



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

19/05/2025

Caribbean Travel Trends 2025 Report Highlights Sustained Summer Demand Across the Region

Flight search data for July through September 2025 reveals a stable picture for travel intent to the Caribbean, currently tracking search volumes seen in the same period in 2024.

Leading travel intelligence provider ForwardKeys has published a joint report, "**Caribbean Travel Trends 2025**", in collaboration with The Caribbean Hotel & Tourism Association (CHTA). The report, unveiled on May 19th at the Caribbean Travel Forum in Antigua and Barbuda, offers a comprehensive analysis of the region's performance and focuses on tangible business opportunities in Q3.

While overall travel intent to the Caribbean remains steady, several individual markets are showing noteworthy surges in demand. Latin America is leading the way in year-over-year interest, while travel intent from Canada for Q3 2025 (July-September) is up an impressive 22%.

At a more granular level, individual destinations show strong performance. The Dominican Republic currently leads the region in terms of overall search volume, commanding a 31.9% share of all flight searches for summer travel to the Caribbean this year. Year-over-year growth in search intent of +7% indicates the country's increasing appeal, likely bolstered by its diverse tourism offerings and extensive accommodation options.

Major cultural and sporting events are also boosting travel intent across the Caribbean. The World Cup Cricket in Barbados is drawing international attention, while Puerto Rico is seeing a surge in interest ahead of the highly anticipated Bad Bunny artist residency taking place from July to September. While attracting a 16.6% share of overall searches, Puerto Rico is experiencing a

remarkable +44% surge in traveller interest year-over-year. This predicts exceptionally strong demand in the upcoming season.

According to industry leaders, these trends underscore a broader opportunity for regional growth and long-term strategic planning,

“The Caribbean remains an exceptionally attractive region for global travellers, and our report uncovers significant opportunities for continued development and growth,” said Olivier Ponti, Director – Intelligence & Marketing at ForwardKeys. “While current demand is robust, there is considerable potential to expand further. This growth is vital for the region's economy, but it also underscores the need for destinations to manage it strategically. Proactive planning, informed by comprehensive travel intelligence like that found in our report, is essential for ensuring sustainable success and enhancing the visitor experience across the islands.”

Sanovnik Destang, President of the Caribbean Hotel & Tourism Association (CHTA), added: “This report reinforces what many of us in the Caribbean already recognize—interest in our region is strong and rising. But it also reminds us that to truly capitalise on this momentum, we need to think beyond individual destinations. Taking a more united, regional approach—improving air access, aligning our strategies, and creating unforgettable experiences—will help us grow tourism in a way that benefits communities and businesses across the Caribbean.”



The insights within the report are designed to help destinations and travel professionals make informed decisions, optimise marketing strategies, and capitalise on emerging opportunities. A PDF copy is available to download [here](#), offering key insights including:

- Travel intent: A detailed breakdown of the leading destinations driving interest in Caribbean travel.
- Seasonality: Identifying opportunities to leverage summer demand from key source markets to address the low season.
- Traveller profiles: Analysis of how destinations in the region segment visitors via targeted offerings, and contrasts in traveller spending.
- Connectivity: Exploring how aligning airline supply with evolving demand could unlock further growth potential.
- Lead times: Utilising market-specific search horizons to inform and optimise promotional strategy.
- Event impact: Assessing how cultural events boost travel intent to the Caribbean.

About ForwardKeys

ForwardKeys is trusted by organisations worldwide to deliver actionable insights through superior travel data and product innovation. As a global leader in travel intelligence, we deliver real-time and predictive analysis of 4,750 airports, 900 airlines and 4.5 billion annual passengers, helping destinations and businesses better understand and anticipate traveller behaviour. Our proprietary algorithms, powered by advanced AI and machine learning, process millions of data points daily, offering unmatched granularity to inform strategic decisions in marketing, operations, and growth. Destinations and businesses can gain hyper-targeted information about geographic areas, enabling more effective marketing, store placements, and strategic planning. By leveraging detailed travel behaviour data across nationalities, routes, regions, and seasonality, ForwardKeys helps businesses focus their strategies, giving them a competitive edge and maximising growth opportunities.

ForwardKeys media contact:

press@forwardkeys.com

About the Caribbean Hotel and Tourism Association (CHTA)

The Caribbean Hotel and Tourism Association (CHTA) is the Caribbean's leading association representing the interests of national hotel and tourism associations. For more than 60 years, CHTA

has been the backbone of the Caribbean hospitality industry. Working with some 1,000 hotel and allied members, and 32 National Hotel Associations, CHTA is shaping the Caribbean's future and helping members to grow their businesses. Whether helping to navigate critical issues in sales and marketing, sustainability, legislative issues, emerging technologies, climate change, data and intelligence or, looking for avenues and ideas to better market and manage businesses, CHTA is helping members on issues which matter most.

CHTA media contact:

Claire Kunzman / claire@abaglobalmarketing.com / +1 407 227 8867