



MABRIAN
A DATA APPEAL COMPANY



DATA
APPEAL
ALMAWAVE GROUP



Belize an experience led destination

Tourism Activities Supply & Demand

Belize Digital AI Summit 2026
April 30, 2025



The Most Comprehensive **Data Intelligence** Solution for Tourism Destinations

- AI + Big Data + Travel & Tourism Expertise
- Up to 130 global data sources
- Specialised tourism advisory
- 11 years of experience
- Operating in over 60 countries
- Monitoring over 5000 destinations



Satisfied clients

FROM OVER 60 COUNTRIES

Europe

Netherlands
Luxembourg
Spain
Portugal
France
Italy
Greece
United Kingdom
Germany
Poland
Hungary
Czech Republic
Austria
Croatia
Ukraine
Montenegro
Georgia
Armenia
Russia
Belarus
Ireland
Finland
Lithuania
Switzerland

North America

United States
Canada
Mexico

Central America & Caribbean

Guatemala
El Salvador
Costa Rica
Cuba
Barbados
Bahamas
Aruba

South America

Colombia
Brazil
Ecuador
Bolivia
Uruguay
Argentina
Chile
Peru

Africa

Morocco
Algeria
Egypt
Uganda
Kenya
Nigeria
South Africa

Middle East

Turkey
Saudi Arabia
Qatar
United Arab Emirates
Oman

Asia

India
Kazakhstan
Tajikistan
Japan
Indonesia
Sri Lanka
Maldives
Malaysia

Oceania

Australia
Fiji
New Caledonia
Vanuatu
Samoa
Cook Islands
French Polynesia



FLIGHT CAPACITY
FLIGHT PRICES
FLIGHT SEARCHES & BOOKINGS
TOTAL TRAFFIC

Access & Air Connectivity

Demand & Markets

GLOBAL DEMAND
TRENDS
VISITORS' PROFILE
PRESENCE & MOBILITY

Our 5 knowledge pillars & data solutions

Up to **130 sources** to offer the largest
standardised database in the travel industry

Traveller Experience & Sentiment

TRAVELLER INTERESTS & SENTIMENT
DESTINATION'S PERCEPTION: SAFETY,
CLIMATE, ETC.
HOTEL & HOLIDAY RENTALS
SATISFACTION

Impact: Spend & Sustainability

VISITOR SPEND
SUSTAINABILITY
RESIDENTS' SENTIMENT

Supply & Competitiveness

DESTINATION PULSE: POIs MAPPING AND MONITORING
TOURIST ACTIVITIES & EXPERIENCES SUPPLY
HOTEL & HOLIDAY RENTAL SUPPLY
EVENTS: CALENDAR & IMPACT FORECAST
COMPETITIVE BENCHMARKING



AVAILABLE OFFERINGS
ACTIVITIES, EXCURSIONS,
TOURS AND SIMILAR

DEMAND DEHAVIOR
INTERESTS & ENGAGEMENT

Dates: **August 2025 to March 2026**

Destination: **Belize**

Sources: Civitatis, Get YourGuide, and TripAdvisor

WHAT ARE WE
ANALYZING?

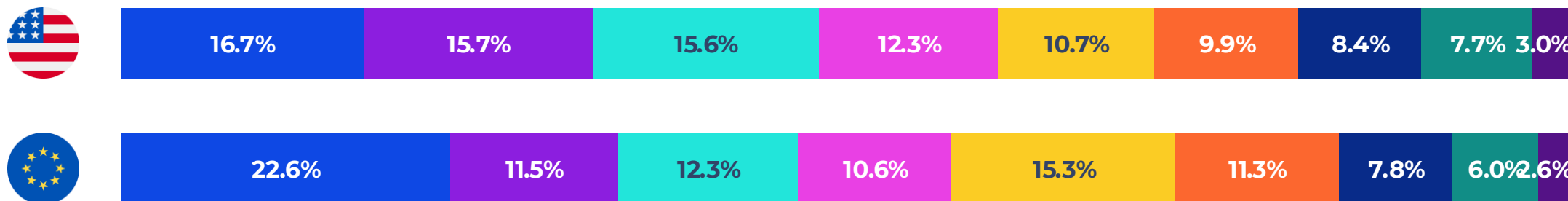


Active Lifestyle, A Trend Shaping Foreign Demand

Demand Drivers to Travel to Latin America and The Caribbean. United States vs Europe

Year 2025

■ Arts & Culture ■ Food & Cuisine ■ Sunbathing ■ Family Activities ■ Nature ■ Active Lifestyle ■ Shopping ■ Nightlife ■ Wellness



Top growing demand drivers since 2021 (in % points)



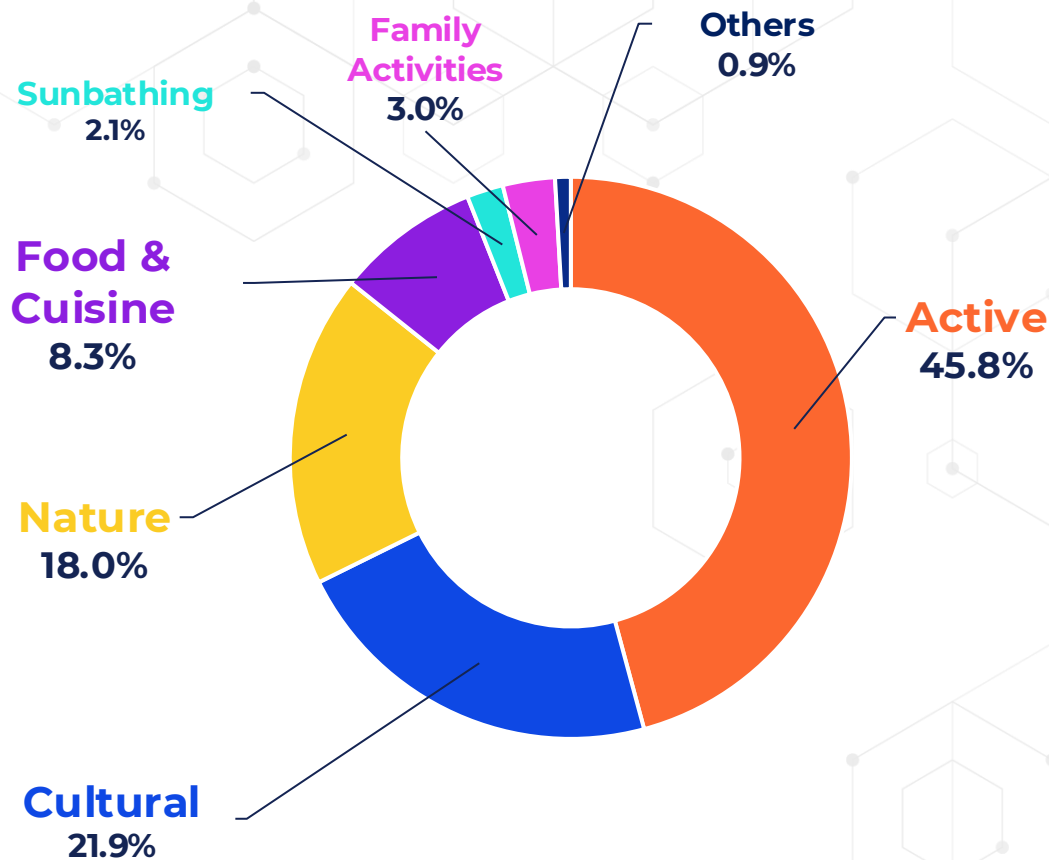
Sunbathing
Nightlife
Active Lifestyle



Nature
Sunbathing
Active Lifestyle

Enhancing Cultural, Nature, and Gastro Offerings to Tailor Experiences from Key Inbound Markets

Activities and Experiences Offerings in Belize
August to March 2025



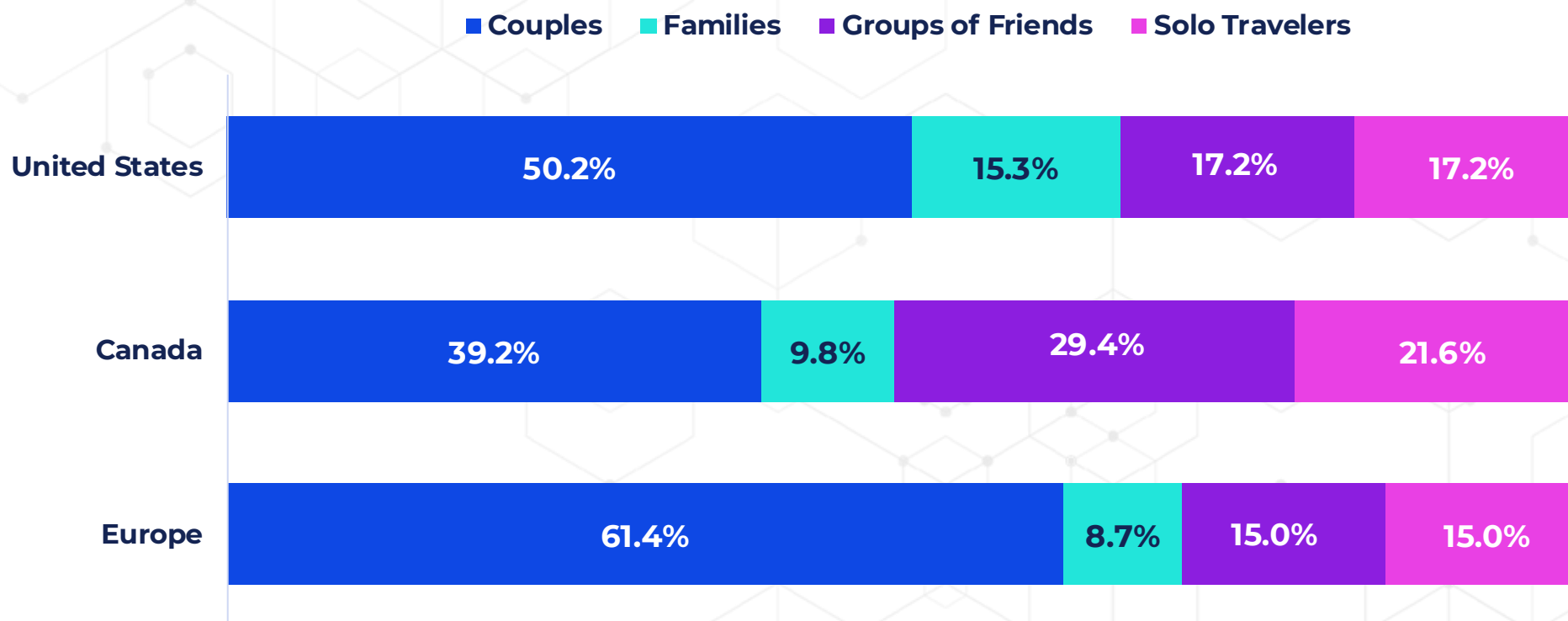
Top 10. Activities and Experiences Offerings in Belize. Main Subproducts
August to March 2025

August to March 2025

- 1  **Adventure**
- 2  **Local Heritage**
- 3  **Sea Activities**
- 4  **Great Outdoors & Landscapes**
- 5  **Restaurants**
- 6  **Outdoors Activities**
- 7  **Activities in Nature**
- 8  **Ancient Sites**
- 9  **Aquariums & Zoos**
- 10  **Sports**

How **Experiences Demand** Looks Like: Mainly **Couples**, plus **Canadian Groups** and **Solo Travelers**

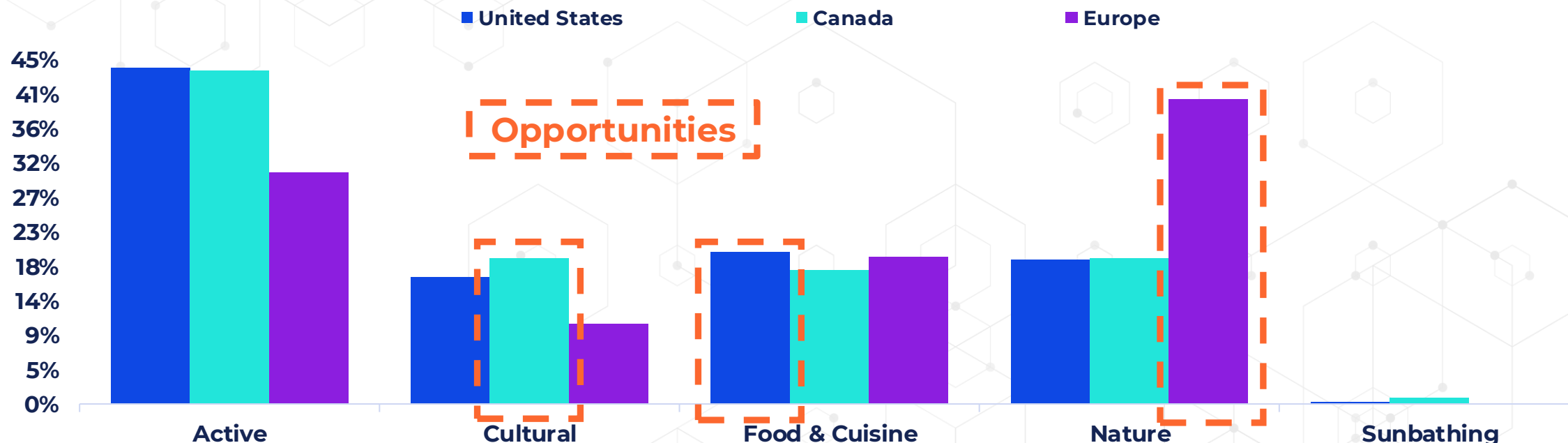
Experiences Demand: Travel Party. US, Canada and European Demand. August 2025 to March 2026



Leveraging Travelers' Demand Drivers to Develop Experiences Market in Belize

Experiences Demand: Interests & Engagement. US, Canada and European Demand.
Average Satisfaction Index, By Experience Category

August 2025 to March 2026



- **Build structured, package, and segmented experiences integrating culture, nature, and gastronomy**
- **Develop experiences and tourism products for key segments such as families and low-intensity travelers**
- **Align market-specific traveler motivations with experience offerings to boost engagement**



CHALLENGES



OPPOR TUNI TIES

- Enhance “**soft**” **nature experiences** (e.g., birdwatching) to capture European demand less focused on adventure.

- Develop a **structured gastronomy offering** that highlights cultural diversity, aimed at U.S. market.

- Expand **cultural and family-friendly experiences** to increase repeat visitation and segment diversification



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One **Data & AI** solution to understand and improve your destination

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datappeal.io

Smart Insights



Digital footprint
summary



Most discussed
topics



General
recommendations



Issue
management



Process and service
improvements



Communication
and marketing

Which attractions are generating
the most positive word of mouth?



Ask

How can I help you today?

Help Desk Examples

"What is the Sentiments Index and how to read it?"

"How does the 'Spoken Languages' widget work?"

"How do I compare my data with competitor destinations?"

Destination Management Examples

"What are the key factors that influence the marketing and image of a tourist destination?"

"How can a meaningful and authentic experience be offered to visitors in cultural tourism?"

"What are the latest and most intriguing trends in the tourism sector?"