

TRENDS AND OPPORTUNITIES

TRAVELINTELLIGENCE ANALYSIS: OUTLOOK OF KEY DESTINATIONS IN LATAM

LATA EXPO 2025 London, June 2nd, 2025





The Most Comprehensive Data Intelligence solution for travel

- 11 years of experience
- Operating in 40 countries
- In more than 900 destinations
- 30 global data sources
- AI + Travel & Tourism Expertise
- **Specialised in destinations**



Full Travel Cycle Analytics

More than **30 sources**to offer the largest
standardized travel
database

ON-LINE SEARCH ENGINES

SOCIAL LISTENING

FLIGHT SEARCHES

Dreaming & Inspiration

- AIR CAPACITY
- FLIGHT PRICES
- ACCOMMODATION: HOTELS & STRs
- CONFIRMED RESERVATIONS

Booking & Planning

TRAVERLERS' PROFILE

INTERESTS & PERCEPTION

SPEND

PRESENCE AND MOBILITY

Behaviour & Experience

TRIP REVIEWS

EXPERIENCE SATISFACTION

Sharing & Rating











VAST WORLDWIDE EXPERIENCE IN DESTINATIONS







MEXICAN CARIBBEAN









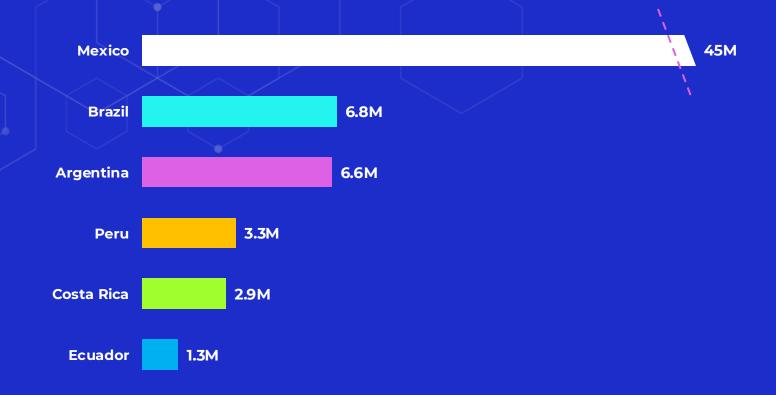




Six Vibrant Countries that welcome 86% of LATAM International Arrivals

International Arrivals per Destination: LATAM Countries

Total International Traveller in Latin America in 2024 (The Caribbean, Central and South America)*











Air Connectivity Network: A Sound Network to Boost Foreign Arrivals

COUNTRY	CONNECTED COUNTRIES	AIR SEATS (INTERNATIONAL INBOUND)	EVOLUTION OF INTL. SEATS % 2024 VS 2023	INTERNATIONAL VS DOMESTIC
MEXICO	88	32,9 M	+1.1%	39 % 61 %
BRAZIL	33	15,8 M	+12%	15 % 85 %
ARGENTINA	19	8,6 M	+11%	45 % 55%
PERU	22	6,3 M	-3.1%	44 % 56 %
COSTA RICA	21	5,5 M	+7.2%	95% 5 <mark>%</mark>
ECUADOR	12	2,9 M	-1.4%	43% 57%
				■ International ■ Domestic

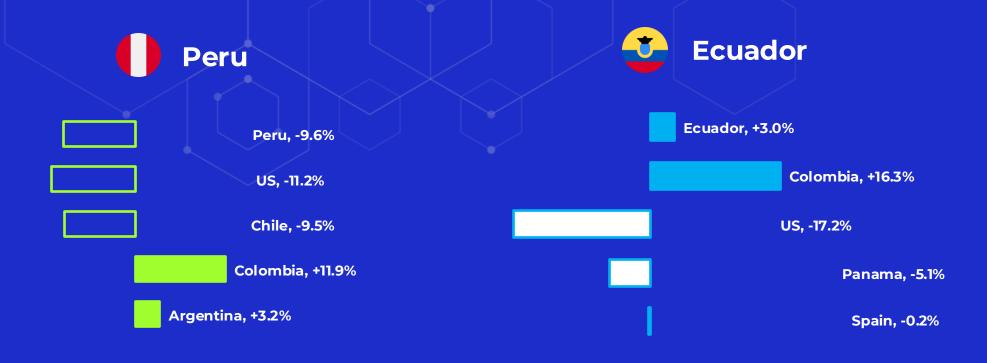


Air Connectivity Network Scenarios: Push International Arrivals and strengthening domestic routes





Air Connectivity Network Scenarios: Optimising international networks focusing on strategic inbound markets







Enhancing Tourist Products and Services: Taking Authenticity to the Next Level

Global Satisfaction Out of 100 points





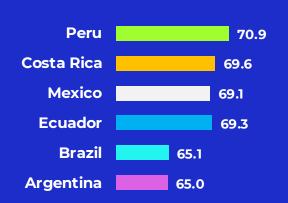






Brazil

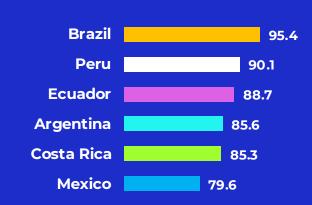






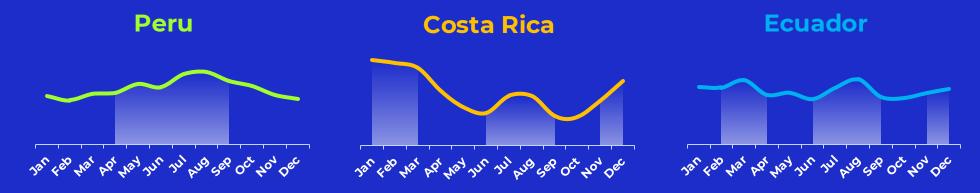


Climate Perception



Multiseasonal Strategies: Leveraging Seasonal Trends per Inbound Markets

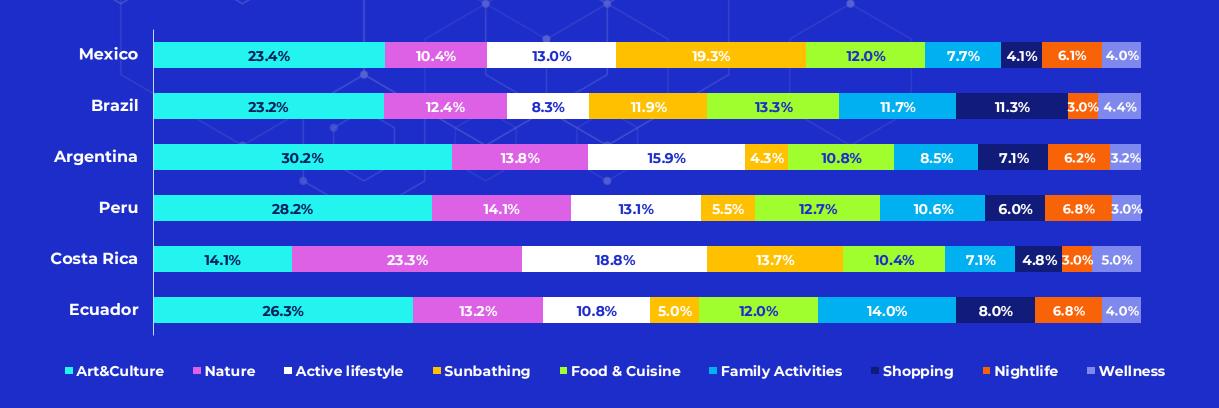






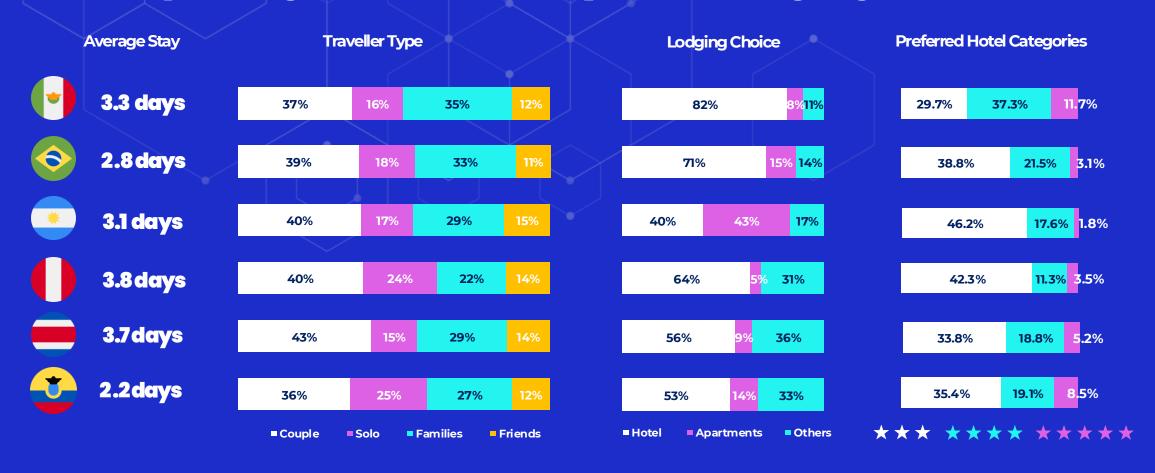


Demand Drivers: The Power of Cultural Allure to Build Layered Experiences





Visitors' Profile: Exploring Micro-Journeys and Lodging Trends





Most comprehensive data intelligence solution for Travel & Tourism



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