



I.	Marketing Activities	2
I.a	Training / Education	2
1.	Meiers Weltreisen DER Academy, Nov 2024 – Nov 2025	
2.	VUSA Experts Event Bochum, July 2025	
3.	Swiss Tour Operator Trainings, August 2025	
4.	FVW Destination Day “South Florida”, September 2025	
5.	VUSA Switzerland Roadshow, September 2025	
I.b	Shows / Events	3
1.	Queer Games Cologne, June 6-9	
2.	IPW 2025 Chicago, June 14-18	
3.	Pridefest Cologne 2025, July 4-6	
4.	Gay & Lesbian City Festival Berlin, July 19-20	
5.	Edeltravel Client Event, September 13	
6.	POSTPONED: Faszination Fernweh Client Event	
II.	Travel Trade Marketing	4
1)	Deluxe Market Campaign CRD Select	
2)	Edeltravel Luxury Campaign	
3)	Go2Travel Railboard Promotion	
4)	Pink Globus LGBTQ Promotion	
5)	Cologne Pride Beach Village Sponsorship	
6)	America Unlimited Influencer Campaign	
7)	Exciting West Advertorial Promotion	
8)	Journaway Online Promotion	
9)	USA Reisen Experte Cashback Campaign	
III.	VFK Internal	6
IV.	Travel Trade Assistance	6
V.	OVERVIEW of fulfillment requests	8
VI.	German Market Update	8

I. Marketing Activities

I.a Training / Education

1. Meiers Weltreisen DER Academy, November 2024 – November 2025

GIA secured a FKKW feature within the new training module of the B2B platform “DER Academy” highlighting the relaunch of the “Meiers Weltreisen” as DER’s more upscale long haul specialist brand. The FKKW are the only US destination specifically highlighted in the North America section and includes a banner linking to the German FKKW E-Learning, a video, an image gallery, a special recommendation and a product shoutout. By the end of December 2024, a total of 399 travel agents had completed the course which will remain online for a full year. We will receive a further update on registration numbers by the conclusion of the course.

2. VUSA Experts Event Bochum, July 10 2025

GIA had applied on behalf of VFK to be part of the VUSA Experts Event organized by the German Visit USA Committee, which is a B2B training event focused on providing in depth knowledge to advanced level travel agents. As interest in VUSA events usually is bigger than the available spots, the participation slots are being drawn in a “raffle” and VFK received one of those slots. The event will consist of a mix of advanced and basic presentations throughout the day, which the agents can pre-select. In the evening, there will also be an entertainment component at a local musical theater for the agents who attended all presentations (proof will be required).

3. Swiss Tour Operator Trainings, August 2025

GIA is currently planning a mini agency sales mission on behalf of multiple of our destination clients to our top tour operator partners in Switzerland in August. During this trip we will visit our most relevant partners in this lucrative market and will execute targeted destination training on behalf of our agency clients including Visit Florida Keys at selected reservation staff teams. We will schedule meetings and appointment during the course of July.

4. FVW Destination Day “South Florida”, September 2025

The Florida Keys will be part of a virtual B2B training event together with the destinations of Naples and Sarasota, organized by FVW, the largest German trade publishing house. The “Destination Day South Florida” will be a 2 hour long live broadcast, which will be live-streamed on FVW’s website and youtube and which will feature a 25 minute long VFK webinar, as well as a 45 minute panel discussion about travel to Southern Florida. The Destination Day usually sees around 100-200 viewers live and the recording will be accessible afterwards in the FVW archive.

5. VUSA Switzerland Roadshow, September 2025

GIA has registered for participation in the annual travel agent training roadshow organized by the Swiss Visit USA Committee, which will take place in September 2025. The roadshow will visit six cities in three days across Switzerland and will feature morning and evening events, where VFK will have a table as part of a roundtable workshop. We expect to train around 200-240 Swiss travel agents throughout the three days.

I.b Shows / Events

1. Queer Games Cologne, June 6-9

GIA secured sponsorship at this year's rendition of the international LGBTQ sports tournament Queer Games, which took place in Cologne in early June and which drew several hundreds of LGBTQ+ athletes from all over the world to attend various sports competitions. The Florida Keys sponsorship included a logo presence on the tournaments website, as well as brochure distribution and banner placement at selected event locations throughout the four day sports event. Photos of the events can be found here: <https://we.tl/t-cbzRQXvFbf>

2. IPW 2025 Chicago, June 14-18

Albert Jennings attended the international tradeshow IPW in Chicago in June on behalf of VFK to join meetings with mainly German, Austrian, Swiss and BeNeLux tour operators during the show. GIA had provided input for the appointment selection system and for the final appointment schedule upfront. During the show, Albert executed a total of 31 appointments on behalf of VFK and we prepared and delivered a full meeting lead report after the show to the VFK sales team. In addition, we started with the followup to selected relevant meetings for future planning.

3. Pridefest Cologne 2025, July 4-6

GIA has once again confirmed VFK's participation in the annual Pridefest in Cologne in July 2025 with a shared booth right by main stage on Heumarkt in cooperation with local LGBTQ specialist tour operator Teddy Travel. In addition, we also secured a sponsorship at the Cologne Pride Beach Village in the two weeks leading up to Pridefest (see details further below).

Interest at the event was good during the first two days, Sunday was unfortunately less optimal due to hazardous weather conditions. Photos can be found here: <https://we.tl/t-cbzRQXvFbf>

4. Gay & Lesbian City Festival Berlin, July 19-20

GIA has registered for a VFK booth at the Schwul-Lesbisches Stadtfest, which will take place in Berlin in July. This is one of the largest LGBTQ+ community events in Germany's capital Berlin. This year, we will partner with Pink Globus, a newly launched LGBTQ travel agency, based in Berlin, owned by LGBTQ influencer Phil Hollister, who has traveled to the Keys before and which will feature an online promotion as well as offline elements.

5. Edeltravel Client Event, September 13

On September 13, VFK will be part of a Florida themed client event in Dusseldorf, organised by luxury specialist tour operator Edeltravel. This event will be part of a joint luxury promotion together with the CVBs of Fort Lauderdale and Naples, Marco Island & the Everglades.

6. Postponed: Faszination Fernweh Client Event

VFK had originally committed to be part of a Florida & New England client event organised by tour operator specialist Faszination Fernweh, which was scheduled to take place in December. This event had to be postponed due to the main organizer being on extended sick leave. We hope to be able to execute the event at a later point during the current fiscal year.

II. Travel Trade Marketing

1) Deluxe Market Campaign CRD Select [Executed]

GIA has confirmed participation in a deluxe market promotion together with CRD Select, the newly launched upscale brand of North America specialist CRD. The campaign is in cooperation with the CVBs of The Palm Beaches and Naples/Marco Island and is centered around the creation of a [new luxury itinerary](#) highlighting the three destinations with three overnights each. The promotion will also include a feature in the [newsletter of luxury deals platform Secret Escapes](#) (300,000 subscribers), a print advertorial in a Munich daily newspaper (942,000 readers), as well as a feature in the [CRD Select email newsletter](#) and a dedicated virtual training with CRD Staff on December 19. The advertorial has been published in February, the newsletters have been published in February, too.

The advertorial can be found here: <https://we.tl/t-MUqvKsWXUC>

In late May, a client magazine was published with the newly created itinerary.

2) Edeltravel Luxury Campaign [Currently Running]

To further establish the FKKW as an upscale destination, we are partnering again with Edeltravel, one of Europe's premier luxury specialists, who supported our KlassikRadio campaign in spring 2024. We are working together with the CVBs of Naples & Marco Island as well as Fort Lauderdale for whom Edeltravel will build a new luxury fly drive. The fly drive will be promoted through a month long SEO campaign, 10 second spots in the Edeltravel showroom, a full page advertorial in Edeltravel's client magazine "Essence", online features on Edeltravels blog and newsletter. In addition, all three destinations will be hosting an evening event at Edeltravels showroom in Dusseldorf where selected clients will be invited.

While the promotion had generally been approved by all Florida partners, Edeltravel eventually had to announce that they will not be able to organize the B2C event in the first quarter of 2025, which was prerequisite for the participation of Naples. In February, Naples was able to reconfirm participation, so the campaign is now moving again and [was launched](#) in Q2/2025, with the consumer event taking place on September 13 and the video ads running in September, too. The advertorial pages can be found here: <https://we.tl/t-Z75wwol3Km>

3) Go2Travel Railboard Coop [Executed]

Swiss tour operator specialist Go2Travel approached us with an opportunity for an out of home campaign, with the placement of VFK branded railroad boards, which were on display at commuter trains in the larger Metro Zurich area in Switzerland. GIA confirmed participation and developed the designs together with Go2Travel. The railroad boards featured VFK images, logo and a QR code which will lead to a specific landing page at go2travel.ch, which will also feature a Florida Keys themed podcast recorded by the two owners of go2travel during a previous marketing campaign. Railboard designs & photos can be found here: <https://we.tl/t-cbzRQXvFbf>

4) Pink Globus LGBTQ+ Coop [Developing]

GIA has confirmed participation in a joint promotion on behalf of VFK together with newly founded LGBTQ specialist travel agency “Pink Globus”, which is based in Berlin. Pink Globus will run online promotions around the time of the LGBTQ city festival in Berlin and will also have a booth right next to the VFK booth at the LGBTQ city festival to provide bookable Florida Keys product to interested clients.

5) Cologne Pride Beach Village Sponsorship [Currently Running]

At the end of May, GIA has received an attractive offer for a last minute sponsorship of a temporary “Beach Village” which was set up in the two weeks leading up to and during Cologne Pride at a central location in the heart of downtown Cologne. The sponsorship included a the branding of seat cushions in the lounge area with the VFK logo, distribution of VFK LGBTQ guides and keychains, as well as two VFK branded Beachflags. During the two week period, we expect a few thousand people to visit the beach lounge area, which was open each evening and also each afternoon during the weekends. Photos of the lounge area and the Beach Village can be found here: <https://we.tl/t-cbzRQXvFbf>

6) America Unlimited Influencer Campaign [Currently running]

At a meeting during the VFK Sales Mission, we came across a short term marketing opportunity by tour operator specialist America Unlimited, where we were part of a prize raffle campaign with famous German actress Elena Uhlig, who has a strong social media following (400k+ followers on Instagram), which fits very well to the target audience of the Florida Keys. GIA and VFK committed to this promotion to take advantage of some short term activities to guarantee increased awareness and publicity, given the current socio-political climate which requires some additional positive messaging to stimulate summer/fall travel bookings. AU created a new open-jaw [fly drive from MIA to EYW](#), which served as a call to action for the campaign, which also included a [newsletter feature](#) and additional social media promotions. The [prize raffle post](#) generated almost 5,000 comments within 48 hours.

7) Exciting West Advertorial Promotion [Developing]

During IPW, GIA has been approached with an interesting and reasonable priced opportunity for an advertorial placement in the next edition of a client magazine produced and published by luxury tour operator Exciting West from Belgium. GIA has confirmed a double page spread in the next fall edition of the magazine.

8) Journaway Online Promotion [Developing]

GIA is currently in discussion with multiple other Florida destinations and online tour operator Journaway about a potential joint online promotion during late summer. The online promotion would include the creation of a new fly drive itinerary highlighting all participating destinations and a targeted online promotion of that itinerary. Final details (and our commitment) are still under discussion.

9) USA Reisen Experte Cashback Promotion [Developing]

Following IPW, we have been approached by tour operator specialist USA Reisen Experte about a larger Florida campaign, which is intended to counter negative PR about the US as a travel destination by creating a campaign that would reward clients traveling to Florida and reporting about their experiences on social media through a cashback system. Details are currently being negotiated, but the campaign would run in Q4/25 and therefore the costs for this would be covered from the FY26 budget.

III. VFK Internal

1. Ongoing discussions about new fiscal procedures with county clerks
2. Continued discussions about ongoing and planned marketing activities
3. Coordinated and finalized planning for IPW 2025 tradeshow, provided full meeting notes report to VFK and executed follow up for meetings with all relevant partners after trade show
4. FY26 Budget review and personnel updates with VFK staff
5. Meeting with new VFK Executive VP / CSO Ed Simon ahead of IPW
6. Coordinated input for inhouse PR representation for remainder of FY25 / FY26

IV. Travel Trade Assistance

1. TUI, Hannover
Continued discussion about potential FY26 marketing activities and roadshow participation
2. America Unlimited, Hannover
Coordinated and finalized details for new influencer marketing campaign
3. Explorer World of Travel, Düsseldorf:
Discussed potential marketing coop opportunity together with tour operator Explorer for fall
4. Journaway, Leer
Discussed details for potential online campaign together with other Florida CVB partners and online tour operator Journaway
5. USA Reisen Experte, Bergheim
Discussed detail for potential cashback campaign together with tour operator USA Reisen Experte and various other Florida partners
6. FVW Medien, Hamburg
Discussed and confirmed details for South Florida virtual training event together with trade publisher FVW Medien in September

7. Pink Globus, Berlin:
Coordinated further details for cooperation for LGBTQ city festival in Berlin with new local LGBTQ travel agency
8. Salesrocker, Cologne:
Discussed details and confirmed sponsorship with local event agency for Pride Beach Village in Cologne
9. Exciting West, Oostkamp (Belgium)
Confirmed participation in advertorial campaign with Belgian tour operator Exciting West
10. HolidayPirates, Berlin
Discussed details for potential European campaign with online travel deal portal HolidayPirates
11. Die Reisebotschafter, Hannover
Held meeting during Sales Mission in May to discuss current booking situation; Die Reisebotschafter will hire new marketing manager in August
12. Teddy Travel, Cologne
Discussed details and logistics for joint participation in Cologne Pridefest
13. SC Janus, Cologne
Discussed and confirmed final logistics for sponsorship of LGBTQ sports tournament Queer Games in Cologne

V. OVERVIEW of fulfillment requests

2025	DISTRIBUTION VIA INFOX, GIA & EVENTS	
Month	Consumer	Travel Industry
January	113	4
February	224	5
March	158	7
April	26	4
May	123	5
June	324	3
July		
August		
September		
October		
November		
December		
TOTAL	968	28

VI. German Market Update

The US Visitation Drama has been canceled - for now

With Donald Trump taking office, is the number of visitors to the US plummeting? At least until the end of March, this statement held true for the German source market. But now the April 2025 figures are in. They say little about Trump – and a lot about the effect of the Easter holidays.

Minus two, minus nine, minus 28% : since the beginning of the year, the monthly number of German visitors to the US has been declining steadily. However, experts had long predicted that this “trend” was not a trend at all and that the slump in visitor numbers in March was due to the fact that the Easter holidays fell in March in 2024, but not until April this year.

They were proven right: in April 2025, a good 193,000 Germans crossed the American border, representing 14.7% more than in the same month last year. This is according to the latest statistics from the US Department of Commerce.

This “Easter turnaround” was also generally observed for international arrivals in the US.

Overseas volume: down 12% in March; up 8% in April. The Western European source market as a whole turned from -17% to +12%, and the UK from -14% to +15%.

Does this mean that the feared “Trump slump” has been averted? No, it is too early to give the all-clear. This is because the cumulative entry figures for the first four months of 2025 are still slightly down: Just under 10.2 million arrivals from overseas in total corresponded to a slight decline of 0.2%, with slightly higher declines for Western Europe (down 1% to just over 3.8 million arrivals) and Germany (down 7.1% to just under 524,000).

On the one hand, most German vacationers book their trips to the US at least six months in advance – so negative reactions to the barrage of criticism from the White House would only be reflected in visitor numbers in the summer. And if the tour operators are to be believed, summer bookings are stable to slightly positive after a very good early booking season. The real test will therefore probably not come until the fall.

On the other hand, it is pure speculation as to the causes of the decline in German visitor numbers in the first quarter. Already in the course of last year, the first signs of saturation were evident in some months, with visitor numbers stagnating or rising only minimally: after rapidly catching up to almost pre-crisis levels, the German source market clearly needs a breather.

In addition to this “technical reaction,” the prevailing impression in recent years that the US is an expensive travel destination has likely also had an impact on the desire to travel. Currently, however, travelers and US tourism professionals can breathe a little easier thanks to a strong euro, which has gained nearly 10% since the turn of the year, and demand-driven falling or stable prices in the US hospitality industry.

German tour operators – and the Visit USA Committee – would do well to play the price card and at the same time correctly classify and correct the sensationalist news from the other side of the Atlantic. This is because reports of alleged entry problems, however far-fetched they may be, combined with the discordant notes coming out of Washington, are likely to dampen the desire to travel. (*FVW, May 12, 2025*)

No Increase in flight rejections in the US reported by Lufthansa Group

Has the US tightened its entry controls since Trump took office? Europe's largest aviation group has looked at its own statistics.

Arrest, detention, and deportation: Reports of arrests upon entry into the US have also unsettled German travelers in recent weeks. However, the Lufthansa Group has not seen an increase in rejections among its passengers since President Donald Trump took office.

According to board member Dieter Vranckx, the proportion of rejected passengers in the current year up to and including last Monday (May 12) has actually declined. According to his post on LinkedIn, the rate fell from 17 to 16 cases per 100,000 passengers year-on-year.

Vranckx explains that entry was usually denied due to incomplete travel documents or inconsistencies during questioning. The figures show no evidence of noticeable changes in US entry policy. The portal "aero.de" had previously reported on this.

According to the manager, the Lufthansa Group completed around 5,700 flights to the US with around 1.3 million passengers during the period mentioned. This represents an increase of 8% compared to the same period last year. Trump began his second term as president on January 20.

The German Foreign Office recently revised its travel advice for travelers to the US and warned of difficulties upon entry. It states: "Previous convictions in the US, false information about the purpose of the stay, or even a slight overstay of the duration of the trip can lead to arrest, detention, and deportation upon entry or exit."

(dpa, May 15, 2025)

Lufthansa Group expects a good summer – also for the US

The Lufthansa Group is reporting good advance bookings for holiday destinations in Europe. Transatlantic business is still running smoothly in the first half of the year. However, the Group is taking a more cautious approach to the fourth quarter and is halving its planned capacity growth.

Popular vacation destinations in the Mediterranean and Northern Europe are well booked for the summer, and demand for long-haul travel remains steady, according to the presentation of the figures for the first quarter, in which the group increased revenue by 10% and reduced its seasonal operating loss. "Despite all the geopolitical uncertainties, we remain on course for growth, are optimistic about the summer, and are sticking to our positive outlook for the year as a whole," said CEO Carsten Spohr.

There are no signs of a downturn in the second quarter, Spohr said in a conference call with journalists, adding that advance bookings for individual destinations were "on par with or above last year's levels." This also applies to flights to and from North America, where ticket sales for the second quarter were above last year's levels. In the US in particular, there is strong demand for flights to Europe, where higher average revenues are also being achieved.

While other airlines are reporting declines in US flights and attracting customers with special prices, Spohr remained cautiously optimistic, but also noted an initial slowdown. "For the third quarter, we have seen the first signs of slower booking intake in the past four weeks," said the LH boss. Private customers were looking closely at cheap economy seats, while volatility was significantly lower in the premium classes, which are important for revenue. Spohr said he could imagine families having "kitchen table discussions" about whether to travel to the US.

Nevertheless, he still expects many last-minute bookings. That is why prices are not being

lowered. "If a family has decided not to fly to the US this summer, they won't do so even if the price is slightly lower."

The Lufthansa Group has set up a task force to monitor developments and respond flexibly to any weakening in demand. "Should there be a further escalation in tariffs, we can react quickly. We could scale back our planned growth for the fourth quarter and retire older aircraft from the fleet earlier," said Spohr. Growth of 6.4% is still forecast for the North Atlantic in the second and third quarters, which is stronger than the market as a whole at 4.5%.

The company will continue to act cautiously in Asia as long as the competitive disadvantage of not being allowed to fly over Russian airspace persists. However, Spohr said that the Trump administration's current trade policy has had a positive side effect: falling oil prices are leading to lower costs for kerosene, which could counteract temporary fluctuations in demand.

(FVW, April 29, 2025)

Swiss Authority Delays Acquisition of Hotelplan by the Dertour Group

The Swiss Competition Commission announced this week that it is conducting an in-depth investigation into the acquisition after a one-month preliminary investigations showed that there are indications of a dominant market position. Under the deal agreed with Migros Group in February, the German group will acquire Hotelplan, with the exception of its holiday homes subsidiary Interhome which is being taken over by Berlin-based Hometogo.

The competition authority stressed that Dertour and Hotelplan are two of the largest tour operators in Switzerland. (TUI Suisse is the third-largest tour operator in the country.)

Hotelplan operates with the brands Hotelplan, Migros Ferien, travelhouse and tourisme pour tous, among others. Dertour's brands are Kuoni and Helvetic Tours. In addition, the two companies operate more than 150 travel agencies in Switzerland in total.

The commission explained that its one-month preliminary investigation of this merger revealed that there were indications of an overly dominant position. Together, Dertour and Hotelplan would become the largest tour operator in Switzerland. Its forthcoming in-depth review is intended to clarify, among other things, the question of whether Swiss consumers have sufficient alternatives available to book travel, for example directly with hotels and airlines or via online platforms in order to counter possible rising prices.

The investigation, which must be carried out within the statutory period of four months, will also examine the impact of digital travel offers on current and potential competition in the markets. Apparently surprised by the decision, Dertour Group told fww | TravelTalk in a statement: "Of course, we would have liked to have already received approval from the Swiss Competition Commission and completed the purchase as soon as possible in order to open up new perspectives within our tourism network together with Hotelplan Group (with the exception of Interhome)." The German group made clear, however: "We will of course fully support the Competition Commission in its further examination and work together constructively. We therefore continue to assume that the Competition Commission will clear the merger." Dertour stressed the takeover of Hotelplan would strengthen diversity in the Swiss travel market and offer consumers "a wider and more attractive choice of trips and holidays".

(FVW, May 28, 2025)

Where are Germans going over the Pentecost Holidays

The Pentecost holidays (June 6 – 10, 2025) are just around the corner. That's why *Skyscanner* has analyzed the most popular vacation countries and city destinations.

According to the analysis, Mediterranean classics such as Spain, Italy, Greece, and Turkey, as well as long-haul destinations such as the US and Thailand, are among the most popular destinations.

Palma, Istanbul, and Heraklion dominate the city destinations. However, the number one spot goes to the “All Places” search — the search without a specific destination — which lists all available flights sorted by the cheapest price.

Most popular vacation destinations for Pentecost

1. Spain 2. Italy 3. Greece 4. “All Places” (flexible search without a specific destination) 5. Turkey 6. USA 7. Portugal 8. Croatia 9. United Kingdom 10. Thailand

Most popular city destinations for Pentecost

1. “All destinations” (flexible search without a specific destination) 2. Palma de Mallorca 3. Istanbul 4. Heraklion 5. Bangkok 6. London 7. Barcelona 8. New York 9. Corfu 10. Rome
(*FVW, May 27, 2025*)

Mastercard’s Travel Report 2025: German travelers focus on adventure, enjoyment, and sports

Mastercard's new Travel Report 2025 shows that German tourists are increasingly investing in adventure travel, major sporting events, and culinary experiences.

While traditional vacation formats are losing importance, travelers are increasingly focusing on meaningful and high-quality experiences.

According to the report, three travel trends dominate worldwide:

- *Wellness and self-care*: Wellness tourism has grown significantly. European countries such as Italy and Poland in particular are recording rising values in the Wellness Travel Index (WTI).

Namibia, South Africa, and Thailand lead globally.

- *Outdoor and nature experiences*: Adventure and nature are more popular than ever. Finland stands out, with 7.1% of cross-border spending going to national parks. Switzerland, Poland, France, and Norway are also far ahead. Safari destinations such as South Africa and Zambia remain popular worldwide.

- *Culinary travel*: Europe remains a hotspot for foodies. Istanbul scores particularly well with its diverse restaurant culture, followed by Cannes, Interlaken, Barcelona, Dubrovnik, Sorrento, and Mykonos.

Another notable trend is the growing importance of *sports tourism*. During the 2024 UEFA Champions League in London, spending by international visitors rose by 14%. German fans were particularly keen to spend, with an increase of 61%. “Travel is increasingly becoming an investment in personal experiences – whether in the stadium, in nature, or in a fine dining restaurant,” explains Natalia Lechmanova, Chief Economist Europe at the Mastercard Economics Institute.

According to flight booking data, Tokyo and Osaka will be the world's most popular travel destinations in the summer of 2025 (*World Expo 2025*). European cities such as Paris and London, as well as beach destinations such as Palma de Mallorca, Hurghada, and Larnaca, will also remain in demand.

(*TourExpi, May 19, 2025*)

Expedia Feels the Impact of Declining U.S.-Bound Tourism

While Expedia Group met its financial expectations for the first quarter of 2025, the travel giant faced notable headwinds in its U.S. market performance, particularly in inbound tourism. A sharp 30% drop in bookings from Canada highlighted growing challenges, as consumer confidence faltered and international demand for the U.S. weakened.

According to Ariane Gorin, CEO of Expedia, diminished traveler sentiment weighed heavily on domestic demand, which typically makes up two-thirds of the company's business. Overall, global demand for travel to the U.S. fell by 7%, with European travelers increasingly opting for destinations in Latin America over the United States.

In response to these trends, Expedia lowered its full-year forecast, now expecting 2% to 4% growth in both gross bookings and revenue. Still, Gorin remained cautiously optimistic. "People always want to travel, regardless of the economic environment," she said.

Meanwhile, Booking Holdings, Expedia's top rival, reported stronger global performance, especially in routes such as Canada-Mexico, benefitting from its lower reliance on the U.S. market.

(CND, Caribbean News Digital, May 9, 2025)