



Euromonitor
International

Travel in Ecuador

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Travel recovery surges ahead while short-term rentals face greater scrutiny
Quiport and American Airlines drive resilient US connectivity despite visa barriers
Long weekends spark record domestic trips and wider regional tourism flows
Chart 1 Travel Sales by Category: Value 2026

WHAT'S NEXT?

Healthcare providers and event organisers drive new package demand
In-destination spending leads growth as booking surges on digital integration
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COMPETITIVE LANDSCAPE

Booking.com builds share as online confidence rises

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Avianca targets polarised travellers with business class rollout Fare segmentation redesigns the air travel product
Regulatory formalisation reshapes short-term accommodation restrictions
Public holidays and digital gaps define domestic product opportunities

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COUNTRY REPORTS DISCLAIMER

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