Euromonitor International

Travel in Portugal

October 2026

Table of Contents

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Air Invictus drives visitor engagement with immersive experiences
Turismo de Portugal expands reach with inland investment and regional flows
Diversified demand sustains Portugal's competitive positioning
Chart 1 Travel Sales by Category: Value 2026

WHAT'S NEXT?

Operators anticipated to sharpen efficiency and differentiation to sustain profitability
AI and sustainability expected to reshape value creation and engagement
Chart 1 Forecast Travel Sales by Category: Value 2026-2031

COMPETITIVE LANDSCAPE

Grupo Pestana and TAP Transportes Aéreos Portugueses reinforce leadership as international brands expand presence

PRODUCTS

Event product design blends aerospace, entertainment and multi-city formats
B2B marketplace platforms productise destination promotion
Inland tourism funding creates new product categories in emerging regions

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
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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