



**Euromonitor
International**

Tourism Flows in Ecuador

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Domestic travel anchors value and regional demand

Experience-led travel broadens destination demand

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WHAT'S NEXT?

Local travellers embrace new destinations and short breaks

Inbound growth depends on promotion and positioning

Outbound providers to gain as corridors diversify

Chart 1 Forecast Tourism Spending by Category: Value 2026-2031

PRODUCTS

Football activations inspire inbound demand through cultural engagement

Expanded long weekends boost domestic trips and local businesses

Visa barriers redirect outbound demand and diversify travel corridors

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COUNTRY REPORTS DISCLAIMER

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