

June 29, 2026

To,  
**National Stock Exchange of India Limited**  
(NSE: RATEGAIN)

**BSE Limited**  
(BSE: 543417)

**Sub: Press Release on “World Cup, Wanderlust and a Wait-and-See World: What's Shaping Global Summer Travel in 2026”**

Dear Sir / Ma'am,

In accordance with Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed the press release on “World Cup, Wanderlust and a Wait-and-See World: What's Shaping Global Summer Travel in 2026”

Please take the above information on record.

Thanking you.

Yours faithfully,  
**For RateGain Travel Technologies Limited**

**Mukesh Kumar**  
**General Counsel,**  
**Company Secretary & Compliance Officer**  
**Membership No.: A17925**

## World Cup, Wanderlust and a Wait-and-See World: What's Shaping Global Summer Travel in 2026

- *US outbound: American flight bookings to Canada are up 44% year-on-year, while bookings to Mexico are down 12%*
- *World Cup: Japan and South Korea rank fourth and seventh among the top international origin markets for World Cup host cities, with the United Kingdom leading the way*
- *Europe: Intra-European flight bookings are up 37% year-on-year, as travelers pivot toward familiar, closer-to-home destinations*

**India, 29th June, 2026: RateGain Travel Technologies Limited (BSE: 543417, NSE: RATEGAIN)**, a global leader in AI-powered SaaS solutions for the travel and hospitality industry, today announced the latest summer travel insights from its subsidiary, Sojern, the AI-powered travel platform built on the world's largest source of travel intent data.

With the FIFA World Cup 2026 now underway and roughly a third of summer bookings still yet to be made, the picture that emerges from Sojern's data is one of resilience rather than retreat. Travelers are not stepping back — but they are making different choices, shaped by pricing sensitivity, rising airfares across domestic and international routes, the ripple effects of conflict in the Middle East, and a broader mood of geopolitical caution that is quietly but meaningfully redirecting demand around the world.

"This summer is unlike any we've seen before," said **Mark Rabe, CEO at Sojern**. "The World Cup has driven meaningful demand into host cities in the U.S. and Canada, but its real effect has been to redistribute demand rather than simply amplify it. Hospitality marketers who understand where intent is building—and where it's softening—will be best placed to capture remaining summer bookings."

### America's Summer: Strong Demand, Shifting Destinations

US outbound flight bookings are up 13% year-on-year, yet hotel searches are down 16%. Travellers appear to be locking in flights while holding off on accommodation decisions — a signal of pricing sensitivity and geopolitical caution. The window for travel marketers to act remains wide open.

The contrast with last summer is striking. Twelve months ago, American travellers were pulling back — domestic flight bookings were up just 2%, while international bookings were down across the board, with Mexico down 9%, Europe down 4% and the Caribbean down 2%. This summer, the picture has shifted significantly, with growth across virtually every major destination market. The mood has changed — not to complacency, but to a more resilient kind of confidence, with travellers making deliberate choices about where to go rather than whether to go at all.

The data reveal a clear reorientation in where Americans are choosing to go. Flight bookings from the US to Canada are up 44% year-on-year — partly reflecting Canada's status as a fellow World Cup host — while domestic travel is up 15%, Asia is up 19%, and the Caribbean is up 12%. Europe is up 8%, and Mexico is down 12%. The top international destinations for US travellers this summer are Mexico (8.7%), Canada (7.5%), the United Kingdom (7%) and Italy (6%). Mexico's continued presence near the top reflects its enduring popularity as a destination for American travellers — but the direction of growth is clear. Americans are prioritising familiar destinations this summer, with Canada the standout gainer.

The pricing environment is adding another layer of complexity. Since the conflict in the Middle East escalated, airfares have risen across all route types — domestic US fares are up 25% year-on-year, while intra-regional

fares in the Americas have seen some of the sharpest swings in the data, with Central America to Central America up 44%. That travellers are booking at all — and that outbound flight demand remains well ahead of last year despite this — points to the enduring prioritisation of travel even under financial pressure.

## The World Cup in Context

The FIFA World Cup 2026 is generating uplift across most host destinations as seen in the RateGain FIFA World Cup Index, with Houston up 10.4%, Dallas up 8.7% and New York up 8.8% in flight demand year-on-year. Toronto is up 3.2% and Vancouver is up 2.7%, with Vancouver's average daily rate up 17.1%. Seattle (-20.6%) and Mexican host cities Mexico City (-24.9%), Guadalajara (-25.0%) and Monterrey (-16.8%) are the exceptions, a reminder that host city status alone does not guarantee uplift. The international audience driving demand tells its own story: the United Kingdom leads with 19.4% of flight bookings into host cities, followed by Brazil (5.0%), Germany (4.9%), Japan (4.6%) and Colombia (4.4%), with France (4.0%) and South Korea (3.8%) also in the top seven. The presence of two East Asian markets among the leading source countries underscores the tournament's truly global reach. Argentina, the defending champions, now account for 2.1% of confirmed bookings and 8.2% of searches — a gap that has narrowed since May, when bookings stood at just 1.5% against searches of 7.8%, but still points to substantial latent demand as the tournament progresses.

## Latin America: A Region Powering Its Own Growth

Latin America is one of the strongest growth stories globally this summer — and it is largely self-powered. Flight bookings to Latin America are up 38% from domestic origins and 16% from other Latin American markets, with European demand up 15%. US demand for the region is up 1% — but the growth is not reliant on North American travellers. From within the region, Santiago and Buenos Aires are the top intra-regional destinations. European travellers are gravitating toward Lima, São Paulo and Mexico City.

## Europe: Resilient, Inward-Looking, and Still in Demand

Europe is proving broadly resilient. Across the continent, domestic flight bookings are up 35%, intra-European bookings up 37% and international inbound up 11%. The strongest growth is coming from within Europe itself, reflecting both the depth of the European travel market and some softening in long-haul demand, partly driven by uncertainty in the Middle East. France is up 15% in flight bookings, driven heavily by intra-European growth of 34%, and hotel searches are up 11%, suggesting sustained interest among international visitors. Spain is up 28% in flight bookings and 33% on hotel searches. Italy is up 24% in flight bookings and 30% on hotel searches, the UK is up 11% in flight bookings, though hotel searches are down 6%, and Portugal is up 24% in flight bookings and 24% on hotel searches.

London is the standout destination for international travellers to Europe this summer, topping the charts for Europeans, North Americans, Middle East and Africa travellers alike. For North Americans, London accounts for 13.7% of European destination bookings, followed by Paris (8.7%), Rome (6.5%), Madrid (4.7%) and Dublin (4.6%). Latin American travellers are the exception — they continue to favour Madrid heavily, which accounts for 28.5% of their European destination bookings, with Paris a distant second at 8.2%.

## The Middle East: Hotel Search Demand Remains Suppressed

Hotel search activity to the Middle East remains well below 2025 levels across most corridors. Western Europe to the Middle East is down 49 percentage points year-to-date, while South Asia to the Middle East is down 61 points — among the sharpest declines in the data. The two exceptions tell their own story: intra-regional Middle East travel is tracking 9 points above last year, suggesting short-haul confidence within the region has held up, while the Middle East to United States corridor has surged dramatically, driven by World Cup demand. On a cautiously optimistic note, average daily hotel search activity is running above pre-conflict

levels, suggesting travellers have not abandoned the region entirely, but are watching developments closely before committing to longer-haul plans.

## **Demand Is Strong — But the Window Is Now**

With roughly a third of summer bookings still yet to be made across most markets, the opportunity for travel marketers remains significant. Understanding where intent is building, which audiences remain in market, and which destinations are gaining or losing momentum will determine which brands capture demand this summer.

For full data insights and strategic recommendations for travel marketers, visit Sojern's website. Explore the FIFA World Cup 2026 Market Pulse Dashboard at [fifa26marketpulse.rategain.com](https://fifa26marketpulse.rategain.com).

*\*Sojern data pulled as of June 22, 2026*

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### **About RateGain**

RateGain Travel Technologies Limited is a global provider of AI-powered SaaS solutions for travel and hospitality, working with 13,000+ customers and 700+ partners across 160+ countries. RateGain helps travel and hospitality businesses accelerate revenue generation through acquisition, retention, and wallet share expansion.

Today, RateGain is one of the world's largest processors of electronic transactions, price points, and travel intent data, enabling revenue management, distribution, and marketing teams across hotels, airlines, destination marketing organizations, online travel agents, metasearch companies, package providers, car rentals, travel management companies, cruises, and ferries to drive better business outcomes.

Founded in 2004 and headquartered in India, RateGain works with 33 of the Top 40 Hotel Chains, 4 of the Top 5 Airlines, 7 of the Top 10 Car Rental companies, and all leading DMOs, OTAs, and metasearch platforms, including 25 Global Fortune 500 companies, unlocking new revenue every day.

### **About Sojern**

Sojern is the leading AI-powered travel platform built for hospitality, designed to boost growth and profitability for the travel industry. The Sojern marketing platform is a set of easy-to-use software and services that delivers unrivaled traveler insight, intelligent audiences, multichannel activation and optimization, and a connected guest experience—all in one place. More than 13,000 travel marketers rely on our platform annually to find, attract, convert and engage travelers. Sojern, founded in 2007 and acquired by RateGain in 2025, is headquartered in San Francisco, California, with teams in the Americas, Europe, Middle East and Africa, and Asia Pacific

### **Media Contact:**

Aastha Khurana: [media@rategain.com](mailto:media@rategain.com)