

Seizing Opportunities in Europe

72nd Meeting of the UN Tourism
Commission for Europe

12th to 14th May 2026

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amadeus

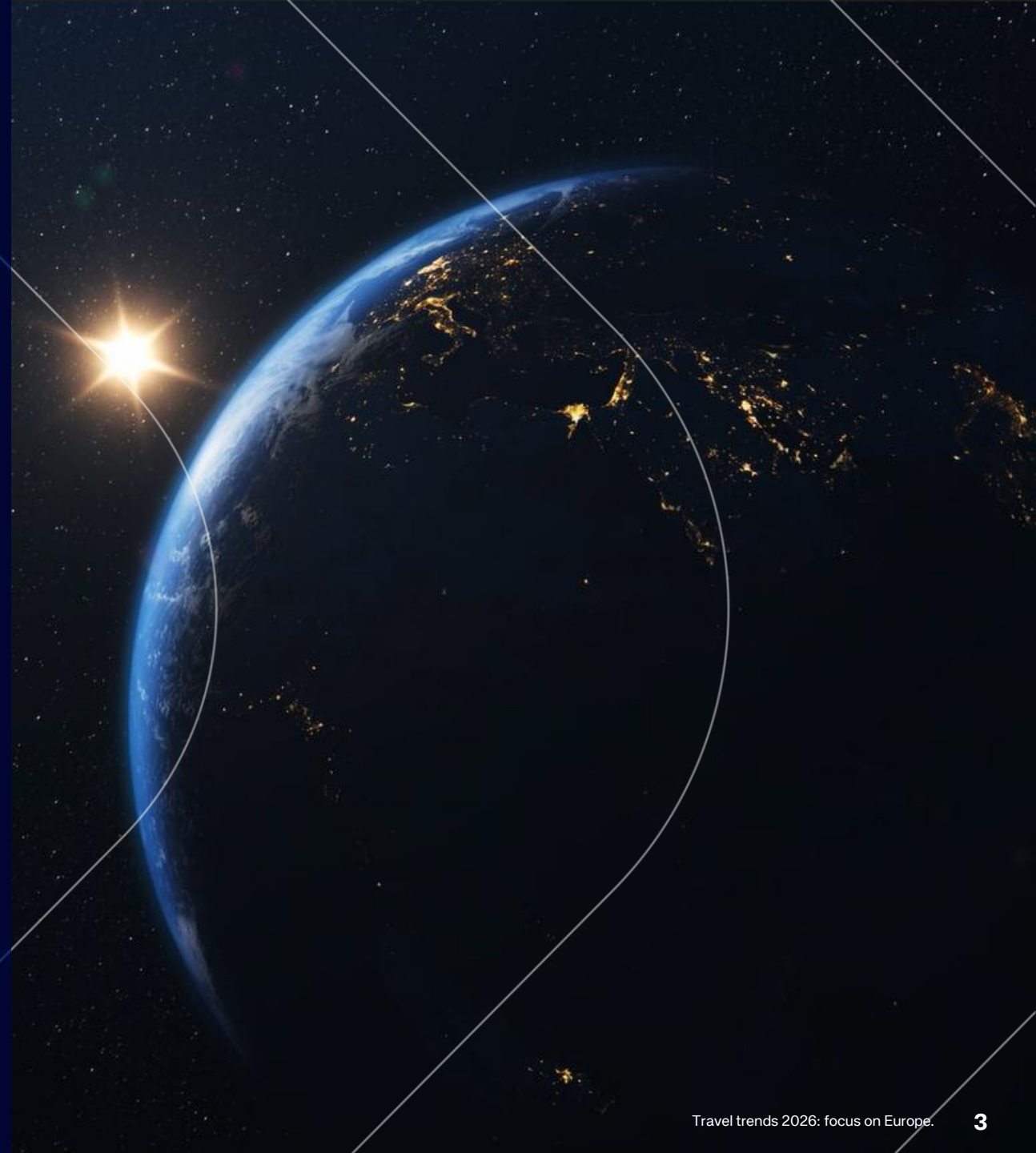


Understand the entire Traveler Journey

Data-driven insights that fuel the travel ecosystem



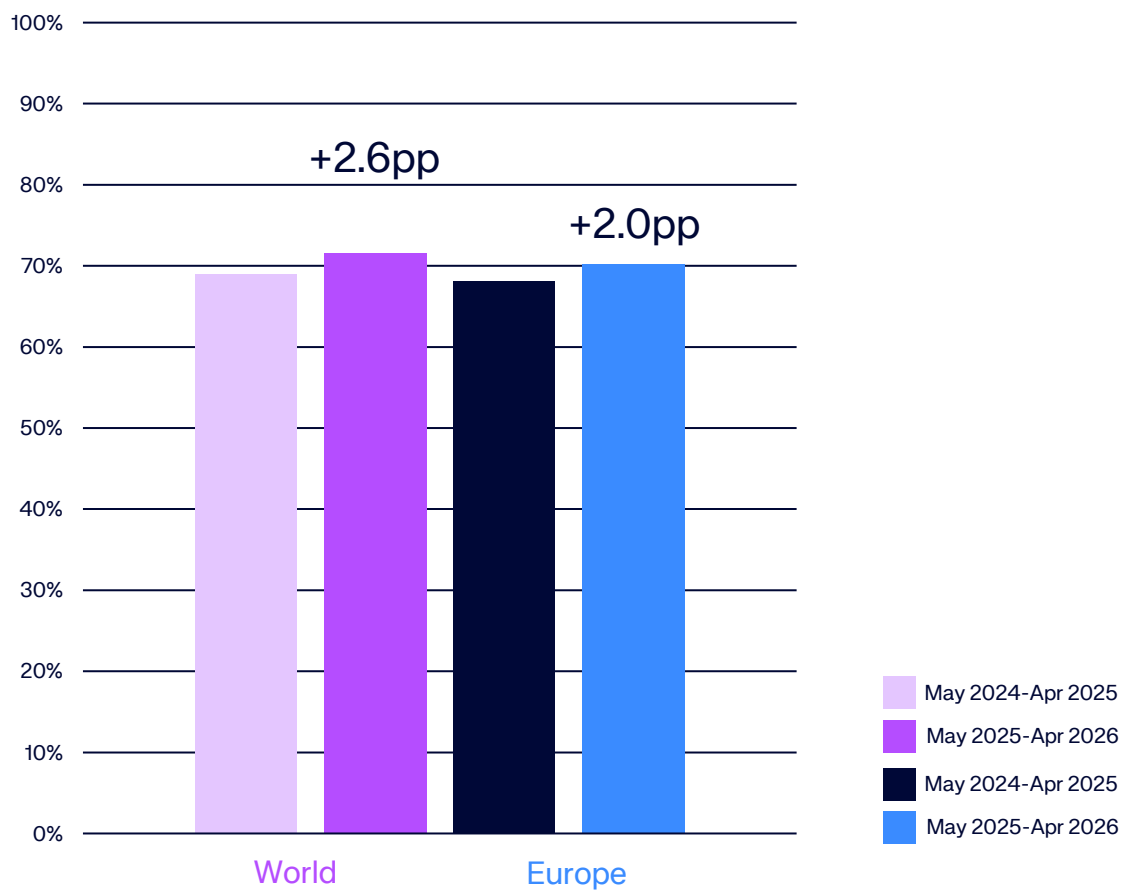
Global Trends



Hospitality market indicators

Occupancy evolution by year

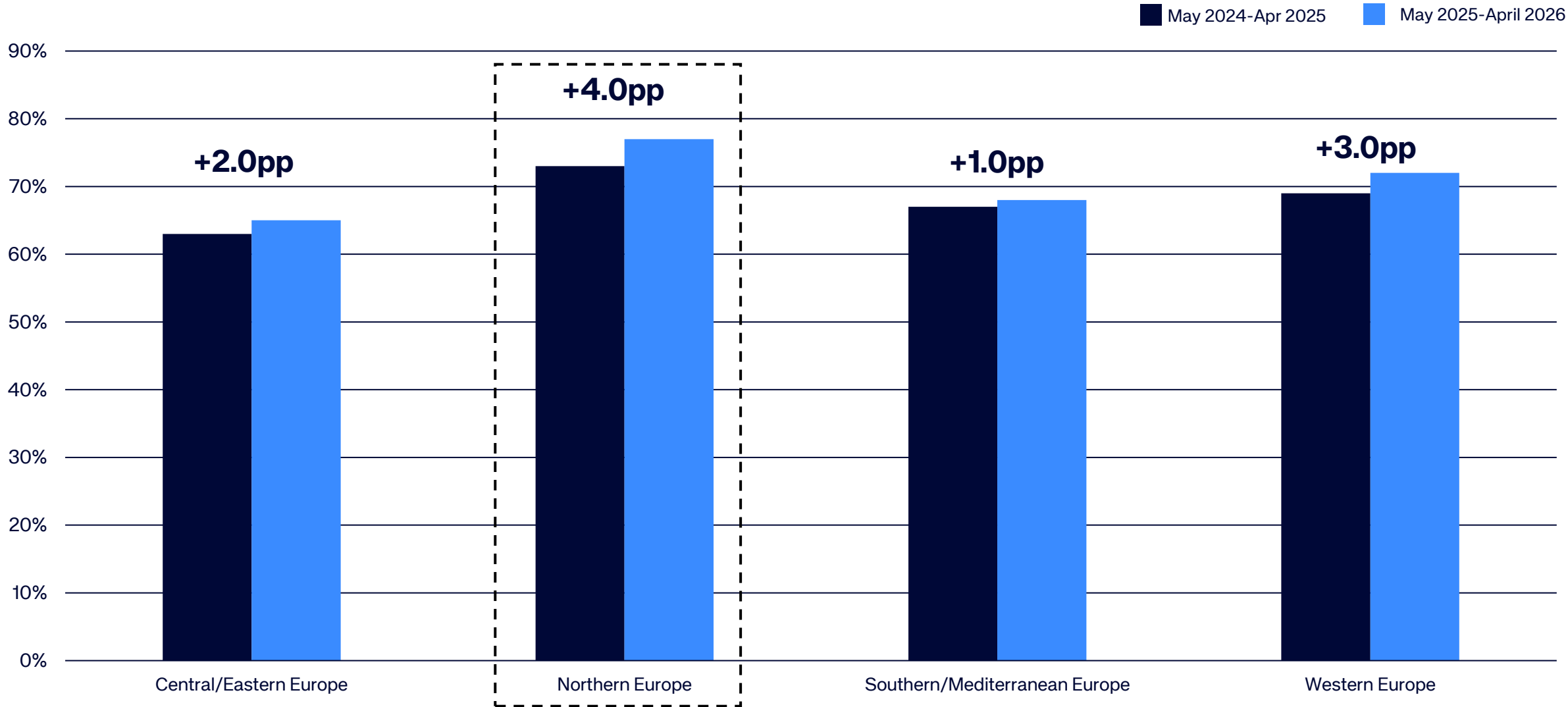
(Average over the last 12 months)



Hospitality market indicators

Occupancy evolution by year

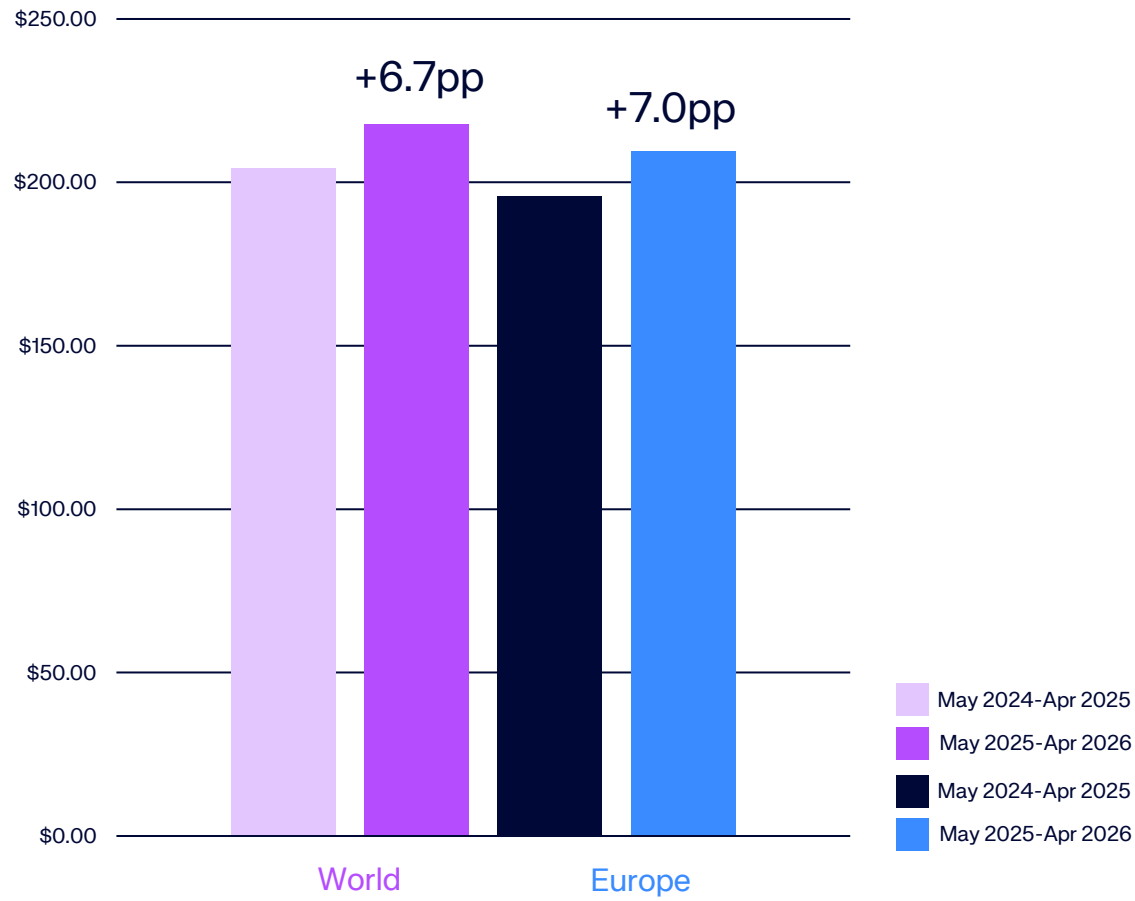
(Average over the last 12 months)



Hospitality market indicators

Average Daily Rate (“ADR”) evolution by year

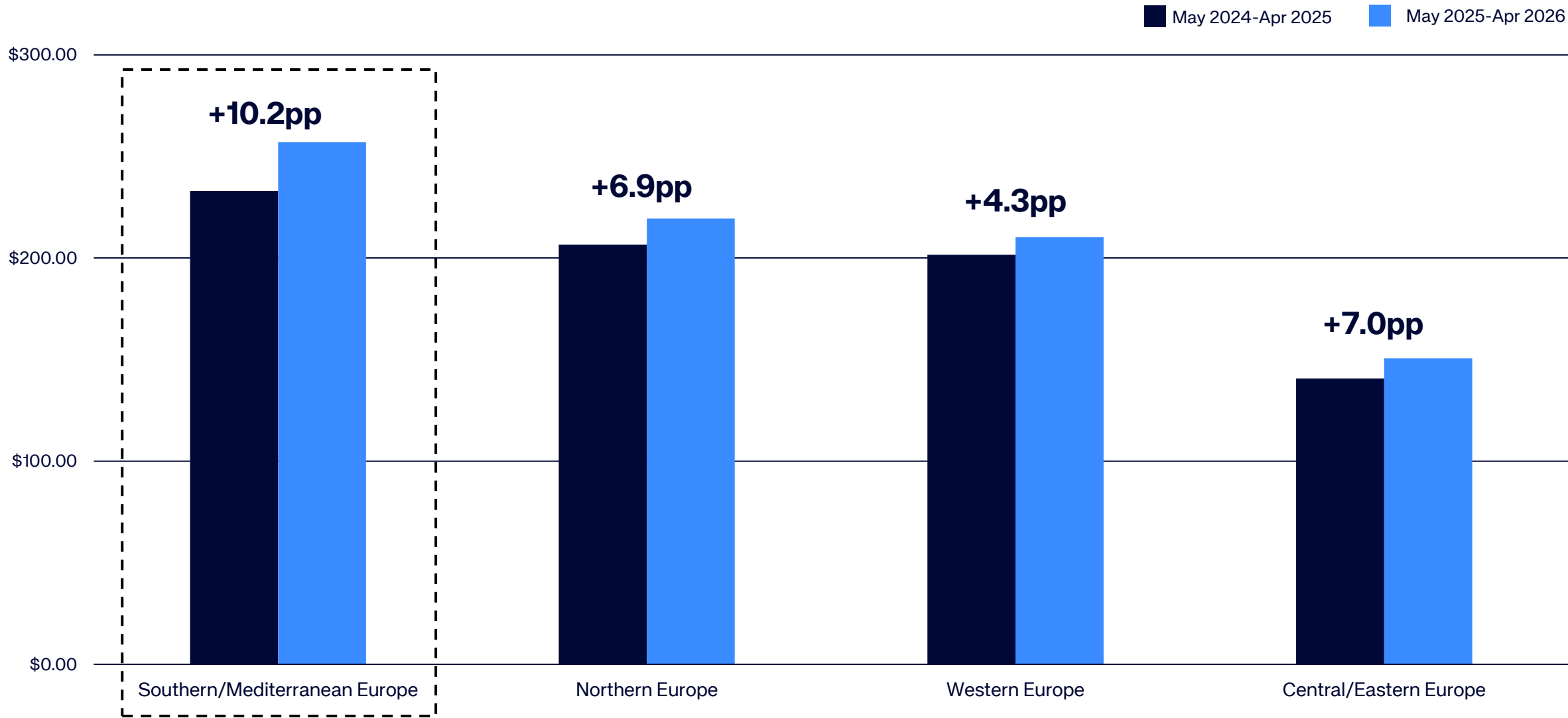
(Average over the last 12 months)



Hospitality market indicators

ADR evolution by year

(Average over the last 12 months)



Deep dive in European travel trends



Air Traffic in Europe → A Positive Outlook

Worldwide to Europe: Passenger traffic



Year-on-year growth in passenger traffic by region

↑ 2.3%
Europe

↑ 0.2%
Central/Eastern Europe

↑ 1.0%
Northern Europe

↑ 4.2%
Southern/ Mediterranean Europe

↑ 1.9%
Western Europe

Top origin markets **searching** for Europe

Top origin markets **searching** for Europe

Origin market	Apr.24-Mar. 25 ranking		Apr.25-Mar. 26 ranking
United States	1	=	1
United Kingdom	2	=	2
Germany	3	=	3
Spain	5	↑	4
Italy	4	↓	5
France	6	=	6
China	7	=	7
Türkiye	8	=	8
Canada	11	↑	9
Poland	9	↓	10

Top origin markets **searching** for Europe with
the highest growth (among the TOP 30)

Origin market	Apr.25-Mar.26 vs Apr.24-Mar.25 ranking	YoY Growth
Japan	1	63%
Saudi Arabia	2	61%
China	3	45%
Korea (ROK)	4	45%
Thailand	5	44%
United States	6	36%
India	7	31%
Canada	8	31%
Portugal	19	28%



Top origin markets **traveling** to Europe

(Air GDS Bookings)

Top origin markets **traveling** to Europe

Origin market	Apr.24-Mar. 25 ranking		Apr.25-Mar. 26 ranking
United States	1	=	1
Spain	2	=	2
Germany	3	=	3
Italy	4	=	4
Kazakhstan	6	↑	5

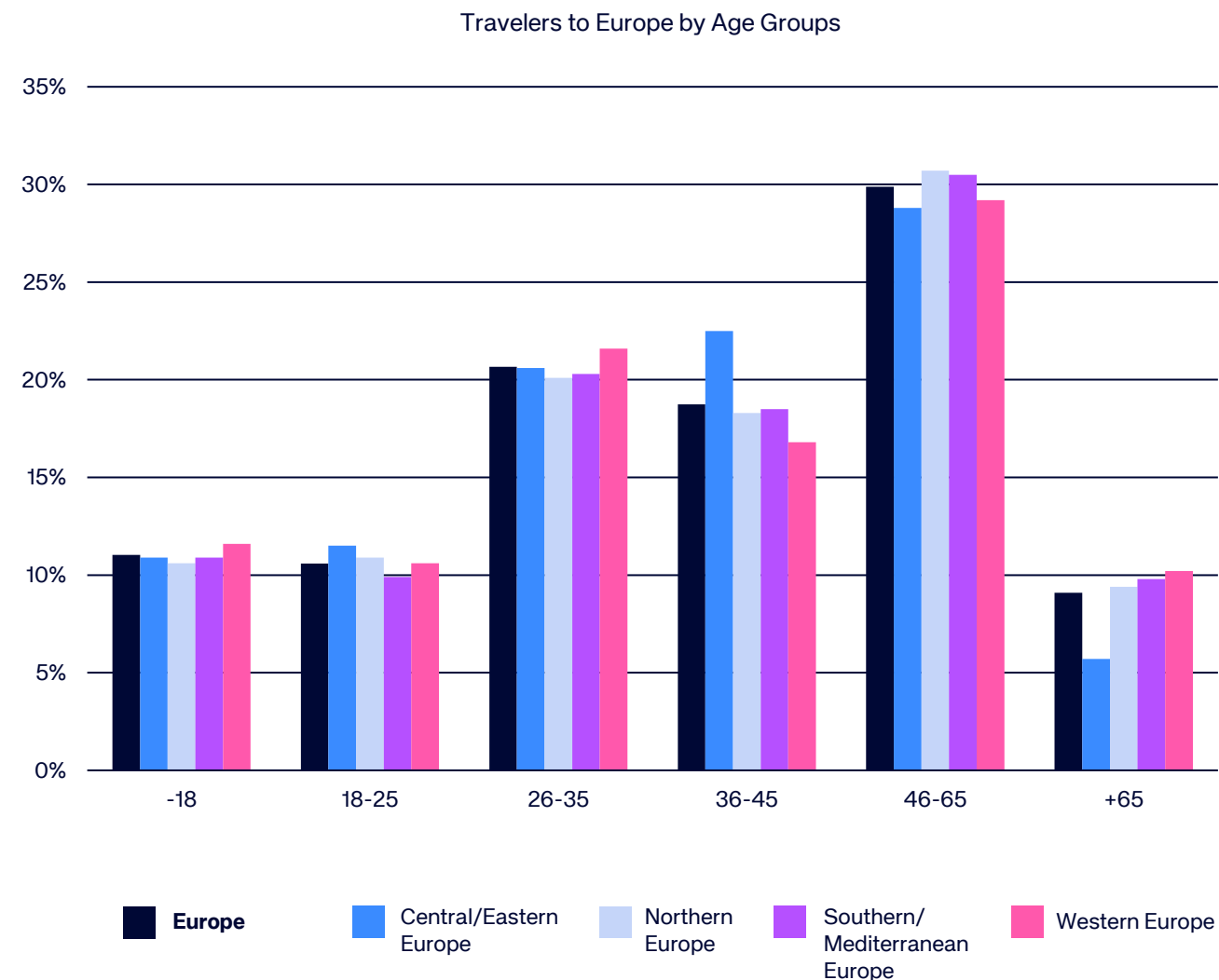
Top origin markets **traveling** to Europe with the highest growth (among the TOP 30)

Origin market	Apr.25-Mar.26 vs Apr.24-Mar.25 ranking		YoY Growth
Japan	1		15%
Denmark	2		7%
Egypt	3		4%
Algeria	4		2%
Morocco	5		0%



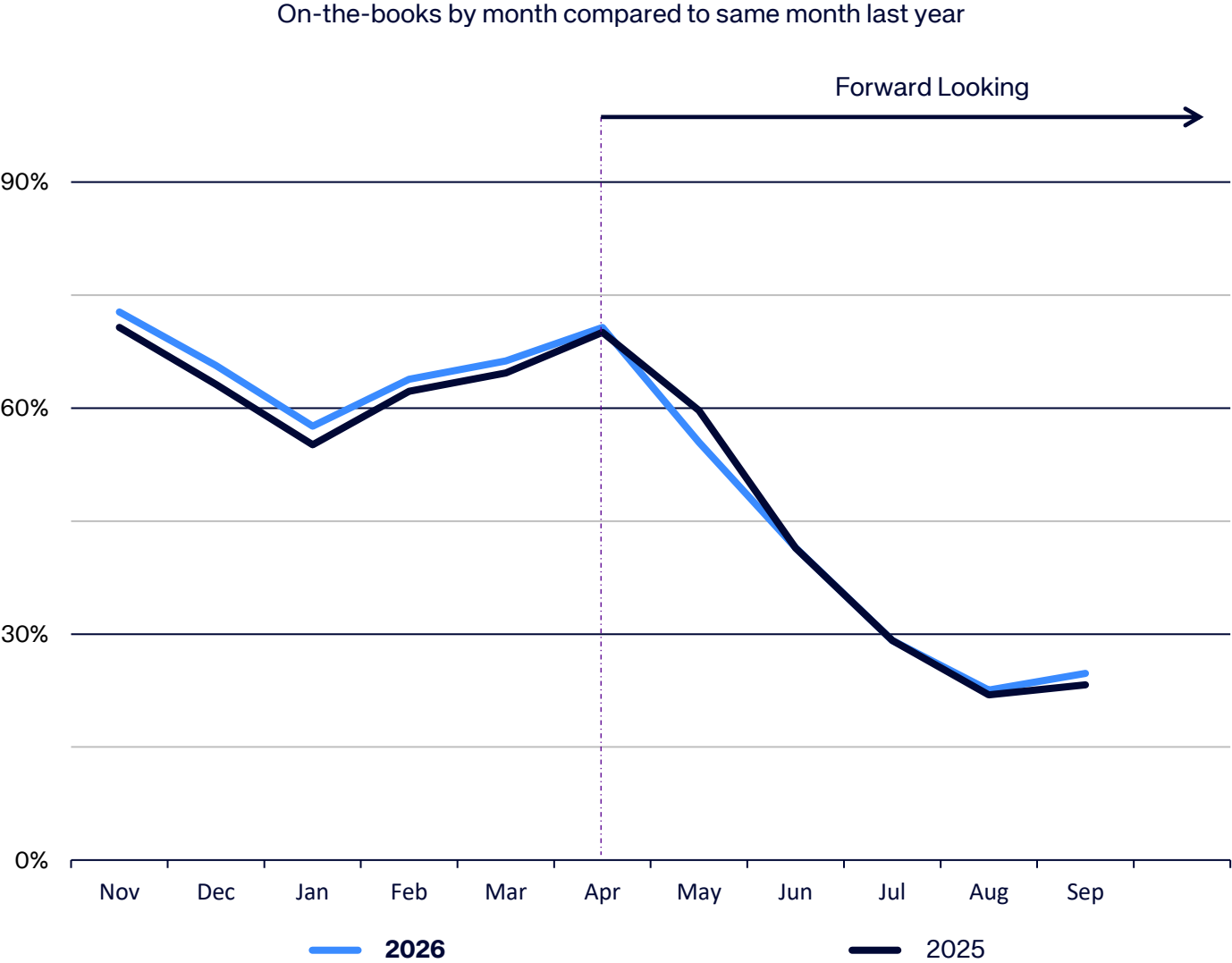


What type of travelers travel to Europe



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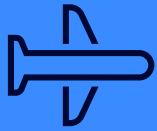
Hotel Occupancy and bookings in Europe



Source: Amadeus Destination Gateway™ as of Sunday, 3 May 2026



Key takeaways



Travel Growth Ahead

2026 is poised for cautious growth, with competition between destinations to grab demand redirection.



Data-Driven Decisions

Leveraging robust data is essential to unlock and accelerate growth opportunities.



Targeted Reach, Real Impact

Turn travel data and traveler profiles into advertising strategies that drive measurable demand to your destination.

Request your own market landscape report to know:



2026 Travel Trends

Who is searching and visiting your destination

What was your Hotel occupancy and ADR (12 months)
