



**Euromonitor
International**

Booking in Philippines

September 2026

Table of Contents

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Diverging traveller priorities reshape booking behaviour

Purpose-led travel supports demand despite rising travel costs

Industry coordination and promotions help sustain bookings amid cost pressures

Chart 1 Booking Sales: Value 2021-2031

Chart 2 Booking Sales by Category: Value 2026

WHAT'S NEXT?

Higher travel costs are set to increase demand for flexible travel planning

Group leisure travel is poised to remain a reliable source of booking demand

OTAs are expected to strengthen their influence through partnerships, fintech and trust

Chart 1 Forecast Booking Sales: Value 2021-2031

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

COMPETITIVE LANDSCAPE

Digital partnerships and payment innovation strengthen leading travel intermediaries

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

PRODUCTS

Premium travel, flexible payments and experience-led demand drive innovation

Rajah Travel and PTAA expand offerings to meet evolving traveller needs

Digital innovation and partnership strategies strengthen booking performance

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

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