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CARIBBEAN TOURISM ENTERS A NEW STRATEGIC PHASE AS LATIN AMERICAN DEMAND SURGES AND PREMIUM TRAVEL RESHAPES THE REGION

CHTA and Amadeus unveil the 2026 Caribbean Travel Trends Report at Caribbean Travel Forum in Antigua, charting a region focused on smarter targeting, higher-value travelers, and year-round demand

ANTIGUA (May 13, 2026) – The [Caribbean Hotel and Tourism Association \(CHTA\)](#) and [Amadeus](#), a global leader in travel technology, yesterday unveiled the [2026 Caribbean Travel Trends Report](#) at the [Caribbean Travel Forum 2026](#) in Antigua. The report finds that Caribbean tourism is entering a new strategic phase, one defined less by rapid post-pandemic recovery and more by the need to diversify demand, capture higher-value travelers, and unlock growth beyond traditional peak periods.

Drawing on Amadeus Travel Intelligence data covering air travel, hospitality, and traveler behavior from April 2025 through March 2026, the report shows that overseas demand to the Caribbean grew just 1 percent year over year, a clear moderation from the 21 percent and 8 percent gains recorded in the two prior years. With post-recovery momentum stabilizing, the region's next chapter will be shaped by data-driven targeting, market diversification, and the ability to convert traveler intent into bookings at the moments that matter most.

What the Data Shows: A Region Recalibrating for Higher-Value Growth

Latin America emerges as a strategic growth engine. Demand from Latin American source markets grew 24 percent year over year, with premium travel from South America surging 117 percent. Peru posted a 192 percent increase in premium travel and Argentina followed at 164 percent, reinforcing the Caribbean's appeal among the region's most affluent travelers and opening a powerful new diversification channel beyond traditional North American and European markets.

Smaller destinations are driving the region's momentum. While top-tier destinations held flat year over year, second-tier destinations grew 2 percent, signaling that recent growth is increasingly being driven by smaller markets expanding from a lower base. Dominica led the region with 22 percent year-over-year growth, supported by improved air connectivity and rising demand for nature- and adventure-focused travel. Sint Maarten followed at 18 percent, reflecting its dual appeal as a destination in its own right and a vital gateway to Saint Martin, Anguilla, and St. Barthélemy.

The Caribbean leads on accessibility and value. The average economy fare from the U.S. to the Caribbean was \$385, making the region 32 percent more affordable than South America at \$569 and broadly comparable with Central America at \$387. Miami offers the lowest average fare at \$315, well below New York at \$349 and San Francisco at \$545, supporting sustained demand from the region's most important long-haul source markets.

Hotel revenue strengthens at peak, with clear room to grow off-peak. Caribbean hotels delivered RevPAR of \$183 per night during the high season, a 5.2 percent year-over-year increase, while end-of-year holiday RevPAR climbed to \$283. Low-season RevPAR held at \$125, well below peak levels and pointing to clear headroom for destinations that successfully engage shoulder- and off-season travelers.

South American travelers are unlocking year-round demand. Brazil delivered 60 percent growth in low-season arrivals, the fastest among South American source markets, while Colombia, the region's largest South American source market by share, posted 26 percent low-season growth. Together, these markets are helping Caribbean destinations broaden their seasonal calendars and capture incremental revenue beyond traditional peak windows.

Caribbean culture is driving longer, more meaningful visits. Analysis of CARIFESTA XV 2025 in Barbados shows arrivals climbed 23 percent during the festival period compared with the previous year, with intra-Caribbean travel accounting for 23.3 percent of arrivals, up 3.3 percentage points year over year. Travelers booked more than three months ahead and extended their stays, demonstrating how the region's cultural calendar has become a powerful engine for tourism growth, longer lengths of stay, and deeper economic impact across the region.

A Shared Commitment to Caribbean Growth

CHTA President Sanovnik Destang said the findings reinforce both the opportunity and the discipline required to compete in today's global tourism landscape: "The Caribbean is entering a more strategic chapter, one where data, diversification, and destination positioning will determine who captures the next wave of growth. Latin American demand is rising fast, premium travelers are choosing the Caribbean in record numbers, and our cultural calendar is proving it can extend stays and drive economic impact across borders. The insights we unveiled with Amadeus at Caribbean Travel Forum give our members the intelligence to compete confidently, capture year-round demand, and translate the Caribbean's unmatched appeal into lasting prosperity for our communities."

Sol Freixa, Vice President, Commercial, Destinations at Amadeus, added: "In a more competitive and choice-rich travel environment, understanding demand is only the first step. The real opportunity for Caribbean destinations lies in using these insights to actively shape traveler perception and capture demand at the moments that matter most. By aligning insight-led targeting with clear destination positioning, destinations can position themselves more clearly, reach the travelers earlier in their planning journey, and convert intent into meaningful growth."

Methodology

Data included in the 2026 Caribbean Travel Trends Report was extracted from Amadeus Data Connect, Amadeus Destination Gateway, and other Amadeus Travel Intelligence solutions. Amadeus Destination Gateway delivers comprehensive historical and forward-looking air travel data through an intuitive dashboard, empowering destinations to monitor performance by origin market, season, and route. Amadeus Data Connect answers key business questions for destinations with curated datasets and no-code access to an extensive library of prebuilt Data Smarts.

Download the 2026 Caribbean Travel Trends Report

The full 2026 Caribbean Travel Trends Report is available at www.amadeus-hospitality.com/resources/caribbean-travel-trends-2026/.

To learn more about Amadeus Travel Intelligence, visit www.amadeus.com/en/travel-intelligence/overview.

For more information about CHTA and Caribbean Travel Forum, visit www.caribbeanhotelandtourism.com / www.CaribbeanTravelForum.

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About Amadeus

Amadeus makes the experience of travel better for everyone, everywhere by inspiring innovation, partnerships and responsibility to people, places and planet.

As the system of record in travel, our technology powers the travel and tourism industry, enabling airlines, airports, hotels, travel sellers and partners to operate at global scale. Built on decades of industry expertise, our open platform connects hundreds of systems and workflows across the end-to-end journey, helping the industry respond to evolving traveler expectations and transforming how travel works.

Amadeus integrates innovative and transformational technologies – from artificial intelligence and cloud computing to biometrics and advanced data capabilities – seamlessly and at scale across the travel ecosystem. As the embedded and neutral execution layer, we orchestrate the AI enabled travel ecosystem to make travel work smarter. By connecting suppliers, sellers and digital assistants to trusted, dynamic travel data, AI reinforces and augments the Amadeus platform.

We are also committed to making travel a force for social and environmental good, working collectively with partners to help protect the people and places we visit and ensure travel continues to have a positive impact on the world.

With a truly diverse workforce spanning more than 150 nationalities, Amadeus brings together deep technology expertise and a passion for travel.

We are an IBEX 35 company, listed on the Spanish Stock Exchange under AMS.MC, and have been recognized by the Dow Jones Best-in-Class World Index for 14 consecutive years.

Amadeus. It's how travel works better.

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About the Caribbean Hotel and Tourism Association (CHTA)

The Caribbean Hotel and Tourism Association (CHTA) is the leading organization representing the interests of the Caribbean hospitality and tourism industry for more than 60 years. With 32 National Hotel Associations as well as 1,000 diverse members spanning hotels, resorts, tourism providers, and allied partners across the region and beyond, CHTA serves as a powerful voice, resource, and connector for the Caribbean's most vital industry. Through ongoing advocacy, professional development, industry insights, and market intelligence, CHTA helps its members thrive in today's competitive global marketplace. Organizations worldwide with interest in the Caribbean that want to increase their presence and connectivity in the Caribbean hospitality and tourism industry are invited to join this dynamic community. To learn more about membership benefits and upcoming virtual and in-person events, please visit www.caribbeanhotelandtourism.com.

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