



Euromonitor
International

Travel in an Age of Poly-Crisis

March 2026

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Travel spending proves resilient despite poly-crisis pressures

New spending priorities emerge amidst growing global uncertainty

Travel demand grows, yet geopolitical challenges remain

Generation by generation, spending priorities continue favouring travel

EXPERIENCE AS VALUE-DRIVER

The willingness to spend a little more for unexpected delight

A long -term shift that favours experiential spending

Re-thinking rewards horizons amidst uncertainty

Since the pandemic, travel has re-positioned itself for a more resilient future

Experiences drive value growth across travel segments

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US inbound tourism likely to rebound with high-value impact of the World Cup in 2026

Mexico's World Cup tourism strategy aims to create value beyond host cities

A robust domestic tourism base and growing resiliency boost positive outlook

A slow return to normal in Chinese outbound flows force Asian destinations to pivot

Intra-regional travel grows as new travel corridors across Southeast Asia emerge

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New corridors emerge across Southeast Asia

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Marriott Media and the unified digital guest journey

Airlines: Building resiliency through emerging travel corridors

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Evolution of travel in an age of poly-crisis

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