



# Booking in Egypt

September 2025

Table of Contents

## Booking in Egypt - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Steady category growth in the past period

Booking.com continues to lead the travel intermediaries market

#### PROSPECTS AND OPPORTUNITIES

Mobile-first platforms and social commerce will fuel growth

Competitive innovation will remain a key driver

#### CATEGORY DATA

Table 1 - Booking Sales: Value 2020-2025

Table 2 - Business Travel Sales: Value 2020-2025

Table 3 - Leisure Travel Sales: Value 2020-2025

Table 4 - Travel Intermediaries NBO Company Shares: % Value 2020-2025

Table 5 - Forecast Booking Sales: Value 2025-2030

Table 6 - Forecast Business Travel Sales: Value 2025-2030

Table 7 - Forecast Leisure Travel Sales: Value 2025-2030

## Travel in Egypt - 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 8 - Surface Travel Modes Sales: Value 2020-2025

Table 9 - Surface Travel Modes Online Sales: Value 2020-2025

Table 10 - Forecast Surface Travel Modes Sales: Value 2025-2030

Table 11 - Forecast Surface Travel Modes Online Sales: Value 2025-2030

Table 12 - In-Destination Spending: Value 2020-2025

Table 13 - Forecast In-Destination Spending: Value 2025-2030

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### SOURCES

Summary 1 - Research Sources

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