

PANAMA'S STOPOVER PROGRAM FUELS TOURISM SURGE WITH 35% GROWTH



The stopover program in Panama keeps on getting great results: The number of visitors welcomed to the Republic of Panama soared by 35% last month thanks to a novel program that encourages visiting two destinations on one ticket.

According to the Tourism Authority of Panama (ATP), there were 206,670 visitors in September. Additionally, Panama's stopover program helped generate almost double the growth of the country's tourism industry. **Analysts believe that Panama's stopover program will generate a quarter of a million tourists for the country this year.**

Panama's tourism growth figures are nothing short of spectacular, with numbers nearly three times higher than those recorded four years ago. Authorities are now considering extending the permitted length of a stopover from 7 to 15 days, as it has proven to be a great opportunity for tourists and local tourism operators to discover and promote attractions in the hinterland.

Even the most compelling travel destination is no longer enough in today's world. Over a quarter of American travelers use artificial intelligence as their primary search tool when planning their vacations, making it the fastest-growing segment in the travel sector. And this is precisely the point: Panama's primary source of tourists is North America, where 39% of the visitors to Panama come from the United States. But this is only a part of the equation, **as approximately 90% of travelers worldwide would consider using artificial intelligence to plan their upcoming trips by 2027.**

Artificial intelligence will play a vital role in the future of travel, and businesses and countries that do not adapt to incorporate this new tool will be left behind.

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