



Euromonitor
International

Travel in Latin America

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Scope

Key findings

REGIONAL OVERVIEW

Latin America to see above-average sales and per capita CAGRs over 2024-2029

Return to pre-pandemic sales level expected in 2025 in real value terms

No categories back above their pre-pandemic sales levels in 2024

Online booking makes major actual sales gains over 2019-2024

Short-term rentals a dynamic category in 2019-2024

Positive growth in current value terms but declining sales in real value terms over 2019-2024

Mexico is home to the leading travel industry in Latin America

Colombia wins "Leading Green Destination of South America" award

LEADING COMPANIES AND BRANDS

Short-term rentals thriving in Mexico

Live Aqua moves into the top 10 rankings, with Airbnb continuing to lead

LATAM Airlines achieves "highest sustainability performance"

Aerolíneas Argentinas moves up the rankings

Booking Holdings cements its lead among travel intermediaries

Brazilian OTA 123 Milhas collapses into bankruptcy

FORECAST PROJECTIONS

Positive growth expected throughout the 2024-2029 period

Digital bank Nubank expanding its offering in booking in Brazil

New airports opening in Peru

COUNTRY SNAPSHOTS

Argentina: Market Context

Argentina: Competitive Landscape

Brazil: Market Context

Brazil: Competitive Landscape

Chile: Market Context

Chile: Competitive Landscape

Colombia: Market Context

Colombia: Competitive Landscape

Ecuador: Market Context

Ecuador: Competitive Landscape

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Peru: Market Context

Peru: Competitive Landscape

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