

Philippines Leisure Travel Market Size, Share, Trends and Forecast by Traveler Type, Age Group, Expenditure Type, Sales Channel, and Region, 2026-2034

<https://marketpublishers.com/r/P85299A90619EN.html>

Date: August 2026

Pages: 118

Price: US\$ 2,999.00 (Single User License)

ID: P85299A90619EN

Abstracts

The Philippines leisure travel market size reached USD 4.0 Billion in 2025. Looking forward, the market is projected to reach USD 7.1 Billion by 2034, exhibiting a growth rate (CAGR) of 6.24% during 2026-2034. The market is majorly driven by the rising popularity of numerous offbeat as well as renowned island and beach destinations, supported by diving, adventure tourism, and luxury resort investments. Event-driven tourism and digital adoption further diversify the sector's strengths, attracting a broader audience, which in turn is augmenting the Philippines leisure travel market share.

PHILIPPINES LEISURE TRAVEL MARKET TRENDS:

Island and Beach Tourism

The Philippines is globally recognized for its island and beach destinations, positioning this segment as the backbone of its leisure travel industry. Boracay, Palawan, and Cebu consistently rank among the top beach destinations worldwide, attracting tourists with pristine white sands, crystal-clear waters, and vibrant marine life. The travel and tourism sector's contribution to the national economy is set to surpass ₱5.4TN this year, marking an almost 25% year-on-year growth and soaring 7.1% above the previous 2019 peak. Diving and snorkeling activities are particularly prominent in areas such as Tubbataha Reefs and Apo Island, reinforcing the country's appeal for adventure-driven travelers. Beyond beaches, the island-hopping experience offers travelers exposure to diverse ecosystems and local traditions across the archipelago. The government has invested heavily in infrastructure to improve access to these islands, including upgraded

airports and ports. Luxury resorts, boutique accommodations, and eco-lodges further diversify offerings for high-end and budget-conscious tourists alike. By combining natural beauty with improved hospitality, the Philippines continues to strengthen its competitive edge in island-based tourism experiences.

???????

Connectivity, Events, and Infrastructure Development

The Philippines is improving accessibility and infrastructure to support its leisure travel sector across its dispersed geography. Major airport upgrades in Manila, Clark, and Mactan-Cebu are enhancing international and domestic connectivity. The entry of budget airlines and expanded domestic routes has made island travel more affordable for local tourists, contributing to sustained domestic demand. Domestic travel spending grew by 16.4% year-over-year to PHP 3.16 Trillion (~USD 58 Billion) in 2024, driven by rising middle-class incomes and improved connectivity. Event-driven tourism, including international concerts, sports tournaments, and film festivals, further strengthens the leisure ecosystem. Hospitality investments from global hotel chains are modernizing accommodation and aligning with international service standards. Cruise tourism is also growing, with new terminals and partnerships attracting global cruise operators to Philippine ports. Digitalization, particularly in online booking platforms and virtual marketing campaigns, is making travel planning more seamless for domestic and foreign tourists. These infrastructure and event-driven improvements are consolidating the Philippines' appeal in regional and global tourism markets.

PHILIPPINES LEISURE TRAVEL MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on traveler type, age group, expenditure type, and sales channel.

Traveler Type Insights:

Solo

Group

The report has provided a detailed breakup and analysis of the market based on the traveler type. This includes solo and group.

Age Group Insights:

Baby Boomers

Generation X

Millennial

Generation Z

The report has provided a detailed breakup and analysis of the market based on the age group. This includes baby boomers, generation X, millennial, and generation Z.

Expenditure Type Insights:

Lodging

Transportation

Food and Beverages

Events and Entertainment

Others

The report has provided a detailed breakup and analysis of the market based on the expenditure type. This includes lodging, transportation, food and beverages, events and entertainment, and others.

Sales Channel Insights:

Conventional Channel

Online Channel

The report has provided a detailed breakup and analysis of the market based on the sales channel. This includes conventional channel and online channel.

Regional Insights:

Luzon

Visayas

Mindanao

The report has also provided a comprehensive analysis of all major regional markets. This includes Luzon, Visayas, and Mindanao.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the Philippines leisure travel market performed so far and how will it perform in the coming years?

What is the breakup of the Philippines leisure travel market on the basis of traveler type?

What is the breakup of the Philippines leisure travel market on the basis of age group?

What is the breakup of the Philippines leisure travel market on the basis of expenditure type?

What is the breakup of the Philippines leisure travel market on the basis of sales channel?

What is the breakup of the Philippines leisure travel market on the basis of region?

What are the various stages in the value chain of the Philippines leisure travel market?

What are the key driving factors and challenges in the Philippines leisure travel market?

What is the structure of the Philippines leisure travel market and who are the key

players?

What is the degree of competition in the Philippines leisure travel market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 PHILIPPINES LEISURE TRAVEL MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 PHILIPPINES LEISURE TRAVEL MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 PHILIPPINES LEISURE TRAVEL MARKET - BREAKUP BY TRAVELER TYPE

- 6.1 Solo
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Group
 - 6.2.1 Overview
 - 6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Forecast (2026-2034)

7 PHILIPPINES LEISURE TRAVEL MARKET - BREAKUP BY AGE GROUP

7.1 Baby Boomers

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Forecast (2026-2034)

7.2 Generation X

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Forecast (2026-2034)

7.3 Millennial

7.3.1 Overview

7.3.2 Historical and Current Market Trends (2020-2025)

7.3.3 Market Forecast (2026-2034)

7.4 Generation Z

7.4.1 Overview

7.4.2 Historical and Current Market Trends (2020-2025)

7.4.3 Market Forecast (2026-2034)

8 PHILIPPINES LEISURE TRAVEL MARKET - BREAKUP BY EXPENDITURE TYPE

8.1 Lodging

8.1.1 Overview

8.1.2 Historical and Current Market Trends (2020-2025)

8.1.3 Market Forecast (2026-2034)

8.2 Transportation

8.2.1 Overview

8.2.2 Historical and Current Market Trends (2020-2025)

8.2.3 Market Forecast (2026-2034)

8.3 Food and Beverages

8.3.1 Overview

8.3.2 Historical and Current Market Trends (2020-2025)

8.3.3 Market Forecast (2026-2034)

8.4 Events and Entertainment

8.4.1 Overview

8.4.2 Historical and Current Market Trends (2020-2025)

8.4.3 Market Forecast (2026-2034)

8.5 Others

8.5.1 Historical and Current Market Trends (2020-2025)

8.5.2 Market Forecast (2026-2034)

9 PHILIPPINES LEISURE TRAVEL MARKET - BREAKUP BY SALES CHANNEL

9.1 Conventional Channel

9.1.1 Overview

9.1.2 Historical and Current Market Trends (2020-2025)

9.1.3 Market Forecast (2026-2034)

9.2 Online Channel

9.2.1 Overview

9.2.2 Historical and Current Market Trends (2020-2025)

9.2.3 Market Forecast (2026-2034)

10 PHILIPPINES LEISURE TRAVEL MARKET - BREAKUP BY REGION

10.1 Luzon

10.1.1 Overview

10.1.2 Historical and Current Market Trends (2020-2025)

10.1.3 Market Breakup by Traveler Type

10.1.4 Market Breakup by Age Group

10.1.5 Market Breakup by Expenditure Type

10.1.6 Market Breakup by Sales Channel

10.1.7 Key Players

10.1.8 Market Forecast (2026-2034)

10.2 Visayas

10.2.1 Overview

10.2.2 Historical and Current Market Trends (2020-2025)

10.2.3 Market Breakup by Traveler Type

10.2.4 Market Breakup by Age Group

10.2.5 Market Breakup by Expenditure Type

10.2.6 Market Breakup by Sales Channel

10.2.7 Key Players

10.2.8 Market Forecast (2026-2034)

10.3 Mindanao

10.3.1 Overview

10.3.2 Historical and Current Market Trends (2020-2025)

10.3.3 Market Breakup by Traveler Type

- 10.3.4 Market Breakup by Age Group
- 10.3.5 Market Breakup by Expenditure Type
- 10.3.6 Market Breakup by Sales Channel
- 10.3.7 Key Players
- 10.3.8 Market Forecast (2026-2034)

11 PHILIPPINES LEISURE TRAVEL MARKET – COMPETITIVE LANDSCAPE

- 11.1 Overview
- 11.2 Market Structure
- 11.3 Market Player Positioning
- 11.4 Top Winning Strategies
- 11.5 Competitive Dashboard
- 11.6 Company Evaluation Quadrant

12 PROFILES OF KEY PLAYERS

- 12.1 Company A
 - 12.1.1 Business Overview
 - 12.1.2 Services Offered
 - 12.1.3 Business Strategies
 - 12.1.4 SWOT Analysis
 - 12.1.5 Major News and Events
- 12.2 Company B
 - 12.2.1 Business Overview
 - 12.2.2 Services Offered
 - 12.2.3 Business Strategies
 - 12.2.4 SWOT Analysis
 - 12.2.5 Major News and Events
- 12.3 Company C
 - 12.3.1 Business Overview
 - 12.3.2 Services Offered
 - 12.3.3 Business Strategies
 - 12.3.4 SWOT Analysis
 - 12.3.5 Major News and Events
- 12.4 Company D
 - 12.4.1 Business Overview
 - 12.4.2 Services Offered
 - 12.4.3 Business Strategies

- 12.4.4 SWOT Analysis
- 12.4.5 Major News and Events
- 12.5 Company E
 - 12.5.1 Business Overview
 - 12.5.2 Services Offered
 - 12.5.3 Business Strategies
 - 12.5.4 SWOT Analysis
 - 12.5.5 Major News and Events

13 PHILIPPINES LEISURE TRAVEL MARKET - INDUSTRY ANALYSIS

- 13.1 Drivers, Restraints, and Opportunities
 - 13.1.1 Overview
 - 13.1.2 Drivers
 - 13.1.3 Restraints
 - 13.1.4 Opportunities
- 13.2 Porters Five Forces Analysis
 - 13.2.1 Overview
 - 13.2.2 Bargaining Power of Buyers
 - 13.2.3 Bargaining Power of Suppliers
 - 13.2.4 Degree of Competition
 - 13.2.5 Threat of New Entrants
 - 13.2.6 Threat of Substitutes
- 13.3 Value Chain Analysis

14 APPENDIX

I would like to order

Product name: Philippines Leisure Travel Market Size, Share, Trends and Forecast by Traveler Type, Age Group, Expenditure Type, Sales Channel, and Region, 2026-2034

Product link: <https://marketpublishers.com/r/P85299A90619EN.html>

Price: US\$ 2,999.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P85299A90619EN.html>