

AUCKLAND TRAVEL TRENDS REPORT

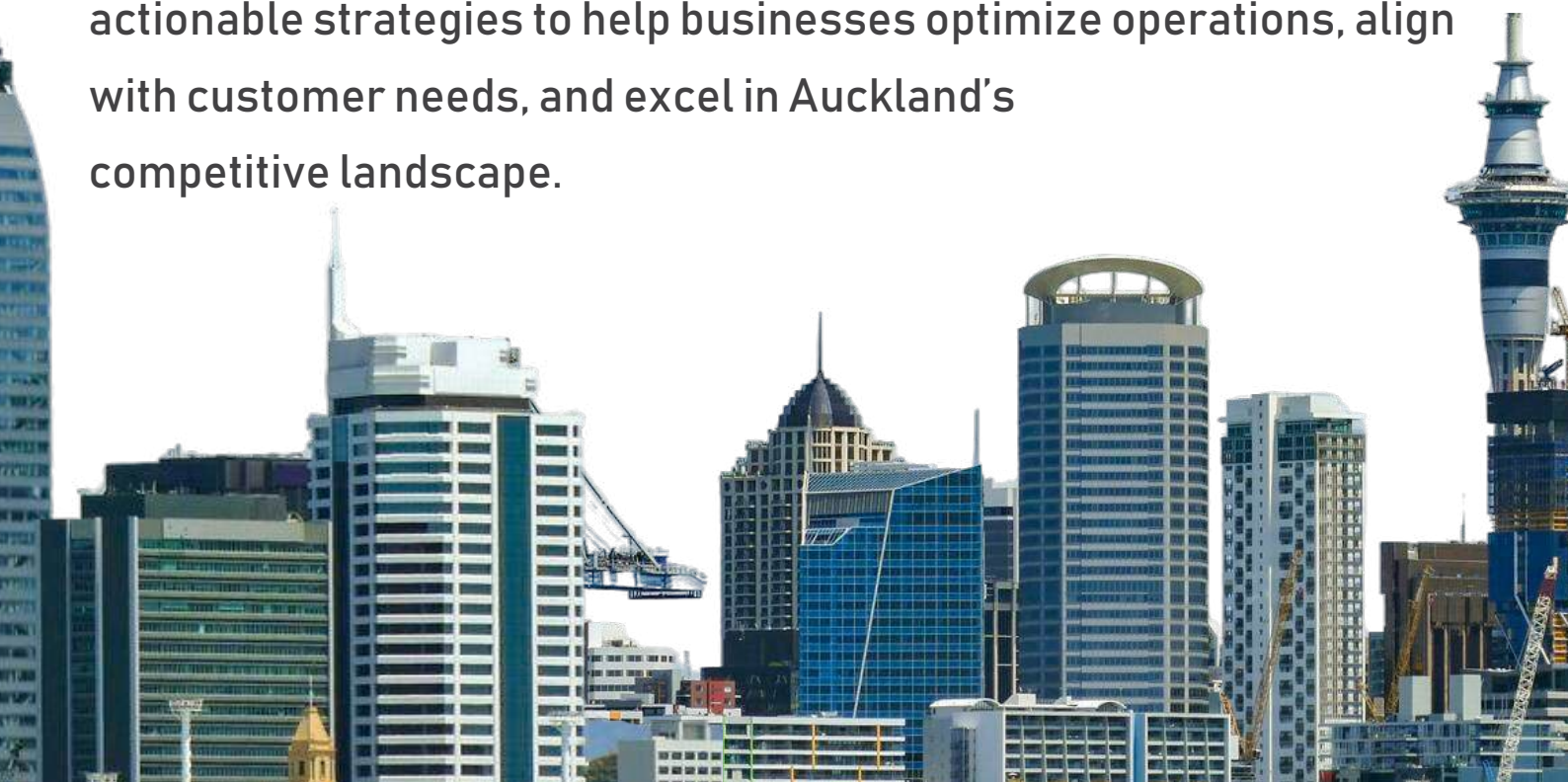
Travel Duration : March to May 2025



Foreword

Auckland's travel season from March to May 2025 is set to bring a surge of international visitors, creating exciting opportunities for the city's tourism and transportation sectors. Shifts in traveler preferences, booking behaviors, and trip durations are reshaping the market, offering businesses a chance to capture demand like never before. For car rental companies, staying ahead means understanding these trends and aligning services to meet evolving needs.

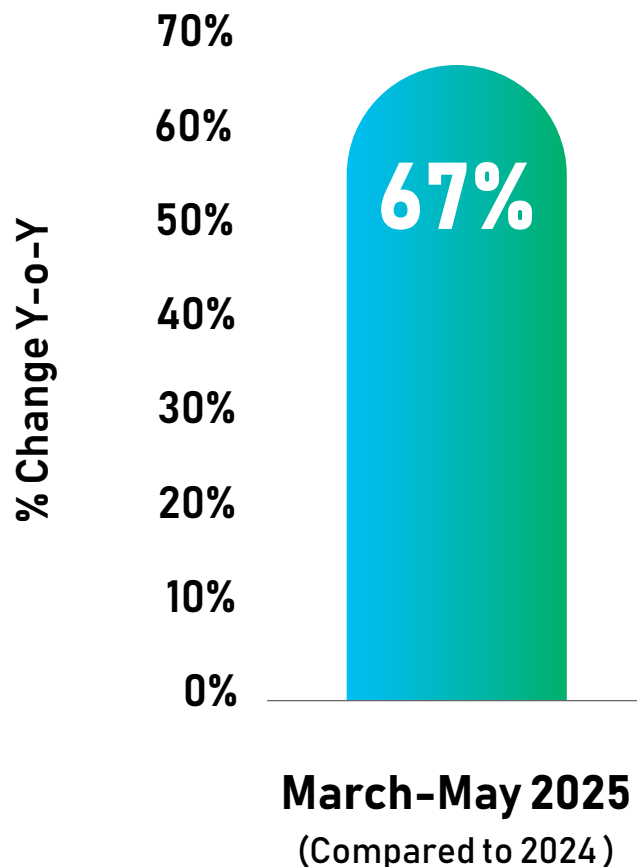
This report delves into essential insights about traveler demographics, booking windows, and market dynamics, providing actionable strategies to help businesses optimize operations, align with customer needs, and excel in Auckland's competitive landscape.



67% Increase in International Business Travel

Auckland will see a 67% increase in international business travel during the March to May 2025 period compared to the same time last year. With a growing number of professionals arriving for conferences, corporate meetings, and industry events, this surge presents an opportunity for businesses to capture demand and maximize bookings.

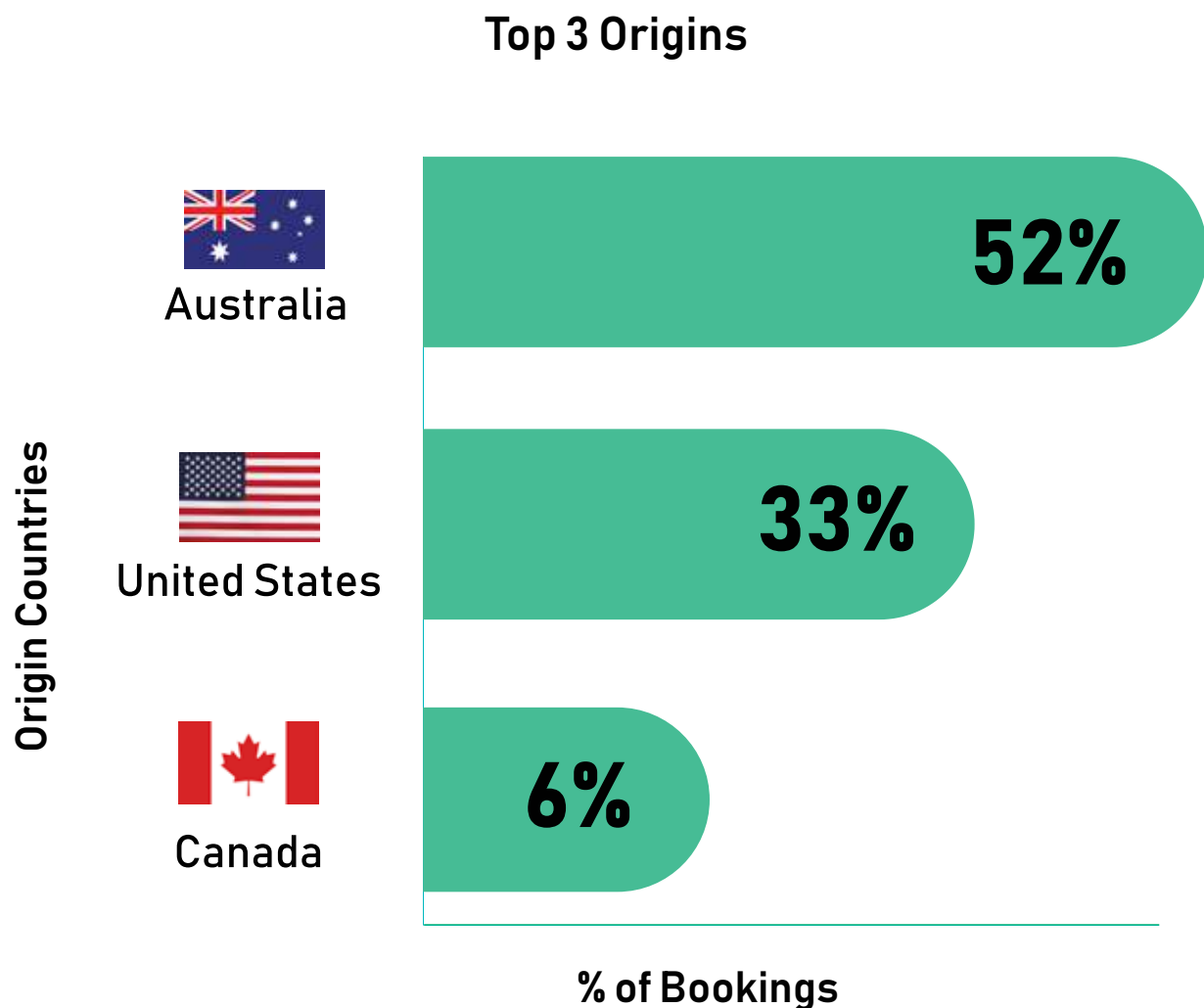
Current Year Bookings to Previous Year Bookings



Source: Adara, a RateGain Company

Australian Travelers Take the Lead

Auckland will see the majority of its international travelers arriving from Australia, the United States, and Canada. Among these visitors, 52% will come from Australia, followed by 33% from the United States and 6% from Canada. This distribution presents an opportunity for businesses to tailor their offering and marketing efforts to meet the preferences of travelers from these key markets.

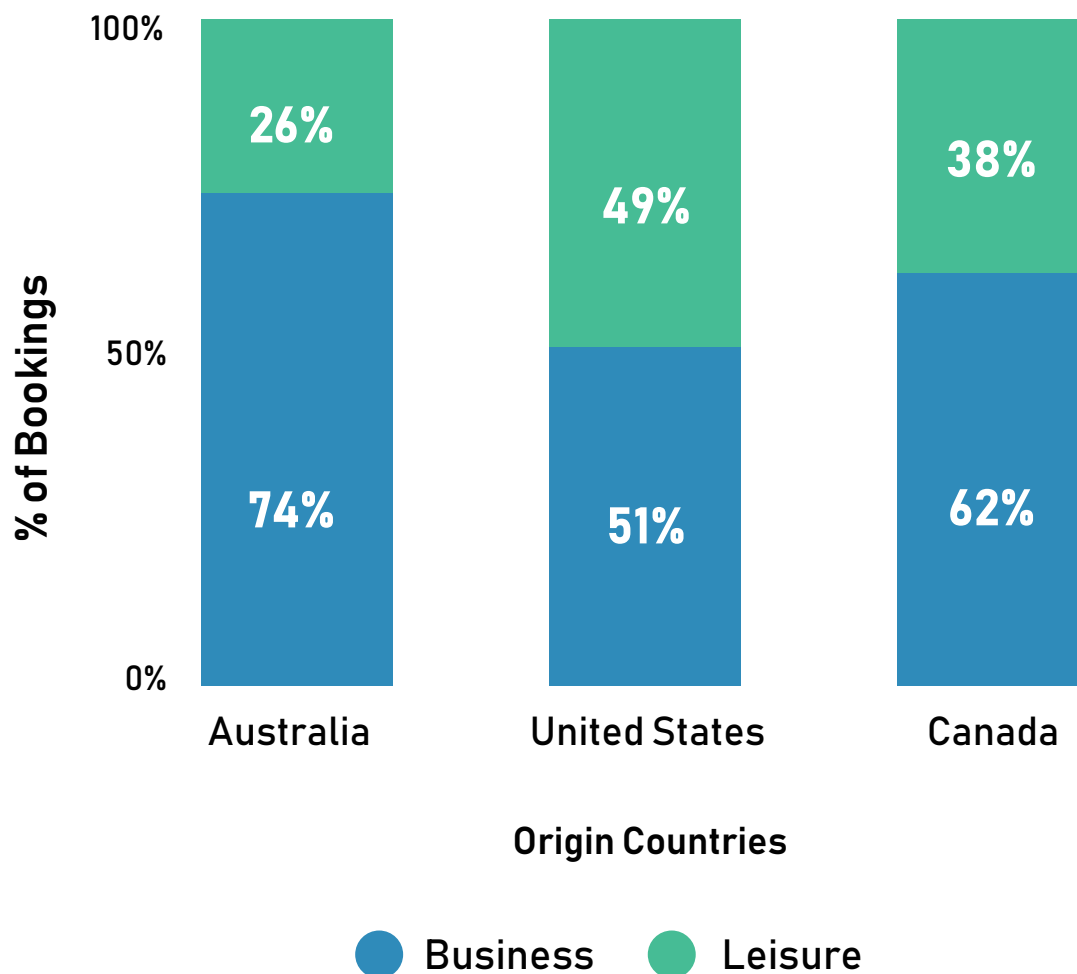


Source: Adara, a RateGain Company

Australians Lead the Business Travel

Travelers arriving in Auckland from Australia, the United States, and Canada will primarily visit for business purposes. The majority of Australians and Canadians will travel predominantly for business, while Americans will have a more balanced mix between business and leisure. This trend highlights the importance of focusing on business travelers to unlock greater revenue opportunities.

Reason for Travel by Top Origins

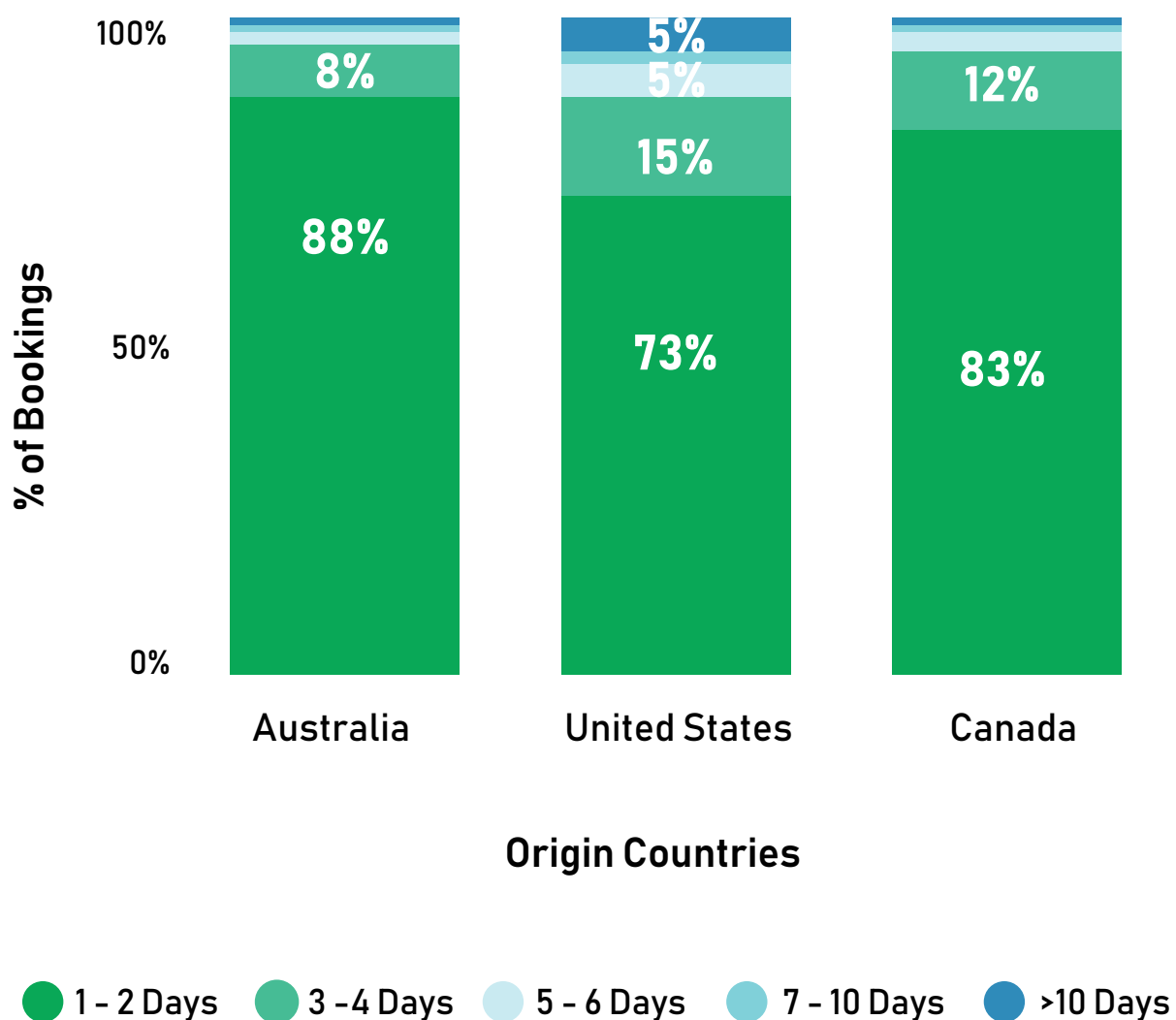


Source: Adara, a RateGain Company

Short Stays Set the Pace

The majority of international travelers visiting Auckland will choose short stays, with 1-2 days being the preferred duration. This trend is especially prominent among visitors from Australia (88%), Canada (83%), and the United States (73%), largely driven by the high numbers of business travelers

Trip Duration Category by Top Origins

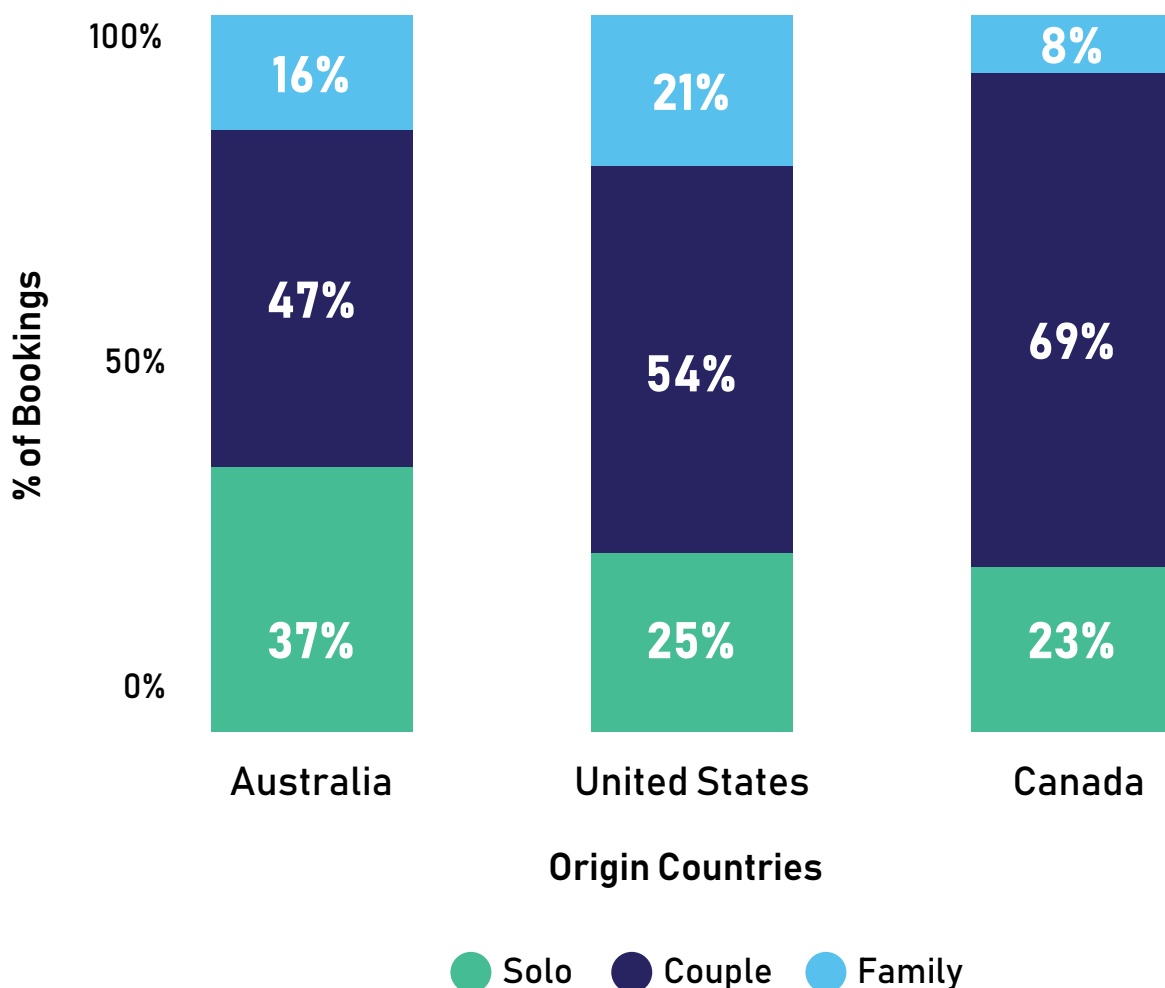


Source: Adara, a RateGain Company

Couples Lead the Way in Travel Groups

The majority of international travelers visiting Auckland will travel as couples, with 47% of Australians, 54% of Americans, and 69% of Canadians choosing to travel with a partner. Solo travelers also represent a notable share, especially among Australians (37%), while family groups are less common, with the highest proportion among Americans (21%). This trend suggests a demand for cars that cater to both couples and solo travelers.

Group Size by Top Origins

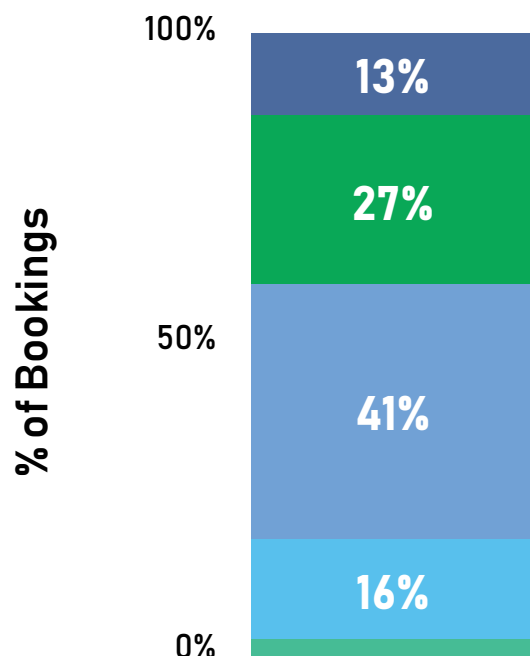


Source: Adara, a RateGain Company

Early Planning Defines Travel Behavior

With most travelers booking well in advance, early engagement will be key to capturing demand. The largest share, 41%, will secure their trips between 31 to 60 days ahead, followed by 27% planning even earlier, within 61 to 90 days. Short-term bookings will be limited, with just 16% reserving within 16 to 30 days and only 3% booking less than two weeks before travel. This clear preference for early planning presents an opportunity for businesses to attract bookings through advance reservation incentives and early-bird promotions while maintaining flexibility for last-minute travelers.

Advanced Period Composition



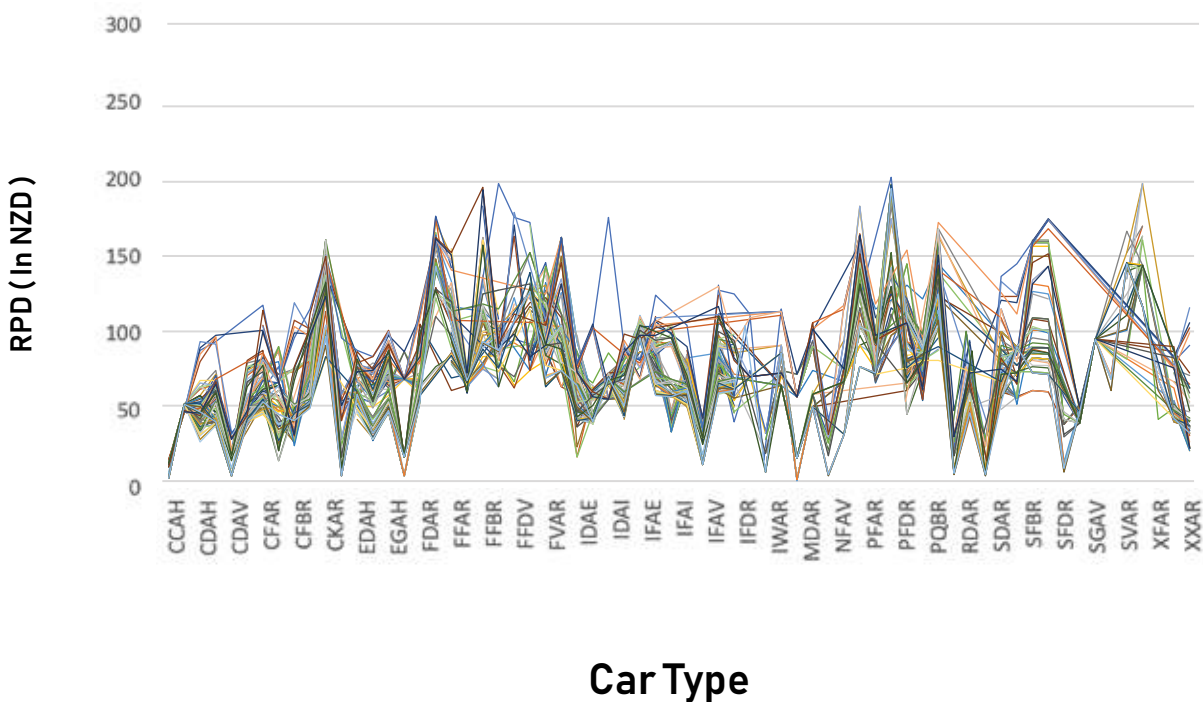
March-May 2025
(Compared to 2024)

● 0-15 days
 ● 16-30 days
 ● 31-60 days
 ● 61-90 days
 ● 91+ days

Source: Adara, a RateGain Company

SUVs and Larger Passenger Vehicles Will Drive Demand

With autumn approaching in Auckland, demand for SUVs and larger passenger vehicles will see a rise during mid-to-late March, mid-April, and early May, driven by holidays and local events. Compact SUVs (CCAR, CCAH) will attract solo travelers and small families, while larger passenger vehicles (CDAR, CDAH) will be popular with bigger groups and those planning longer trips. Budget-friendly options (CCAH, EDMR, CKAR) will appeal to cost-conscious renters, especially mid-week. To maximize revenue, businesses should maintain a fleet that meets customer needs, ensuring sufficient availability during peak weekends and holidays while keeping weekday rates competitive to capture long-term rentals.



Key Takeaways for Car Rentals

- 01 Capitalize on Seasonal Demand for SUVs and Larger Vehicles:**

With autumn approaching, demand for SUVs (CFMR, IFMR) and larger vehicles (CDAR, CDAH) will peak in mid-to-late March, mid-April, and early May. Ensure fleet availability during weekends and holidays to capture demand.
- 02 Tailor Fleet to Traveler Segments:**

Solo travelers and couples will prefer compact SUVs (CCAR, CCAH) and budget-friendly options (EDMR, CKAR), while families and larger groups will favor mid-sized vehicles (CDAR, CDAH) and full-size SUVs (FFBR, XFAR), especially for longer trips.
- 03 Leverage Advance Booking Patterns:**

With 68% of travelers booking 31-90 days in advance, offer early-bird promotions and flexible cancellation policies to secure demand, while keeping competitive rates for last-minute bookings.
- 04 Optimize Pricing for Short-Stay Travelers**

Most travelers stay 1-2 days, so competitive daily rates and short-term packages will maximize revenue. Balance affordability for solo travelers and premium options for business executives and larger groups.
- 05 Adjust Fleet and Pricing for High-Demand Periods:**

Ensure availability of compact SUVs and mid-sized vehicles during peak periods, using dynamic pricing to optimize profitability.

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