

# ARLINGTON

## TRAVEL TRENDS REPORT

Travel Duration: Sept to Oct 2024



## Foreword

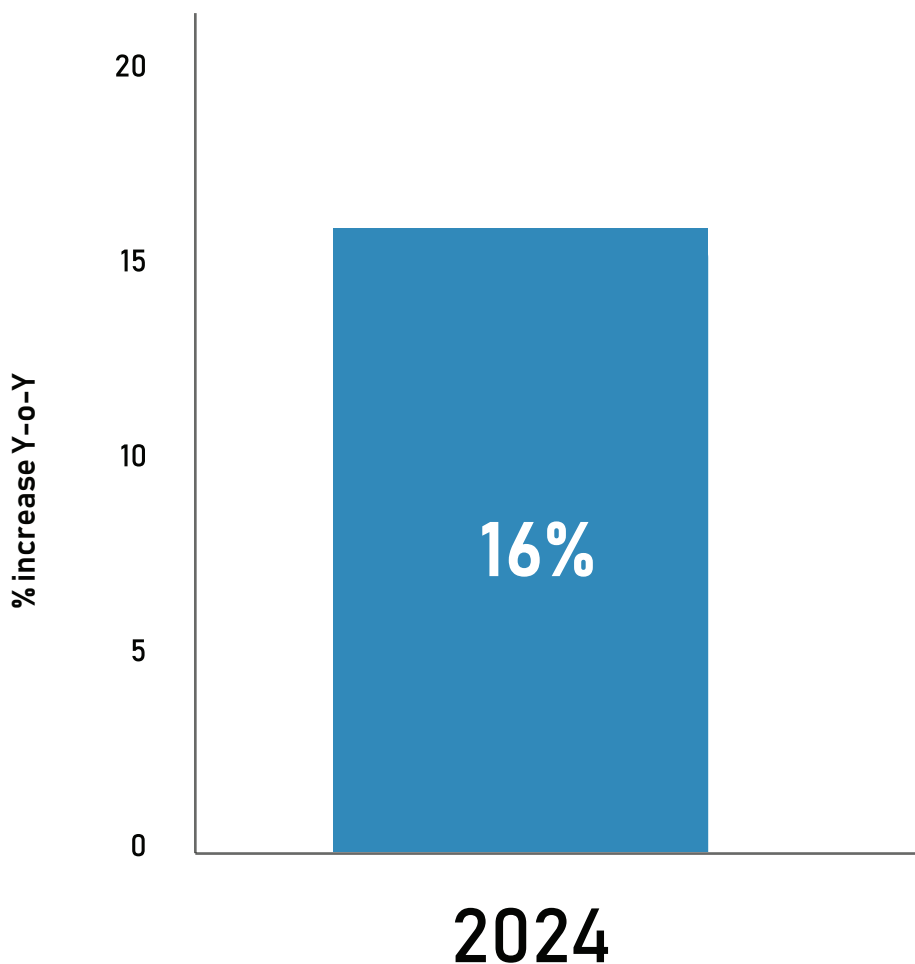
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As Arlington gears up for a busy travel season, understanding the intricacies of **inbound visitor trends** provides crucial opportunities for **car rental businesses**. This report focuses on the **travel patterns of visitors** from the top three origins—**Canada, the United Kingdom, and Mexico**.

By analyzing their **reasons for travel, trip duration, group size, rental preferences, and accommodation choices**, these insights allow car rental companies to tailor their offerings and **maximize both bookings and revenue**, staying competitive in the evolving market.

## Arlington Travel Increases by 16%

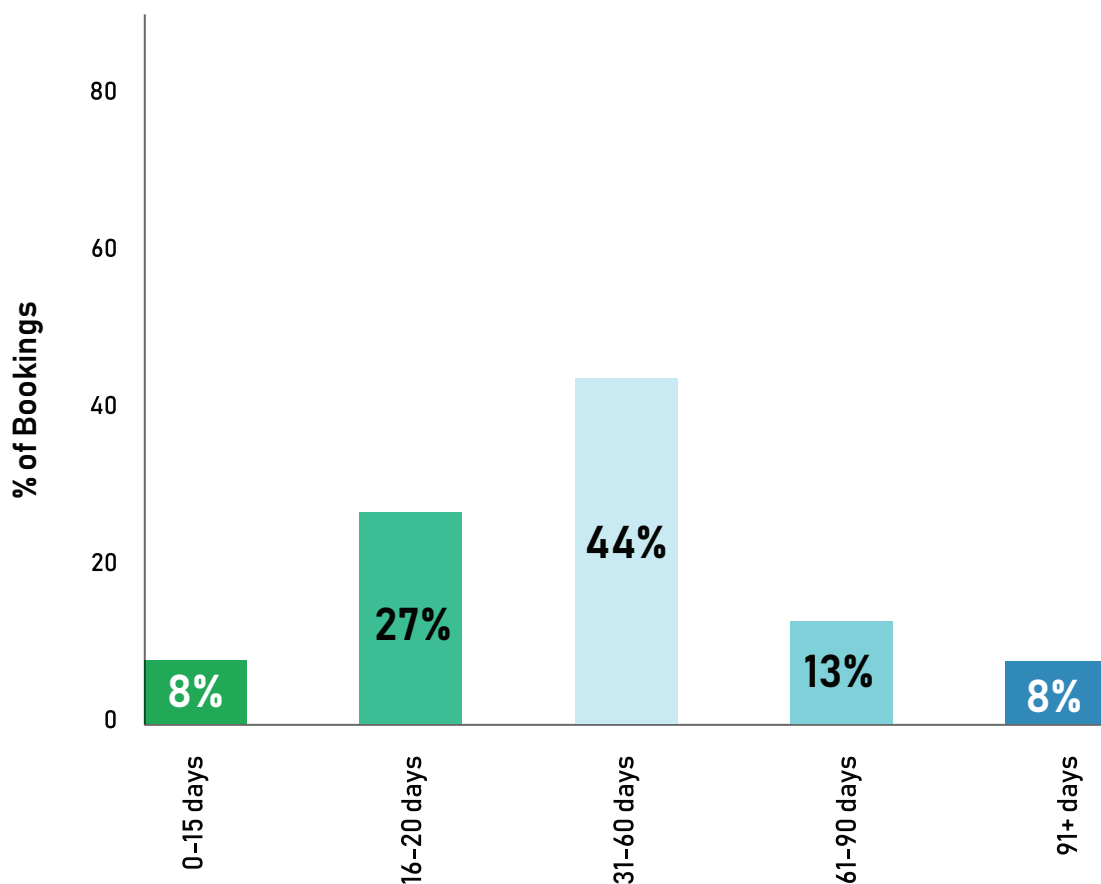
A 16% year-on-year increase in travel to Arlington highlights the city's growing appeal. This surge presents an opportunity for car rentals to expand their fleet and introduce targeted marketing campaigns to attract even more visitors.



*Source: Adara, a RateGain Company*

## Advance Planning: U.K. Visitors Book Early

Travelers from the United Kingdom tend to plan well ahead, with 44% of bookings made 2-3 months in advance. In contrast, visitors from Canada and Mexico generally book within 30 days of travel. To capitalize on this behavior, car rental companies should introduce early booking discounts and promotions tailored specifically to attract these advance planners.

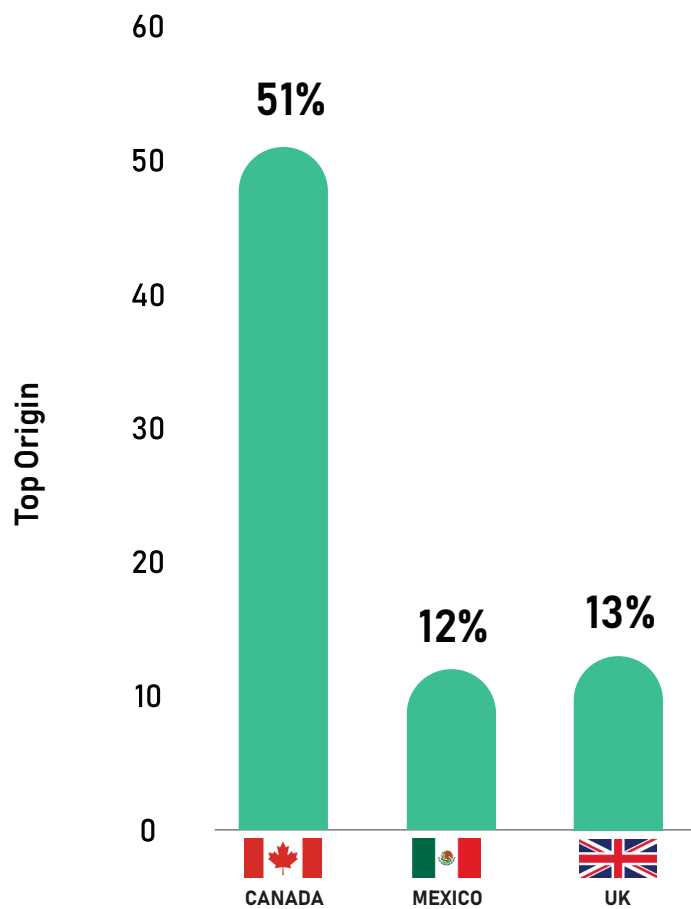


2024

Source: Adara, a RateGain Company

## Canadian Influx: Arlington's Largest Visitor Base

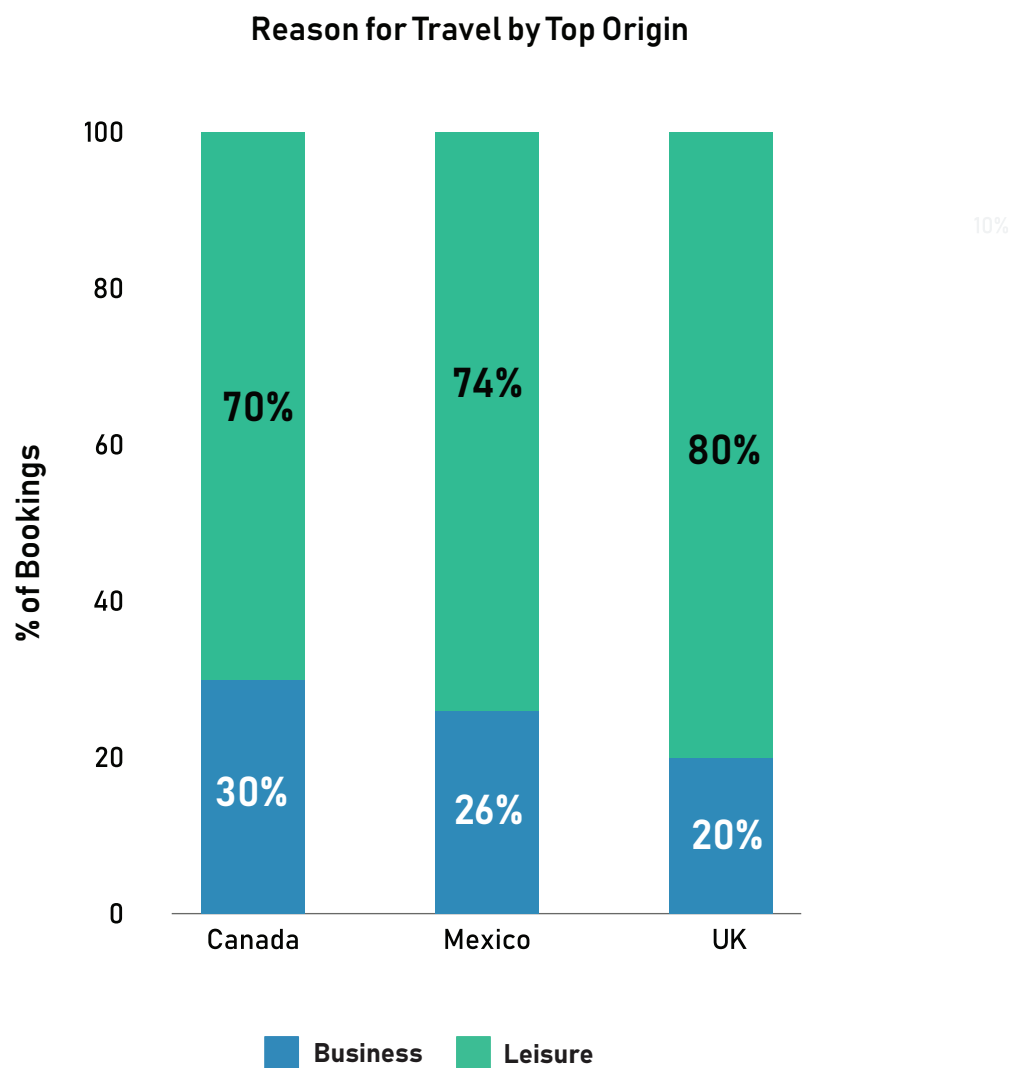
With over half of Arlington's inbound travelers hailing from Canada, car rentals should focus their marketing and promotional activities on this primary audience. Tailored offerings should first target Canadians, followed closely by United Kingdom, and Mexico, which account for 13% and 12% of travelers, respectively.



Source: Adara, a RateGain Company

# Leisure Travel Dominates: Led by British Travelers

Leisure travel from the United Kingdom, and Mexico dominates, while Canadian travelers show a slightly balanced split between leisure and business. This indicates that car rentals should cater to both segments, offering flexible rental options.

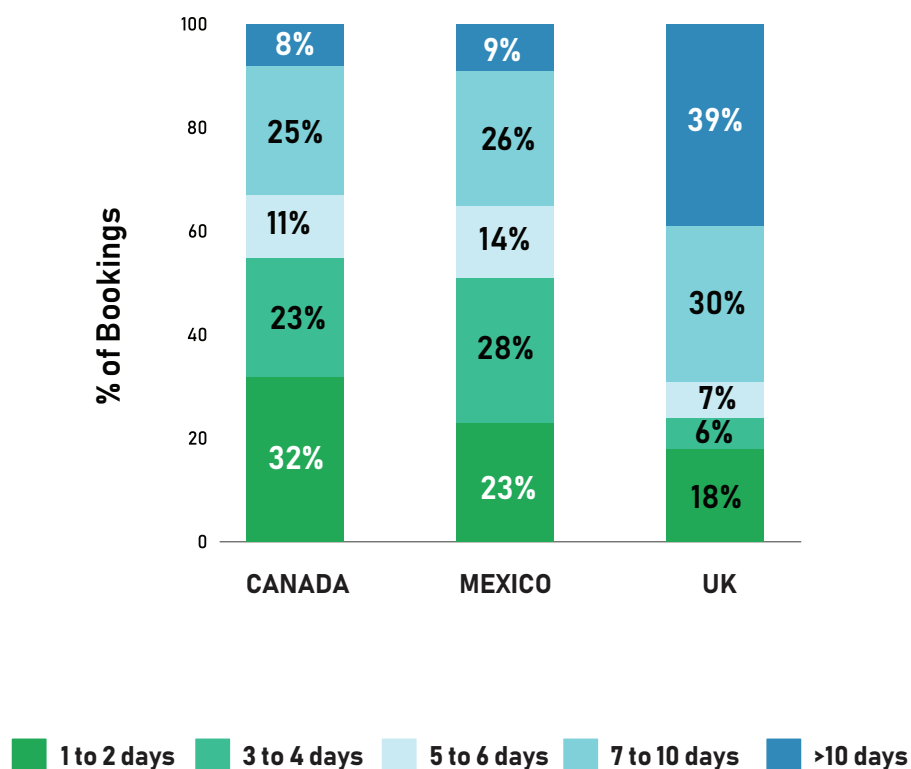


Source: Adara, a RateGain Company

## Trip Duration: Brits Prefer Extended Stays

Travelers from the United Kingdom are more likely to stay longer, with a significant portion staying for over 10 days. Meanwhile, Canadian travelers show a more balanced distribution across various trip lengths, while Mexican visitors will prefer shorter stays of 3 to 4 days.

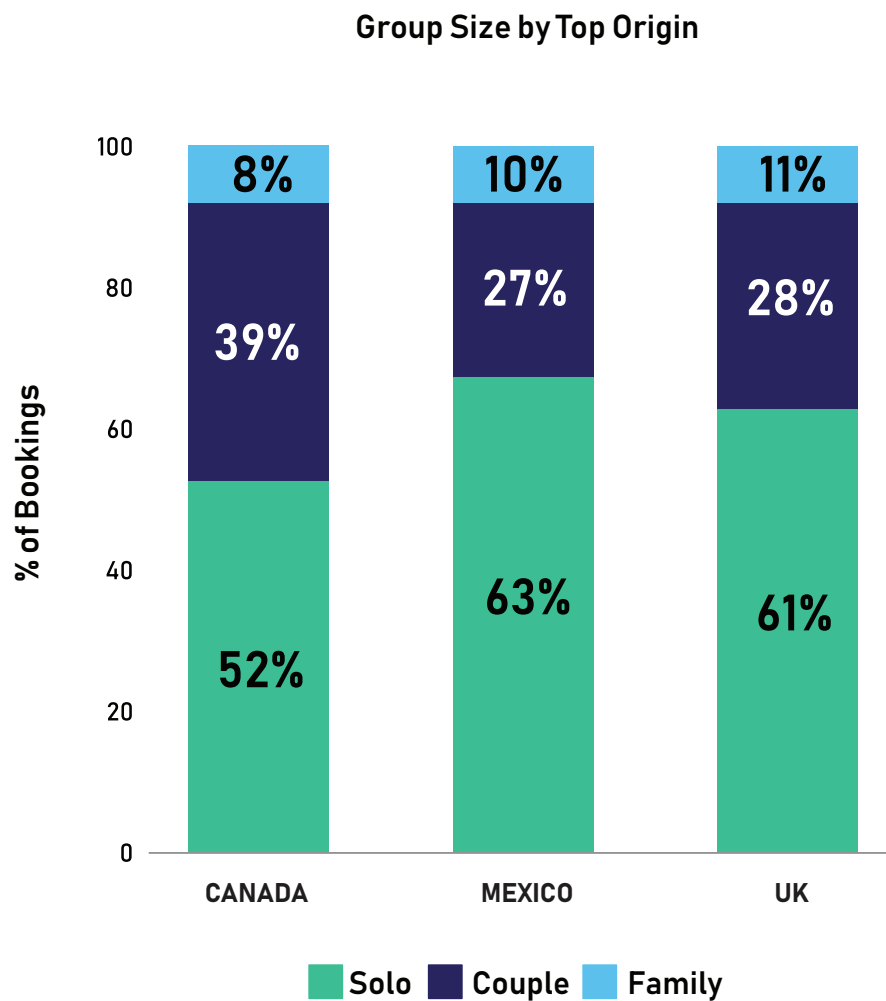
Trip Duration Category by Top Origin



Source: Adara, a RateGain Company

## Solo Mexican and British Travelers are on the Rise

Solo travel is the most common group size across all three countries, with Mexico leading in Solo travelers. On the other hand, 39% of Canadian pairs are expected to visit Arlington, suggesting an increased demand for efficient cars catering to couples.



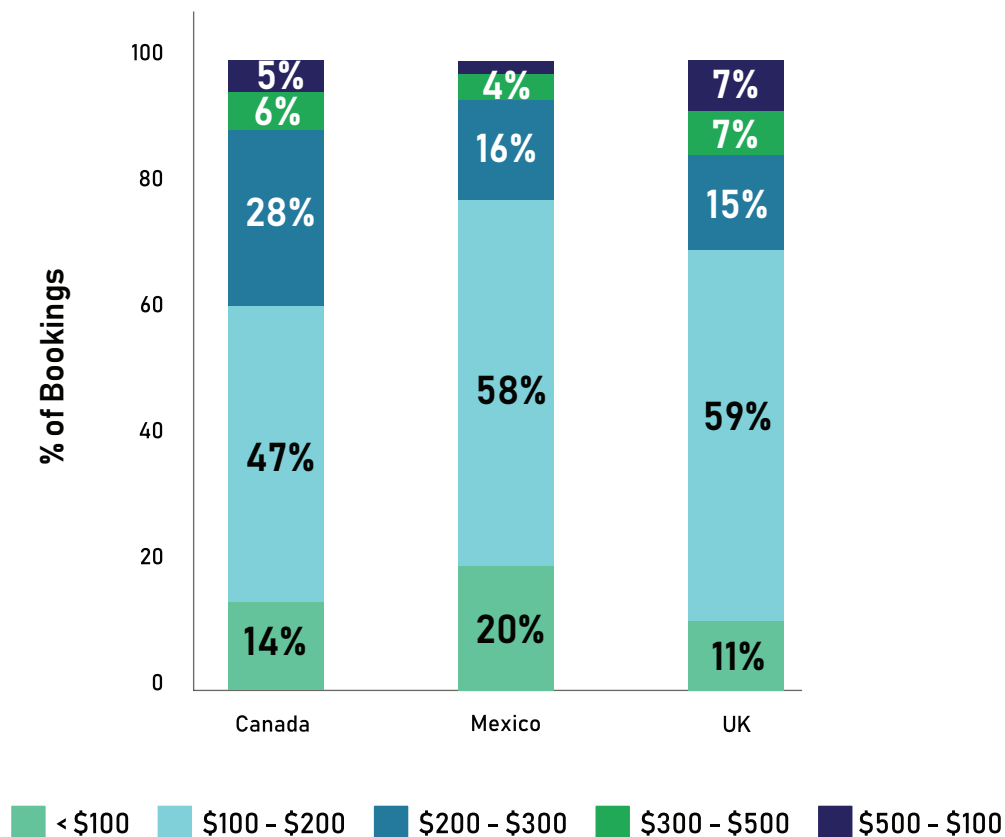
*Source: Adara, a RateGain Company*



# Hotel Preferences: Budget Stays Dominate

The majority of travelers from all three countries prefer hotels in the \$100 - \$200 range. Canadians are slightly more inclined to spend on mid-range accommodations, while other travelers lean toward budget options. Car rental businesses can capitalize on this trend by offering fuel-efficient vehicles, competitive economy options, and bundled packages that appeal to these budget-conscious travelers.

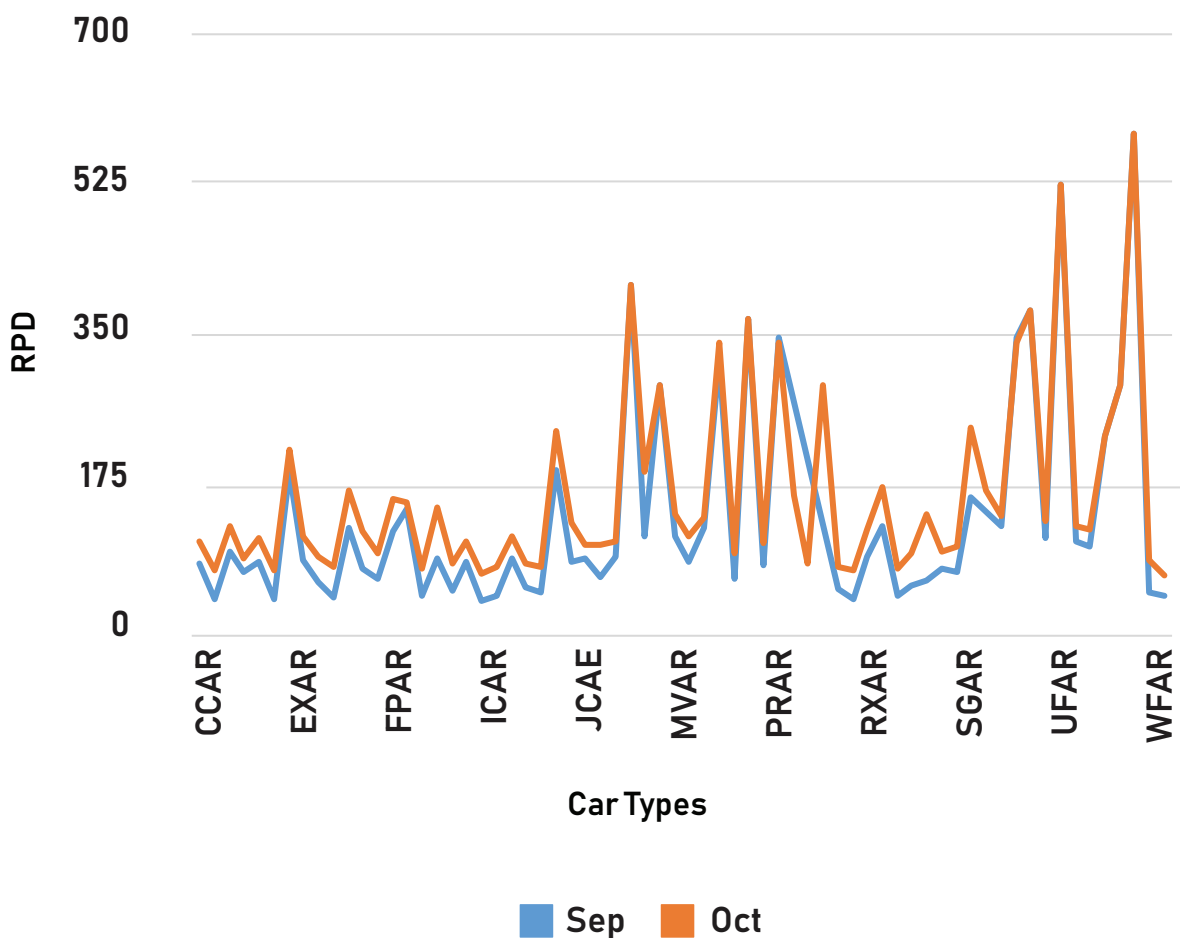
Hotel ADR Category by Top Origin



Source: Adara, a RateGain Company

## Sports Cars Drive Up RPD: Arlington's Luxury Appeal Soars

The car rental market in Arlington shows a wider price range, with the lowest price at \$46.63 for a mid-size car and the highest price at \$608.93 for a special sports car. This significant price difference indicates varied traveler preferences, with some opting for budget-friendly options, while others willing to splurge on luxury experiences



# Key Strategies for Car Rentals in Arlington

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- 01 Prioritize Solo Travelers, While Catering to Couples and Families**

With solo travelers being the most common across all three locations, it's essential to prioritize compact and mid-sized vehicles in your fleet. Promote these options through targeted campaigns that highlight affordability, fuel efficiency, and versatility for different traveler types.
- 02 Extended Rental Discounts for Brits**

Capitalize on the trend of longer stays among U.K. visitors by offering discounted rates for rentals exceeding one week. This could include loyalty rewards for repeat customers or special packages for those booking more than 60 days in advance.
- 03 Focus on Leisure Travelers**

Since the majority of travelers are visiting for leisure, car rentals should offer longer rental periods with value-added services like GPS navigation, child seats, and extended insurance options to enhance the experience.
- 04 Promote Budget-Friendly Options**

Align your pricing strategies with travelers' preference for budget accommodations. Promote competitive pricing for economy cars and fuel-efficient vehicles, particularly to appeal to the cost-conscious Canadian and Mexican markets. Highlight value-driven rental packages to tap into this significant customer segment.

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