of age groups:

Travellers aged 46-65 account for the largest booking share, followed by the 36-45 and 26-35 groups. This broad spectrum highlights the Caribbean's appeal to both established and emerging traveller segments, across leisure and multigenerational travel purposes.

Recommendation for DMOs:

Consider tailoring campaigns around the 3-6 month lead time to match dominant planning behaviours. Highlight experiences for multigenerational and diverse-age travel groups, and ensure messaging remains inclusive to support continued growth across traveller profiles.





177 new routes in the Caribbean

Top new international routes (based on seat capacity)

Origin market	New routes
United States	44
Dominican Republic	5
Guyana	5
Jamaica	5
St. Kitts & Nevis	5
Trinidad & Tobago	5
Antigua & Barbuda	4
Canada	4
Italy	4

New routes	Origin market	Destination market
CUN-PUJ	Mexico	Dominican Republic
SJU-POS	Puerto Rico	Trinidad & Tobago
POS-SJU	Trinidad & Tobago	Puerto Rico
ATL-BGI	United States	Barbados
HPN-SJU	United States	Puerto Rico
MEX-PUJ	Mexico	Dominican Republic
ATL-POP	United States	Dominican Republic
COR-PUJ	Argentina	Dominican Republic

Source: Navigator360™ as of Sunday, 29 June 2025





New routes analysis

Strong United States connectivity:

With 44 new routes introduced, the United States leads by far in expanding air connectivity to the Caribbean, reinforcing its position as the region's top origin market.

New international connections like POS-SJU and BGI-SJU highlight Puerto Rico's growing relevance as a regional connector between Caribbean islands and North/South America.

Dominican Republic keeps growing as a destination:

The Dominican Republic appears as the destination in over 30% of the top new international routes by seat capacity, confirming its continued appeal for both travellers and airlines.

Recommendation for DMOs:

Caribbean destinations could leverage the momentum from newly added routes to activate geo-targeted campaigns in key source markets like the United States, Mexico, and Argentina, encouraging first-time and repeat visits.

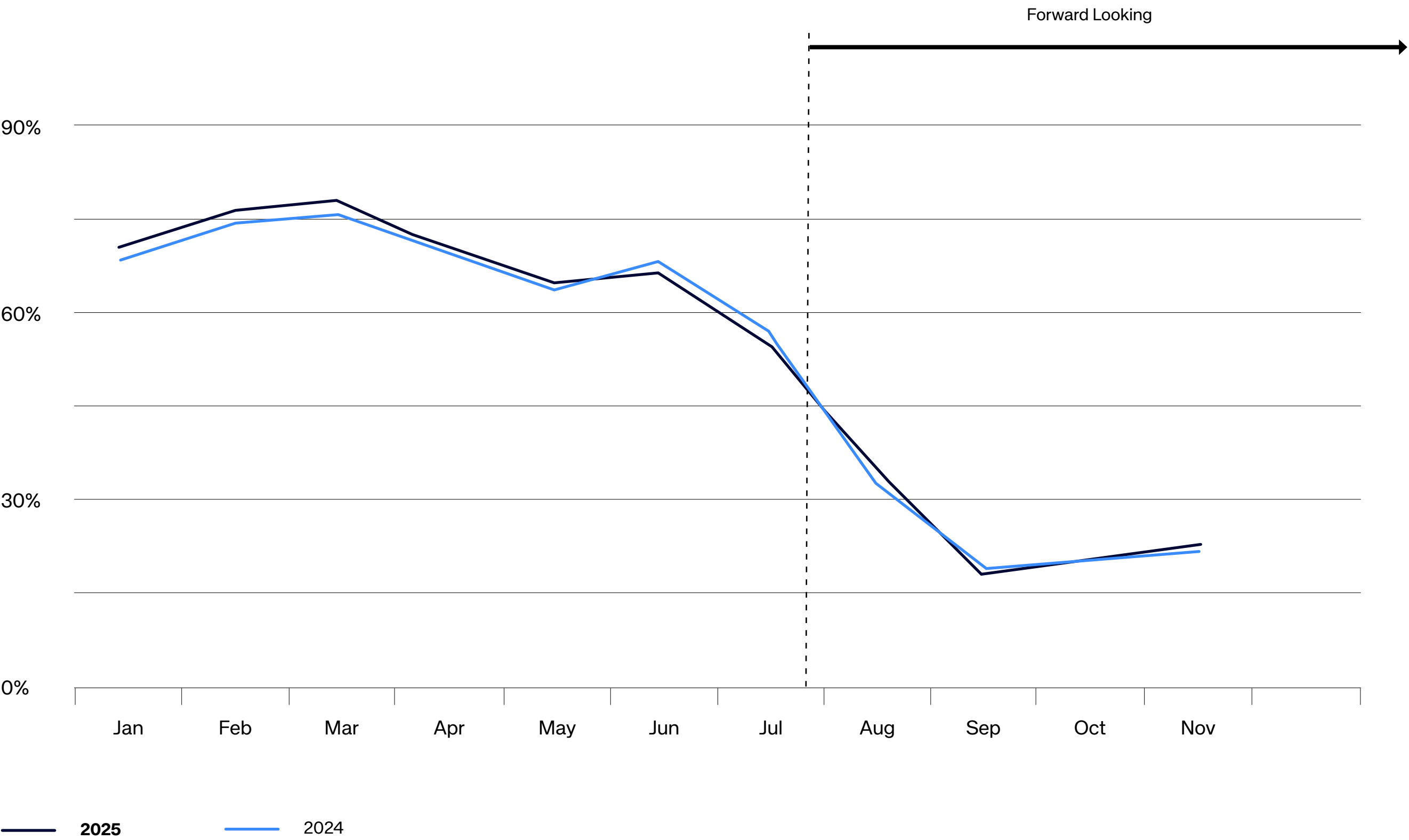


Hospitality occupancy overview



Hotel occupancy in the Caribbean

On-the-books by month compared to same month last year



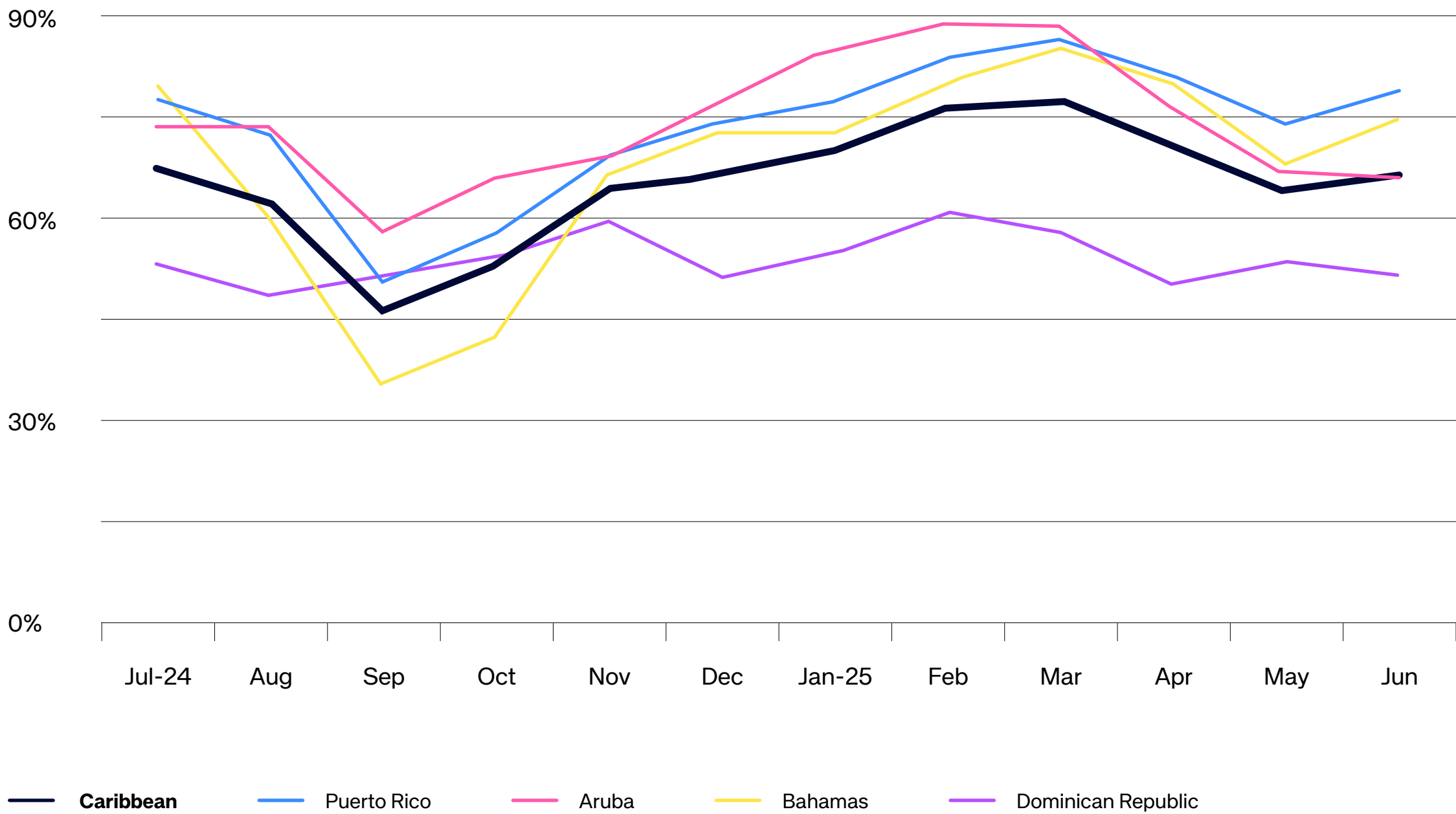
Source: Navigator360™ as of Sunday, 29 June 2025

"A drop in hotel forward looking data might be related to short booking lead time."



Hotel occupancy for the past 12 months

For the Caribbean and its top markets

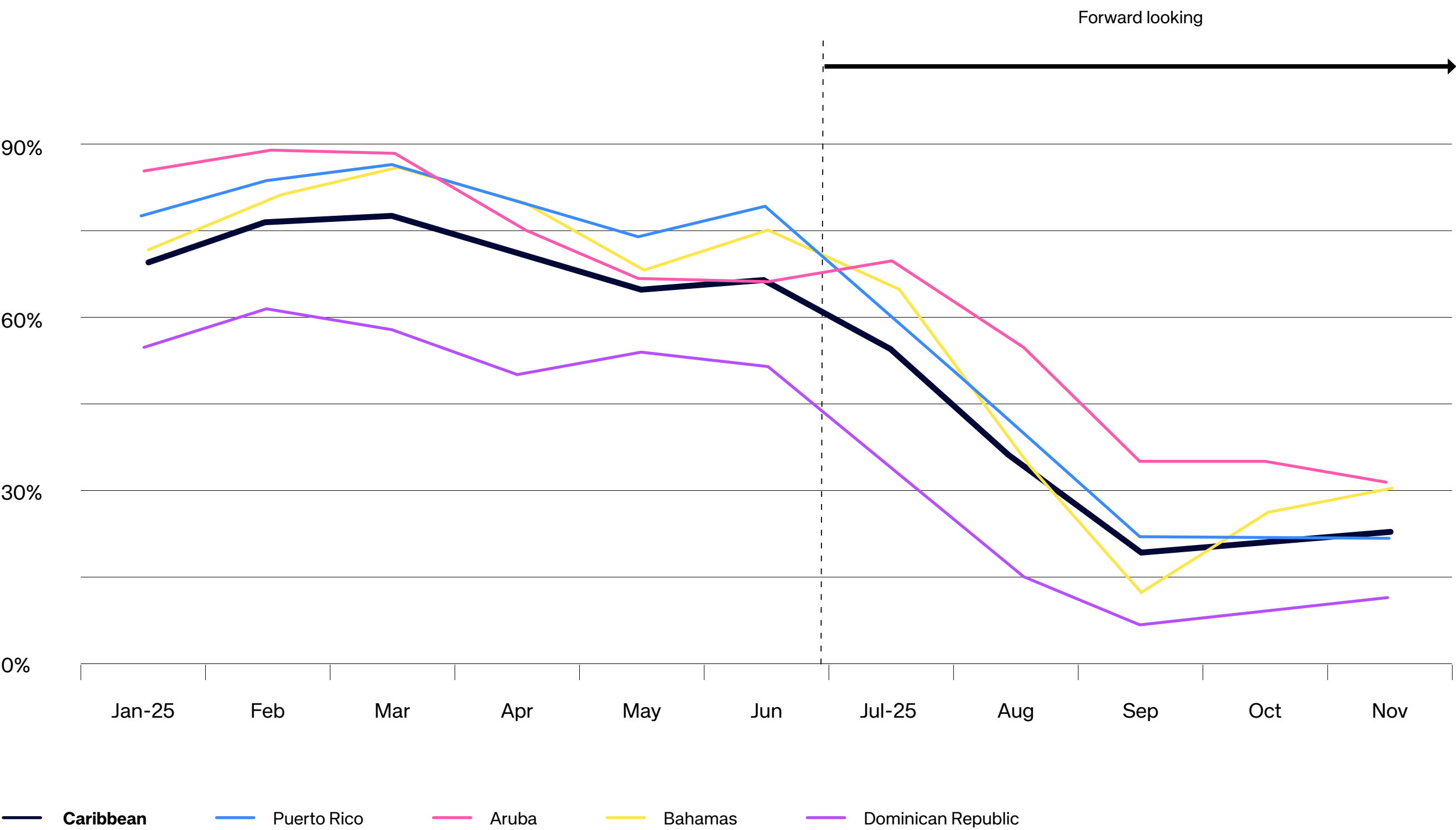


Source: Navigator360™ as of Sunday, 29 June 2025



Hotel occupancy on-the-books

For the Caribbean and its top markets



Source:Navigator360™ as of Sunday, 29 June 2025



Hotel occupancy in the Caribbean analysis

Strong start to the year with peak performance in Q1:

Caribbean hotel occupancy peaked between January and March 2025, consistently reaching above 80% in markets like Aruba and Puerto Rico. This indicates continued appeal during the high season and validates promotional strategies timed around Q1 travel demand.

Market-level peaks reveal diversification opportunities:

While Aruba and Puerto Rico see early-year peaks, other destinations like the Bahamas and the Dominican Republic follow different pacing. This diversity presents opportunities for staggered campaigns and cross-promotion between islands to balance travel flow year-round.

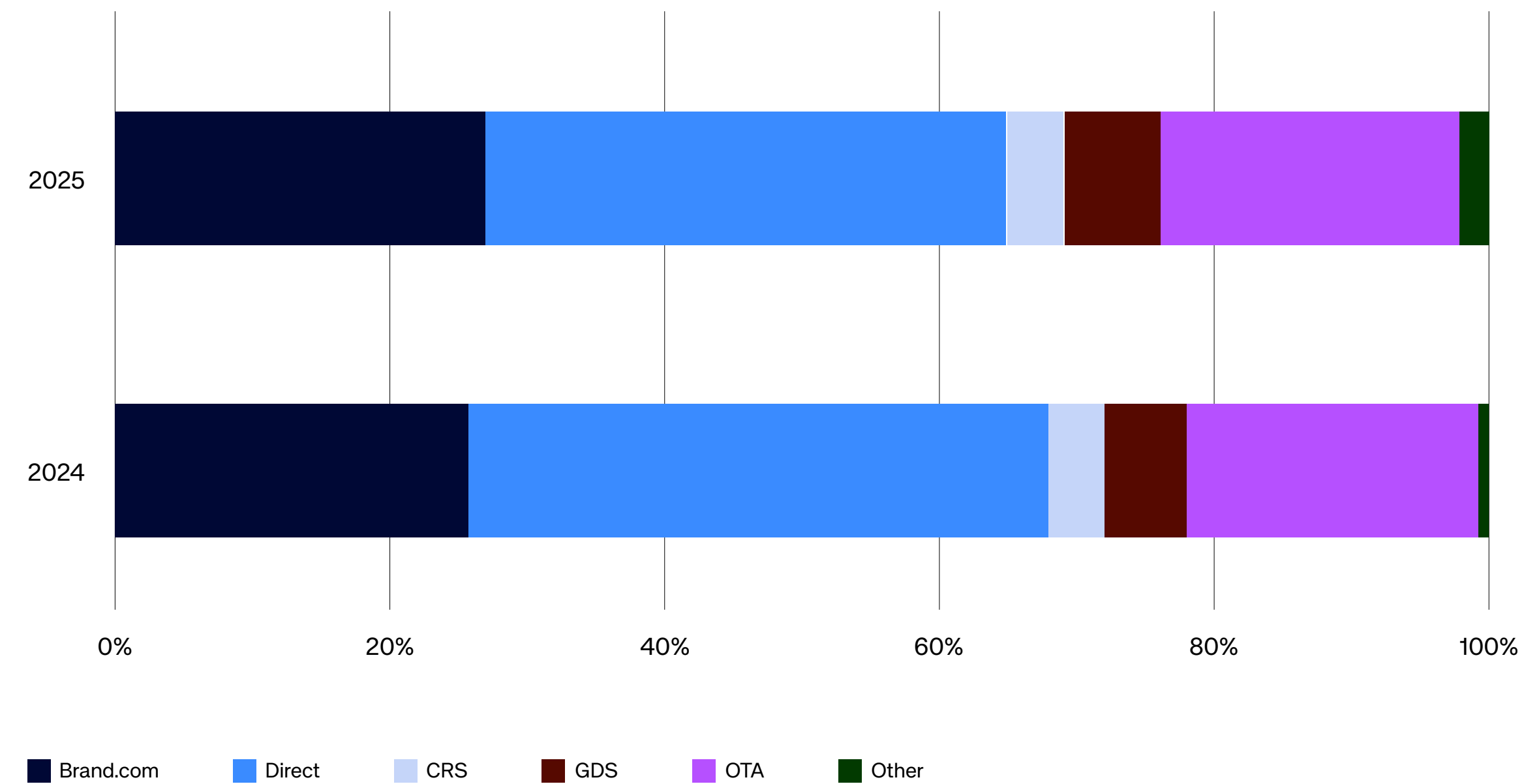
Recommendation for DMOs:

Destinations may capitalise on the region's proven seasonal appeal by launching joint marketing efforts across Caribbean destinations. Emphasise the uniqueness of each island while promoting off-peak travel through curated, experience-driven itineraries. Consider bundled offers that encourage multi-island travel and longer stays, particularly from key source markets.

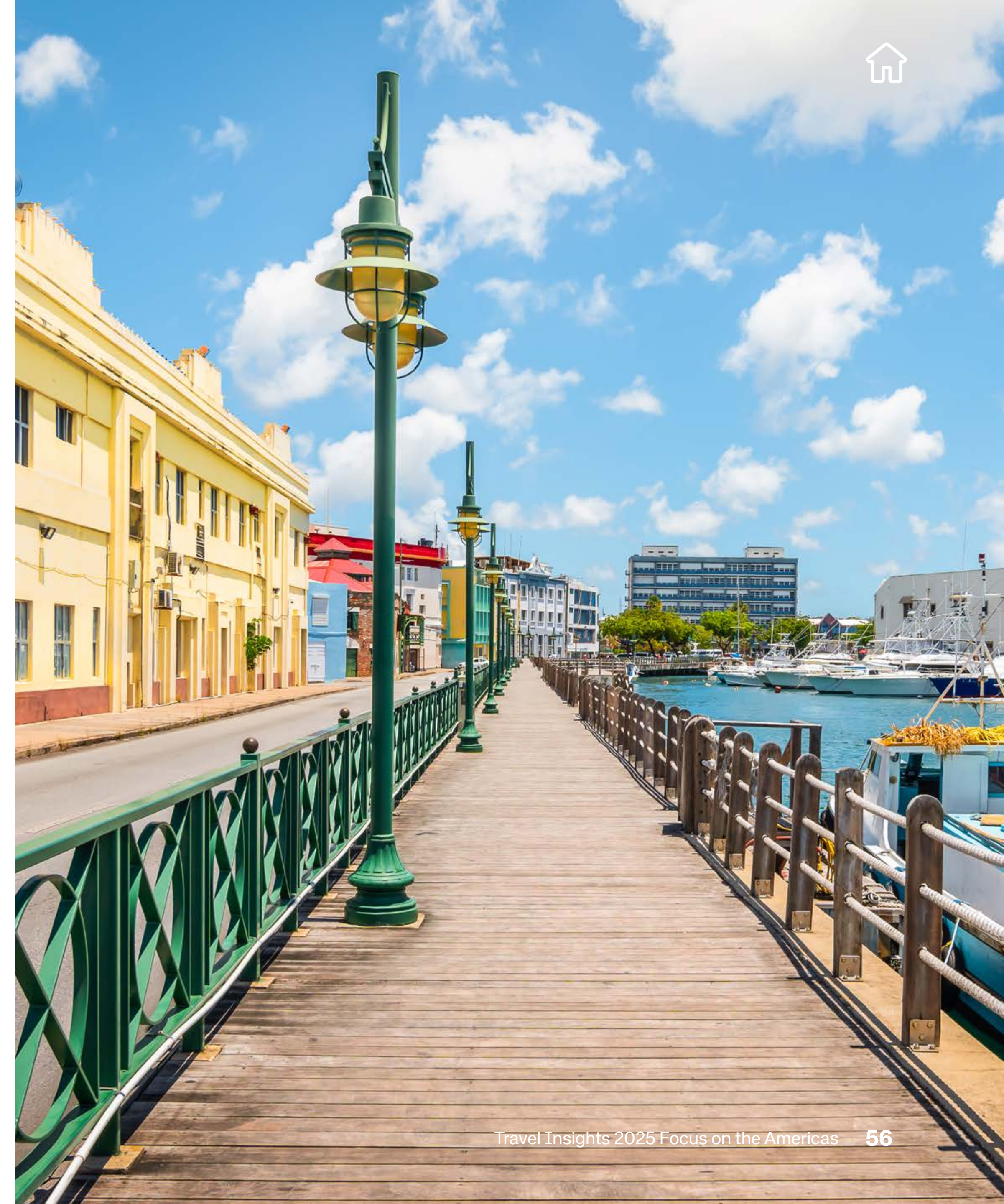


Hotel channel mix in the Caribbean

On-the-books distribution for Jul 2025 vs Jul 2024



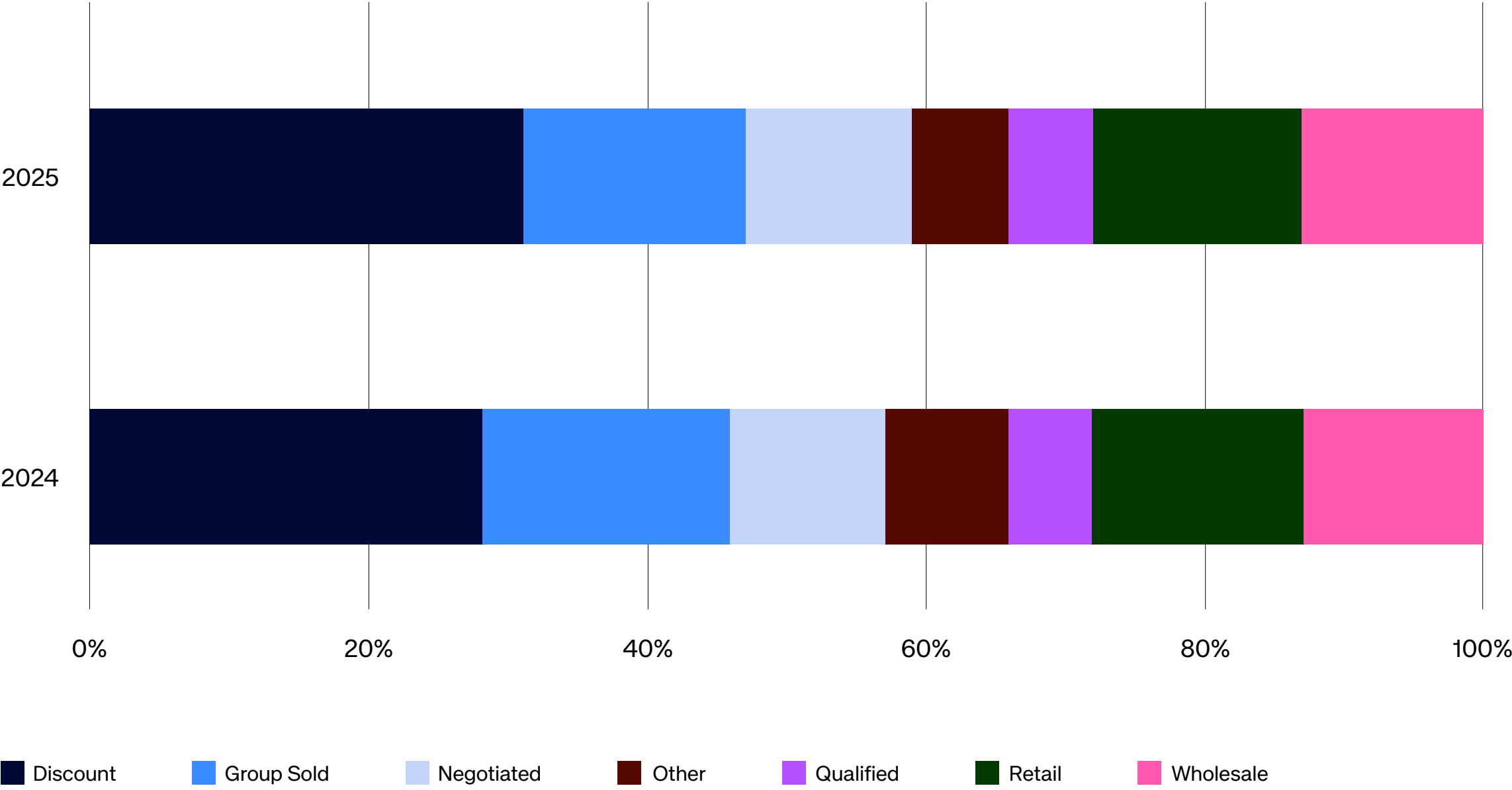
Source: Navigator360™ as of Sunday, 29 June 2025





Hotel segmentation in the Caribbean

On-the-books distribution for Jul 2025 vs Jul 2024



Source: Navigator360™ as of Sunday, 29 June 2025



Hotel segmentation and channel analysis in the Caribbean

Brand.com and Direct channels maintain a strong share, reinforcing the value of direct relationships between guests and properties.

OTA (Online Travel Agencies) contribution remains solid, ensuring extended reach and visibility across international travellers.

The combined share of retail and wholesale segments remains stable, demonstrating that the Caribbean continues to appeal to both independent travellers and packaged-tour audiences - supporting diverse market reach.

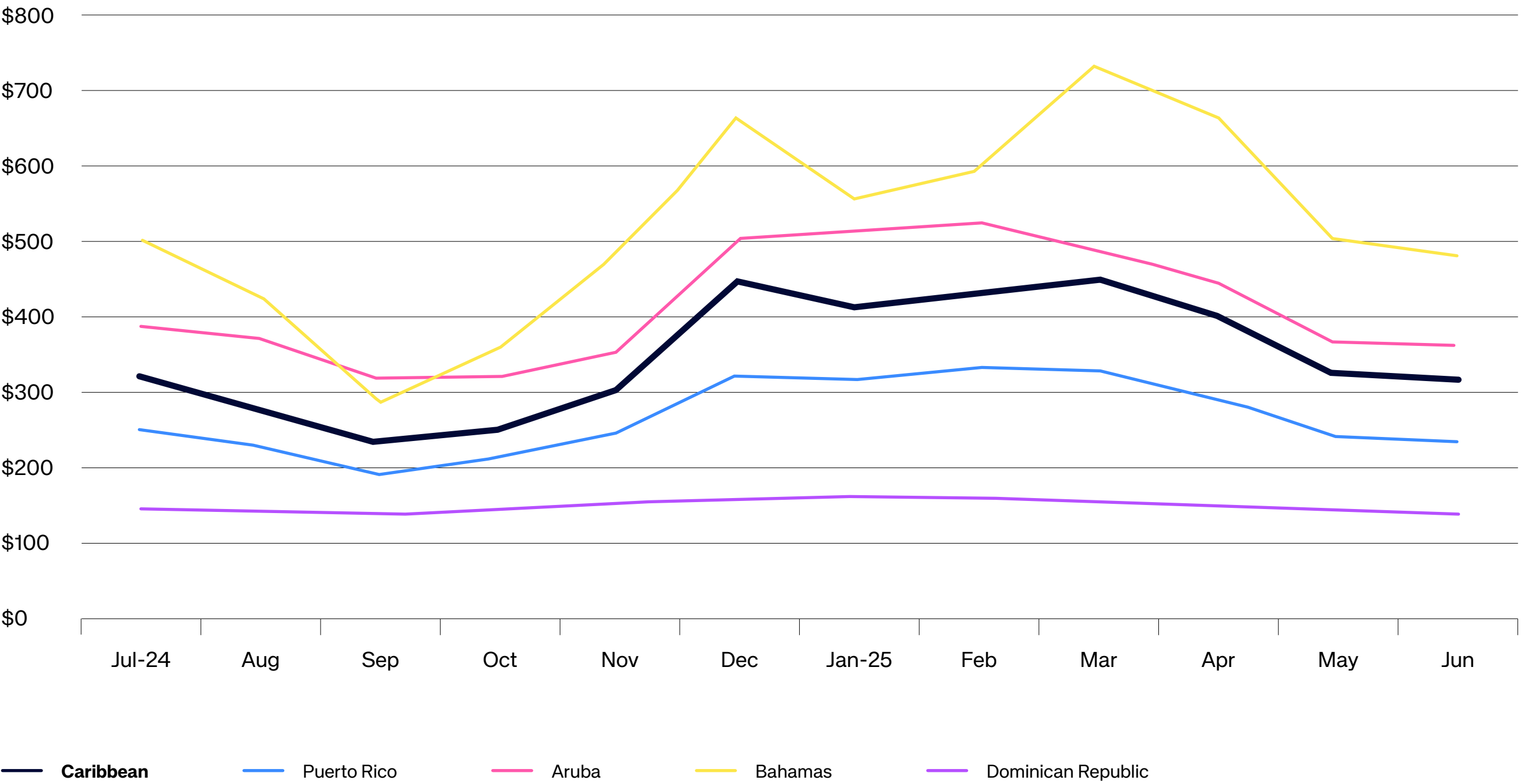
Recommendation for DMOs:

Encourage collaborative marketing efforts with local hotels and tour operators to strengthen both direct and wholesale channels. Focus on highlighting the Caribbean's all-inclusive offerings, group-friendly experiences, and curated travel packages that appeal to both leisure travellers and planners of group or incentive travel.





Average Daily Rate (ADR) in USD



Source: Navigator360™ as of Sunday, 29 June 2025



Hotel ADR analysis

Strong seasonal uplift:

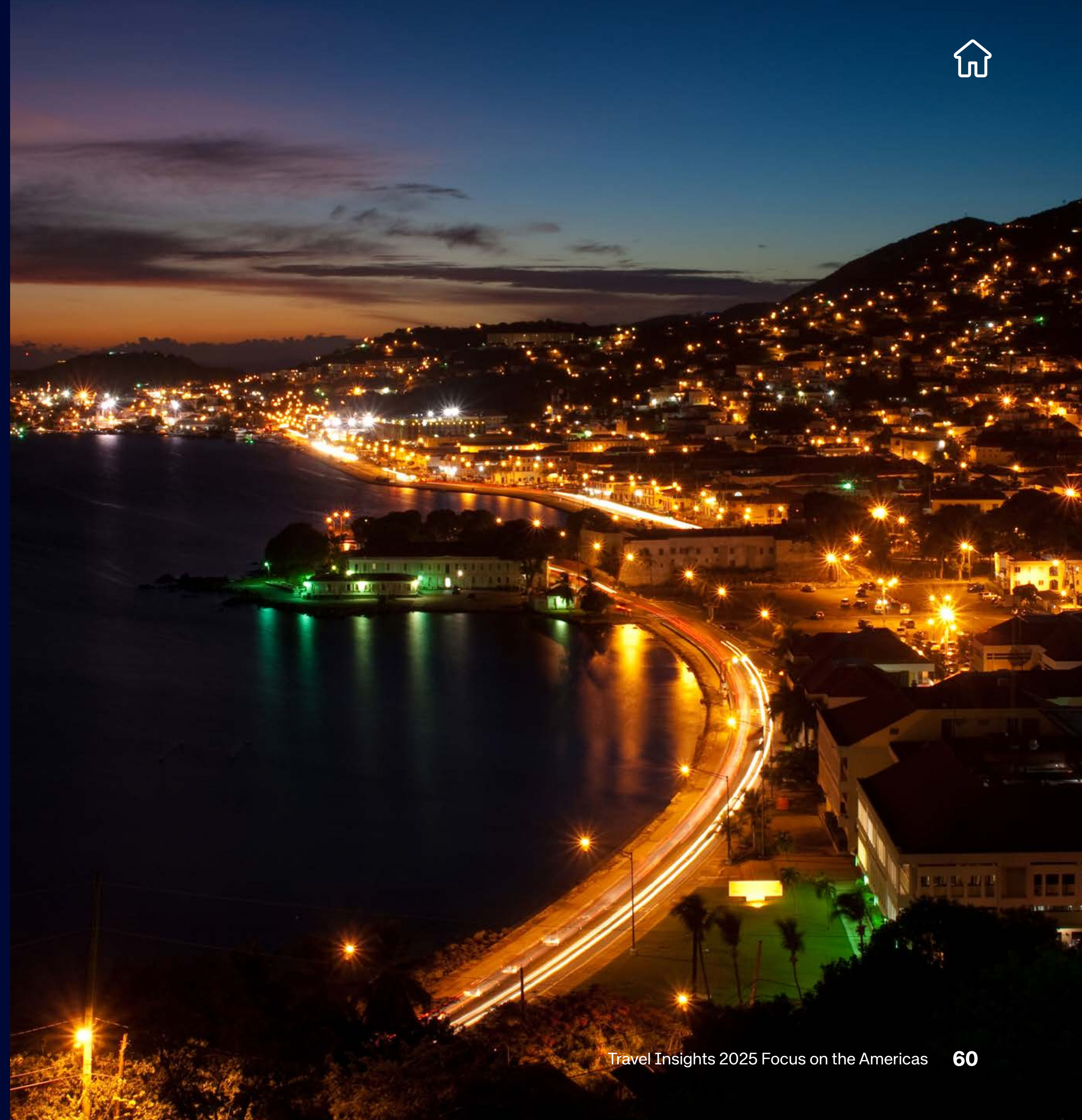
ADR peaks during the high-demand winter months (Dec-Mar), with some markets like Bahamas (BR) surpassing \$600, demonstrating pricing power and sustained interest during peak season.

The Caribbean overall maintains stable ADR levels, with most markets stabilising above \$300 USD despite market fluctuations.

Puerto Rico and Aruba show consistent value-based pricing, which supports accessibility for broader traveller profiles while still allowing room for premium rate growth.

Recommendation for DMOs:

Consider exploring value-added upselling opportunities during shoulder months (Oct-Nov, May-Jun), when ADR is more moderate. Offering curated experiences or bundled packages could help boost perceived value and drive incremental revenue outside peak periods.





Glossary for the Caribbean

Destination name	Region
Anguilla	Caribbean
Aruba	Caribbean
Bahamas	Caribbean
Barbados	Caribbean
Bermuda	Caribbean
Cayman Islands	Caribbean
Curaçao	Caribbean
Dominica	Caribbean
Dominican Republic	Caribbean
Grenada	Caribbean
Haiti	Caribbean
Jamaica	Caribbean
Puerto Rico	Caribbean
St. Kitts & Nevis	Caribbean
Saint Lucia	Caribbean
Trinidad & Tobago	Caribbean
Turks & Caicos	Caribbean
US Virgin Islands	Caribbean
-	-





The Americas - Central America

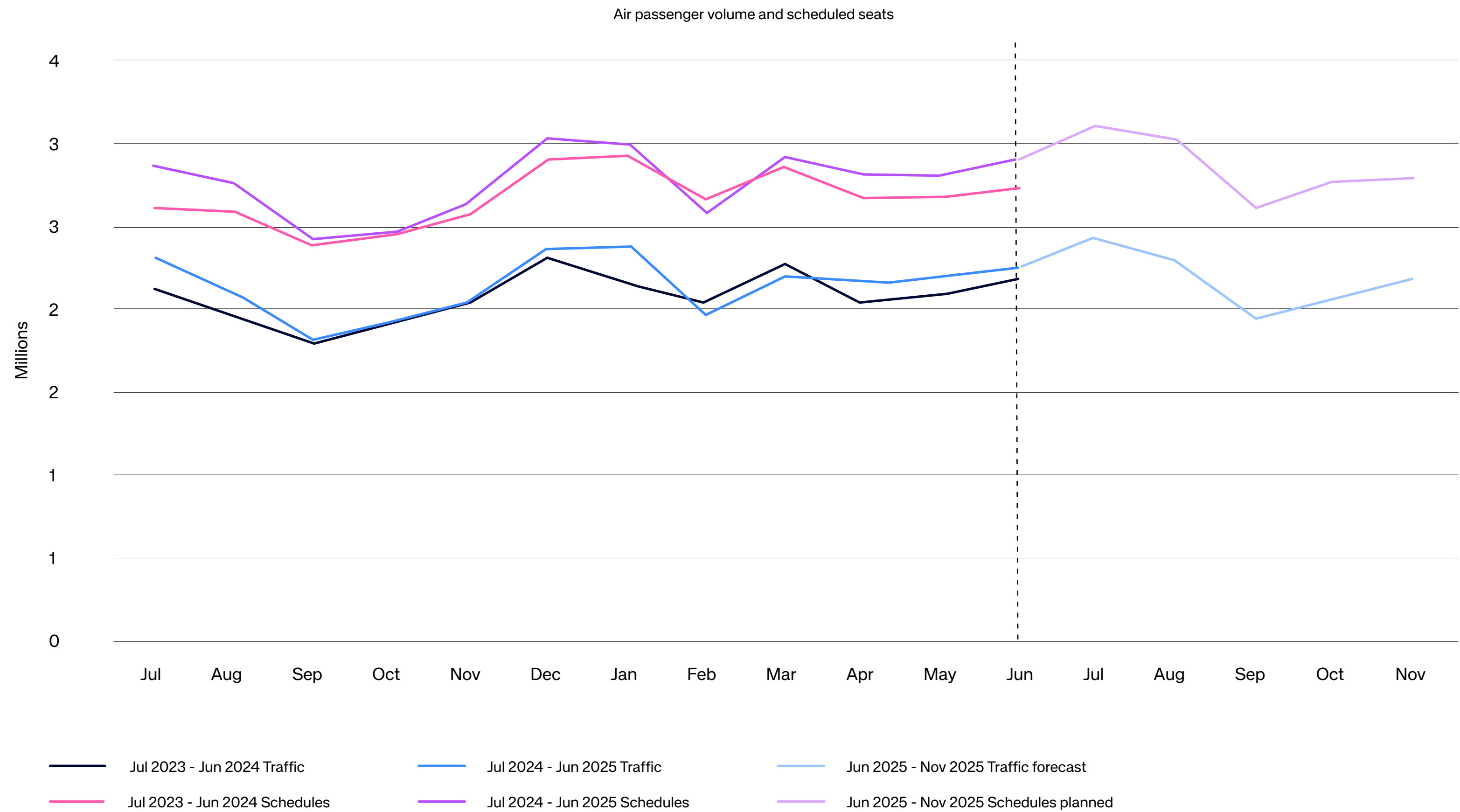




Air travel overview



Worldwide to Central America: Passenger traffic and capacity



Source: Navigator360™ as of Sunday, 29 June 2025



Passenger traffic and capacity analysis in Central America

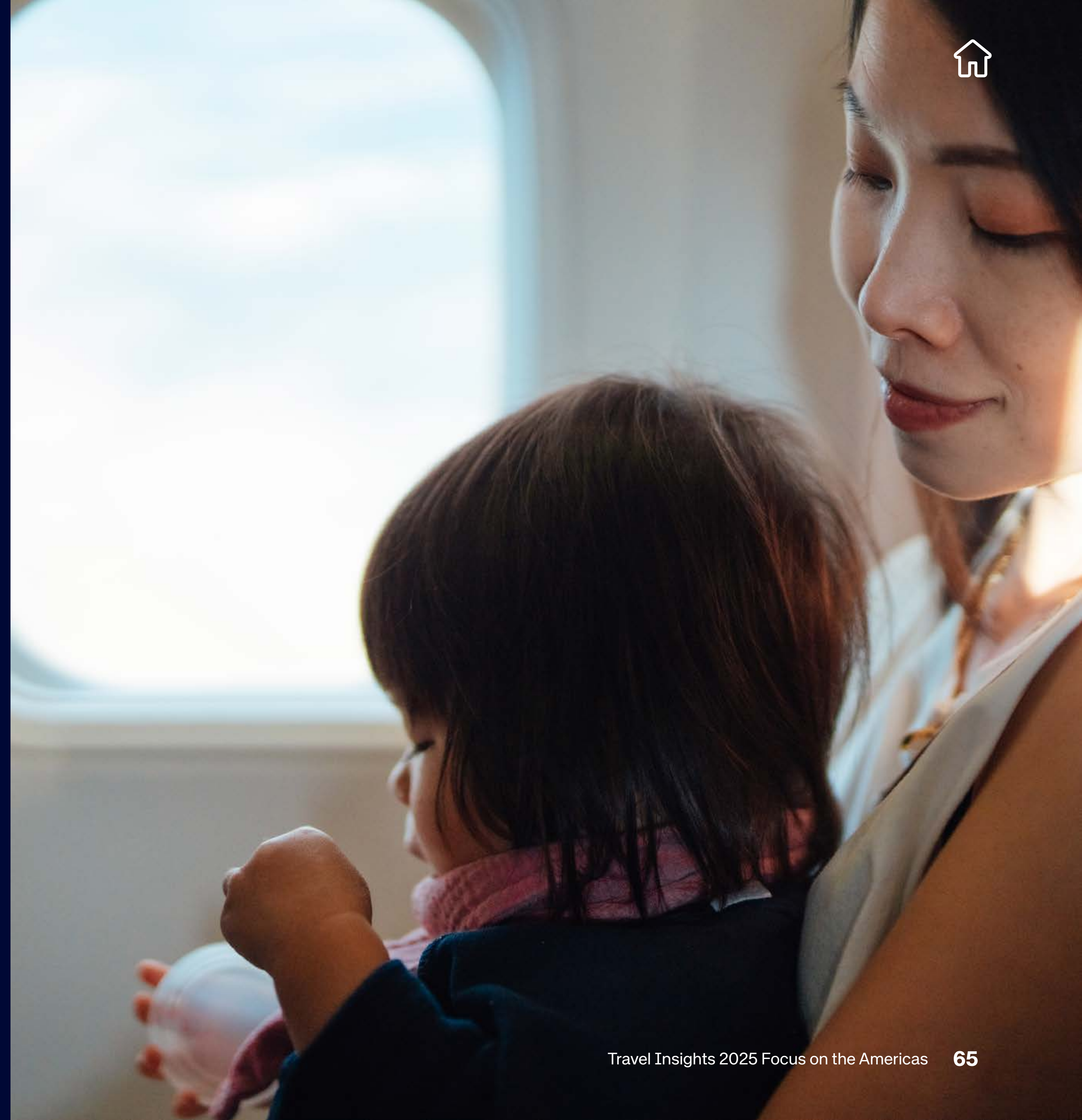
Passenger demand continues on an upward trend, with a 3.1% year-over-year growth from July 2024 to June 2025, reflecting the region's ongoing recovery and growing appeal.

Seat capacity planning remains well-aligned with passenger volume, helping to sustain healthy load factors and operational efficiency.

The forecast for the upcoming months remains stable, with traffic and scheduled seats expected to maintain solid performance through Q4 2025.

Recommendation for DMOs:

Consider strengthening partnerships with airlines to optimise capacity during off-peak periods and unlock additional growth opportunities across the region.





Where do visitors come from?

Reality vs. aspirations

Top origin markets searching for Central America

Origin market	Jul 23 - Jun 24 ranking	Jul 24 - Jun 25 ranking
United States	1	1
Canada	2	2
Colombia	3	3
Mexico	4	4
Spain	5	5
Germany	6	6
Brazil	9	7
United Kingdom	7	8
Costa Rica	11	9
France	8	10

Top origin markets travelling to Central America

Origin market	Jul 23 - Jun 24 ranking	Jul 24 - Jun 25 ranking
United States	1	1
Spain	2	2
Canada	5	3
Mexico	3	4
Colombia	4	5
Guatemala	7	6
Costa Rica	13	7
United Kingdom	10	8
Germany	12	9
Panama	9	10

Source: Navigator360™ as of Sunday, 29 June 2025



Are travellers from these markets to Central America already on your radar?

Top origin markets searching to Central America with the highest growth (among the top 30)

Origin market	Jul 24 - Jun 25 vs Jul 23 - Jun 24 ranking	YoY growth
China	1	413%
Argentina	2	44%
Jamaica	3	41%
United States	4	35%
Chile	5	26%
Peru	6	25%
Mexico	7	23%
Costa Rica	8	13%
Brazil	9	12%
Dominican Republic	10	9%

Top origin markets travelling to Central America with the highest growth (among the top 30)

Origin market	Jul 24 - Jun 25 vs Jul 23 - Jun 24 ranking	YoY growth
Costa Rica	1	3%
Belize	2	1%
Peru	3	0%
Italy	4	-2%
Philippines	5	-3%
Israel	6	-5%
United States	7	-7%
Puerto Rico	8	-8%
India	9	-10%
Argentina	10	-13%

Source: Navigator360™ as of Sunday, 29 June 2025

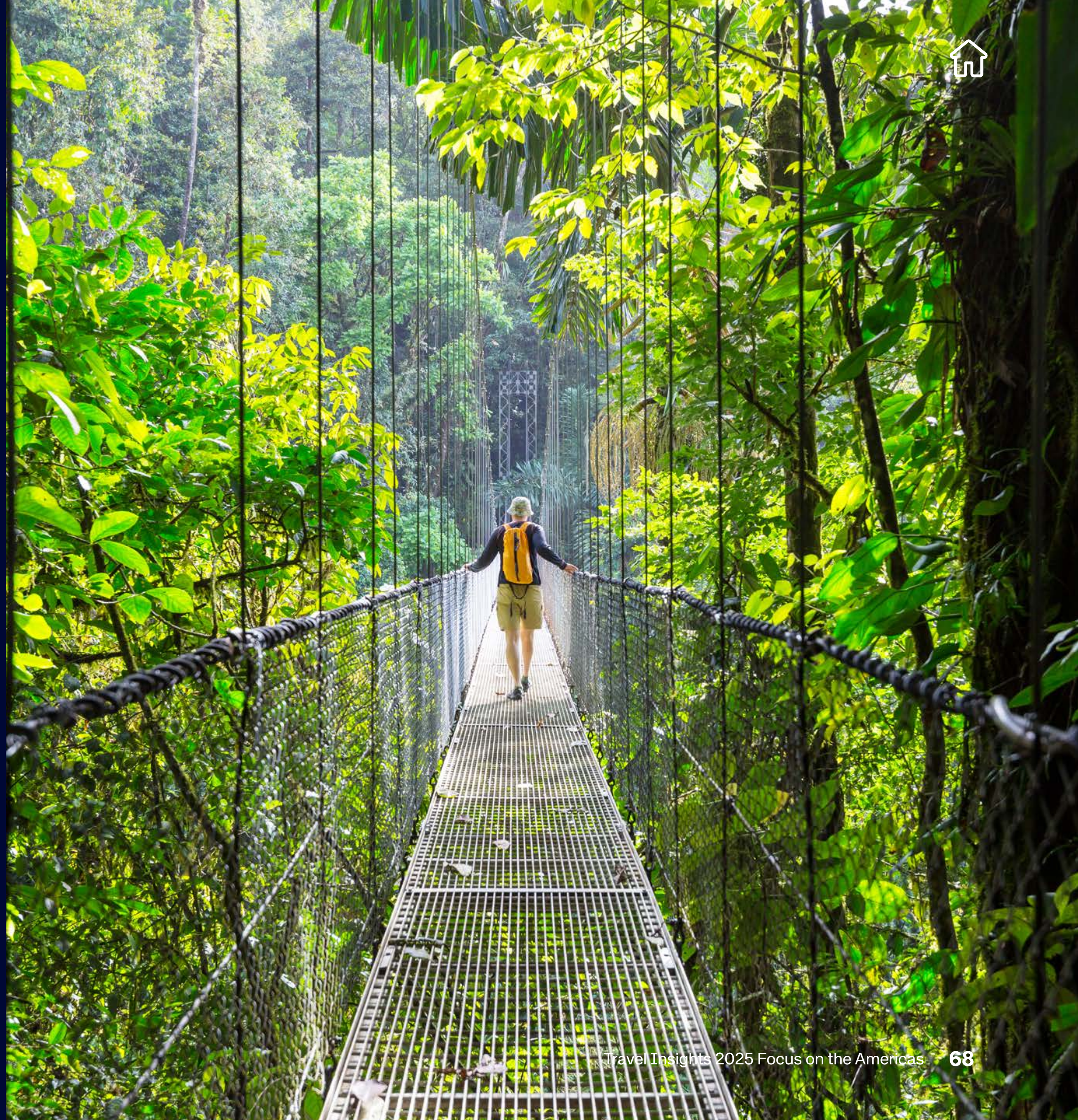
Who is searching and visiting Central America analysis

United States remains the leading market, both in searches and actual travel to Central America. However, bookings from the United States dropped by 7% YoY, suggesting a potential shift in travel behaviour or alternative preferences despite strong interest.

China shows the most remarkable surge in interest, with a +413% growth in searches, but it's not yet among the top source markets for actual travel.

Recommendation for DMOs:

It could be worth exploring conversion-focused initiatives for high-intent markets like China, Argentina, and Jamaica - for example, easing the booking journey, improving localised promotions, or enhancing air connectivity - to transform rising search interest into real travel demand.





Where do travellers go in Central America?

Reality vs. aspirations

Top searched destinations in Central America

Destination	Jul 23 - Jun 24 ranking	Jul 24 - Jun 25 ranking
Costa Rica	1	1
El Salvador	3	2
Panama	2	3
Guatemala	4	4
Honduras	5	5
Nicaragua	6	6
Belize	7	7

Top booked destinations in Central America

Destination	Jul 23 - Jun 24 ranking	Jul 24 - Jun 25 ranking
Costa Rica	1	1
El Salvador	2	2
Panama	3	3
Guatemala	4	4
Honduras	6	5
Nicaragua	5	6
Belize	7	7

Source: Navigator360™ as of Sunday, 29 June 2025



Top performing destinations being searched and booked in Central America

Top searched destinations with the highest growth
(among the top 30)

Destination	Jul 24 - Jun 25 vs Jul 23 - Jun 24 ranking	YoY growth
El Salvador	1	31%
Guatemala	2	25%
Honduras	3	17%
Panama	4	17%
Costa Rica	5	14%
Belize	6	10%
Nicaragua	7	-9%

Top booked destinations with the highest growth
(among the top 30)

Destination	Jul 24 - Jun 25 vs Jul 23 - Jun 24 ranking	YoY growth
Guatemala	1	-6%
Honduras	2	-6%
Belize	3	-7%
Costa Rica	4	-9%
Panama	5	-20%
El Salvador	6	-37%
Nicaragua	7	-60%

Source: Navigator360™ as of Sunday, 29 June 2025

Where are travellers going in Central America analysis

Costa Rica maintains a clear leadership position across both search and booking rankings, indicating strong alignment between travel inspiration and conversion.

El Salvador climbs to 2nd place in searches for the upcoming year, reinforcing its rising visibility in the region, while holding steady in actual bookings.

All top 7 destinations maintain their exact ranking positions year over year in searches and bookings, suggesting a well-established regional travel pattern.

Recommendation for DMOs:

There may be an opportunity to turn search interest into bookings by enhancing digital engagement and converting lookers into bookers - especially for countries like El Salvador and Panama. Emphasising ease of access, unique cultural experiences, or safety perceptions could help unlock this potential.





Where do visitors go? Reality vs. aspirations

Top searched destinations in Central America

Destination	Jul 23 - Jun 24 ranking	Jul 24 - Jun 25 ranking
San Jose (CR)	1	1
San Salvador (SV)	2	2
Panama (PA)	3	3
Guatemala City (GT)	4	4
Liberia (CR)	6	5
Managua (NI)	5	6
San Pedro Sula (HN)	7	7
Belize City (BZ)	8	8
Palmerola (HN)	9	9
Coxen Hole (HN)	10	10

Top booked destinations in Central America

Destination	Jul 23 - Jun 24 ranking	Jul 24 - Jun 25 ranking
San Jose (CR)	2	1
San Salvador (SV)	1	2
Panama (PA)	3	3
Guatemala City (GT)	4	4
Liberia (CR)	6	5
Managua (NI)	5	6
San Pedro Sula (HN)	7	7
Tegucigalpa (HN)	8	8
Belize City (BZ)	9	9
Flores (GT)	10	10

Source: Navigator360™ as of Sunday, 29 June 2025





Top performing destinations in Central America

Top searched destinations with the highest growth
(among the top 30)

Destination	Jul 24 - Jun 25 vs Jul 23 - Jun 24 ranking	YoY growth
San Salvador (SV)	1	31%
Liberia (CR)	2	28%
Guatemala City (GT)	3	27%
San Pedro Sula (HN)	4	23%
Palmerola (HN)	5	21%
Rio Hato (PA)	6	19%
Panama (PA)	7	18%
Coxen Hole (HN)	8	16%
Belize City (BZ)	9	16%
Nosara (CR)	10	13%

Top booked destinations with the highest growth
(among the top 30)

Destination	Jul 24 - Jun 25 vs Jul 23 - Jun 24 ranking	YoY growth
Cobano (CR)	1	13960%
Quepos (CR)	2	278%
Golfito (CR)	3	257%
Drake Bay (CR)	4	241%
Limon (CR)	5	223%
Tamarindo (CR)	6	137%
Puerto Jimenez (CR)	7	120%
Nosara (CR)	8	59%
Caye Caulker (BZ)	9	31%
Bocas Del Toro (PA)	10	22%

Source: Navigator360™ as of Sunday, 29 June 2025

Which cities do travellers visit in Central America?

San Salvador and Guatemala City are gaining visibility, ranking among the top-searched cities with YoY growth of +31% and +27%, respectively.

Liberia (CR) and San Pedro Sula (HN) show strong dual momentum, appearing both in the top-growing searched cities and booked cities, with Liberia growing in searches and in bookings.

Emerging nature-focused destinations are booming, especially in Costa Rica, where spots like Quepos (+278%), Drake Bay (+241%) and Puerto Jimenez (+120%) are seeing exponential YoY booking growth.

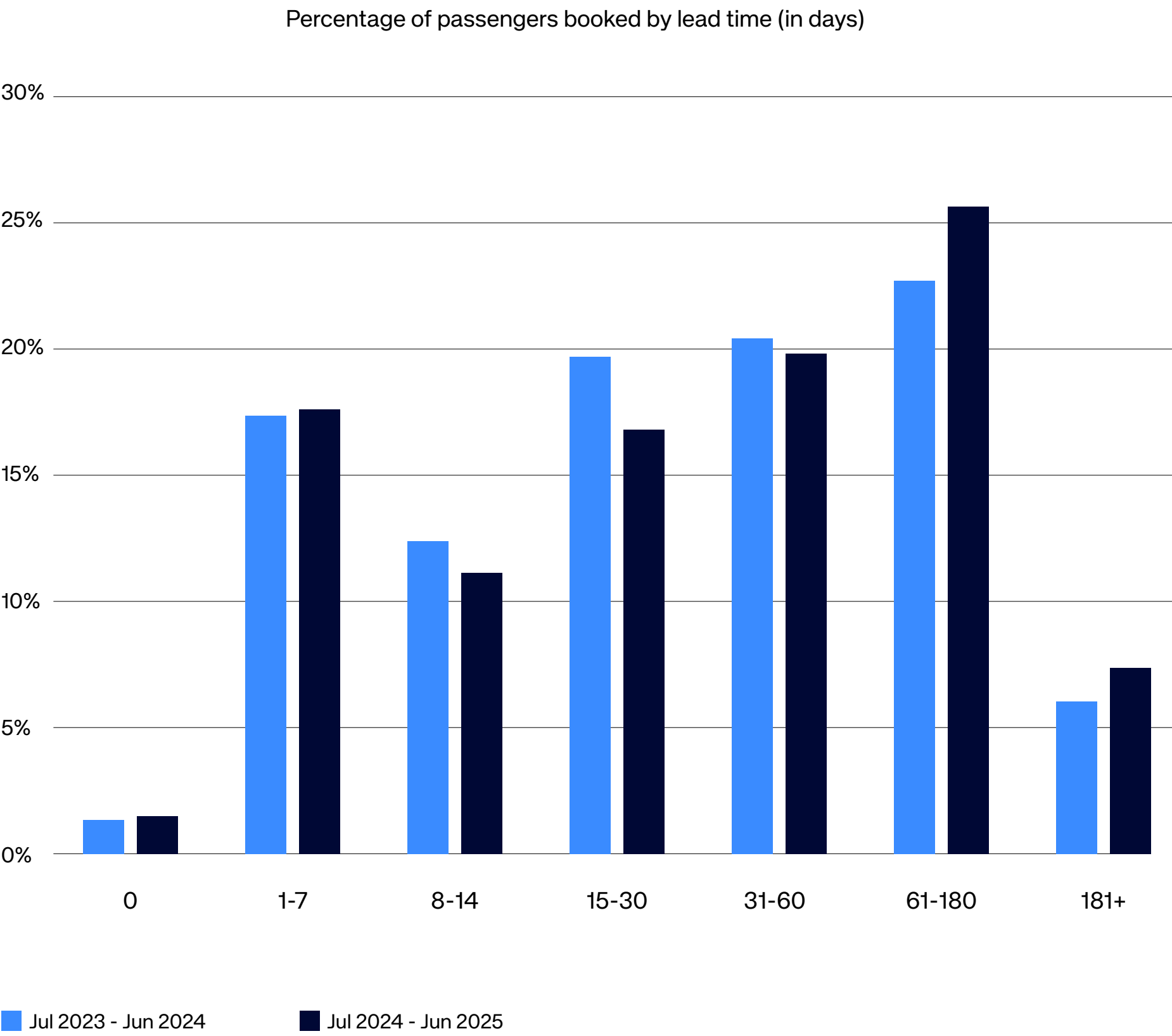
Recommendation for DMOs:

It could be worth exploring more targeted marketing strategies for high-interest cities like San Salvador and Guatemala City to help close the gap between search and booking behaviour - especially by highlighting safety, experiences, and value. At the same time, spotlighting nature-driven destinations could help capture rising eco-tourism demand.





Air travel bookings to Central America by lead time



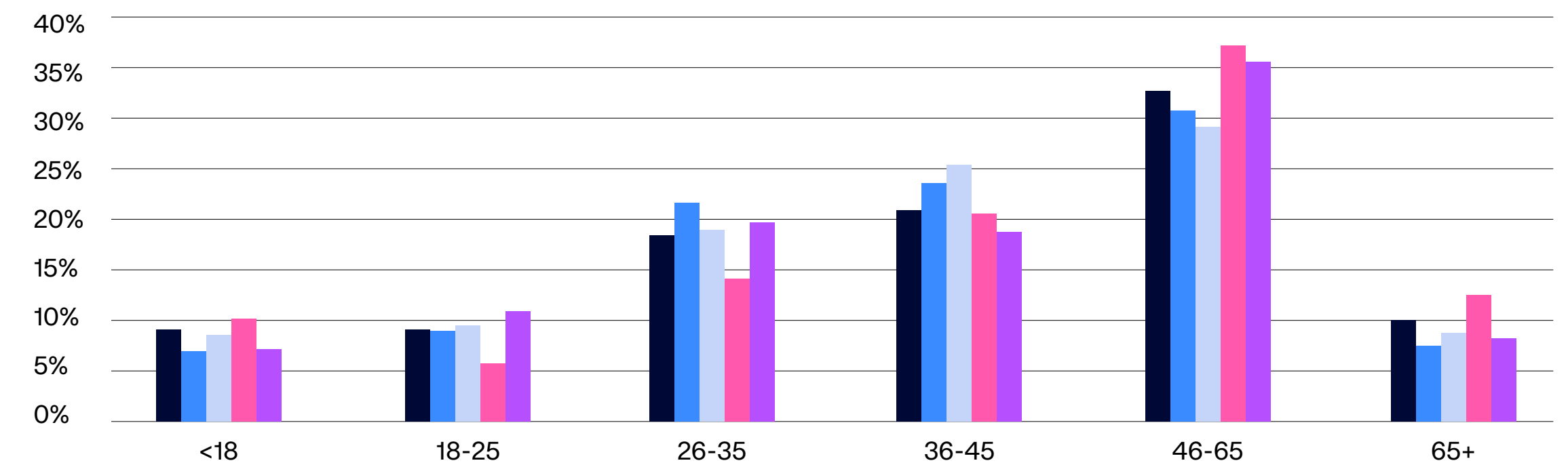
Source: Navigator360™ as of Sunday, 29 June 2025



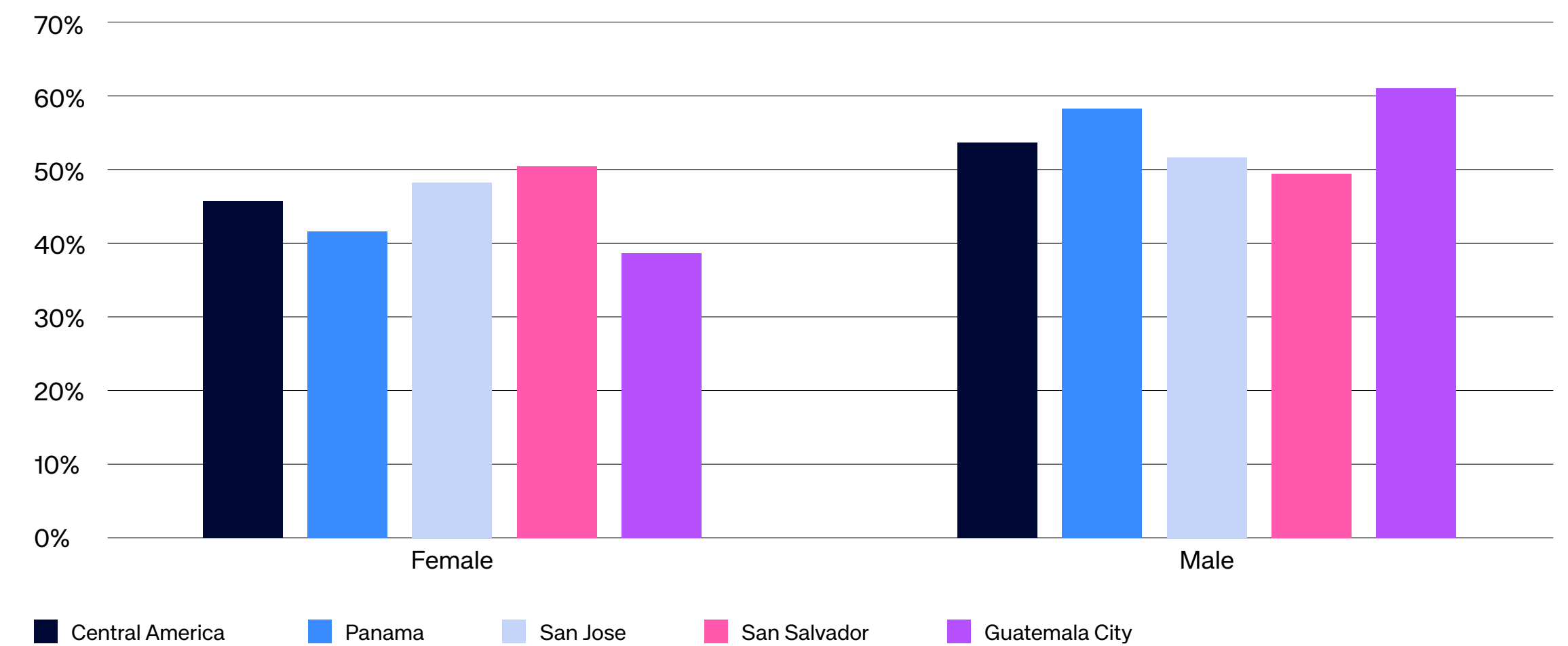


What type of travellers travel to Central America: top destinations

Percentage of passengers booked by age category



Percentage of passengers booked by gender



Source: Navigator360™ as of Sunday, 29 June 2025

Lead time and traveller profile analysis

Bookings made 61-180 days in advance remain the most common, and this segment has slightly increased compared to last year, suggesting a healthy base of forward planners.

Same-week bookings (0-7 days) still represent a minor share, which points to limited last-minute travel behaviour across the region.

Travellers aged 46-65 continue to dominate air bookings to Central America, especially in Guatemala City and San Salvador, reinforcing the role of this age group in regional tourism demand.

Recommendation for DMOs:

DMOs could consider tailoring promotional campaigns and experiences to meet the preferences of forward-planning travellers aged 46-65 - emphasising comfort, safety, and cultural enrichment - while also testing flexible last-minute offers to spark interest among underrepresented segments.



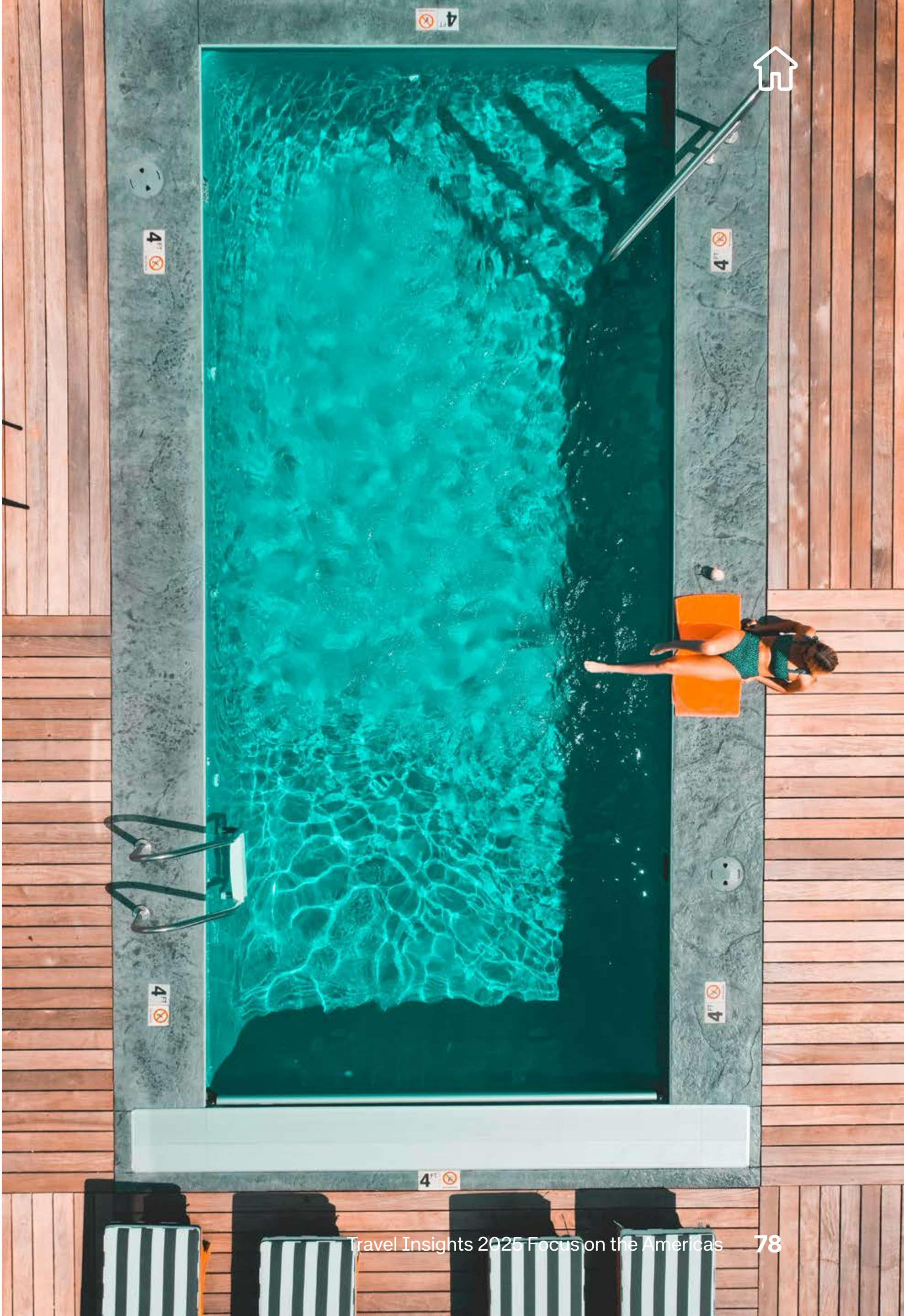
36 new routes in Central America

Top new international routes (based on seat capacity)

Origin market	New routes
United States	8
Canada	1
Chile	1
Colombia	1
Costa Rica	1
Ecuador	1
Guadeloupe	1
Guatemala	1
Jamaica	1
Mexico	1

New routes	Origin market	Destination market
MDE-SAL	Colombia	El Salvador
GYE-SJO	Ecuador	Costa Rica
BCN-TGU	Spain	Honduras
GDL-SJO	Mexico	Costa Rica
SFO-SJO	United States	Costa Rica
SJU-SJO	Puerto Rico	Costa Rica
PHL-LIR	United States	Costa Rica
SEA-LIR	United States	Costa Rica
MSY-TGU	United States	Honduras
SFO-BZE	United States	Belize

Source: Navigator360™ as of Sunday, 29 June 2025





Key insights on new routes to Central America

United States remains the primary origin of connectivity:

The United States led with 8 new routes to Central America, reinforcing its role as the region's most influential inbound market. Key new connections include SFO-SJO, SEA-SJO, and MSY-TGU, strengthening access from both coasts and secondary cities.

Costa Rica grows as a destination:

Costa Rica is at the center of growth, receiving the majority of new international routes, including from Colombia, Ecuador, Mexico, and the United States. This aligns with its leading position in both searches and bookings across the region.

Emerging players increase presence:

New connections from origin markets like Ecuador, Chile, Puerto Rico, and St. Kitts & Nevis hint at diversification. Smaller countries are also seeing growing relevance, with new routes to Nicaragua, Belize, and Honduras expanding regional access.

Recommendation for DMOs:

It might be worth exploring co-marketing opportunities with airlines operating these new routes, especially those connecting to Costa Rica and secondary cities. Joint campaigns could boost visibility and help convert aspirational interest into actual bookings.

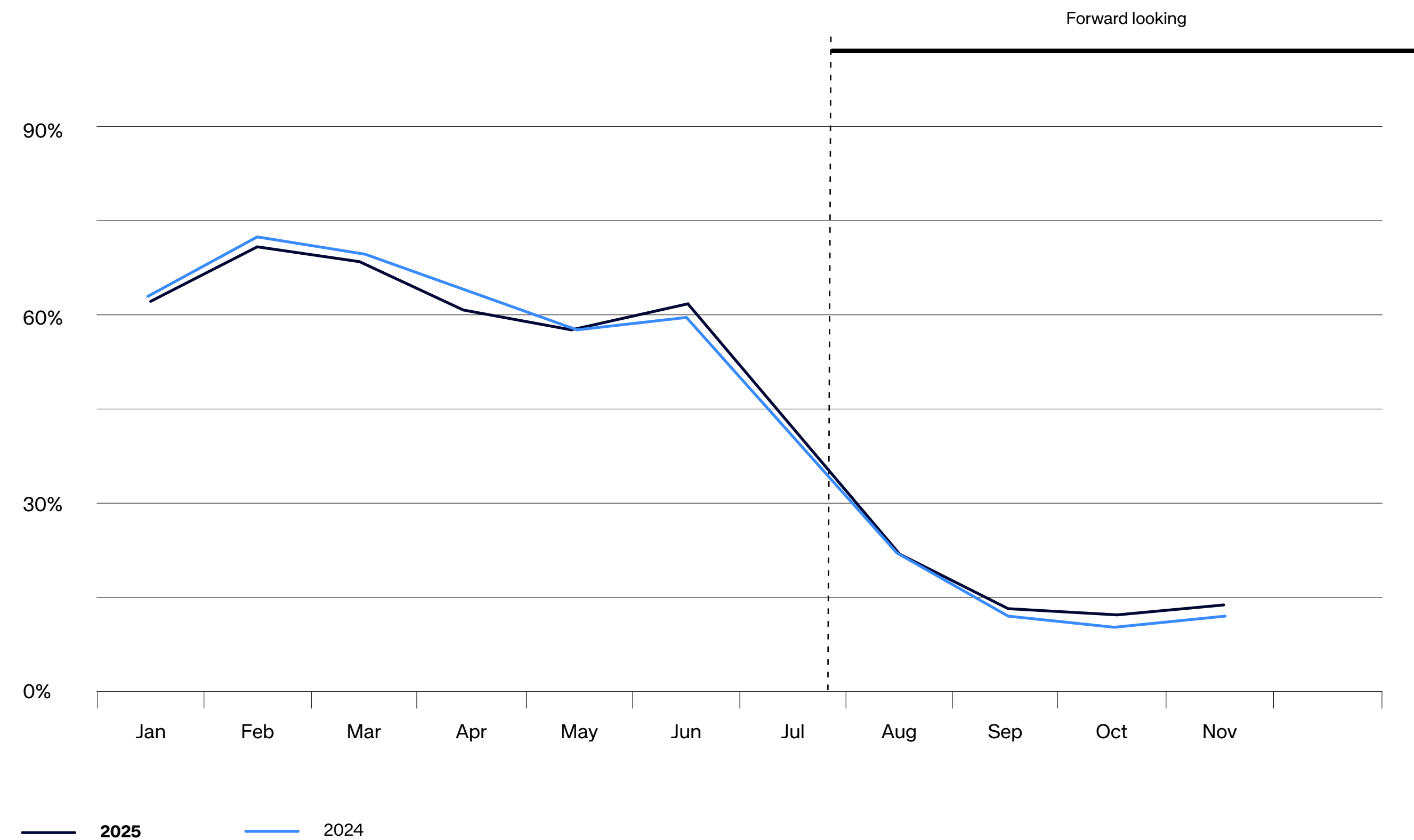




Hospitality occupancy overview

Hotel occupancy in Central America

On-the-books by month compared to same month last year



Source: Navigator360™ as of Sunday, 29 June 2025

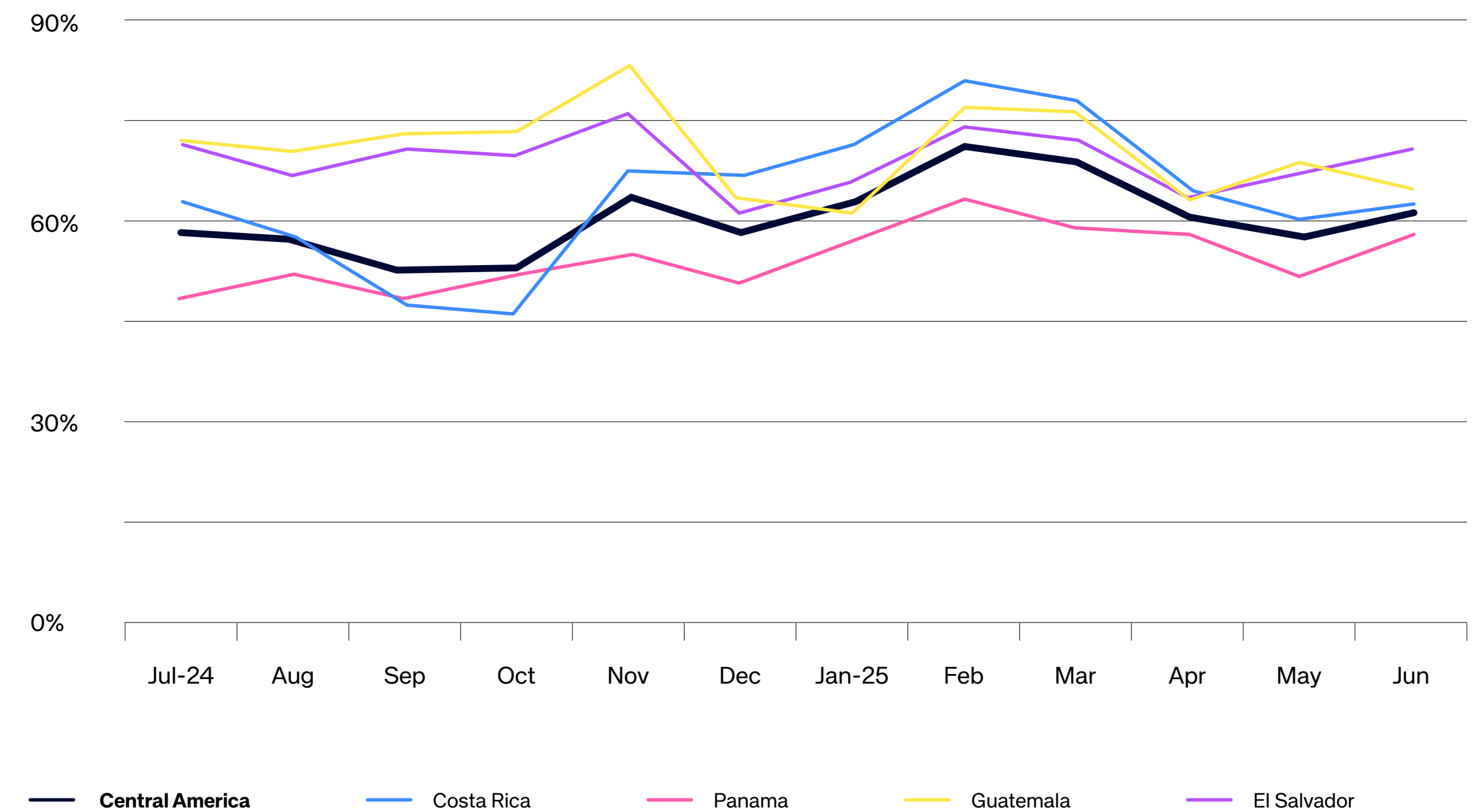
"A drop in hotel forward looking data might be related to short booking lead time."





Hotel occupancy for the past 12 months

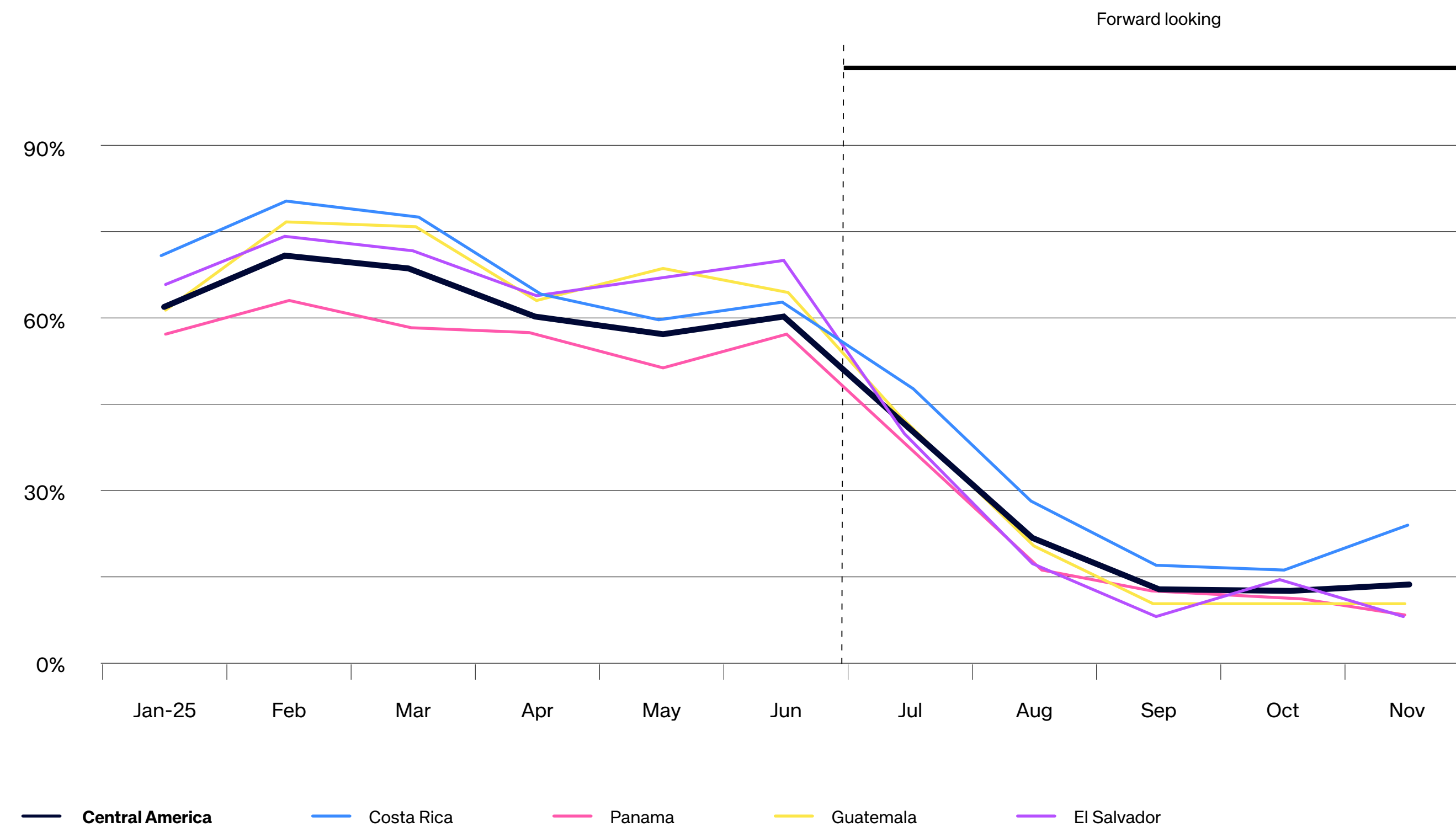
For Central America and its top markets



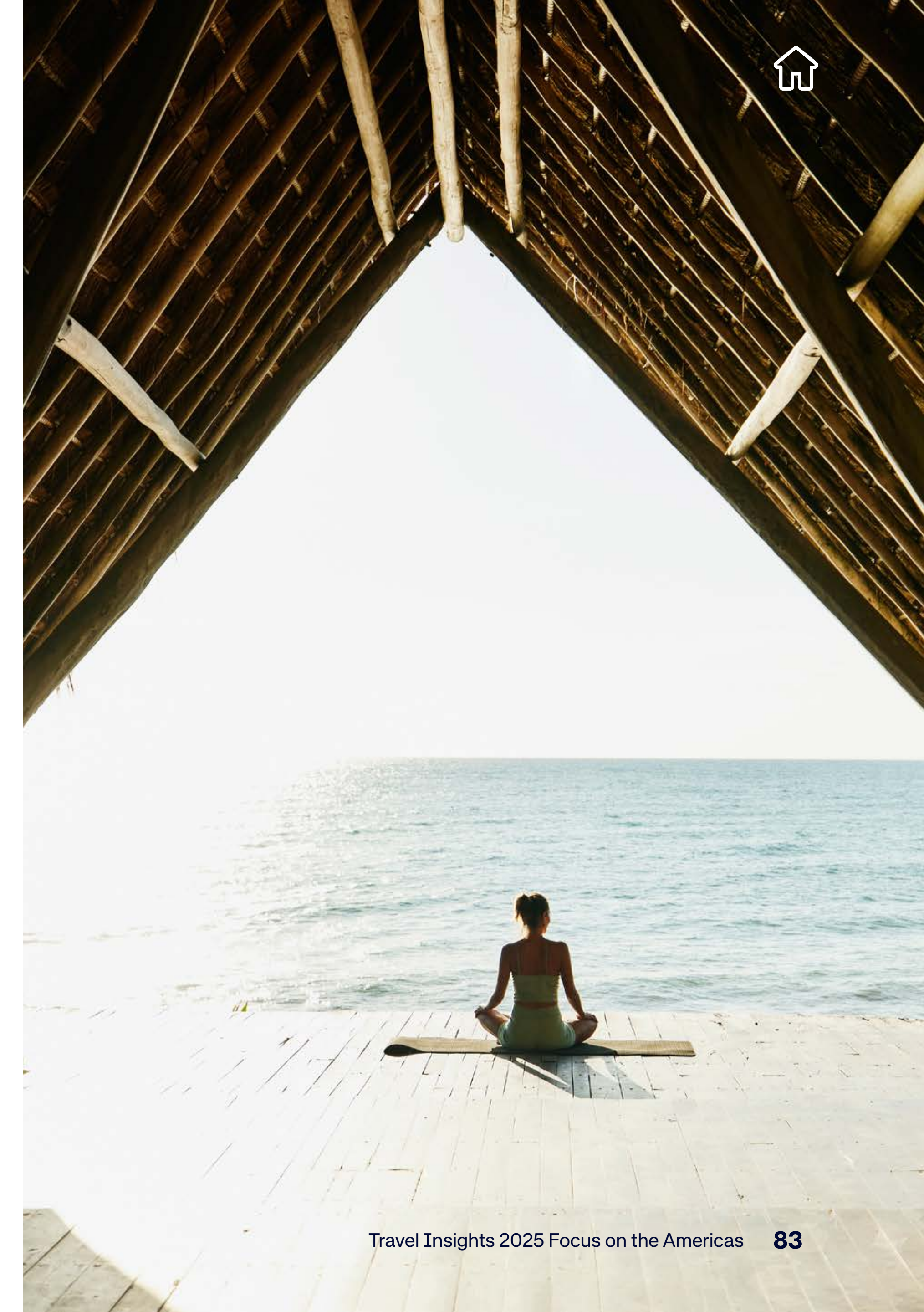
Source: Navigator360™ as of Sunday, 29 June 2025

Hotel occupancy on-the-books

For Central America and its top markets



Source: Navigator360™ as of Sunday, 29 June 2025



Hotel occupancy analysis

Among top markets, Costa Rica maintains the highest occupancy rates, consistently outperforming the regional average.

2025 started stronger than 2024:

The first half of 2025 showed higher on-the-books hotel occupancy compared to the same months in 2024, pointing to early booking confidence and perhaps stronger demand - before the anticipated summer fall.

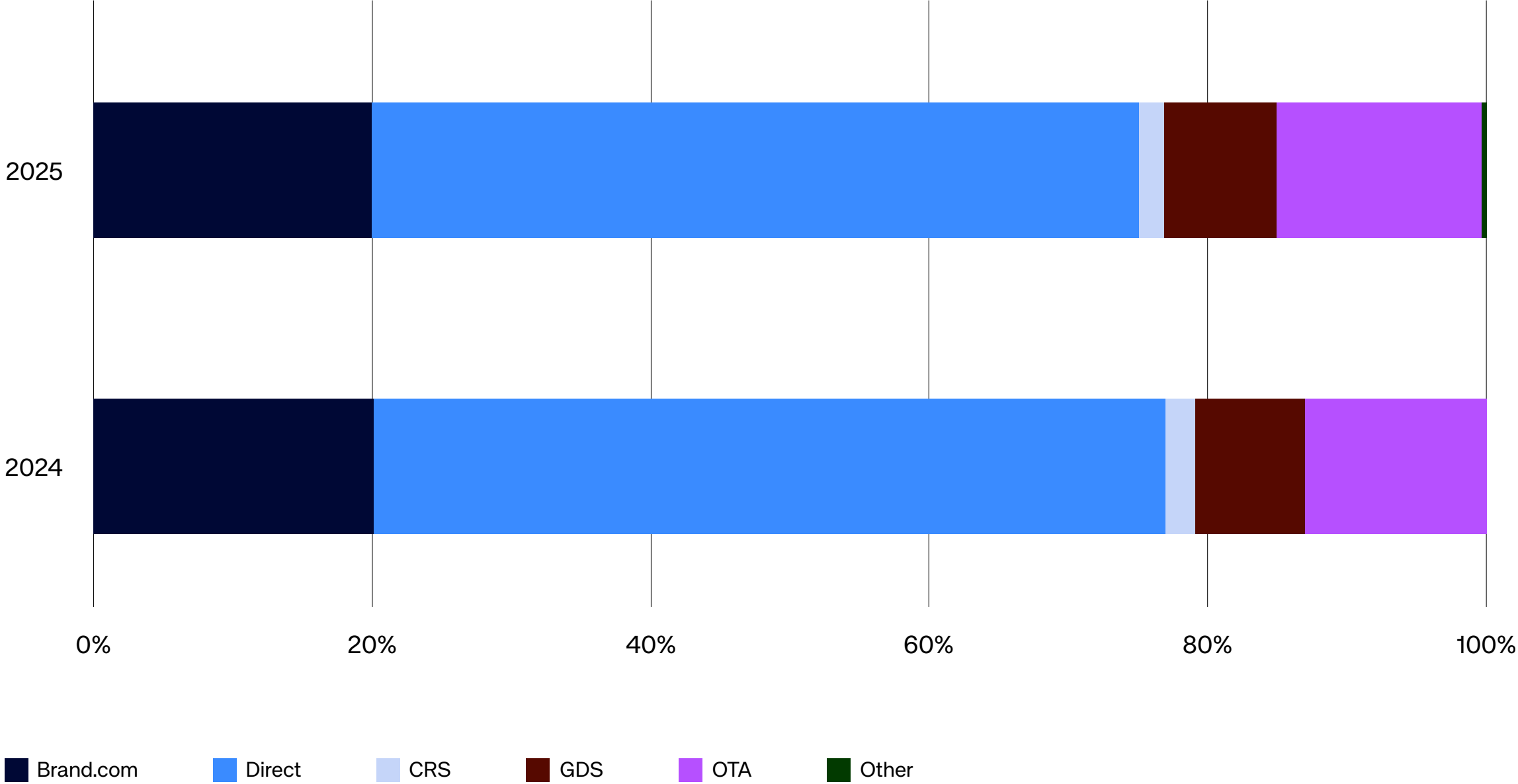
Recommendation for DMOs:

It could be worth exploring targeted campaigns and bundled offers to stimulate demand during the expected low-occupancy months (August-October).



Hotel channel mix in Central America

On-the-books distribution for Jul 2025 vs Jul 2024

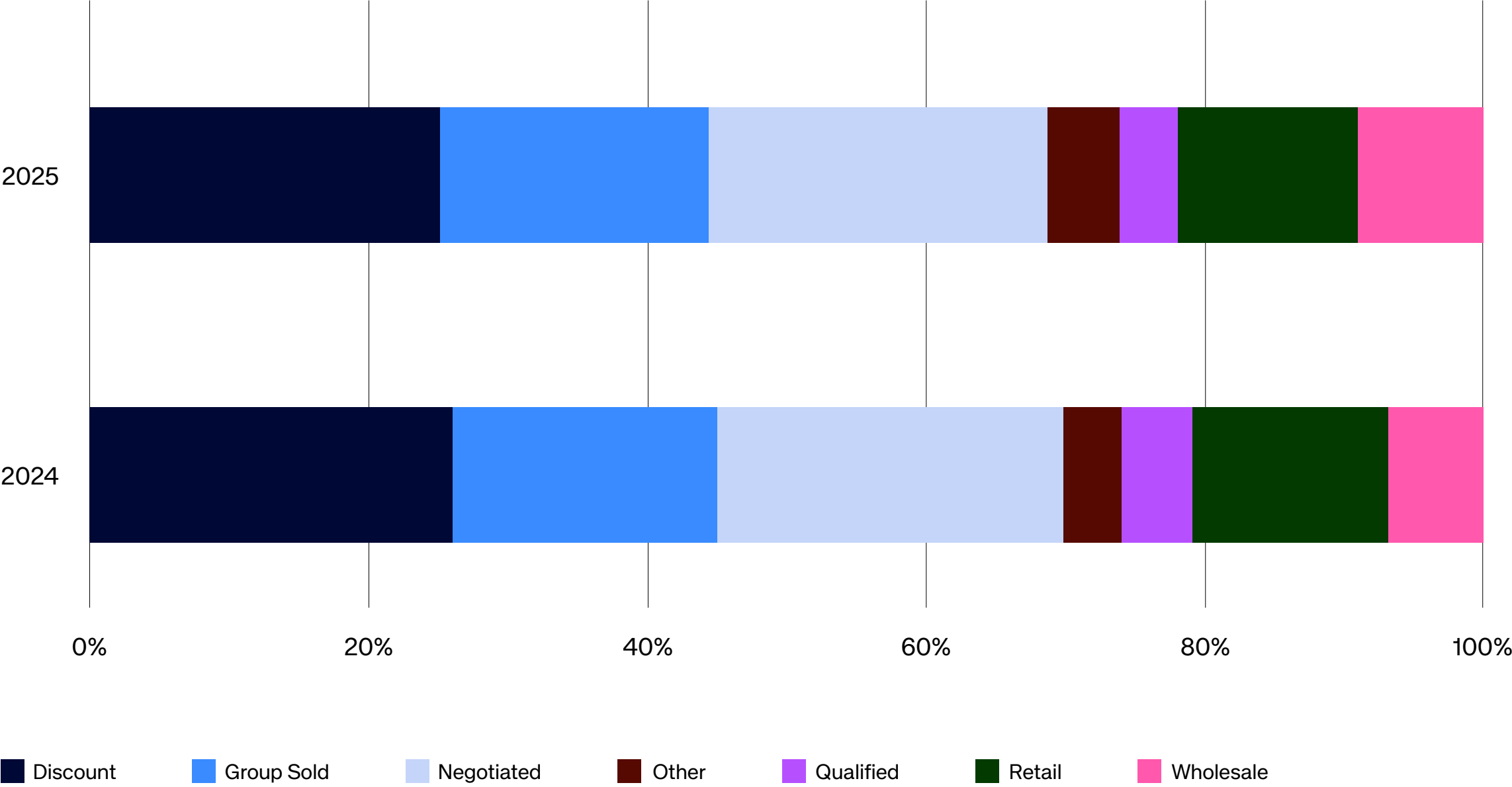


Source: Navigator360™ as of Sunday, 29 June 2025



Hotel segmentation in Central America

On-the-books distribution for Jul 2025 vs Jul 2024



Source: Navigator360™ as of Sunday, 29 June 2025





Hotel segmentation and channel analysis in Central America

Direct bookings continue to lead distribution:

Direct channels remain the booking path in Central America for July 2025, reinforcing the region's strength in customer loyalty, repeat visitors, and direct hotel - consumer relationships.

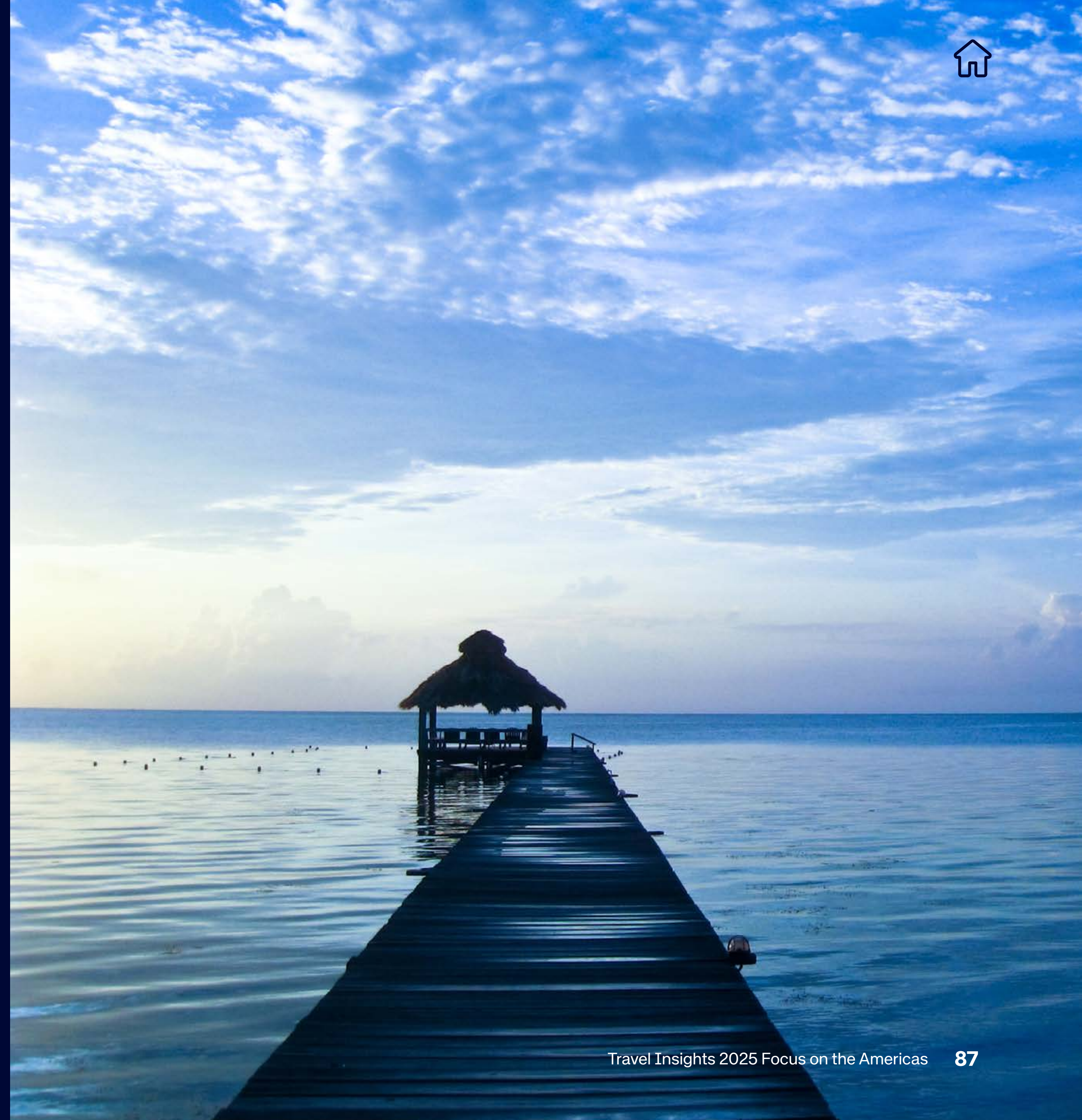
The segmentation breakdown in 2025 is remarkably consistent with 2024, showing stable performance across discount, group, negotiated, and retail segments. This reflects steady demand from a wide range of traveller types and purposes.

Consistent multi-channel strategy in place:

The mix of brand.com, OTA, and wholesale channels continues to play a supportive role alongside direct bookings, suggesting hotels in the region are successfully managing a well-balanced distribution strategy that mitigates risk and captures diverse market share.

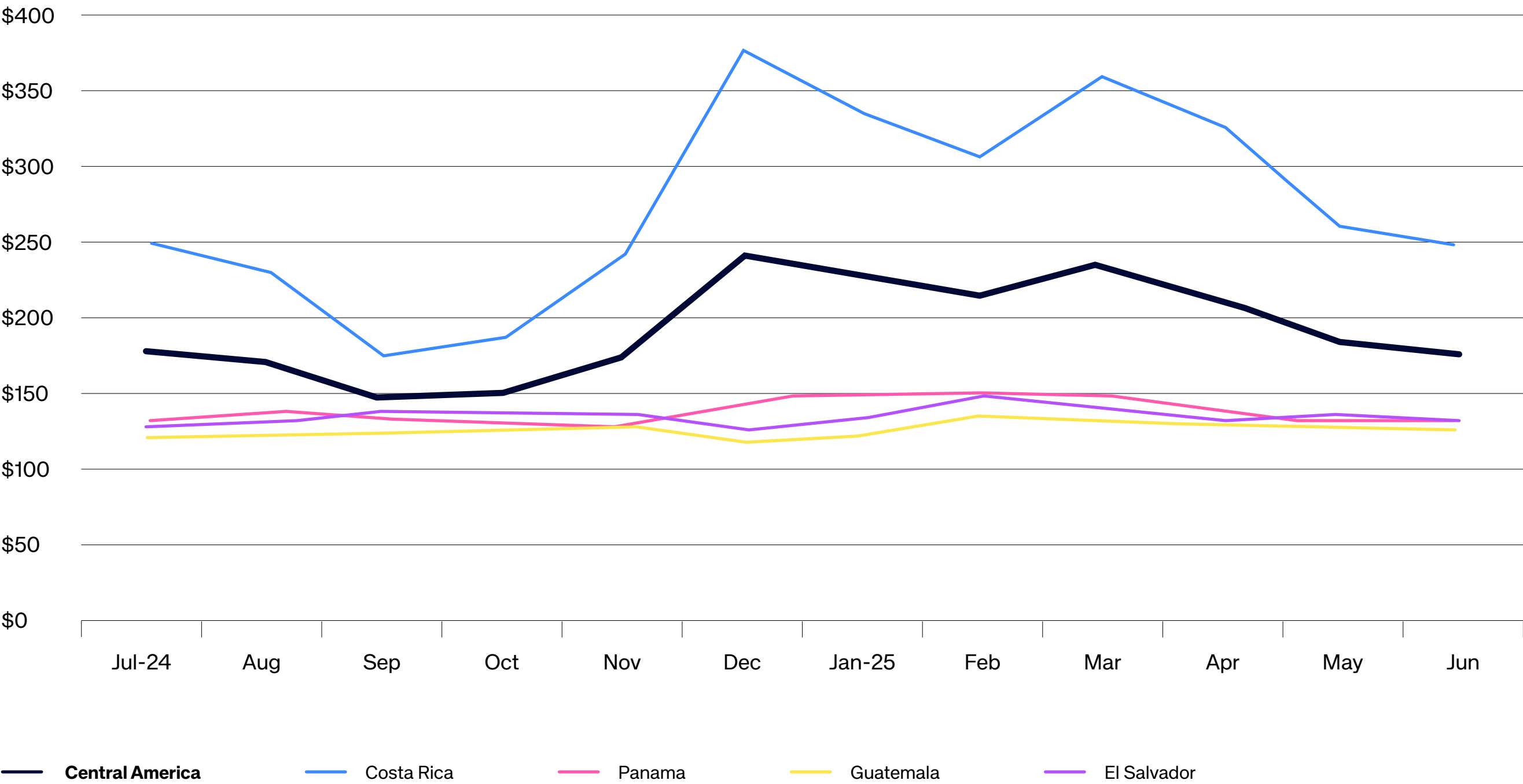
Recommendation for DMOs:

DMOs could strengthen promotional partnerships that support direct and group booking channels - particularly for multi-generational travel, incentive trips, and value-driven experiences. Showcase regional diversity, local culture, and nature-based activities that resonate with travellers looking for both adventure and authenticity.





Average Daily Rate (ADR) in USD



Source: Navigator360™ as of Sunday, 29 June 2025

Hotel ADR analysis in Central America

Costa Rica leads the region with a significantly higher ADR throughout the year, peaking close to \$400 in December, likely due to high-end tourism and seasonal demand during the holiday period.

The regional ADR (Central America) follows a similar pattern, with a gradual increase from October and peaking around March, suggesting a regional high season extending through winter and early spring.

Other markets such as Panama, Guatemala, and El Salvador maintain much lower and more stable ADRs (under \$150), which could reflect a higher volume of price-sensitive travellers or more budget-friendly offerings.

Recommendation for DMOs:

DMOs may want to explore premium positioning opportunities for destinations with stable ADRs, especially by developing experiences or packages that justify slight rate increases. Meanwhile, Costa Rica could benefit from sustaining yield through exclusive offerings and strategic segmentation during its high-value months.



Glossary for Central America

Destination name	Region
Belize	Central America
Costa Rica	Central America
El Salvador	Central America
Guatemala	Central America
Honduras	Central America
Nicaragua	Central America
Panama	Central America





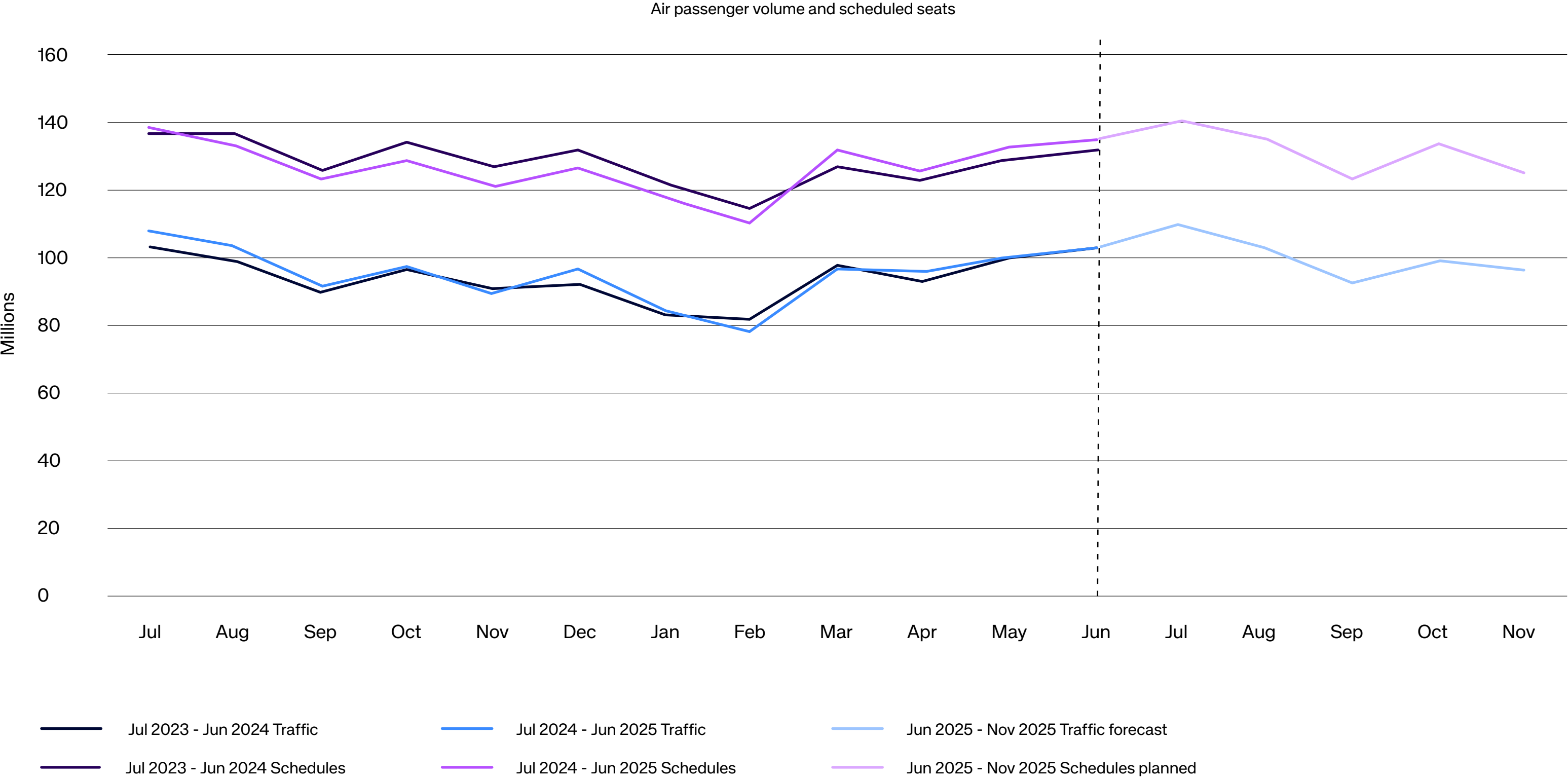
The Americas - North America



Air travel overview



Worldwide to North America: Passenger traffic and capacity



Source: Navigator360™ as of Sunday, 29 June 2025

1.1%
year-on-year
growth in
passenger traffic



Passenger traffic and capacity analysis

Steady recovery in air traffic:

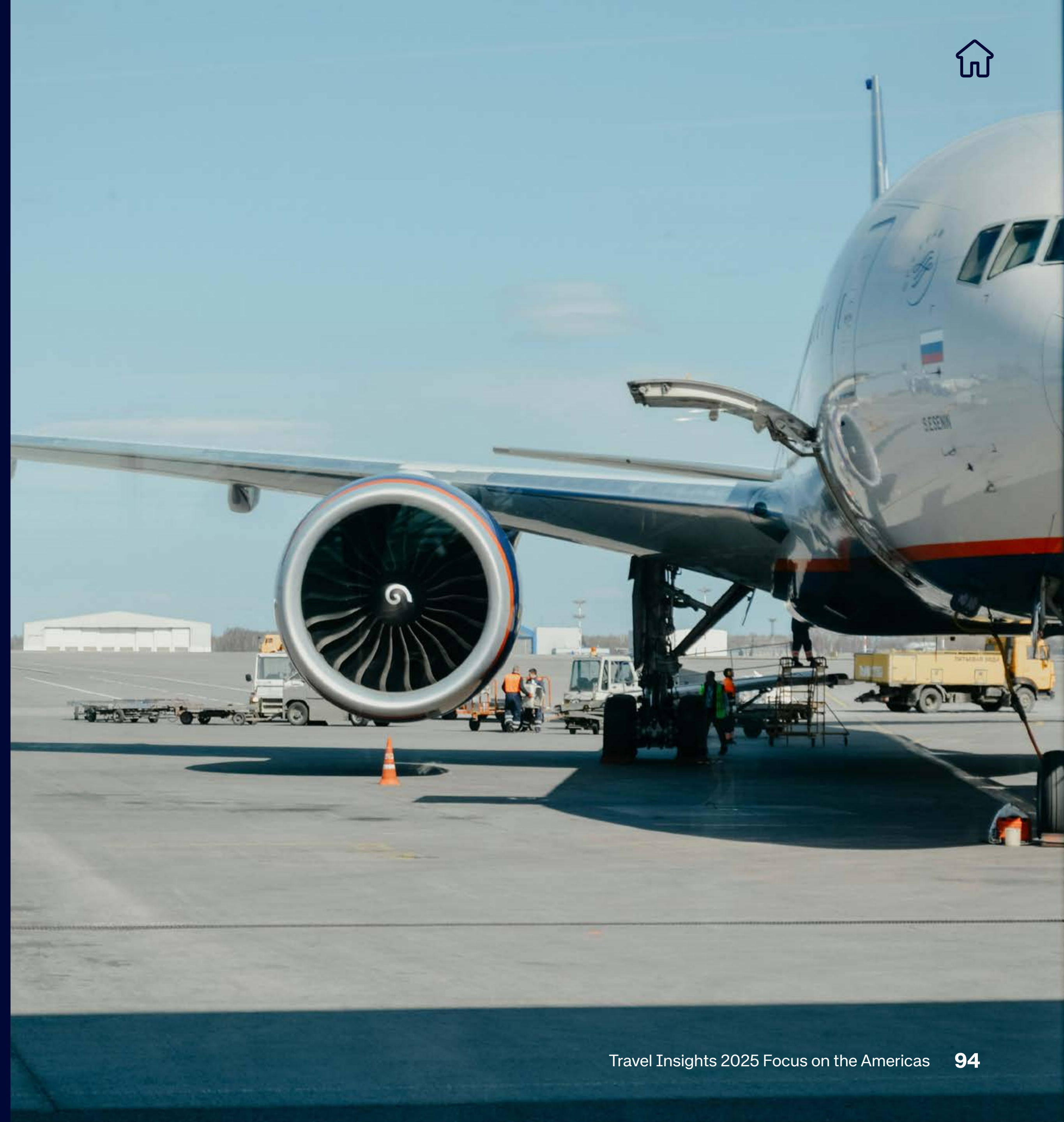
Traffic from July 2024 to June 2025 shows a consistent increase vs. the previous year, narrowing the gap between passenger volume and scheduled capacity.

Forecast shows stabilisation:

For the period June - November 2025, both traffic and capacity projections level off, suggesting moderate growth expectations and cautious optimism across the market.

Recommendation for DMOs:

Airlines and DMOs might want to consider targeted marketing efforts to boost off-peak demand and close the utilisation gap, especially in months with excess capacity. Promoting shoulder-season travel and flexible fare strategies could help improve load factors sustainably.





Where do visitors come from?

Reality vs. aspirations

Top origin markets searching for North America

Origin market	Jul 23 - Jun 24 ranking	Jul 24 - Jun 25 ranking
United States	1	1
Canada	2	2
Mexico	3	3
United Kingdom	4	4
China	9	5
India	5	6
Brazil	6	7
Germany	7	8
France	8	9
Japan	12	10

Top origin markets travelling to North America

Origin market	Jul 23 - Jun 24 ranking	Jul 24 - Jun 25 ranking
United States	1	1
Canada	2	2
Mexico	3	3
United Kingdom	5	4
India	4	5
Italy	6	6
Korea (ROK)	8	7
Germany	7	8
Japan	9	9
France	10	10

Source: Navigator360™ as of Sunday, 29 June 2025





Are travellers from these markets to North America already on your radar?

Top origin markets searching to travel to North America with the highest growth (among the top 30)

Origin market	Jul 24 - Jun 25 vs Jul 23 - Jun 24 ranking	YoY growth
China	1	132%
Japan	2	33%
Korea (ROK)	3	31%
Argentina	4	29%
Dominican Republic	5	28%
Canada	6	28%
United States	7	25%
Mexico	8	24%
Hong Kong (China)	9	20%
Chile	10	19%

Top origin markets travelling to North America with the highest growth (among the top 30)

Origin market	Jul 24 - Jun 25 vs Jul 23 - Jun 24 ranking	YoY growth
Puerto Rico	1	8%
China	2	7%
Japan	3	4%
Canada	4	2%
Ireland	5	2%
Argentina	6	2%
Australia	7	0%
Israel	8	0%
United States	9	-1%
Dominican Republic	10	-2%

Source: Navigator360™ as of Sunday, 29 June 2025



Who is searching and visiting North America analysis

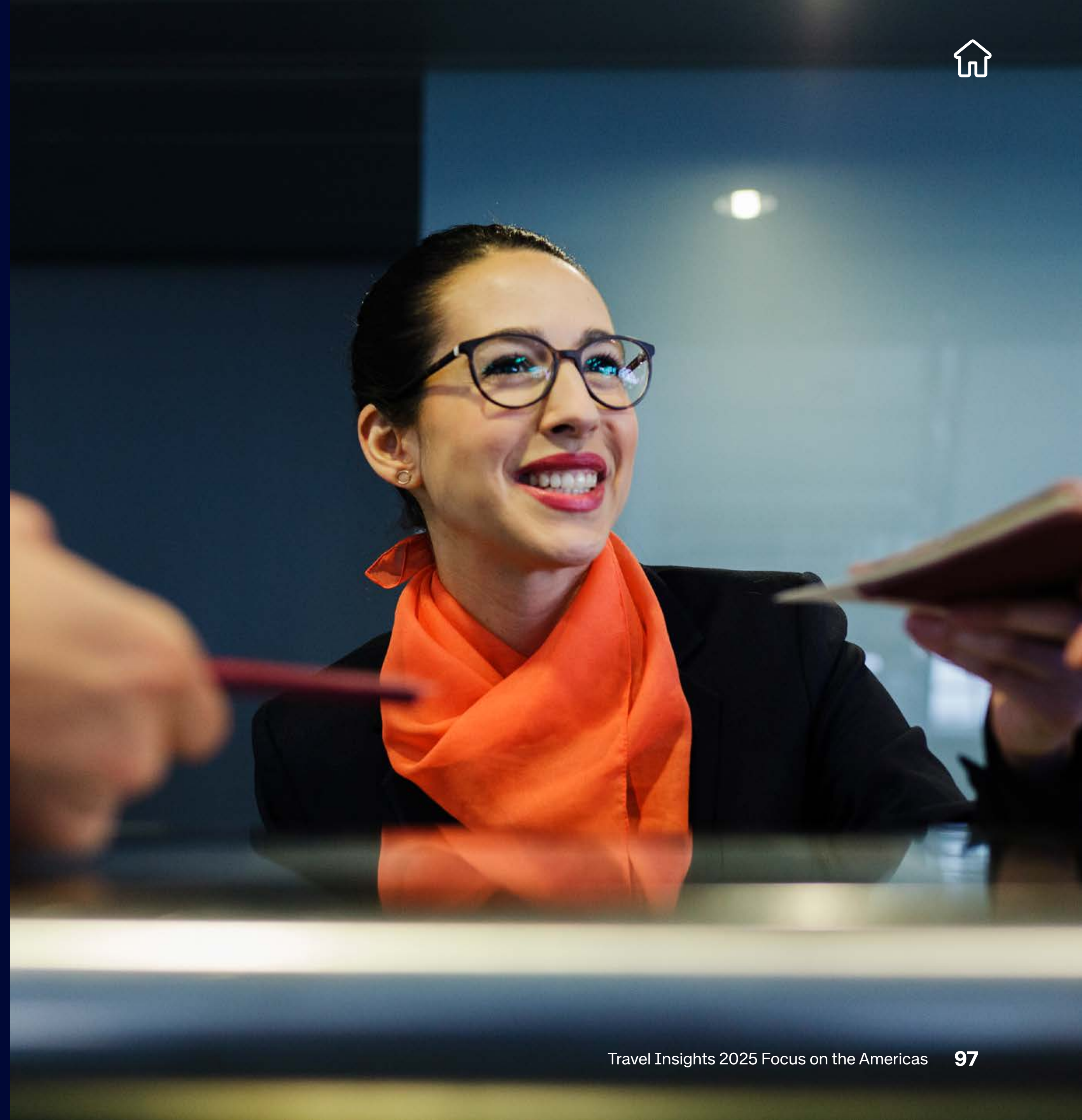
The top 3 source markets - United States of America, Canada, and Mexico - remain stable in both searches and actual travel, suggesting sustained demand from key regional neighbors.

China stands out as the fastest-growing aspirational market, climbing from 9th to 5th in searches with a +132% YoY increase.

Brazil shows up in the 10 origin markets searching for North America, but are not present on the top 10 bookings.

Recommendation for DMOs:

It could be valuable to prioritise demand activation in high-intent but underperforming markets like China and Brazil, by identifying and addressing conversion barriers - whether related to access, affordability, or awareness - while reinforcing visibility in markets like Japan and Puerto Rico, where interest is more efficiently translating into arrivals.





Where do visitors go? Reality vs. aspirations

Top searched destinations in North America

Destination	Jul 23 - Jun 24 ranking	Jul 24 - Jun 25 ranking
United States	1	1
Canada	2	2
Mexico	3	3

Source: Navigator360™ as of Sunday, 29 June 2025

Top booked destinations in North America

Destination	Jul 23 - Jun 24 ranking	Jul 24 - Jun 25 ranking
United States	1	1
Canada	2	2
Mexico	3	3





Top performing destinations in North America

Top searched destinations with the highest growth
(among the top 30)

Destinations	Jul 24 - Jun 25 vs Jul 23 - Jun 24 ranking	YoY growth
Mexico	1	22%
United States	2	21%
Canada	3	14%

Top booked destinations with the highest growth
(among the top 30)

Destination	Jul 24 - Jun 25 vs Jul 23 - Jun 24 ranking	YoY growth
United States	1	-2%
Mexico	2	-8%
Canada	3	-10%

Source: Navigator360™ as of Sunday, 29 June 2025



Who is searching travel to North America

The United States remains the top searched and booked destination in North America.

Mexico shows the highest year-on-year growth in searches (+22%), indicating growing traveller interest.

Canada remains stable in search rankings but experienced the steepest drop in bookings (-10%).

Recommendation for DMOs:

DMOs could consider launching campaigns that convert growing interest into actual bookings - especially for Mexico - by targeting high-intent audiences during the search phase with personalised offers or limited-time deals.





Where do visitors go? Reality vs. aspirations

Top searched destinations in North America

Destination	Jul 23 - Jun 24 ranking	Jul 24 - Jun 25 ranking
New York City (US)	1	1
Los Angeles (US)	3	2
Toronto (CA)	2	3
Orlando (US)	5	4
Miami (US)	4	5
Chicago (US)	7	6
Cancun (MX)	6	7
Las Vegas (US)	8	8
San Francisco (US)	9	9
Washington (US)	11	10

Top booked destinations in North America

Destination	Jul 23 - Jun 24 ranking	Jul 24 - Jun 25 ranking
New York City (US)	1	1
Los Angeles (US)	2	2
Orlando (US)	5	3
Washington (US)	4	4
Chicago (US)	7	5
San Francisco (US)	6	6
Toronto (CA)	3	7
Miami (US)	8	8
Las Vegas (US)	9	9
Boston (US)	12	10

Source: Navigator360™ as of Sunday, 29 June 2025





Top performing destinations in North America

Top searched destinations with the highest growth
(among the top 30)

Destination	Jul 24 - Jun 25 vs Jul 23 - Jun 24 ranking	YoY growth
Mexico City (MX)	1	29%
Newark (US)	2	28%
Chicago (US)	3	26%
Calgary (CA)	4	25%
Nashville (US)	5	25%
Honolulu (US)	6	24%
Washington (US)	7	24%
Minneapolis (US)	8	23%
Houston (US)	9	23%
Dallas (US)	10	22%

Top booked destinations with the highest growth
(among the top 30)

Destination	Jul 24 - Jun 25 vs Jul 23 - Jun 24 ranking	YoY growth
Nashville (US)	1	3%
Calgary (CA)	2	2%
Dallas (US)	3	1%
Boston (US)	4	1%
San Diego (US)	5	0%
Tampa (US)	6	-1%
Salt Lake City (US)	7	-1%
Phoenix (US)	8	-1%
Seattle (US)	9	-2%
Chicago (US)	10	-2%

Source: Navigator360™ as of Sunday, 29 June 2025

Which cities are travellers visiting in North America

New York City remains on the top searches and bookings:

NYC continues to lead both search and booking rankings, securing the #1 spot consistently. Its stable dominance confirms its broad appeal among international travellers.

All top 10 performing cities in North America have grown more than 20% in searches year on year.

Cities like Nashville, Calgary and Dallas show highest booking growth:

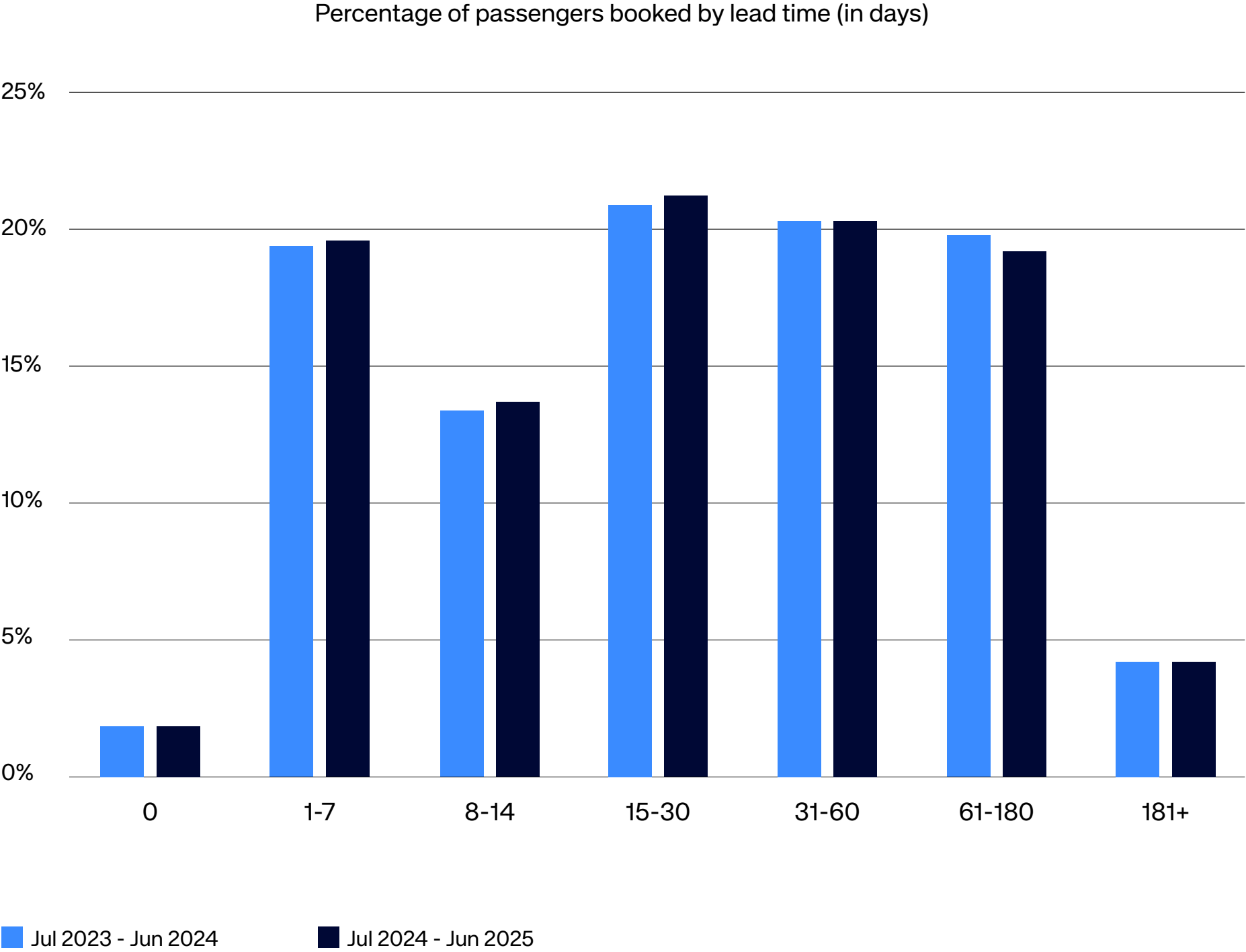
Despite not being top search destinations, they lead in year-over-year booking growth. This indicates a rising interest in second-tier cities, possibly due to affordability, the experiences offered, or local campaigns.

Recommendation for DMOs:

DMOs might want to capitalise on this trend by tailoring destination marketing strategies toward high-growth cities. Creating targeted campaigns focused on their emerging appeal could help drive both aspiration and conversion - bridging the gap between curiosity and bookings.



Air travel bookings to North America by lead time



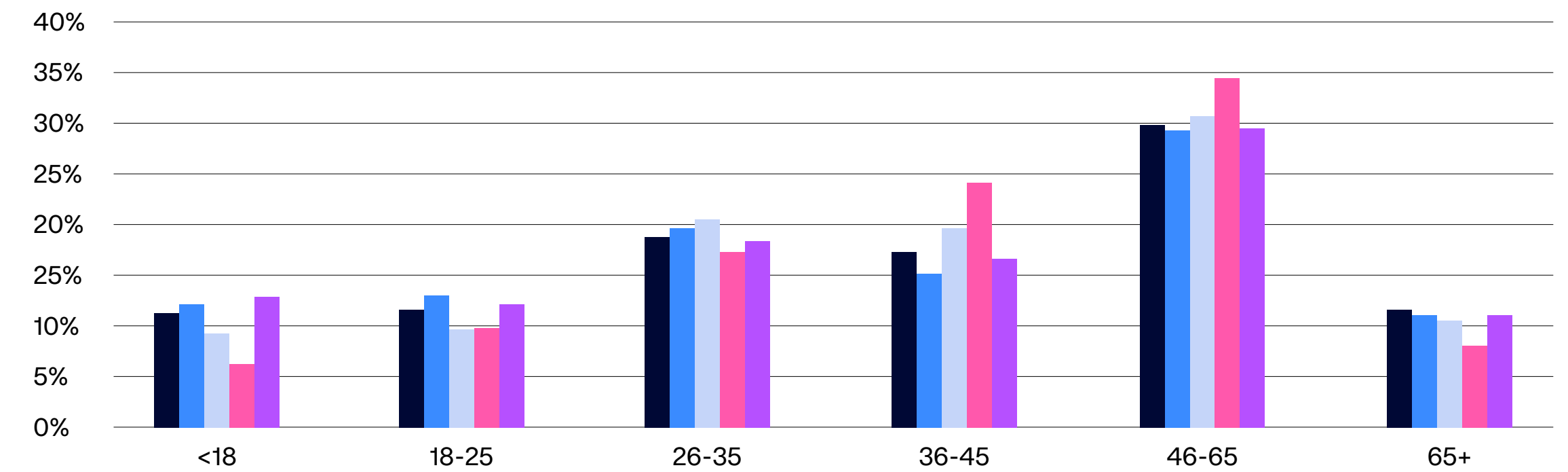
Source: Navigator360™ as of Sunday, 29 June 2025



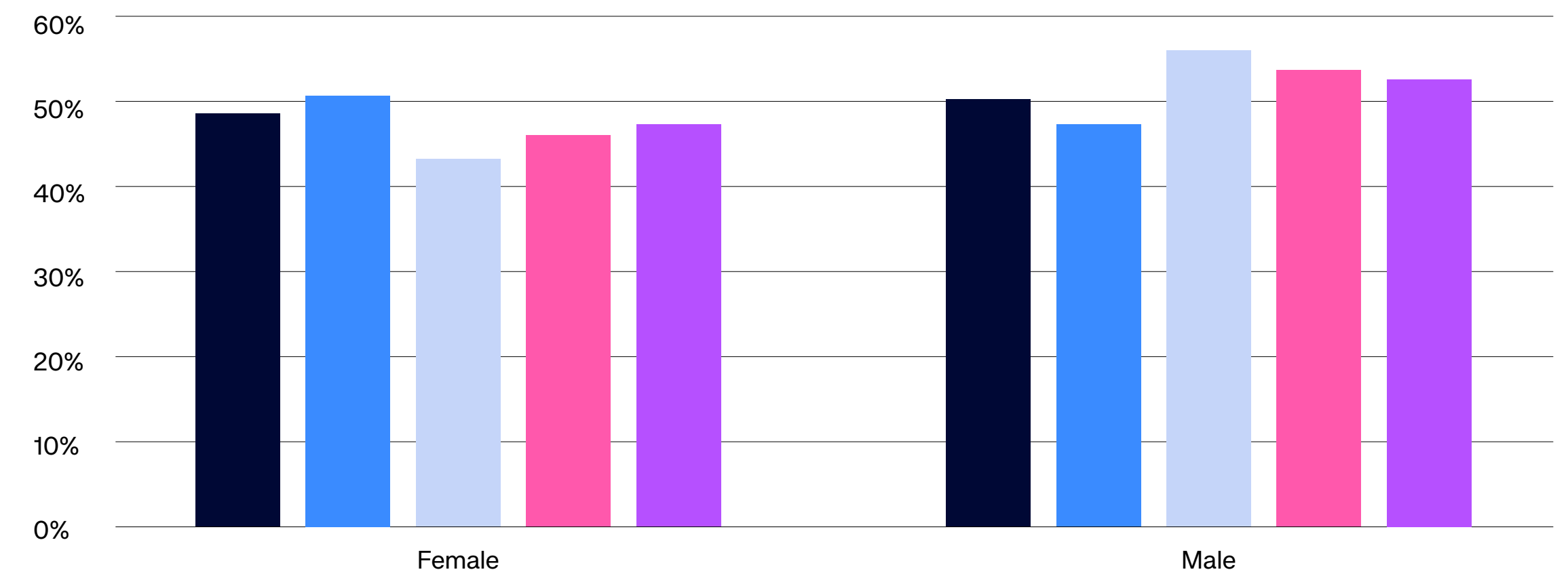


What type of travellers travel to North America: top destinations

Percentage of passengers booked by age category



Percentage of passengers booked by gender



North America New York City Atlanta Dallas Chicago

Source: Navigator360™ as of Sunday, 29 June 2025



Lead time and traveller profile analysis

The majority of passengers are booking flights 15-60 days in advance, showing a strong preference for medium-range planning windows.

Younger travellers (ages 26-45) form the majority of bookings to United States cities like NYC and Atlanta, while older age groups (+46) show stronger interest in North America overall.

Recommendation for DMOs:

Destinations could tailor campaigns by lead time and demographic: highlight flexible offers 15-60 days out, and consider segmenting messaging - lifestyle-oriented for younger adults and cultural for older groups.





2345 new routes in North America

Top new international routes (based on seat capacity)

Origin market	Count (distinct route)
United States	1948
Canada	119
Mexico	69
China	23
Italy	11
Bahamas	10
Jamaica	9
Dominican Republic	7
Bermuda	6
Colombia	6

New routes	Origin market	Destination market
SEL-MEX	South Korea	Mexico
BJS-MEX	China	Mexico
BJS-TIJ	China	Mexico
AMS-TPA	Netherlands	United States
MEX-TPA	Mexico	United States
TPA-MEX	United States	Mexico
DEL-YYC	India	Canada
PUJ-CUN	Dominican Republic	Mexico
BJX-CUU	Mexico	Mexico
CUU-BJX	Mexico	Mexico

Source: Navigator360™ as of Sunday, 29 June 2025





Key insights on new routes in North America

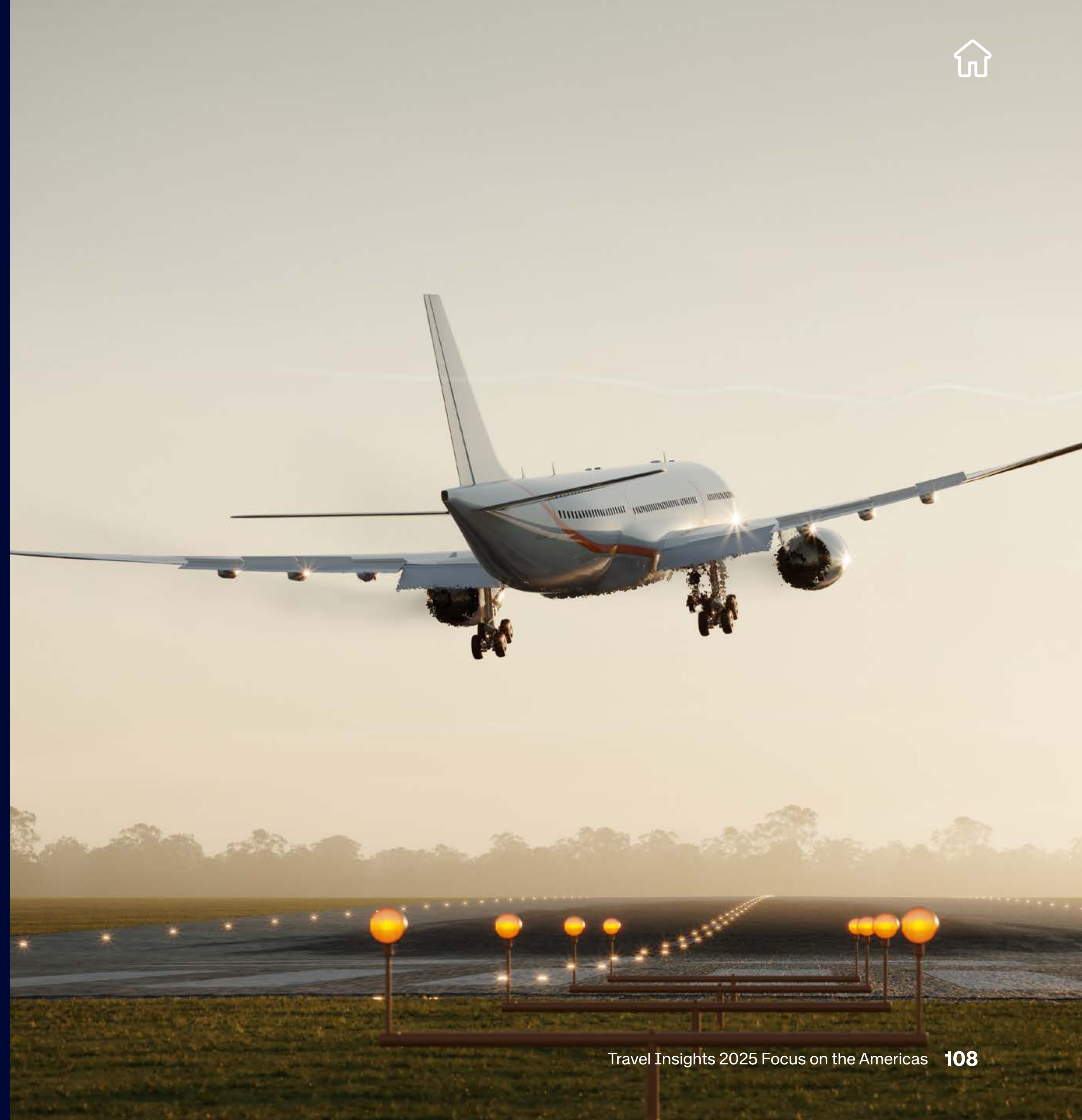
The United States is the main growth engine for new air connectivity in North America, driving over 80% of all newly introduced routes.

Mexico is rapidly positioning itself as a key international hub, attracting major new routes from both Asia and the Americas.

New long-haul routes from Asia and Latin America signal shifting demand patterns and untapped opportunities for DMOs beyond traditional source markets.

Recommendation for DMOs:

Given the rise of new routes from countries like China, Korea (ROK), India, and Colombia, DMOs could collaborate with airlines and OTAs to co-market these new connections and offer translated, culturally relevant materials for these audiences.



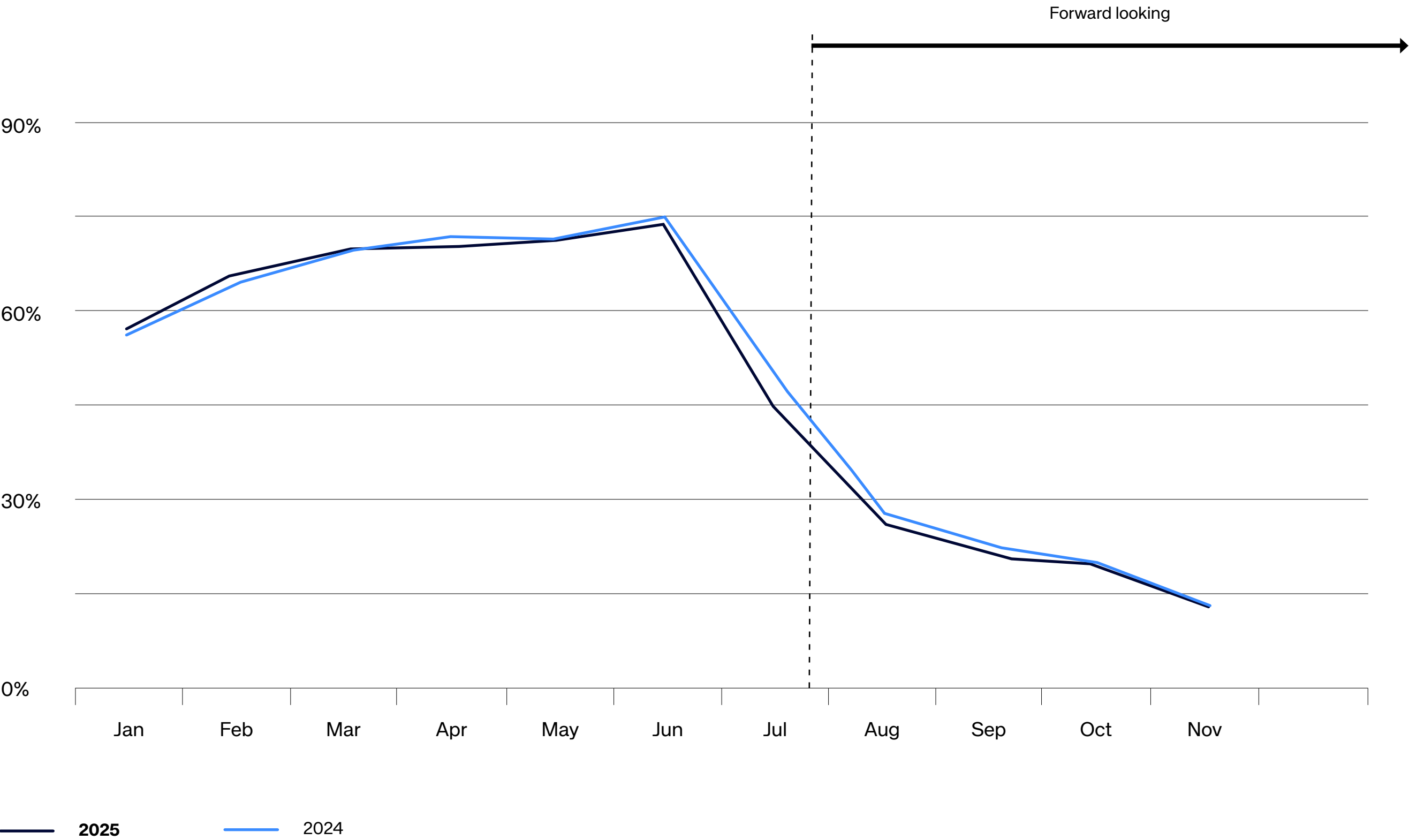


Hospitality occupancy overview



Hotel occupancy in North America

On-the-books by month compared to same month last year

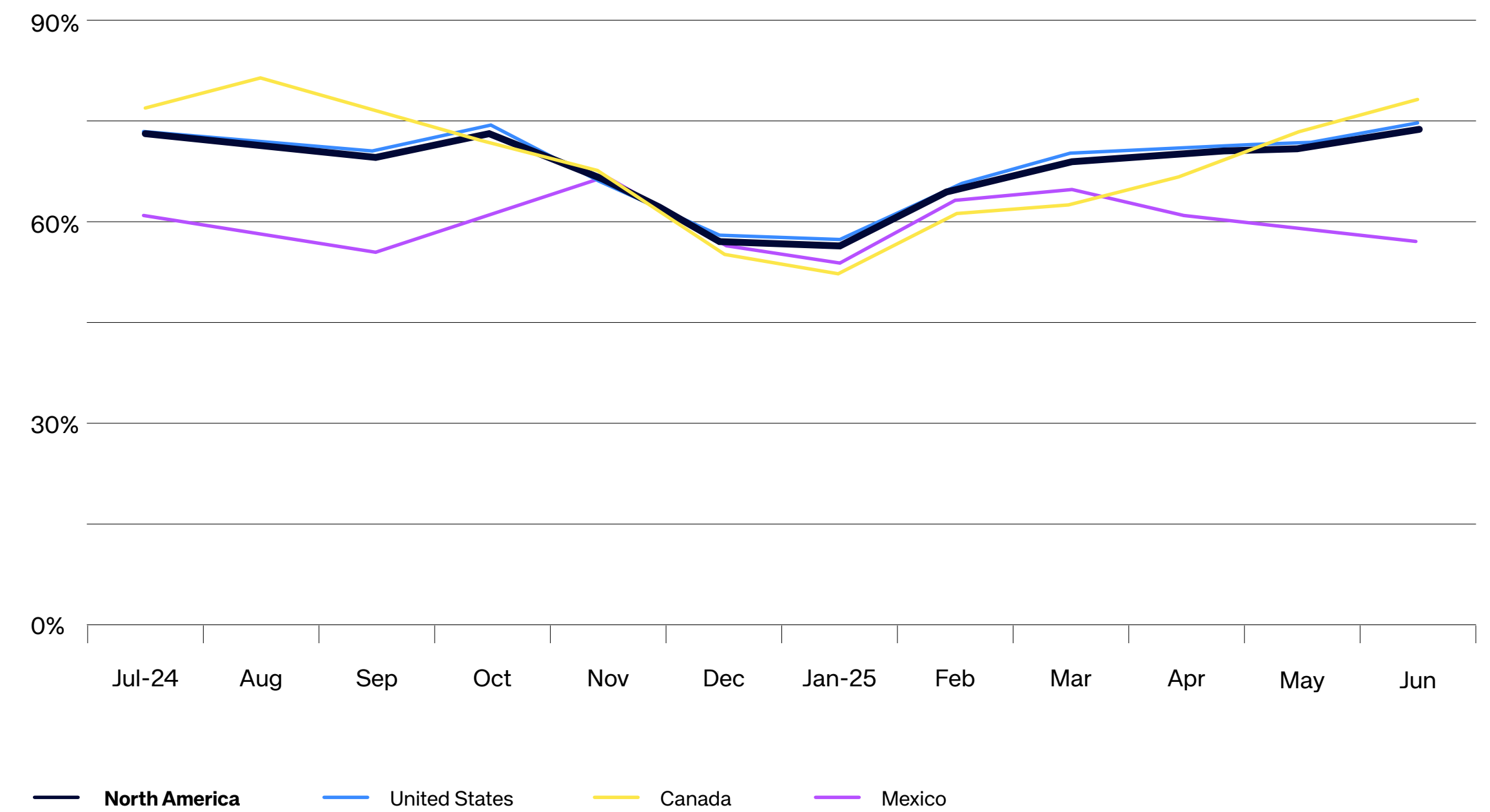


Source: Navigator360™ as of Sunday, 29 June 2025



Hotel occupancy for the past 12 months

For North America and its top markets

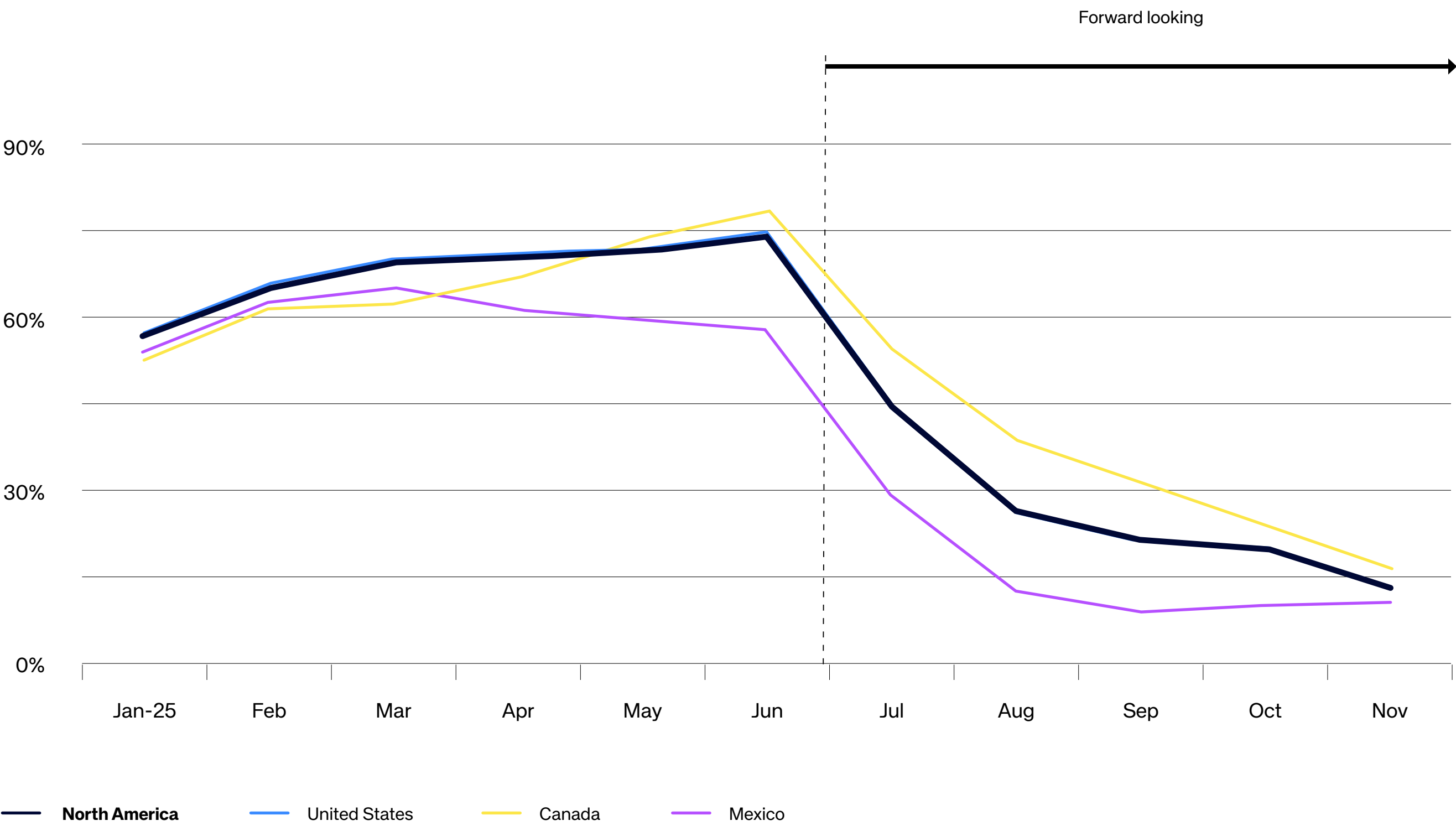


Source: Navigator360™ as of Sunday, 29 June 2025



Hotel occupancy on-the-books

For North America and its top markets



Source: Navigator360™ as of Sunday, 29 June 2025

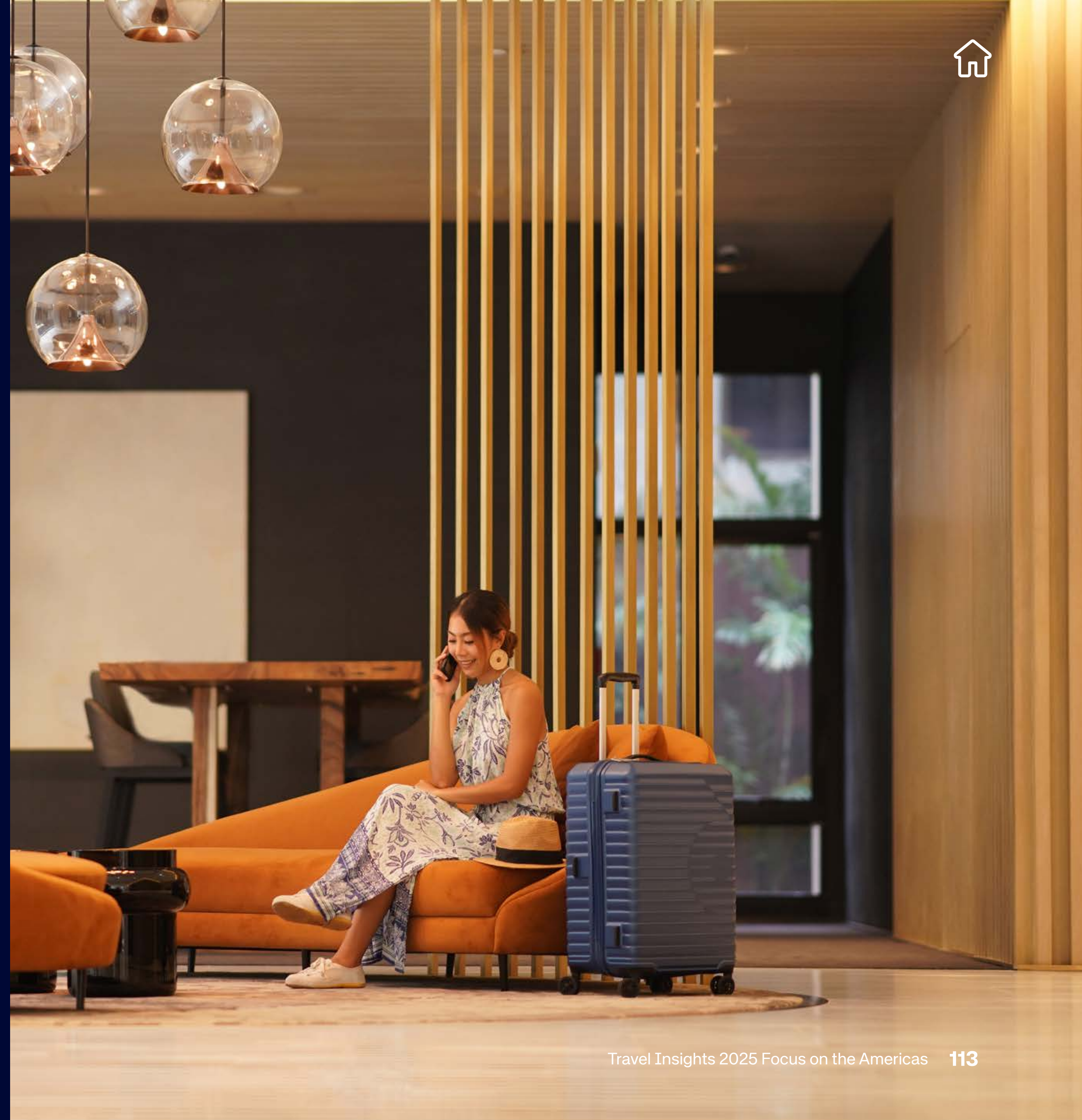
Hotel occupancy analysis

Occupancy in North America reached 74% by June 2025, ahead of 2024. This reflects continued strength in domestic and regional travel, especially during key spring and early summer periods.

The United States, Canada, and Mexico have followed a closely aligned occupancy pattern throughout the past 12 months, peaking in Q2 2025. This alignment provides a reliable foundation for planning regional marketing and cross-border campaigns.

Recommendation for DMOs:

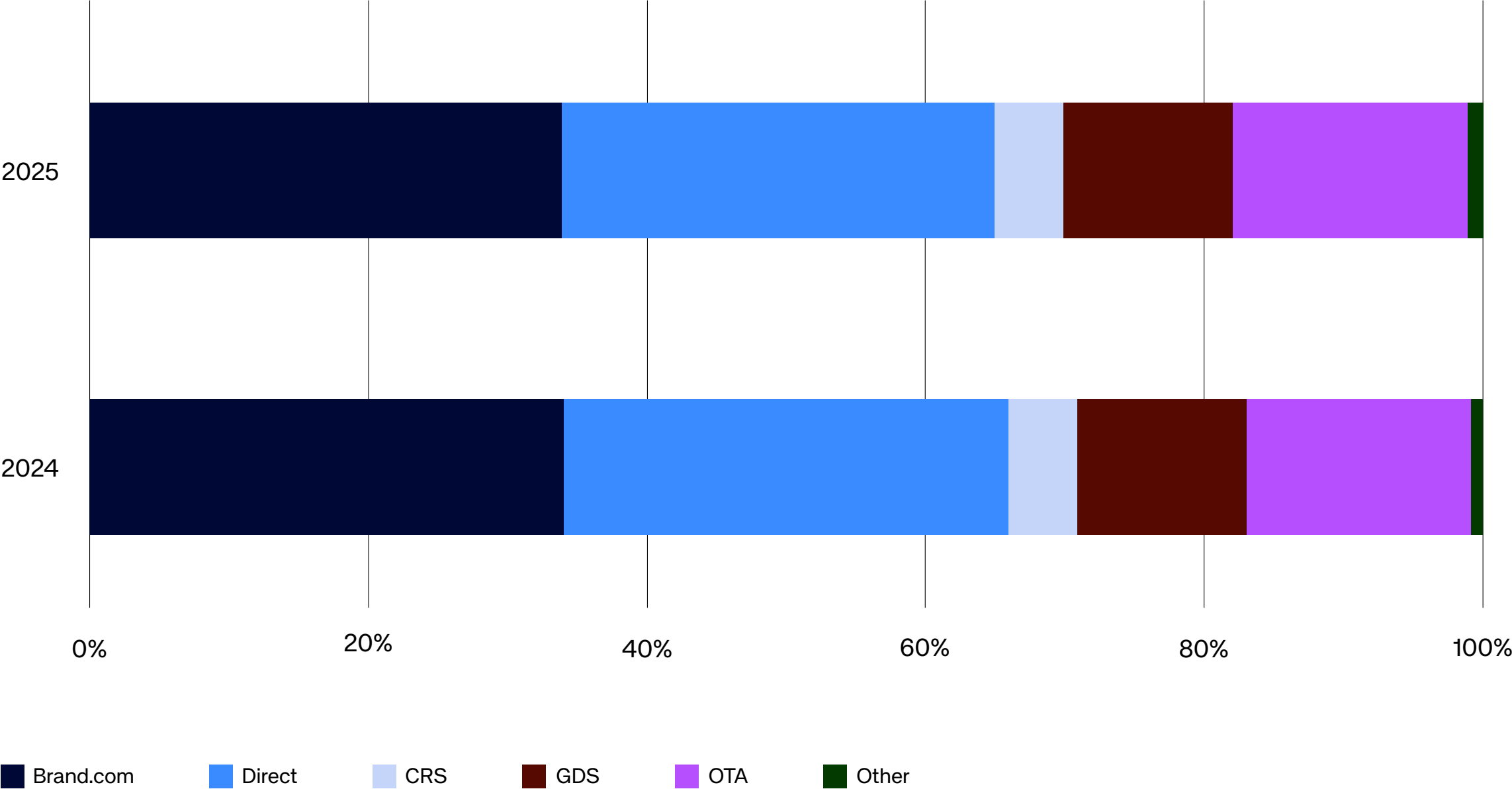
Destinations can capitalise on the region's solid performance in early 2025 by activating marketing campaigns that target late summer and fall travel. Highlight experiences that drive spontaneous bookings, such as festivals, nature escapes, and cultural events, while coordinating efforts across neighbouring markets to benefit from shared seasonal demand.





Hotel channel mix in North America

On-the-books distribution for Jul 2025 vs Jul 2024

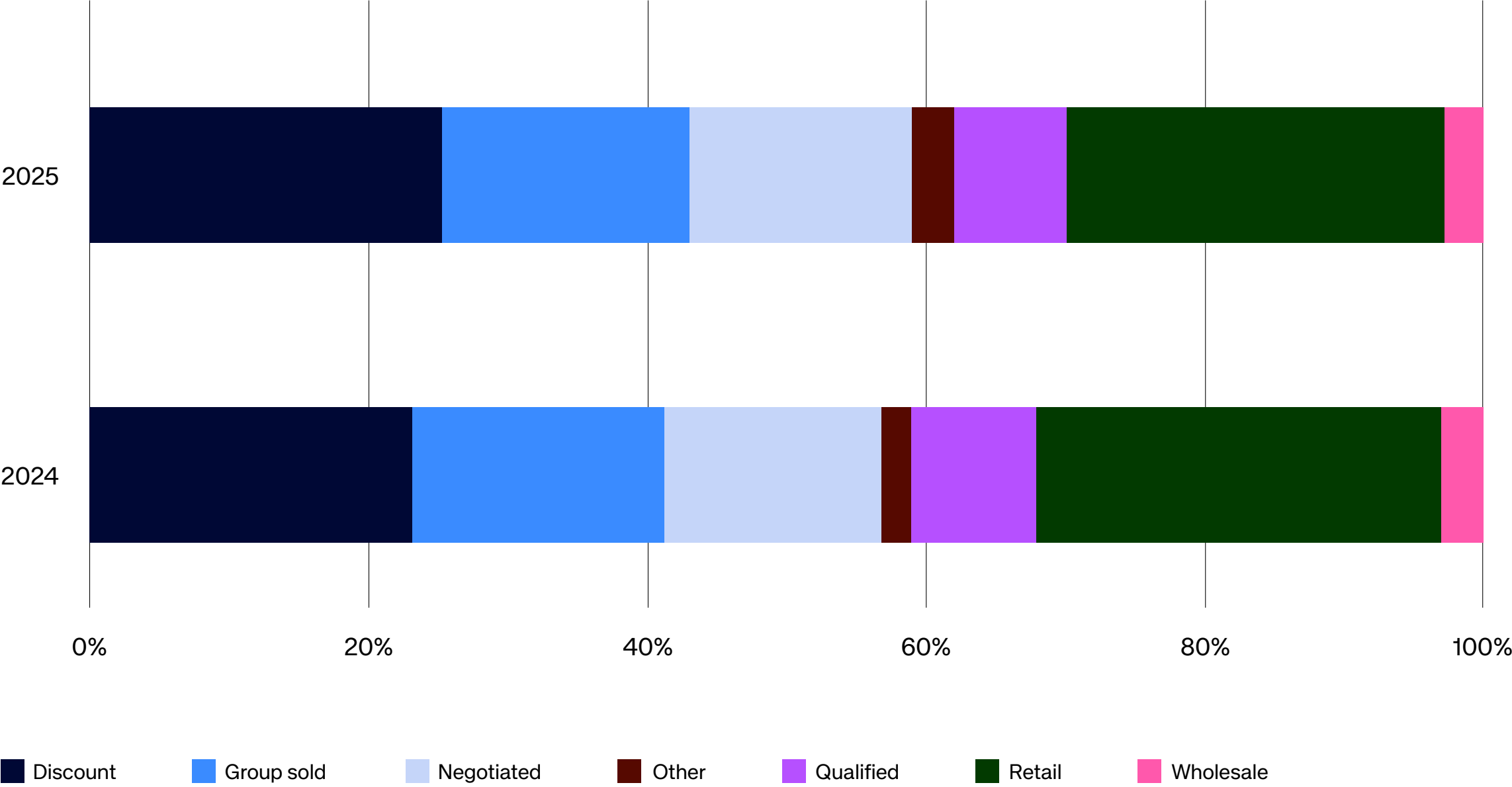


Source: Navigator360™ as of Sunday, 29 June 2025



Hotel segmentation in North America

On-the-books distribution for Jul 2025 vs Jul 2024



Source: Navigator360™ as of Sunday, 29 June 2025

Hotel segmentation and channel analysis in North America

Brand.com and direct channels remain dominant:

The combined share of brand.com and direct bookings remains strong year-over-year, reinforcing traveller trust in booking directly with hotel brands and the continued effectiveness of loyalty programs and owned channels.

Segment distribution reflects diverse travel demand:

The July 2025 segmentation mix is well-balanced, with healthy representation across discount, group, negotiated, and retail categories. This indicates that the region is successfully attracting a wide variety of travellers - from price-conscious guests to corporate and leisure segments.

Stability in distribution strategy supports resilience:

Year-over-year, the proportions across both channel and segment mixes have remained consistent. This stability reflects a mature and well-optimised distribution ecosystem that supports both steady performance and tactical flexibility.

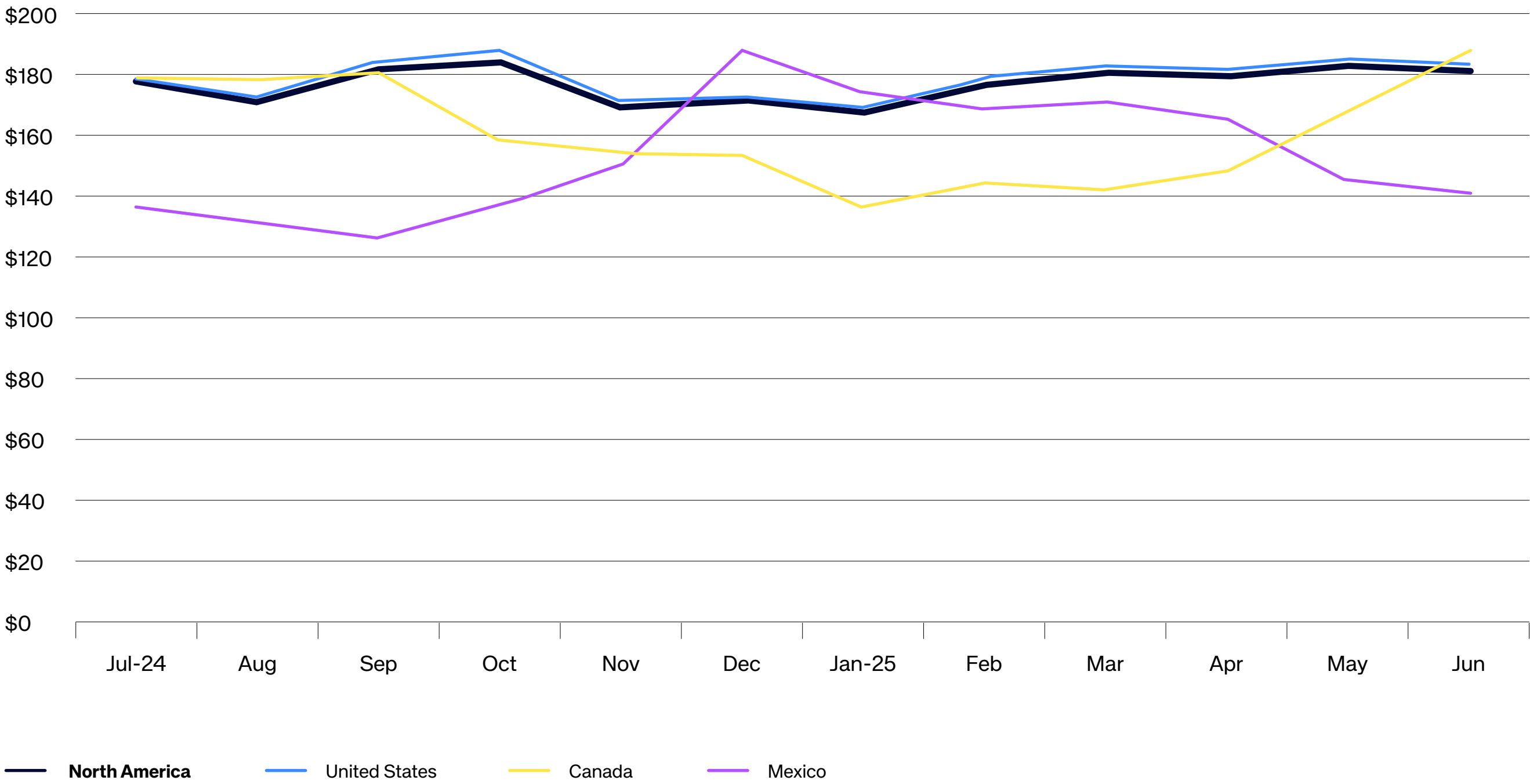
Recommendation for DMOs:

Destinations can collaborate with local hotel partners to reinforce direct booking strategies, especially by promoting value-added packages that appeal to both corporate and leisure travellers. Use this opportunity to drive traffic through trusted brand channels while targeting group and negotiated segments with curated experiences and seasonal offers.





Average Daily Rate (ADR) in USD



Source: Navigator360™ as of Sunday, 29 June 2025

Hotel ADR analysis in North America

ADR across North America remains strong, holding steady above \$160 in most months, which reflects a resilient pricing environment even amidst seasonal fluctuations.

The United States consistently leads with the highest ADR levels, offering a more stable positioning compared to Canada and Mexico.

Canada shows a noticeable uptick in ADR toward mid-2025, suggesting a shift toward higher-value stays or more upscale demand.

Recommendation for DMOs:

Hotels could consider implementing dynamic strategies based on traveller segments and booking windows, as ADR remains relatively stable across North America. This approach may help capture higher-value bookings - particularly in the United States and Canada.





Glossary for North America

Destination	Region
Canada	North America
Mexico	North America
United States	North America



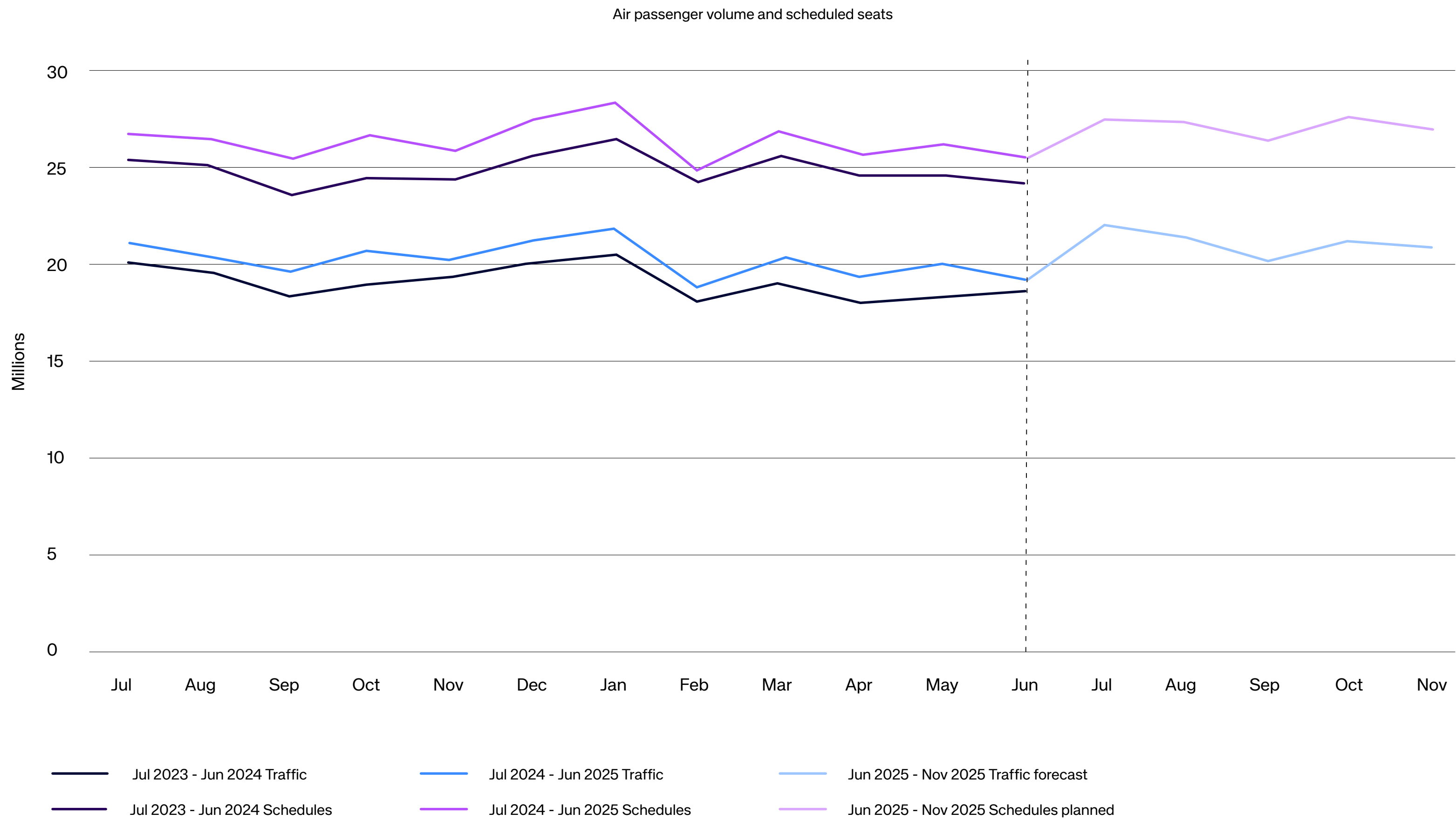
The Americas - South America



Air travel overview



Worldwide to South America: Passenger traffic and capacity analysis



Source: Navigator360™ as of Sunday, 29 June 2025

5.9%
year-on-year
growth in
passenger traffic

Passenger traffic and capacity analysis in South America

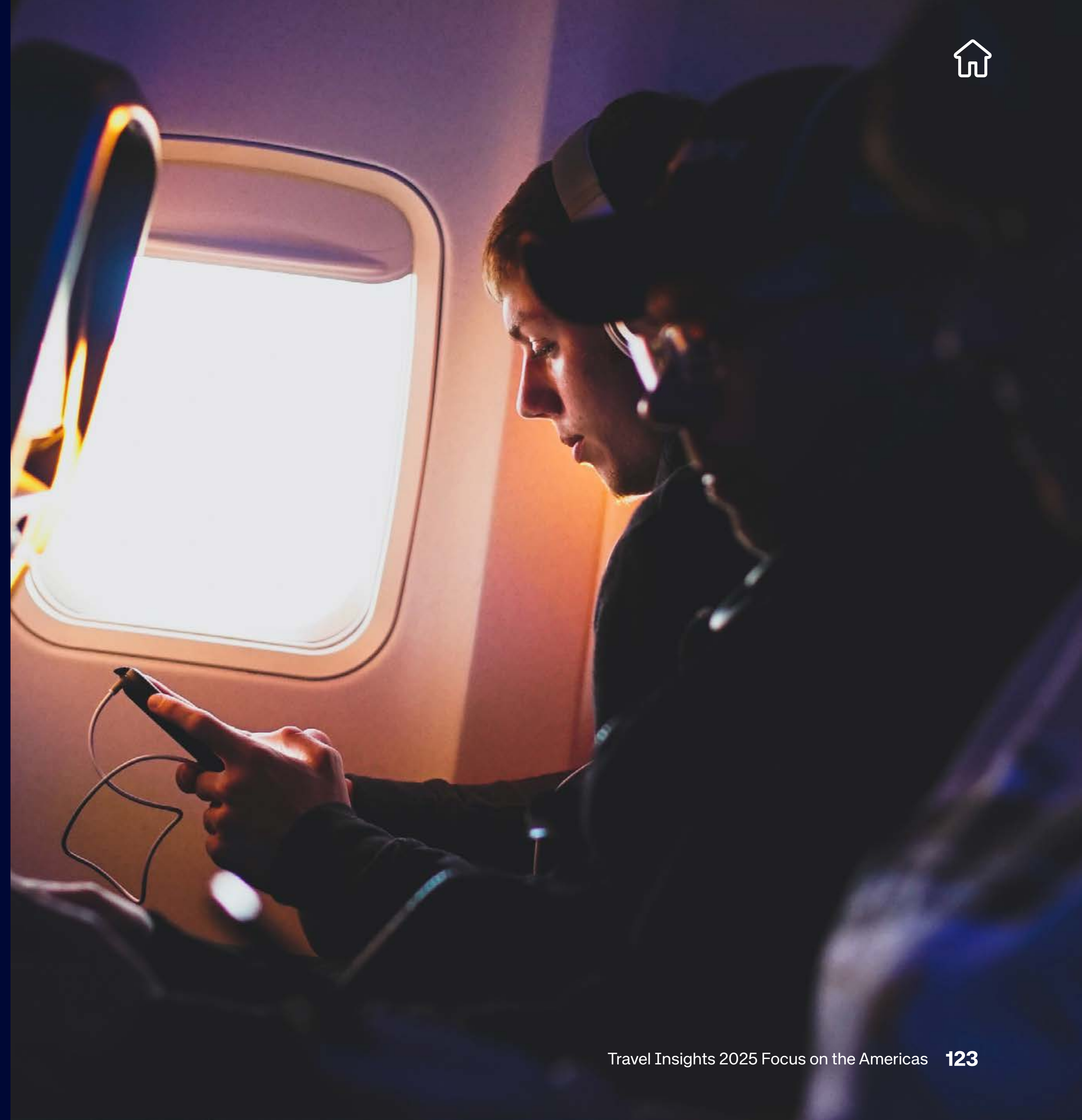
Passenger traffic from worldwide origins to South America shows a steady upward trend, with a 5.9% year-over-year growth, indicating a solid post-pandemic recovery and rising traveller interest in the region.

Seat capacity planning is keeping pace with demand, as schedules for the upcoming months remain aligned with traffic levels, suggesting airline confidence in continued market resilience.

Despite some monthly fluctuations, both traffic and scheduled capacity remain stable across the year, pointing to a more predictable and mature demand cycle compared to previous periods.

Recommendation for DMOs:

Airlines and destinations could leverage this positive momentum by launching targeted promotional campaigns and expanding strategic routes, particularly during consistent high-demand months, to reinforce growth and maximise load factors.





Where do visitors come from?

Reality vs. aspirations

Top origin markets searching for South America

Origin market	Jul 23 - Jun 24 ranking	Jul 24 - Jun 25 ranking
Brazil	1	1
United States	2	2
Argentina	4	3
Colombia	3	4
Chile	5	5
Peru	6	6
Spain	7	7
Mexico	8	8
Italy	10	9
Canada	9	10

Top origin markets travelling to South America

Origin market	Jul 23 - Jun 24 ranking	Jul 24 - Jun 25 ranking
Argentina	1	1
Colombia	2	2
Chile	3	3
Brazil	4	4
United States	5	5
Peru	6	6
Spain	7	7
Bolivia	8	8
Ecuador	9	9
Italy	10	10

Source: Navigator360™ as of Sunday, 29 June 2025



Are travellers from these markets to South America already on your radar?

Top origin markets searched to South America with the highest growth (among the top 30)

Origin market	Jul 24 - Jun 25 vs Jul 23 - Jun 24 ranking	YoY growth
China	1	311%
Dominican Republic	2	45%
Argentina	3	33%
Chile	4	33%
Paraguay	5	28%
Uruguay	6	27%
Mexico	7	27%
Costa Rica	8	26%
United States	9	25%
Korea (ROK)	10	24%

Top origin markets travelling to South America with the highest growth (among the top 30)

Origin market	Jul 24 - Jun 25 vs Jul 23 - Jun 24 ranking	YoY growth
China	1	30%
Argentina	2	8%
Uruguay	3	6%
Paraguay	4	5%
Peru	5	4%
Philippines	6	3%
Italy	7	3%
Belgium	8	2%
Dominican Republic	9	1%
Australia	10	-1%

Source: Navigator360™ as of Sunday, 29 June 2025



Who is searching and visiting South America

Brazil and the United States lead in search activity, while Argentina tops actual travel rankings, showing a gap between interest and action that could signal untapped booking potential from the top searchers.

China shows exponential growth both in searches (+311%) and actual travel (+30%) to South America, confirming a rising interest that is beginning to materialise and could expand further with the right targeting.

There's strong regional engagement, with countries like Uruguay, Paraguay, and Chile appearing on both top-growing search and travel lists, indicating consistent demand and room for conversion-focused efforts.

Recommendation for DMOs:

Destinations could activate targeted campaigns in high-growth markets like China, Argentina, and Uruguay. Consider using culturally tailored messaging to bridge the gap between aspiration and booking, and encourage faster conversion from interest to action.





Where do visitors go?

Reality vs. aspirations

Top searched destinations in South America

Destination	Jul 23 - Jun 24 ranking	Jul 24 - Jun 25 ranking
Brazil	1	1
Colombia	2	2
Argentina	3	3
Peru	4	4
Chile	5	5
Ecuador	6	6
Bolivia	7	7
Uruguay	8	8
Venezuela	9	9
Paraguay	10	10

Top booked destinations in South America

Destination	Jul 23 - Jun 24 ranking	Jul 24 - Jun 25 ranking
Brazil	1	1
Colombia	2	2
Argentina	3	3
Chile	4	4
Peru	5	5
Bolivia	7	6
Ecuador	6	7
Guyana	8	8
Uruguay	9	9
Paraguay	11	10

Source: Navigator360™ as of Sunday, 29 June 2025



Top performing destinations in South America

Top searched destinations with the highest growth
(among the top 30)

Destination	Jul 24 - Jun 25 vs Jul 23 - Jun 24 ranking	YoY growth
Chile	1	33%
Suriname	2	26%
Brazil	3	20%
Peru	4	18%
Paraguay	5	15%
Colombia	6	13%
Argentina	7	9%
Guyana	8	9%
Bolivia	9	3%
Ecuador	10	-1%

Top booked destinations with the highest growth
(among the top 30)

Destination	Jul 24 - Jun 25 vs Jul 23 - Jun 24 ranking	YoY growth
Paraguay	1	9%
Peru	2	4%
Brazil	3	4%
French Guiana	4	-1%
Chile	5	-2%
Uruguay	6	-2%
Bolivia	7	-3%
Suriname	8	-4%
Colombia	9	-7%
Argentina	10	-7%

Source: Navigator360™ as of Sunday, 29 June 2025



Where are travellers going to in South America

Brazil remains the top destination for both searches and bookings, reflecting its strong brand presence and consistent demand despite seasonal shifts.

Paraguay shows the strongest booking growth YoY (+9%), indicating rising interest in emerging or under-the-radar destinations.

Chile and Peru are gaining attention, appearing in both top-searched and top-booked lists, with Chile also leading the YoY growth in search interest (+33%).

Recommendation for DMOs:

Leveraging search trend data to adjust promotional focus may help bridge the gap between aspiration and bookings - especially for high-interest destinations like Chile, Peru, and Brazil - by aligning offers, pricing, or flight packages with rising demand signals.





Where do visitors go? Reality vs. aspirations

Top searched destinations in South America

Destination	Jul 23 - Jun 24 ranking	Jul 24 - Jun 25 ranking
Sao Paulo (BR)	1	1
Rio De Janeiro (BR)	3	2
Buenos Aires (AR)	2	3
Bogota (CO)	4	4
Lima (PE)	5	5
Santiago (CL)	6	6
Medellin (CO)	7	7
Recife (BR)	9	8
Cartagena (CO)	8	9
Salvador (BR)	10	10

Top booked destinations in South America

Destination	Jul 23 - Jun 24 ranking	Jul 24 - Jun 25 ranking
Buenos Aires (AR)	1	1
Lima (PE)	4	2
Sao Paulo (BR)	3	3
Bogota (CO)	2	4
Santiago (CL)	5	5
Rio De Janeiro (BR)	6	6
Medellin (CO)	7	7
Cartagena (CO)	9	8
Quito (EC)	8	9
Santa Cruz De La Sierra (BO)	10	10

Source: Navigator360™ as of Sunday, 29 June 2025



Top performing destinations in South America

Top searched destinations with the highest growth
(among the top 30)

Destination	Jul 24 - Jun 25 vs Jul 23 - Jun 24 ranking	YoY growth
Florianopolis (BR)	1	42%
Santiago (CL)	2	35%
San Carlos De Bariloche (AR)	3	30%
Rio De Janeiro (BR)	4	25%
Lima (PE)	5	21%
Recife (BR)	6	21%
Medellin (CO)	7	20%
Belo Horizonte (BR)	8	20%
Sao Paulo (BR)	9	20%
Bogota (CO)	10	20%

Top booked destinations with the highest growth
(among the top 30)

Destination	Jul 24 - Jun 25 vs Jul 23 - Jun 24 ranking	YoY growth
Florianopolis (BR)	1	58%
Rio De Janeiro (BR)	2	24%
Calama (CL)	3	12%
Cuzco (PE)	4	10%
Asuncion (PY)	5	9%
Puerto Iguazu (AR)	6	6%
Salvador (BR)	7	5%
Lima (PE)	8	5%
Antofagasta (CL)	9	4%
Cochabamba (BO)	10	1%

Source: Navigator360™ as of Sunday, 29 June 2025



To which cities are travellers going in South America?

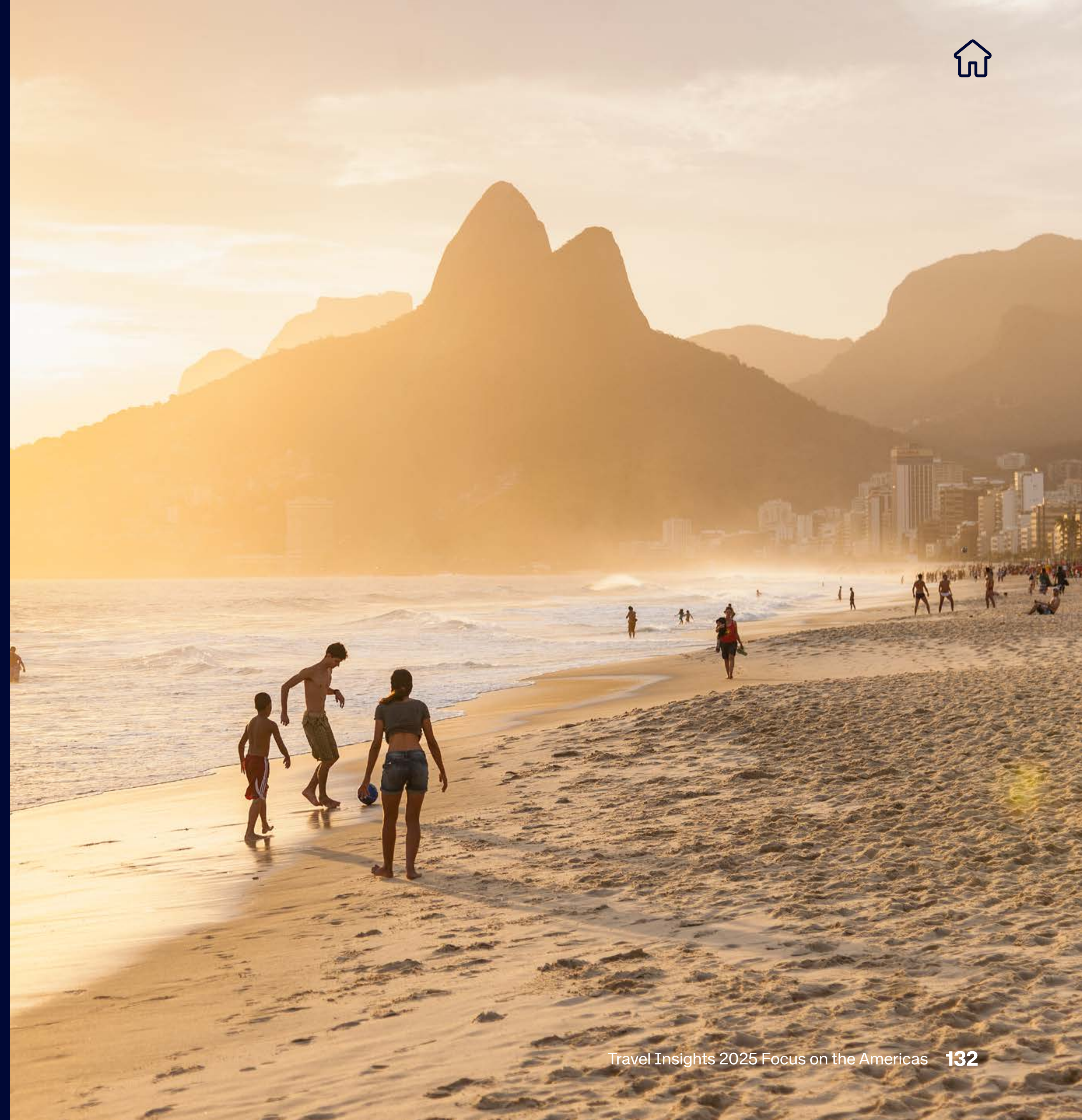
Florianopolis leads both in searches and bookings in cities that grown the most, showing consistent demand and traveller interest in lesser-known Brazilian destinations.

Rio de Janeiro and Lima maintain top spots in both interest and actual bookings, reflecting their resilience as preferred travel hubs despite competition.

Cities like San Carlos de Bariloche and Calama are gaining traction, indicating a growing appetite for more diverse, nature-oriented travel experiences.

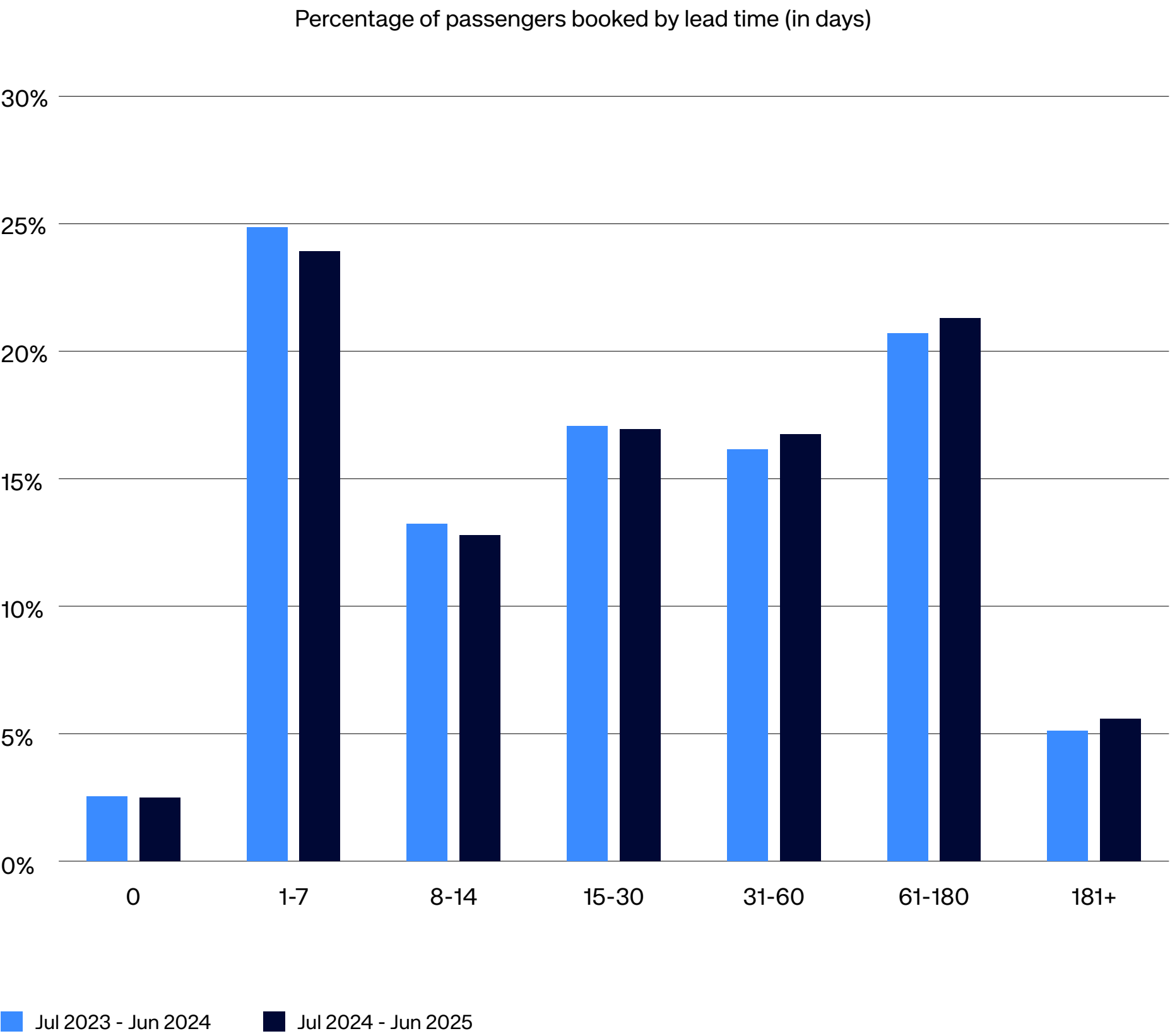
Recommendation for DMOs:

Highlight emerging hotspots like Florianopolis and Bariloche by showcasing unique local experiences and off-the-beaten-path adventures. This approach may help convert high search interest into bookings while diversifying demand across the region.





Air travel bookings to South America by lead time

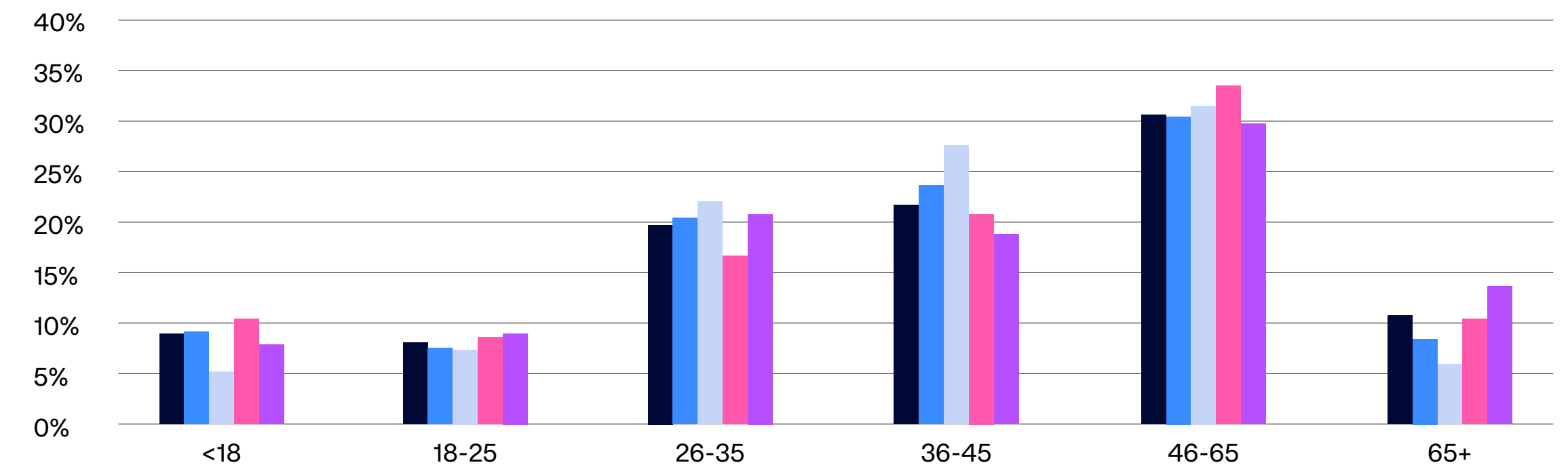


Source: Navigator360™ as of Sunday, 29 June 2025

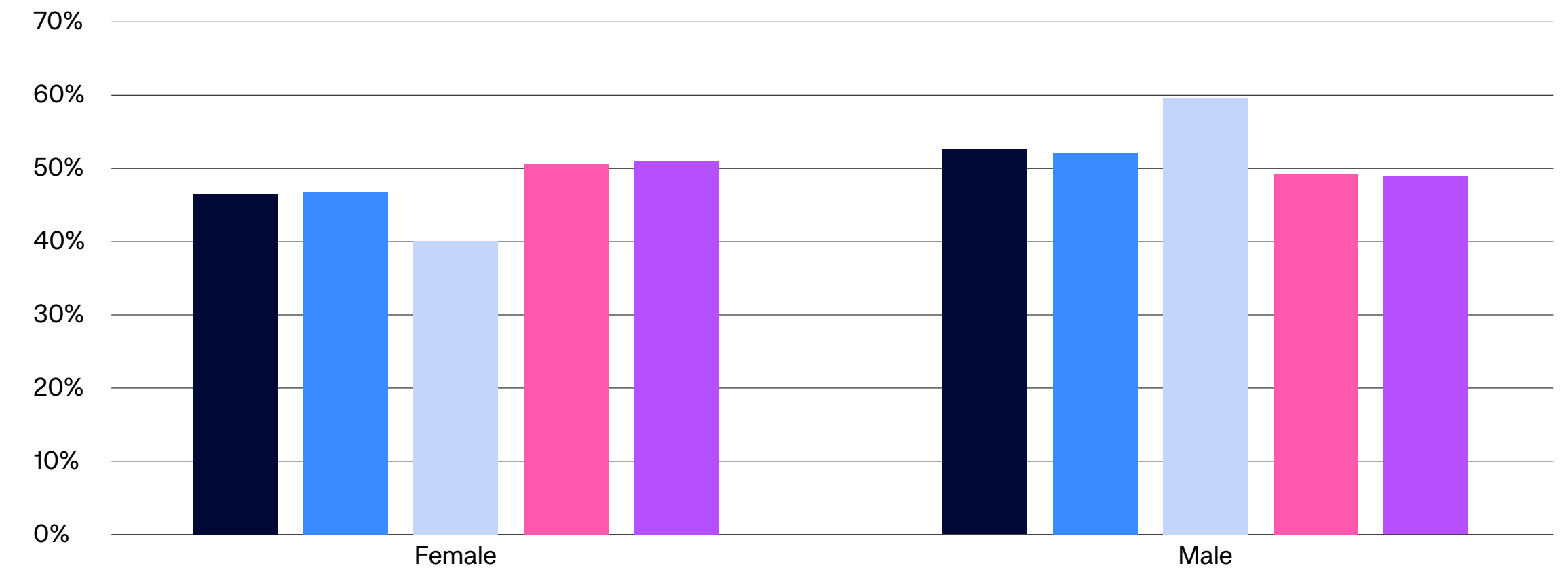


What type of travellers travel to South America: top destinations

Percentage of passengers booked by age category



Percentage of passengers booked by gender



South America Sao Paulo Bogotá Buenos Aires Lima

Source: Navigator360™ as of Sunday, 29 June 2025

Lead time and profile analysis

The majority of passengers continue to book their trips 1-7 days in advance, maintaining a last-minute travel trend. However, bookings made 61-180 days out are slightly increasing, pointing to growing confidence in long-term planning.

Older age groups (46+) are significantly more active in travel to South America, especially to cities like Bogotá and Buenos Aires.

Recommendation for DMOs:

Highlight long-lead travel options in your marketing, especially for destinations with strong appeal among older travellers. Emphasising flexibility, cultural value, and peace of mind could help encourage early bookings and boost conversion for this segment.





324 new routes in South America

Top new international routes (based on seat capacity)

Origin market	New routes	New routes	Origin market	Destination market
Brazil	22	SAL-MDE	El Salvador	Colombia
Argentina	14	CHI-BOG	United States	Colombia
Chile	13	HOU-MDE	United States	Colombia
United States	12	IST-SCL	Türkiye	Chile
Paraguay	10	LIS-FLN	Portugal	Brazil
Colombia	8	PAR-SSA	France	Brazil
Ecuador	7	DFW-RIO	United States	Brazil
Bolivia	5	UIO-SRZ	Ecuador	Bolivia
Uruguay	5	CMN-SAO	Morocco	Brazil
Dominican Republic	4	MEX-CTG	Mexico	Colombia

Source: Navigator360™ as of Sunday, 25 May 2025



Key insights on new routes in South America

Brazil leads the region in new route development, introducing 22 new routes between July 2024 and June 2025 - highlighting its growing strategic importance in regional and intercontinental connectivity.

The United States continues to strengthen air ties with South America, with multiple new routes into Colombia, Brazil, and beyond, supporting rising travel demand and economic ties.

Emerging connectivity from diverse regions such as Morocco, Türkiye, and Portugal reflects increasing global interest in South America as a destination and opens doors for broader inbound tourism.

Recommendation for DMOs:

Position South America as a more accessible and globally connected destination in your outreach campaigns. Tapping into these newly opened corridors could help attract first-time travellers and expand source markets beyond traditional regions.



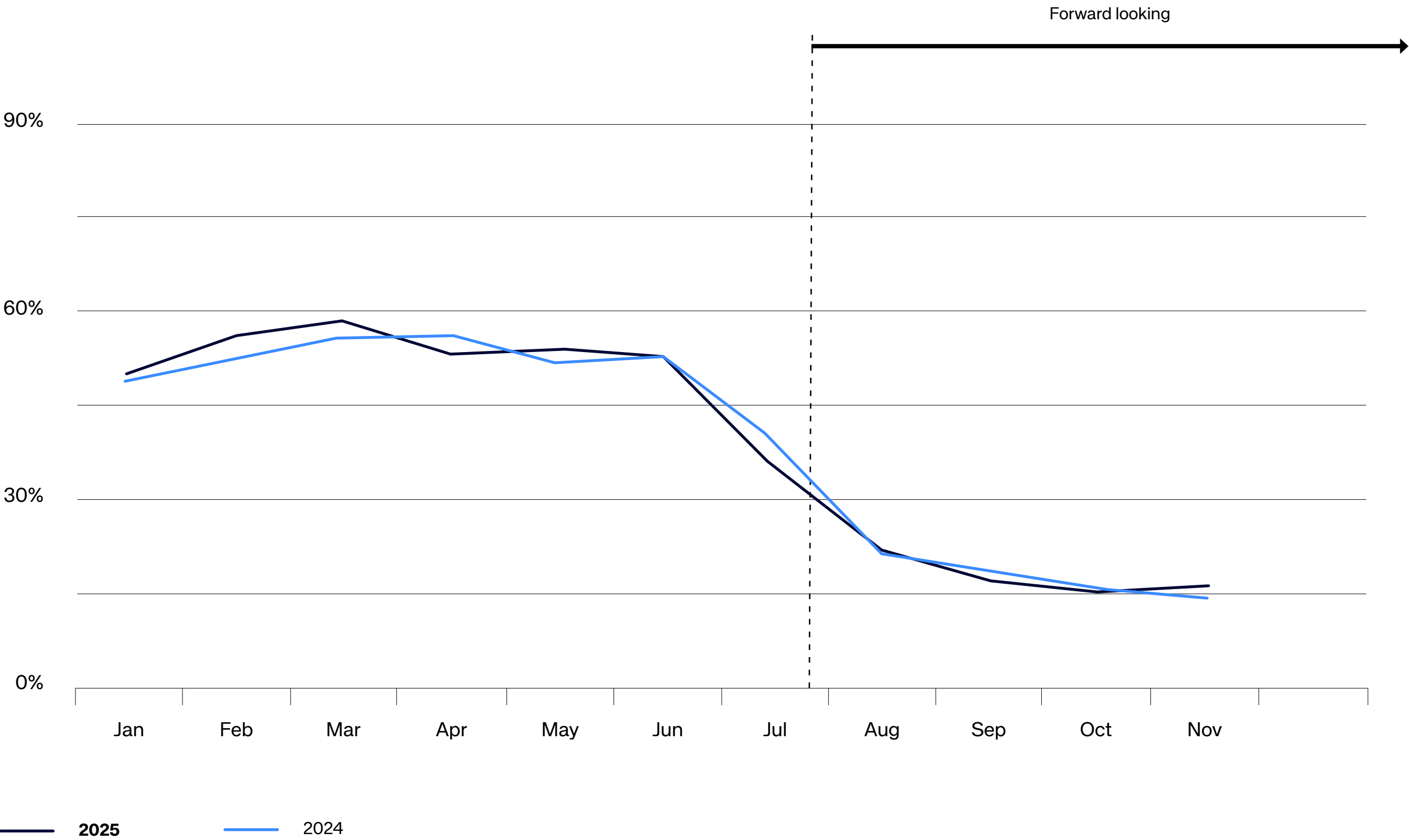


Hospitality occupancy overview



Hotel occupancy in South America

On-the-books by month compared to same month last year



Source: Navigator360™ as of Sunday, 29 June 2025

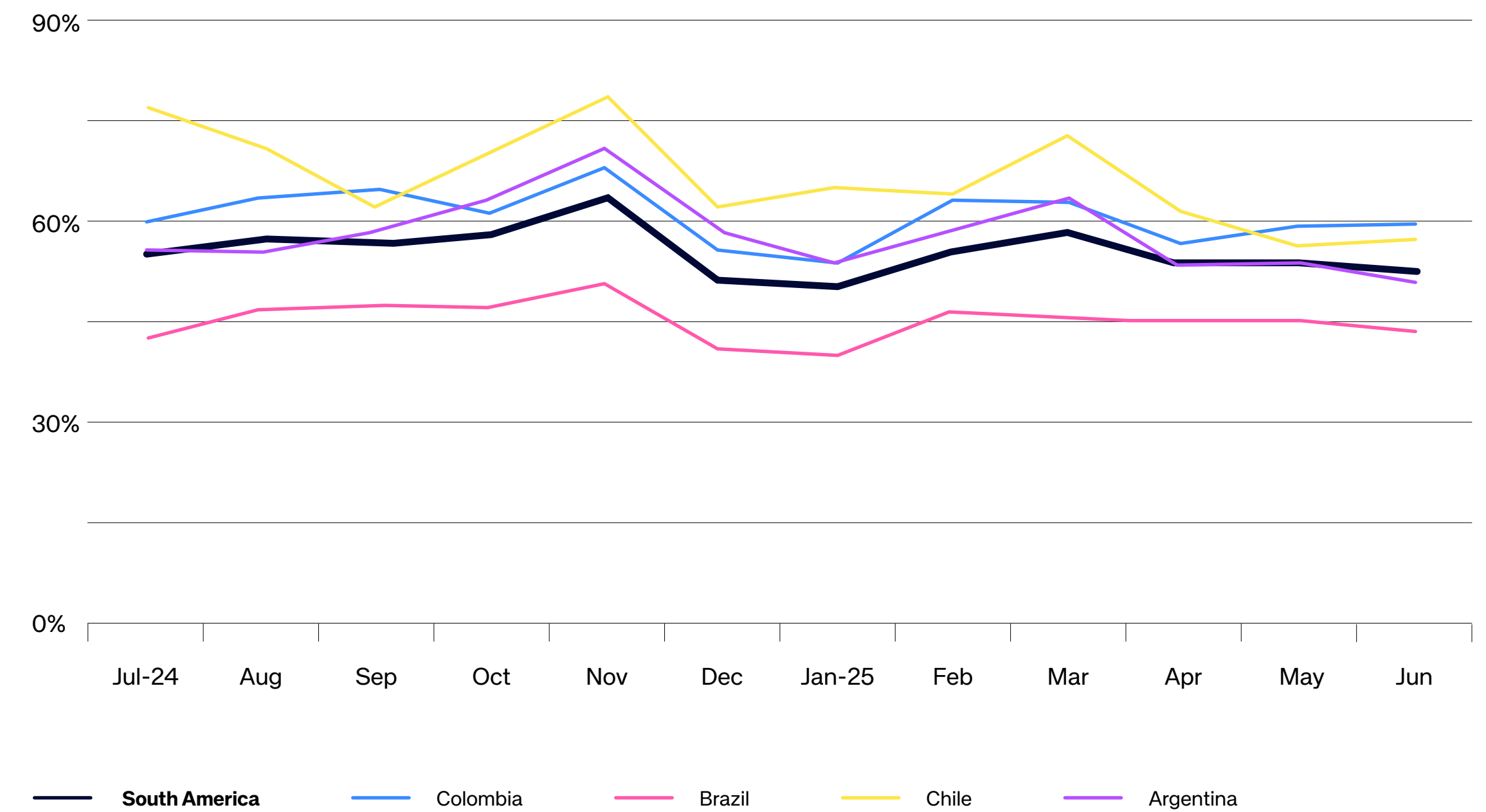
"A drop in hotel forward looking data might be related to short booking lead time."





Hotel occupancy for the past 12 months

For South America and its top markets

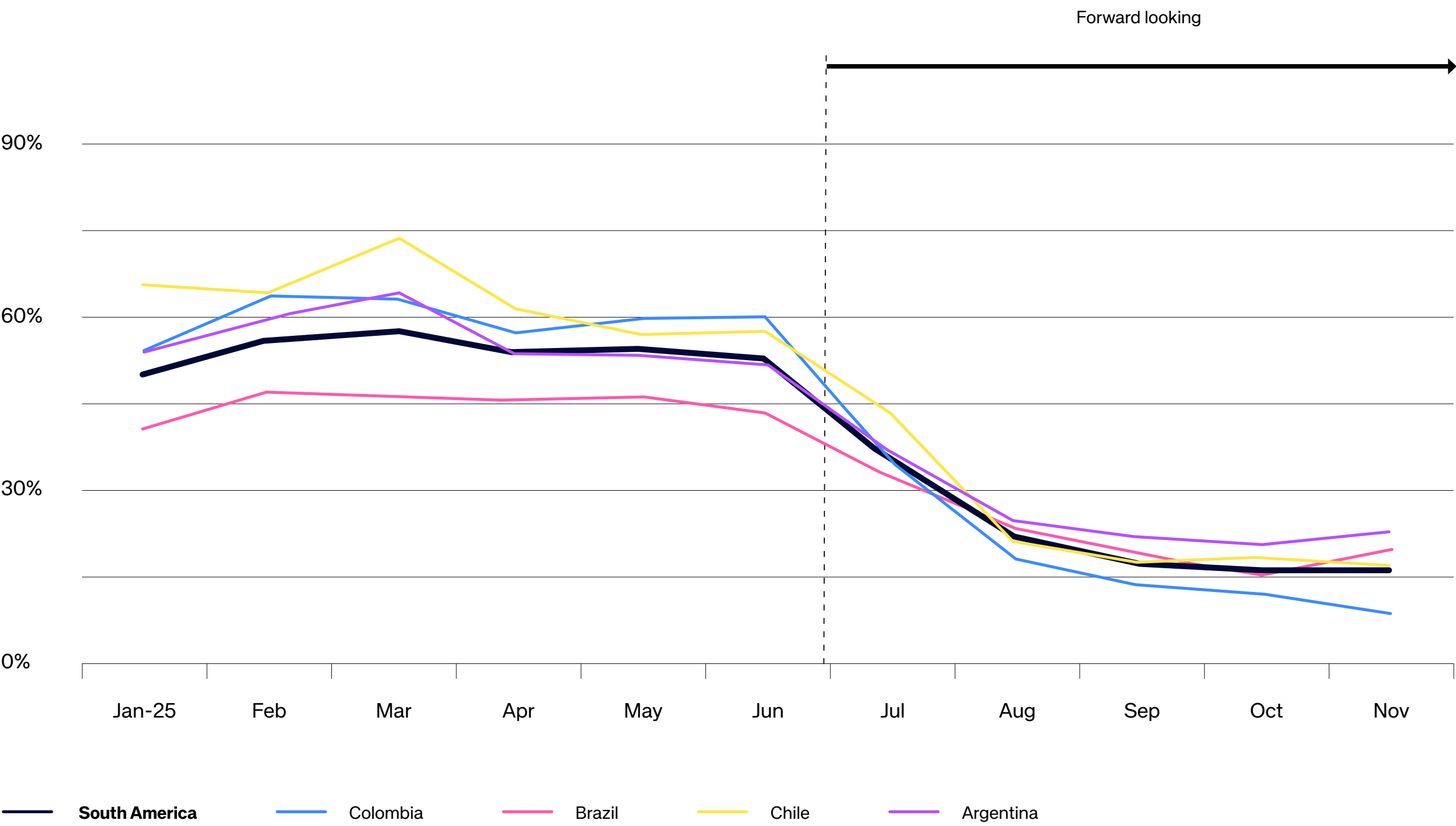


Source: Navigator360™ as of Sunday, 29 June 2025



Hotel occupancy on-the-books

For South America and its top markets



Source: Navigator360™ as of Sunday, 29 June 2025



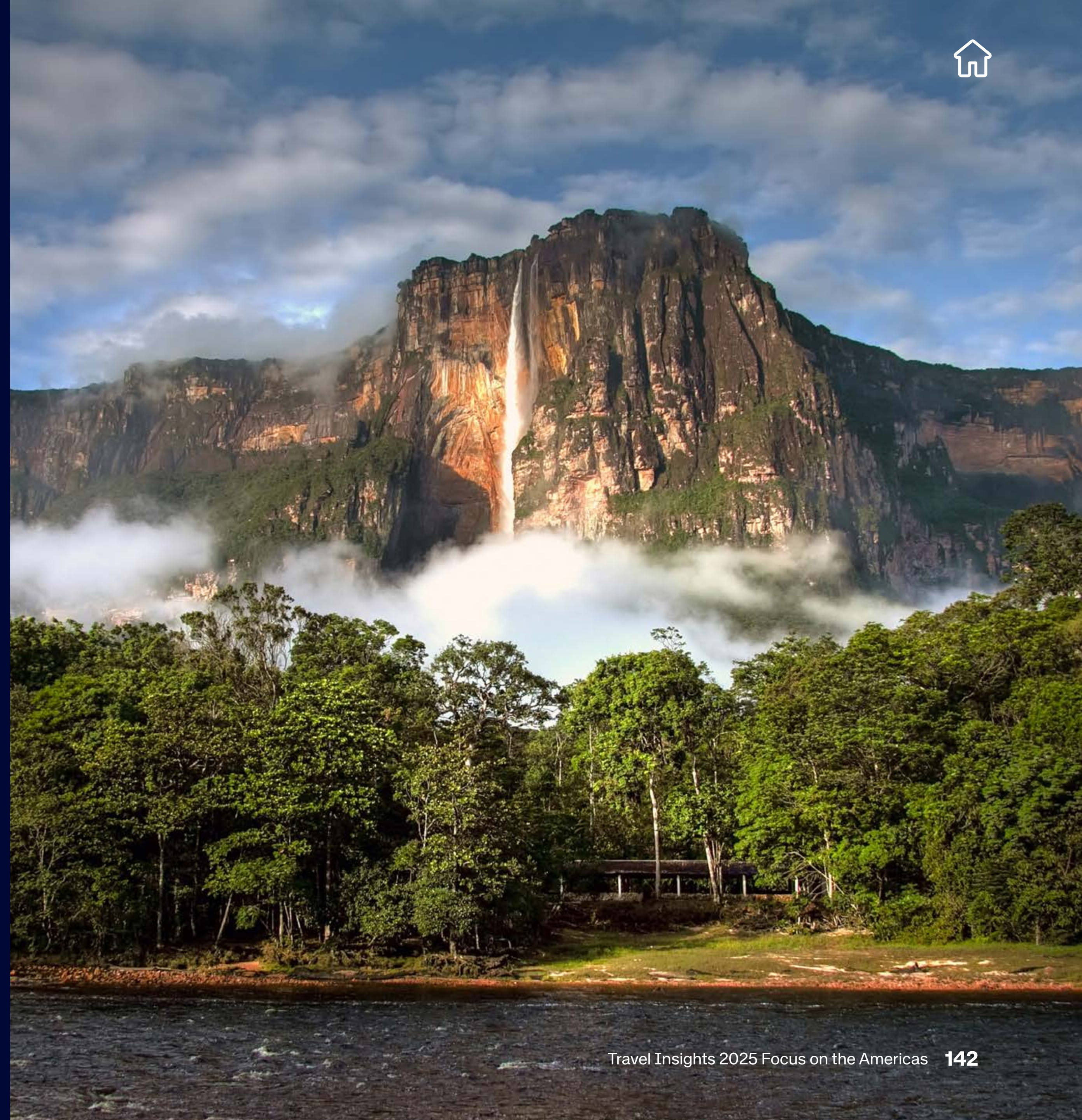
Hotel occupancy analysis

Occupancy in South America during the first half of 2025 has remained steady and slightly ahead of 2024 in some months, showcasing solid baseline demand and reinforcing traveller interest across the region.

Colombia, Chile, Brazil, and Argentina display slightly different seasonal peaks, suggesting an opportunity for regional DMOs to complement rather than compete - by promoting coordinated itineraries and encouraging multi-destination travel within South America.

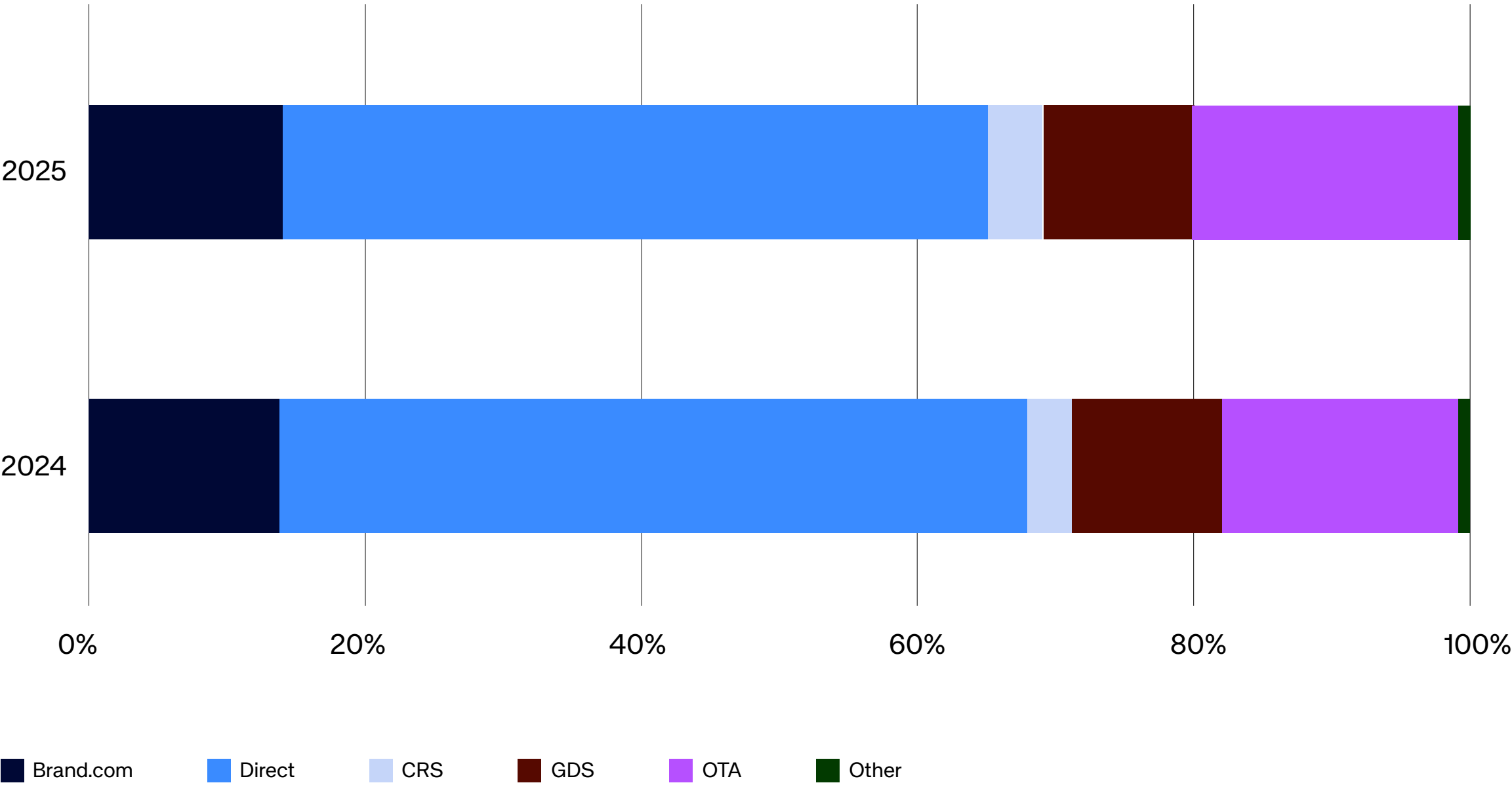
Recommendation for DMOs:

Destinations could capitalise on regional seasonality and varied peak periods by promoting multi-country experiences and shoulder-season campaigns. Work together across national tourism boards to position South America as a year-round destination - combining cultural events, natural attractions, and regional diversity to stimulate continuous traveller interest.



Hotel channel mix in South America

On-the-books distribution for Jul 2025 vs Jul 2024



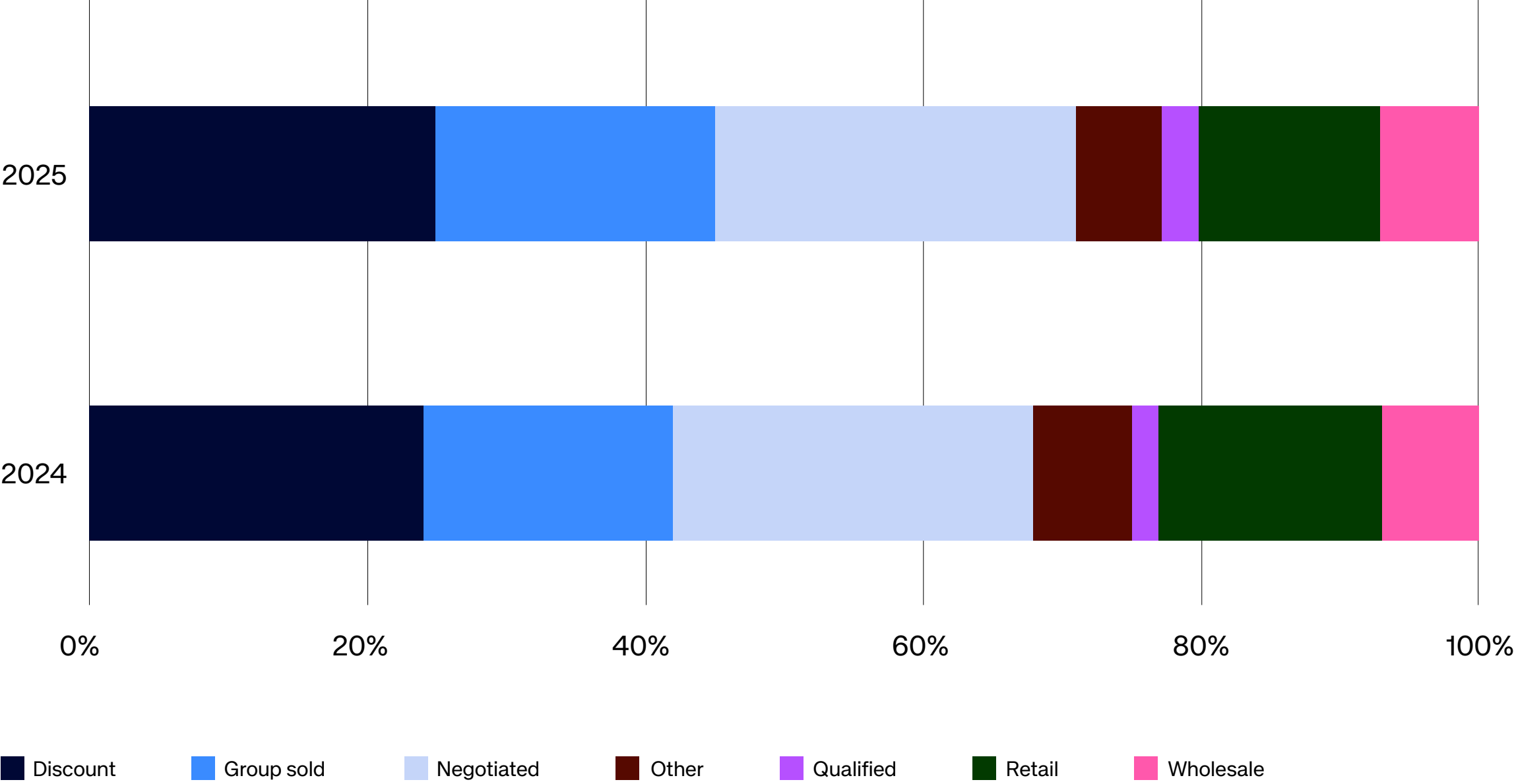
Source: Navigator360™ as of Sunday, 29 June 2025





Hotel segmentation in South America

On-the-books distribution for Jul 2025 vs Jul 2024



Source: Navigator360™ as of Sunday, 29 June 2025

Hotel segmentation and channel analysis in South America

Direct booking channels continue to lead:

Direct bookings remain the strongest channel in South America for July 2025, reinforcing the region's strength in hotel-brand loyalty and the value travellers place on booking directly with trusted providers.

Stable segmentation mix reflects demand diversity:

The year-over-year segmentation structure shows consistency across discount, group, negotiated, and retail segments - indicating that South America continues to attract a diverse blend of business, group, and leisure travellers.

Slight growth in CRS and GDS distribution points to increased business travel alignment:

Central Reservation System (CRS) and Global Distribution System (GDS) shares saw slight increases in 2025, suggesting increased activity from managed travel and agency-driven bookings - a positive indicator for the business travel and corporate segments.

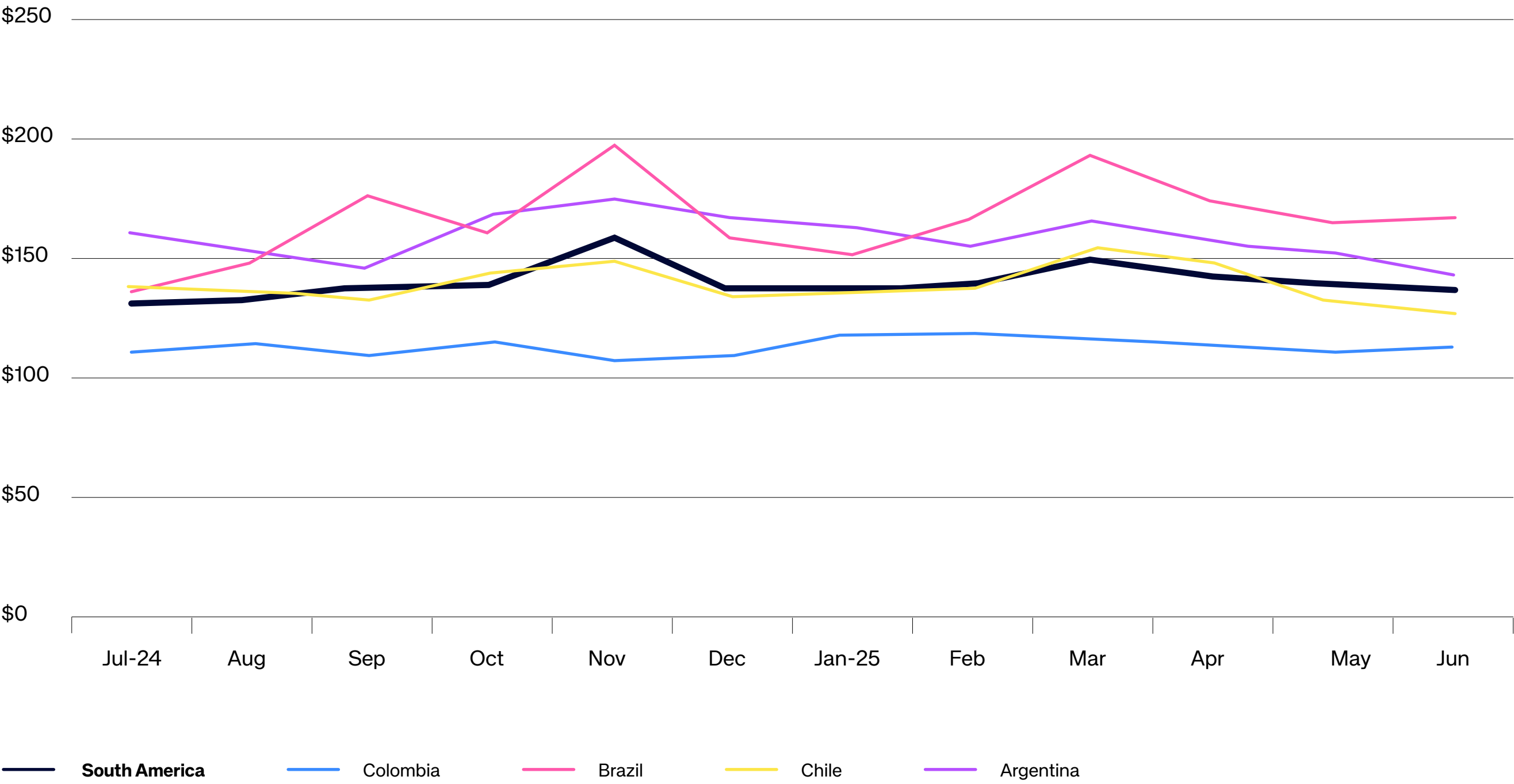
Recommendation for DMOs:

Destination can support continued growth in direct and agency-driven bookings by working with hotel partners and regional distributors to highlight business-ready destinations and leisure add-ons. Promote flexible booking policies and loyalty benefits, while also elevating South America's appeal for combined work-leisure travel (bleisure) and small-group corporate retreats.





Average Daily Rate (ADR) in USD



Source: Navigator360™ as of Sunday, 29 June 2025



Hotel ADR analysis in South America

Average rates across South America remained stable throughout the year, reflecting consistent pricing strategies despite market fluctuations.

Brazil and Argentina consistently show higher ADRs than the regional average, suggesting strong pricing power in these markets.

Colombia maintains the lowest ADR in the region, which may contribute to its continued appeal for budget-conscious travellers.

Recommendation for DMOs:

Destinations could explore tailored rate strategies by market - balancing affordability in Argentina with premium positioning in Brazil and Colombia.





Glossary for South America

Destination name	Region
Argentina	South America
Bolivia	South America
Brazil	South America
Chile	South America
Colombia	South America
Ecuador	South America
Guyana	South America
Paraguay	South America
Peru	South America
Suriname	South America
Uruguay	South America
Venezuela	South America



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