



**Euromonitor
International**

Tourism Flows in the Philippines

October 2025

Table of Contents

Tourism Flows in the Philippines - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Slower recovery in inbound tourism

Outbound departures surpass pre-pandemic levels in 2025

PROSPECTS AND OPPORTUNITIES

Domestic travel to drive sector performance

Outbound travel will continue to gain momentum

CATEGORY DATA

Table 1 - Inbound Arrivals: Number of Trips 2020-2025

Table 2 - Inbound Arrivals by Country: Number of Trips 2020-2025

Table 3 - Inbound City Arrivals 2020-2025

Table 4 - Inbound Tourism Spending: Value 2020-2025

Table 5 - Forecast Inbound Arrivals: Number of Trips 2025-2030

Table 6 - Forecast Inbound Arrivals by Country: Number of Trips 2025-2030

Table 7 - Forecast Inbound Tourism Spending: Value 2025-2030

Table 8 - Domestic Tourism by Destination: Number of Trips 2020-2025

Table 9 - Domestic Spending: Value 2020-2025

Table 10 - Forecast Domestic Tourism by Destination: Number of Trips 2025-2030

Table 11 - Forecast Domestic Spending: Value 2025-2030

Table 12 - Outbound Departures: Number of Trips 2020-2025

Table 13 - Outbound Departures by Destination: Number of Trips 2020-2025

Table 14 - Outbound Tourism Spending: Value 2020-2025

Table 15 - Forecast Outbound Departures: Number of Trips 2025-2030

Table 16 - Forecast Outbound Departures by Destination: Number of Trips 2025-2030

Table 17 - Forecast Outbound Spending: Value 2025-2030

Travel in the Philippines - Industry Overview

EXECUTIVE SUMMARY

Travel in 2025: The Big Picture

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

MARKET DATA

Table 18 - Surface Travel Modes Sales: Value 2020-2025

Table 19 - Surface Travel Modes Online Sales: Value 2020-2025

Table 20 - Forecast Surface Travel Modes Sales: Value 2025-2030

Table 21 - Forecast Surface Travel Modes Online Sales: Value 2025-2030

Table 22 - In-Destination Spending: Value 2020-2025

Table 23 - Forecast In-Destination Spending: Value 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/tourism-flows-in-the-philippines/report.