

Booking in Portugal

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Booking grows amid rising costs of living as consumers continue to favour travel after the confines of the pandemic
Booking.com is the leading intermediary in the country

PROSPECTS AND OPPORTUNITIES

Leisure and business booking on the rise over the forecast period
Consumer experience is a top priority, with the adoption of technology playing a key role

CATEGORY DATA

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Travel in Portugal - Industry Overview

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Travel in 2023
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DISCLAIMER

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