



Booking in Spain

September 2026

Table of Contents

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Premium and value travellers drive booking growth through different paths

Experience-led trips shift booking beyond traditional sightseeing

Travel suppliers compete for customer relationships through direct channels

Chart 1 Booking Sales: Value 2021-2031

Chart 2 Booking Sales by Category: Value 2026

WHAT'S NEXT?

Direct channels are set to gain importance as booking becomes increasingly data-led

Experience-led demand is expected to reshape booking journeys

Sustainability is expected to become a more important competitive differentiator

Chart 1 Forecast Booking Sales: Value 2021-2031

Chart 2 Forecast Booking Sales by Category: Value 2026-2031

COMPETITIVE LANDSCAPE

Booking.com maintains its lead despite growing regulatory scrutiny

Compliance and trust become increasingly important competitive advantages

Chart 1 Travel Intermediaries GBO Company Shares: % Value 2021-2026

PRODUCTS

AI-powered personalisation transforms booking platform design

Integrated travel products expand flexibility and destination engagement

Enhanced digital capabilities support revenue growth and loyalty

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/booking-in-spain/report.