



# Booking in the Philippines

September 2024

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## Booking in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Double-digit growth in bookings supported by “revenge travel”  
Traditional travel agencies remain relevant due to their personalised services

#### PROSPECTS AND OPPORTUNITIES

Challenges remain with strict visa rules for key markets such as China  
OTAs maintain sales, while hotels aim to attract direct booking

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