

# DUBAI

## TRAVEL TRENDS REPORT

Travel Duration: December 20, 2024, to January 5, 2025



## Foreword

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The holiday season in Dubai presents significant opportunities for the travel industry, with a remarkable 61% year-on-year growth in visitors. For car rental businesses, this surge offers a unique chance to meet diverse customer needs while maximizing revenue.

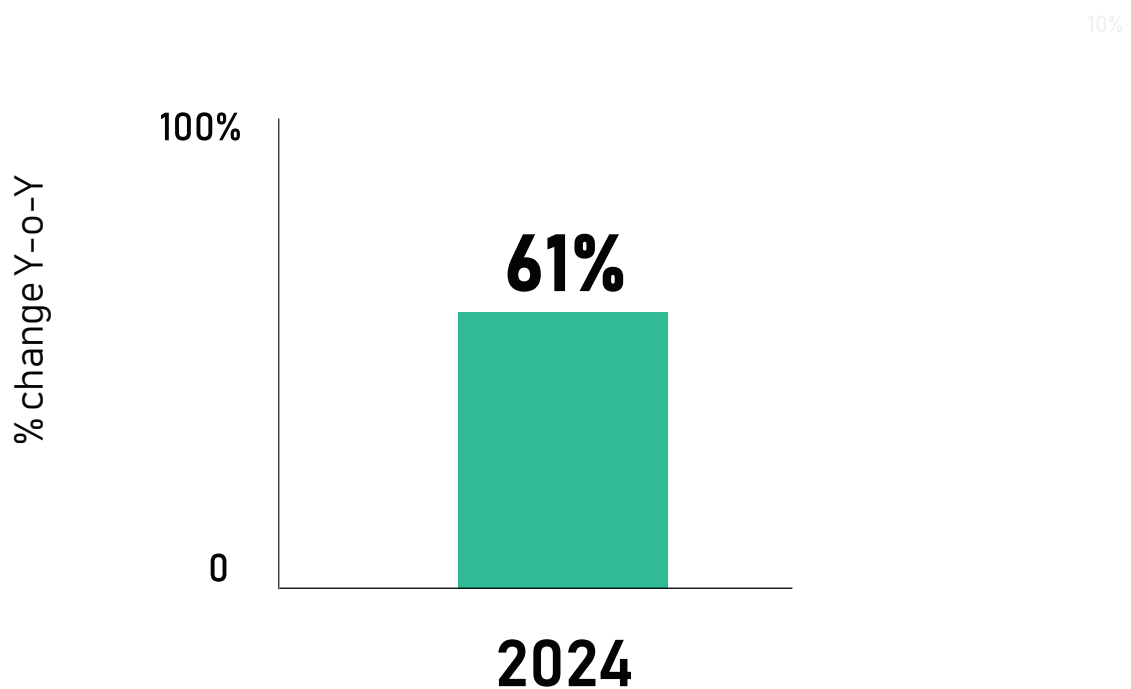
Understanding traveler behaviors—such as varying lengths of stay and planning timelines—and ensuring meticulous preparation will be key to meeting their needs effectively

This guide highlights essential trends and strategies to help you align your fleet and services with market demand, ensuring a prosperous and successful holiday season.

## 61% Holiday Travel Surge

Dubai will see a remarkable 61% increase in travel this holiday season. This growth presents a tremendous opportunity for car rental companies to prepare their fleets, capitalize on heightened demand, and maximize revenue potential.

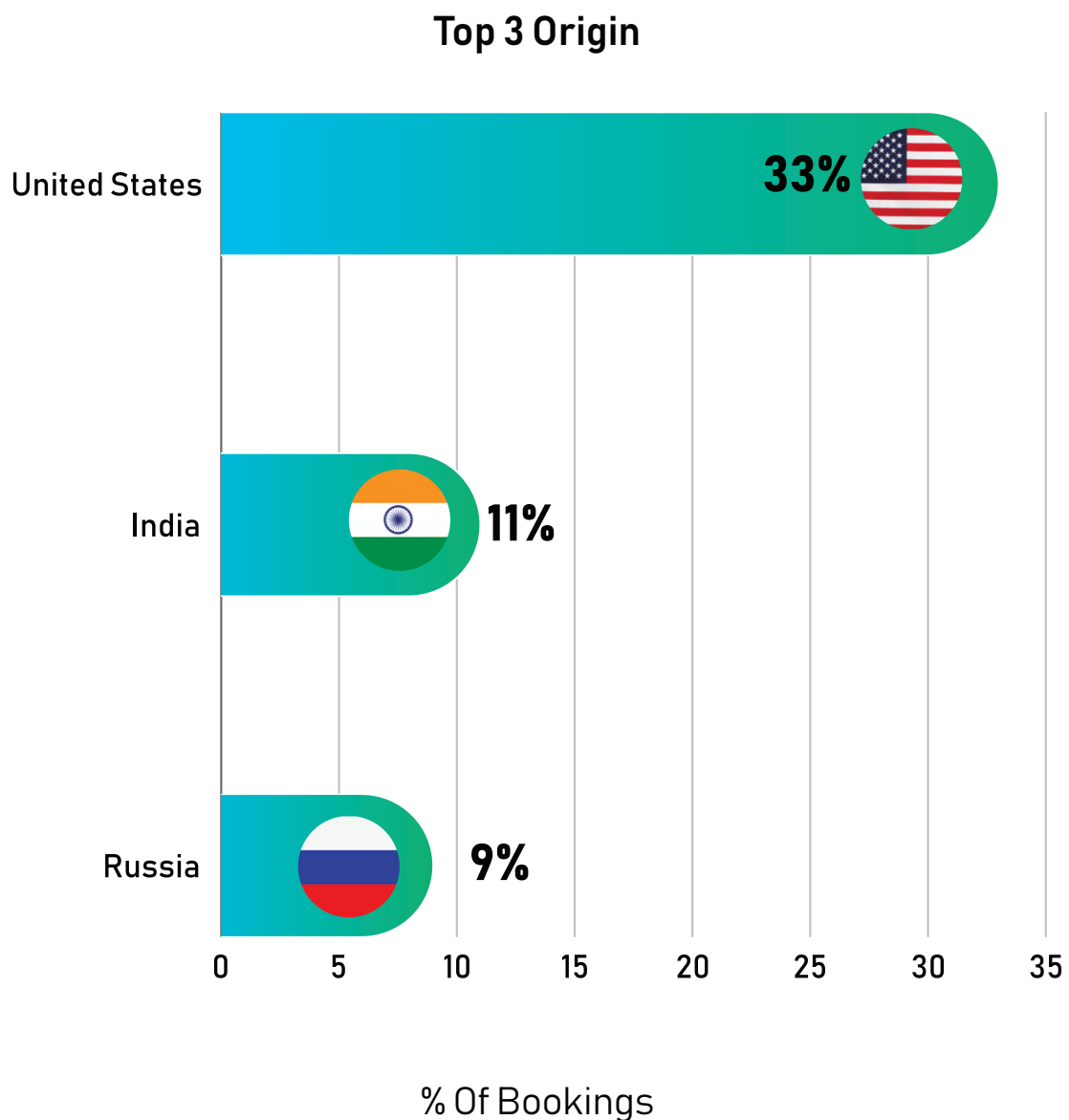
### Current Year Booking to Previous Year Bookings



Source: Adara, a RateGain Company

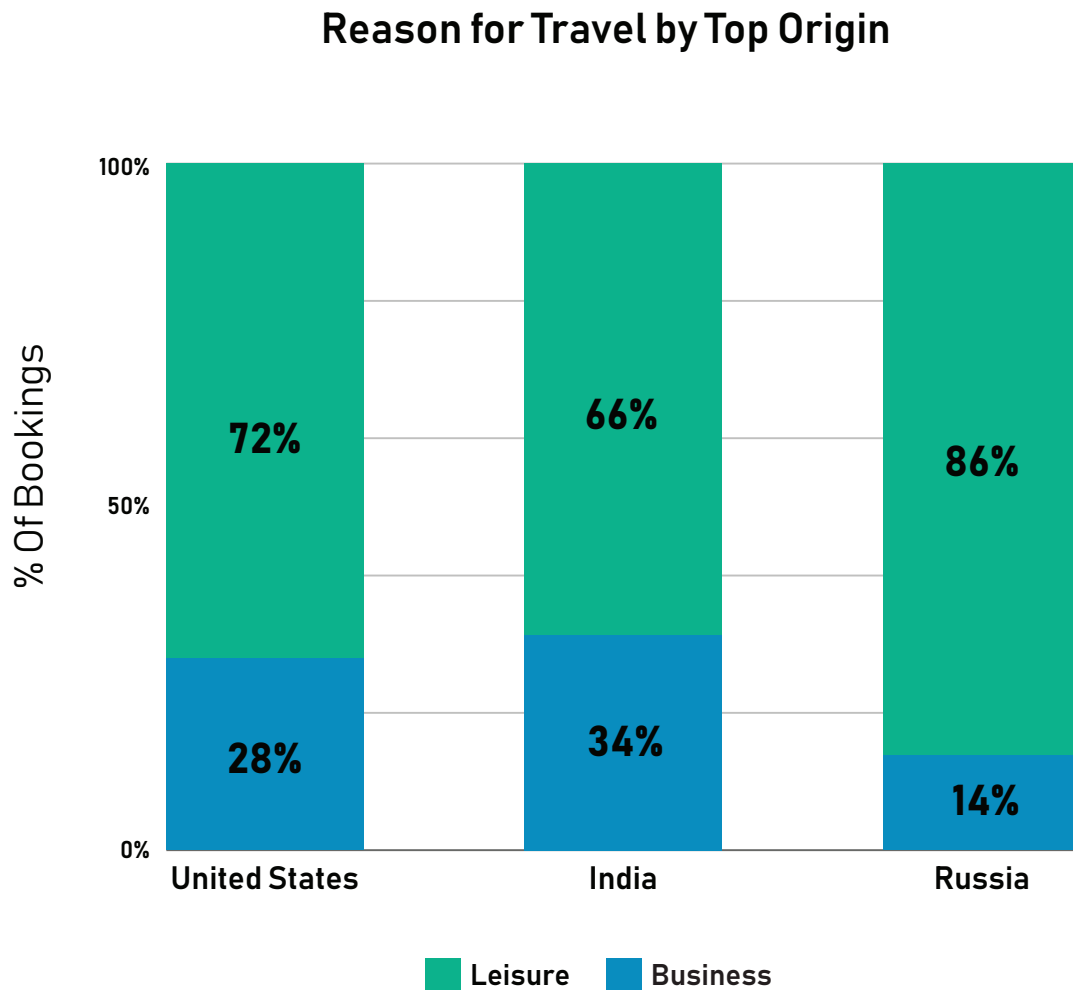
## Key Markets Driving Dubai's Holiday Tourism

Three key markets—the United States (33%), India (11%), and Russia (9%)—will account for over half (53%) of all international visitors to Dubai this holiday season. These markets present a critical opportunity for tailored strategies and customized services.



## Leisure Travel Dominates

Leisure travel will dominate among the top three source markets—United States, India, and Russia—with leisure being the primary driver, reflecting a strong preference for leisure-focused experiences among travelers.

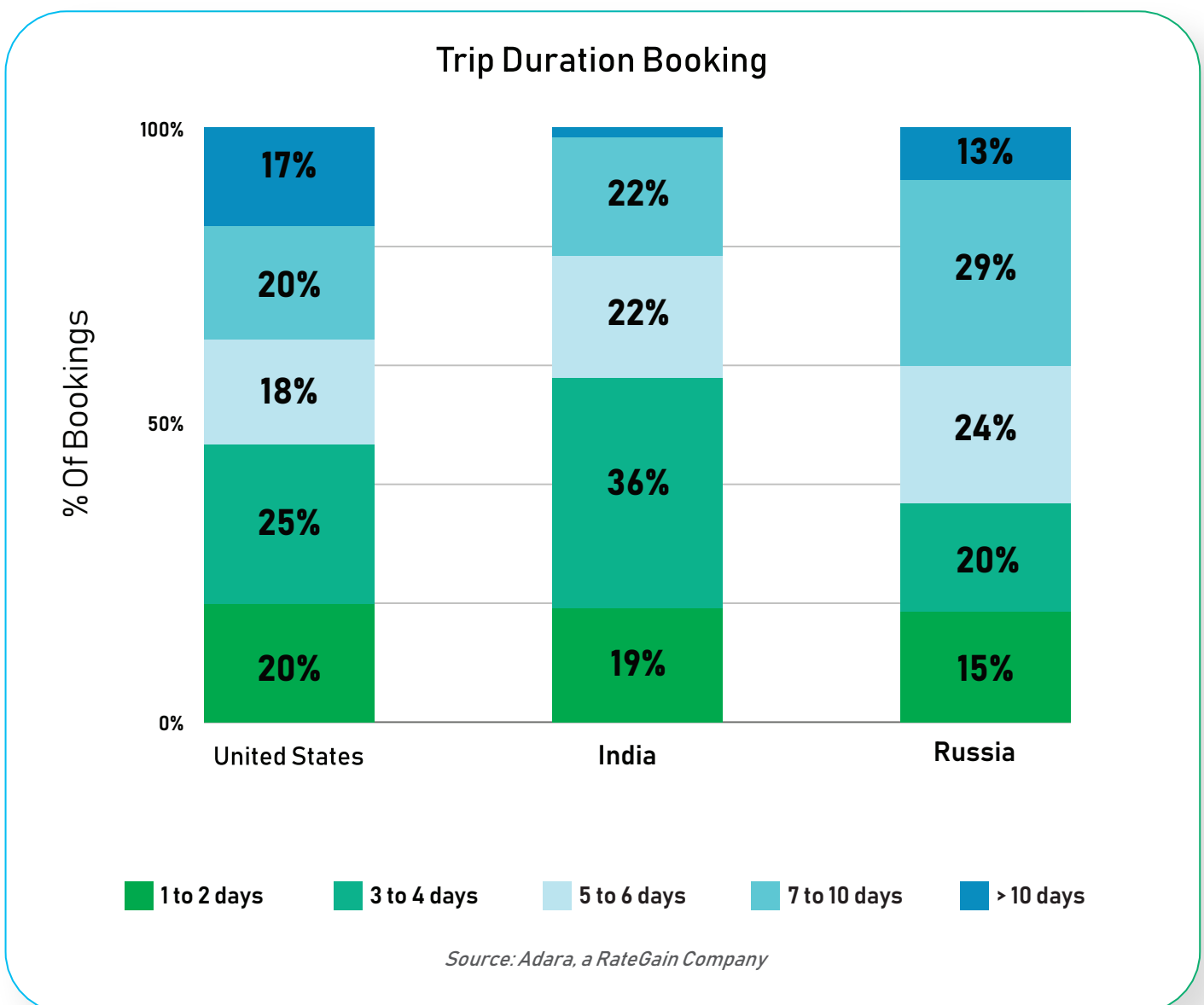


Source: Adara, a RateGain Company

## Russian Travelers Opt for Extended Visits

US travelers show a balanced distribution of trip durations, with 45% staying for 1–4 days, while the remaining 55% opt for longer stays of 5 days or more. Indian visitors will predominantly favor shorter trips, with 36% choosing 3–4 days.

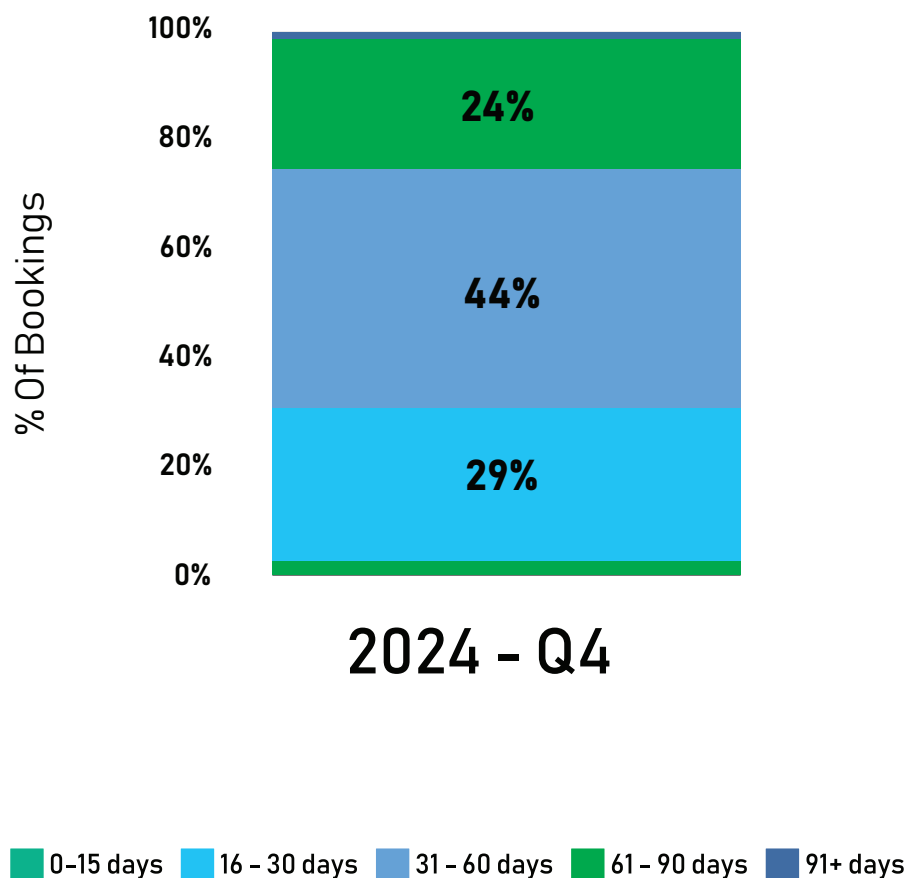
In contrast, Russian travelers will stand out, with 42% opting for extended stays of 7 days or more. To address these varying preferences, car rental businesses should offer flexible options that cater to both short-term and long-term travelers.



# Early Planners Drive Dubai's Holiday Bookings

Many travelers will plan their holidays well in advance, with 44% expected to book trips 31–60 days before departure. This trend emphasizes the need for early marketing campaigns to secure bookings ahead of competitors.

Advance Period Composition (Booking by quarter)



Source: Adara, a RateGain Company

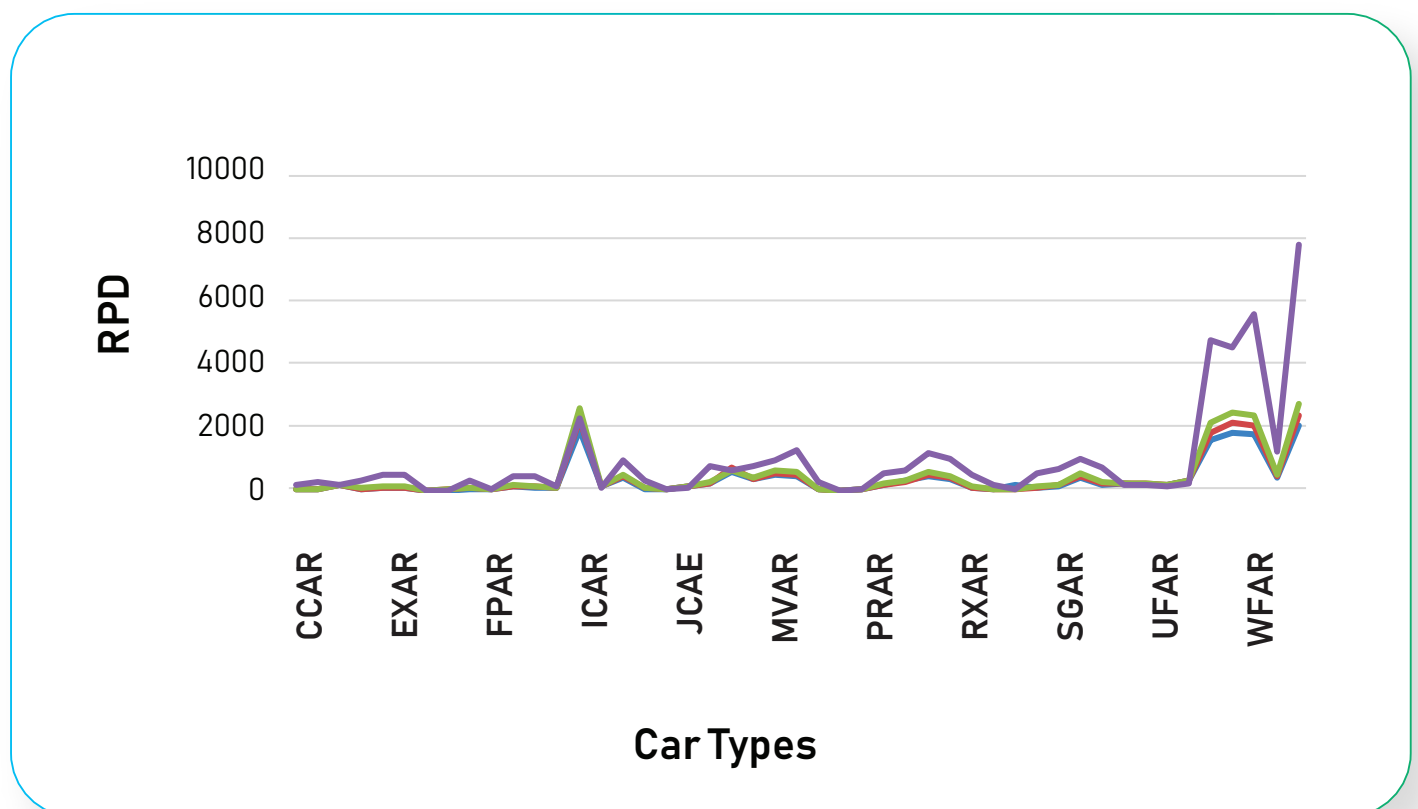
# Luxury SUVs Drive Revenue Peaks

Luxury SUVs like XXAR will see a surge in demand during the last week of December, significantly boosting their Revenue Per Day (RPD). Similarly, off-road SUVs like XJAR will experience high demand during the New Year week. These vehicles, highly sought after by travelers seeking luxury and family-friendly options, present an opportunity for car rental businesses to maximize revenue.

Strategically increasing the availability of these high-demand vehicles during peak times will not only meet customer needs but also maximize revenue by leveraging their significantly higher RPD during these periods.

For budget-conscious travelers, maintaining a supply of economical models like MDAR hatchbacks will ensure all segments are effectively served.

10%





# Key Takeaways for Car Rentals :

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- 01 Prepare for High Demand:**

With a 61% increase in travel, a well-stocked fleet and efficient operations are essential to meet the surge in demand.
- 02 Capitalize on Russian Long-Stay Travelers:**

With 42% of Russian visitors staying 7 days or longer, this group represents high-value customers. Prioritize premium vehicle options and tailored packages to maximize revenue.
- 03 Focus on Early Bookers:**

Most travelers plan their trips 31–60 days in advance. Launch targeted promotions early to secure bookings and stay ahead of competitors.
- 04 Diversify Fleet Options:**

Ensure a diverse inventory with high-RPD vehicles like luxury XXAR SUVs for premium travelers and economical MDAR hatchbacks for budget-conscious customers.
- 05 Align Inventory with Leisure Travel Trends:**

With leisure travel dominating this holiday season, prioritize family-friendly vehicles and luxury options in your fleet to meet traveler preferences.

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