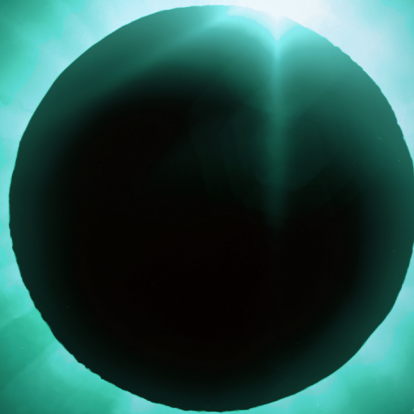


Car Rental Travel Trends: Total Solar Eclipse 2024

Travel Dates: Apr 4-8, 2024



Foreward

With less than a week to go before the total solar eclipse, it brings a wave of visitors to Dallas. This report is designed to guide car rental executives through crucial Last-Minute Strategies.

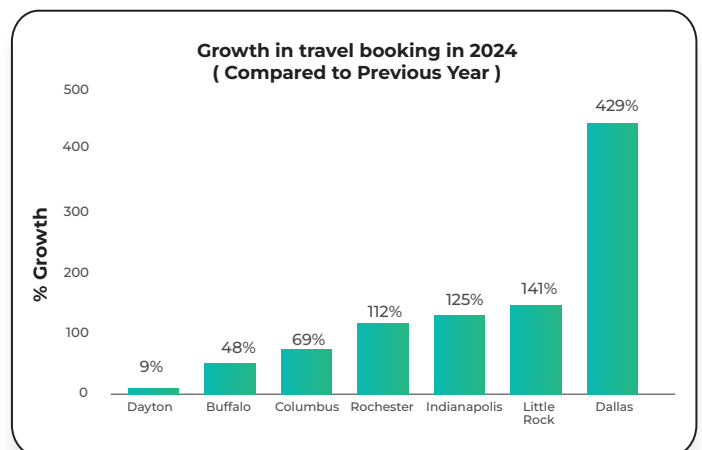
It highlights the expected rise in car rental demand, especially for SUVs and mini vans, as more travelers book flights and hotels.

The shift in travel patterns and customer expectations paints a clear picture of their upcoming preferences looking at the hotels booking data.

For Car Rental executives, it's key to focus on adjusting your fleet and considering dynamic pricing to make the most of this opportunity.

Flight and Hotel Bookings in Dallas Soar 4x Ahead of Total Solar Eclipse

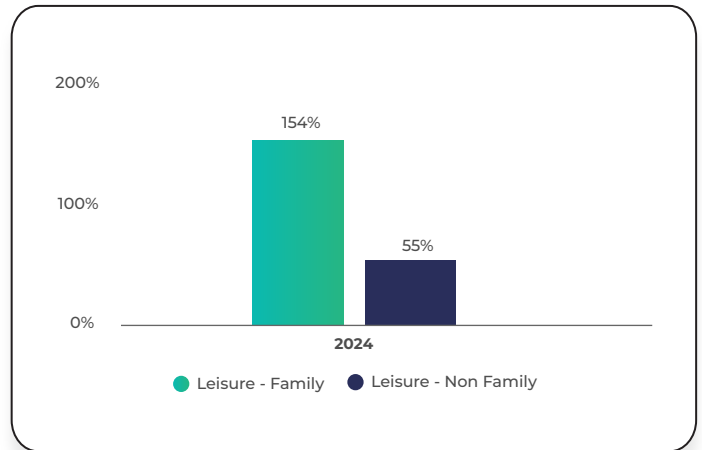
Dallas is set to experience an unprecedented **429%** increase in flight and hotel bookings from April 4-8. This surge reflects the significant interest and excitement surrounding the event, showcasing Dallas's appeal to those eager to witness this phenomenon.



Source: RateGain

1.5x increase in Family Travel

Dallas is set to welcome a surge of eclipse enthusiasts, with tourism expected to increase by **104%**. The city will see family travel surge by **154%**, while solo travel experiences a **55%** increase from the previous year.



Source: RateGain

Dallas Hotels See Surge in Eclipse Bookings

With Dallas gearing up for the eclipse, the most sought-after accommodations reveal where enthusiasts are choosing to stay. Here's a snapshot of the top picks:

- Hotel 1: 1,260 bookings.
- Hotel 2: 1,258 bookings.
- Hotel 3: 1,044 bookings.
- Hotel 4: 853 bookings.
- Hotel 5: 785 bookings.

* This data is based on the Supply partners of RateGain

Eclipse Influence on Dallas Hotel Pricing Trends

Dallas hotel bookings shows significant variance across different pricing tiers:

- Bookings for hotels priced between \$100-\$200 have **surged by 115%**.
- Hotels in the \$200-\$300 price range see a **71% increase** in bookings.
- Hotels priced over \$300 have witnessed a **38% increase** in reservations.

