

ISTANBUL

SUMMER TRAVEL TRENDS

Travel Duration: July to August 2024



Introduction

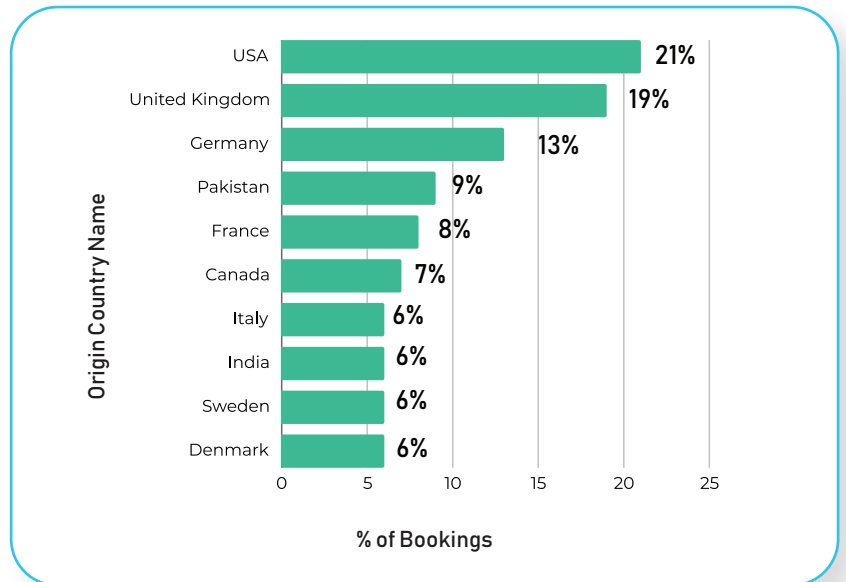
As summer unfolds, Istanbul transforms into a bustling **hub of cultural and economic activity**, setting the stage for a season of exploration and discovery.

For **car rental companies**, this season offers a prime opportunity to adapt to the **diverse travel habits** and needs of tourists.

Leveraging insights into visitor origins, travel purposes, and preferred accommodations allows businesses to optimize their fleet and pricing strategies to meet dynamic market demands effectively.

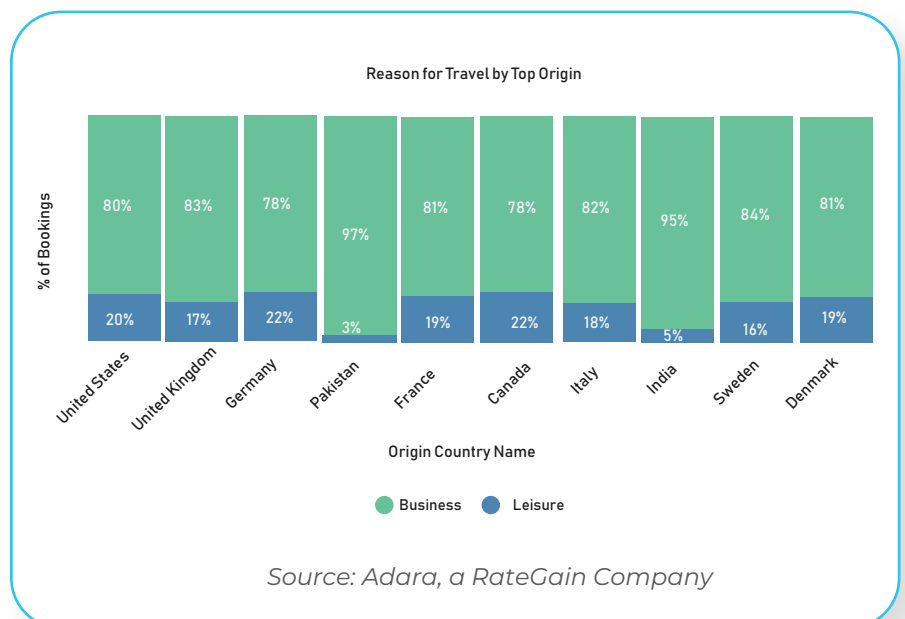
Travel Pulse: Istanbul Welcomes the World

This summer, the U.S., U.K., and Germany will lead as the top source of visitors to Istanbul, followed by a diverse set of countries, highlighting the city's broad international appeal.



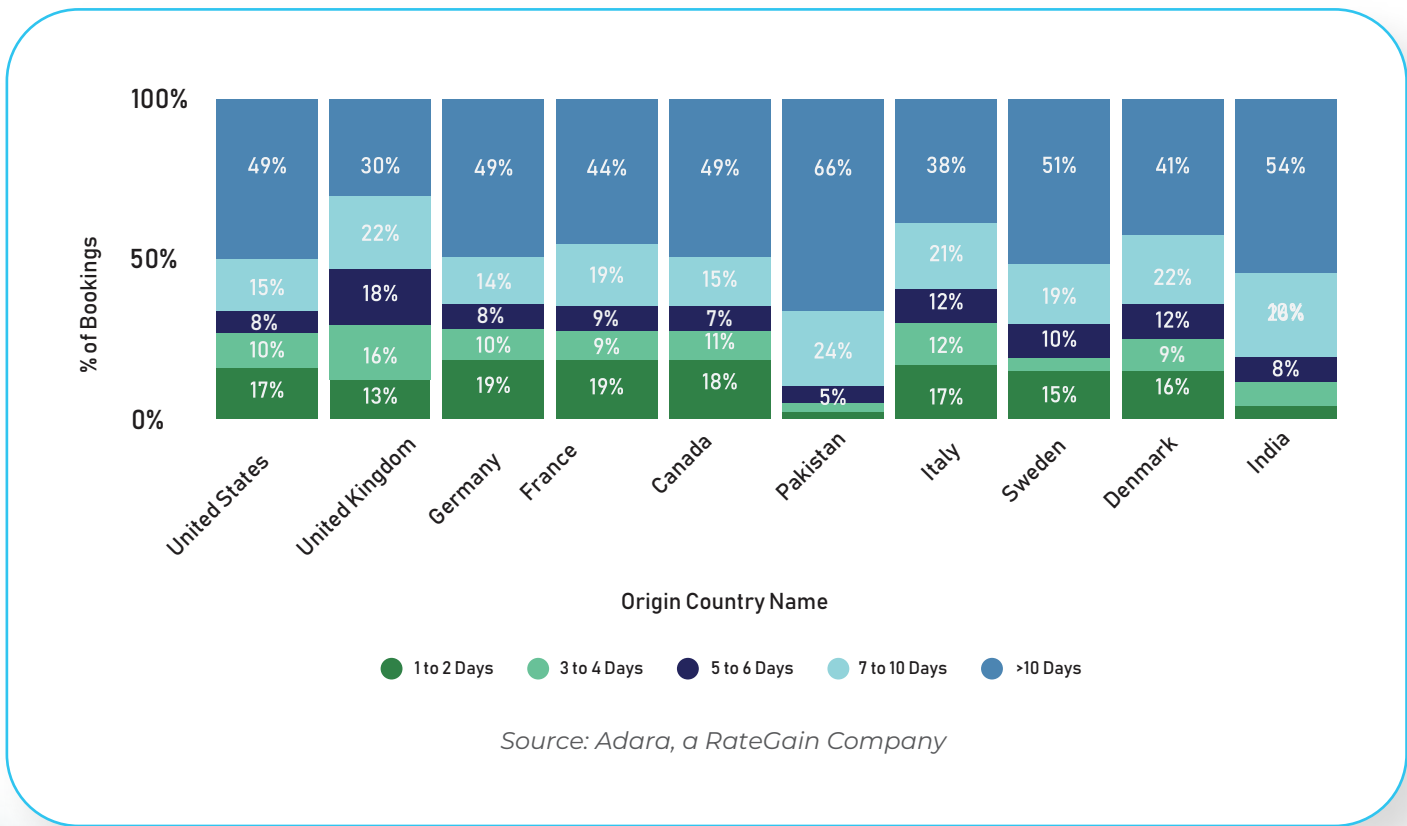
Leisure from South Asia, Business from Canada

The majority of travelers will primarily come for leisure, especially those from Pakistan and India. Meanwhile, 22% of total Canadian visitors are expected to travel for business purposes.



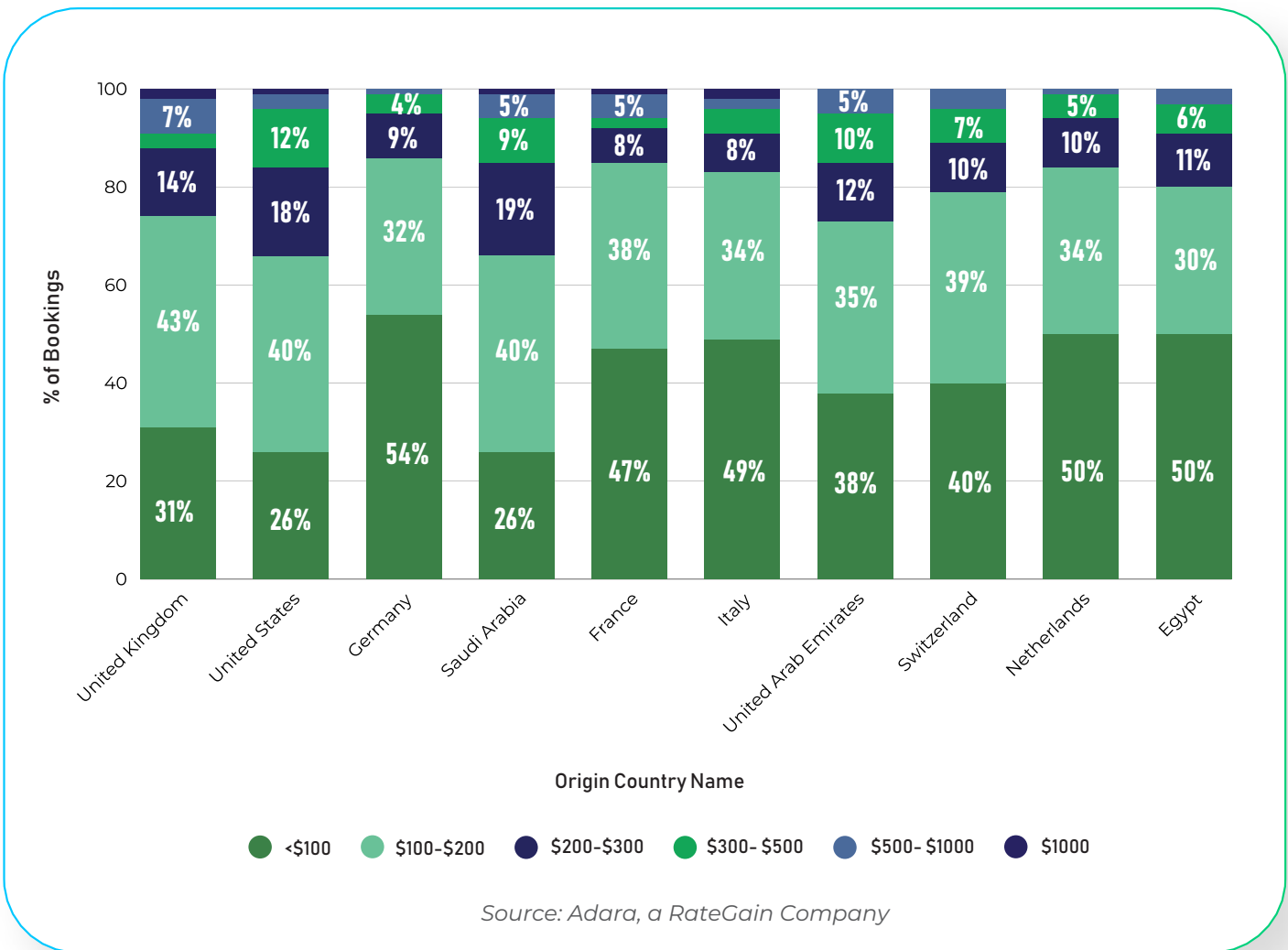
Longer Stays from Pakistan, Quick Trips by French and Canadians

66% of the visitors from Pakistan will plan their stay for 10 days or more. In contrast, a significant number of Canadians and French visitors will opt for a brief visit of 1-2 days.



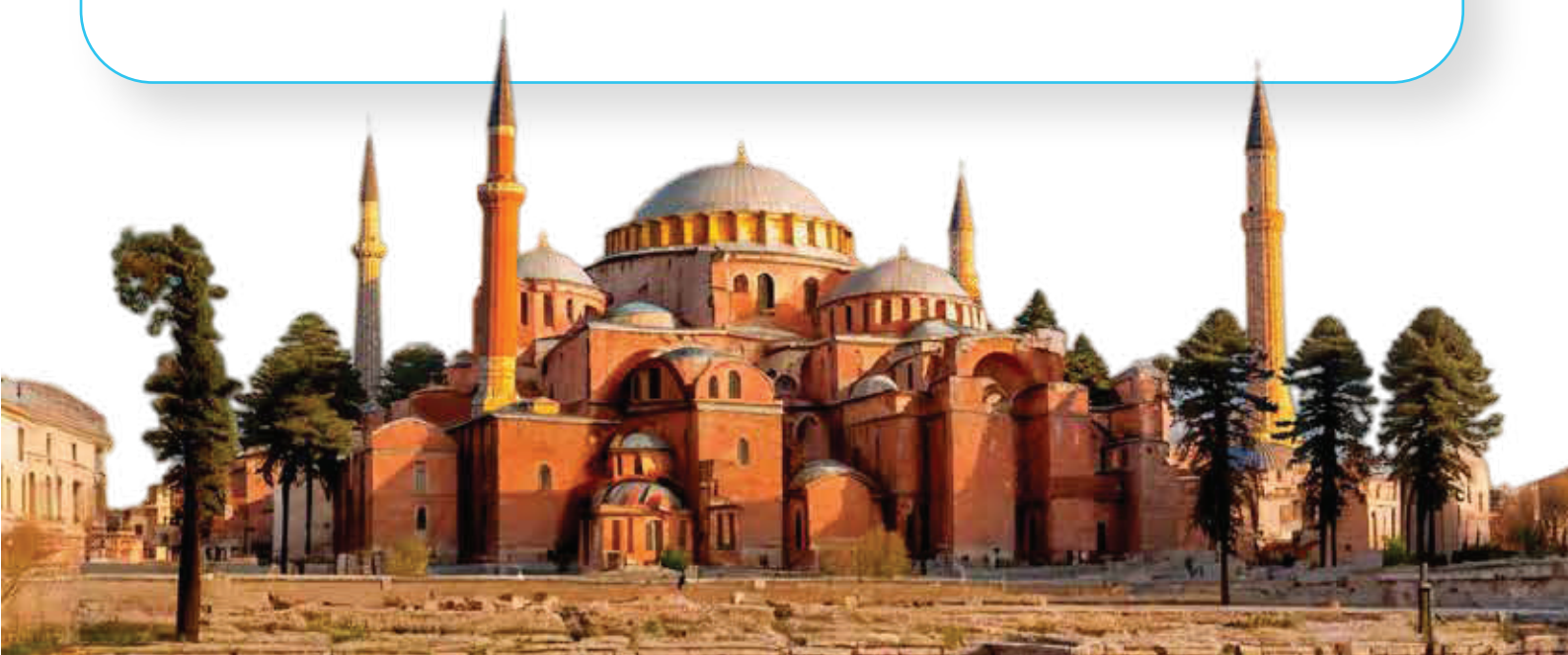
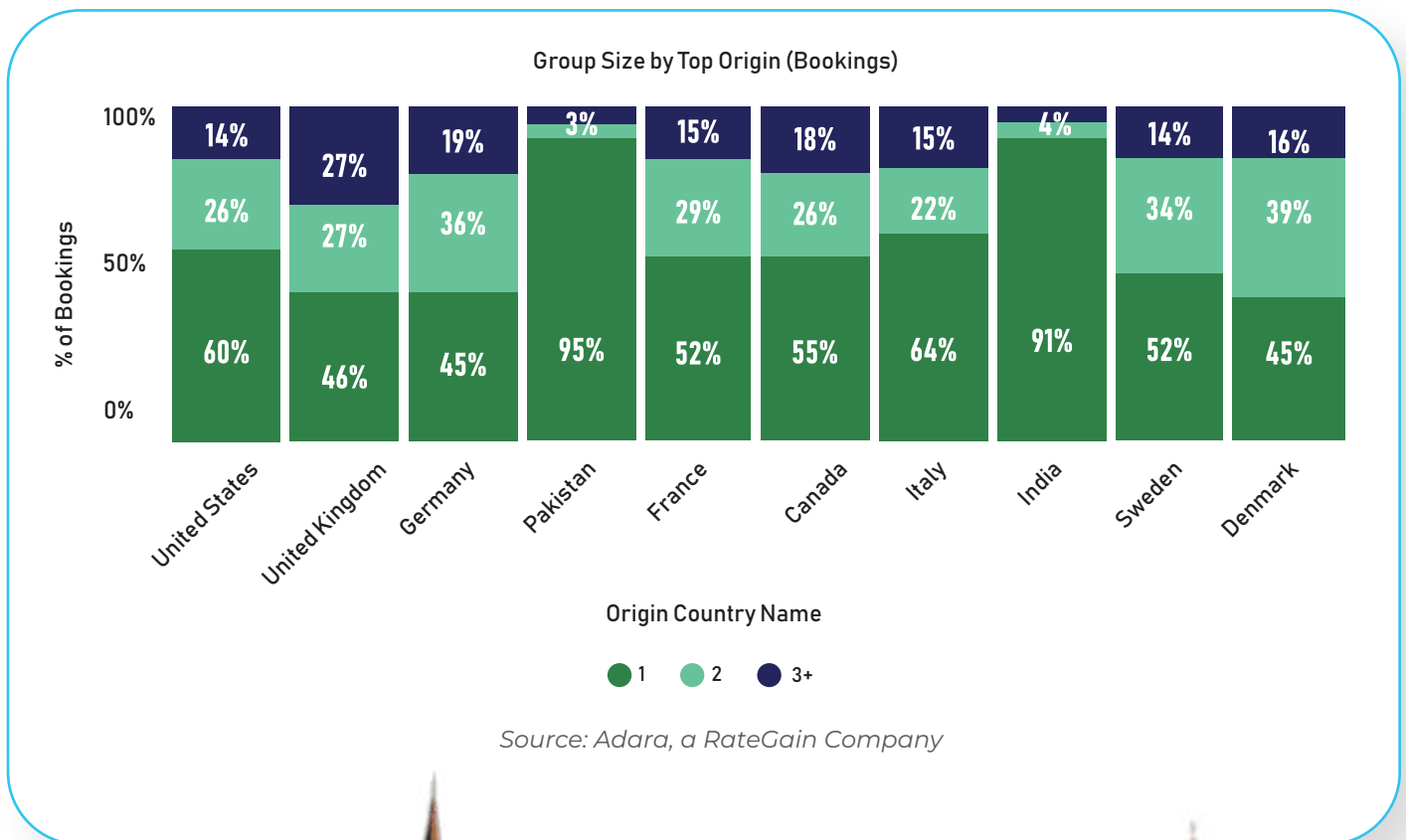
Germans Seek Budget Stays, Brits Opt for Luxury

German travelers will opt for budget accommodations, while British visitors will lean towards more luxurious stays, representing the highest rate of luxury accommodation choices among all visitor groups.



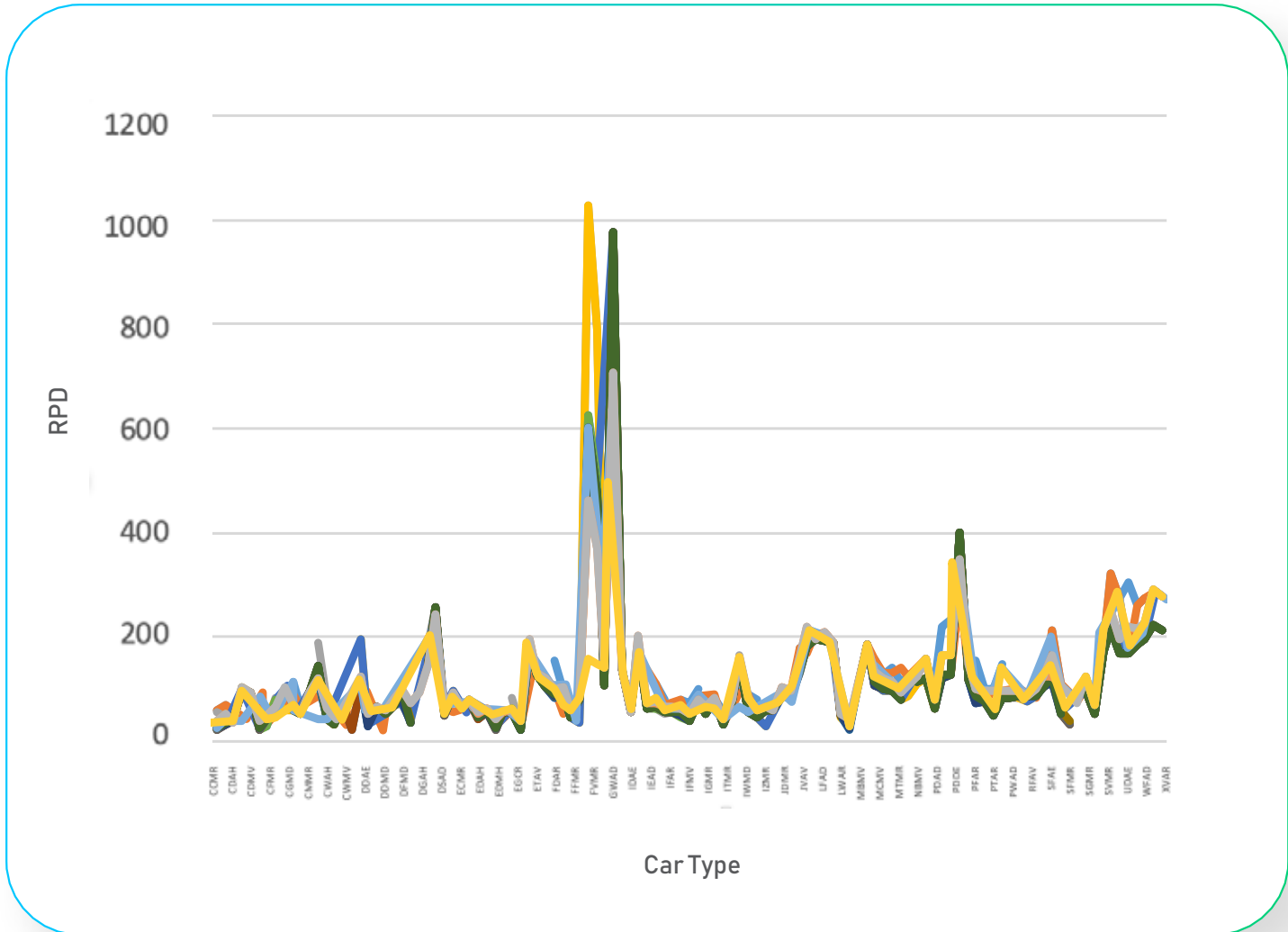
Solo Ventures from India and Pakistan, Couple Getaways from the UK, Family Tours from Denmark

Travelers from India and Pakistan will predominantly explore Istanbul solo, while visitors from the UK will prefer couple getaways. In contrast, Danish tourists will mainly embark on family-oriented trips.



Luxury Vans and Spacious SUVs Top Preferences in Istanbul

Full-size vans, including FVAR and GVAR models, will be preferred with summer, achieving the highest RPDs. Meanwhile, standard SUVs (RFAR) will consistently maintain RPDs over EUR 400, highlighting the preference for luxury and spacious vehicles among visitors to Istanbul.



Key Takeaways for Growth

- **01 Fleet Demand Insights:**
Prioritize full-size vans and SUVs (FVAR and GVAR models) that consistently achieve high revenue per day. Ensure availability to meet the demands of affluent tourists, especially during peak seasons.
- **02 Varied Travel Purposes:**
Provide a varied vehicle fleet to cater to the majority of solo leisure travelers from India and Pakistan, and the Canadian business travelers who require vehicles equipped with business amenities such as Wi-Fi and navigation.
- **03 Contrasting Stay Durations:**
Provide long-term rental options for Pakistani tourists staying over 10 days, and flexible, short-term rentals for French and Canadian tourists planning brief visits.
- **04 Accommodation Preferences:**
Match vehicle offerings with accommodation choices—luxury vehicles for British tourists preferring upscale accommodations and economical options for budget-conscious German travelers.

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