

**amadeus**

# Hospitality

## Market Insights Report

January 2026





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# Top 10 Cities for Airline Outbound | Worldwide

Understand how most searched cities rank against the most booked cities into January 2026.

Searched cities	Vs.	Booked cities
1 Bangkok, Thailand	↘	Seoul, Korea (ROK)
2 Tokyo, Japan	↘	London, UK
3 London, UK	↗	New York City, US
4 New York City, US	↗	Bangkok, Thailand
5 Seoul, Korea (ROK)	↗	Tokyo, Japan
6 Paris, France	=	Paris, France
7 Dubai, UAE	↓	Delhi, India
8 Delhi, India	↗	Los Angeles, US
9 Kuala Lumpur, Malaysia	↓	Sydney, Australia
10 Hong Kong, Hong Kong	↓	Taipei

LEGEND

- ↘ Position dropped from searched to booked
- ↗ Position improved from searched to booked
- = Same position in top 10 searched & booked
- ↓ Not one of top 10 booked cities

## Highlights

- For January 2026, Bangkok is the most searched destination but only the fourth most booked.
- Dubai, Hong Kong and Kuala Lumpur are not among the top 10 most booked cities, while they are among the top 10 searched.

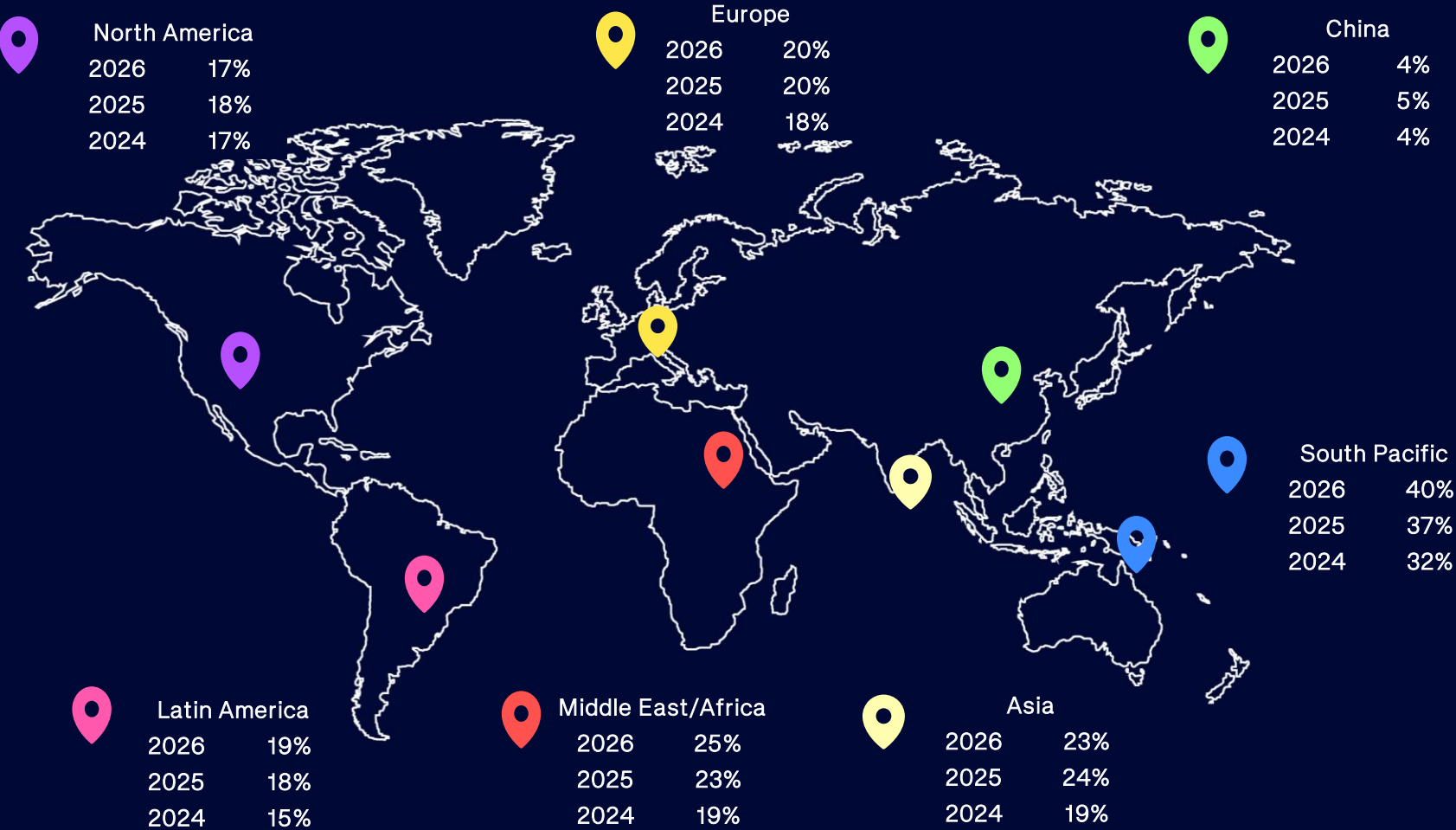


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Source: Amadeus Destination Gateway™ data as of 22 December, 2025

# Hotel Occupancy by Region | Worldwide

On-the-books hotel occupancy for January 2026 vs. same time last year and 2024.



## Highlights

- South Pacific is pacing into January with the largest occupancy worldwide and growing strongly year on year.
- Asia, Europe, Middle East/Africa and Latin America are all increasing their occupancy over the last two years.
- Whilst Europe remains flat over same time last year, North America and China are slightly behind last year (likely to pick up closer to arrival date).

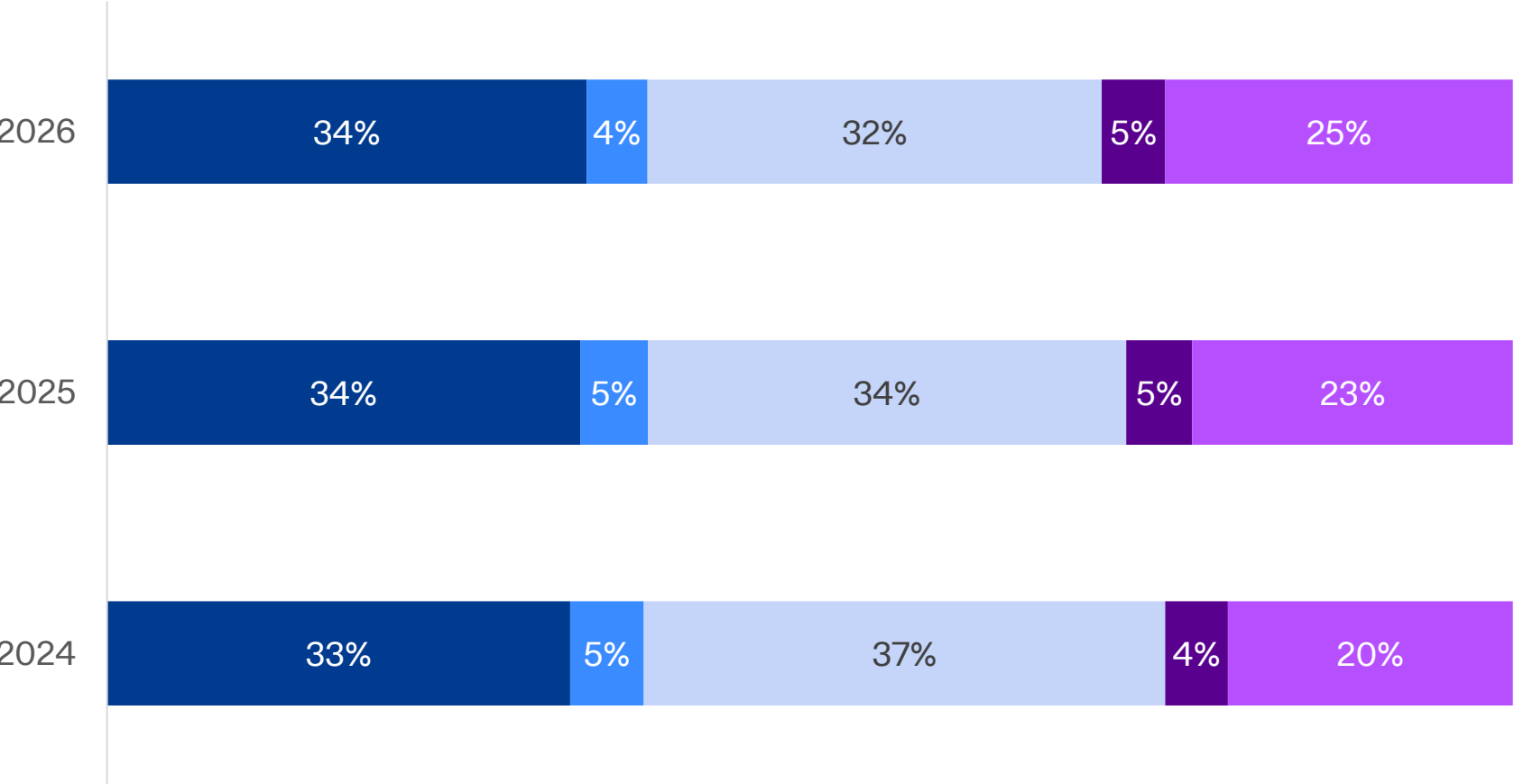
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# Hotel Channel Mix | Worldwide

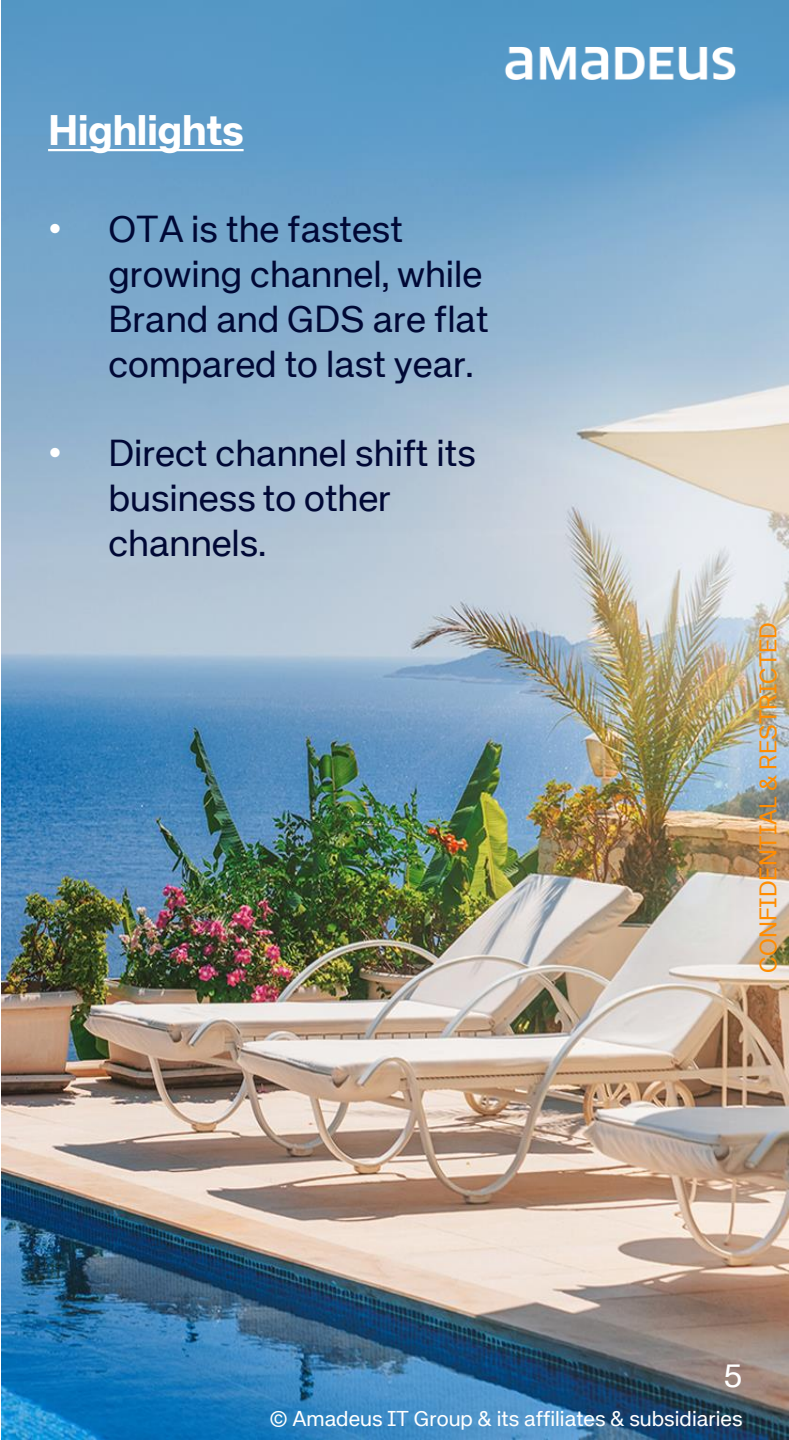
On-the-books channel mix for January 2026 vs. same time last two years.

■ Brand   ■ CRS   ■ Direct   ■ GDS   ■ OTA



## Highlights

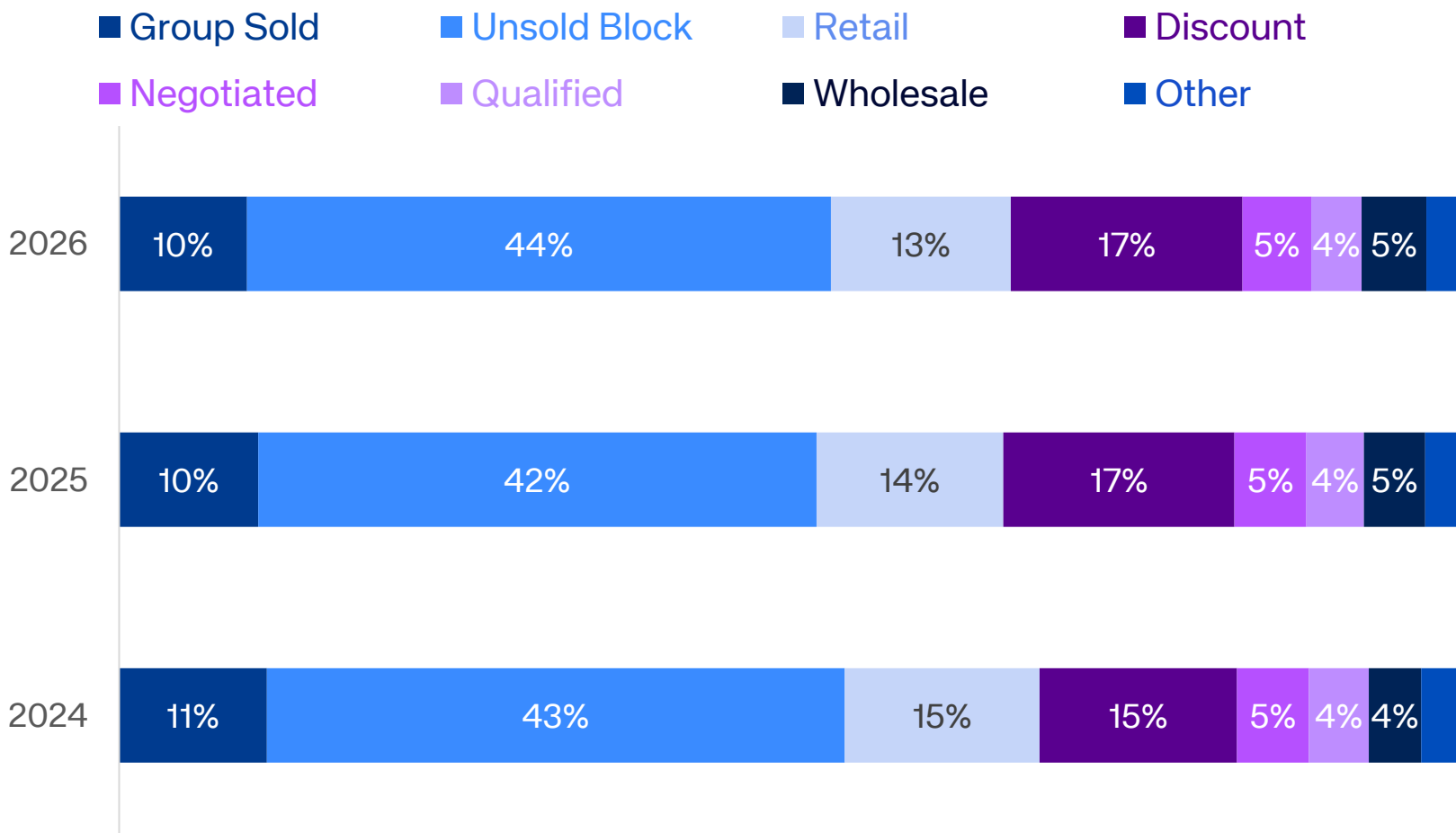
- OTA is the fastest growing channel, while Brand and GDS are flat compared to last year.
- Direct channel shift its business to other channels.



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# Hotel Segmentation | Worldwide

On-the-books occupancy segmentation for January 2026 vs. same time last two years.



## Highlights

- Groups + Unsold Blocks continue expanding year on year with Groups confirming closer to the day of arrival.
- Within Transient, Retail is shifting business to groups while other segments remain at same levels as last year.



# United States

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# Top 10 Cities for Airline Inbound YoY | U.S.

Top international airline searches into the U.S. for January 2026 and last year.

Searched Year-on-Year

	2025	Vs.	2026
1	London, UK	=	London, UK
2	Toronto, Canada	=	Toronto, Canada
3	Sao Paulo, Brazil	↘	Tokyo, Japan
4	Seoul, South Korea (ROK)	↘	Sao Paulo, Brazil
5	Tokyo, Japan	↗	Seoul, South Korea (ROK)
6	Mexico City, Mexico	↘	Paris, France
7	Paris, France	↗	Mexico City, Mexico
8	Buenos Aires, Argentina	↓	Delhi, India
9	Vancouver, Canada	=	Vancouver, Canada
10	Delhi, India	↗	Mumbai, India

LEGEND

↘  
Position dropped from searched to booked

↗  
Position improved from searched to booked

=  
Same position in top 10 searched & booked

↓  
Not one of top 10 booked cities

Highlights

- London and Toronto remain top 2 in searches year over year.
- Buenos Aires was in the top 10 in 2024 and dropped from the top in 2026 January.

Source: Amadeus Destination Gateway™ data as of 22 December, 2025



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# Top 10 Cities for Airline Inbound | U.S.

Top airline searches (international only) vs. bookings for January 2026.

Searched		Vs.	Booked
1	London, UK	↘	Cancun, Mexico
2	Toronto, Canada	↘	London, UK
3	Tokyo, Japan	=	Tokyo, Japan
4	Sao Paulo, Brazil	↓	Punta Cana, Dominican R
5	Seoul, South Korea (ROK)	↘	San Juan, Puerto Rico
6	Paris, France	↓	Mexico city, Mexico
7	Mexico City, Mexico	↘	Toronto, Canada
8	Delhi, India	↓	Seoul, South Korea (ROK)
9	Vancouver, Canada	↓	Manila, Philippines
10	Mumbai, India	↓	Mexico city, Mexico



LEGEND

↘  
Position dropped  
from searched to  
booked

↗  
Position improved  
from searched to  
booked

=  
Same position in  
top 10 searched &  
booked

↓  
Not one of top 10  
booked cities

Highlights

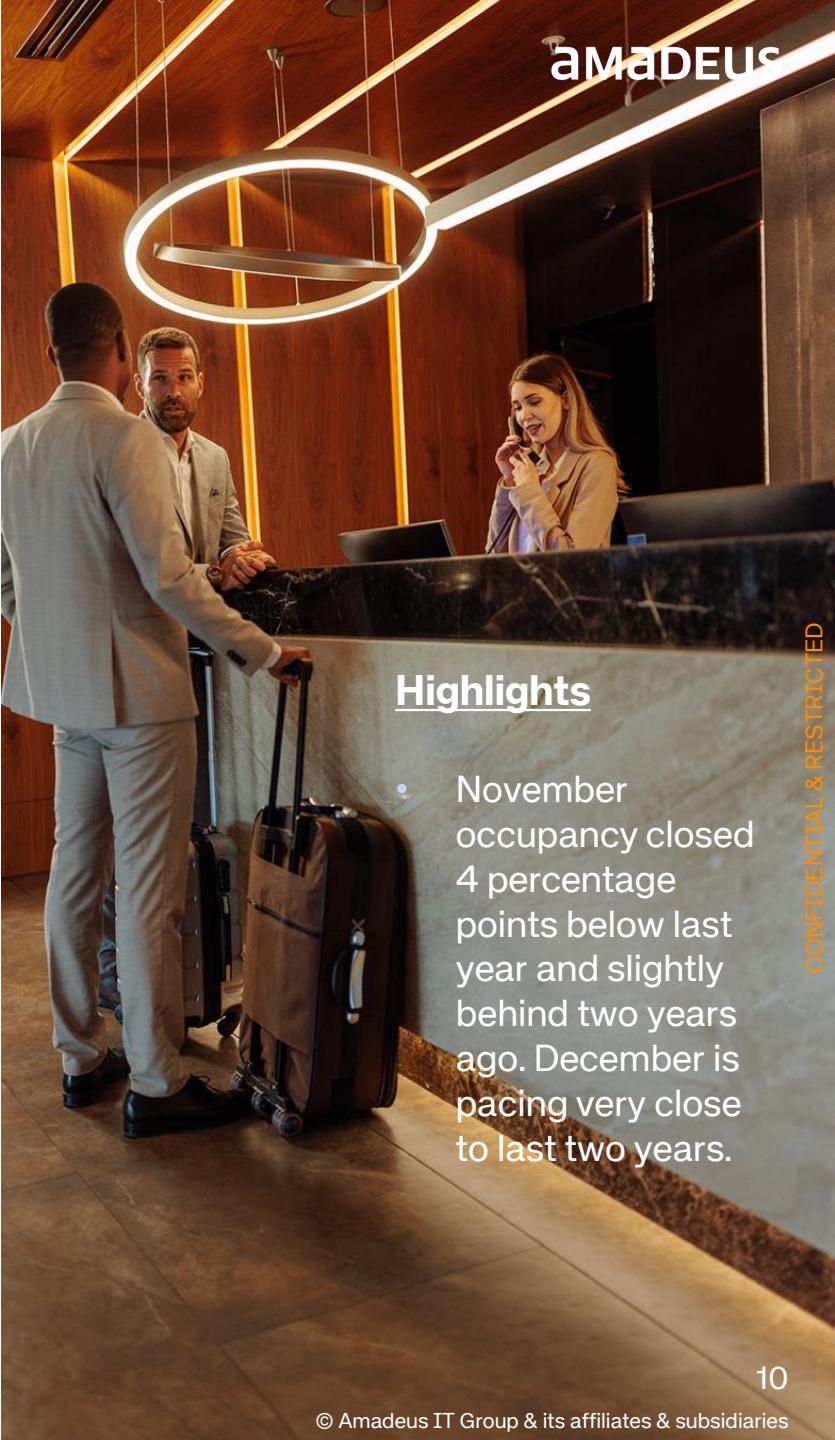
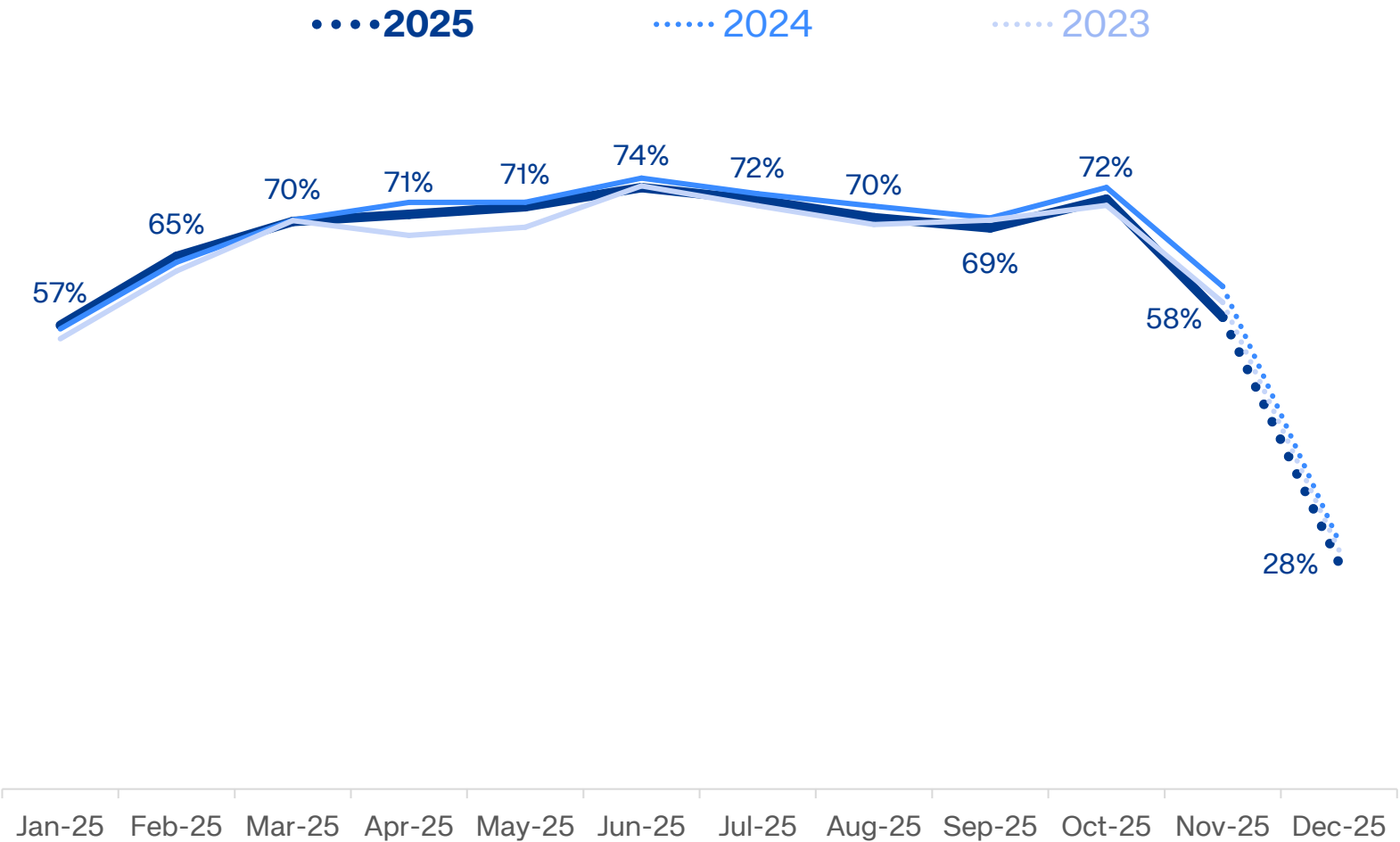
- The top 2 origin cities traveling into the U.S. in January 2026 are Cancun and London.
- Despite being part of the top 10 searched origin cities, markets like Sao Paulo, Vancouver, Paris, Delhi, and Mumbai are not among the top 10 booked.

Source: Amadeus Destination Gateway™ data as of 22 December, 2025



# Hotel Occupancy | United States

On-the-books by month compared to same time last two years.



## Highlights

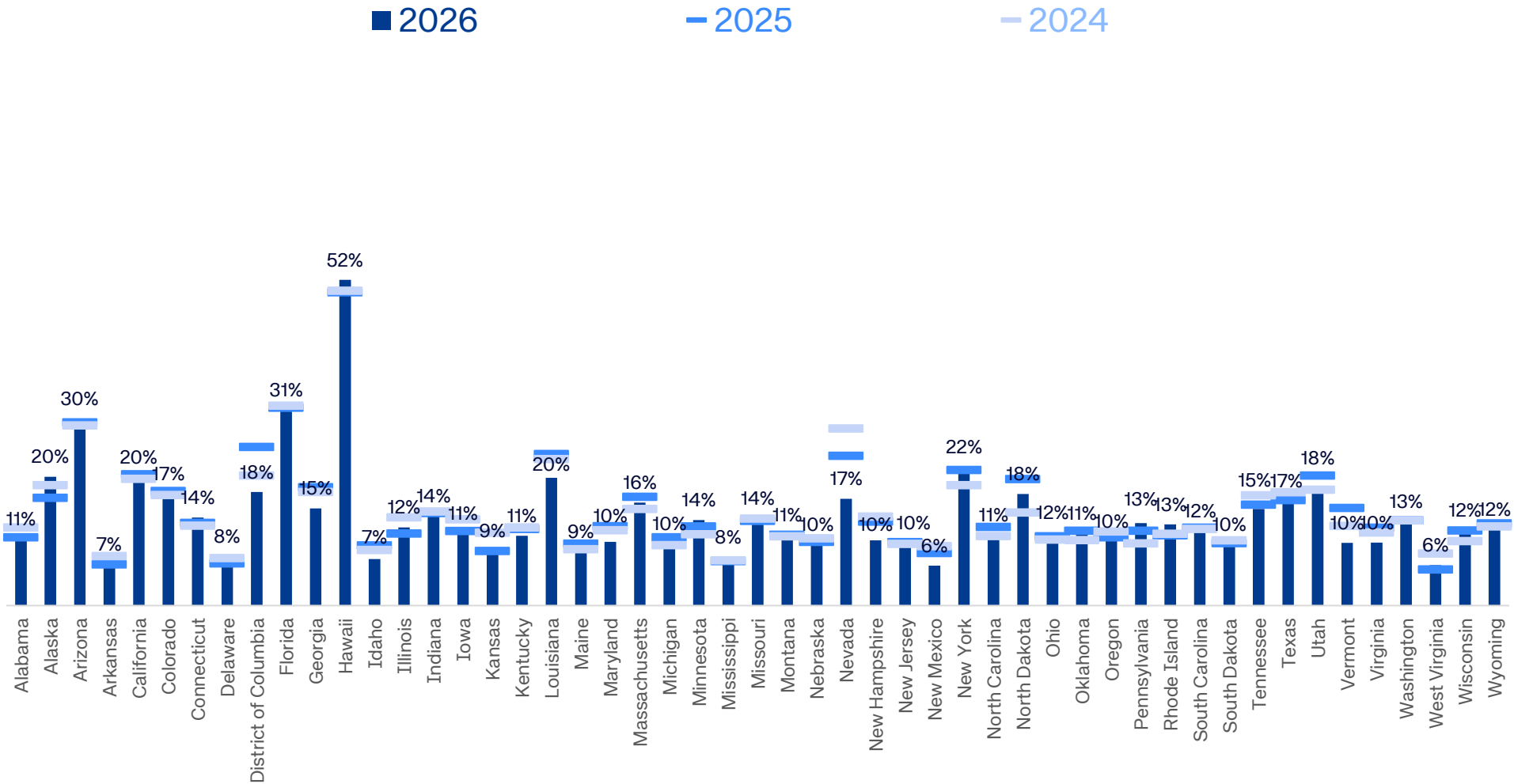
- November occupancy closed 4 percentage points below last year and slightly behind two years ago. December is pacing very close to last two years.

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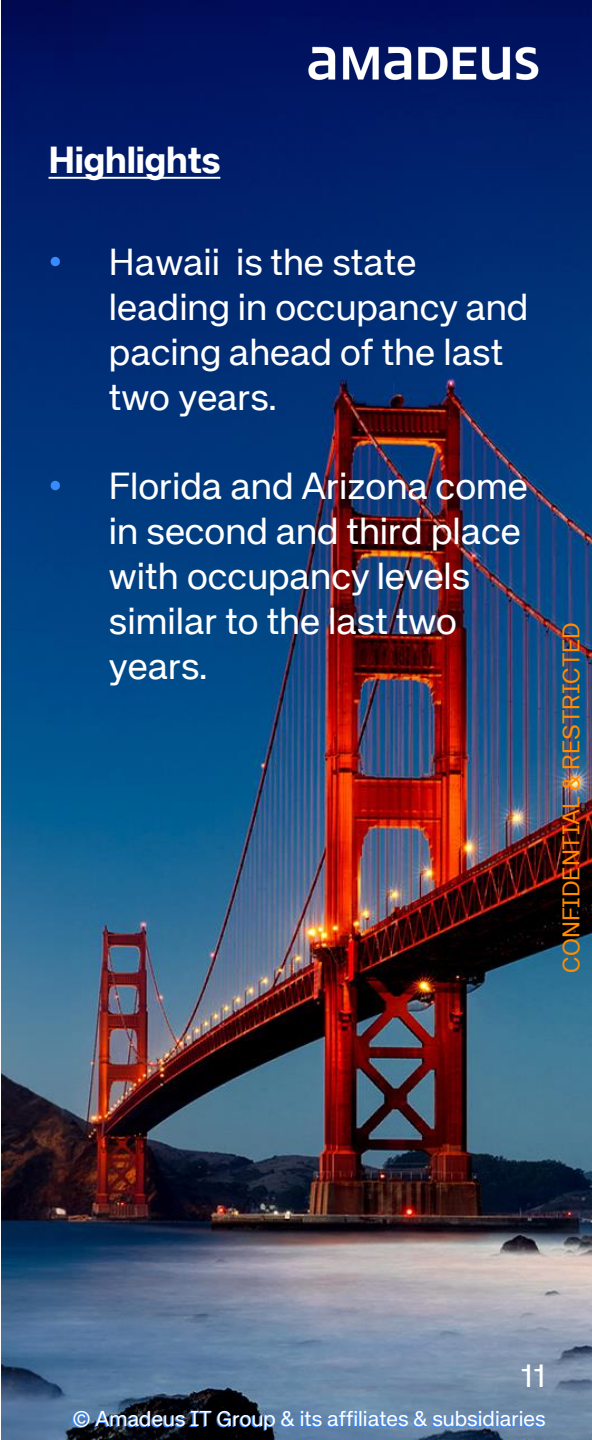
# Hotel Occupancy by State | United States

On-the-books total occupancy by state for January 2026 vs. last two years.



Highlights

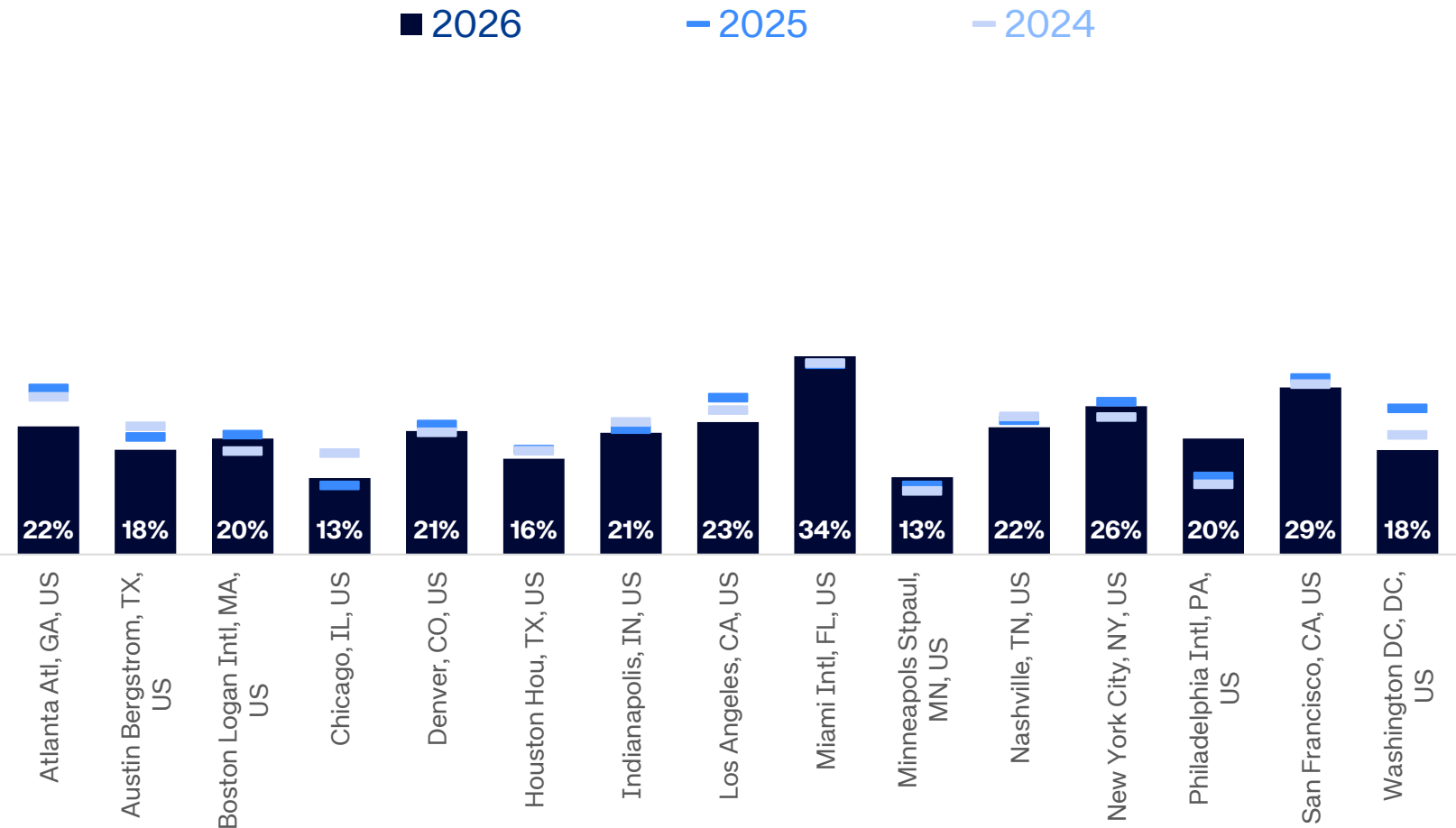
- Hawaii is the state leading in occupancy and pacing ahead of the last two years.
- Florida and Arizona come in second and third place with occupancy levels similar to the last two years.



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# Hotel Occupancy by Market | United States

On-the-books total occupancy for January 2026 vs. same time last two years.



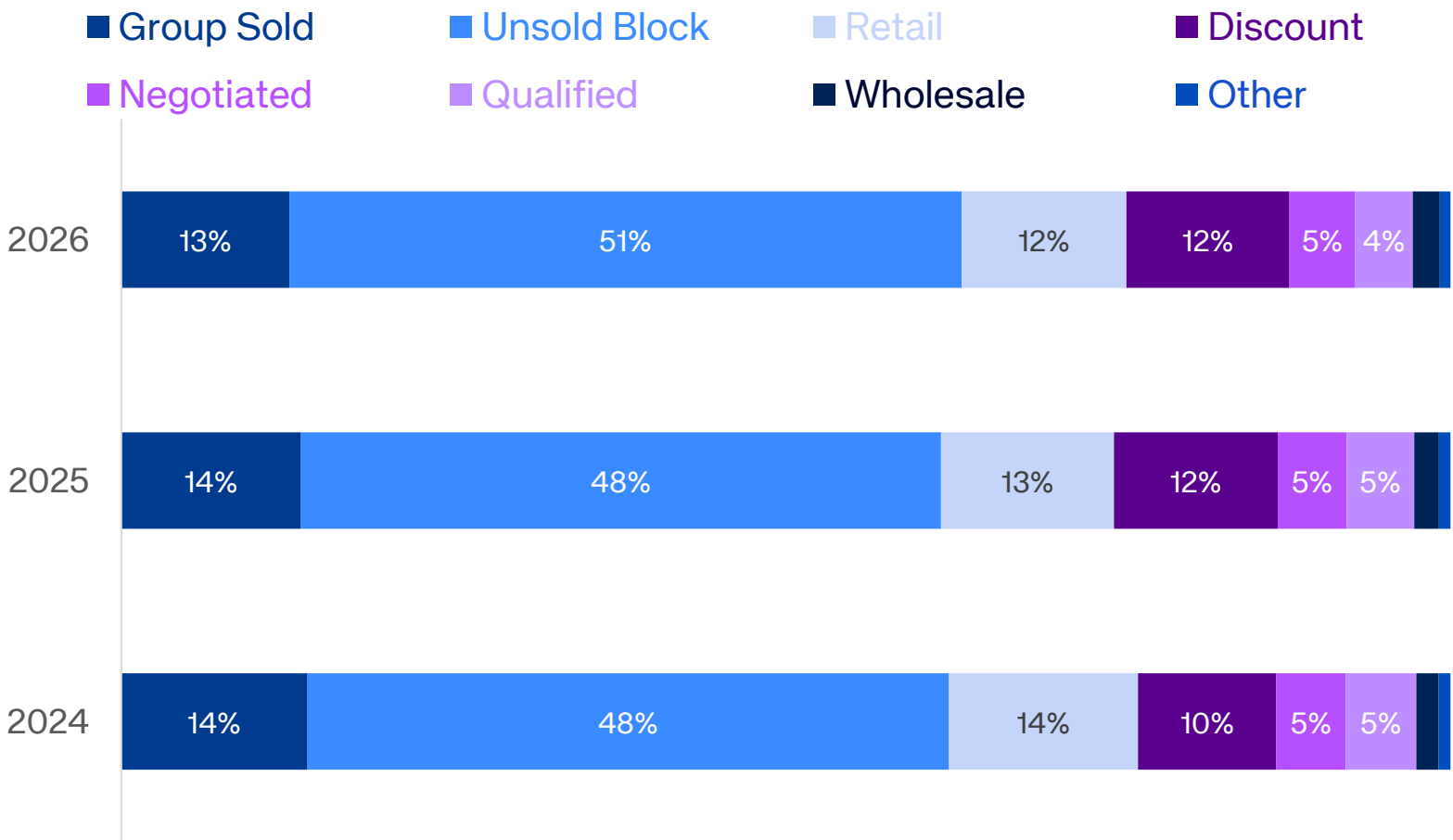
## Highlights

- Miami shows the highest on-the-books occupancy into January, pacing slightly ahead of last two years, while Minneapolis and Chicago have the lowest, both pacing behind last year.



# Hotel Segmentation | United States

On-the-books segmentation for January 2026 vs. same time last two years.



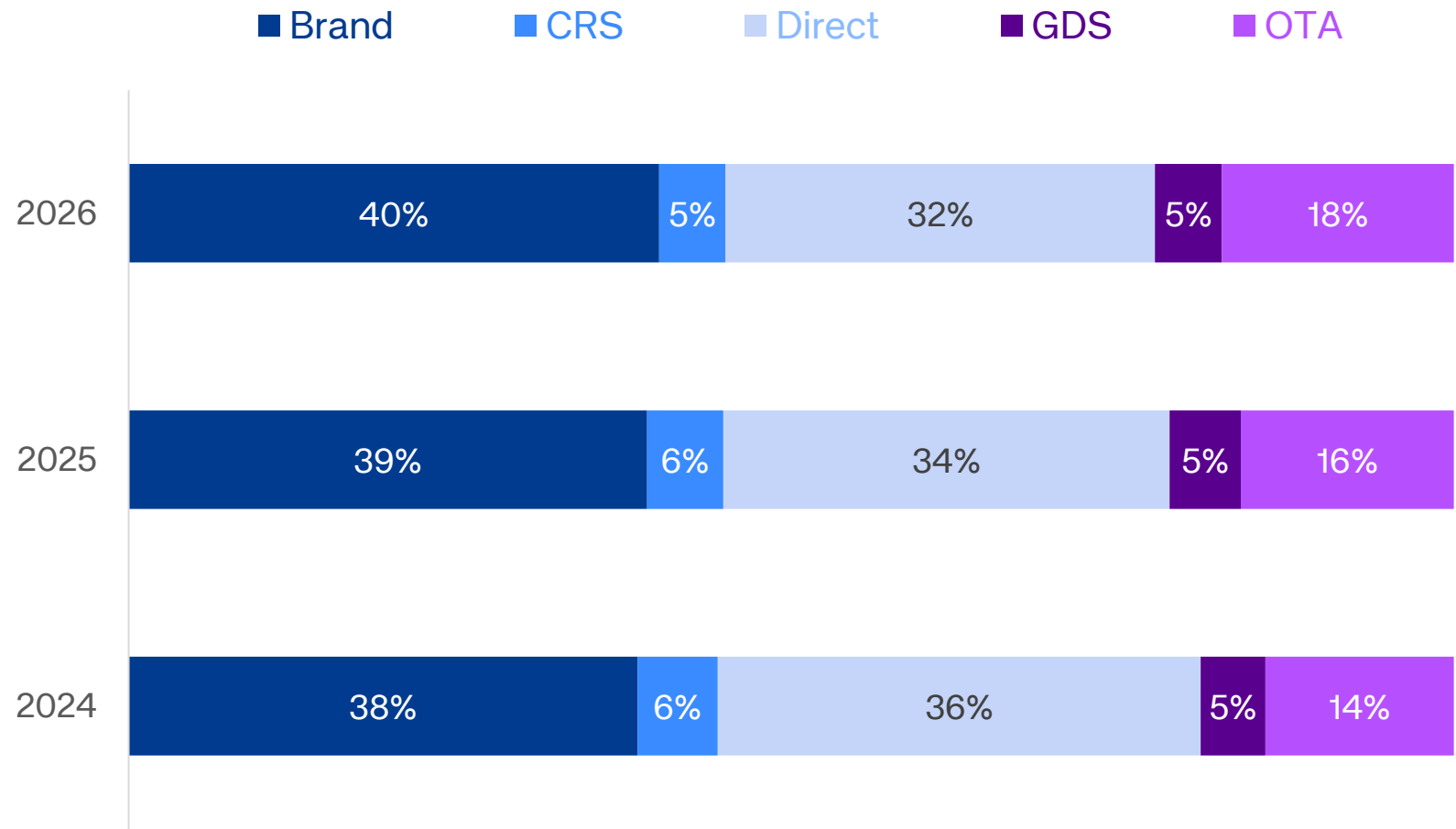
## Highlights

- Groups/Block drive the largest share of business (over 60%) and growing year on year. Groups are confirming closer to their arrival dates compared to the last two years.
- Retail is the segment shifting some business.



# Hotel Channel Mix | United States

On-the-books distribution for January 2026 vs. same time last two years.



## Highlights

- There is year-over-year growth in both Brand.com and OTA categories into January 2026.
- Direct & CRS are shifting their business.





# Canada



# Top 10 Cities for Airline Inbound YoY | Canada

Top international airline searches into Canada for January 2026 and last year.

Searched Year on Year

	2025	Vs.	2026
1	London, UK	=	London, UK
2	Delhi, India	=	Delhi, India
3	New York City, USA	=	New York City, USA
4	Tokyo, Japan	=	Tokyo, Japan
5	Seoul, Korea (ROK)	=	Seoul, Korea (ROK)
6	Hong Kong, Hong Kong	↘	Paris, France
7	Manila, Philippines	↘	Cancun, Mexico
8	Paris, France	↗	Los Angeles, US
9	Los Angeles, US	↗	Manila, Philippines
10	Cancun, Mexico	↗	Hong Kong, Hong Kong

## LEGEND

↘  
Position dropped  
from searched to  
booked

↗  
Position improved  
from searched to  
booked

=  
Same position in  
top 10 searched &  
booked

↓  
Not one of top 10  
booked cities

## Highlights

- Into January 2026, the top 5 cities remain the same year on year.
- The list of Top 10 cities for January 2026 hasn't changed much from the prior year, with some small variations.

Source: Amadeus Destination Gateway™ data as of 22 December, 2025



# Top 10 Cities for Airline Inbound | Canada

Top airline searches vs. bookings in January 2026.

	Searched		Booked
1	London, UK	↘	Cancun, Mexico
2	Delhi, India	↘	Manila, Philippines
3	New York City, USA	↘	Delhi, India
4	Tokyo, Japan	↓	New York City, USA
5	Seoul, Korea (ROK)	↓	Orlando, USA
6	Paris, France	↓	Fort Lauderdale, USA
7	Cancun, Mexico	↗	London, UK
8	Los Angeles, US	↘	Las Vegas, USA
9	Manila, Philippines	↗	Los Angeles, US
10	Hong Kong, Hong Kong	↓	Punta Cana, Dominican R

## LEGEND



Position dropped from searched to booked



Position improved from searched to booked



Same position in top 10 searched & booked



Not one of top 10 booked cities

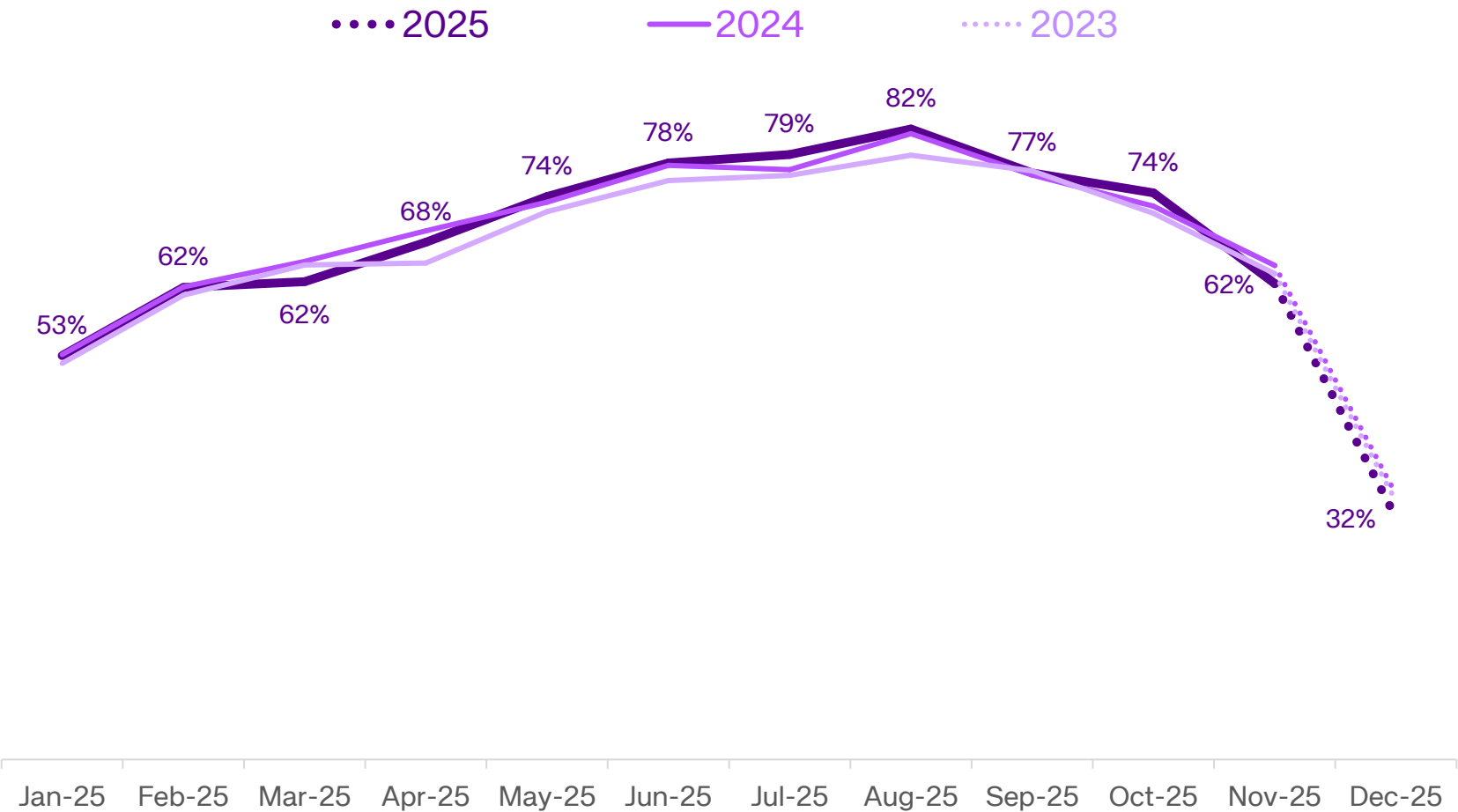
## Highlights

- London is the top city searching to Canada; however, London only features in 7<sup>th</sup> place in terms of bookings.
- Tokyo, Paris, Seoul, and Hong Kong are on the list of top 10 searches but not on the list of top 10 booked.

Source: Amadeus Destination Gateway™ data as of 22 December, 2025

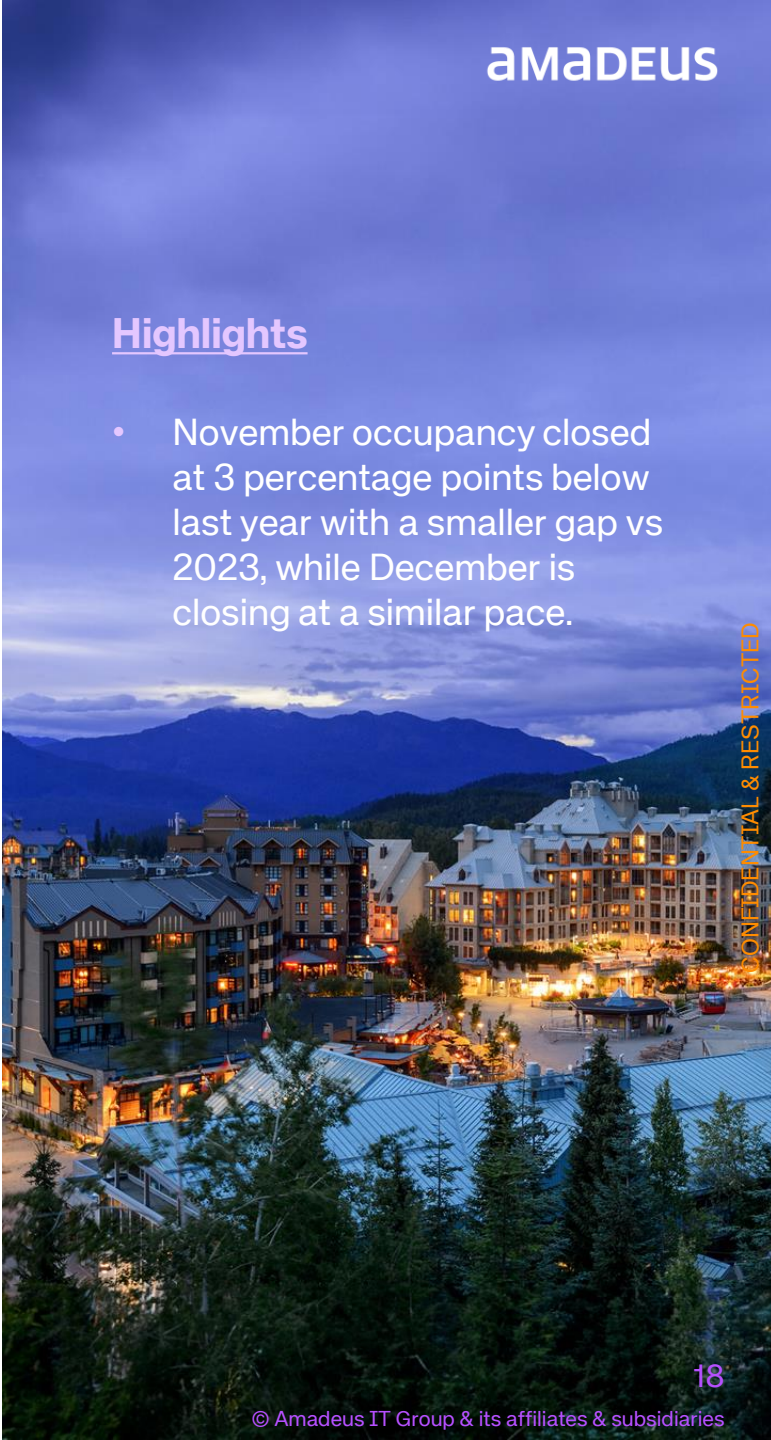
# Hotel Occupancy | Canada

On-the-books by month compared to same time last two years.



## Highlights

- November occupancy closed at 3 percentage points below last year with a smaller gap vs 2023, while December is closing at a similar pace.

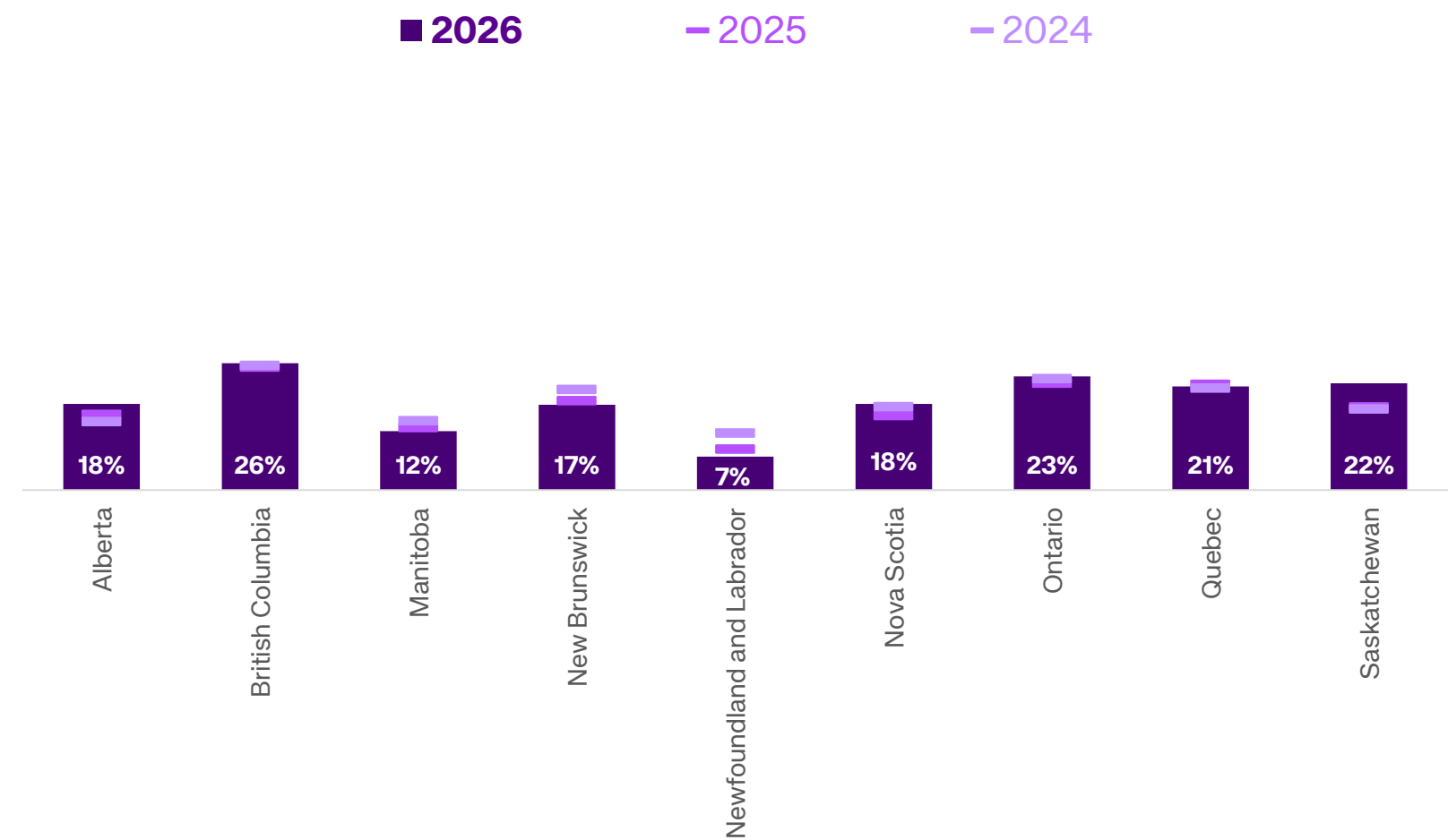


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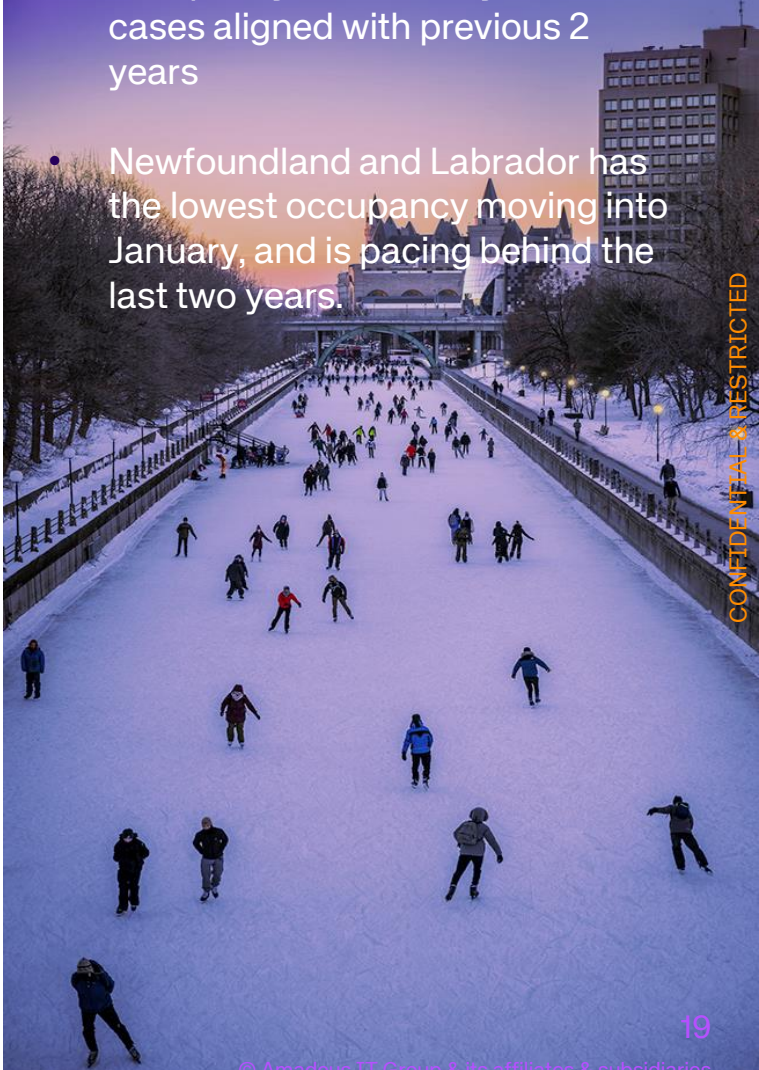
# Hotel Occupancy by Province | Canada

On-the-books total occupancy by province for January 2026 vs. last two years.



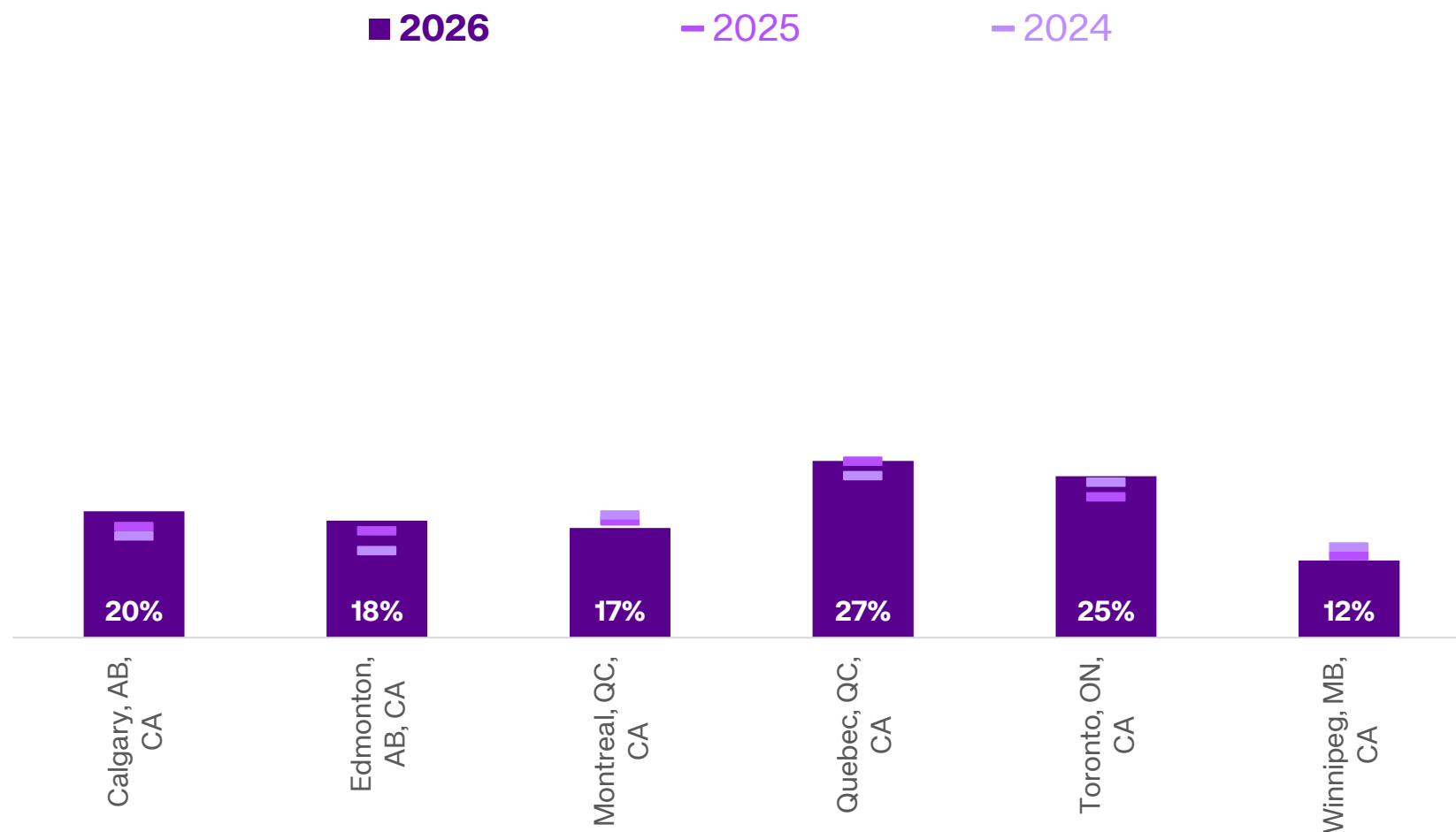
## Highlights

- British Columbia and Ontario are showing the largest on-the-books occupancy into January, in both cases aligned with previous 2 years
- Newfoundland and Labrador has the lowest occupancy moving into January, and is pacing behind the last two years.



# Hotel Occupancy by Market | Canada

On-the-books total occupancy by market for January 2026 vs. last two years.



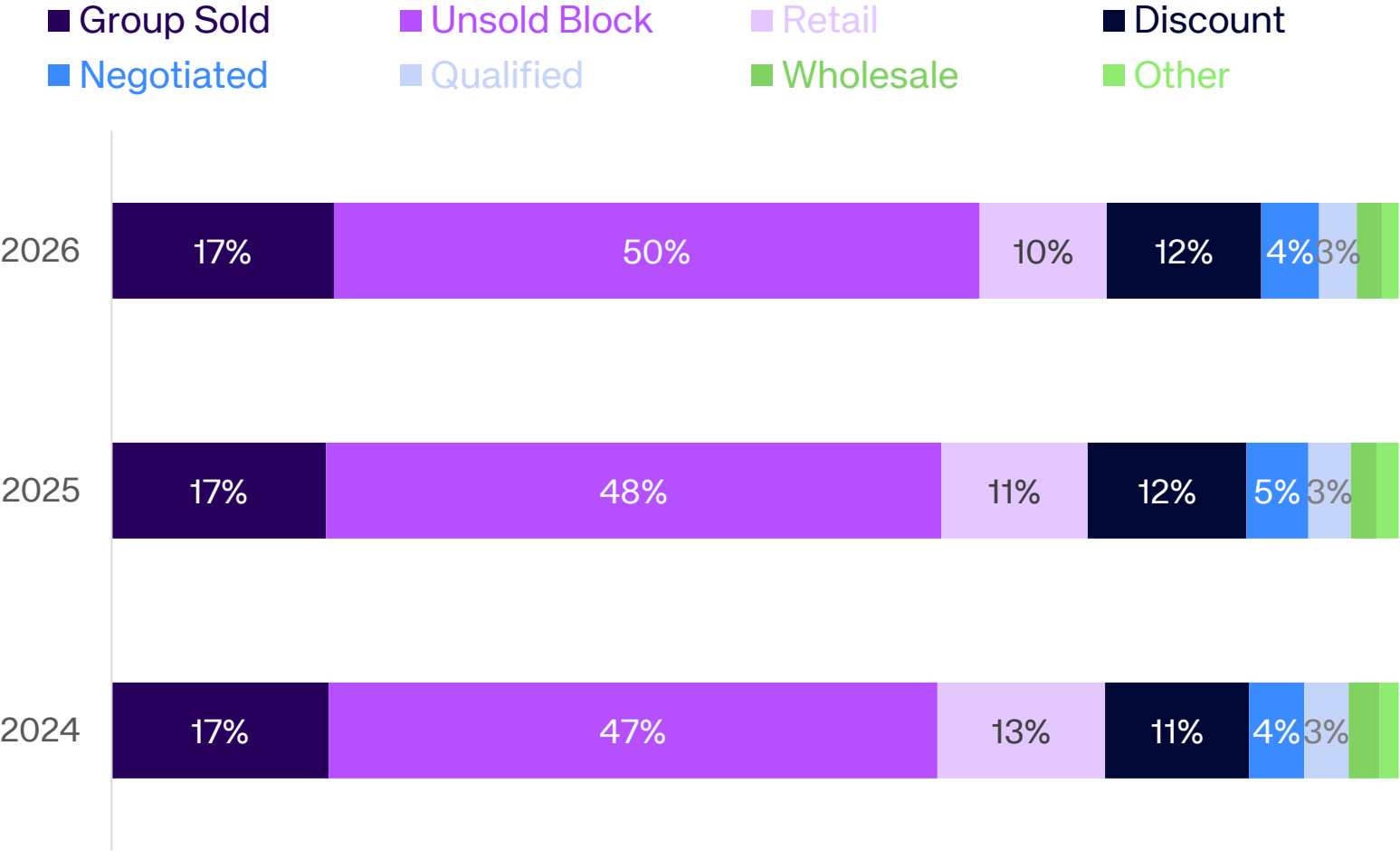
## Highlights

- Quebec has the strongest occupancy into January, aligned to previous year.
- Winnipeg has the lowest occupancy, and is pacing slightly behind the previous two years.



# Year-on-Year Segmentation | Canada

On-the-books market segmentation mix for January 2026 vs. last two years.

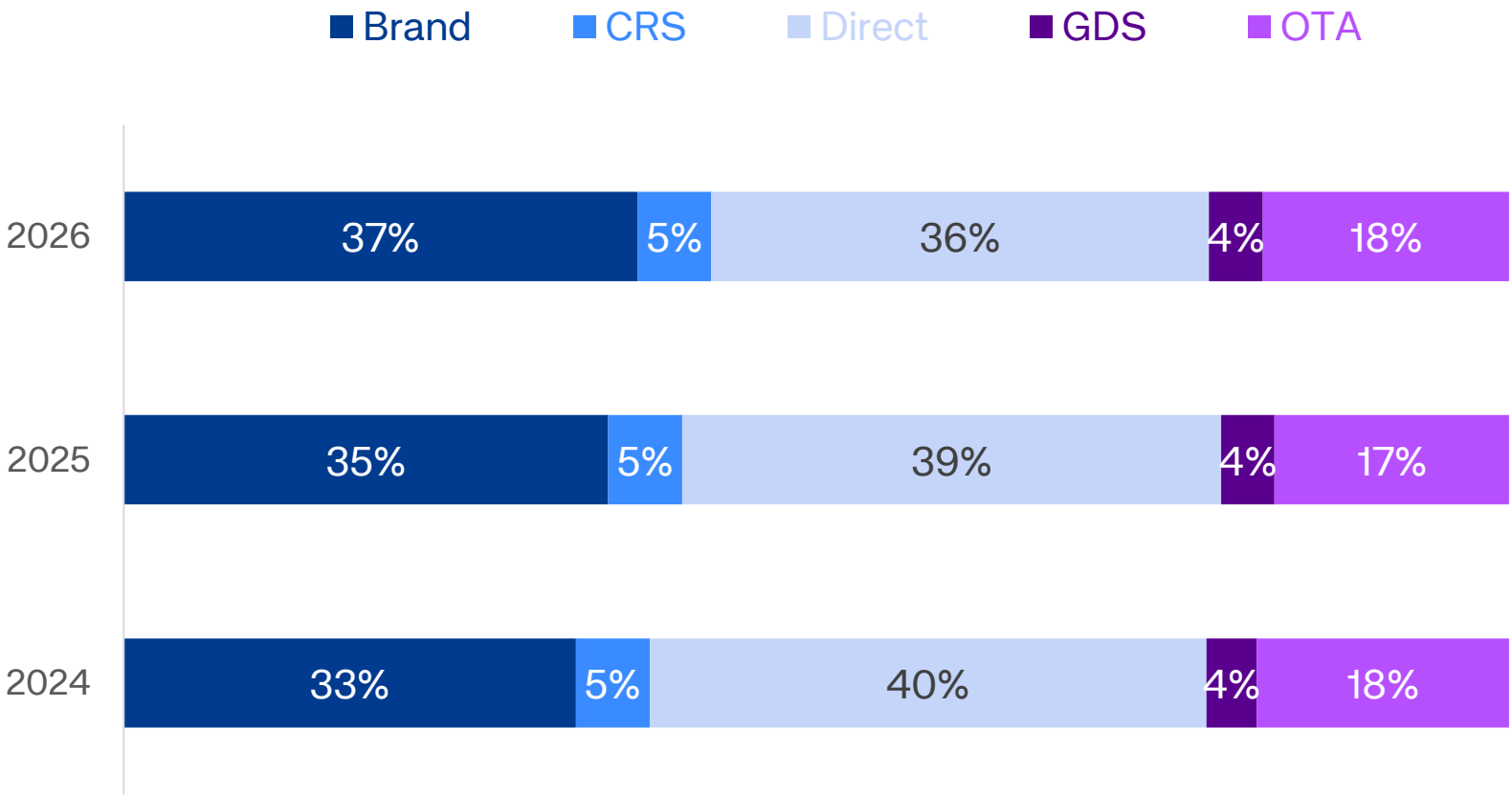


## Highlights

- Group+Unsold Blocks represent close to 70% of occupancy and this segment is growing year on year.
- Transient-wise, Retail and Negotiated are shifting occupancy into January.

# Hotel Channel Mix | Canada

On-the-books segmentation for January 2026 vs. same time last two years.



## Highlights

- Brand.com is showing a nice year on year growth, with Direct shifting business to OTAs.



# Greater China



# Top 10 Cities for Airline Inbound YoY | Greater China

Top international airline searches into China for January 2026 and last year.

Searched Year on Year			
	2025		2026
1	Seoul, South Korea (ROK)	=	Seoul, South Korea (ROK)
2	Tokyo, Japan	↘	Bangkok, Thailand
3	Singapore, Singapore	↘	Tokyo, Japan
4	Bangkok, Thailand	↗	Kuala Lumpur, Malaysia
5	Hong Kong, Hong Kong	↘	Singapore, Singapore
6	Taipei	↘	Hong Kong, Hong Kong
7	Osaka, Japan	=	Osaka, Japan
8	Kuala Lumpur, Malaysia	↗	Taipei
9	Sydney, Australia	=	Sydney, Australia
10	London, UK	↓	Melbourne, Australia

Source: Amadeus Destination Gateway™ data as of 22 December, 2025

LEGEND

↘  
Position dropped from searched to booked

↗  
Position improved from searched to booked

=  
Same position in top 10 searched & booked

↓  
Not one of top 10 booked cities

Highlights

- Seoul for January 2026 is still at the top in terms of searches.
- London is in the top 10 searches in 2025 but drops off the list in 2026.



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# Top 10 Cities for Airline Inbound | Greater China

Top airline searches vs. bookings for January 2026.

	Searched		Booked
1	Seoul, South Korea (ROK)	↓	Toronto, Canada
2	Bangkok, Thailand	↓	Vancouver, Canada
3	Tokyo, Japan	↓	Calgary, Canada
4	Kuala Lumpur, Malaysia	↓	Edmonton, Canada
5	Singapore, Singapore	↓	Cancun, Mexico
6	Hong Kong, Hong Kong	↓	Manila, Philippines
7	Osaka, Japan	↓	Delhi, India
8	Taipei	↓	Montreal, Canada
9	Sydney, Australia	↓	New York, US
10	Melbourne, Australia	↓	Orlando, US

LEGEND

↓  
Position dropped  
from searched to  
booked

↗  
Position improved  
from searched to  
booked

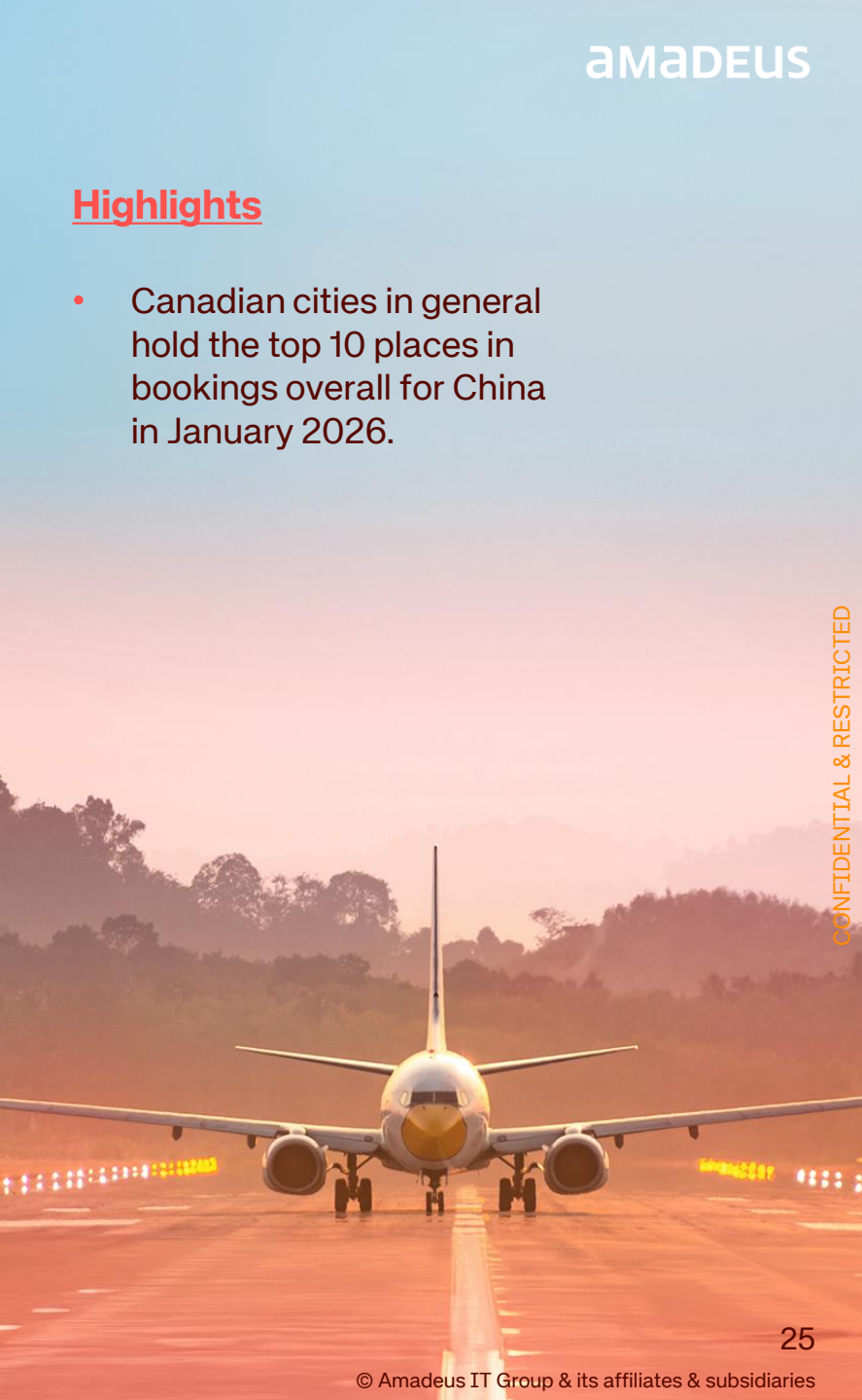
=  
Same position in  
top 10 searched &  
booked

↓  
Not one of top 10  
booked cities

Highlights

- Canadian cities in general hold the top 10 places in bookings overall for China in January 2026.

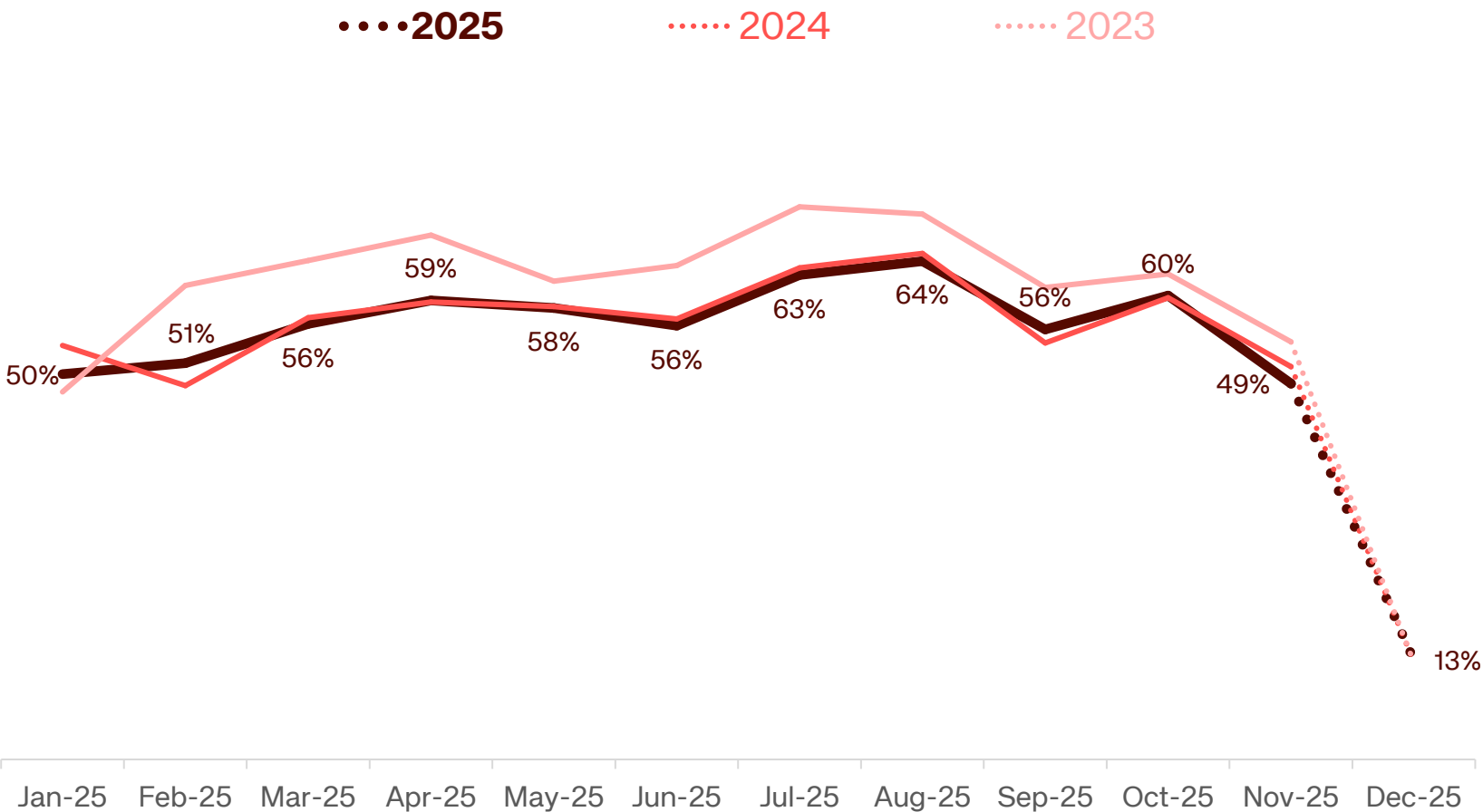
Source: Amadeus Destination Gateway™ data as of 22 December, 2025





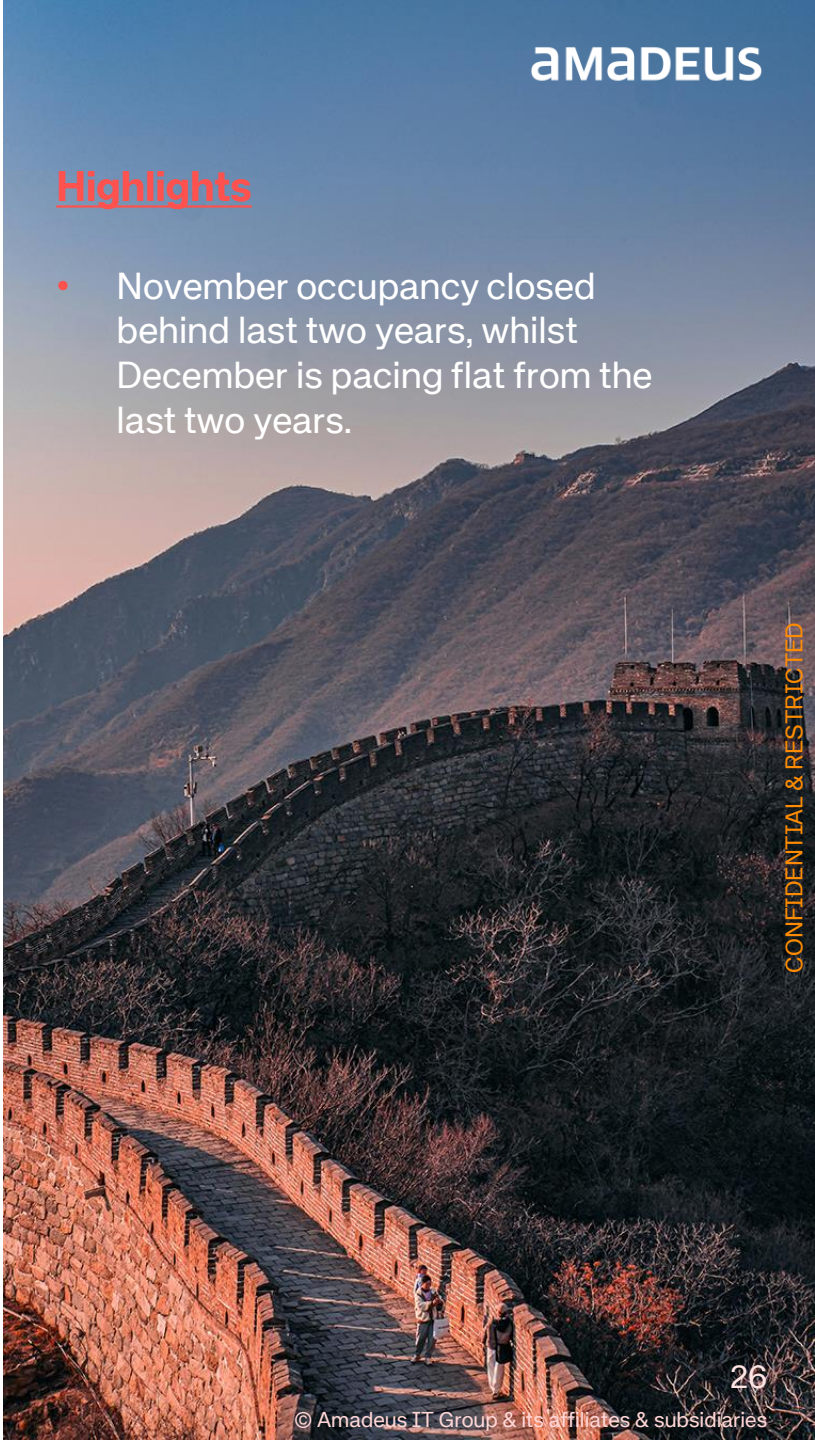
# Hotel Occupancy | Greater China

On-the-books by month compared to same time last two years.



## Highlights

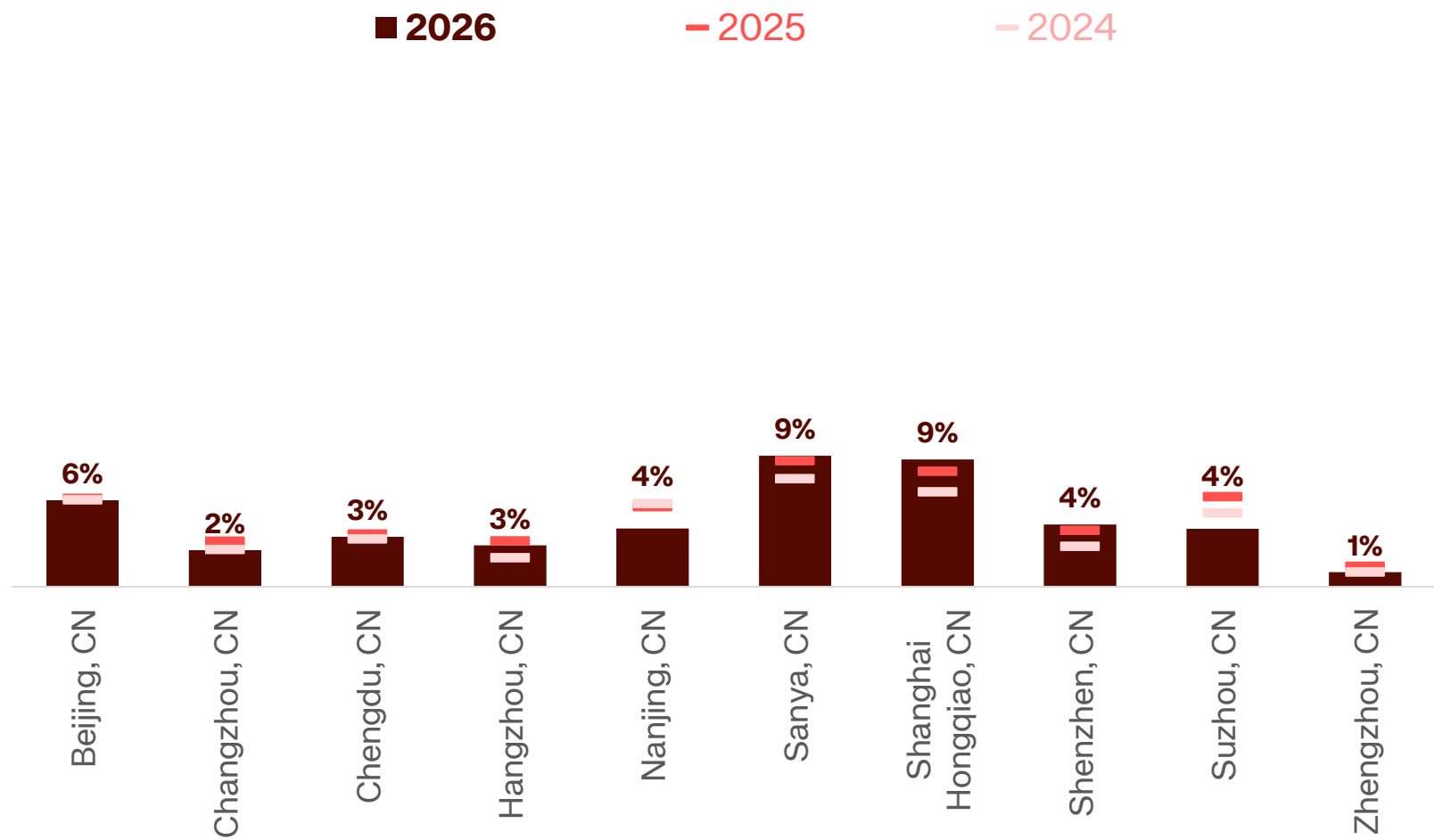
- November occupancy closed behind last two years, whilst December is pacing flat from the last two years.



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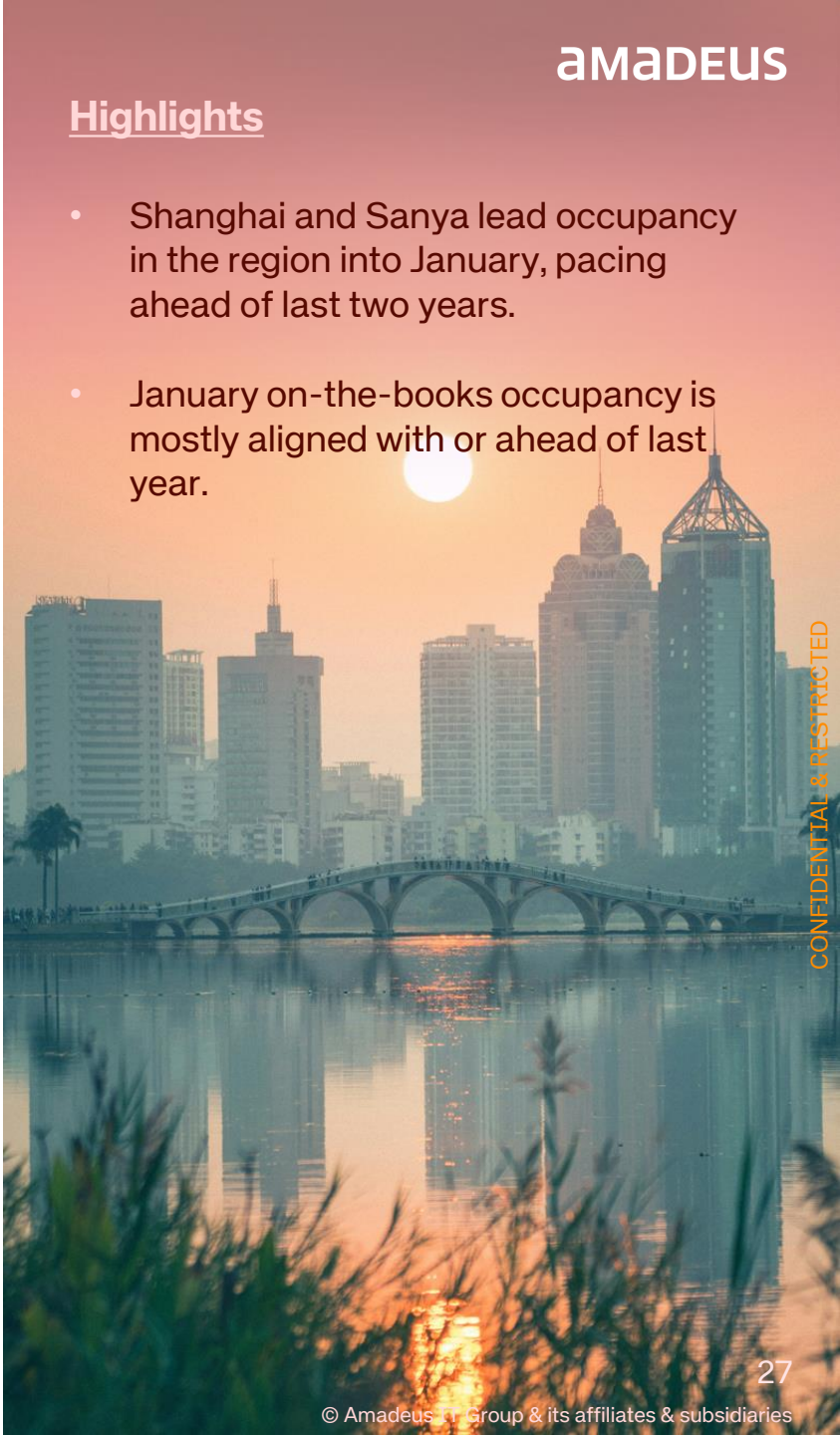
# Occupancy & Pace by Market | Greater China

On-the-books total occupancy by market for January 2026 vs. last two years.



## Highlights

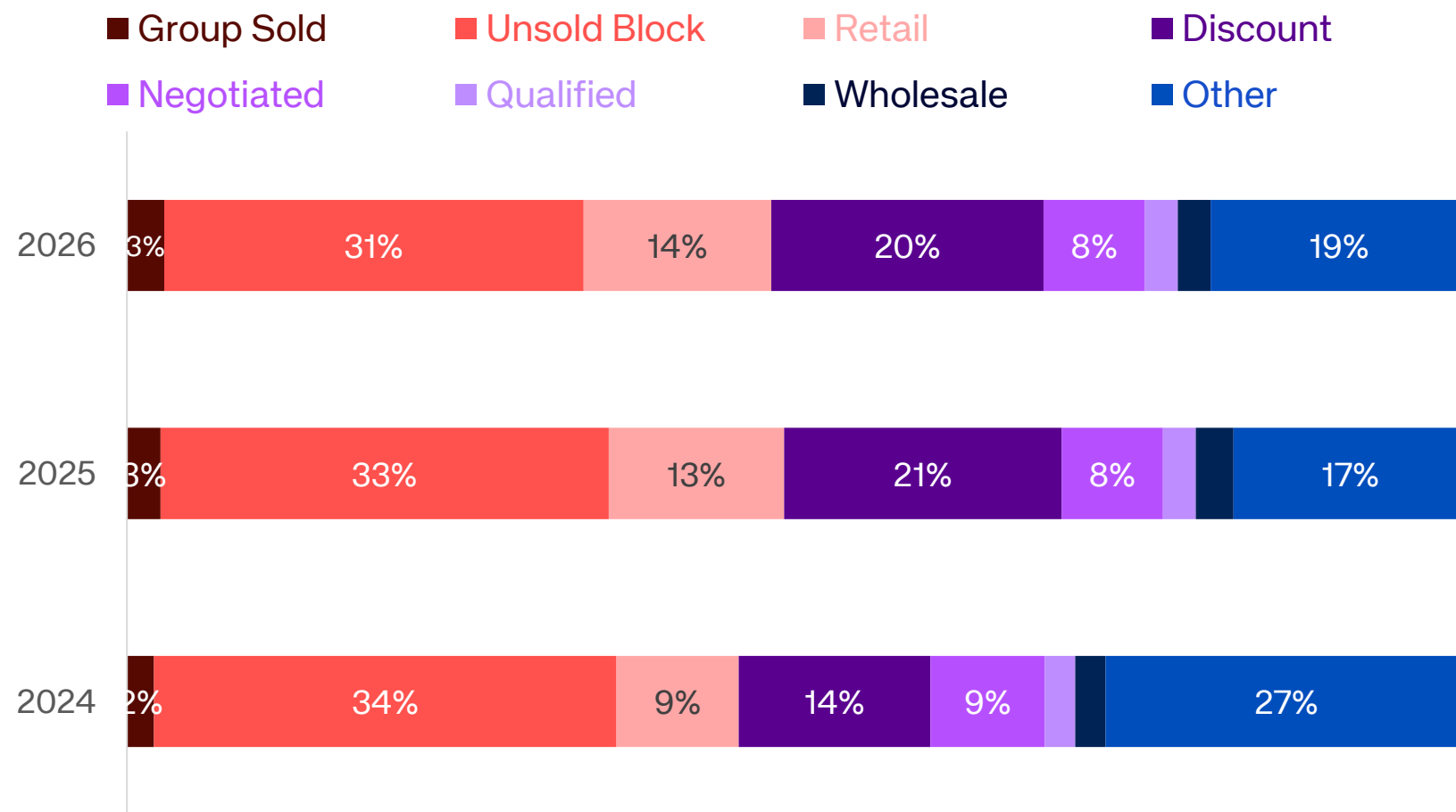
- Shanghai and Sanya lead occupancy in the region into January, pacing ahead of last two years.
- January on-the-books occupancy is mostly aligned with or ahead of last year.





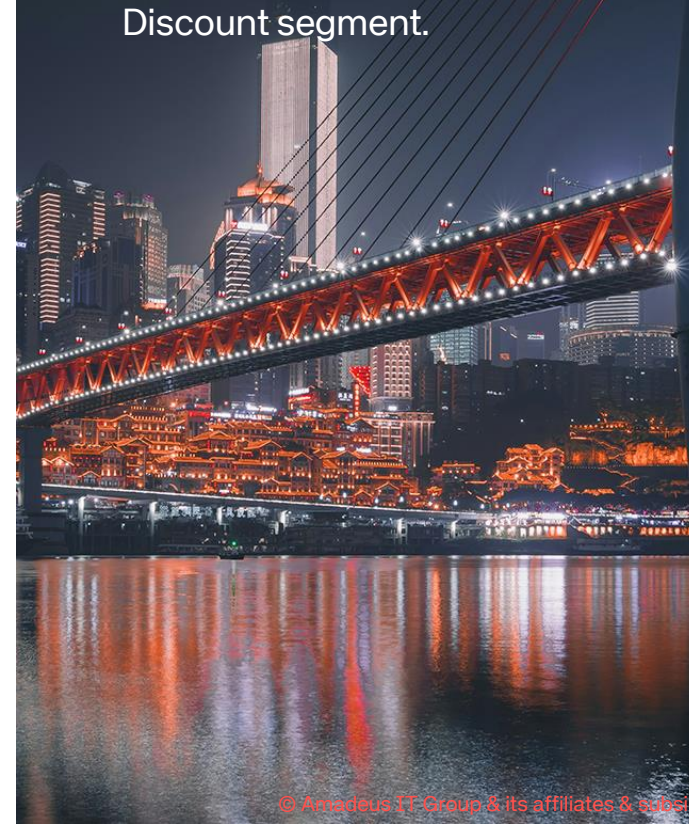
# Year-on-Year Segmentation | Greater China

On-the-books market segmentation mix for January 2026 vs. last two years.



## Highlights

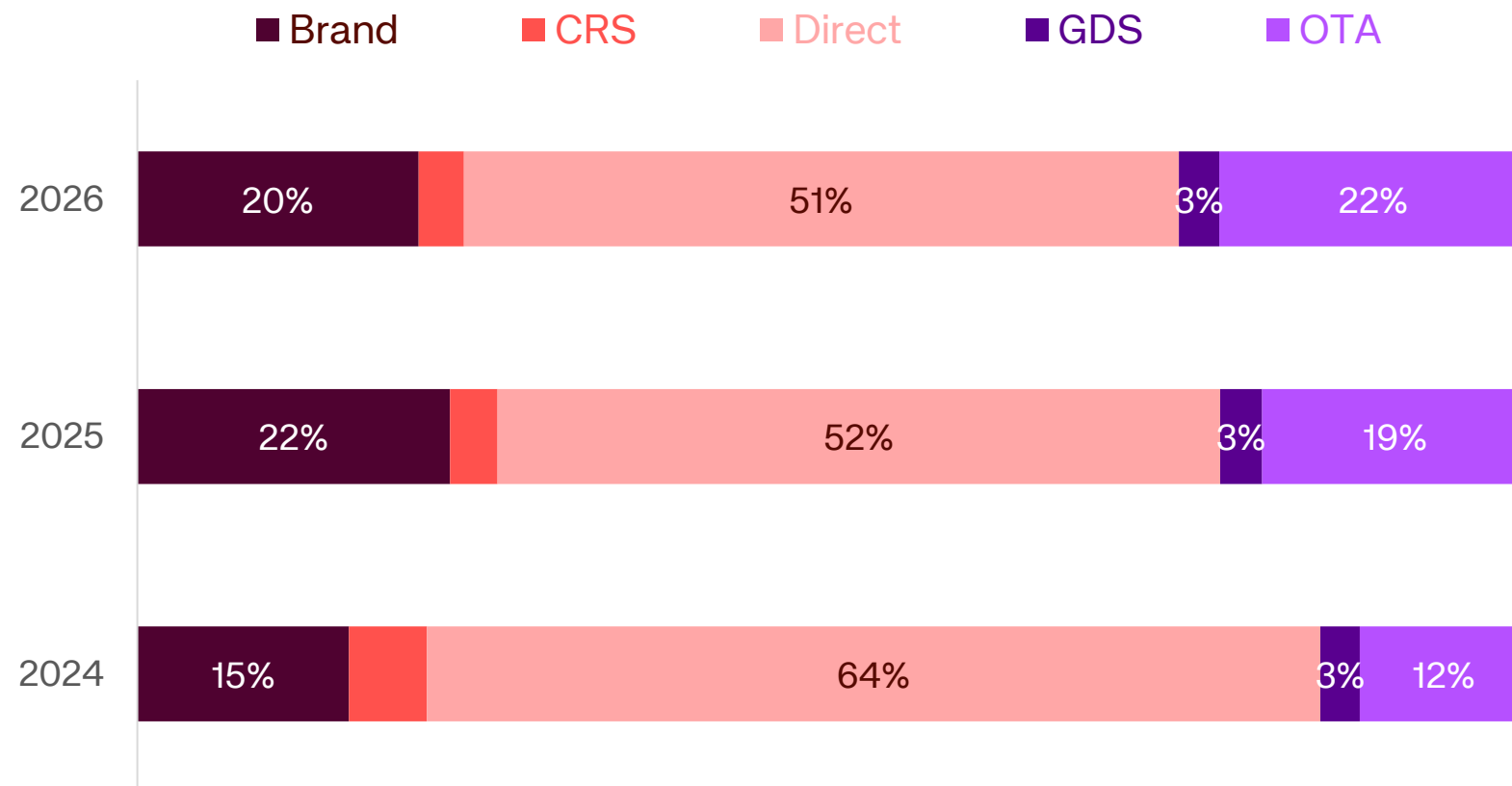
- Group & Unsold Blocks drive over 30% of all business in China. Into January, occupancy is pacing slightly behind last year.
- Retail is the fastest growing channel, mostly at the expense of Discount segment.





# Year-on-Year Channel Mix | Greater China

On-the-books distribution channel mix for January 2026 vs. 2024 and 2023.



## Highlights

- OTA is the fastest growing channel, increasing its share year on year.
- Direct and Brand are shifting their business to OTAs.



# Rest of Asia Pacific





# Top 10 Cities for Airline Inbound YoY | Rest of Asia Pacific

Top international airline searches into Asia for January 2026 and 2025.

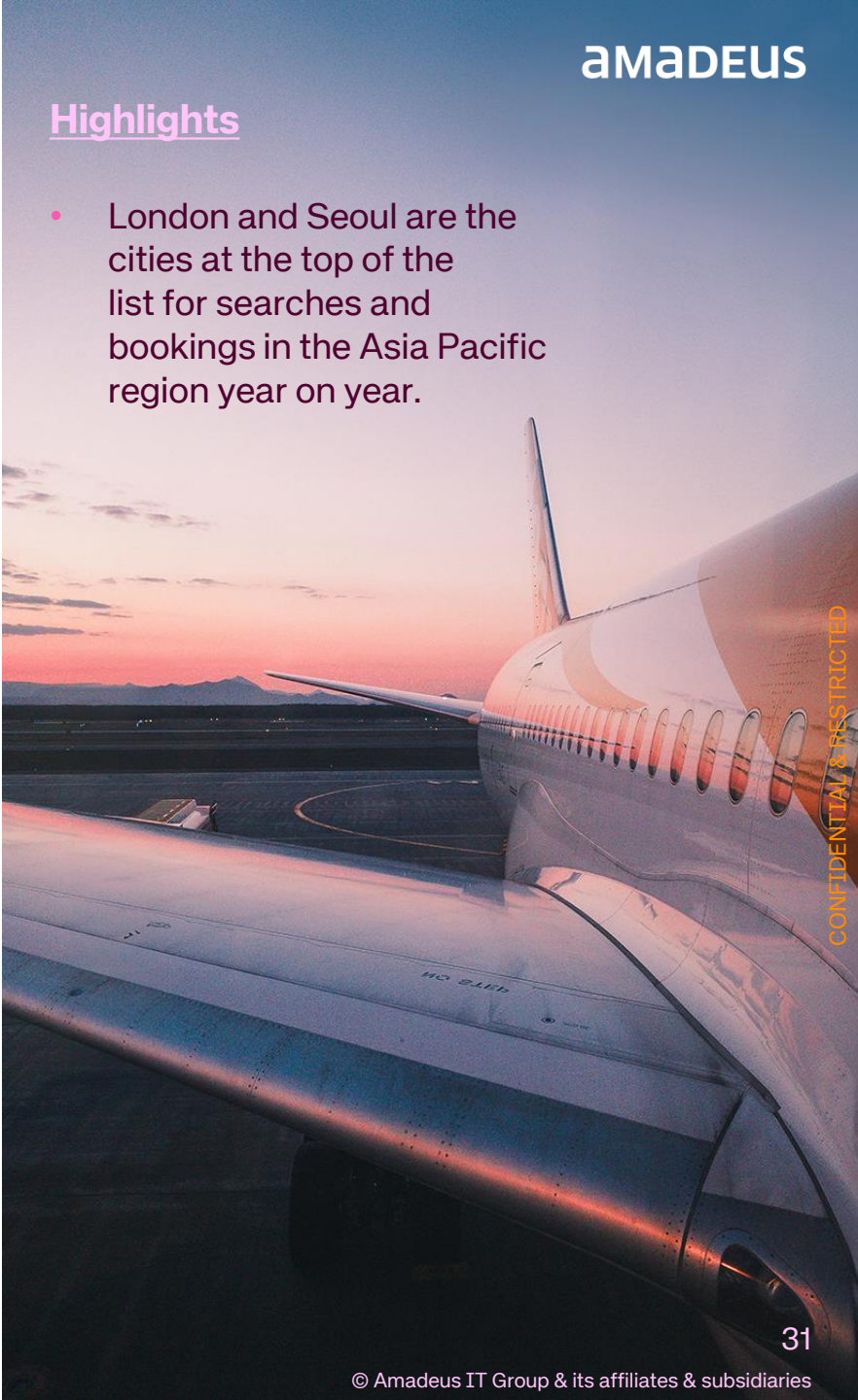
Searched Year on Year

	2025		2026	
1	Seoul, South Korea (ROK)	=	Seoul, South Korea (ROK)	
2	London, UK	=	London, UK	
3	Taipei	↘	Bangkok, Thailand	LEGEND ↘ Position dropped from searched to booked
4	Bangkok, Thailand	↗	Tokyo, Japan	↗ Position improved from searched to booked
5	Tokyo, Japan	↗	Taipei	
6	Hong Kong, Hong Kong	↘	Kuala Lumpur, Malaysia	
7	Kuala Lumpur, Malaysia	↗	Hong Kong, Hong Kong	= Same position in top 10 searched & booked
8	Singapore, Singapore	↘	Sydney, Australia	
9	Toronto, Canada	↘	Singapore, Singapore	↓ Not one of top 10 booked cities
10	Sydney, Australia	↗	Toronto, Canada	

Source: Amadeus Destination Gateway™ data as of 22 December, 2025

## Highlights

- London and Seoul are the cities at the top of the list for searches and bookings in the Asia Pacific region year on year.





# Top 10 Cities for Airline Inbound | Rest of Asia Pacific

Top airline searches vs. bookings for January 2026.

	Searched		Booked
1	Seoul, South Korea (ROK)	=	Seoul, South Korea (ROK)
2	London, UK	↘	Bangkok, Thailand
3	Bangkok, Thailand	↗	Tokyo, Japan
4	Tokyo, Japan	↗	London, UK
5	Taipei	=	Taipei
6	Kuala Lumpur, Malaysia	↓	Manilla, Philippines
7	Hong Kong, Hong Kong	↘	Delhi, India
8	Sydney, Australia	=	Sydney, Australia
9	Singapore, Singapore	↓	Osaka, Japan
10	Toronto, Canada	↓	Hong Kong, Hong Kong

### LEGEND

↘  
Position dropped from searched to booked

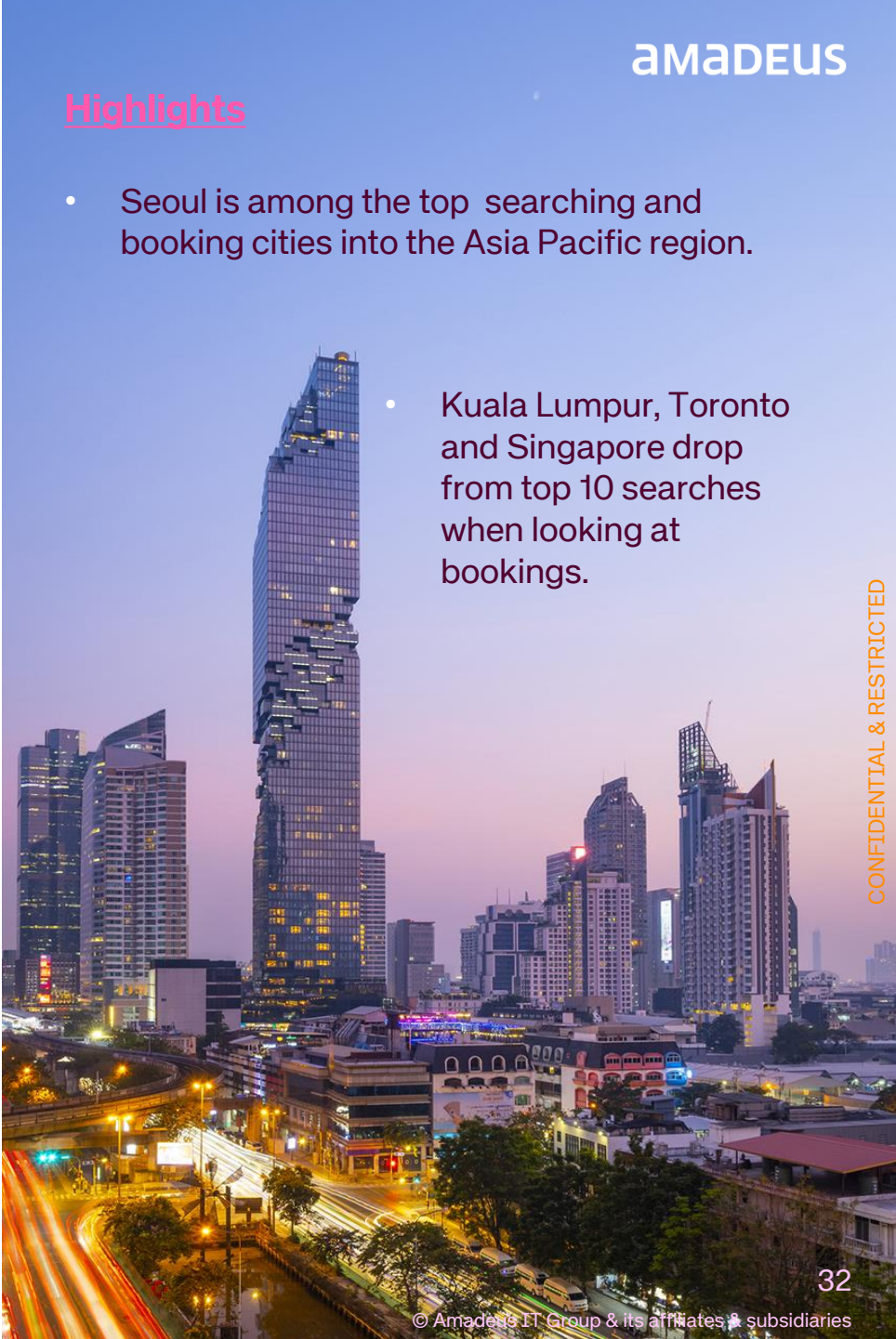
↗  
Position improved from searched to booked

=  
Same position in top 10 searched & booked

↓  
Not one of top 10 booked cities

### Highlights

- Seoul is among the top searching and booking cities into the Asia Pacific region.
- Kuala Lumpur, Toronto and Singapore drop from top 10 searches when looking at bookings.

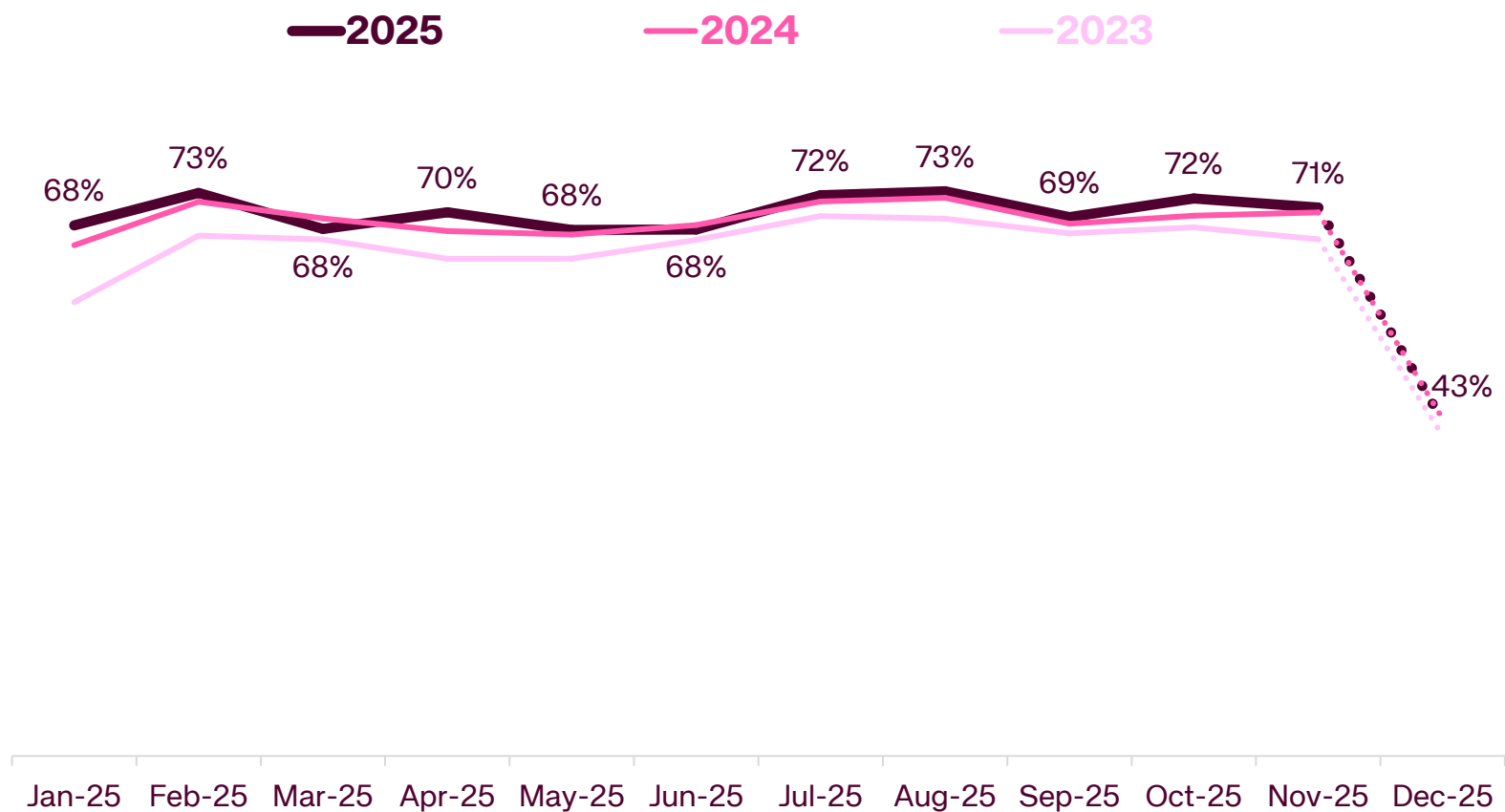


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Source: Amadeus Destination Gateway™ data as of 22 December, 2025

# Hotel Occupancy | Rest of Asia Pacific

On-the-books by month compared to same time last two years.



## Highlights

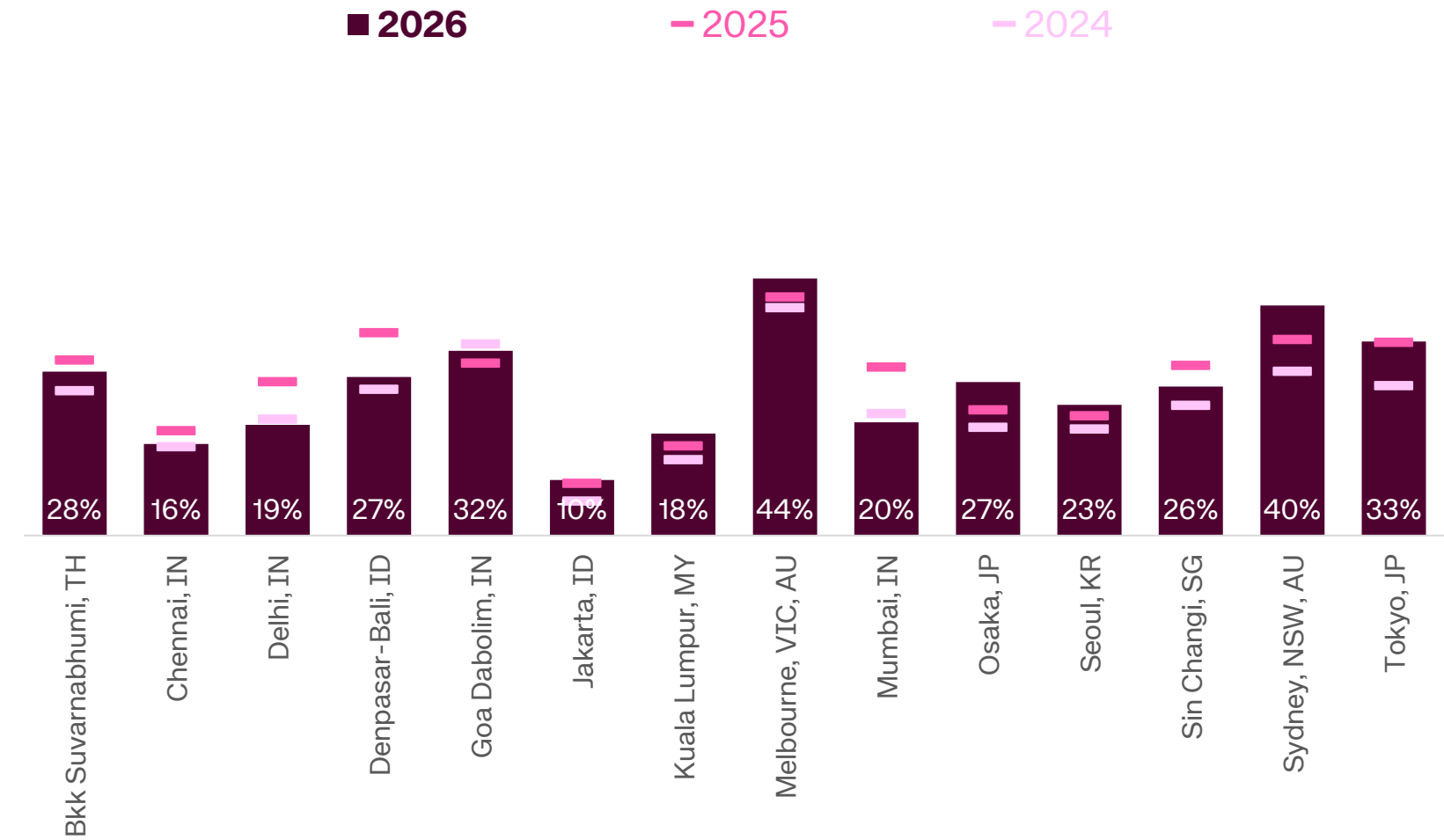
- November closed 1 percentage point above last year's occupancy, showing uninterrupted occupancy growth in the second half of the year.
- December pace is aligned to last year and already slightly ahead of 2023.





# Occupancy & Pace by Market | Rest of Asia Pacific

On-the-books market segmentation mix for January 2026 vs. last two years.



## Highlights

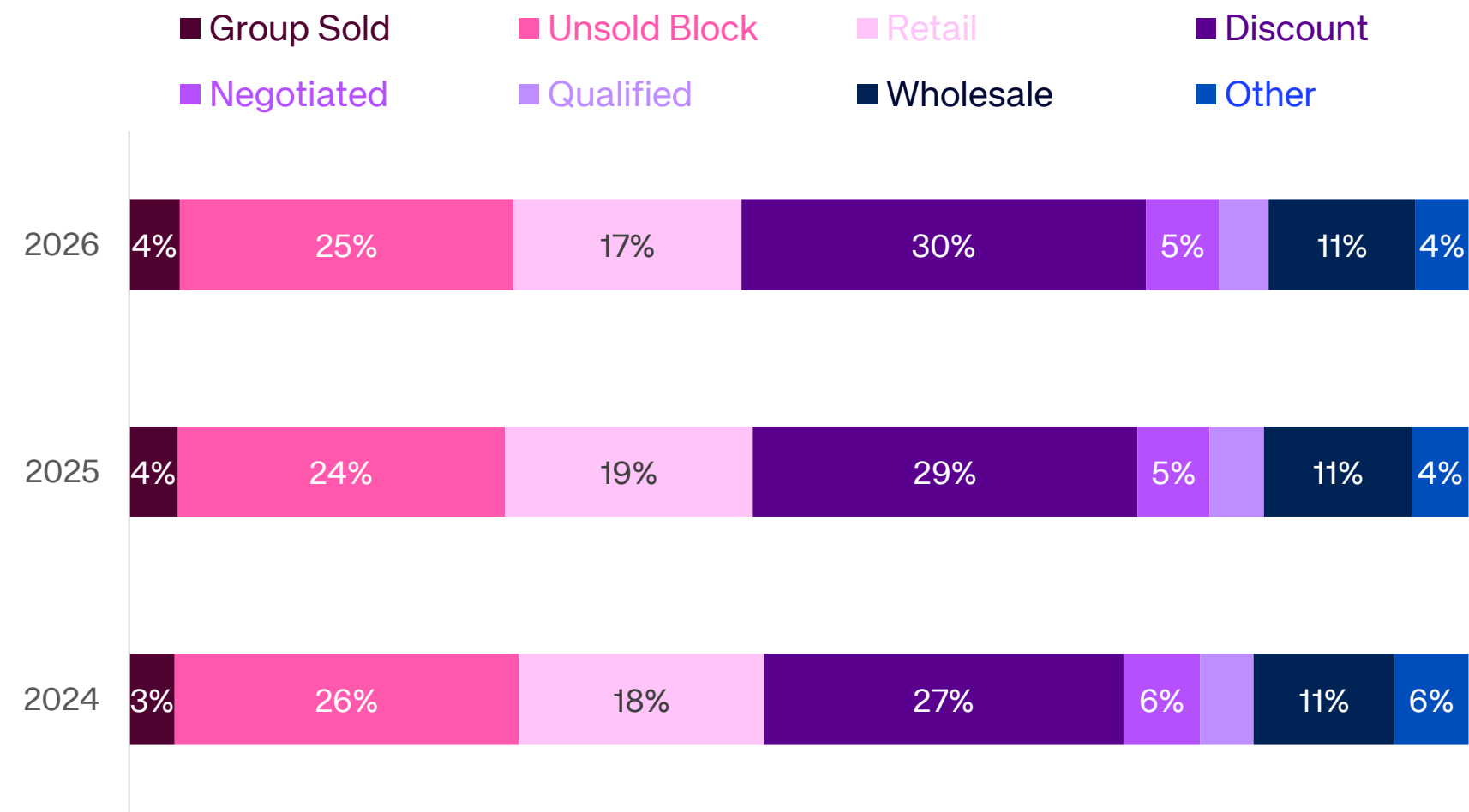
- Melbourne and Sydney, pacing ahead of the last two years, are leading occupancy into January, showing a strong start of the summer season.
- Most Indian markets are dropping occupancy levels from last year.





# Year-on-Year Segmentation | Rest of Asia

On-the-books market segmentation mix for January 2026 vs. last two years.



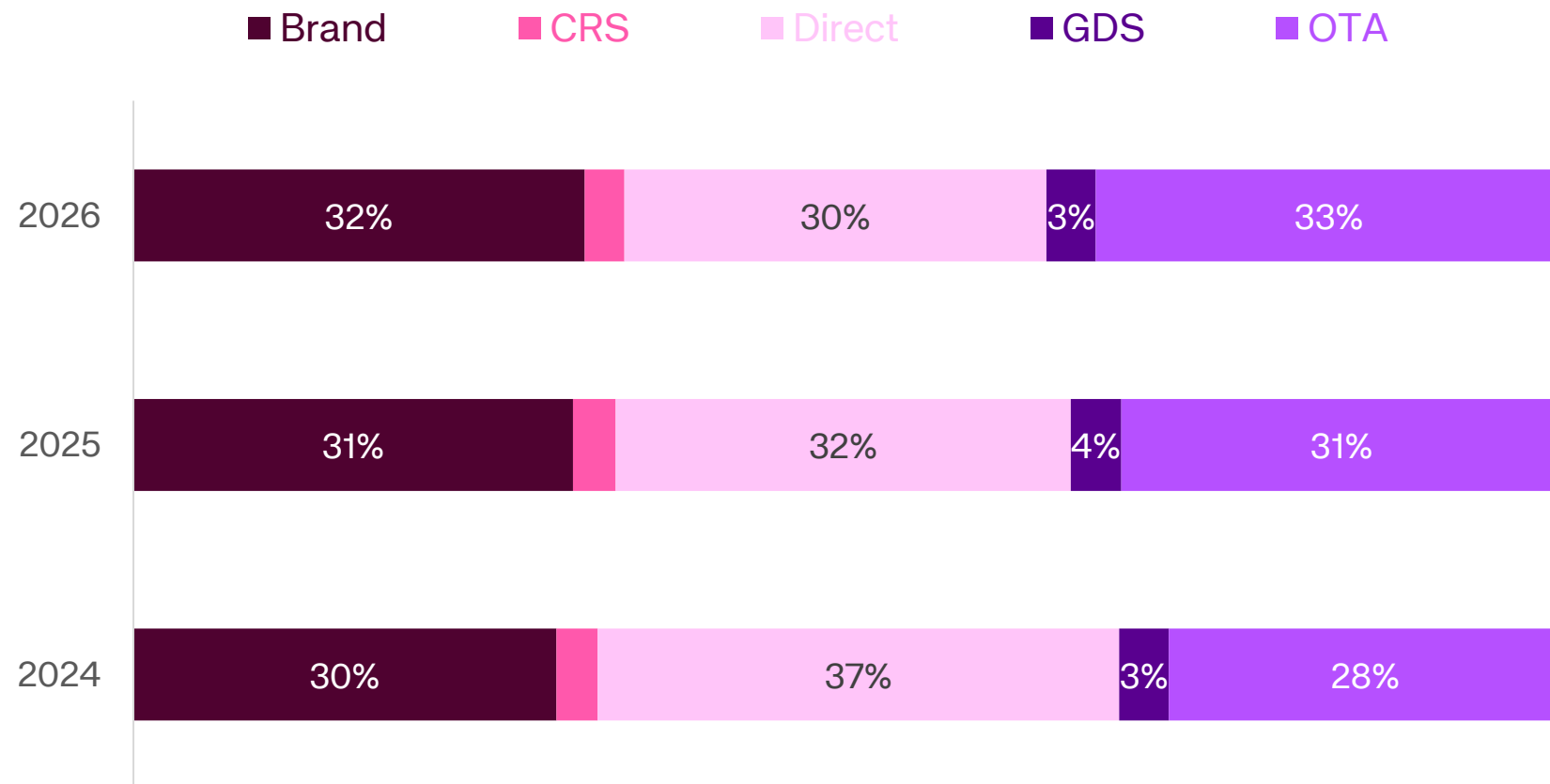
## Highlights

- Group + Unsold Blocks are slightly ahead year on year but are aligned with the same time in 2024.
- Within Transient, Retail is shifting business to Discount.



# Year-on-Year Channel Mix | Rest of Asia

On-the-books market distribution channel mix for January 2026 vs. last two years.



## Highlights

- On-the books occupancy for Brand and OTA are growing steadily year on year.
- Direct and GDS are shifting their business.



# Europe

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# Top 10 Cities for Airline Inbound YoY | Europe

Top international airline searches into Europe for January 2026 and last year.

Searched Year-on-Year

	2025		2026
1	Seoul, South Korea	↘	New York City, US
2	New York City, US	↗	Seoul, South Korea
3	Sao Paulo, Brazil	=	Sao Paulo, Brazil
4	Istanbul, Turkey	=	Istanbul, Turkey
5	Tel Aviv, Israel	↘	Bangkok, Thailand
6	Bangkok, Thailand	↗	Tel Aviv, Israel
7	Buenos Aires, Argentina	↓	Tokyo, Japan
8	Dubai, UAE	↘	Dubai, UAE
9	Shanghai, China	↓	Toronto, Canada
10	Tokyo, Japan	↗	Delhi, India

### LEGEND



Position dropped from searched to booked



Position improved from searched to booked



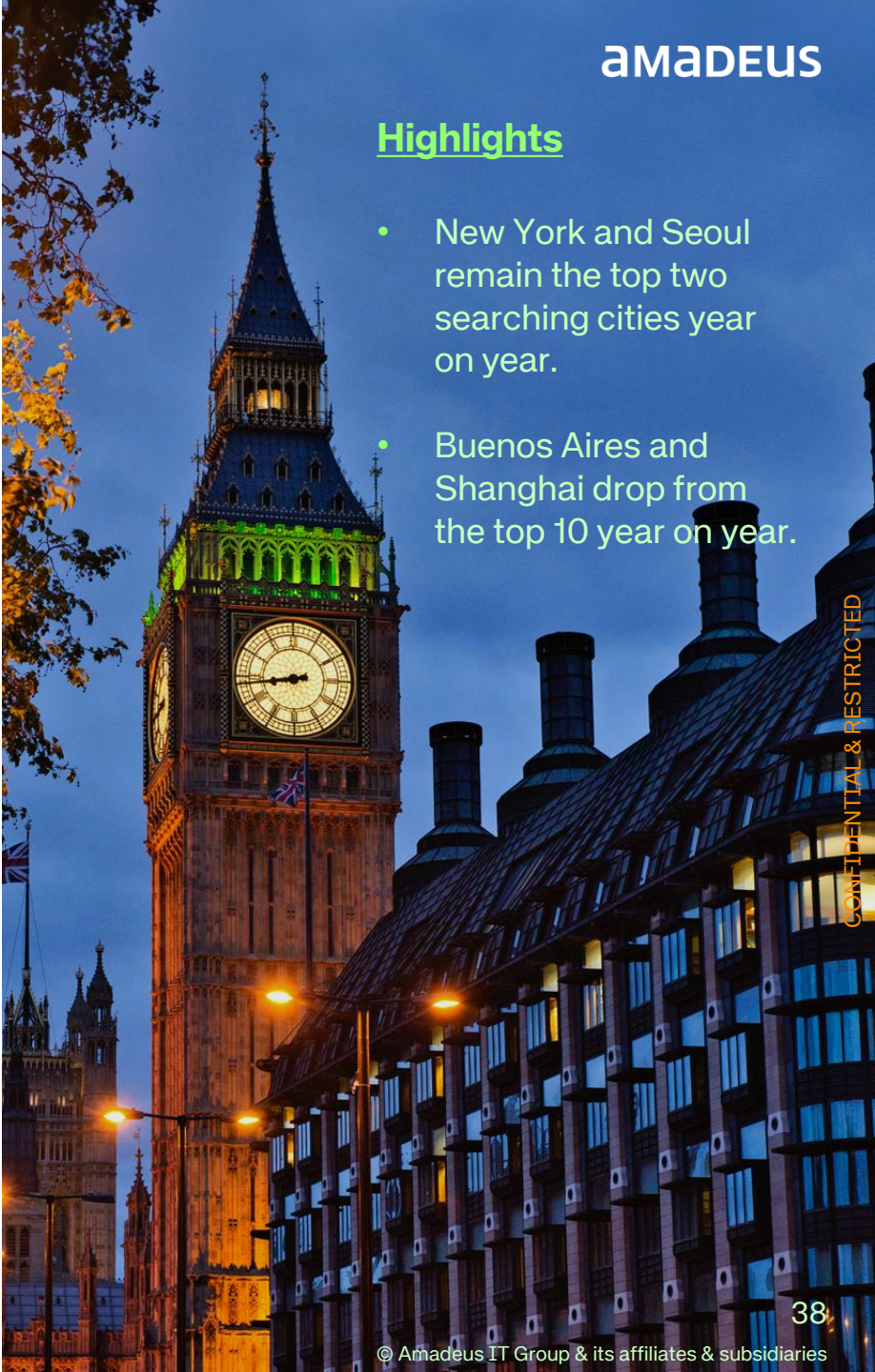
Same position in top 10 searched & booked



Not one of top 10 booked cities

### Highlights

- New York and Seoul remain the top two searching cities year on year.
- Buenos Aires and Shanghai drop from the top 10 year on year.



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Source: Amadeus Destination Gateway™ data as of 22 December, 2025

# Top 10 Cities for Airline Inbound | Europe

Top airline searches vs bookings in January 2026.

	Searched		Booked
1	New York City, US	↘	Bangkok, Thailand
2	Seoul, South Korea	↘	New York City, US
3	Sao Paulo, Brazil	↘	Dubai, UAE
4	Istanbul, Turkey	↓	Delhi, India
5	Bangkok, Thailand	↗	Phuket, Thailand
6	Tel Aviv, Israel	↘	Tokyo, Japan
7	Tokyo, Japan	↗	Seoul, South Korea
8	Dubai, UAE	↗	Miami, US
9	Toronto, Canada	↓	Tel Aviv, Israel
10	Delhi, India	↗	Sao Paulo, Brazil

## LEGEND

↘  
Position dropped  
from searched to  
booked

↗  
Position improved  
from searched to  
booked

=  
Same position in  
top 10 searched &  
booked

↓  
Not one of top 10  
booked cities

## Highlights

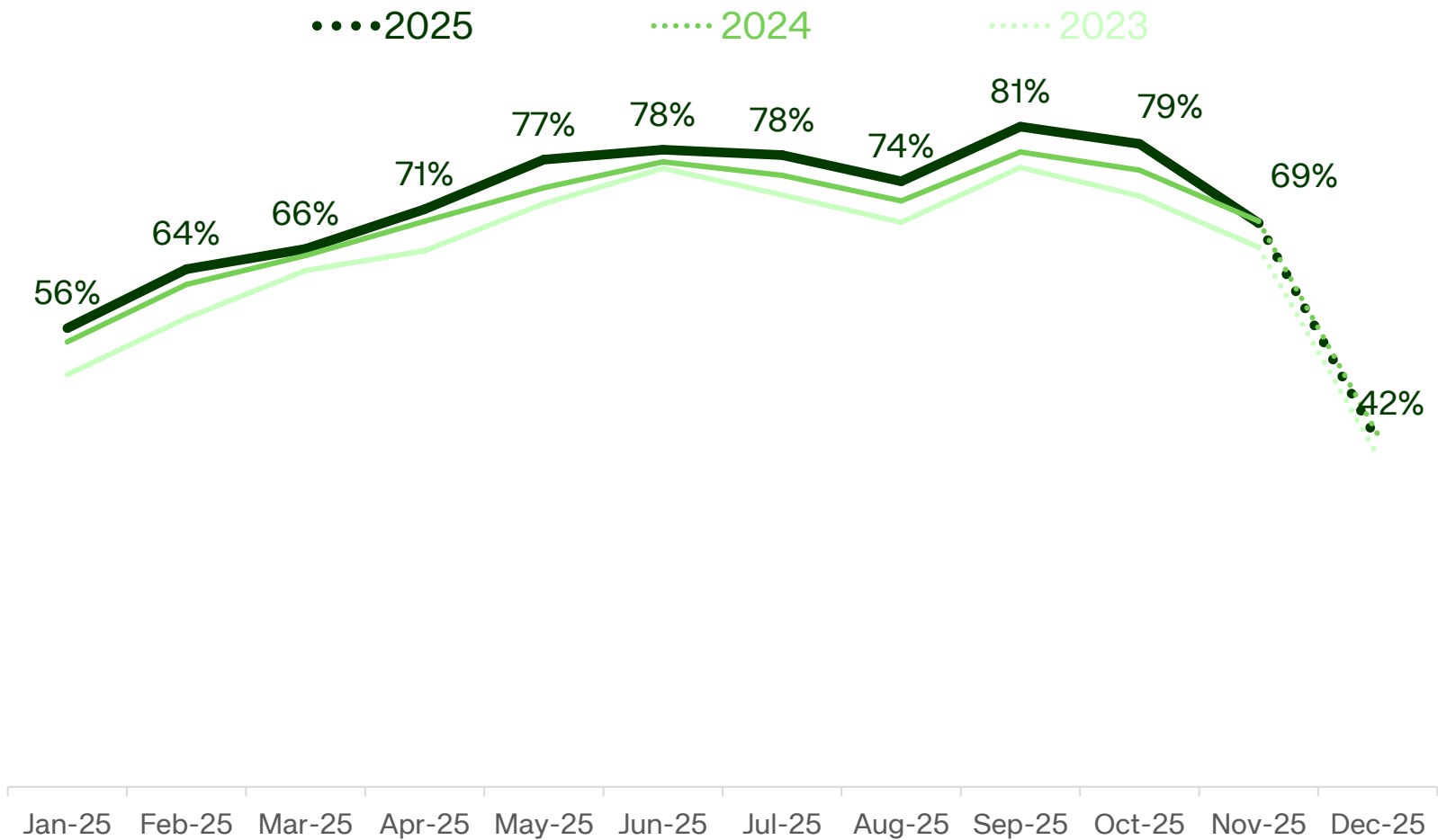
- New York and Bangkok dominates searches and bookings into January 2026.
- Istanbul and Toronto are among the top 10 searching cities but not booked.

Source: Amadeus Destination Gateway™ data as of 22 December, 2025



# Hotel Occupancy | Europe

On-the-books by month compared to same time last two years.



## Highlights

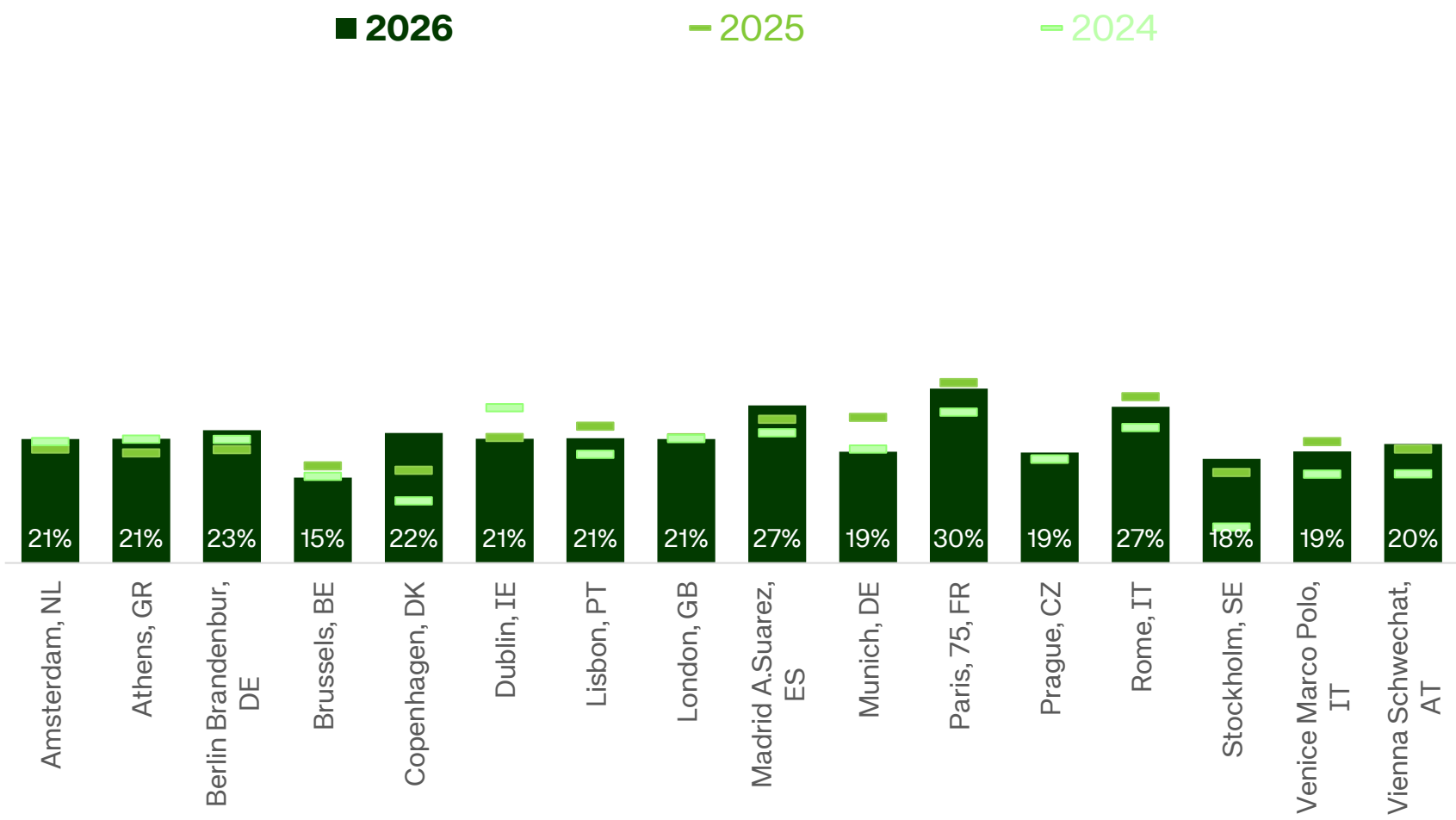
- Europe occupancy has been growing steadily throughout the year, until October.
- November and December occupancy, on the other hand, is aligned to last year and ahead of 2023.



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# Occupancy & Pace by Market | Europe

On-the-books total occupancy by market for January 2026 vs. last two years.



## Highlights

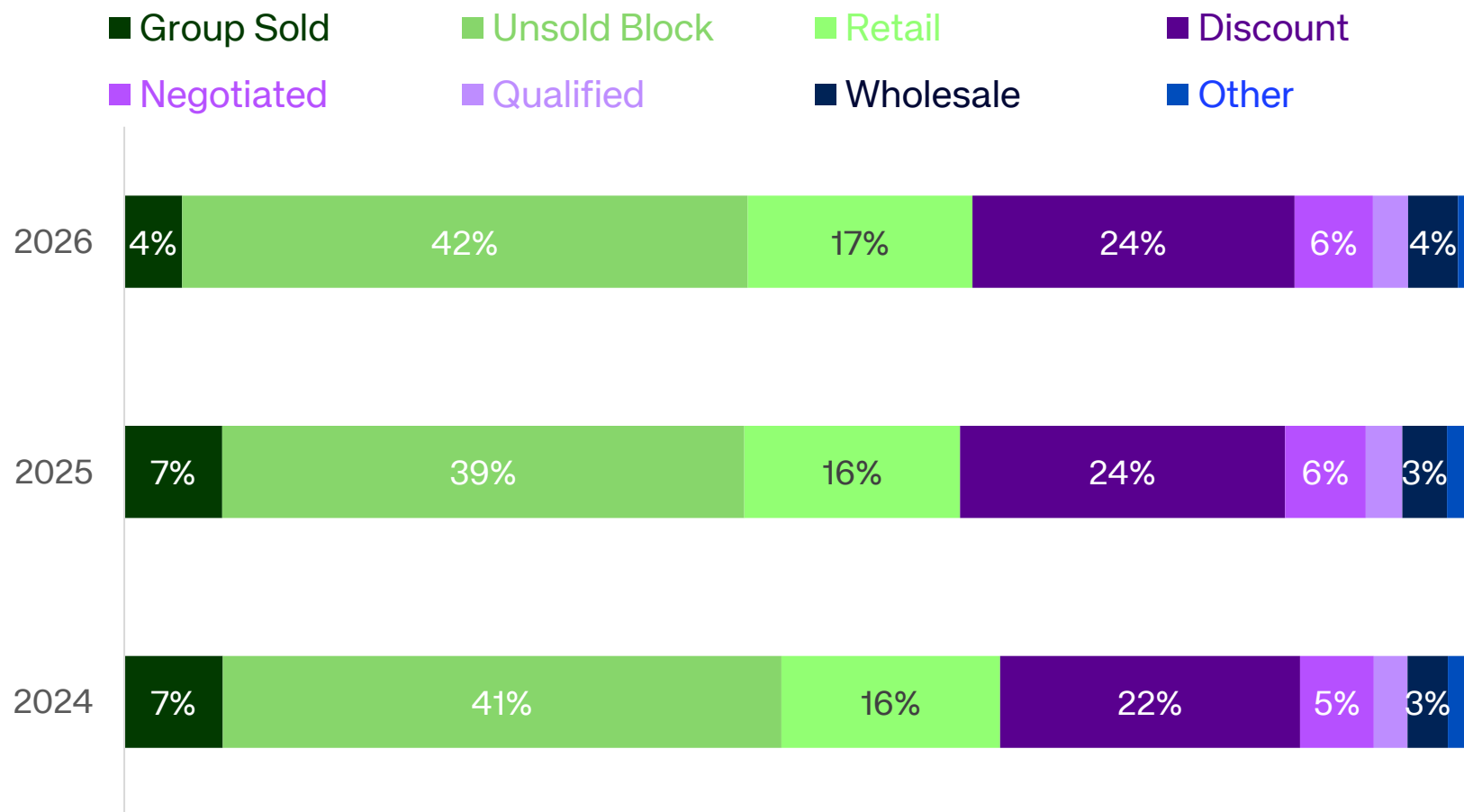
- Into January, Paris and Rome are the busiest markets in Europe, pacing slightly behind same time in 2025 and ahead of 2024.
- In contrast, Madrid – with on-the-books occupancy like Rome - is pacing ahead of the last two Januaries.





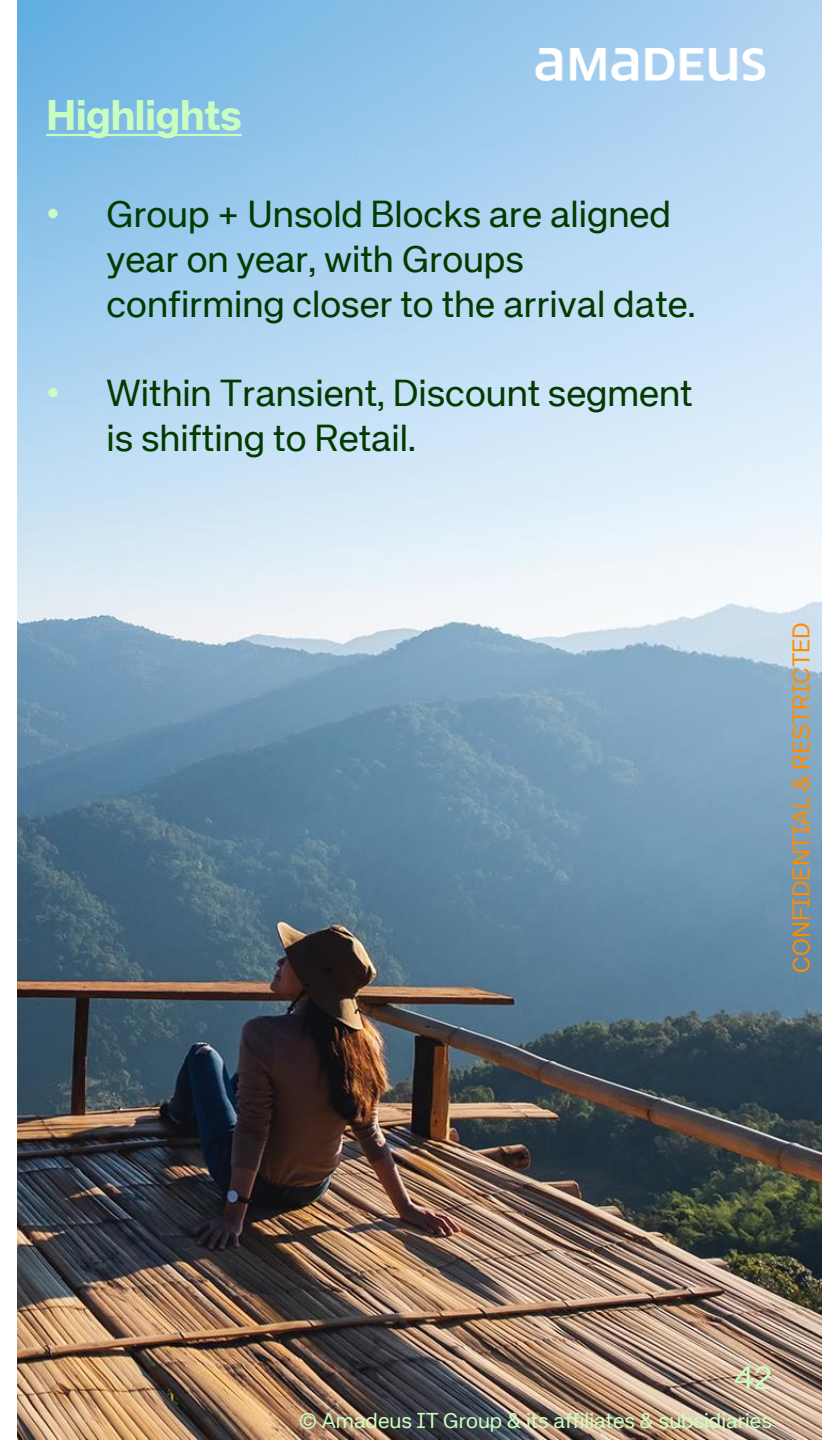
# Year-on-Year Segmentation | Europe

On-the-books market segmentation mix for January 2026 vs. last two years.



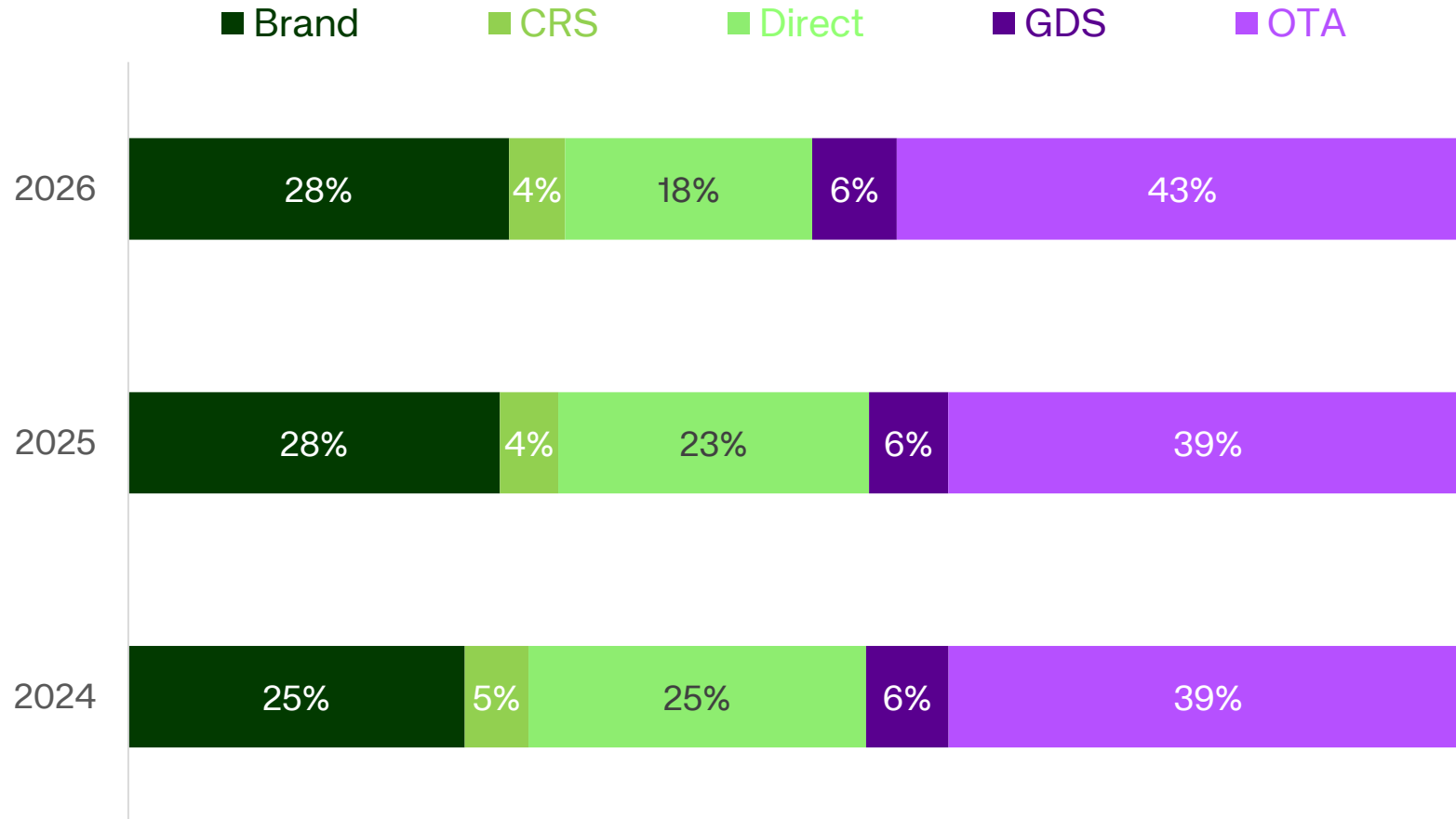
## Highlights

- Group + Unsold Blocks are aligned year on year, with Groups confirming closer to the arrival date.
- Within Transient, Discount segment is shifting to Retail.



# Year-on-Year Channel Mix | Europe

On-the-books distribution channel mix for January 2026 vs. last two years.



## Highlights

- OTA share is growing over the past two years and is the leading channel in Europe, with over 40% of business.
- Direct is shifting share to other channels with Brand and GDS shares unchanged over last year.



# Middle East Africa



# Top 10 Cities for Airline Inbound YoY | Middle East & Africa

Top international airline searches into MEA for January 2026 and last year.

Searches Year-over-Year			
	2025		2026
1	London, UK	=	London, UK
2	Paris, France	=	Paris, France
3	Istanbul, Turkey	↘	New York City, USA
4	New York City, USA	↗	Cairo, Egypt
5	Cairo, Egypt	↗	Mumbai, India
6	Dubai, UAE	↘	Milan, Italy
7	Frankfurt, Germany	↓	Istanbul, Turkey
8	Milan, Italy	↗	Dubai, UAE
9	Mumbai, India	↗	Jeddah, Saudi Arabia
10	Jeddah, Saudi Arabia	↗	Riyad, Saudi Arabia

LEGEND

↘  
Position dropped from searched to booked

↗  
Position improved from searched to booked

=  
Same position in top 10 searched & booked

↓  
Not one of top 10 booked cities

Highlights

- London and Paris are ranked highest in air searches by origin city, in both years.
- Frankfurt drops from the top ten searches in 2026.

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# Top 10 Cities for Airline Inbound | Middle East & Africa

Top airline searches vs. bookings for January 2026.

	Searched		Booked
1	London, UK	↘	Cairo, Egypt
2	Paris, France	↘	London, UK
3	New York City, USA	↓	Jeddah, Saudi Arabia
4	Cairo, Egypt	↗	Paris, France
5	Mumbai, India	↘	Dubai, UAE
6	Milan, Italy	↓	Dhaka, Bangladesh
7	Istanbul, Turkey	↘	Bangkok, Thailand
8	Dubai, UAE	↗	Mumbai, India
9	Jeddah, Saudi Arabia	↗	Manila, Philippines
10	Riyad, Saudi Arabia	↓	Istanbul, Turkey

LEGEND

- ↘ Position dropped from searched to booked
- ↗ Position improved from searched to booked
- = Same position in top 10 searched & booked
- ↓ Not one of top 10 booked cities

Highlights

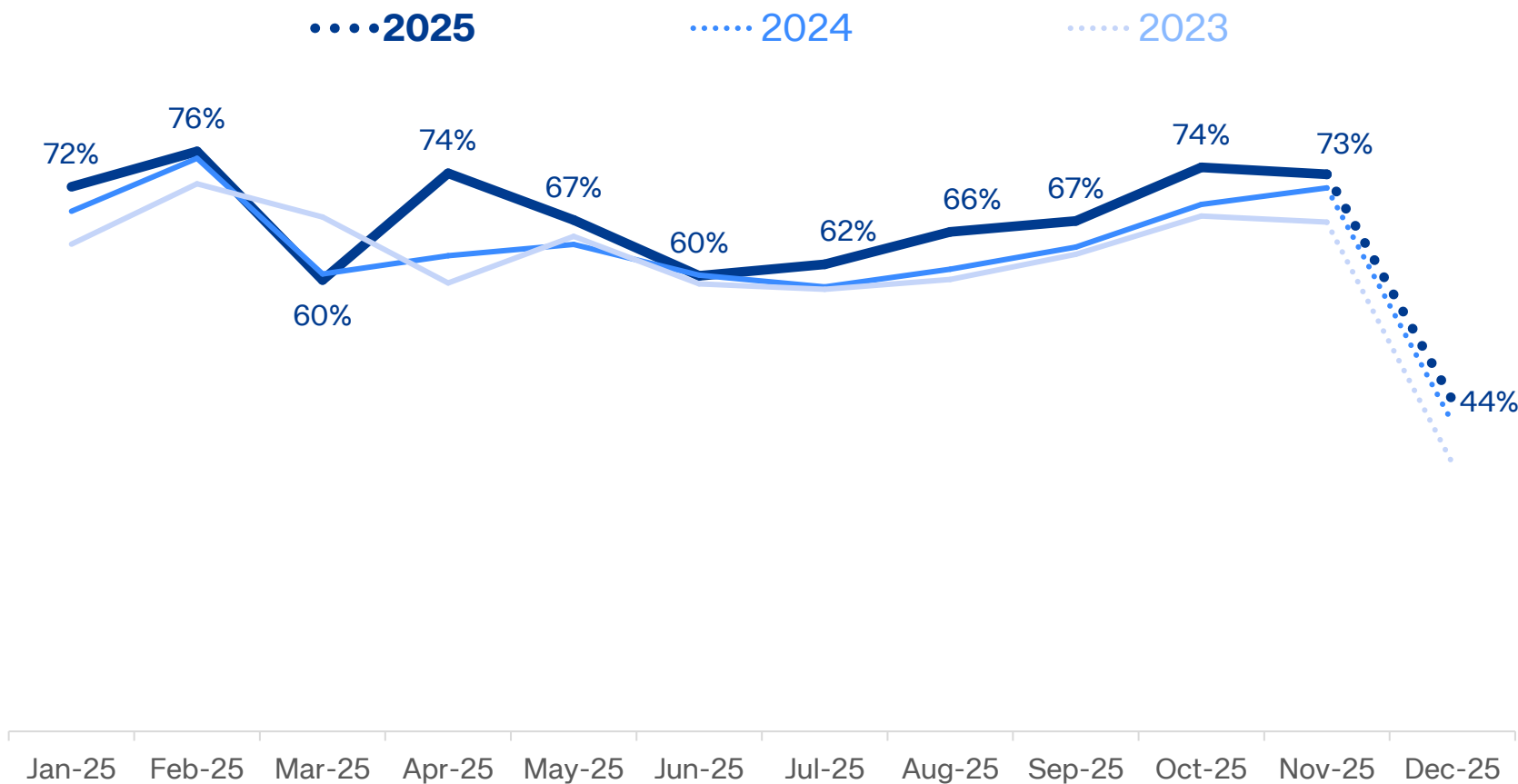
- Cairo is in top place in terms of bookings in January 2026 to Middle East and Africa.
- New York, Milan, and Riyadh are dropping from the top 10 list of bookings into January.



Source: Amadeus Destination Gateway™ data as of 22 December, 2025

# Hotel Occupancy | Middle East & Africa

On-the-books occupancy by month compared to same time last two years.



## Highlights

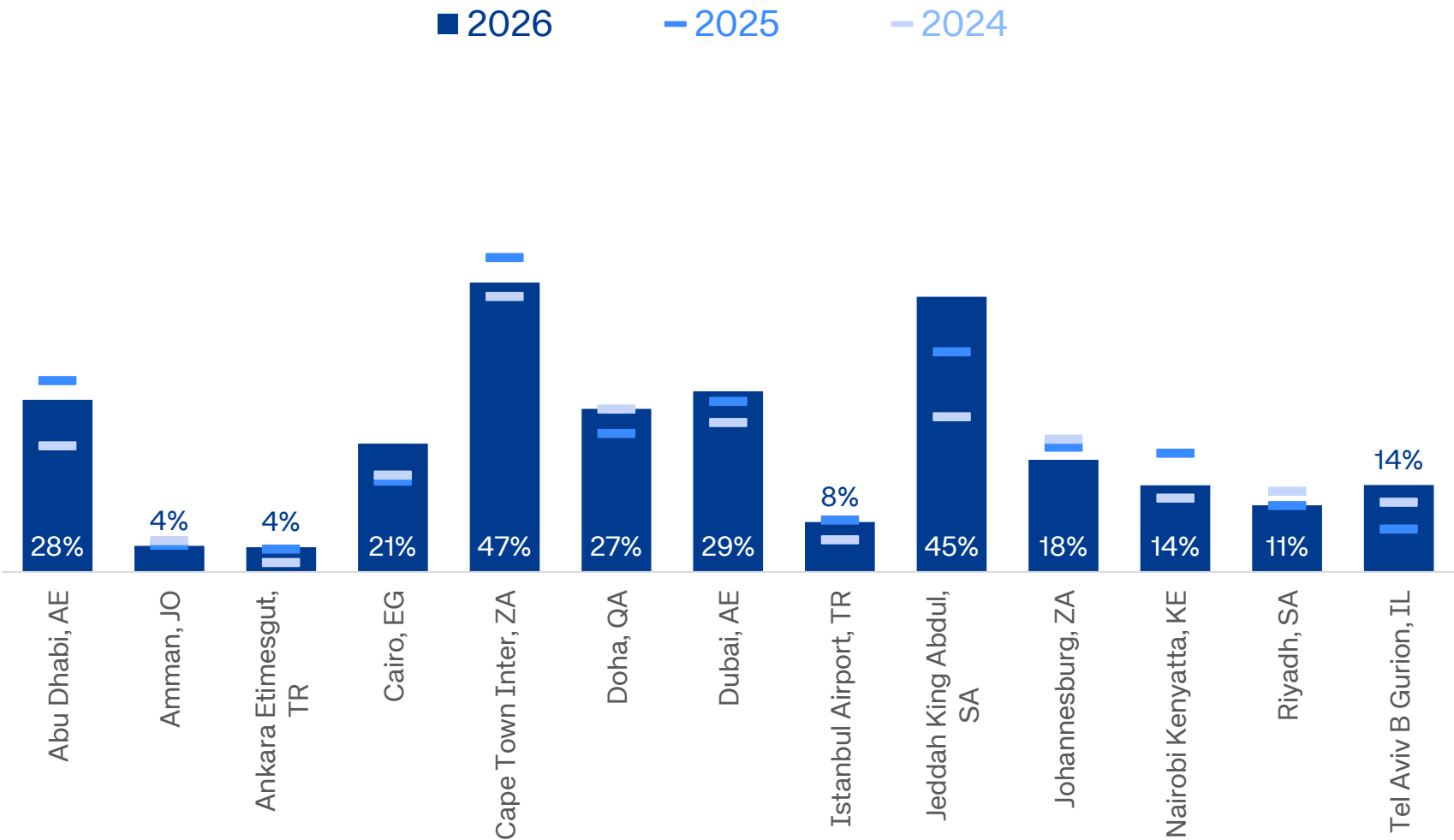
- Occupancy in November closed ahead of last two years for the fifth month in a row.
- December pace maintains this trend to close the year with a nice growth in occupancy.





# Occupancy & Pace by Market | Middle East & Africa

On-the-books total occupancy by market for January 2026 vs. last two years.

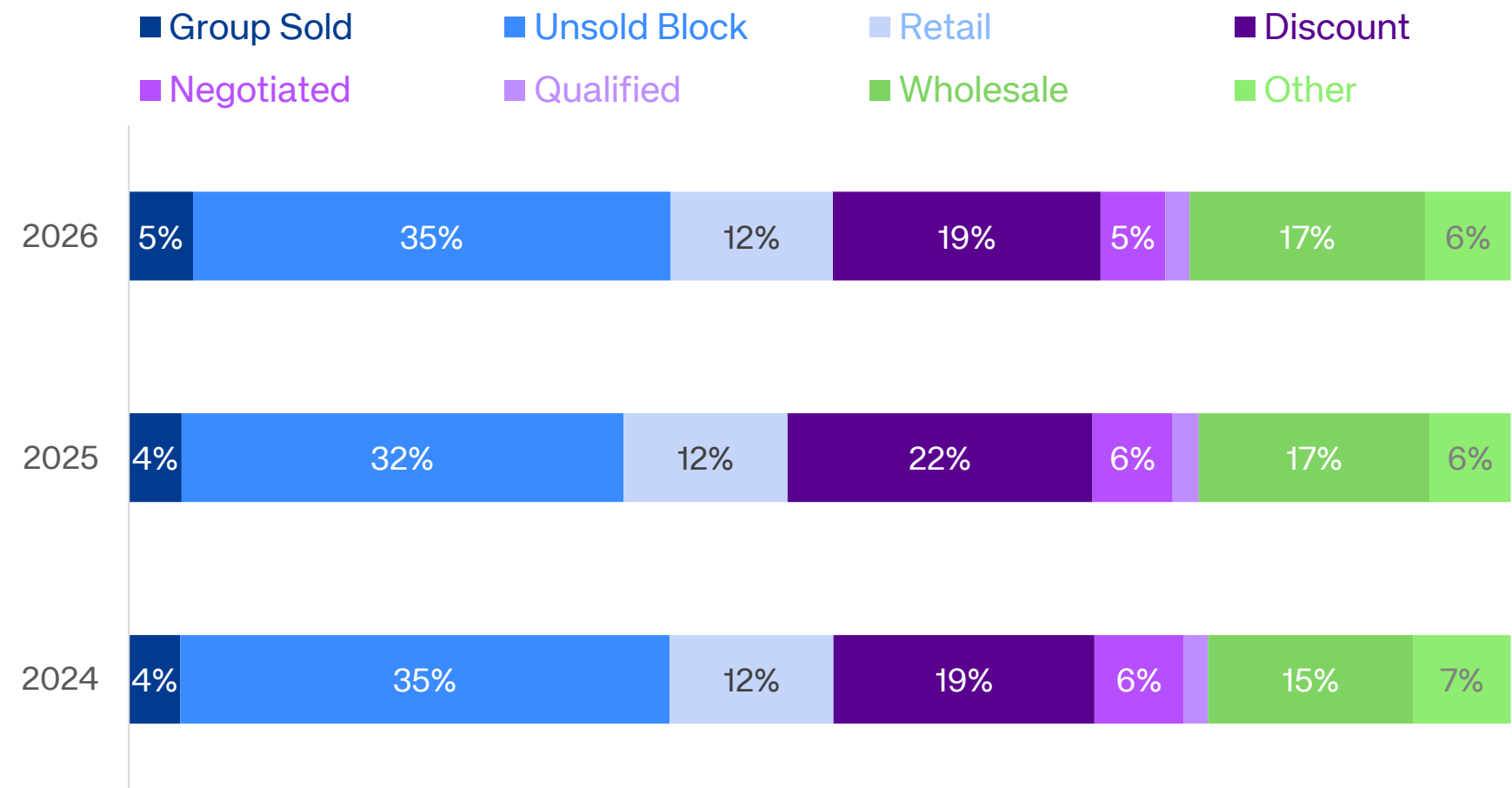


## Highlights

- Cape Town leads the on-the books occupancy into January, yet is pacing 4 percentage points behind last year.
- Jeddah is the second busiest market, with significant growth over the previous two years.

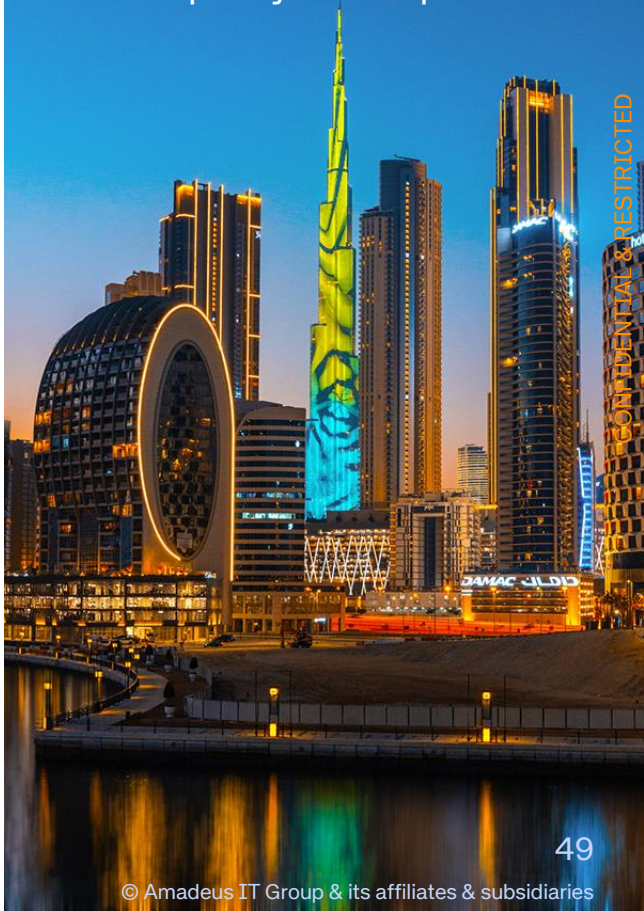
# Year-on-Year Segmentation | Middle East & Africa

On-the-books market segmentation mix for January 2026 vs. last two years.



## Highlights

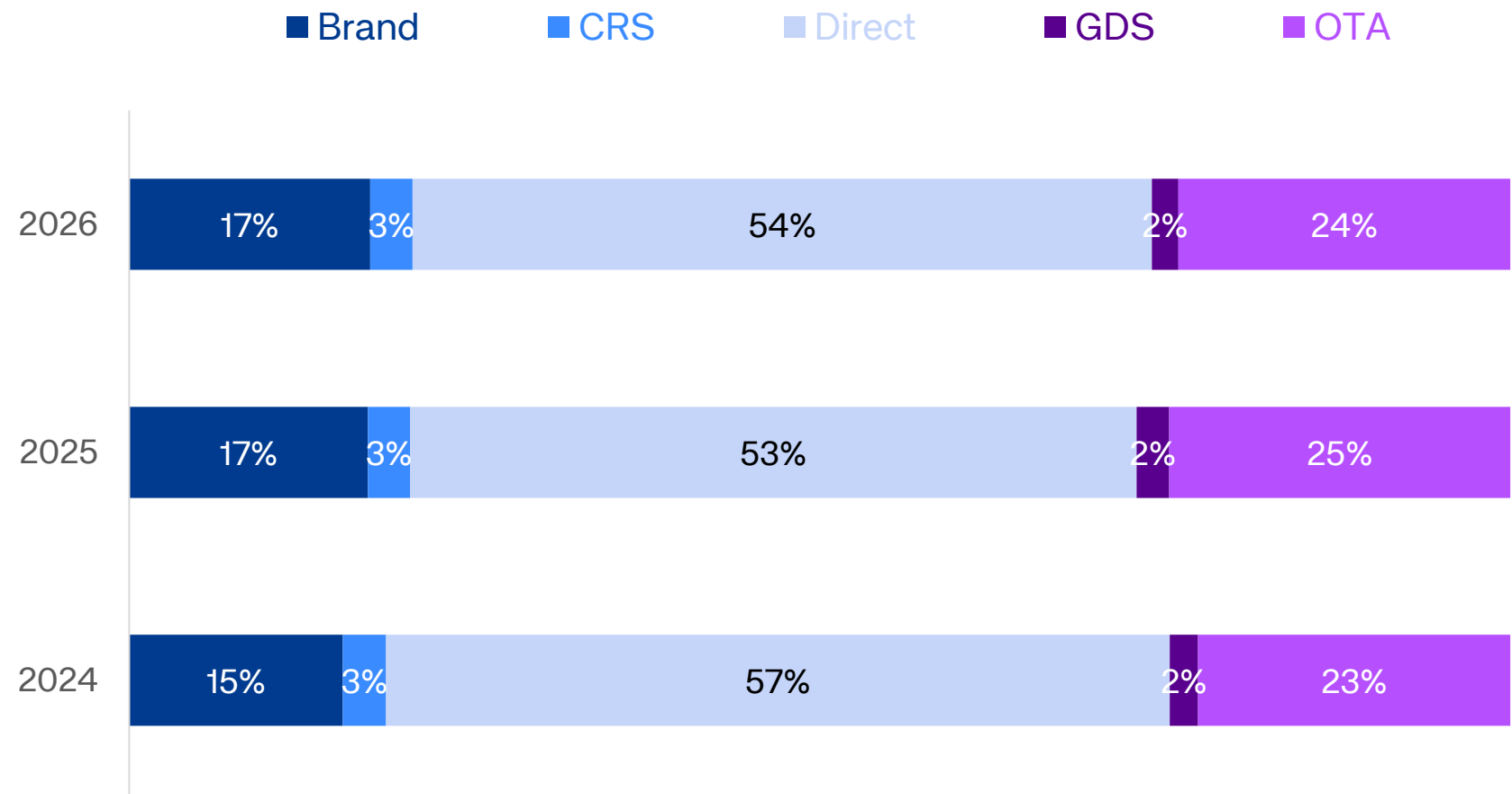
- Group + Unsold Block are picking up nicely over the same time last year.
- Within Transient, Discount segment is shifting occupancy to Groups .





# Year-on-Year Channel Mix | Middle East & Africa

On-the-books distribution channel mix for January 2026 vs. last two years.



## Highlights

- Against what is being seen in other regions, OTA business is shrinking at the expense of Direct.
- Brand, GDS and CRS are flat over last two years.



# Latin America





# Top 10 Cities for Airline Inbound YoY | Latin America

Top international airline searches into Latin America for January 2026 and last year.

Searched Year-over-Year			
	2025		2026
1	New York City, US	=	New York City, US
2	Madrid, Spain	=	Madrid, Spain
3	Miami, USA	=	Miami, USA
4	Lisbon, Portugal	↘	Orlando, US
5	London, UK	=	London, UK
6	Orlando, US	↗	Lisbon, Portugal
7	Paris, France	=	Paris, France
8	Mexico City, Mexico	=	Mexico City, Mexico
9	Fort Lauderdale, USA	↓	Barcelona, Spain
10	Barcelona, Spain	↗	Toronto, Canada

LEGEND

- ↘ Position dropped from searched to booked
- ↗ Position improved from searched to booked
- = Same position in top 10 searched & booked
- ↓ Not one of top 10 booked cities

Highlights

- There are limited shifts in markets searching for Latin America into January this year over last year.
- The top 3 searching markets have not changed into January year on year.



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# Top 10 Cities for Airline Inbound | Latin America

Top airline searches vs. bookings for January 2026.

	Searched		Booked
1	New York City, US	↘	Miami, USA
2	Madrid, Spain	=	Madrid, Spain
3	Miami, USA	↗	New York City, US
4	Orlando, US	↘	Punta Cana, Dominican R.
5	London, UK	↓	Cancun, Mexico
6	Lisbon, Portugal	↓	Orlando, US
7	Paris, France	↘	Rome, Italy
8	Mexico City, Mexico	↘	Paris, France
9	Barcelona, Spain	↘	Mexico City, Mexico
10	Toronto, Canada	↓	Barcelona, Spain

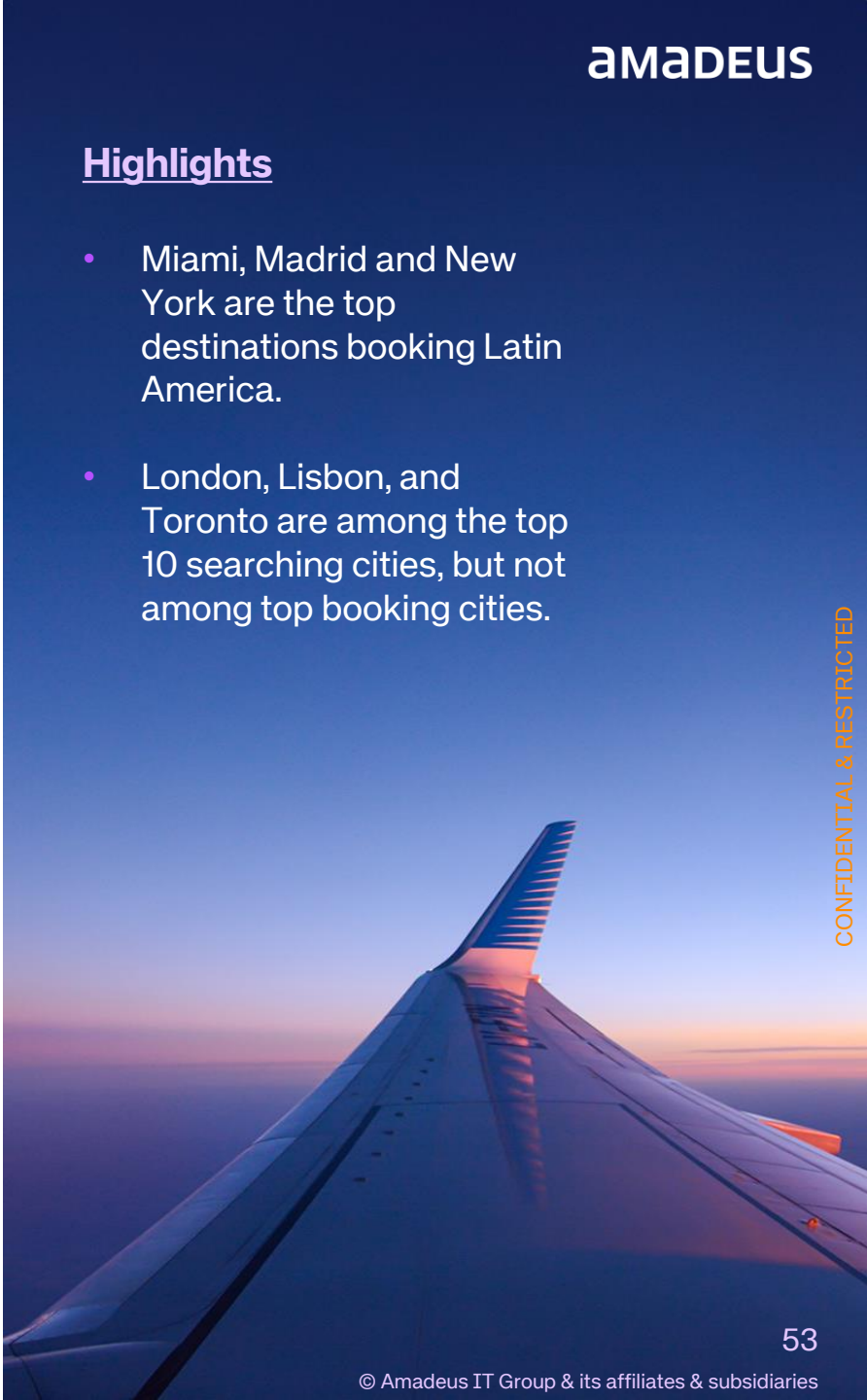
LEGEND

- ↘ Position dropped from searched to booked
- ↗ Position improved from searched to booked
- = Same position in top 10 searched & booked
- ↓ Not one of top 10 booked cities

Highlights

- Miami, Madrid and New York are the top destinations booking Latin America.
- London, Lisbon, and Toronto are among the top 10 searching cities, but not among top booking cities.

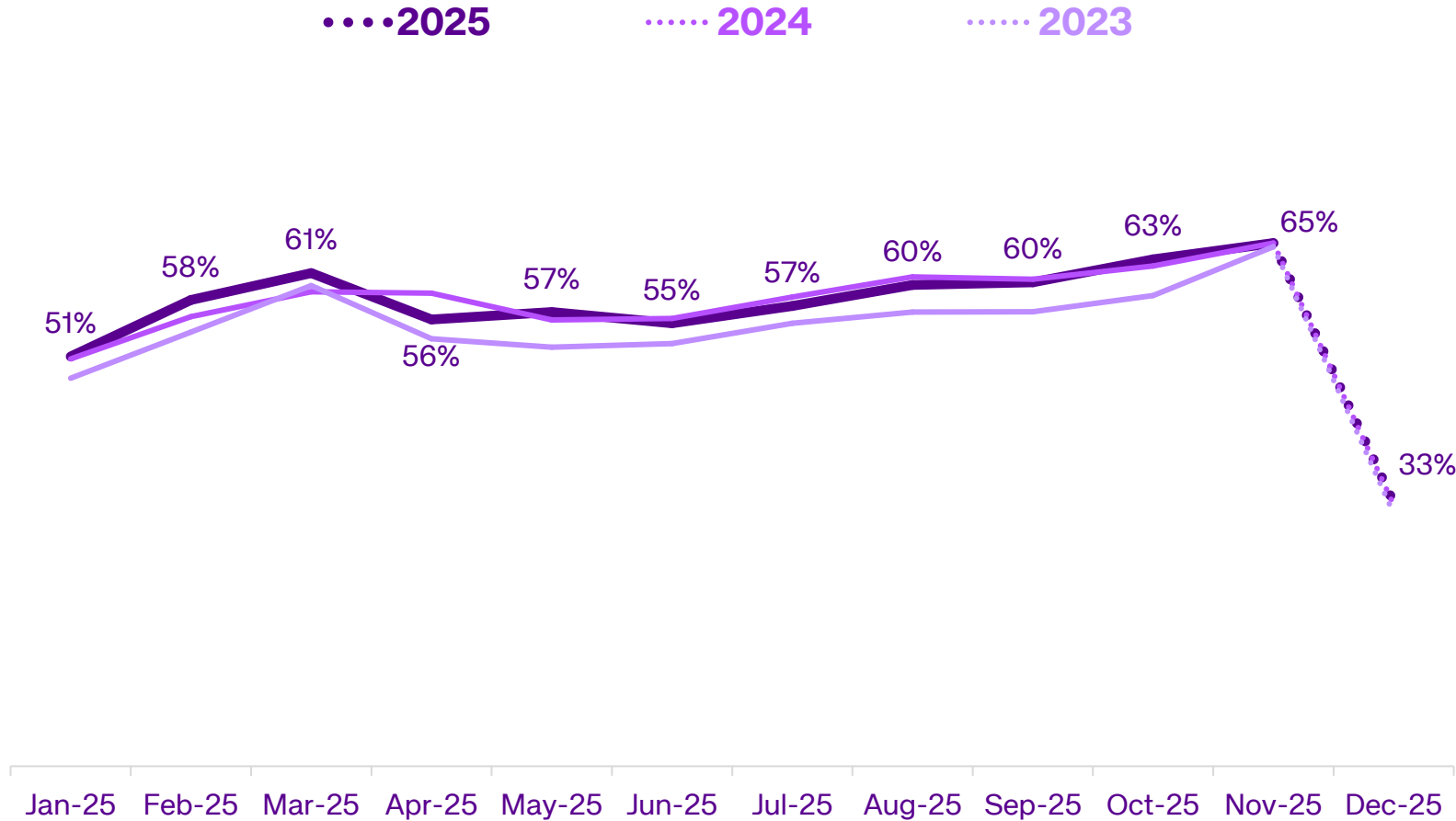
Source: Amadeus Destination Gateway™ data as of 22 December, 2025





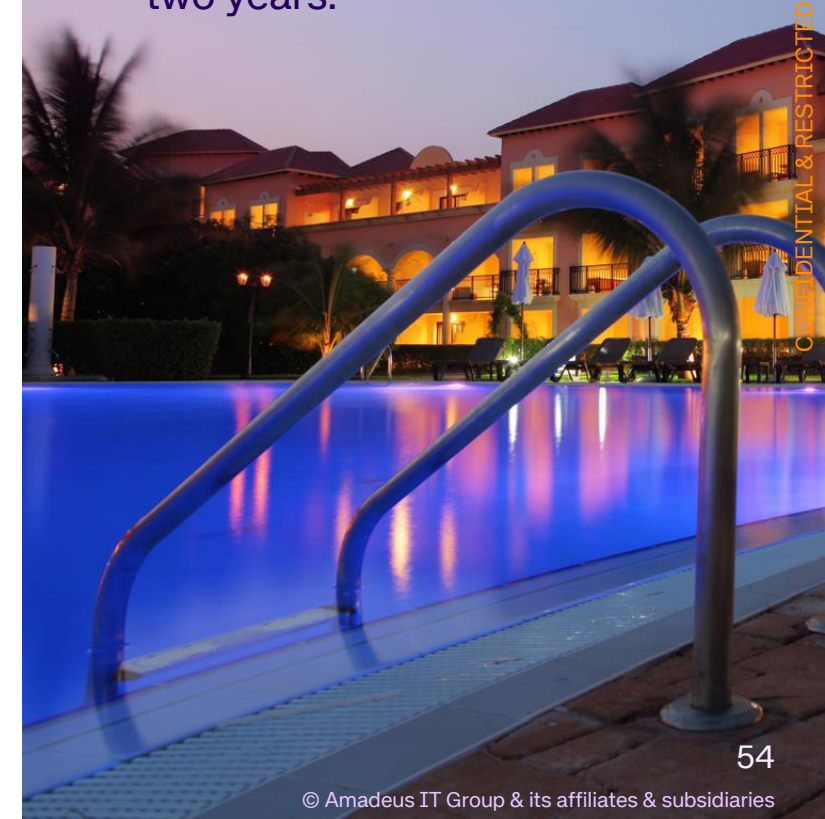
# Hotel Occupancy | Latin America

On-the-books by month compared to same time last two years.



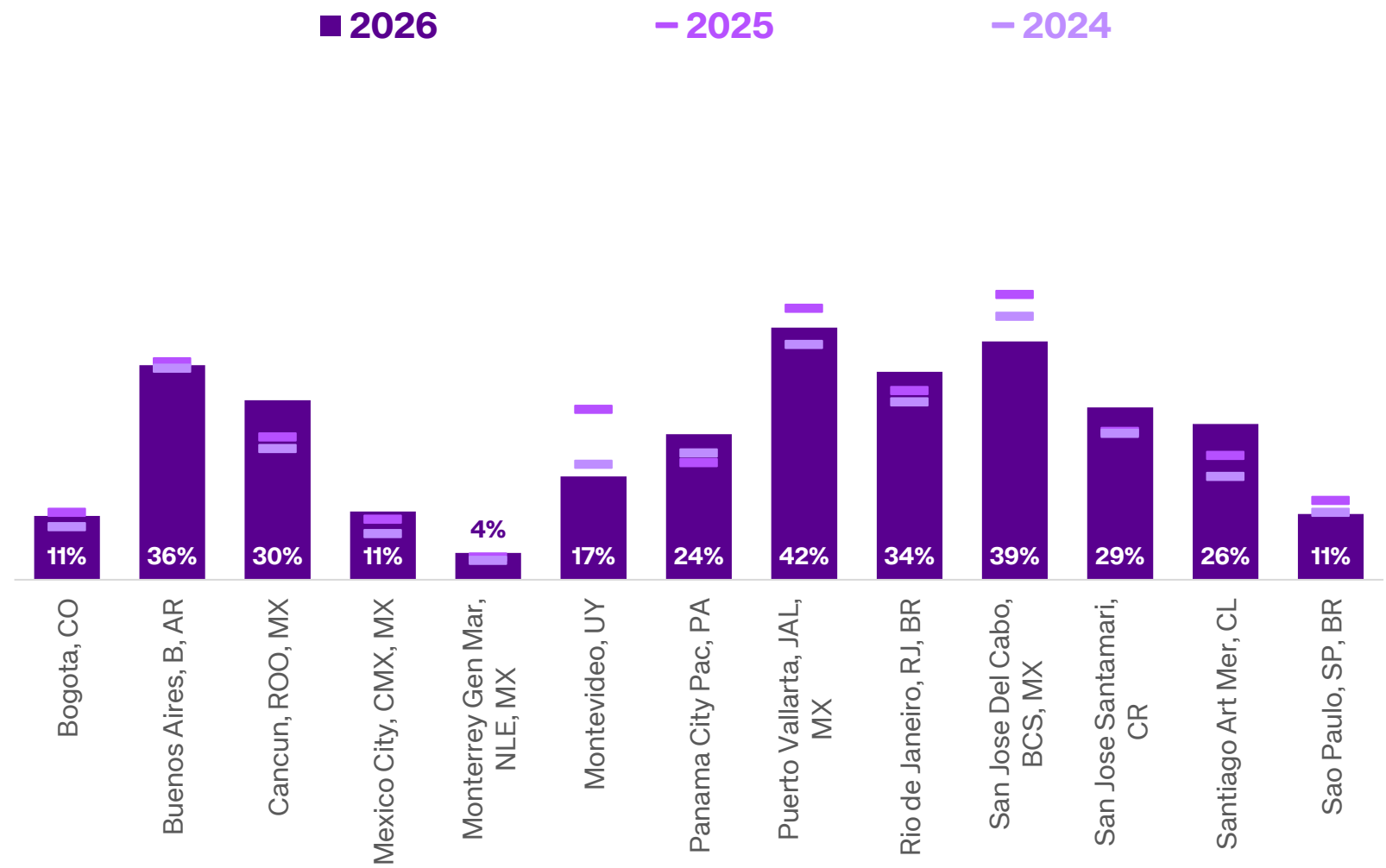
## Highlights

- Regional occupancy is pretty much aligned to last year's.
- The December on-the-books trend is very similar to November, with occupancy levels unchanged over the past two years.



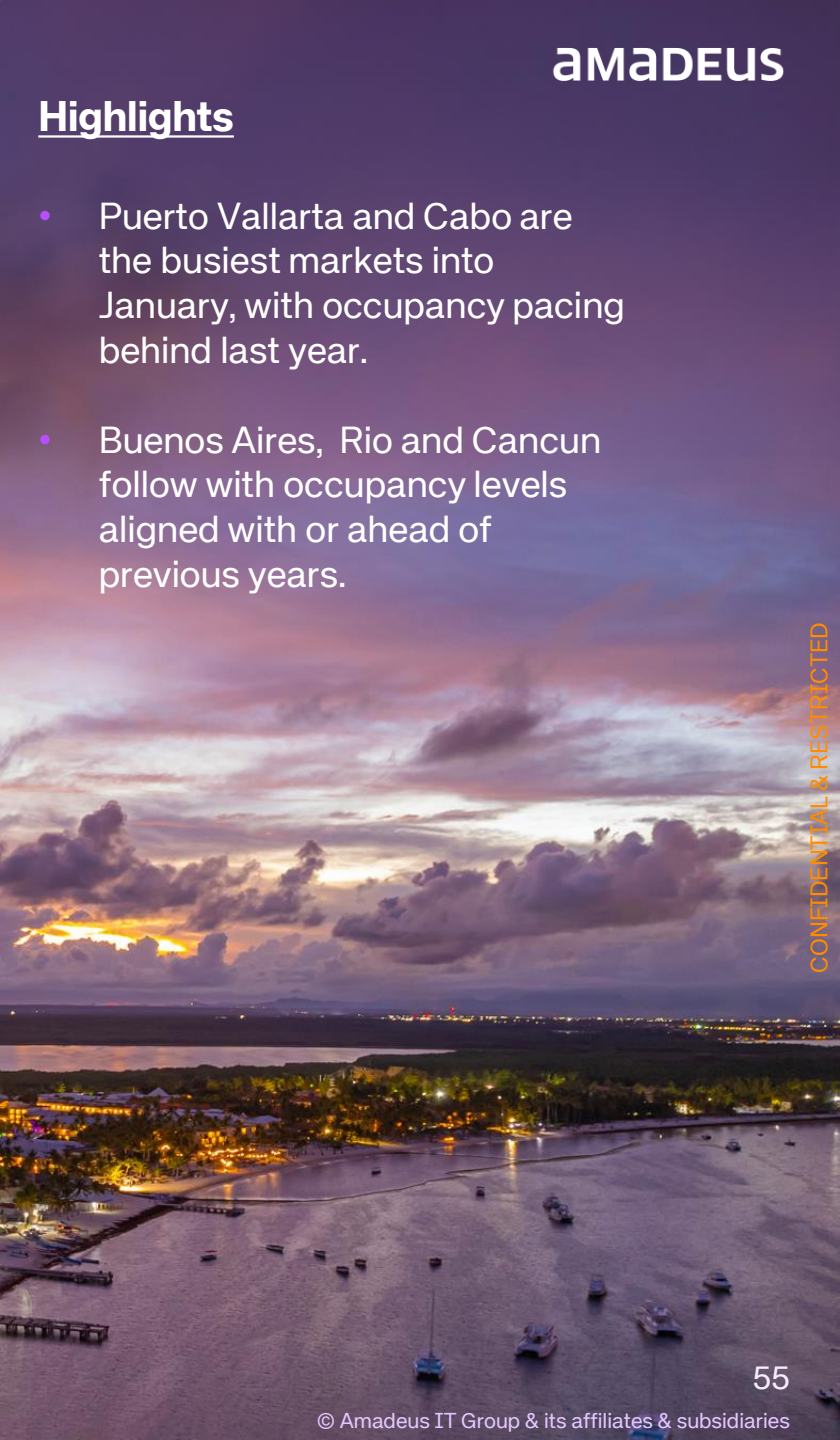
# Occupancy & Pace by Market | Latin America

On-the-books total occupancy by market for January 2026 vs. last two years.



## Highlights

- Puerto Vallarta and Cabo are the busiest markets into January, with occupancy pacing behind last year.
- Buenos Aires, Rio and Cancun follow with occupancy levels aligned with or ahead of previous years.

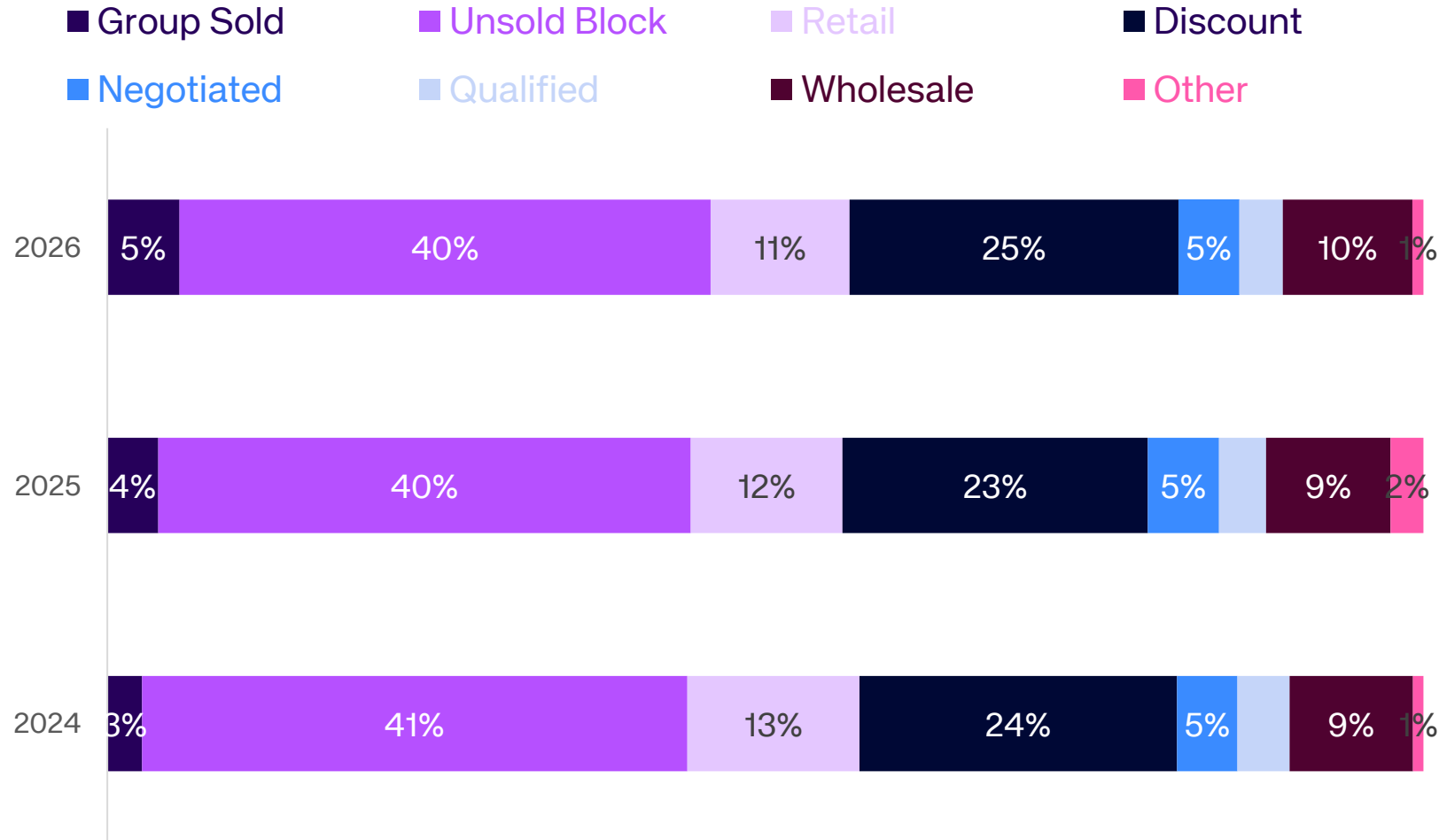


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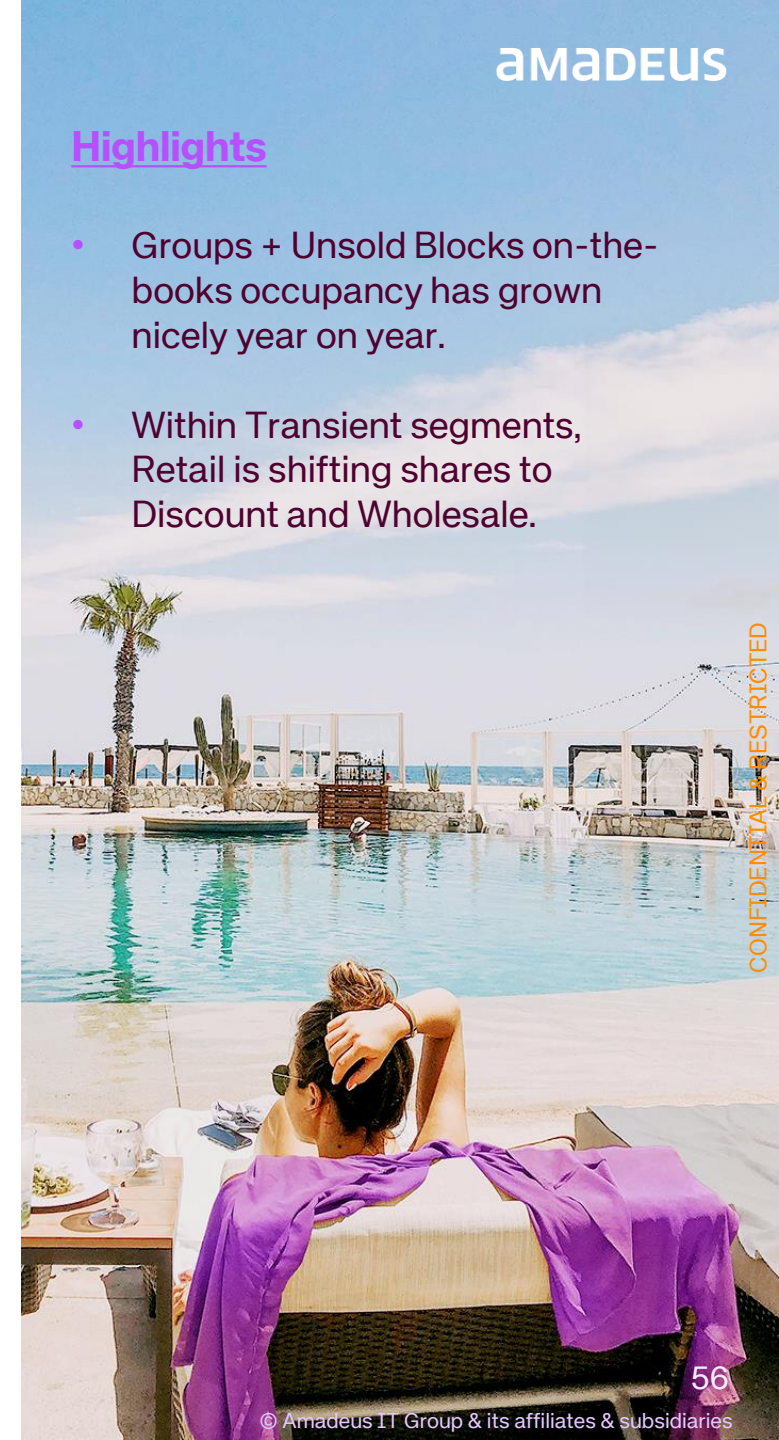
# Year-on-Year Segmentation | Latin America

On-the-books market segmentation mix for January 2026 vs. last two years.



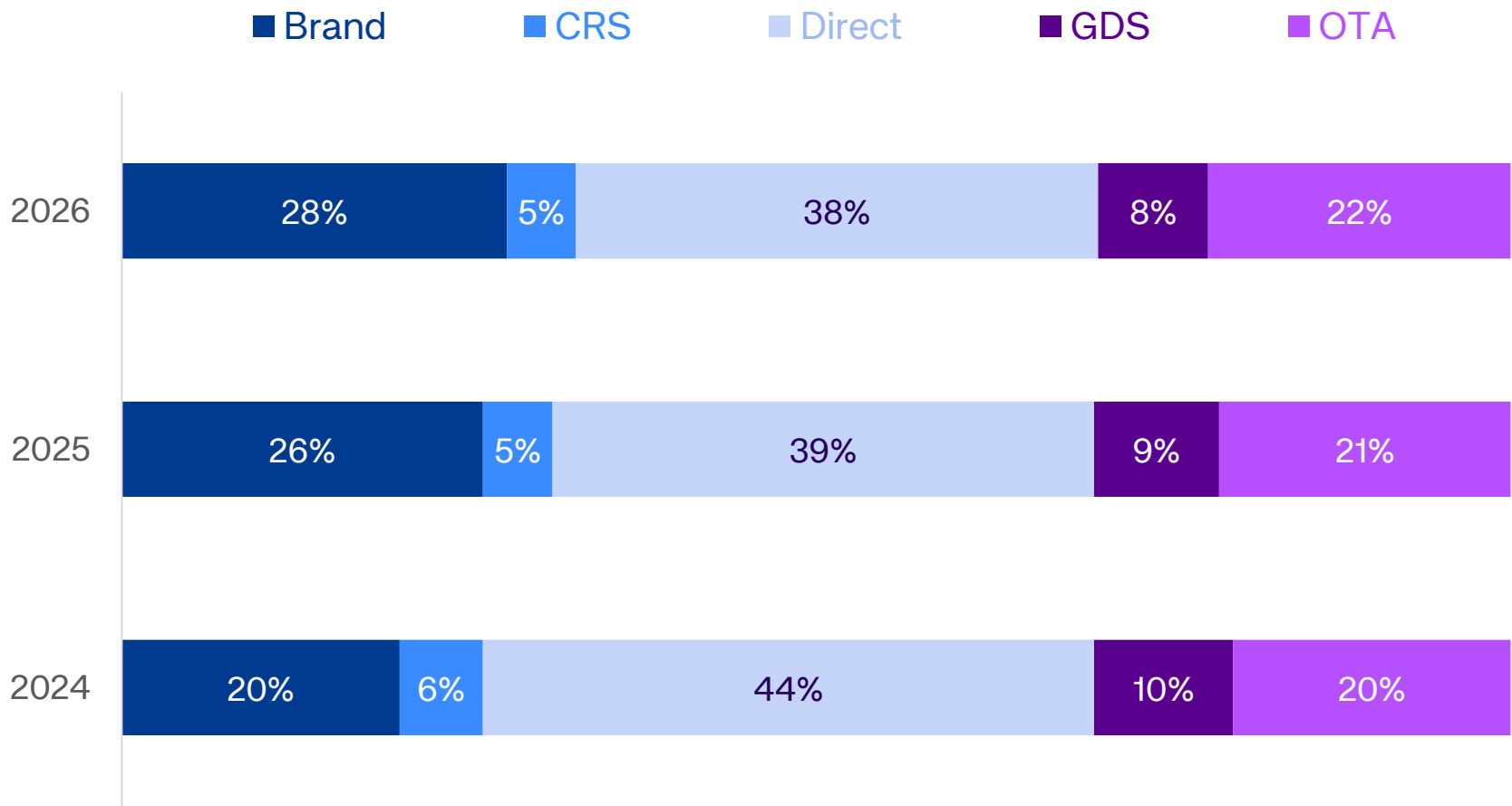
## Highlights

- Groups + Unsold Blocks on-the-books occupancy has grown nicely year on year.
- Within Transient segments, Retail is shifting shares to Discount and Wholesale.



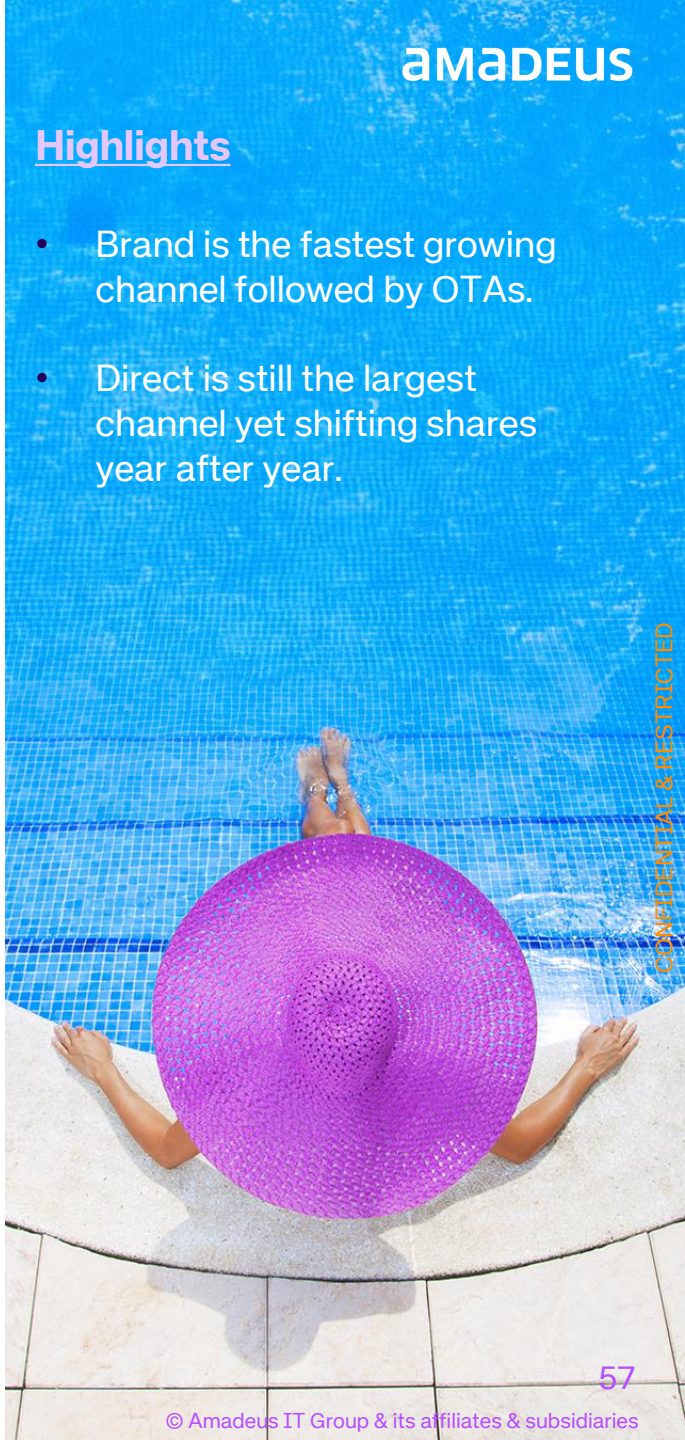
# Year-on-Year Channel Mix | Latin America

On-the-books distribution channel mix for January 2026 vs. last two years.



## Highlights

- Brand is the fastest growing channel followed by OTAs.
- Direct is still the largest channel yet shifting shares year after year.



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