

# Booking in Ecuador

September 2022

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## Booking in Ecuador - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

The omnichannel approach points the way to recovery from the COVID-19 pandemic  
Hotels looking to improve online direct booking capabilities to capture rising demand

#### PROSPECTS AND OPPORTUNITIES

Booking online set to become more dominant via stronger growth than booking offline  
Online booking for surface travel modes to remain limited due to lack of integration

#### CATEGORY DATA

Table 1 - Booking Sales: Value 2017-2022

Table 2 - Business Travel Sales: Value 2017-2022

Table 3 - Leisure Travel Sales: Value 2017-2022

Table 4 - Travel Intermediaries NBO Company Shares: % Value 2017-2022

Table 5 - Forecast Booking Sales: Value 2022-2027

Table 6 - Forecast Business Travel Sales: Value 2022-2027

Table 7 - Forecast Leisure Travel Sales: Value 2022-2027

## Travel in Ecuador - Industry Overview

### EXECUTIVE SUMMARY

Travel in 2022

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

Chart 1 - Inbound Receipts: 2022-2027

Chart 2 - Average Spend per Trip for Inbound Arrivals: 2022-2027

### MARKET DATA

Table 8 - Surface Travel Modes Sales: Value 2017-2022

Table 9 - Surface Travel Modes Online Sales: Value 2017-2022

Table 10 - Forecast Surface Travel Modes Sales: Value 2022-2027

Table 11 - Forecast Surface Travel Modes Online Sales: Value 2022-2027

Table 12 - In-Destination Spending: Value 2017-2022

Table 13 - Forecast In-Destination Spending: Value 2022-2027

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### SOURCES

Summary 1 - Research Sources

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