

# EURO CUP 2024

Travel Dates: 12-16 June, 2024

📍 MUNICH

Gear Up for a Tourism  
Goal in Germany!



Germany is poised to host the Euro Cup 2024 as summer unfolds, starting June 14. This grand event is set to ignite tourism across ten vibrant cities, from Berlin to Munich and Frankfurt, attracting fans worldwide and substantially boosting the German tourism sector and the local economy.

For car rental companies, this represents a golden opportunity to maximize bookings. Leveraging insights like the surge in luxury hotel bookings and the increase in average daily rates can guide your pricing strategies to align with heightened demand.

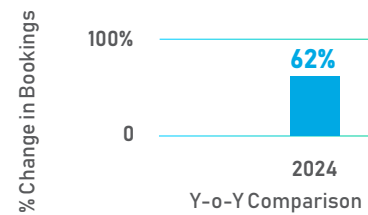
By understanding these trends, you can strategically manage your fleet and pricing to capture the increased spending power of attendees, turning data into actionable strategies that drive revenue.

### Here's what you'll learn in this report: ---

- 1. Spending Trends:** Discover the hotel preferences of travelers during the tournament.
- 2. Hotel Rate Increase:** Discover the impact of the significant rise in hotel prices.
- 3. Types of Travelers:** Gain insight into the different types of travelers this event attracts.
- 4. Diverse Car Demand:** Learn about the increased demand for different types of cars

## 62% Surge in Munich's Luxury Hotel Bookings

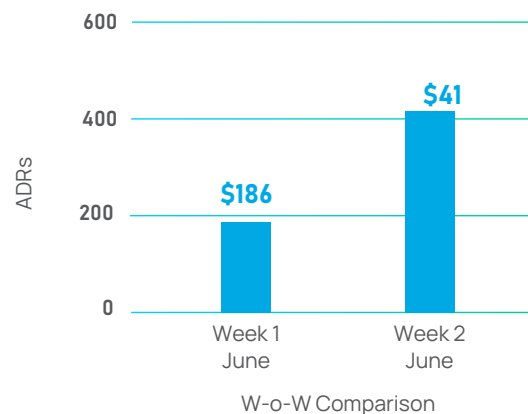
Bookings for luxury hotels have surged by 62% compared to last year, reflecting the high anticipation and affluence of visitors attending the Euro Cup Opening Ceremony in Munich



Source: Adara, a RateGain Company

## 120% Increase in Hotel Rates

Average Daily Rates (ADRs) for hotels in Munich have soared by 120% week-over-week in anticipation of the Euro Cup Opening Ceremony, climbing from an average of \$186 to \$410 between June 12th and 14th, 2024.

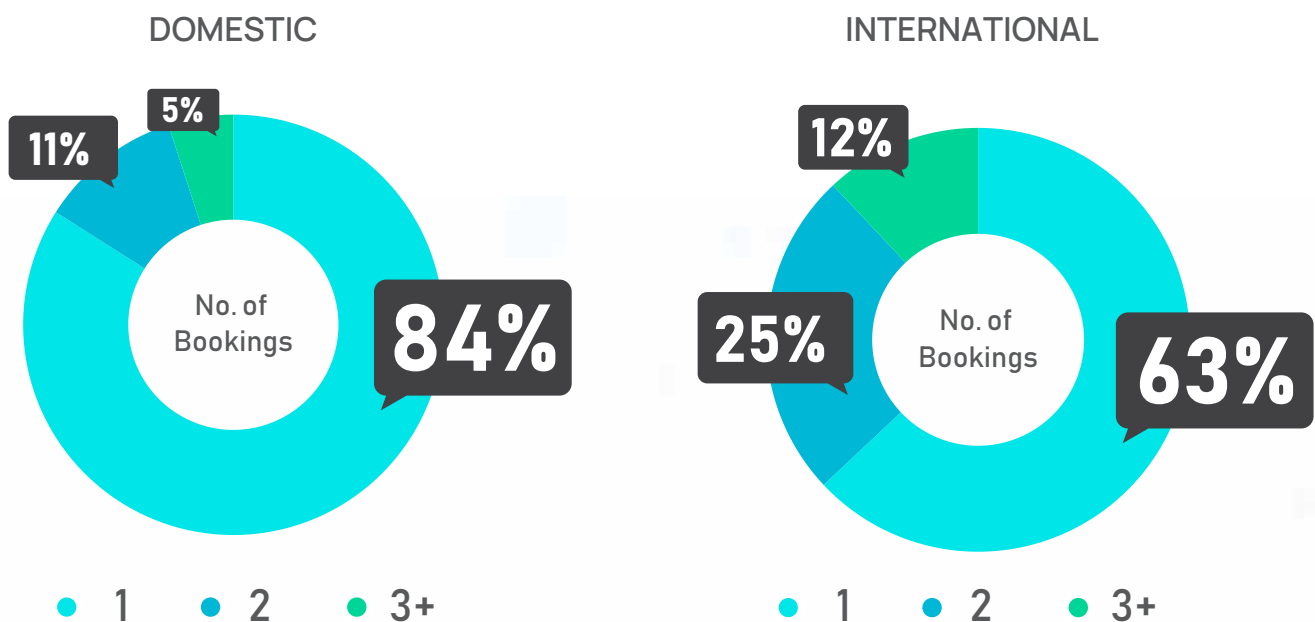


Source: DHISCO Data



# Solo Travelers Dominate Bookings

Solo travel is leading hotel bookings for the Euro Cup Opening Ceremony in Munich. Domestically, solo travelers account for 84% of bookings, while internationally, they represent 63%.



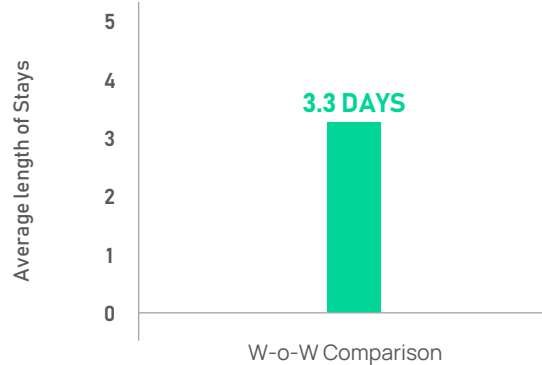
Source: Adara, a RateGain Company



## Stays Extend 50% for Euro Cup Opener

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The average length of stay (LOS) in Munich for the Euro Cup opening week has increased by 50%, with hotel bookings extending to an average of 3.3 days.



Source: Adara, a RateGain Company

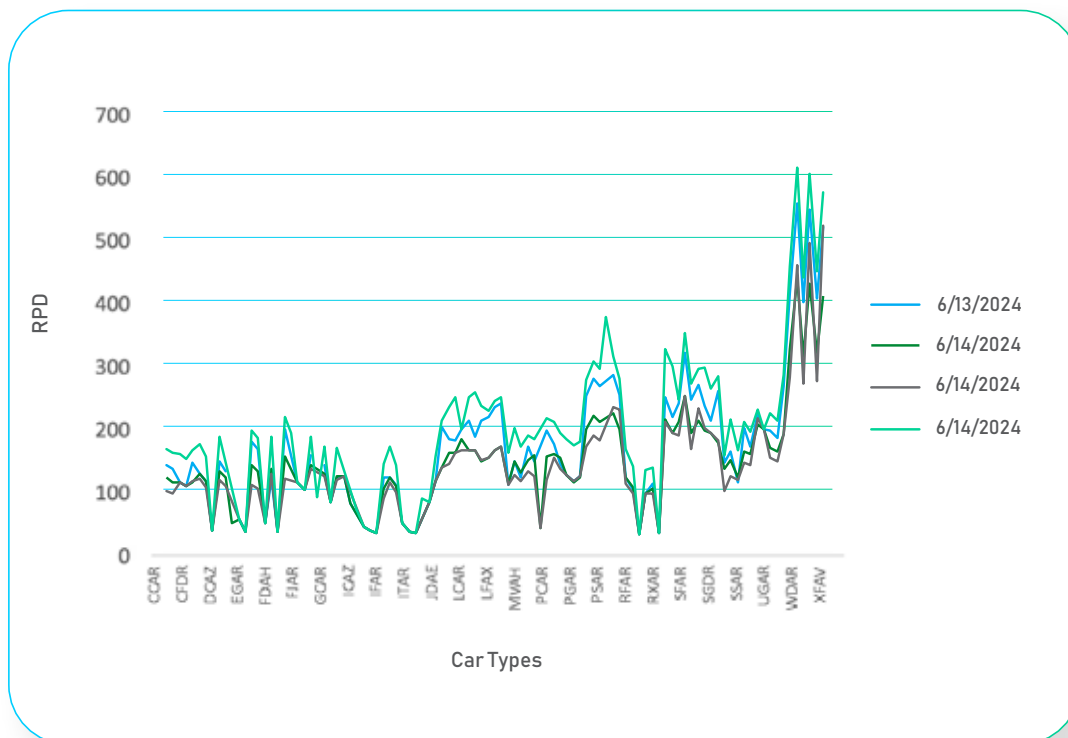
## Top 10 Origin Countries

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- United Kingdom
- United States
- Austria
- Canada
- Spain
- Italy
- Romania
- Mexico
- Australia
- Singapore

# High Demand for Luxury Car Segment

During the Euro Cup opening in Munich, expect peak demand for luxury vehicles. Luxury SUVs, limousines, and vans will see Rental Per Day (RPD) rates as high as €600, while luxury convertibles will also command premium rates. Conversely, for budget-conscious travelers, hatchbacks will be available at an economical RPD of just €30. The highest revenue day is anticipated on June 16th, aligning with a surge of football fans and summer travelers. This emphasizes the importance of strategic fleet management and dynamic pricing to cater to diverse traveler needs.



# Strategies for Car Rentals

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- 01 Premium Vehicle Surge:**

With a 62% increase in luxury hotel bookings, leverage the heightened spending capacity of travelers. Ensure your fleet includes premium vehicles like luxury convertibles and SUVs to cater to affluent attendees.
- 02 Offers for Longer Rental Periods:**

With the length of stay increasing by 50% during the event, introduce incentives for longer rental periods to encourage extended bookings and boost revenue.
- 03 Focus on Solo Travelers :**

With 84% of domestic and 63% of international bookings made by solo travelers, tailor your promotions and offerings to cater specifically to their needs and preferences
- 04 Key Markets Driving Visitor:**

The bulk of travelers are arriving from the UK, US, Austria, Canada, Spain, Italy, and Romania. Targeted marketing campaigns in these countries can attract more travelers to your offerings.

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