

● Germany



# HAMBURG

## SUMMER TRAVEL TRENDS

**Travel Duration: July to August 2024**



## Introduction

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As summer unfolds, Hamburg is set to become a focal point of football excitement with EURO 2024 in full swing. Starting June 16th, the city will host several thrilling matches at the iconic Volksparkstadion, welcoming fans from around the globe and creating a vibrant atmosphere.

This influx of visitors presents a golden opportunity for car rental companies to maximize bookings and revenue. By leveraging insights into tourist behavior, including the duration of stays and travel patterns, car rentals can strategically manage their fleet and pricing to meet the heightened demand, turning data into actionable strategies that drives revenue.

## Vienna, Zurich, and London Spearhead Hamburg's Tourist Arrivals

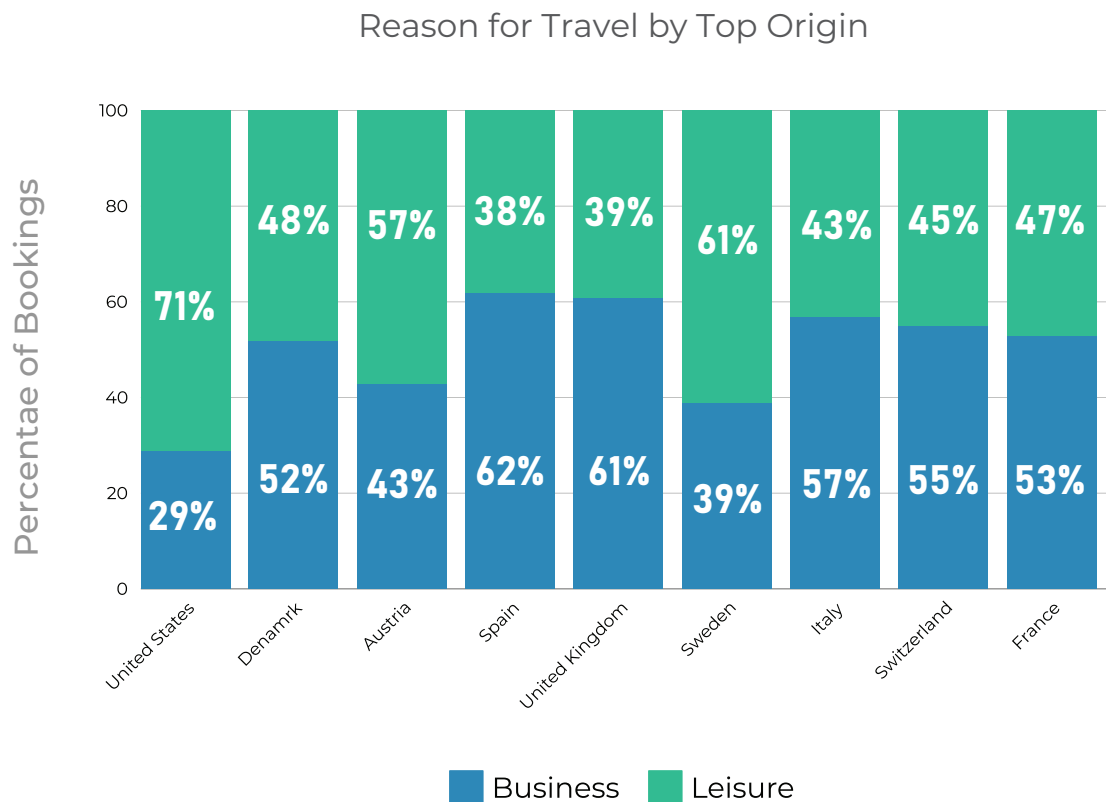
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● Vienna	● Copenhagen
● Zurich	● New York
● London	● Los Angeles
● Graz	● Helsinki
● Bangkok	● San Francisco

Leading the way, Vienna, Zurich, London, and Graz are the top origin cities contributing to Hamburg's vibrant tourist scene.

## U.S. Embraces Leisure, Spain and UK Prioritize Business

A significant 71% of U.S. tourists will visit Hamburg for leisure, while over 60% from Spain and the UK will come primarily for business engagements.

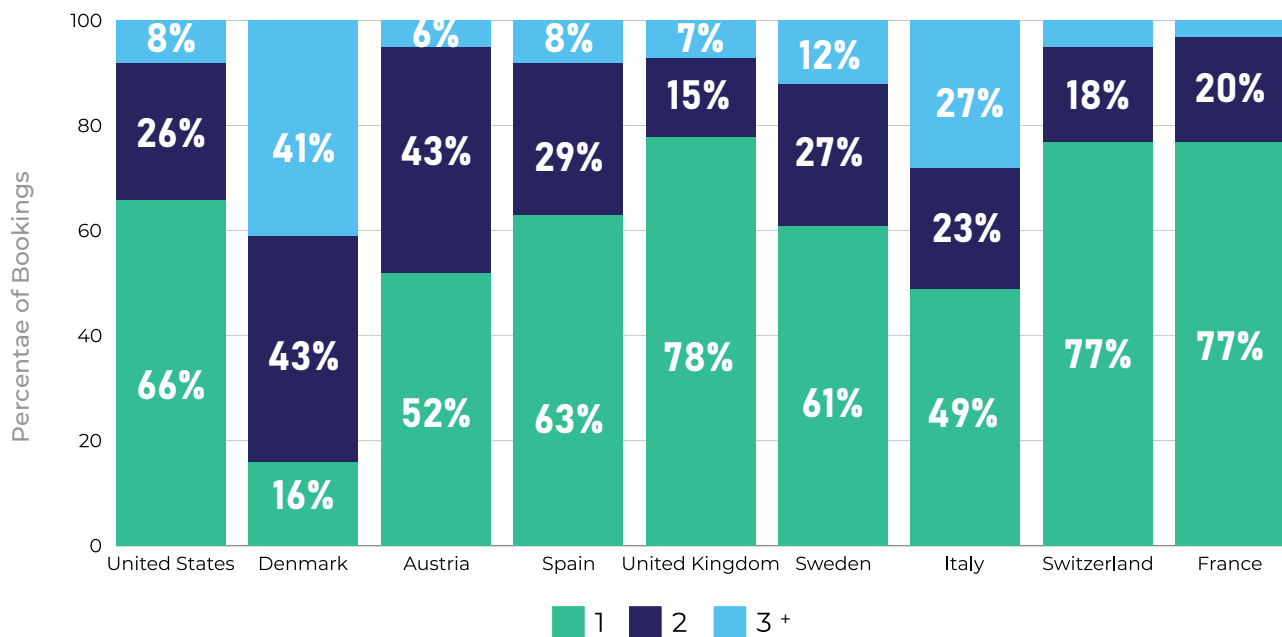


Source: Adara, a RateGain Company

## Solo Travel Dominates from France, Switzerland, and UK

The majority of travelers from France, Switzerland, and the UK will explore Hamburg solo, while Austrian visitors will prefer couple getaways and Danish tourists will come as families.

Group Size by Top Origin

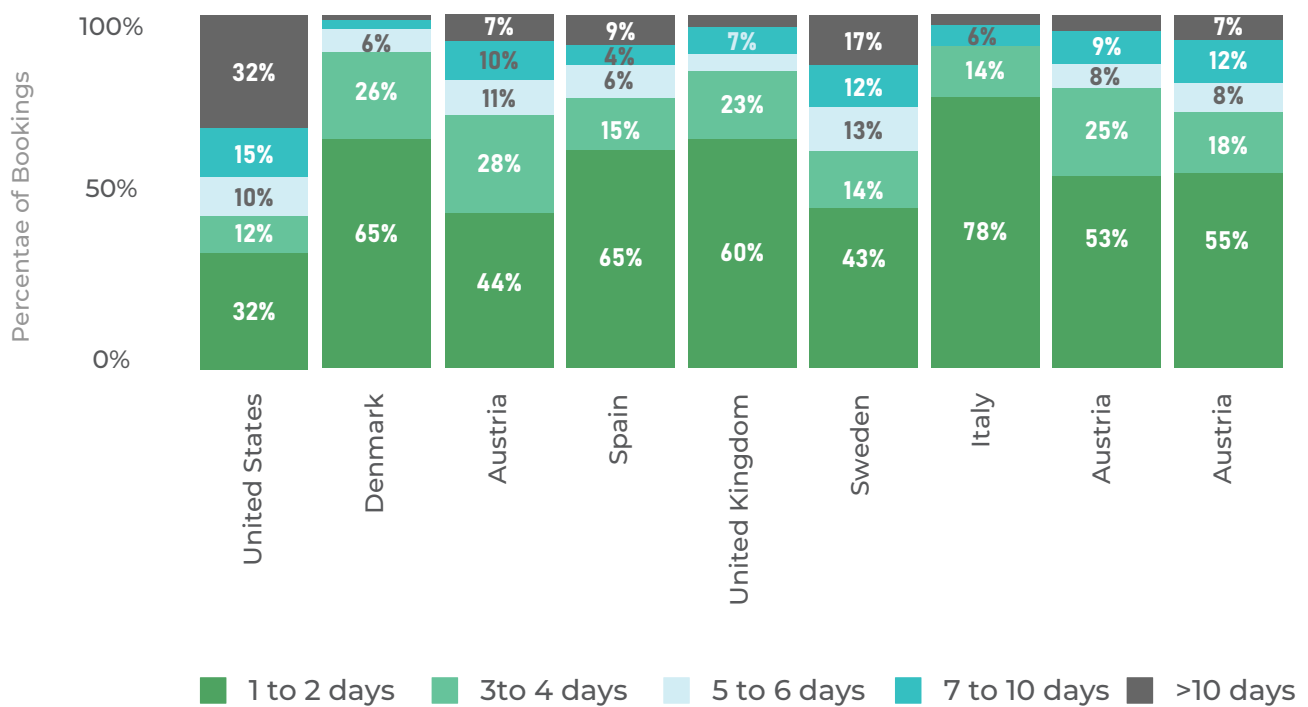


Source: Adara, a RateGain Company

# Italians Prefer Short Visits, Americans Opt for Extended Stays

Italian travelers will have brief stays in Hamburg lasting 1-2 days, whereas Americans will extend their visit, often staying longer than 10 days.

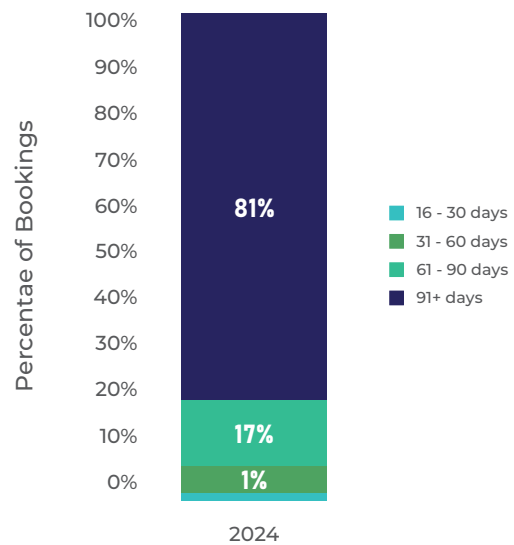
Trip Duration Category by Top Origin (Bookings)



Source: Adara, a RateGain Company

# Advance Bookings Soar

An overwhelming 81% of global travelers secure their Hamburg plans more than three months in advance, demonstrating a strong trend toward early booking.



# Key Strategies for Growth

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- 01 Optimize Booking Window:**

Adjust marketing and pricing strategies to capture early bookings, as 81% of travelers plan their trips more than three months in advance.
- 02 Offer Deals for Extended Stays:**

Customize marketing efforts and service offerings for solo travelers from France, Switzerland, and the UK, who make up over 77% of the visitor segment.
- 03 Streamline Solo Travel:**

Offer compact, economical vehicles to solo travelers from France, Switzerland, and the UK. Include options like GPS and travel guides to enhance their mobility and experience.
- 04 Equip for Family Journeys:**

Offer spacious vehicles with child safety features and entertainment options to cater to Danish families. Bundle these rentals with family-friendly travel extras to enrich their travel experience.
- 05 Ensure Adequate Fleet for Family Travelers:**

Equip your fleet with family-sized vehicles to better serve families from Denmark.

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