

JEDDAH

TRAVEL TRENDS REPORT

Travel Duration: 20th December 2024 to 5th Jan 2025



Foreword

Jeddah's travel industry is poised for remarkable growth this holiday season, with a 63% year-on-year increase in visitors. This surge presents a unique opportunity for car rental businesses to cater to diverse customer needs, adapt to varying trip preferences, and maximize revenue.

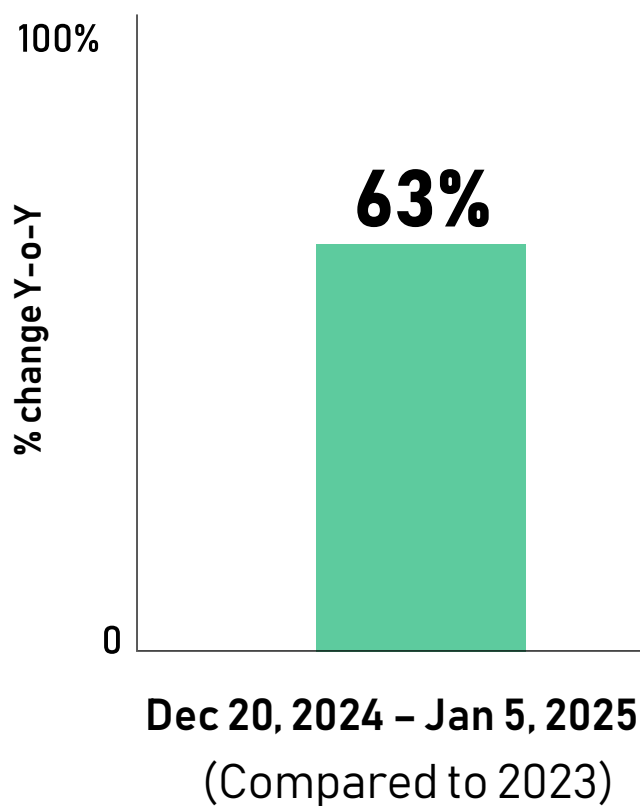
By understanding key travel behaviors—such as reasons for visiting, length of stay, and booking timelines—businesses can craft strategies to effectively capture demand. With a well-prepared fleet and thoughtful planning, the potential of this dynamic market can be fully realized.

This report outlines critical trends and actionable strategies to help car rental businesses stay competitive and thrive during the holiday season.

63% Holiday Travel Surge

Jeddah will see a 63% increase in travel this holiday season, offering car rental businesses an exceptional opportunity to meet soaring demand, prepare their fleets, and maximize their revenue.

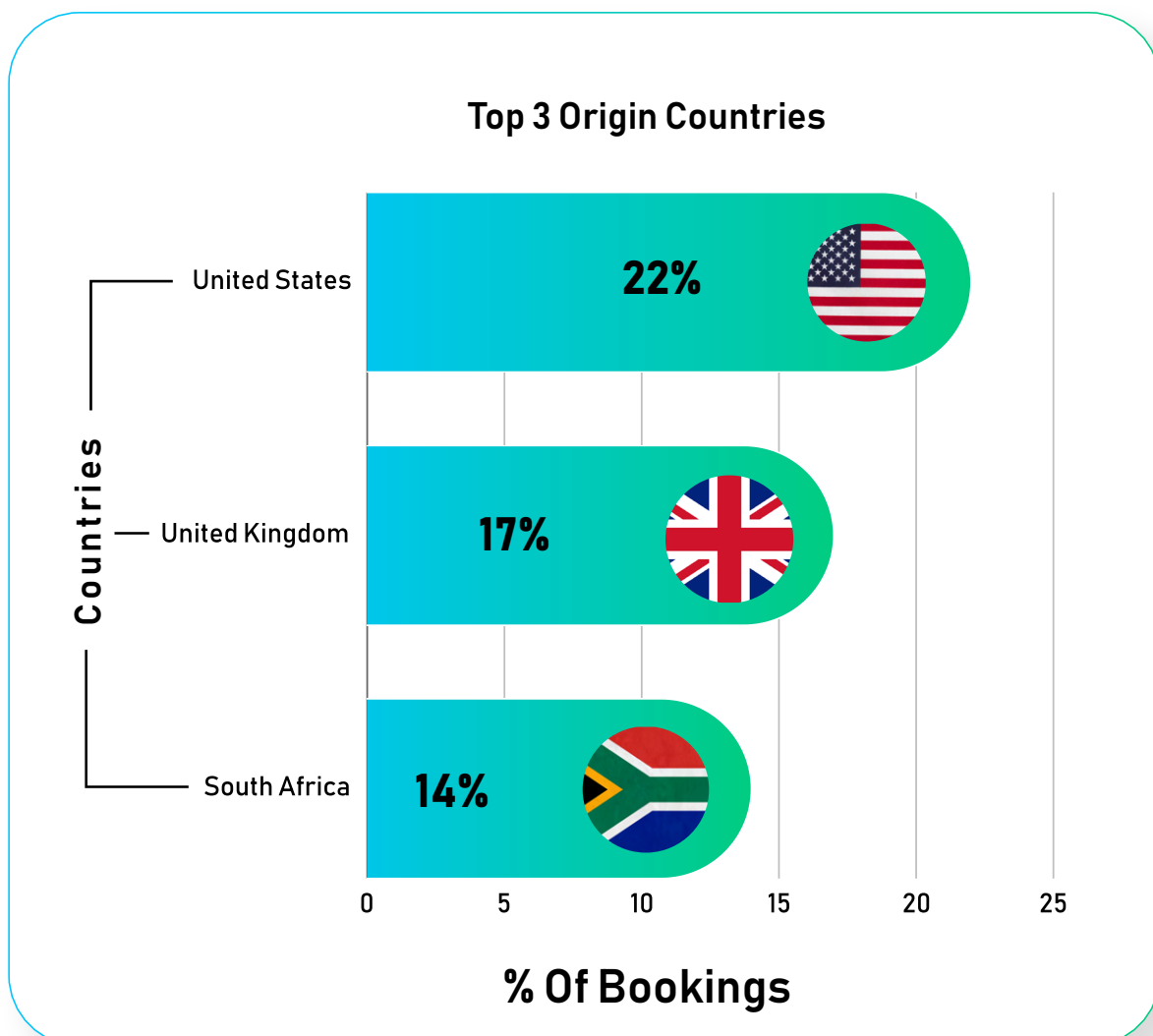
Current Year Booking to Previous Year Bookings



Source: Adara, a RateGain Company

Key Markets Driving Jeddah's Holiday Tourism

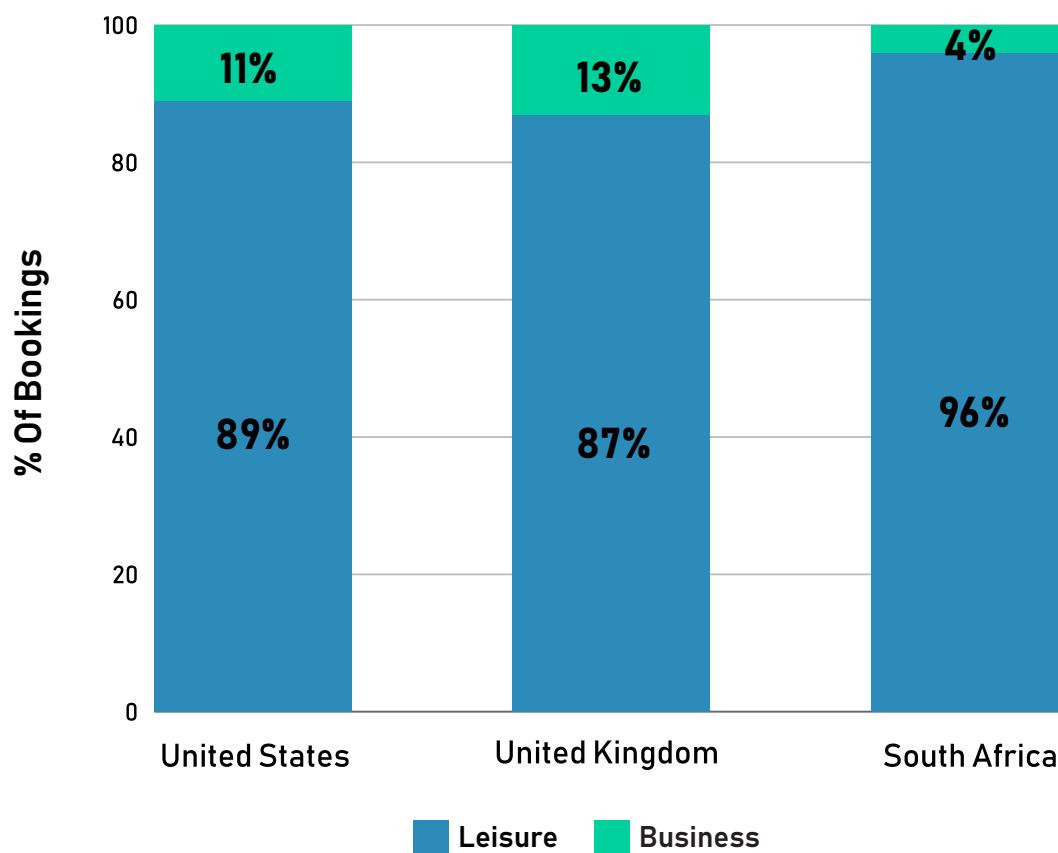
Three key markets—the United States (22%), United Kingdom (17%), and South Africa (14%)—together account for over half (53%) of all international visitors to Jeddah this holiday season. These markets represent a significant volume of travelers, offering car rental businesses the opportunity to implement tailored strategies and services that cater to their preferences and capture a substantial share of this growing demand.



Leisure Travel Dominates Holiday Bookings

Leisure travel will be the leading reason for visitors heading to Jeddah this holiday season, with 89% of U.S. travelers, 87% of U.K. travelers, and an impressive 96% of South African travelers arriving for leisure purposes. This strong preference underscores the importance for car rental businesses to focus on vehicles ideal for family trips, group travel, and premium experiences to cater to the needs of these travelers effectively.

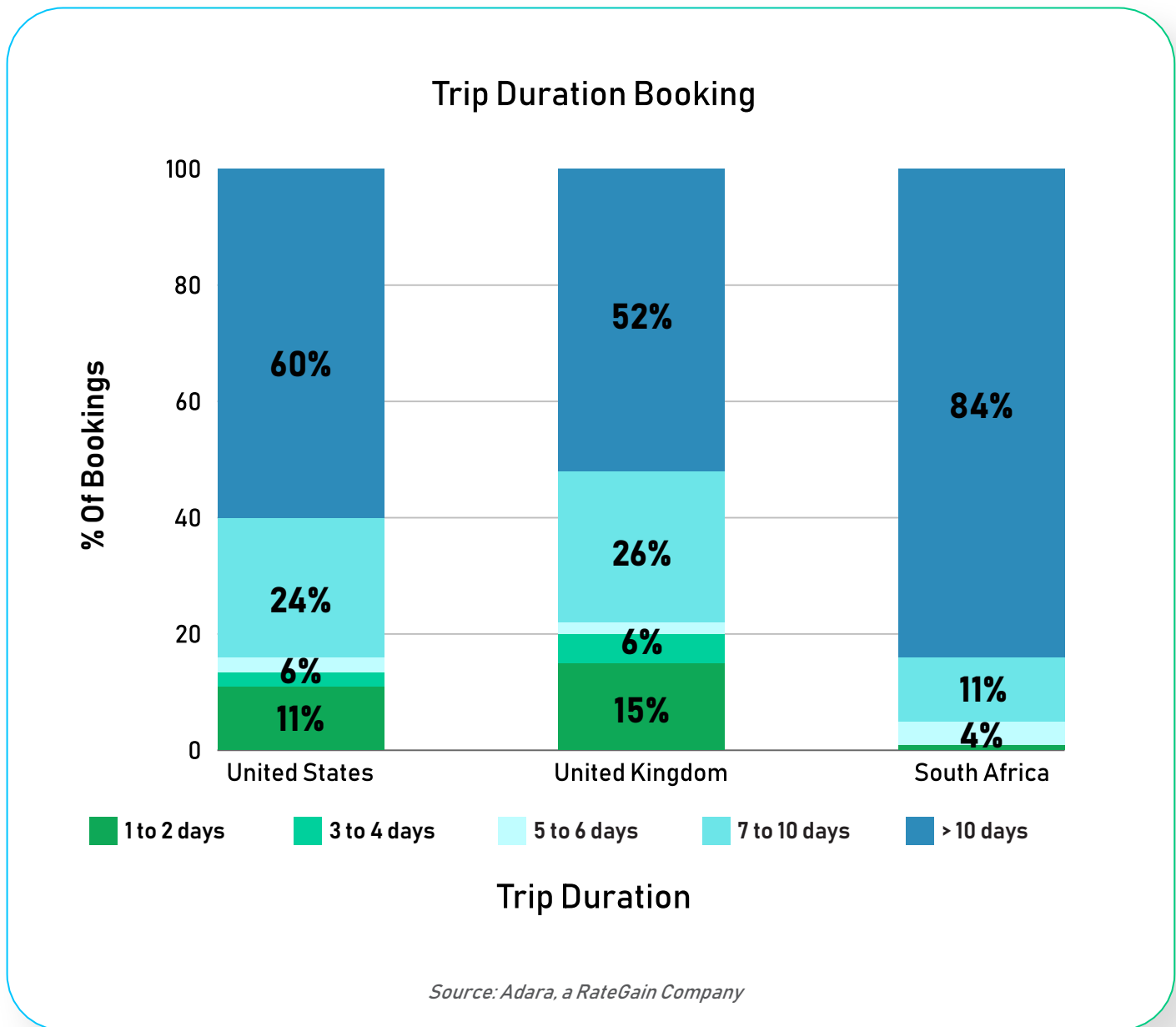
Reason for Travel by Top Origin



Source: Adara, a RateGain Company

South African Travelers Will Favor Extended Stays

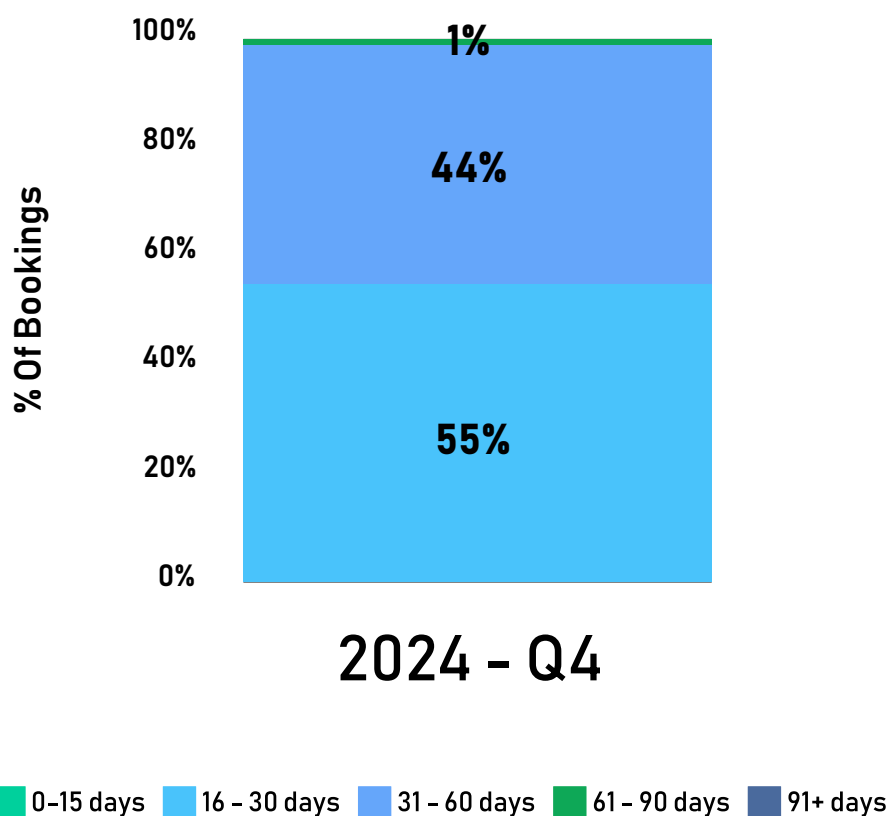
Visitors to Jeddah will have varying trip lengths, with South African travelers standing out—84% are expected to stay for more than 10 days. Similarly, 60% of U.S. travelers and 52% of U.K. travelers are likely to plan stays longer than 10 days. These trends underline the need for car rental businesses to offer flexible packages and affordable rates to effectively meet the needs of long-stay travelers.



Early Planners Will Shape Jeddah's Holiday Bookings

A large segment of travelers to Jeddah will plan their holidays well in advance, with 44% booking their trips 31–60 days before travel and an additional 55% booking 16–30 days ahead. This trend highlights the importance of launching timely marketing campaigns and promotions to capture these early planners and secure bookings ahead of the competition.

Advance Period Composition (Booking by quarter)

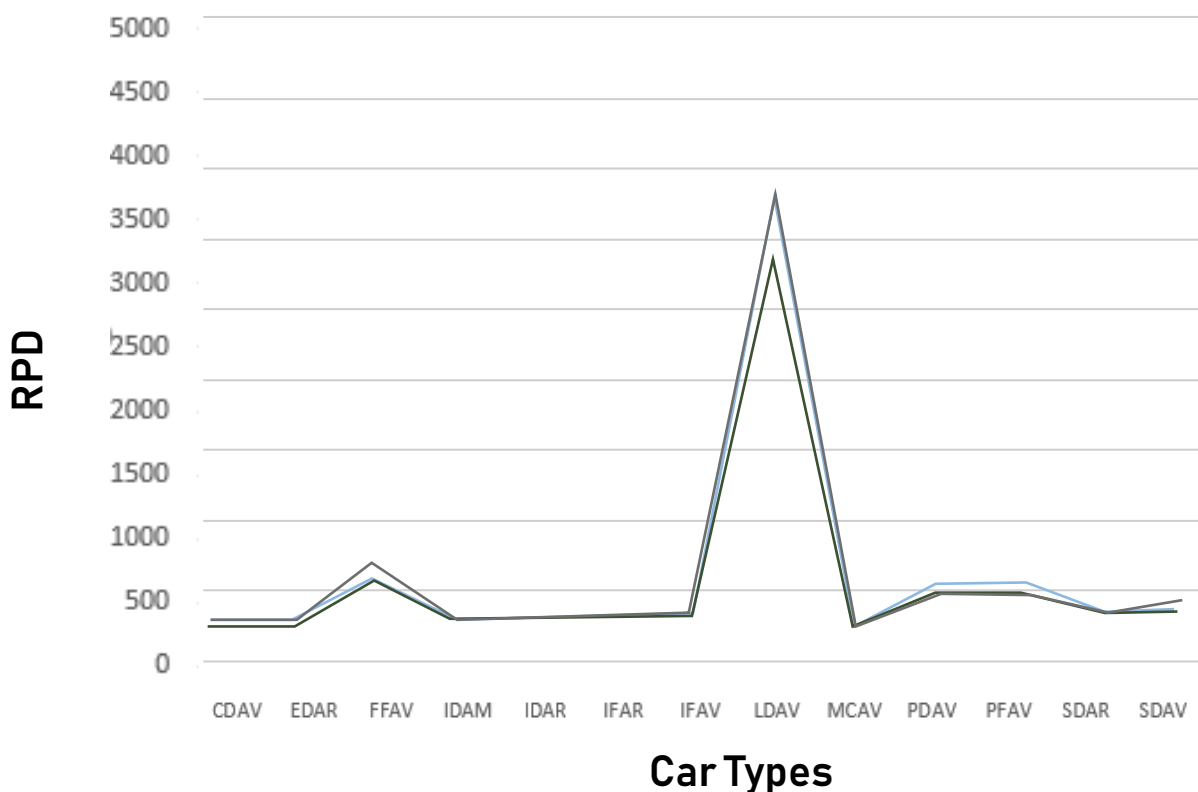


Source: Adara, a RateGain Company

Luxury Sedans Will Lead Revenue Growth

Luxury SUVs like XXAR will experience a significant rise in demand in late December, driving their Revenue Per Day (RPD) to peak levels. Similarly, off-road SUVs like XJAR will see demand surges during New Year’s week, making them highly sought after by both luxury and family-focused travelers.

To maximize revenue, car rental businesses should strategically increase the availability of these high-demand vehicles during peak times. For budget-conscious customers, maintaining a supply of economical models like MDAR hatchbacks will ensure diverse needs are met effectively. Balancing premium and budget inventory will help capitalize on the heightened demand during the holiday season 10%



Key Takeaways for Car Rentals :

- 01 Prepare for High Demand:**
With a 63% increase in travel, ensure your fleet is well-stocked and operations are optimized to meet the surge in bookings effectively.
- 02 Focus on Long-Stay Travelers:**
With 84% of South African visitors and a majority of U.S. and U.K. travelers staying for more than 10 days, prioritize flexible packages and premium vehicle options to cater to long-term rentals.
- 03 Target Early Planners:**
With 44% of travelers booking 31–60 days ahead and 55% booking 16–30 days prior, initiate early marketing campaigns to capture demand before competitors.
- 04 Diversify Fleet Offerings:**
Maintain a balanced inventory, including luxury sedans like LDAV for high-RPD opportunities, subcompact SUVs like EDAR for budget travelers, and family-friendly SUVs to cater to diverse preferences.
- 05 Leverage Leisure Travel Trends:**
With leisure dominating travel reasons across all key markets, emphasize spacious, comfortable, and premium vehicle options to attract this segment and maximize revenue potential.

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