

# JEDDAH

## TRAVEL TRENDS REPORT

Travel Duration : June 2025



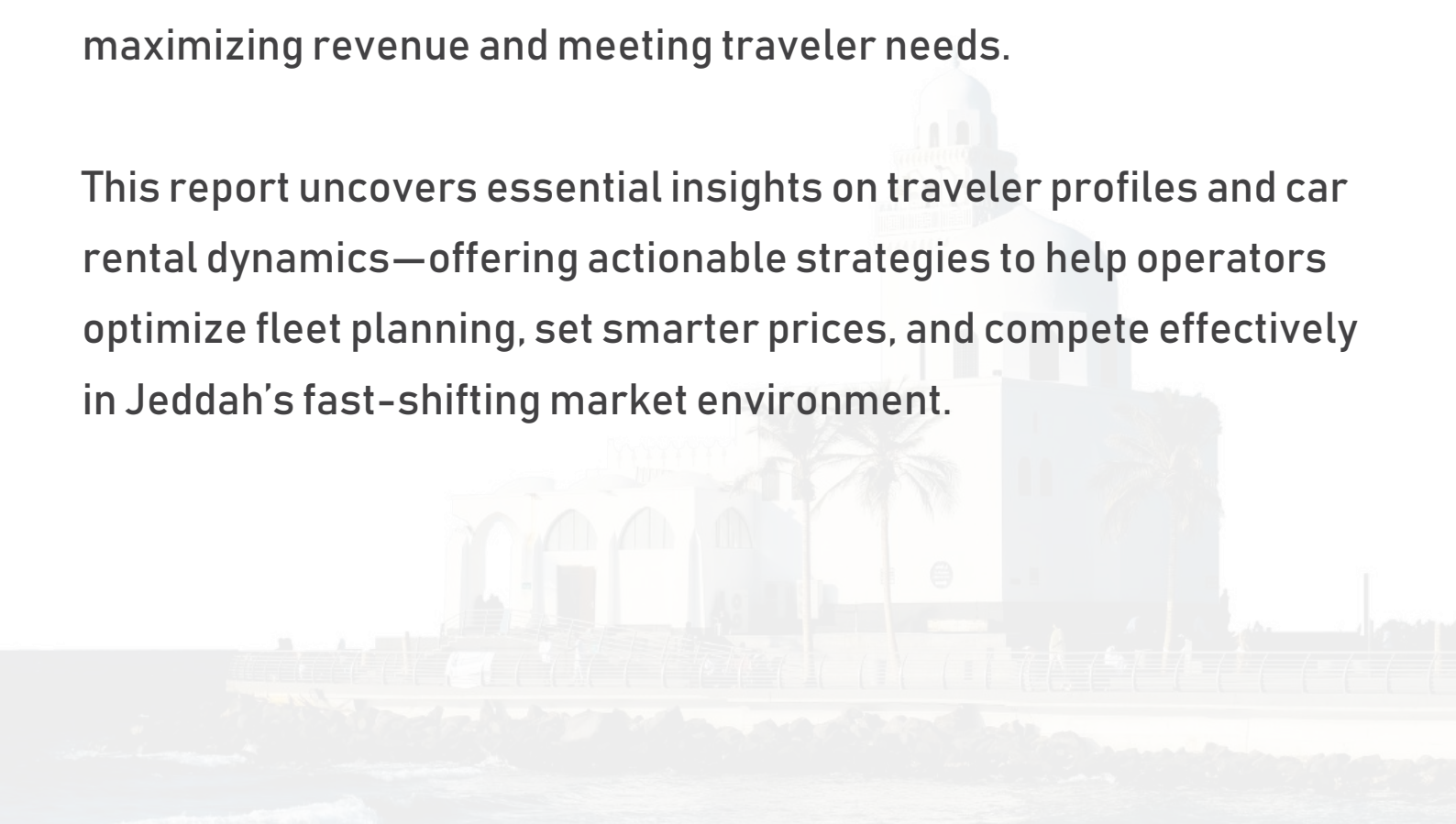
## Foreword

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Jeddah's travel market in June 2025 is witnessing a sharp resurgence in international business travel, with bookings up by 98% compared to the same period last year. This spike in demand signals major growth potential for the city's tourism and ground transportation sectors.

For car rental providers, this evolving landscape calls for a sharper understanding of traveler behavior—from booking windows and trip durations to group sizes and rate sensitivities. Aligning fleet availability and pricing strategies with these patterns is key to maximizing revenue and meeting traveler needs.

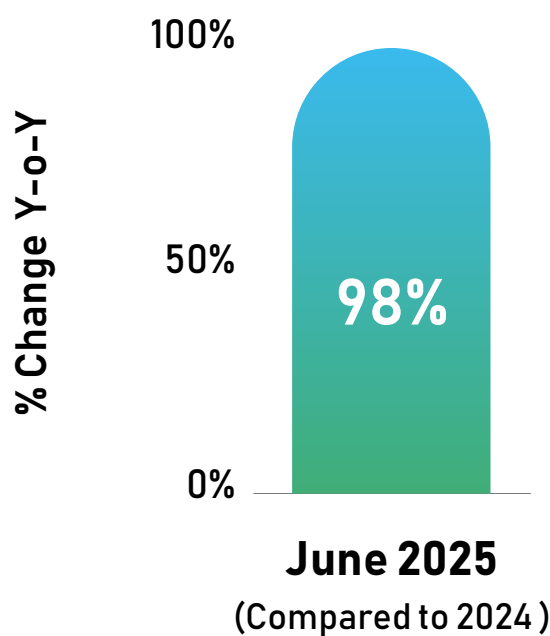
This report uncovers essential insights on traveler profiles and car rental dynamics—offering actionable strategies to help operators optimize fleet planning, set smarter prices, and compete effectively in Jeddah's fast-shifting market environment.



# Business Travel Nearly Doubles

International business travel to Jeddah is seeing a strong rebound, with bookings in June 2025 up 98% year-over-year. This resurgence presents a key opportunity for travel and mobility providers to re-engage high-value business travelers and realign offerings to meet renewed demand.

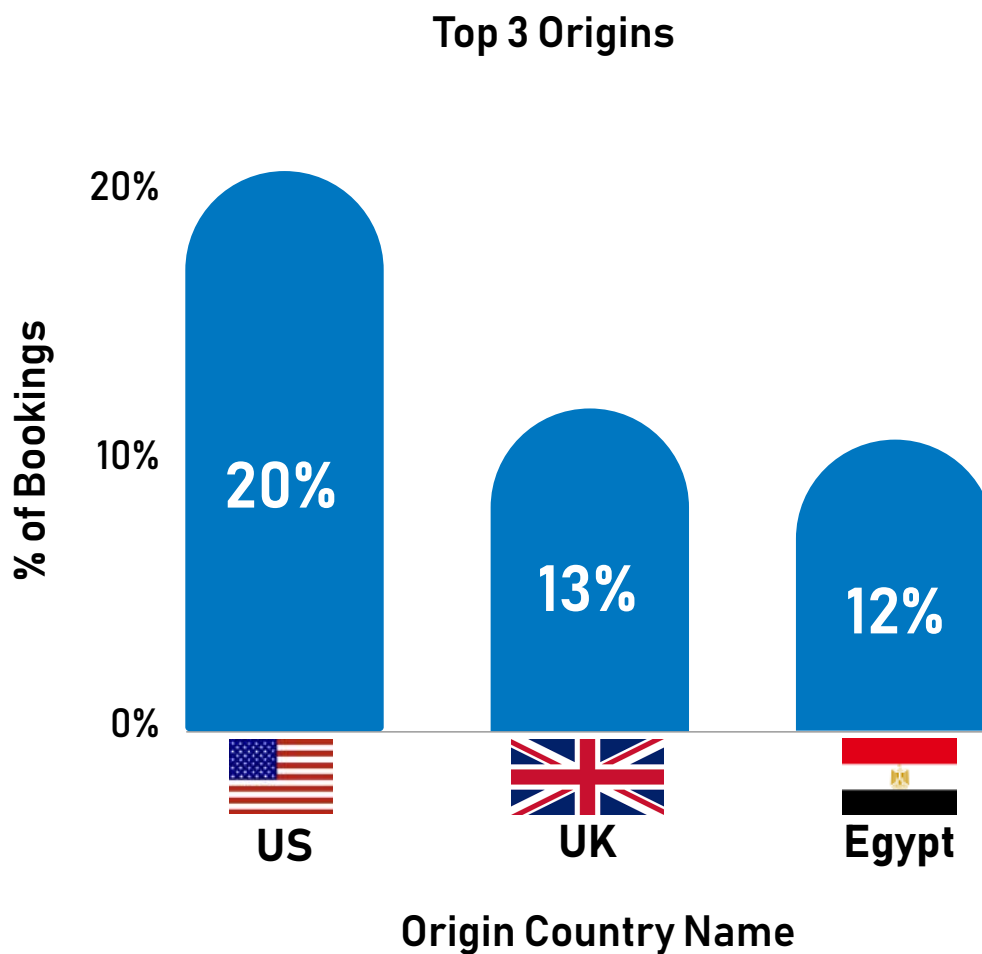
## Current Year Comparison to Previous Years Bookings



*Source: Adara, a RateGain Company*

## Americans, Britons & Egyptians Lead International Bookings

Travelers from the United States, United Kingdom, and Egypt are driving the highest international booking volumes to Jeddah this June. The U.S. leads with 20% of total bookings, followed by the U.K. at 13% and Egypt at 12% - highlighting strong inbound demand from both western and regional markets.

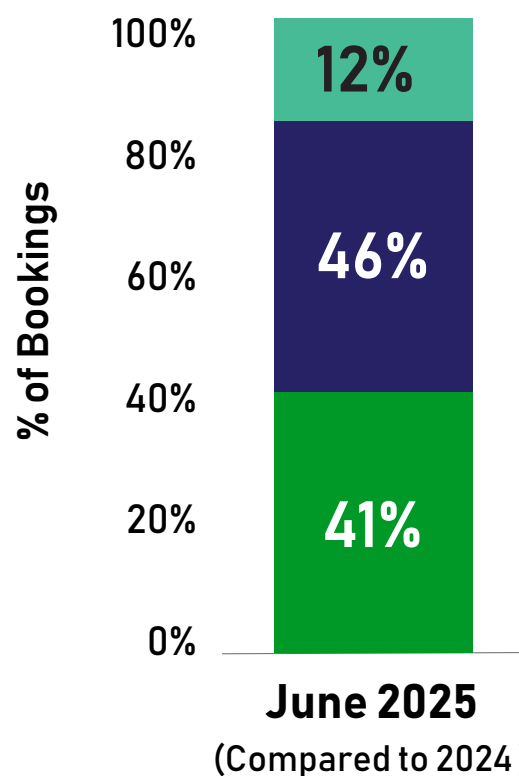


*Source: Adara, a RateGain Company*

## Travelers Are Booking Earlier Than Ever

For June 2025, travelers to Jeddah are showing a clear shift toward earlier planning. 41% of bookings were made 31–60 days in advance, 46% were made 61–90 days ahead, and another 12% were made more than 91 days out. This trend highlights increased booking confidence and offers operators greater lead time to optimize pricing, fleet mix, and availability.

### Advance Period Composition

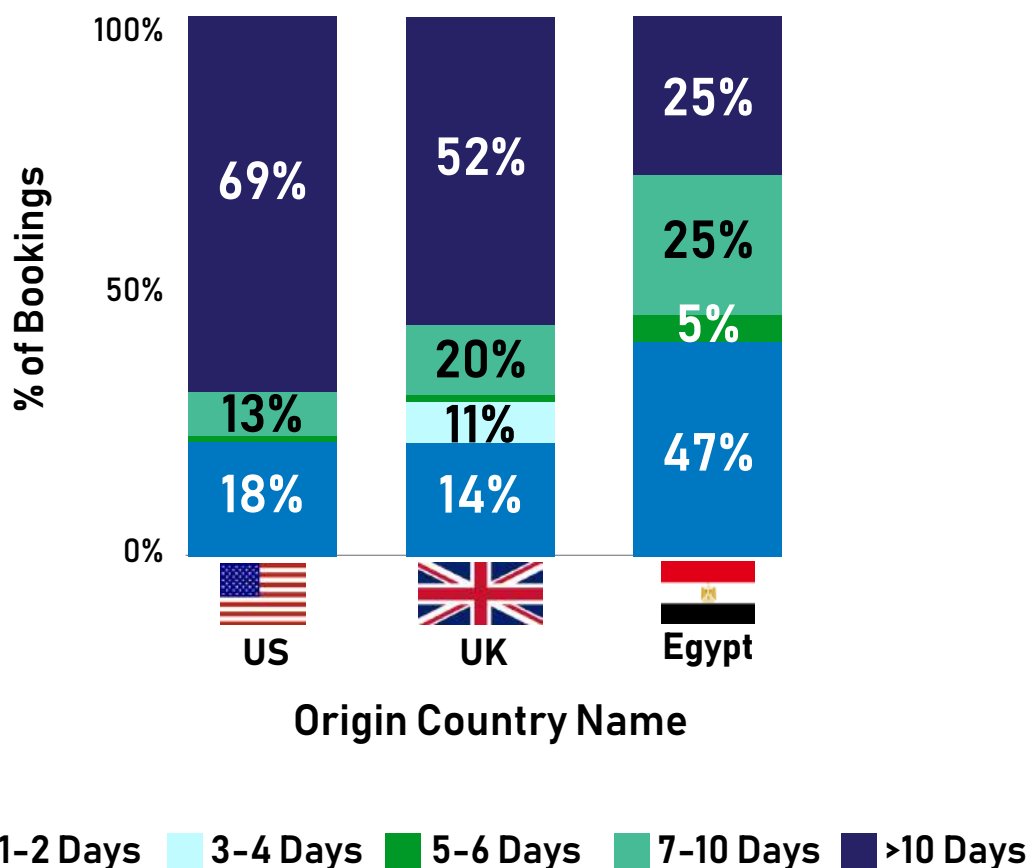


0-15 Days 16-30 Days 31-60 Days 61-90 Days 91+ Days

# Americans & Britons Favor Extended Stays; Egyptians Keep Visits Short

American travelers will overwhelmingly favor extended stays—with 69% of bookings exceeding 10 days—driving strong demand for long-term rentals. British visitors follow suit, with 52% opting for trips over 10 days, while 47% of Egyptian bookings are for 1–2 days, reflecting predominantly business-driven short-term rentals. Operators should time their booking availability, set rates by stay length, and stock the right cars in each market to meet both short- and long-stay needs.

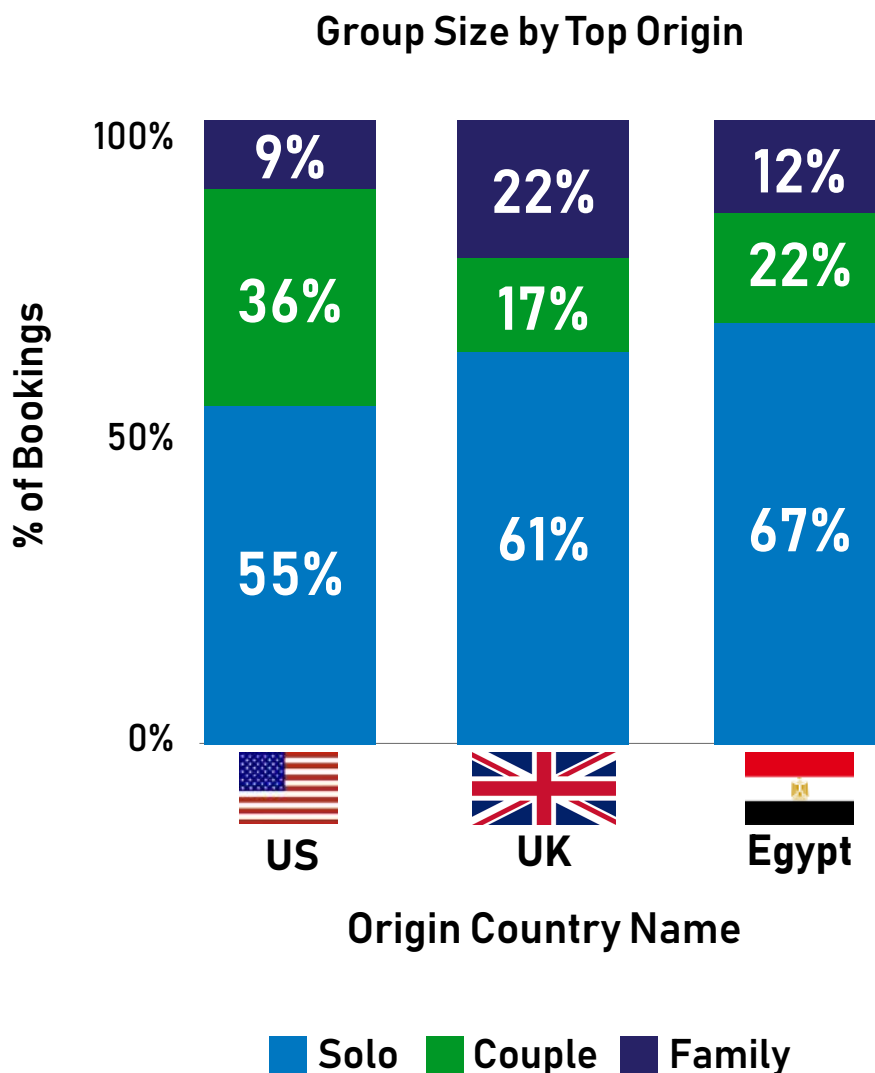
**Trip Duration Category by Top Origin**



Source: Adara, a RateGain Company

## Solo and Couple Travelers Dominate Summer Trips

Solo travelers will make up the majority of international bookings to Jeddah this June: 55% of U.S. travelers, 61% of U.K. guests, and 67% of Egyptians will book solo trips. Couple travel will also hold a strong share—especially among U.S. travelers (36%). Larger groups of three or more will represent a smaller portion, underscoring the need to prioritize compact, efficient vehicles in fleet strategy.

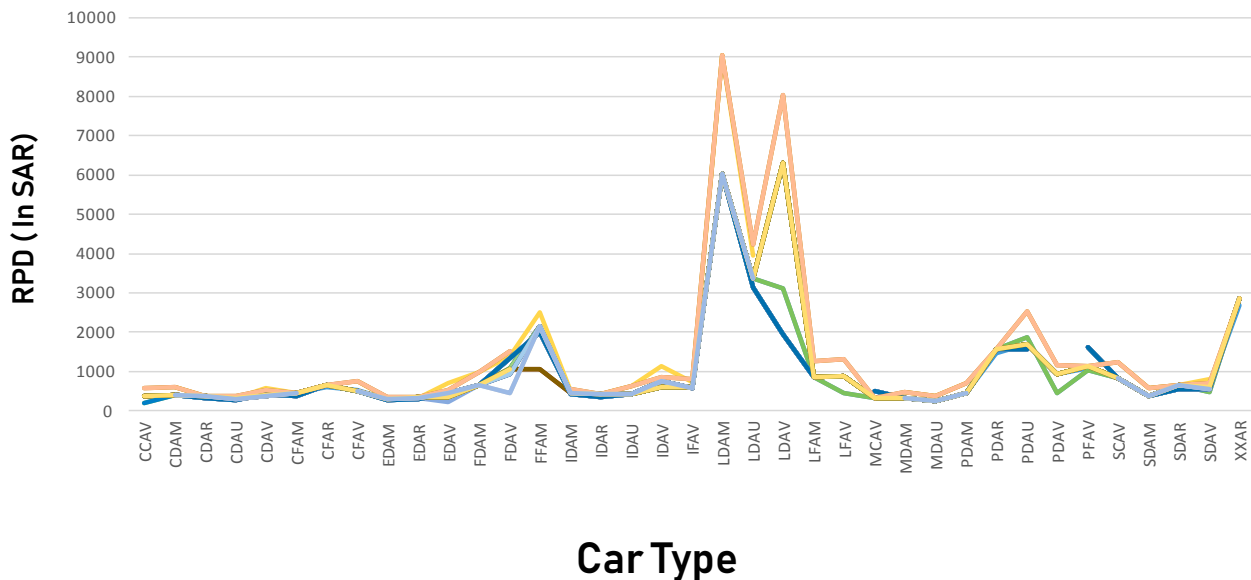


*Source: Adara, a RateGain Company*

# Luxury Rentals See Sharp Price Peaks

The June 2025 Jeddah car-rental market delivers a full spectrum of options. The entry-level Mini SUVs (MDAU) at SAR 259/day and Economy Automatics (EDAM) at SAR 295/day ensure broad affordability, while mid-tier Standard SUVs (SDAV) at SAR 811/day and Luxury Vans (LVAN) at SAR 1,275/day remain reliably consistent.

At the premium end, prices swing dramatically—Luxury SUVs (LDAM) jump above SAR 9,000 on peak days before settling around SAR 6,000—highlighting market volatility and clear opportunities for dynamic, peak-day pricing.



# Key Takeaways for Car Rentals

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- 01** **Align Premium Fleet to Business Travel Surge**  
With international business arrivals up by 98%, ensure availability of premium vehicles to accommodate high-value, extended-stay corporate guests.
- 02** **Tailor Fleet Mix by Source Market**  
Americans and Britons will favor trips over 10 days, while Egyptians will book mostly one- to two-day stays. Tailor your offerings with flexible multi-day packages for extended visits and compact cars for quick trips.
- 03** **Leverage Early-Booking Trends with Targeted Promotion**  
With majority of bookings done with more than 30 days in advance, operators must leverage this extended lead time to deploy early-bird pricing, optimize fleet allocation, and lock in availability ahead of peak demand.
- 04** **Prioritize Compact & Mid-Size Vehicles for Solo Travelers**  
Solo journeys dominate among European, Egyptian, and American markets. Stock fuel-efficient compacts and mid-size models to deliver affordability, agility, and rapid turnarounds.
- 05** **Seize Peak-Day Pricing in the Luxury Segment**  
Luxury SUVs spiked above SAR 9,000 on high-demand dates before normalizing around SAR 6,000. Leverage real-time rate shopping and dynamic pricing on those peak days to maximize yield from limited premium inventory.

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