

# CAPE TOWN

## TRAVEL TRENDS REPORT

Travel Duration : February to April 2025





## Foreword

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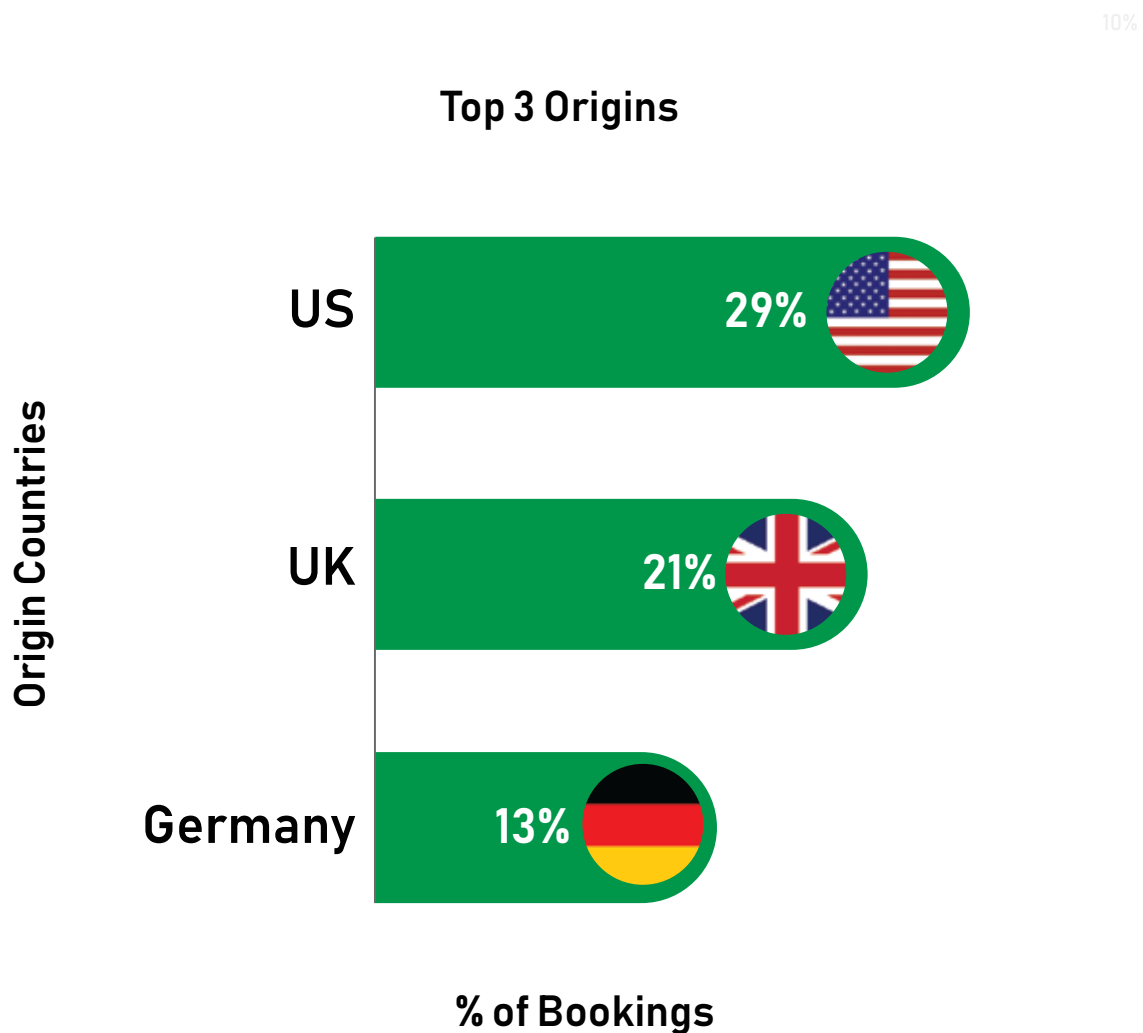
Cape Town is set for a vibrant travel season from February to April 2025, drawing a diverse mix of international visitors with unique needs. From solo adventurers seeking budget-friendly cars to couples and families opting for premium vehicles, Cape Town offers opportunities for car rental businesses to cater to varied preferences.

By aligning with travel trends and prioritizing customer needs, businesses can not only meet demand but exceed expectations in a dynamic and competitive market. This report provides key insights and strategies to help car rental companies thrive during this pivotal season.



## US Leads Cape Town Tourism

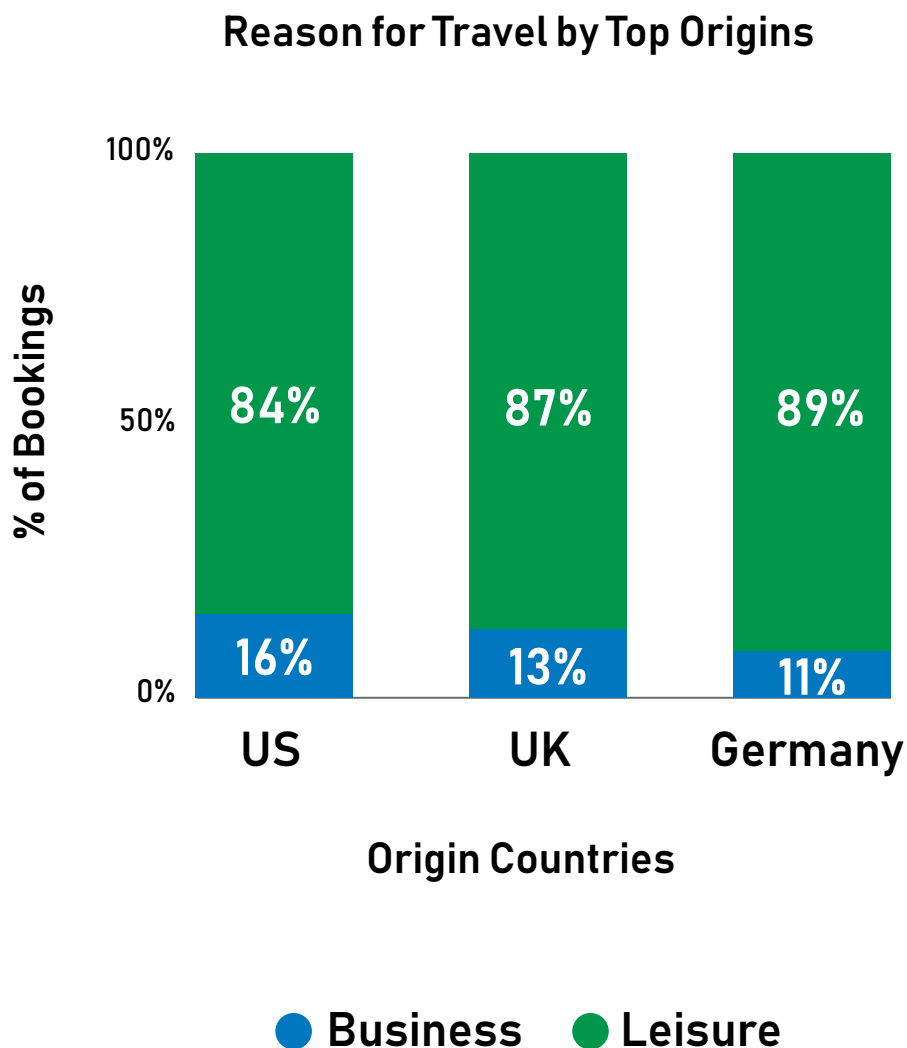
The United States will account for the largest share of international arrivals in Cape Town, contributing 29%, followed by the United Kingdom (20%) and Germany (13%). Car rental companies can capitalize on these high-volume markets by offering tailored services, such as multilingual support, compact cars, and targeted promotions, to effectively meet the needs of these major customer groups.



Source: Adara, a RateGain Company

## Leisure Remains the Primary Travel Purpose

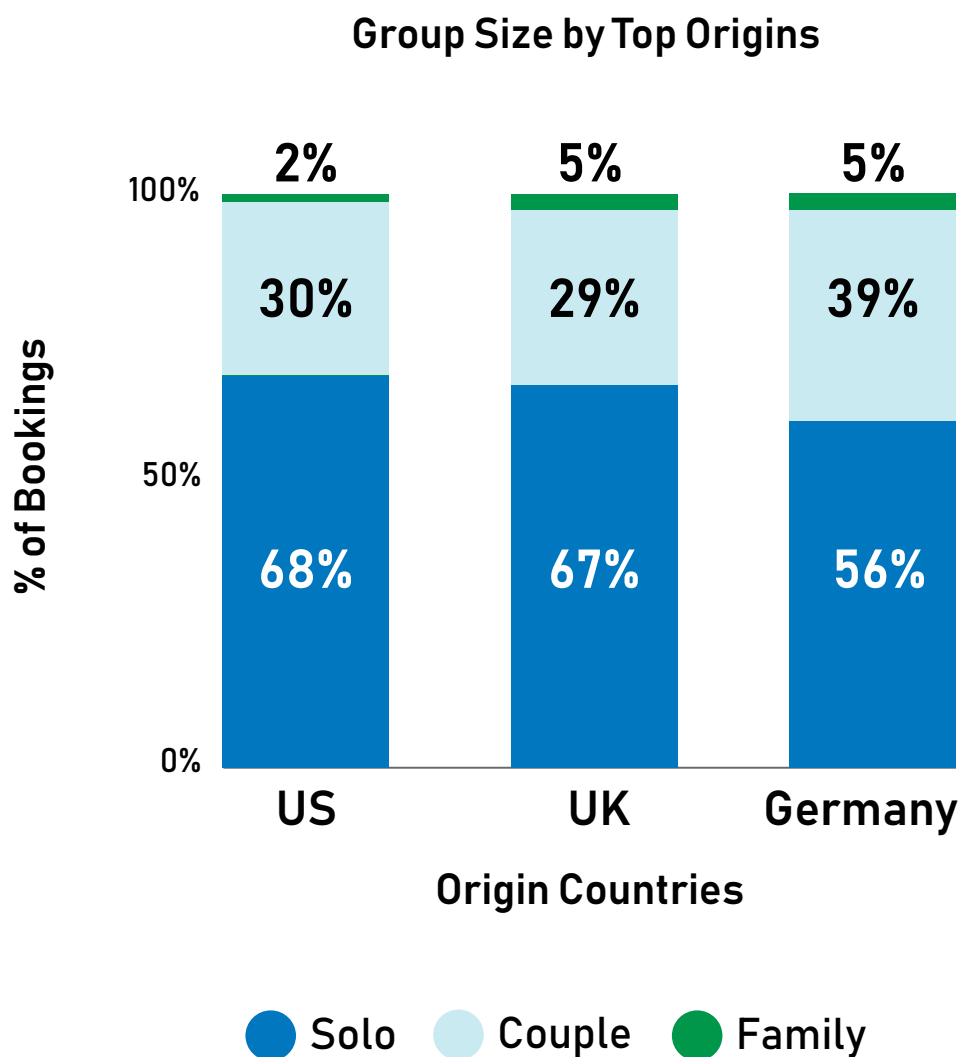
Leisure travel will dominate Cape Town's tourism, with 84% of US visitors, 87% of UK travelers, and 89% of German tourists arriving for recreation. Car rental businesses should focus on offering spacious, comfortable vehicles tailored for sightseeing and road trips to enhance the travel experience for these holidaymakers.



*Source: Adara, a RateGain Company*

## Solo Travelers Take the Lead

Solo travelers will form the majority of visitors, comprising 68% of US, 67% of UK, and 56% of German tourists. To cater to this group, car rental companies should prioritize compact vehicles that are budget-friendly and easy to navigate. Couples, the second-largest group, may prefer versatile vehicles offering comfort, while families will require spacious and practical options. Maintaining a balanced fleet will enable car rentals to efficiently meet demand across these segments.

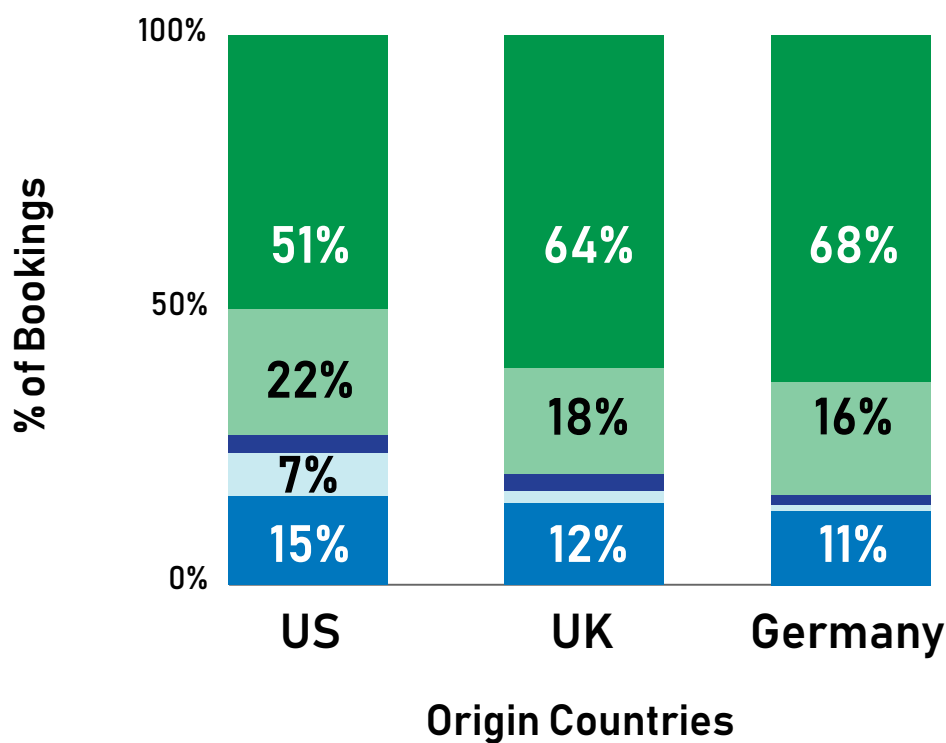


*Source: Adara, a RateGain Company*

## Extended Stays Create Opportunities

More than 50% of visitors from key markets will stay in Cape Town for over 10 days, driving demand for long-term rentals. Flexible packages, long-term discounts, and perks like unlimited mileage can help car rental businesses attract and retain these customers, ensuring steady revenue.

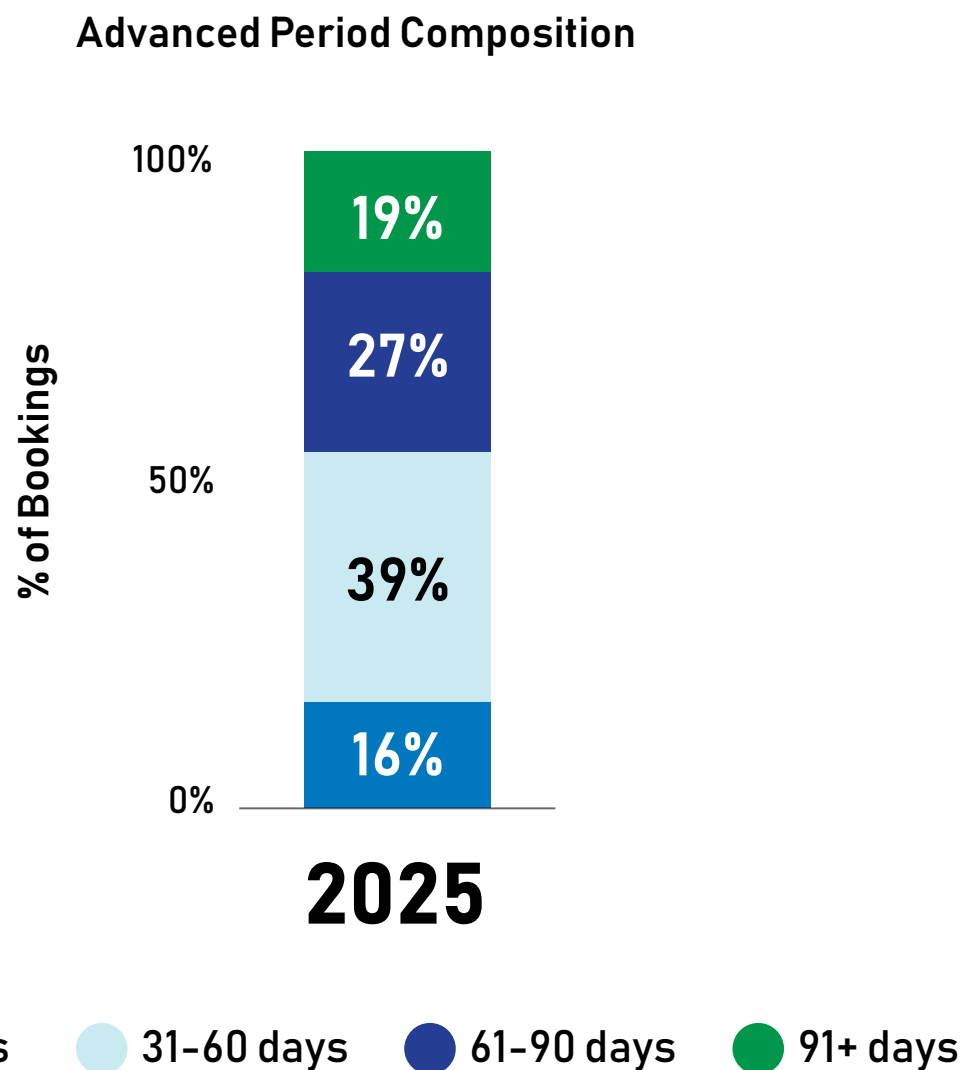
Trip Duration Category by Top Origins



● 1 - 2 Days ● 3 - 4 Days ● 5 - 6 Days ● 7 - 10 Days ● >10 Days

## Advanced Planners Set the Tone

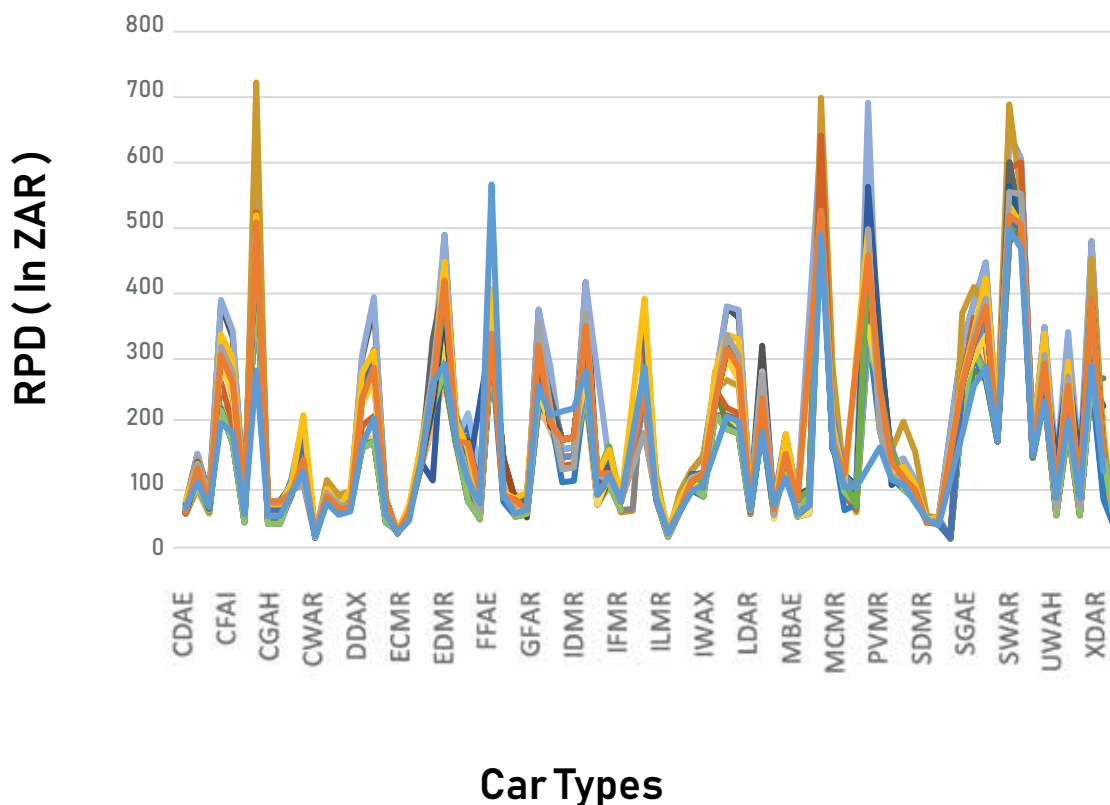
With 66% of travelers booking 31 to 90 days in advance, early marketing campaigns and booking incentives are essential. By targeting advance planners, car rental companies can secure reservations ahead of competitors and maintain a strong booking pipeline.



*Source: Adara, a RateGain Company*

# Premium Vehicles Poised to Drive Seasonal Revenue Growth

The car rental market outlook indicates that premium vehicle categories like CFAR, IFAR, and IVAR will command higher ADRs, coinciding with leisure travel surges between February 13–18. March shows stable ADRs for budget-friendly options like HDMR and ECMR, with late March indicating higher ADRs for premium vehicles, which reflects a shift in traveler preferences toward upscale options. By April, trends suggest that long-term rental categories will yield higher ADRs, potentially driven by extended stays. Implementing strategies such as dynamic pricing and inventory optimization can help car rental businesses maximize revenue during these seasonal changes.





# Key Strategies for Car Rentals

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- 01 Tailor Services for Key Markets :**

Focus on US, UK, and Germany travelers by launching targeted promotions and providing multilingual support to effectively meet their needs to help capture demand from these high-volume international visitors.
- 02 Optimize Fleets for Leisure Travelers :**

Stock spacious and comfortable vehicles to meet the needs of holiday makers exploring Cape Town.
- 03 Prioritize Compact and Premium Vehicles :**

Ensure ample availability of compact cars for solo travelers and premium options for couples, while maintaining a smaller inventory for families.
- 04 Leverage Long-Term Rental Opportunities :**

Introduce flexible packages and discounts to attract visitors staying more than 10 days.
- 05 Launch Early Marketing Campaigns :**

Engage advance planners with targeted offers 1–3 months before their trips to secure bookings early.
- 06 Adjust Pricing Strategically :**

Use dynamic pricing to capitalize on February’s premium vehicle ADR spikes, manage stable March demand, and target potential April gains from extended rentals.

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