



Euromonitor
International

Travel in Philippines

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Shifting travel corridors support market diversification as e-visa expansion broadens arrivals

Two-speed travel demand reinforces the divide between premium and budget travellers

Domestic tourism supports stability as higher travel costs encourage shorter trips

Chart 1 Travel Sales by Category: Value 2026

WHAT'S NEXT?

Domestic demand is set to sustain travel growth amid external uncertainties

Operational agility is poised to become increasingly important for airlines

Inbound tourism is expected to benefit from improved access and connectivity

Chart 1 Forecast Travel Sales by Category: Value 2026-2031

COMPETITIVE LANDSCAPE

Digital upgrades, partnerships and network expansion shape competitive positioning

PRODUCTS

Premium travel, payment flexibility and experience-led demand drive innovation

Rajah Travel expands specialised services for premium travellers

Product innovation strengthens customer retention and supports growth

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

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