

ADVITO

Travel Price Index

Predictive Analytics
Q3 2026

The impact of the FIFA World Cup 2026 on air and hotel prices

Major events like the FIFA World Cup are expected to drive sharp price increases due to influx of fans. However, the reality is more nuanced.

Two factors are shaping the 2026 outlook. First, updated visa policies and tighter entry requirements are limiting international travel flows, with even key players affected. There have been reports of participants being turned away at the border, including a high profile referee, one of 52 referees appointed by FIFA. This has discouraged some fans from making the trip.

Second, large-scale events are often overestimated by travel suppliers, with early price increases dampening demand and leading to later corrections, particularly in the hotel sector. Faced with lower occupancy, last-minute promotions are often used to recover demand as seen during the London 2012 Olympics, the Paris 2024 Games, and the 2014 World Cup in Brazil.

Early indicators support this pattern. In the U.S., 80% of hoteliers report bookings below forecasts, with price declines emerging following FIFA's cancellation of thousands of hotel rooms. Air travel is expected to show greater variability, with fare spikes around match days and key domestic routes. However, Canada's limited hotel capacity in key host cities like Toronto and Vancouver may sustain higher prices, while strong domestic interest in Mexico is likely to support demand. Pricing volatility will also depend on team performance, with strong runs from teams with large fan bases, such as Argentina or Mexico, driving demand spikes in the U.S., particularly during the final stages.

Sources: Forbes, Hotel Dive, Le Monde, and The Guardian



Q3 2026 global price index



Air: Global trends across international, domestic, and regional business and economy class travel

	International Variance (Year-over-Year)	
	Business	Economy
Africa	+8%	+3%
Asia	+1%	+1%
Europe	+9%	+9%
Latin America	+1%	+2%
Middle East	+9%	+2%
North America	+5%	+1%
Southwest Pacific	+9%	+3%

	Domestic & Regional Variance (Year-over-Year)	
	Business	Economy
Africa	—	—
Asia	+3%	+2%
Europe	+14%	+10%
Latin America	+4%	+5%
Middle East	+4%	+1%
North America	+2%	+1%
Southwest Pacific	+6%	+2%



Hotel: Variance in average daily rates Q3 2026 vs. Q3 2025

	Variance (Year-over-Year)
Africa	+3.8%
Asia	-2.5%
Europe	+5.7%
Latin America	+12.6%
Middle East	-6.1%
North America	+5.9%
Southwest Pacific	+3.8%

Air

Q3 2026 is a challenging period for the aviation industry, shaped by high fuel costs, geopolitical uncertainty, and tighter capacity across some regions. In the Middle East ongoing rerouting and softer demand are reshaping network strategies, with airlines shifting capacity away from higher-risk transit hubs and toward more stable markets like North America and Southeast Asia. This realignment is tightening supply on select long-haul routes and sustaining upward pressure on fares.

Across Europe and other regions, airlines are also tightening capacity as part of a broader shift toward profitability rather than expansion. This has included structural adjustments to short-haul networks, as carriers focus on higher-yield routes. At the same time, rising passenger demand is putting pressure on infrastructure, with major hubs like Delhi and Singapore facing congestion despite ongoing expansions. This rising pressure is leading to delays and increased airport-related costs for travelers.

Low-cost carriers are also evolving. Instead of competing purely on price, many carriers are leaning more on ancillary revenues and premium seating options, narrowing the gap with full-service airlines. With global economic growth slowing, airlines are becoming more focused on maximizing revenue per seat rather than filling every flight.



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Europe

European airlines are facing sustained and ongoing cost pressure. While many carriers have mitigated fuel price increases, these buffers are now rolling off, forcing airlines to pass higher costs to consumers.

Some legacy carriers have started to remove uneconomic short-haul flights from summer schedules, while some LCCs have raised minimum fares. Government-imposed costs, including SAF requirements, are adding pressure alongside high fuel prices and supply constraints. As a result, inventory remains tight and fares stay elevated, with airlines focusing on yield management to protect margins.

Europe → Europe

Business: **+14%** Economy: **+10%**

Europe → Africa

Business: **+6%** Economy: **+7%**

Europe → Asia

Business: **+12%** Economy: **+13%**

Europe → Latin America

Business: **+13%** Economy: **+14%**

Europe → Middle East

Business: **+3%** Economy: **+1%**

Europe → North America

Business: **+5%** Economy: **+5%**

Europe → Southwest Pacific

Business: **+15%** Economy: **+14%**

Spotlight: France

France is redirecting intercontinental capacity from geopolitically volatile regions to more profitable transatlantic markets. In response to airspace restrictions and instability, carriers are redeploying widebody fleets to North and South America, increasing long-haul capacity from Paris, particularly to key U.S. and Latin American business hubs. Despite this, fares continue to rise due to higher operating costs.

Spotlight: Germany

Germany is significantly impacted by the Lufthansa Group's aggressive network restructuring, which includes the removal of 20,000 short-haul flights. This is impacting major hubs such as Frankfurt and Munich and contributing to higher fares.



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North America

Q3 2026 reflects a shift toward cost control and operational discipline for airlines. Limited fuel hedging is leaving carriers exposed to rising fuel prices, with costs increasingly passed on to passengers, sustaining higher fares particularly on routes to Europe and Asia. Capacity constraints persist due to supply chain delays, prompting airlines to tighten schedules. Low-cost carriers are also protecting margins through unbundled pricing and ancillary revenue.

US domestic fares expected to remain flat, with increases through Q3, although localized spikes are likely around FIFA World Cup host cities this summer.

North America → North America

Business: **+2%** Economy: **+1%**

North America → Asia

Business: **+9%** Economy: **+4%**

North America → Europe

Business: **+10%** Economy: **+5%**

North America → Latin America

Business: **-3%** Economy: **-1%**

North America → Middle East

Business: **+7%** Economy: **+4%**

North America → Southwest Pacific

Business: **+0%** Economy: **-5%**

Spotlight:

North America → Brazil

Brazil continues to position itself as the main gateway into South America, with airlines adding new international flights during the peak season to strengthen connections with São Paulo and Rio.

Demand remains very strong, with international arrivals growing steadily year-on-year. This is creating a highly competitive environment, where airlines are expanding widebody capacity to capture both corporate and high-end leisure demand, keeping airfares slightly lower than the previous period.



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Asia

Asia is experiencing strong traffic growth, creating a “congestion paradox.” Record passenger volumes paired with infrastructure constraints are pushing up costs that airlines are passing on to travelers. Carriers are focused on margin protection through cabin optimization and product changes, as profitability remains under pressure despite high demand.

East and Southeast Asia are emerging as key beneficiaries of geopolitical disruptions. As travelers avoid Middle Eastern hubs, Europe–Asia traffic is being redirected through alternative Asian gateways, driving fares up despite growing capacity.

Asia → Asia

Business: **+3%**

Economy: **+2%**

Asia → Europe

Business: **+3%**

Economy: **+5%**

Asia → North America

Business: **0%**

Economy: **-2%**

Asia → Southwest Pacific

Business: **+4%**

Economy: **+5%**

Spotlight: India → Europe

The India–Europe market in mid-2026 is facing a capacity squeeze due to schedule cuts and Middle East airspace disruptions. Frequencies on key routes including Paris, Milan, and Rome have been reduced, tightening availability. Rerouting is also adding 1–2+ hours to flights, increasing fuel burn and costs and pushing fares higher.

While IndiGo is deploying long-range A321XLR aircraft on new nonstop routes, this incremental narrowbody capacity is not enough to offset widebody reductions. The market remains structurally tight with elevated fares.



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Southwest Pacific

The Southwest Pacific region is experiencing a more stabilized, maturity-focused growth phase. While connectivity remains robust, the region is highly sensitive to the global cost-push of fuel. Airfares are increasingly defined by the scarcity of aircraft and the high cost of maintaining long-haul routes across vast distances, with carriers prioritizing operational reliability over seat expansion.

Southwest Pacific → Southwest Pacific
Business: **+6%** Economy: **+2%**

Southwest Pacific → Asia
Business: **+8%** Economy: **+5%**

Southwest Pacific → Europe
Business: **+14%** Economy: **+8%**

Southwest Pacific → North America
Business: **+3%** Economy: **-3%**

Spotlight: Australia → Europe

Australia–Europe capacity remains constrained, as much of the market relies on connections via Middle Eastern hubs. With Gulf carriers yet to fully restore networks and airlines like Virgin Australia only gradually reintroducing Doha services, connecting flows remain constrained, limiting the market's full recovery.

This highlights a structural split: while European carriers and Qantas rely more on direct “Kangaroo Route” services, sixth freedom operators depend heavily on transit traffic through their hubs and are consequently more exposed to these disruptions, contributing to rising air fares on majority of sectors.



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Market overview

Latin American airlines are balancing strong demand with rising costs, expanding U.S. routes to capture share. Despite added flights, fares remain firm to offset costs.

Middle East carriers face weaker demand as travelers avoid the region, with losses expected in 2026. Rerouting and reduced transit flows constrain capacity and push fares higher.

Africa remains a high-cost, capacity-constrained market, where fares reflect financial and operational pressures. Limited connectivity, rising costs, and routing disruptions sustain elevated fares despite demand.

Latin America

Latin America →
Latin America

Business: **+4%**
Economy: **+5%**

Latin America →
Europe

Business: **+4%**
Economy: **+6%**

Latin America →
North America

Business: **-1%**
Economy: **-1%**

Middle East

Middle East →
Middle East

Business: **+4%**
Economy: **+1%**

Middle East →
Europe

Business: **+11%**
Economy: **0%**

Middle East →
North America

Business: **+6%**
Economy: **+4%**

Africa

Africa → Europe

Business: **+8%**
Economy: **+3%**

Africa → Middle East

Business: **+7%**
Economy: **+3%**

Heading into Q3...

Here's what you should be considering in your air program.

Monitor Impact and adjust proactively

A concurrent spike in base fares, non-negotiable fuel surcharges, shifts in airline supply and routing, and sustained business travel demand is creating a perfect storm for your air program. Waiting for markets to settle is not an option.

The answers to these questions will enable rapid decision-making to control financial impact—either through a full RFP or targeted renegotiations with key carriers:

- How far will our program Net Effective Discounts decline?
- Do our contracted objectives remain realistic?
- Is our negotiating power eroding?
- What are the consequences for our CO₂ footprint?

Leverage advance booking to mitigate costs

With airlines maintaining higher fare baselines and prioritizing yield over volume, early bookings allows to access more competitive pricing and secure availability on busy markets.

Now is the perfect time to strengthen booking discipline through:

- Clearer guidelines
- Tighter approval processes
- Traveler education

This proactive approach will be key to avoiding peak pricing and ensuring stronger budget control in an increasingly constrained and highly volatile market.

Hotel

Global hotel pricing in Q3 2026 reflects a more complex and uneven landscape, with inflationary pressure continuing but increasingly concentrated in specific regions and markets. Latin America and parts of Europe remain the primary drivers of rate growth, while North America continues to show steady, controlled increases. In contrast, Asia has shifted into a more corrective phase, and the Middle East is experiencing broad-based rate declines, highlighting a divergence in regional performance.

A defining theme for Q3 is the growing gap between markets: cost increases are no longer broad-based but driven by localized demand, supply constraints, and periods of compression in high-volume destinations. At the same time, improved availability in previously constrained markets is creating pockets of relief, particularly across Asia and select parts of Africa and the Middle East.

For travel programs, this results in a more segmented and opportunity-driven environment. Managing hotel costs in Q3 will depend less on regional assumptions and more on targeted, market-level strategies; balancing rising costs in high-pressure markets with emerging opportunities where pricing is stabilizing or declining.



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Market overview

Latin America is the most inflationary region in Q3 2026, with sustained rate increases across major markets. Mexico continues to drive pricing pressure through strong resort and business demand, while Brazil (particularly São Paulo and Rio de Janeiro) leads with the steepest increases. Overall, the region is shifting to a more cost-driven environment, requiring tighter rate controls and more disciplined program management to maintain budget predictability.

North America remains a disciplined, inflationary market in Q3, with rate growth driven more by where and when demand peaks rather than broad-based acceleration. Canada is leading regional pressure on the back of strong domestic and inbound demand, while in the U.S., conventions, group activity, and urban compression are sustaining pricing in key markets. This creates a more segmented environment requiring more targeted sourcing and tighter market-level strategy.

Latin America

Argentina
+1.8%

Brazil
+18.2%

Chile
+7.1%

Colombia
+13.0%

Costa Rica
+2.3%

Mexico
+12.2%

Peru
+3.9%

North America

Canada
+7.6%

United States
+5.8%



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Europe

Europe remains inflationary with rates rising but diverging across most markets. Northern and Western Europe anchor regional pressure, with Norway, Luxembourg, France, and Belgium seeing the strongest increases due to sustained demand and constrained availability. Larger markets, including the UK, Germany, and Italy, show more moderate growth, supporting stability.

Southern and Eastern Europe are mixed, with Portugal and Austria relatively stable, while Croatia and Turkey see declines, creating pockets of relief. Europe is no longer a uniform cost environment, requiring more granular sourcing strategies rather than broad regional assumptions.

Austria
+1.3%

Greece
+3.2%

Norway
+13.2%

Turkey
-1.4%

Belgium
+7.9%

Hungary
+8.6%

Poland
+7.0%

United Kingdom
+4.3%

Croatia
-1.9%

Iceland
+5.9%

Portugal
+1.7%

Czech Republic
+4.6%

Ireland
+5.0%

Russia
+8.1%

Denmark
+3.4%

Italy
+4.4%

Spain
+5.9%

France
+9.9%

Luxembourg
+11.5%

Sweden
+8.0%

Germany
+5.2%

Netherlands
+6.2%

Switzerland
+6.2%



Asia

Asia is shifting into a corrective pricing environment in Q3, with regional rate softness emerging. While select markets still see modest increases, several major destinations, particularly in North Asia, are seeing downward pressure, creating a more fragmented landscape.

This reflects improved availability and a rebalancing of supply and demand, easing pressure in higher-cost markets. Asia becomes more opportunity-driven for travel programs, with outcomes varying by market and timing, requiring targeted sourcing to capture savings.

China
+1.8%

Pakistan
+3.9%

Hong Kong
+3.8%

Singapore
+2.2%

India
-2.4%

South Korea
-2.3%

Indonesia
-5.6%

Taiwan
-6.5%

Japan
-12.0%

Thailand
-0.4%

Malaysia
+5.9%

Vietnam
+4.0%

Myanmar
+6.5%

Spotlight: Japan

Japan represents the most significant pricing correction in Asia. Key markets like Tokyo and Osaka remain strong, but improved supply and pricing normalization are driving downward adjustment. This creates a clear opportunity in a high-cost market to enable competitive sourcing and greater flexibility during peak periods.

Spotlight: India

India is seeing rate correction after prior periods of firmer pricing. While key markets as Delhi and Mumbai remain active, improved supply and balanced occupancy are easing pricing pressure. India remains a high-impact market with more manageable cost profile—offering sourcing flexibility and reduced compression.



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Africa

Africa remains selectively inflationary, with modest regional growth masking a concentrated cost environment. Rate increases are driven by a small number of high-growth markets, while much of the region remains stable, creating a polarized landscape where averages understate budget impact. For travel programs, cost exposure is becoming concentrated, requiring targeted market management as a few destinations drive a higher share of rate pressure.

Algeria
+10.7%

South Africa
+13.5%

Egypt
-2.7%

Ethiopia
+10.0%

Ghana
-2.0%

Kenya
-0.2%

Morocco
+0.2%

Nigeria
+17.5%

Spotlight: South Africa

South Africa is maintaining pricing strength across major markets including Johannesburg and Cape Town, reflecting continued demand and more consistent increases than other African markets. This creates a predictable, steadily rising cost environment—less volatile but with persistent upward pressure requiring ongoing management.

Spotlight: Egypt

Rates are easing despite Egypt's role as a key regional destination. While Cairo and major resort markets stay active, increased supply and seasonal demand are driving stronger competition and price sensitivity. This creates a favorable cost dynamic, offering opportunities to secure better rates in a high-demand market.



Market overview

The Middle East is shifting into a softer pricing environment in Q3, with rates declining across most major markets. Key destinations such as the UAE, Saudi Arabia, and Qatar are experiencing downward pressure due to reduced demand and ongoing disruption, although isolated markets like Israel are seeing sharp increases. For travel programs, the region is becoming more opportunity-driven, with reduced rate pressure creating potential cost advantages despite continued operational complexity.

Southwest Pacific remains modestly inflationary in Q3 with pricing largely driven by Australia. Strong demand and constrained supply in key cities such as Sydney and Brisbane continue to support upward pressure. In contrast, New Zealand is largely flat, reflecting more balanced supply and demand. For travel programs, cost exposure is concentrated in Australia, with limited inflation risk elsewhere.

Middle East

Israel
+20.0%

Jordan
-1.3%

Kuwait
-7.0%

Oman
-5.7%

Qatar
-12.6%

Saudi Arabia
-10.7%

United Arab Emirates
-12.3%

Southwest Pacific

Australia
+11.0%

New Zealand
-0.2%

Heading into Q3...

How can you keep your hotel program performing at its best?

Negotiating real value versus perceived value

As sourcing cycles ramp up for 2027, one of the most persistent challenges is separating perceived value from actual program impact. In many markets, particularly across Europe and Latin America, rate increases are being accompanied by added amenities or headline discounts that may not translate into measurable savings or improved traveler experience.

In reality, the most meaningful drivers of value are operational: competitive rate positioning, consistent access to negotiated rates, availability during peak periods, and the ability for travelers to book within policy. These factors directly influence compliance, realized savings, and overall spend stability; far more than incremental amenities or perceived value adds.

Heading into RFP season, successful programs will focus on value that performs by prioritizing rate integrity, availability via inventory, and booking behavior over optics, ensuring that negotiated outcomes are aligned to how travelers actually book.

Planning for volatility: building flexibility into programs

Q3 trends reinforce that hotel pricing can shift within a single program year, even in stable regions. Asia has entered a corrective phase, the Middle East has softened, and Europe continues to show widening divergence between markets, highlighting the limits of fixed assumptions at the point of contracting.

For travel programs, static rates remain the foundation of sourcing. The challenge is not replacing them, but strengthening how they are structured. For 2027 RFPs, this means building flexibility into static programs: prioritizing market selection, setting realistic rate ceilings, and maintaining a disciplined hotel mix over broad coverage.

In practice, this also requires pressure-testing rate assumptions at the point of sourcing: identifying where rates may be too aggressive to hold year-round, where dynamic pricing may better reflect market conditions, and where over-coverage can dilute performance. Programs that take a more selective, structured approach at sourcing will be better positioned to maintain rate integrity and avoid performance gaps across the program year.

Rail

As we head into Q3 rail pricing remains relatively stable, but underlying dynamics are shifting. When analyzing rail pricing, it's important to distinguish between average fare paid and publicly communicated fare increases. Recent data is showing increases in corporate ticket prices on key routes. A key example of this has been seen on main lines in France and Germany where the average price paid by corporate travelers has increased significantly in recent months, while the official fare schedules have remained stable.

This reflects the continued impact of yield management, with operators limiting access to the most competitive fares. As a result, travel programs should prioritize earlier booking to secure lower fares, particularly throughout Europe, while leveraging heightened competition on key routes such as Paris–Lyon and Paris–Marseille to support negotiations. For travel throughout China, travel buyers should evaluate opportunities to shift from air to rail where possible, as trains remain a more cost-effective and sustainable option despite recent fare increases.



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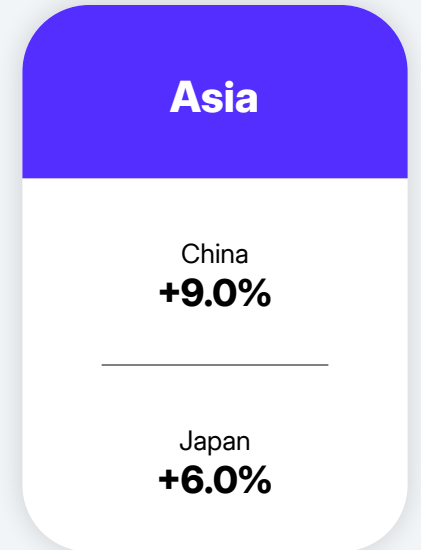
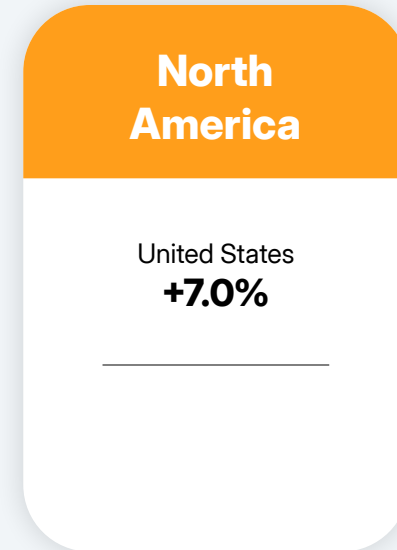
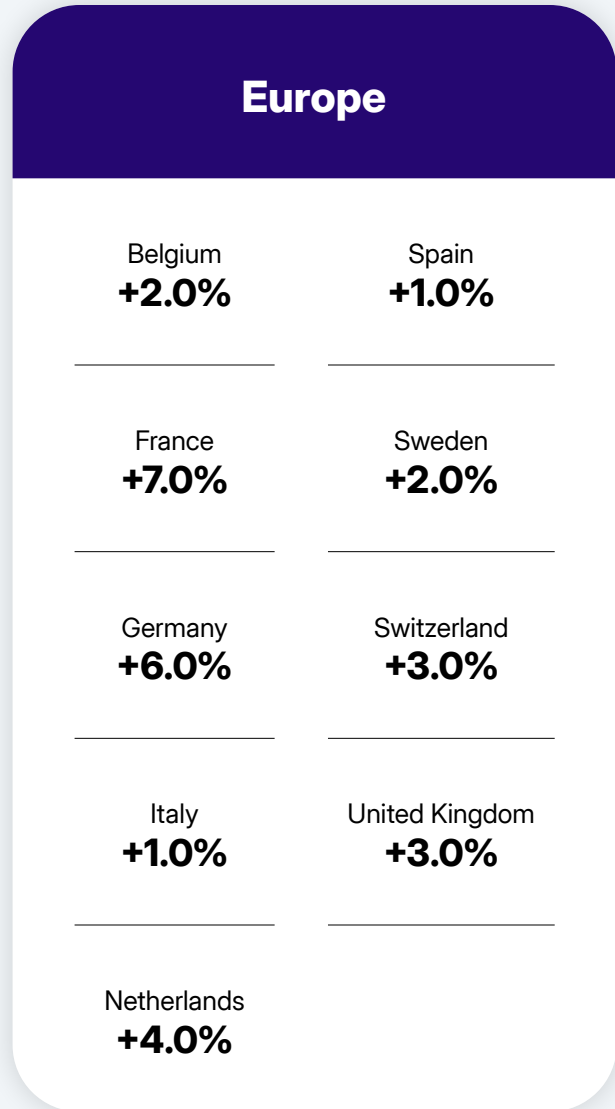
Rail insights

Rail pricing continues to vary by region and route. In Europe, fares are generally rising, although competition is stabilizing select routes, particularly in Spain and Italy. In Germany, prices are increasing on major routes despite stable public fare announcements.

In the U.S., strong demand and limited flexibility are driving further price increases.

In Asia, pricing is rising more sharply, particularly in China with key routes like Beijing–Shanghai seeing 20% increases.

Japan is also experiencing upward pressure from higher electricity costs, with flagship routes such as Tokyo–Osaka showing more moderate movement.



Spotlight: China

The Chinese railway sector is heavily indebted, and the energy crisis has significantly increased the pressure on public costs, leading the government to implement significant increases. However, Chinese Rail remains highly competitive, and the price / km remains around 3X lower than in Europe.

Car

The global rental car market in Q3 2026 reflects a stabilized environment, with supply and demand largely in balance. Pricing movements remain moderate, with low single-digit increases across most mature markets, though regional dynamics continue to diverge. Europe is the primary source of volatility, where EV regulation, delivery preferences, and peak leisure demand for specific car types are driving localized rate spikes despite broadly stable annual trends.

Suppliers are prioritizing fleet discipline and profitability over growth, constraining fleet expansion, optimizing residual values, and maximized utilization. Digital capabilities and direct customer engagement are increasingly critical differentiators. Looking ahead to Q3, regional price differences will most likely intensify, with European leisure peaks driving short-term pricing pressure, while North America should remain relatively stable. However, macro headwinds, including fuel costs, inflation, and airline capacity, may soften demand in select markets.

For corporate travel buyers, category dynamics remain a key force for pricing differentiation, most notably with SUVs continuing to experience upward pricing pressure, while EVs and compact vehicles may offer more competitive pricing and additional value propositions. For travel programs, Q3 success will depend on active category steering, early booking in constrained markets, and strategic flexibility to balance cost and traveler experience.



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Q3 2026
Car Price Index

Car insights

Car rental pricing in North America remains broadly flat as fleet availability recovers post-Covid, though SUV rates stay elevated due to strong demand. In Europe, pricing pressure remains more pronounced, with increases driven by labor shortages and constrained fleets in the UK and by strong seasonal demand in France, Spain and Italy.

At the same time, rising fuel costs are accelerating interest in electric vehicles (EVs). While EVs are becoming more competitive, growing demand is also pushing rental rates higher in some European markets.

Europe		
Belgium +4.0%	Netherlands +1.0%	Switzerland +4.0%
France +4.0%	Norway +1.0%	United Kingdom +7.0%
Germany +3.0%	Spain +5.0%	
Italy +4.0%	Sweden +1.0%	

North America
Canada +3.0%
United States +1.0%



What this means for travel teams:

Consider shifting to EVs where overall spend is reduced by avoiding fuel costs and to smaller vehicles which significantly cuts both costs and emissions.

Methodology

About the Travel Price Index Report

Advito's Travel Price Index Report is a predictive analysis of airfare, car, rail and hotel rate pricing trends. With the understanding that market volatility caused by a variety of external factors makes accurate annual forecasting very challenging, Advito's consulting team calculates the index on a quarterly basis. At the beginning of each quarter, predictive analytics tools produce realistic price calculations based on future shopping data enabled for the upcoming quarter that looks at variance to the same time versus the previous year. The report is published on a quarterly basis and seeks to address and analyze the key factors impacting hotel and air pricing in the short- to medium- term.

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Air

- 2026 vs. 2025 comparison of average fare available in GDS in Q3.
- Shopping dates: May 2026 for departures in Q3 2026.



Hotel

- 2026 vs. 2025 comparison of average Flexible Best Available Rate (BAR) in the GDS and OTA for July, August, & September 2026.
- Shopping: BAR is shopped 3-10 days prior to each month and includes 16 shopped dates, Monday-Thursday, for one-night stays.



Rail and Car

Predictions are based on analysis of aggregated transaction data for Advito's corporate clients worldwide. We analyze and forecast on dynamic baskets using actual rail and car rental bookings for Q2 2026 to reflect potential shifts in travel patterns and booking behavior.

An aerial night view of a busy city street, likely in New York City, showing a dense grid of tall buildings, illuminated streets, and a large crowd of people gathered in a public square or plaza. The scene is lit with city lights, creating a vibrant and dynamic atmosphere.

ADVITO

Powered by data. Driven by **people.**

Advito is the consulting division of BCD Travel specializing in transforming corporate travel programs. Its intelligence-driven framework manages supplier spend and traveler behavior dynamically, ensuring travel programs run smoothly and efficiently, while meeting the needs of all stakeholders. With smart analytics, unique supplier strategies, and integrated traveler engagement, Advito elevates travel programs to new heights of sustainability, savings, and satisfaction.