



**Euromonitor
International**

Booking in Ecuador

September 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Booking rebounds in 2025 as tourism recovers from difficult year

Booking.com continues as leading travel intermediary

PROSPECTS AND OPPORTUNITIES

Digital bookings will continue to grow despite structural limitations

Travellers will demand greater flexibility, while traditional booking methods will remain important, despite digital trends

CATEGORY DATA

Table 1 - Booking Sales: Value 2020-2025

Table 2 - Business Travel Sales: Value 2020-2025

Table 3 - Leisure Travel Sales: Value 2020-2025

Table 4 - Travel Intermediaries NBO Company Shares: % Value 2020-2025

Table 5 - Forecast Booking Sales: Value 2025-2030

Table 6 - Forecast Business Travel Sales: Value 2025-2030

Table 7 - Forecast Leisure Travel Sales: Value 2025-2030

Travel in Ecuador - Industry Overview

EXECUTIVE SUMMARY

Travel in 2025: The Big Picture

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

MARKET DATA

Table 8 - Surface Travel Modes Sales: Value 2020-2025

Table 9 - Surface Travel Modes Online Sales: Value 2020-2025

Table 10 - Forecast Surface Travel Modes Sales: Value 2025-2030

Table 11 - Forecast Surface Travel Modes Online Sales: Value 2025-2030

Table 12 - In-Destination Spending: Value 2020-2025

Table 13 - Forecast In-Destination Spending: Value 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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