

BOLOGNA

TRAVEL TRENDS REPORT

Travel Duration : June to July 2025



Foreword

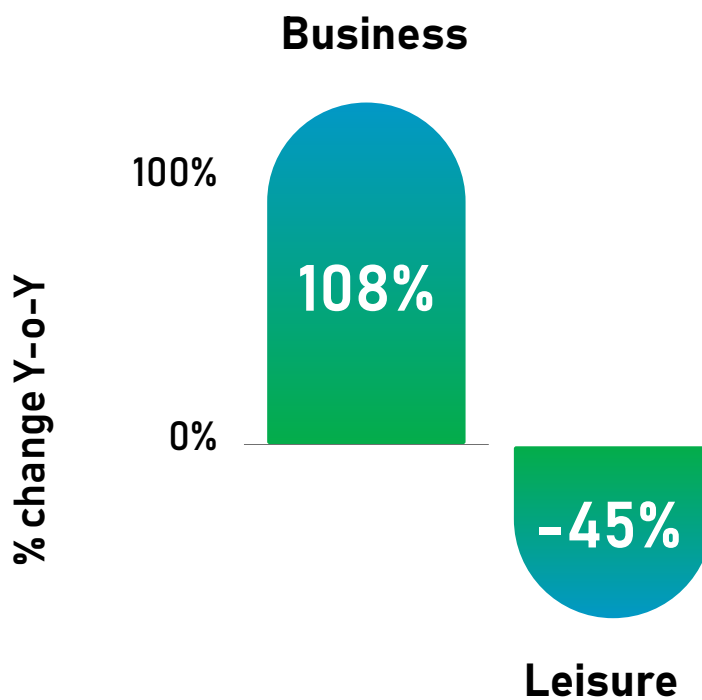
Bologna's summer 2025 season is set to welcome a surge of international visitors—driven by a dramatic rebound in business travel and a diverse mix of source markets. For rental providers, capitalizing on this opportunity means understanding evolving booking windows, stay durations, and vehicle preferences. This report unpacks key insights into market origins, lead-time patterns, trip lengths, group sizes, and pricing dynamics—offering actionable strategies to optimize fleet mix, pricing, and partnerships in Bologna's competitive summer landscape.



Business Travel to Bologna Set to Double This Summer

International business travel to Bologna is set to more than double—rising 108% year-over-year in June–July 2025—while leisure travel is expected to fall by 45% over the same period, underscoring a clear shift toward purpose-driven, midweek trips this summer.

Current Year Comparison to Previous Years Bookings

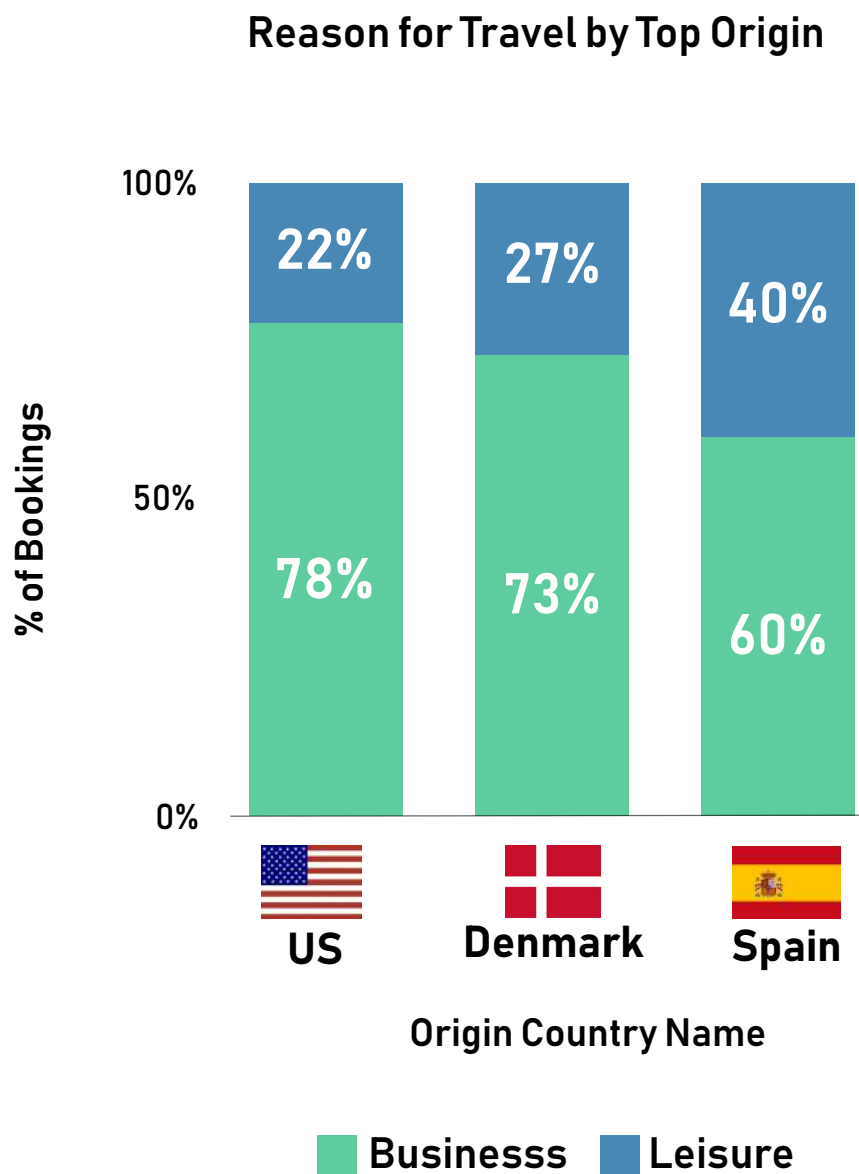


June to July 2025
(Compared to 2024)

Source: Adara, a RateGain Company

Leisure Remains the Majority Segment

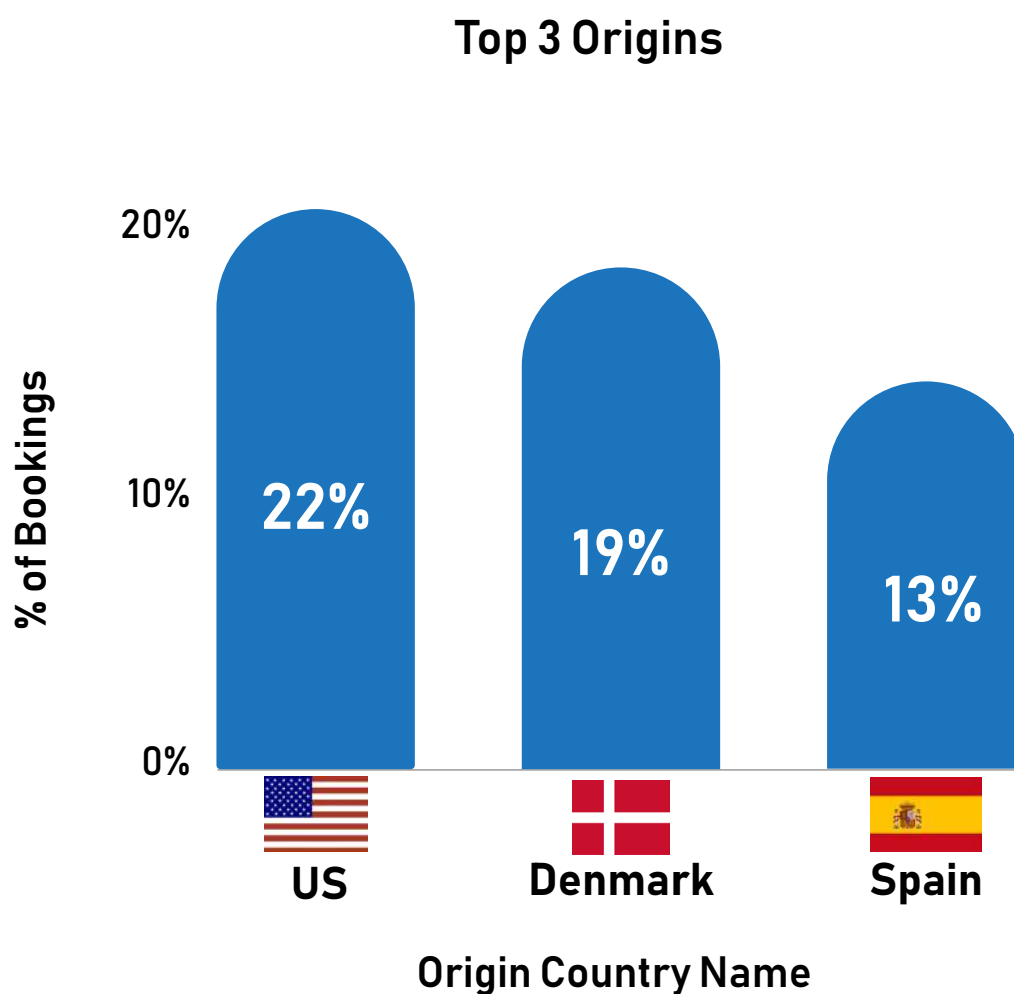
Despite a 45 % year-over-year decline in leisure travel, it will still accounts for the bulk of bookings—78 % in the U.S., 73 % in Denmark, and 60 % in Spain—underscoring the need to maintain strong leisure-focused rental offerings.



Source: Adara, a RateGain Company

Americans, Danes, and Spaniards Lead Bologna's Travel Wave

This summer, Bologna will draw a truly international crowd across both business and leisure segments: 22 % of visitors from the United States, 19 % from Denmark, and 13 % from Spain. This transatlantic + European mix underscores the city's dual appeal as a corporate hub and a leisure destination.

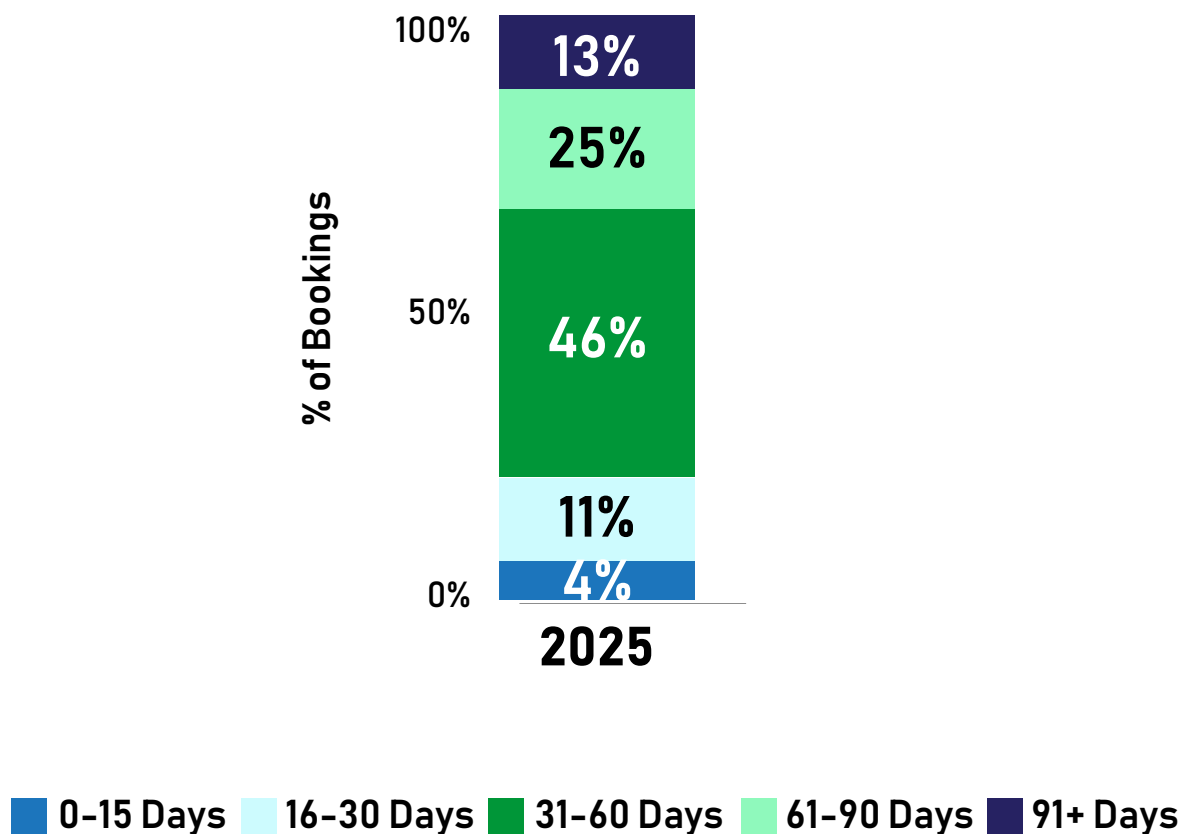


Source: Adara, a RateGain Company

Early Planners Dominate Summer Travel Window

46% of travelers book their trips to Bologna 31–60 days in advance, making it the most common lead time by far. An additional 38% book between 61 and 90+ days out, reinforcing the trend toward early planning. In contrast, only 15% of travelers book within the first month, highlighting the low share of last-minute demand.

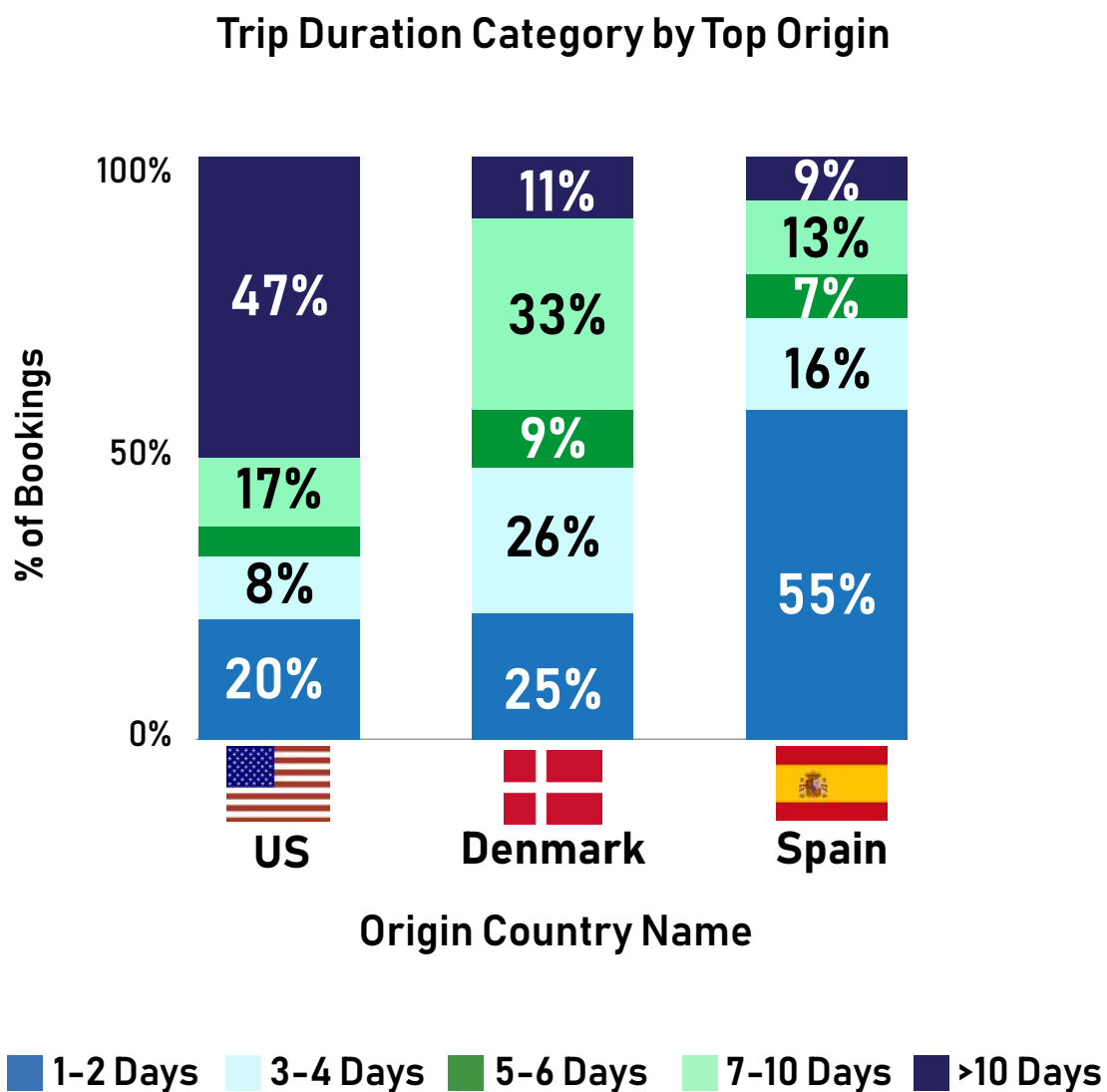
Advance Period Composition



Source: Adara, a RateGain Company

Extended Stays for Americans, Brief Visits for Spaniards

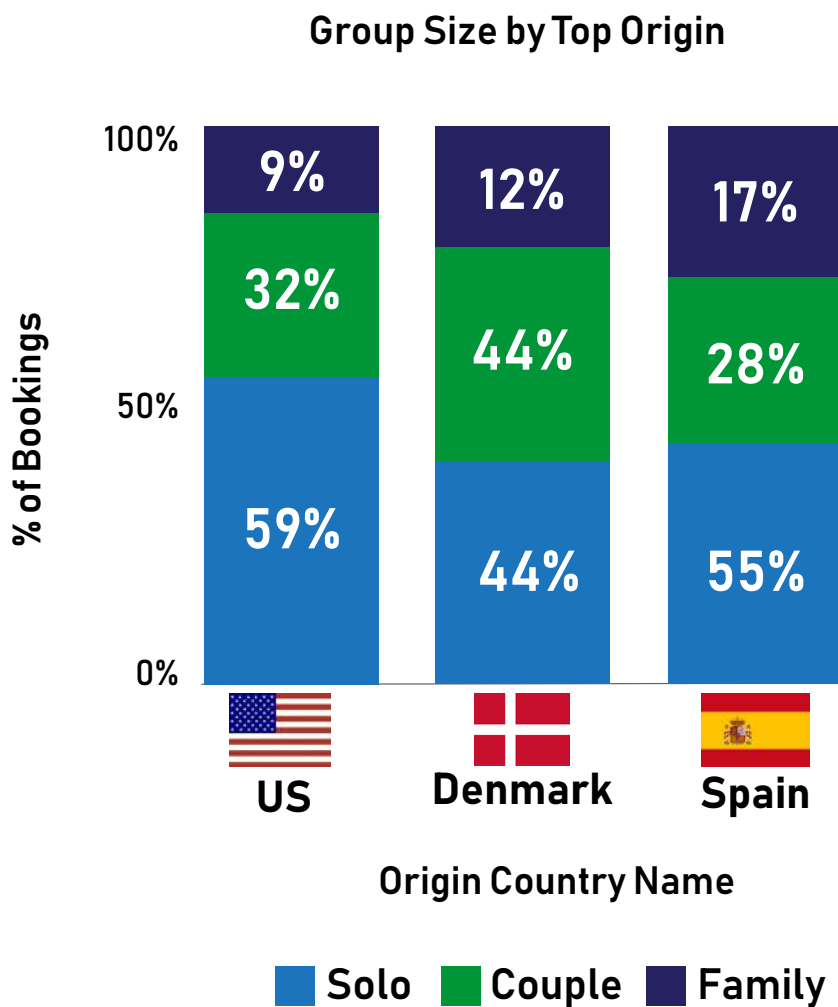
Trip durations will vary this summer across traveler groups. Nearly 47% of U.S. visitors will stay over 10 days in Bologna, while 55% of Spanish travelers will opt for short visits of just 1–2 days. Danish travelers show a more balanced pattern, with 47% staying 1–4 days and 44% staying 7–10+ days.



Source: Adara, a RateGain Company

U.S. and Spanish Travelers Go Solo, Danes Travel in Pairs

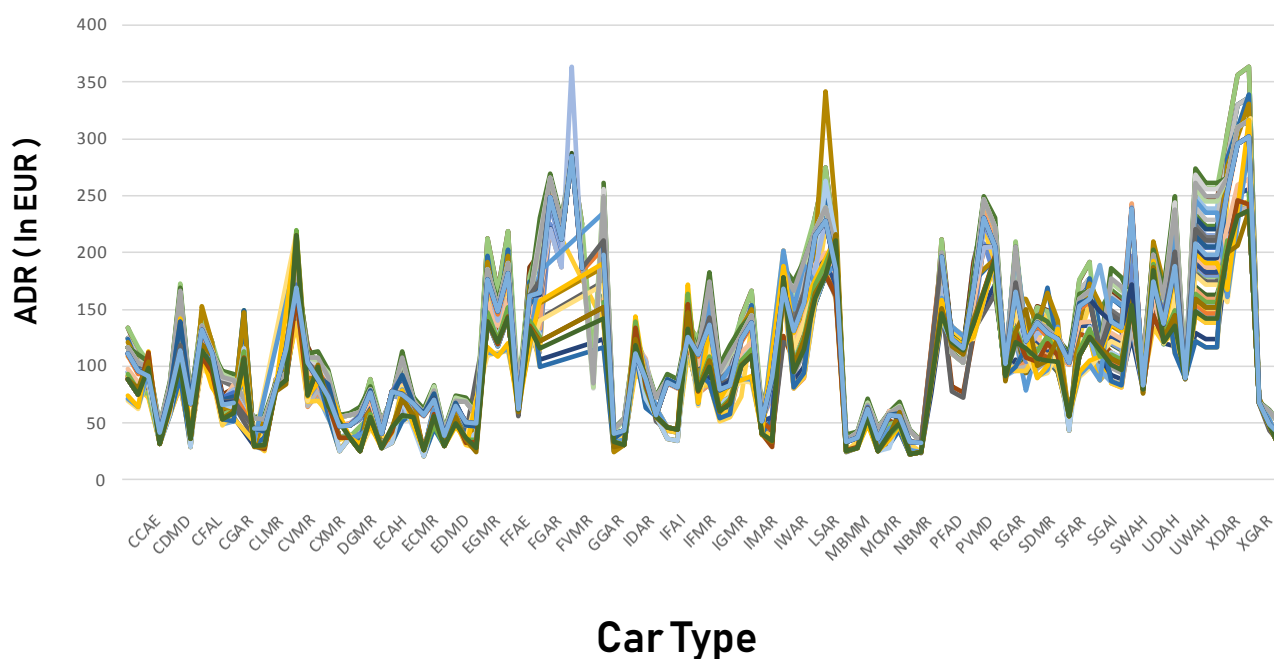
A majority of travelers from the U.S. (59%) and Spain (55%) will travel solo this summer—likely reflecting the rise in business travel. Danish travelers, by contrast, are more evenly split, with 44% traveling solo and another 44% as couples, indicating a more balanced mix of travel purposes.



Source: Adara, a RateGain Company

Missing

Car rental rates in Bologna this summer cater to every traveler profile. Luxury sports cars (LSAR) spike to €341 in the first week of June before settling into a €180–€250 range for the season; full-size vans (FVMR) peak at €364 in early July and stay elevated for group bookings; luxury sedans (XDAR) hit €357 on late-July weekends for premium comfort seekers; compact SUVs (XGMR) and economy crossovers (EGMR) remain steady at €48–€49; and compact crossovers (DDMR) start around €25 and climb into the mid-€40s as demand builds. This clear segmentation—mirroring varied booking windows and purpose-driven stay patterns—underscores the importance of aligning fleet mix and pricing to each segment’s needs.



Key Takeaways for Car Rentals

- **01 Prepare for the business rebound**
International business bookings jump 108 %—so partner closely with corporate clients and exclusive weekday rates to secure and grow high-value contracts.
- **02 Match Fleet to Stay Lengths**
With 47 % of U.S. guests renting 10+ days and 55 % of Spaniards booking 1–2 days, maintain a dual fleet strategy: long-stay vehicles for extended trips and agile compact cars for quick turnovers.
- **03 Capture Early-Bird Bookings**
84 % of reservations occur 31+ days out—use early-bird pricing and targeted pre-season campaigns to secure revenue well before peak.
- **04 Keep Leisure in Focus**
Despite the dip in leisure travel, it still drives the majority of bookings—so maintain strong leisure-focused fleet allocation and targeted promotional campaigns.
- **05 Prep full-size vans for early July group demand**
FVMR peaks at €364 around July 6 and stays elevated. Align your van availability and promotional offers (e.g. family or corporate packages) to that early-July window.
- **06 Maintain robust supply of compact SUVs & economy crossovers**
XGMR and EGMR hold steady at €48–€49—these reliable, budget-friendly options will serve the bulk of 1–2-month-ahead planners and short-stay visitors.

Want to Keep Up with Year-Round Travel Trends?

Subscribe to Our Page!



www.rev-ai.io

