



Euromonitor  
International

# Booking in Ecuador

September 2025

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Booking rebounds in 2025 as tourism recovers from difficult year

Booking.com continues as leading travel intermediary

### PROSPECTS AND OPPORTUNITIES

Digital bookings will continue to grow despite structural limitations

Travellers will demand greater flexibility, while traditional booking methods will remain important, despite digital trends

### CATEGORY DATA

Table 1 - Booking Sales: Value 2020-2025

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Table 4 - Travel Intermediaries NBO Company Shares: % Value 2020-2025

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## Travel in Ecuador - Industry Overview

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### DISCLAIMER

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Summary 1 - Research Sources

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