



**Euromonitor
International**

Lodging (Destination) in Portugal

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Lodging grows steadily as inbound and domestic demand strengthen, supported by decentralisation and immersive experiences
Airbnb consolidates leadership in lodging, while Grupo Pestana maintains strong hotel presence

PROSPECTS AND OPPORTUNITIES

Lodging sales set to rise as hotel pipeline expands and international brands reinforce presence
Innovation, sustainability, and AI-enabled strategies set to shape long-term growth

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Travel in Portugal - Industry Overview

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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.