



Booking in Portugal

September 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumer appetite for experiential travel and early bookings drives robust growth
Booking.com consolidates leadership through scale, pricing, and digital strength

PROSPECTS AND OPPORTUNITIES

Direct online booking and leisure categories set to drive forecast growth
Technology, partnerships, and M&A activity to reshape the intermediary landscape

CATEGORY DATA

Table 1 - Booking Sales: Value 2020-2025

Table 2 - Business Travel Sales: Value 2020-2025

Table 3 - Leisure Travel Sales: Value 2020-2025

Table 4 - Travel Intermediaries NBO Company Shares: % Value 2020-2025

Table 5 - Forecast Booking Sales: Value 2025-2030

Table 6 - Forecast Business Travel Sales: Value 2025-2030

Table 7 - Forecast Leisure Travel Sales: Value 2025-2030

Travel in Portugal - Industry Overview

EXECUTIVE SUMMARY

Travel in 2025: The Big Picture

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

MARKET DATA

Table 8 - Surface Travel Modes Sales: Value 2020-2025

Table 9 - Surface Travel Modes Online Sales: Value 2020-2025

Table 10 - Forecast Surface Travel Modes Sales: Value 2025-2030

Table 11 - Forecast Surface Travel Modes Online Sales: Value 2025-2030

Table 12 - In-Destination Spending: Value 2020-2025

Table 13 - Forecast In-Destination Spending: Value 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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