

Hospitality Alternative Accommodations Health Index

Week of July 13, 2025

amadeus

Amadeus Hospitality Alternative Accommodations Health Index

Top Performing Markets, Globally

Source: Amadeus data partner Key Data as of July 13, 2025

| Current Rank | Market | Country |
|--------------|----------------------------|---------------|
| 1 | Destin/Ft Walton Beach, FL | United States |
| 2 | San Juan | Puerto Rico |
| 3 | Denpasar-Bali | Indonesia |
| 4 | San Diego, CA | United States |
| 5 | Marrakech | Morocco |
| 6 | Puerto Vallarta | Mexico |
| 7 | Cape Town | South Africa |
| 8 | Palma de Mallorca | Spain |
| 9 | Leros | Greece |
| 10 | Malaga | Spain |

**Rankings determined through a proprietary scoring algorithm including occupancy, forward-looking on-the-books demand, lead time, and region performance using Amadeus Business Intelligence data, the world's only comprehensive business intelligence suite for hospitality.*

Amadeus Hospitality Alternative Accommodations Health Index

Top Performing Markets, Asia

Source: Amadeus data partner Key Data as of July 13, 2025

| Market | Current Rank | Last Week | Change | 4 Week Peak |
|---------------|--------------|-----------|--------|-------------|
| Denpasar-Bali | 1 | 1 | - | 11-Jul |
| Phuket | 2 | 2 | - | 11-Jul |
| Osaka | 3 | 3 | - | 11-Jul |
| Nagano | 4 | 4 | - | 27-Jun |
| Surat Thani | 5 | 8 | +3 | 11-Jul |
| Sapporo | 6 | 6 | - | 11-Jul |
| Kyoto | 7 | 7 | - | 20-Jun |
| Surbung | 8 | 5 | -3 | 4-Jul |
| Okinawa | 9 | 9 | - | 11-Jul |
| Atsugi | 10 | 15 | +5 | 11-Jul |

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Top Performing Markets, Canada

Source: Amadeus data partner Key Data as of July 13, 2025

| Market | Current Rank | Last Week | Change | 4 Week Peak |
|--------------------|--------------|-----------|--------|-------------|
| Jasper, AB | 1 | 1 | - | 11-Jul |
| Whistler, BC | 2 | 2 | - | 11-Jul |
| Muskoka, ON | 3 | 3 | - | 11-Jul |
| Vancouver, BC | 4 | 4 | - | 11-Jul |
| Owen Sound, ON | 5 | 5 | - | 11-Jul |
| Montreal, QC | 6 | 6 | - | 11-Jul |
| Victoria, BC | 7 | 7 | - | 11-Jul |
| Peterborough, ON | 8 | 8 | - | 11-Jul |
| Mont-Tremblant, QC | 9 | 9 | - | 11-Jul |
| St Catharines, ON | 10 | 10 | - | 11-Jul |

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Top Performing Markets, Caribbean

Source: Amadeus data partner Key Data as of July 13, 2025

| Market | Current Rank | Last Week | Change | 4 Week Peak |
|------------------|--------------|-----------|--------|-------------|
| Providenciales | 1 | 1 | - | 11-Jul |
| St John Island | 2 | 2 | - | 11-Jul |
| North Eleuthera | 3 | 4 | +1 | 27-Jun |
| St Thomas Island | 4 | 5 | +1 | 11-Jul |
| Grand Cayman | 5 | 3 | -2 | 4-Jul |
| Bridgetown | 6 | 7 | +1 | 11-Jul |
| Montego Bay | 7 | 8 | +1 | 11-Jul |
| Nassau | 8 | 9 | +1 | 11-Jul |
| St Lucia | 9 | 6 | -3 | 4-Jul |
| Tortola | 10 | 10 | - | 27-Jun |

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Top Performing Markets, Europe

Source: Amadeus data partner Key Data as of July 13, 2025

| Market | Current Rank | Last Week | Change | 4 Week Peak |
|-------------------|--------------|-----------|--------|-------------|
| Palma de Mallorca | 1 | 1 | - | 11-Jul |
| Leros | 2 | 6 | +4 | 11-Jul |
| Malaga | 3 | 5 | +2 | 11-Jul |
| Les Arcs | 4 | 7 | +3 | 11-Jul |
| London | 5 | 2 | -3 | 4-Jul |
| Preveza / Lefkada | 6 | 3 | -3 | 4-Jul |
| Nice | 7 | 8 | +1 | 11-Jul |
| Paris | 8 | 9 | +1 | 20-Jun |
| Coventry | 9 | 10 | +1 | 11-Jul |
| Faro | 10 | 11 | +1 | 11-Jul |

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GREATER CHINA

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Top Performing Markets, China

Source: Amadeus data partner Key Data as of July 13, 2025

| Market | Current Rank | Last Week | Change | 4 Week Peak |
|----------|--------------|-----------|--------|-------------|
| Taipei | 1 | 1 | - | 11-Jul |
| Chiayi | 2 | 2 | - | 11-Jul |
| Shenzhen | 3 | 3 | - | 11-Jul |
| Taichung | 4 | 4 | - | 11-Jul |
| Tainan | 5 | 6 | +1 | 11-Jul |
| Taitung | 6 | 5 | -1 | 4-Jul |
| Pingtung | 7 | 8 | +1 | 11-Jul |

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Top Performing Markets, Latin America

Source: Amadeus data partner Key Data as of July 13, 2025

| Market | Current Rank | Last Week | Change | 4 Week Peak |
|----------------------|--------------|-----------|--------|-------------|
| San Juan | 1 | 1 | - | 11-Jul |
| Puerto Vallarta | 2 | 2 | - | 11-Jul |
| Obidos | 3 | 3 | - | 11-Jul |
| Playa del Carmen | 4 | 4 | - | 11-Jul |
| Rio de Janeiro | 5 | 5 | - | 11-Jul |
| Mexico City | 6 | 11 | +5 | 27-Jun |
| Tulum | 7 | 15 | +8 | 11-Jul |
| San Carlos Bariloche | 8 | 6 | -2 | 4-Jul |
| Santiago | 9 | 7 | -2 | 4-Jul |
| Mayaguez | 10 | 8 | -2 | 27-Jun |

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Top Performing Markets, Middle East and Africa

Source: Amadeus data partner Key Data as of July 13, 2025

| Market | Current Rank | Last Week | Change | 4 Week Peak |
|----------------|--------------|-----------|--------|-------------|
| Marrakech | 2 | 2 | - | 11-Jul |
| Cape Town | 3 | 3 | - | 11-Jul |
| Dubai | 4 | 4 | - | 11-Jul |
| Jerusalem | 5 | 5 | - | 20-Jun |
| Arly | 6 | 6 | - | 11-Jul |
| Paphos | 7 | 7 | - | 11-Jul |
| Praslin Island | 8 | 8 | - | 11-Jul |
| Mahe Island | 9 | 9 | - | 11-Jul |
| Mauritius | 10 | 10 | - | 11-Jul |
| Skukuza | 11 | 11 | - | 20-Jun |

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Top Performing Markets, South Pacific

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| Market | Current Rank | Last Week | Change | 4 Week Peak |
|-----------------|--------------|-----------|--------|-------------|
| Wanaka | 1 | 1 | - | 11-Jul |
| Cairns | 2 | 2 | - | 11-Jul |
| Sydney | 3 | 4 | +1 | 11-Jul |
| Sunshine Coast | 4 | 3 | -1 | 4-Jul |
| Miyanmin | 5 | 8 | +3 | 11-Jul |
| Melbourne | 6 | 5 | -1 | 4-Jul |
| Kununurra | 7 | 6 | -1 | 20-Jun |
| Darwin | 8 | 7 | -1 | 4-Jul |
| Lindeman Island | 9 | 9 | - | 11-Jul |
| Auckland | 10 | 12 | +2 | 11-Jul |

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Top Performing Markets, United States

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| Market | Current Rank | Last Week | Change | 4 Week Peak |
|----------------------------|--------------|-----------|--------|-------------|
| Destin/Ft Walton Beach, FL | 1 | 1 | - | 11-Jul |
| San Diego, CA | 2 | 3 | +1 | 11-Jul |
| Mobile, AL | 3 | 2 | -1 | 4-Jul |
| Hyannis, MA | 4 | 6 | +2 | 11-Jul |
| Kill Devil Hills, NC | 5 | 7 | +2 | 11-Jul |
| Myrtle Beach, SC | 6 | 8 | +2 | 11-Jul |
| Panama City Beach, FL | 7 | 20 | +13 | 27-Jun |
| Kapalua, HI | 8 | 9 | +1 | 11-Jul |
| Vail / Eagle, CO | 9 | 4 | -5 | 4-Jul |
| Auburn, CA | 10 | 10 | - | 11-Jul |

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