



Booking in France

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

2025 is positive for booking – despite some concerns before the summer

Booking.com BV still leads, while a sudden wave of mergers and acquisitions and alliances creates new key players

PROSPECTS AND OPPORTUNITIES

Ongoing solid growth expected, but the impact of GenAI remains to be seen

Experiences and attractions to offer potential for intermediaries

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 France - 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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