

CYPRUS

SUMMER TRAVEL TRENDS

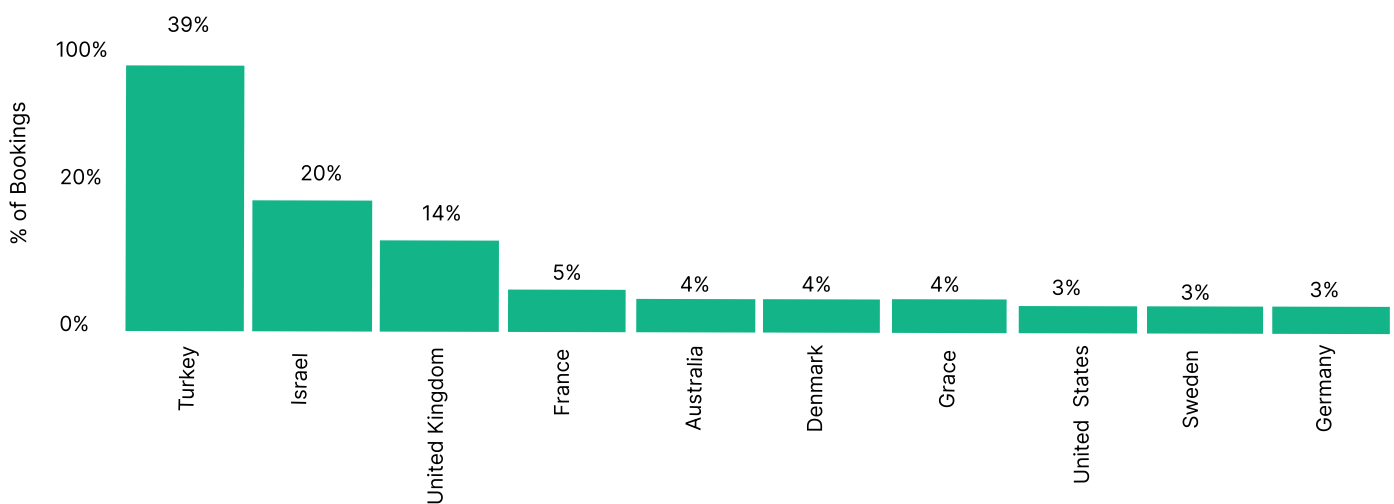
Travel Duration: July to September 2024



Turkey, Israel, and the UK will Lead Visitor Numbers to Cyprus

Turkey will dominate as the primary source of tourists, accounting for 39% of arrivals. Israel and the UK will follow with 20% and 14% respectively, showcasing Cyprus's regional appeal as a neighboring destination for these countries.

Top 10 Origin



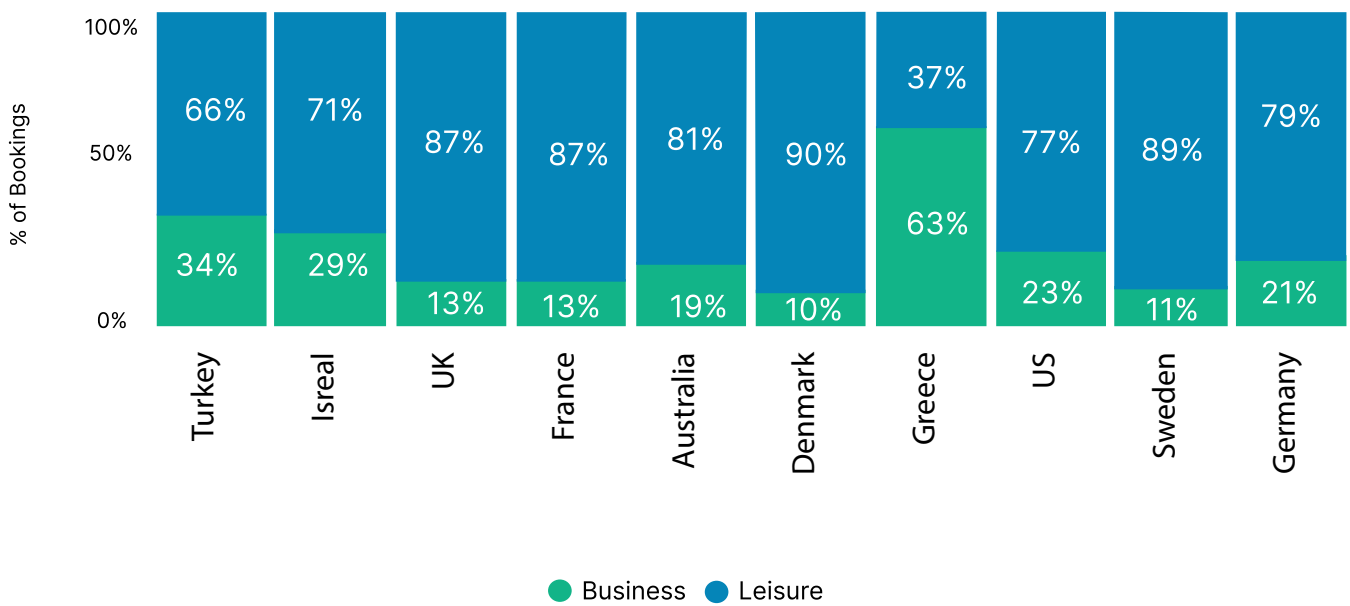
Source: Adara, a RateGain Company



Greeks for Business, Scandinavians for Leisure

A significant 63% of Greek visitors will come to Cyprus for business, while most tourists from Denmark and Sweden will come for leisure, enjoying the island's attractions and relaxed atmosphere.

Reason of Travel by Top Origin



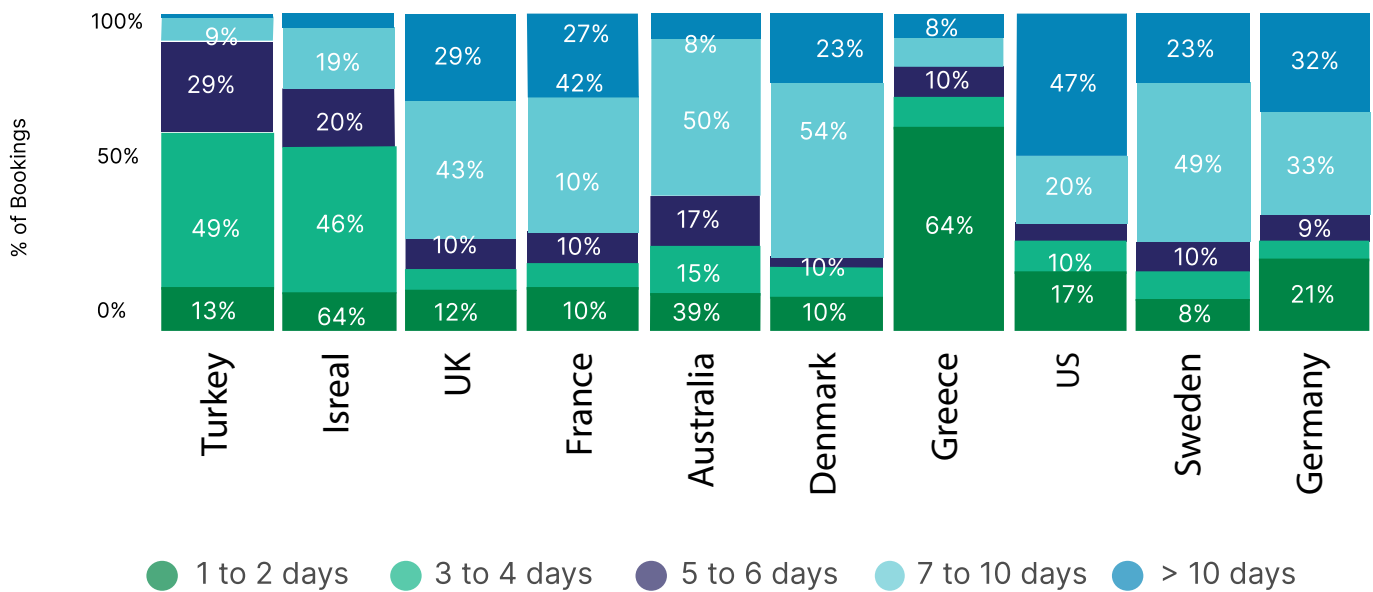
Source: Adara, a RateGain Company



Greek Visitors Favor Short Stays, U.S. Tourists Opt for Longer Visits in Cyprus

Greek tourists will engage in brief visits, primarily lasting 1-2 days, accounting for 64% of their stays. Conversely, 47% of U.S. tourists will choose extended stays exceeding ten days. In contrast, European visitors will prefer a week-long trip.

Trip Duration Category by Top Origin

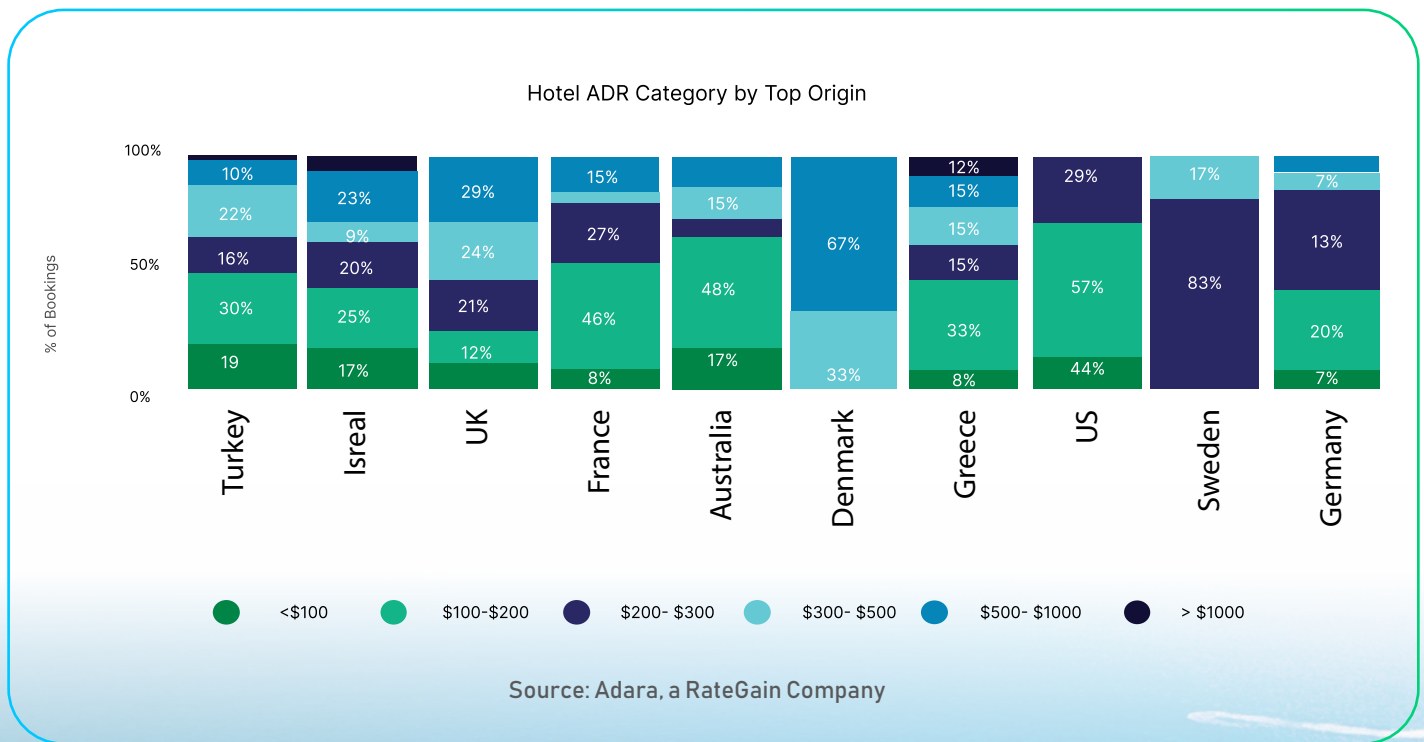


Source: Adara, a RateGain Company



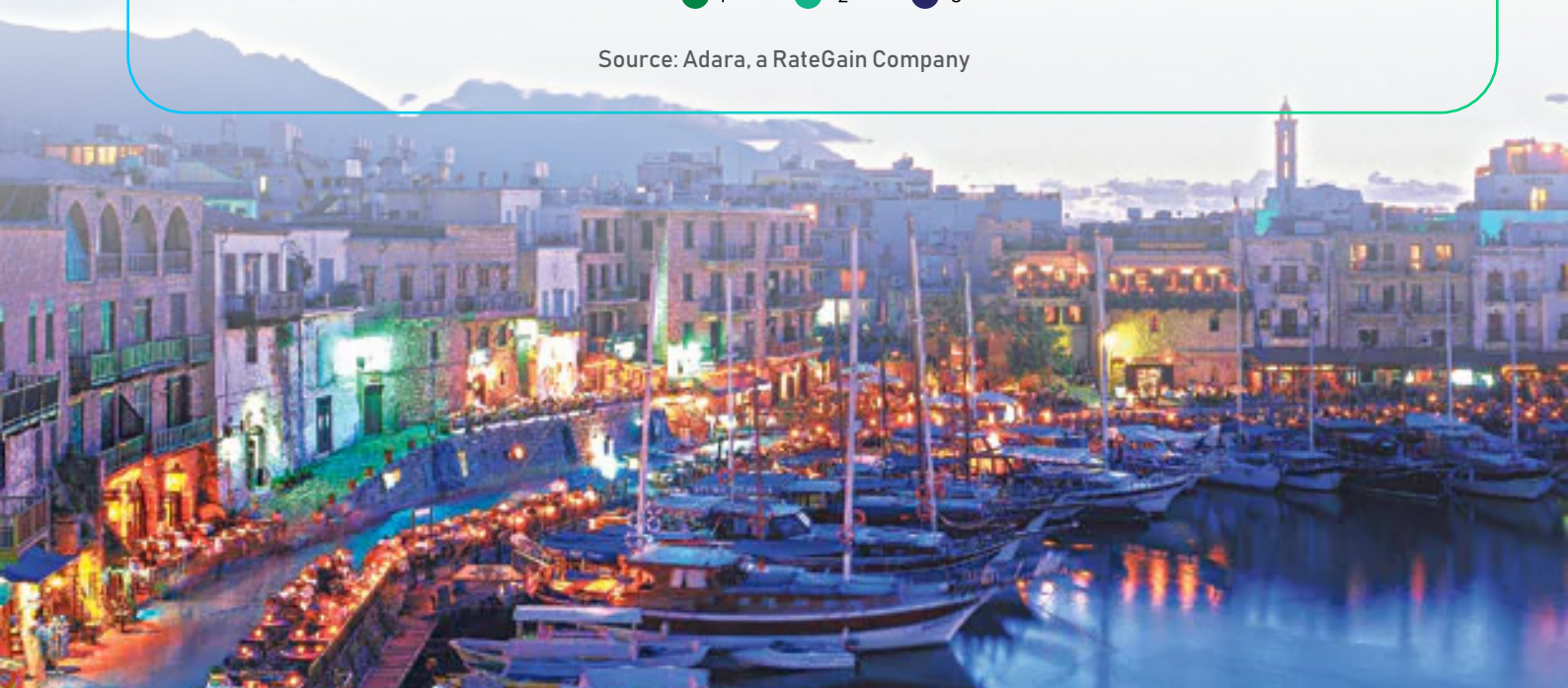
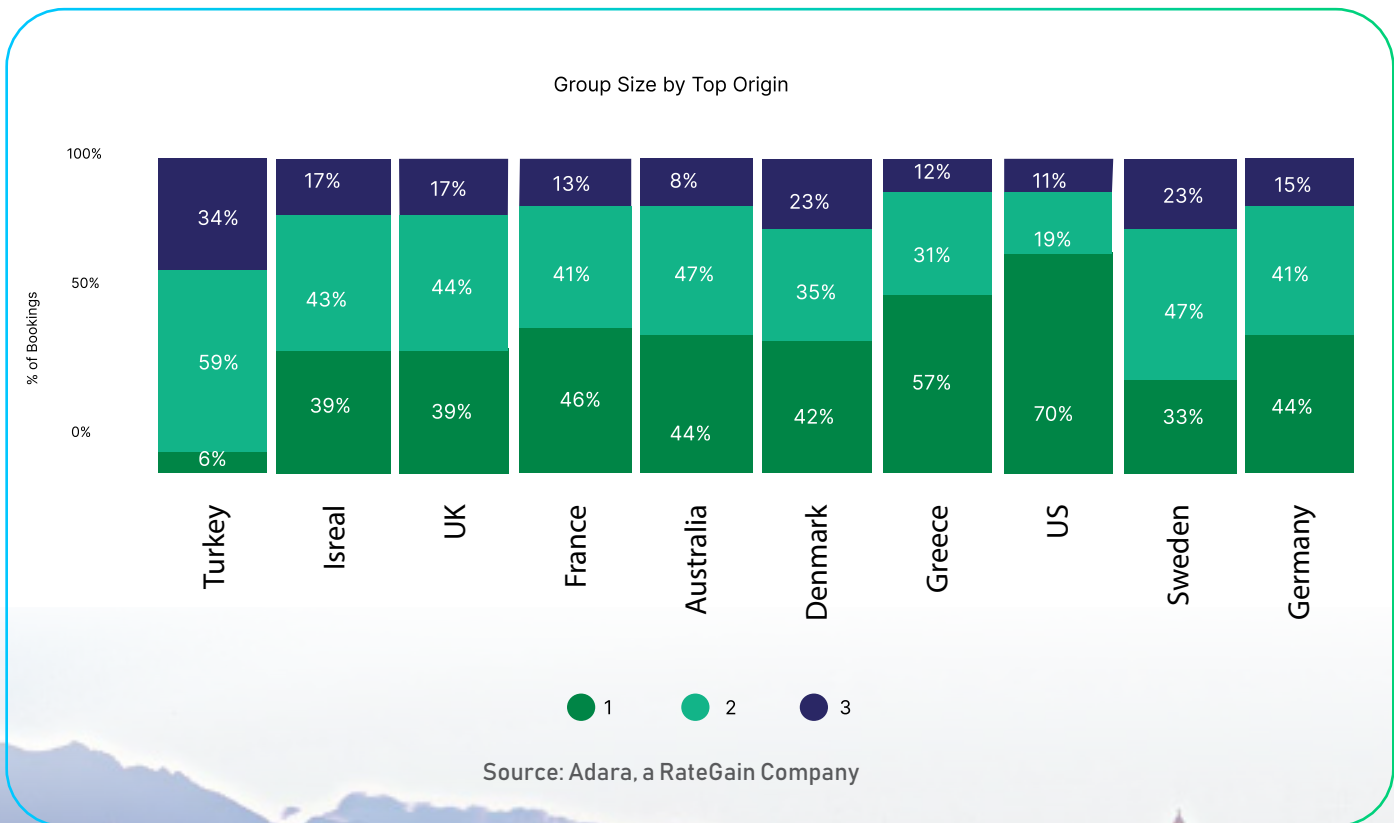
UAE Chooses Luxury, Swiss & French Prefer Economy in Cyprus

UAE tourists will consistently choose luxury accommodations costing \$500-\$1000 per night. In contrast, Swiss and French visitors will prefer more economical lodging options, showcasing the distinct spending habits among Cyprus's international visitors.



Solo Travel from the US and Family Visits from Turkey

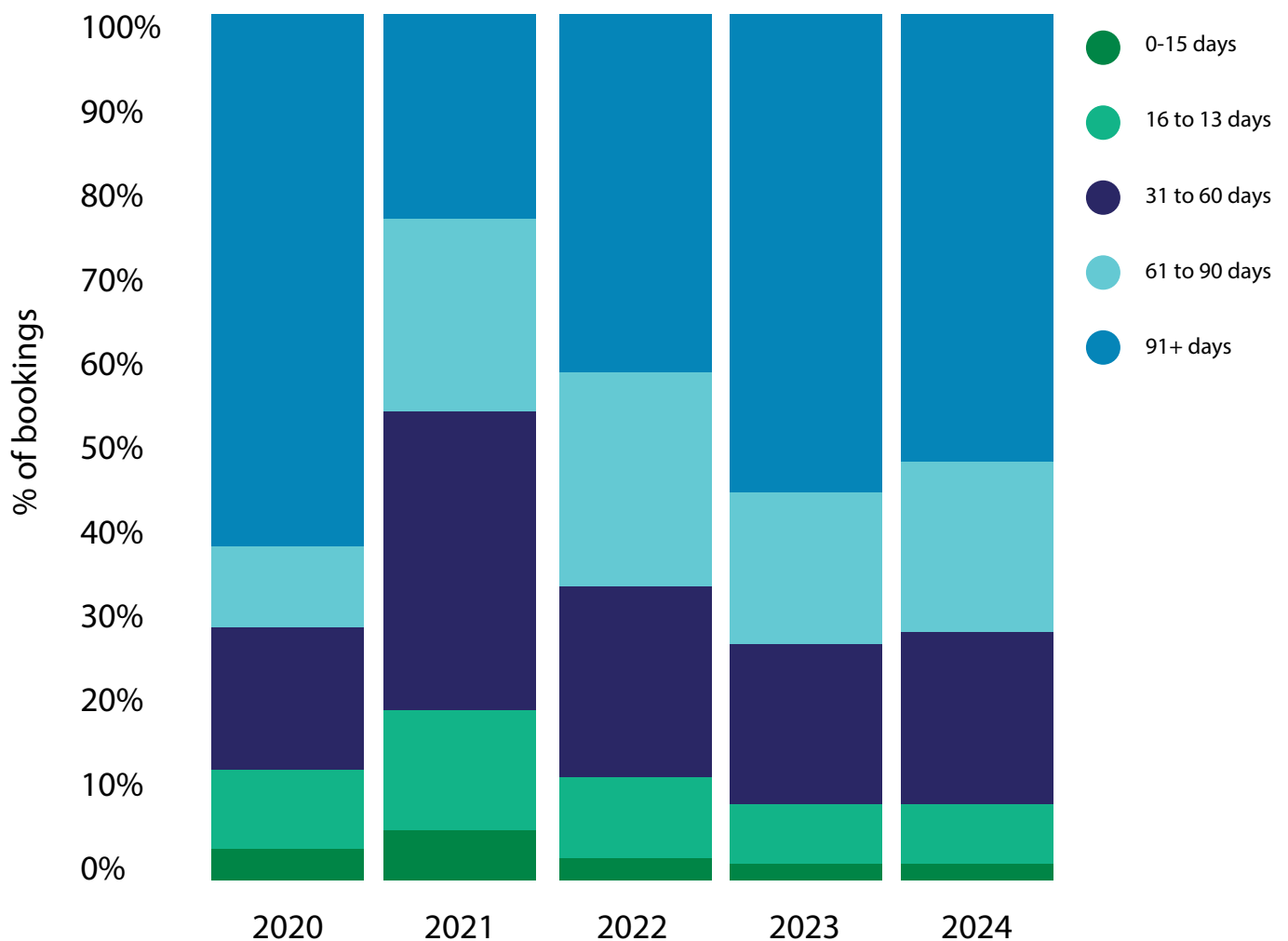
American tourists will predominantly travel solo to Cyprus this summer, while Turkish visitors will travel as couples or families. Meanwhile, majority of travelers from European countries will visit Cyprus as couples.



Early Planning Dominates Cyprus Travel Bookings

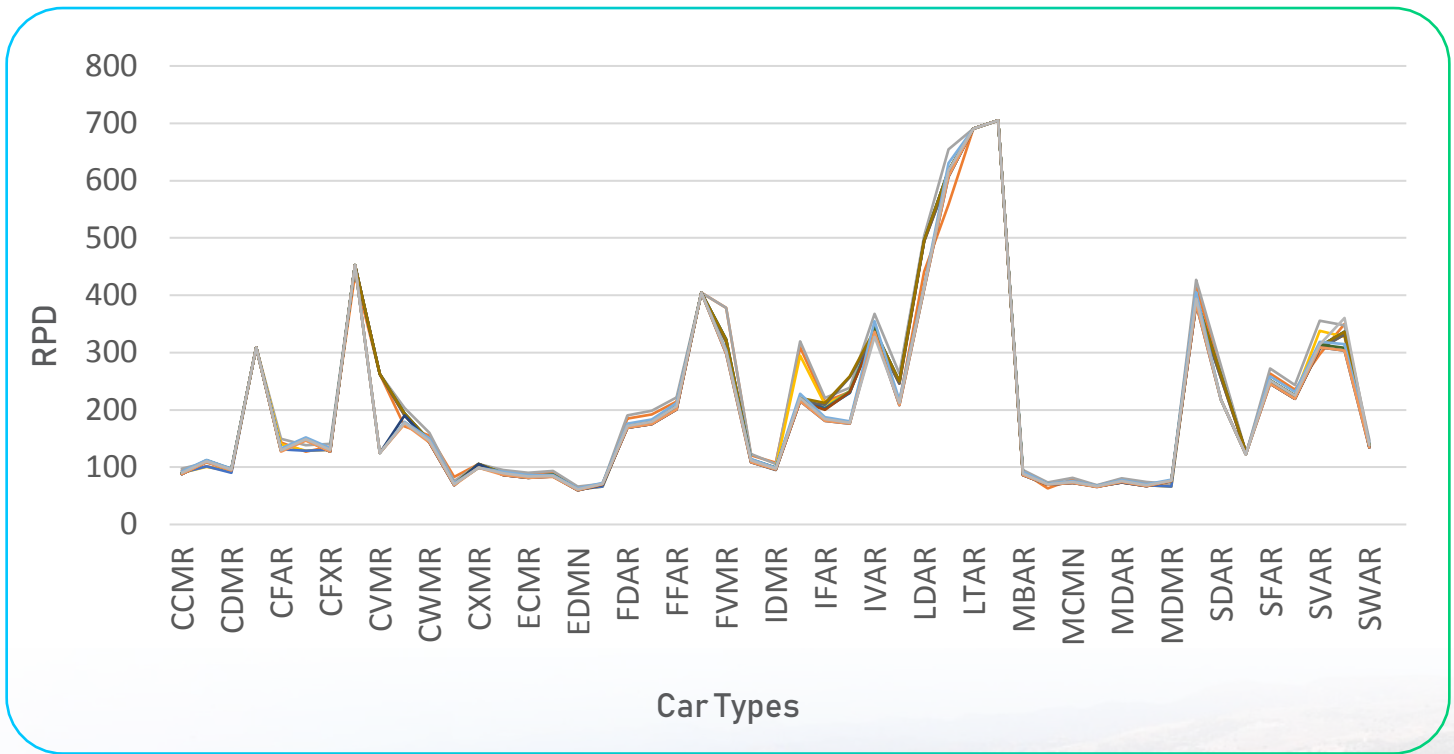
A significant 52% of travelers to Cyprus will secure their plans more than three months in advance, indicating a strong trend towards early bookings. Conversely, only 2% will make arrangements in the frantic final two week

Advance Period Composition



Luxury Vans and Convertibles Achieve Top RPD in Cyprus

Multi-Utility Vehicles (LVAR) and 4-seater Convertibles (LTAR) register the highest Revenue Per Day (RPD), reaching €700 and €690 respectively. This highlights their value during peak tourist season. For those seeking more economical travel, sub-compact cars and hatchbacks offer affordable alternatives at €60 and €66 RPD.



Key Takeaways for Growth

- **01 Diverse Fleet Offerings:**
Cater to tourists from Turkey, Israel, and the UK with vehicles that match their varied preferences, from family vans to veco-friendly models
- **02 Purpose-Driven Rentals:**
Equip your fleet to cater to both business travelers from Greece and leisure visitors from Denmark and Sweden, providing amenities like Wi-Fi for business needs and convertible options for leisure explorers.
- **03 Adapt to Booking Trends:**
Capitalize on the 52% of travelers booking over three months in advance with early incentives, while also accommodating the 2% making last-minute plans.
- **04 Group Size Considerations:**
Offer family-friendly vehicles for Turkish families and provide luxury or sporty options for British couples, ensuring a fit for every group's needs.

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