



**Euromonitor
International**

Booking in Spain

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Experiential tourism performs well as consumers seek unique experiences
Booking.com maintains its leading position, despite regulatory challenges

PROSPECTS AND OPPORTUNITIES

Booking set to rise as consumers look for experiential domestic and outbound travel
Continued expansion anticipated for Viajes El Corte Inglés

CATEGORY DATA

Table 1 - Booking Sales: Value 2020-2025

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DISCLAIMER

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