



Booking in France

September 2026

Table of Contents

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Gie Manor pivots to safer destinations to sustain bookings and reassure travellers

Booking online outpaces booking offline as digital adoption accelerates

ÔVoyages adapts portfolios and pricing to maintain customer trust amid crisis

Chart 1 Booking Sales: Value 2021-2031

Chart 2 Booking Sales by Category: Value 2026

WHAT'S NEXT?

Booking market to moderate toward steadier growth

Niche experiences to fragment the intermediary landscape

AI tools to reshape travel planning as direct suppliers gain ground

Chart 1 Forecast Booking Sales: Value 2021-2031

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

COMPETITIVE LANDSCAPE

Booking.com leads through digital adoption and AI

Acquisitions reshape business and group travel

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

PRODUCTS

AI adoption and generative tools reshape the travel planning journey

Amex GBT leverages proprietary technology platforms to drive business travel growth

Experiences platforms compete on inventory depth, technology and niche positioning

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-france/report.