Euromonitor International

Lodging (Destination) in Portugal

October 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Vila Galé and immersive hotels boost experience-driven stays
Lumen Hotel and Immerso redefine stays through local experiences
AI innovation and regional investment spread tourism demand year-round
Chart 1 Lodging (Destination) Sales: Value 2021-2031
Chart 2 Lodging (Destination) Sales by Category: Value 2026

WHAT'S NEXT?

Accor and Vila Galé anticipated to expand investment as experience-led stays accelerate
Digitalisation and sustainability expected to reshape operations as labour costs rise
Chart 1 Forecast Lodging (Destination) Sales: Value 2021-2031
Chart 2 Forecast Lodging (Destination) Sales by Category: Value 2026-2031

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Experience-led product design transforms the hotel stay
AI and digital functionality embed intelligence into operations
Regional product diversification extends innovation beyond hubs

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
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COUNTRY REPORTS DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/lodging-destination-in-portugal/report.