

LONDON

TRAVEL TRENDS REPORT

Travel Duration: October to December 2024



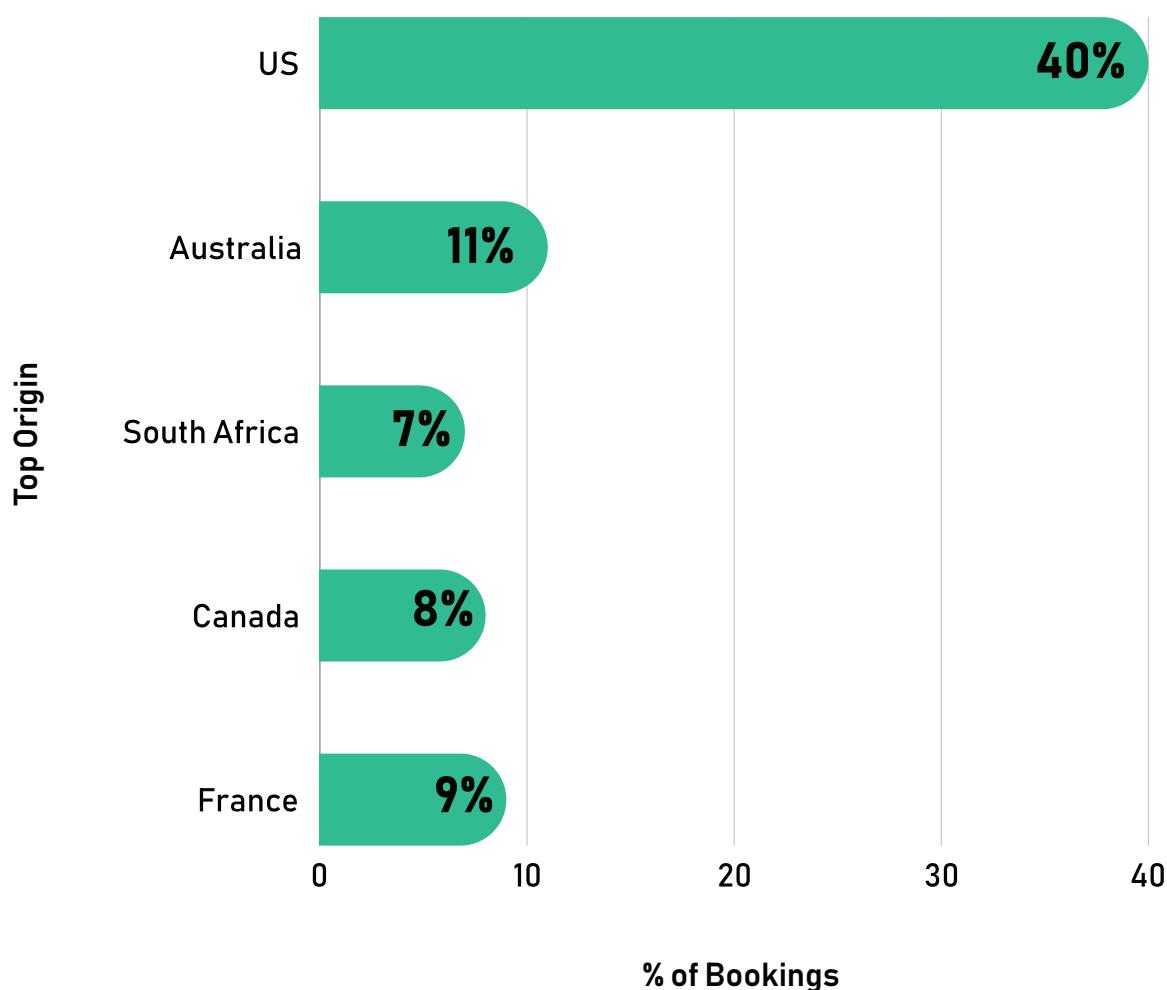
Foreword

As we approach the final quarter of 2024, London's inbound travel market reveals key trends that car rentals must consider to capture demand and tailor their services effectively. From diverse travel origins to shifting preferences in trip duration and accommodation budgets, understanding these trends will empower car rentals to optimize their fleet offerings and pricing strategies.

This report highlights the crucial travel patterns for London between October and December 2024, offering insights and strategies for maximizing bookings and profitability.

Top Origins: U.S. Dominates, Australia & France Follow

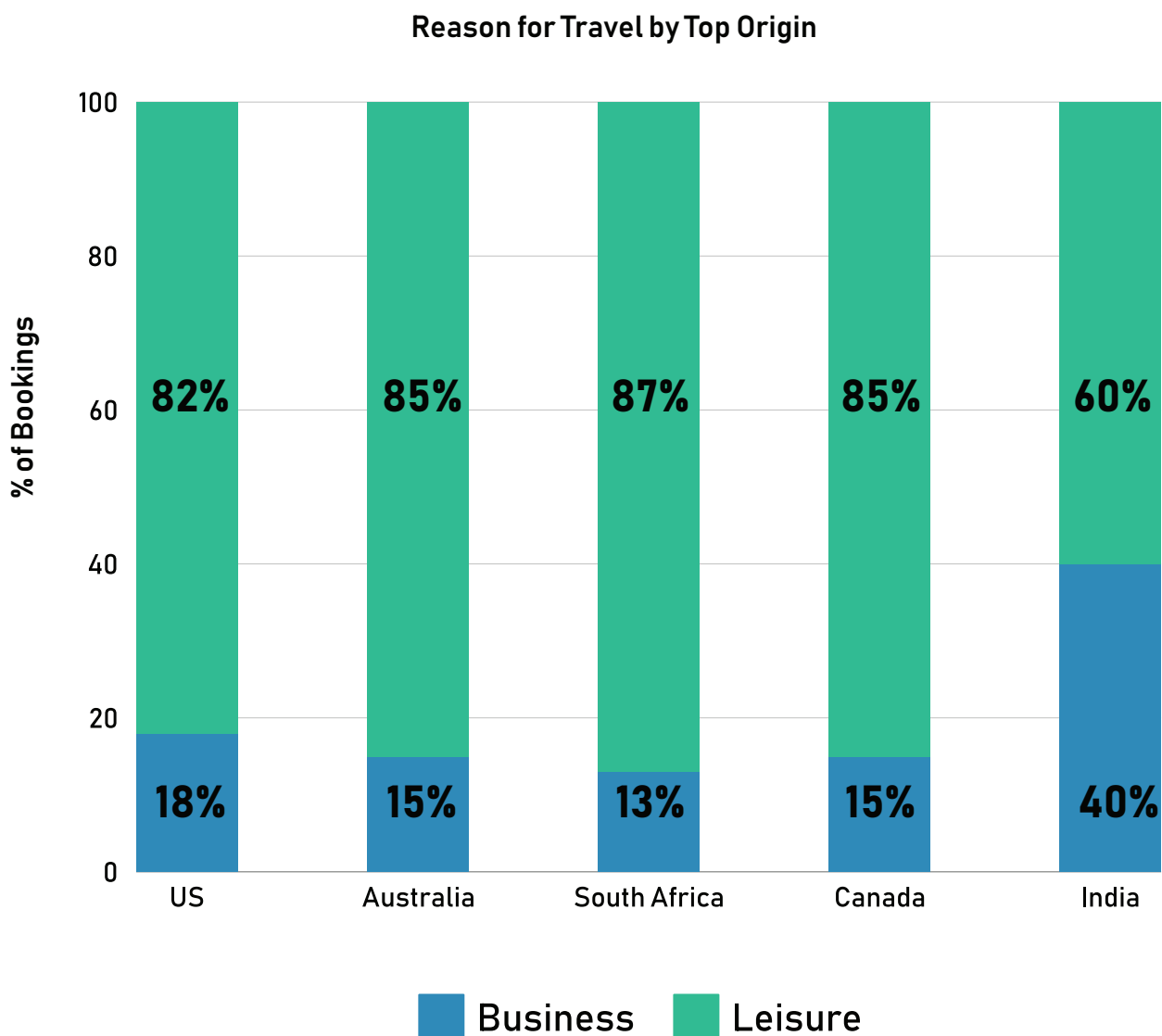
The United States will remain the largest inbound market for London, accounting for 40% of bookings. Australia (11%) and France (9%) follow as notable contributors. Car rentals should focus on offering services that cater to both American and international visitors.



Source: Adara, a RateGain Company

Leisure Travel Leads – Australia, U.S., South Africa in Top Spots

Leisure Travel is dominant across most origins, especially from Australia, South Africa, and the United States. However, key business markets include India, where business travel accounts for more than 30% of bookings. Tailoring car rental packages for both segments can enhance booking rates.

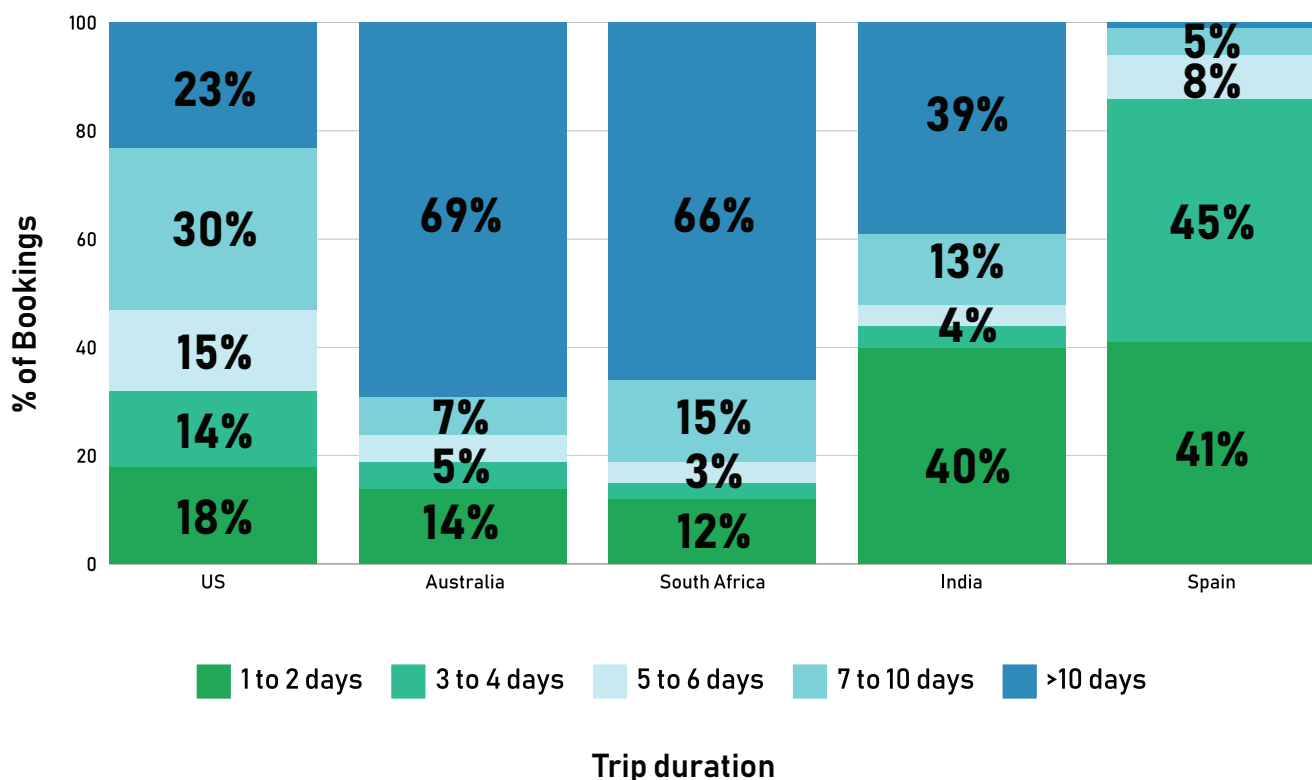


Source: Adara, a RateGain Company

Short Stays for Spain and India; Australians and South Africans Prefer Extended Stays

Shorter stays of 1-2 days are popular with Spanish and Indian travelers, while visitors from Australia (69%) and South Africa (66%) prefer stays of over 10 days. For car rentals, this indicates a need for flexible options that cater to both segments, ensuring the right vehicle types are available.

Trip duration by Top Origin

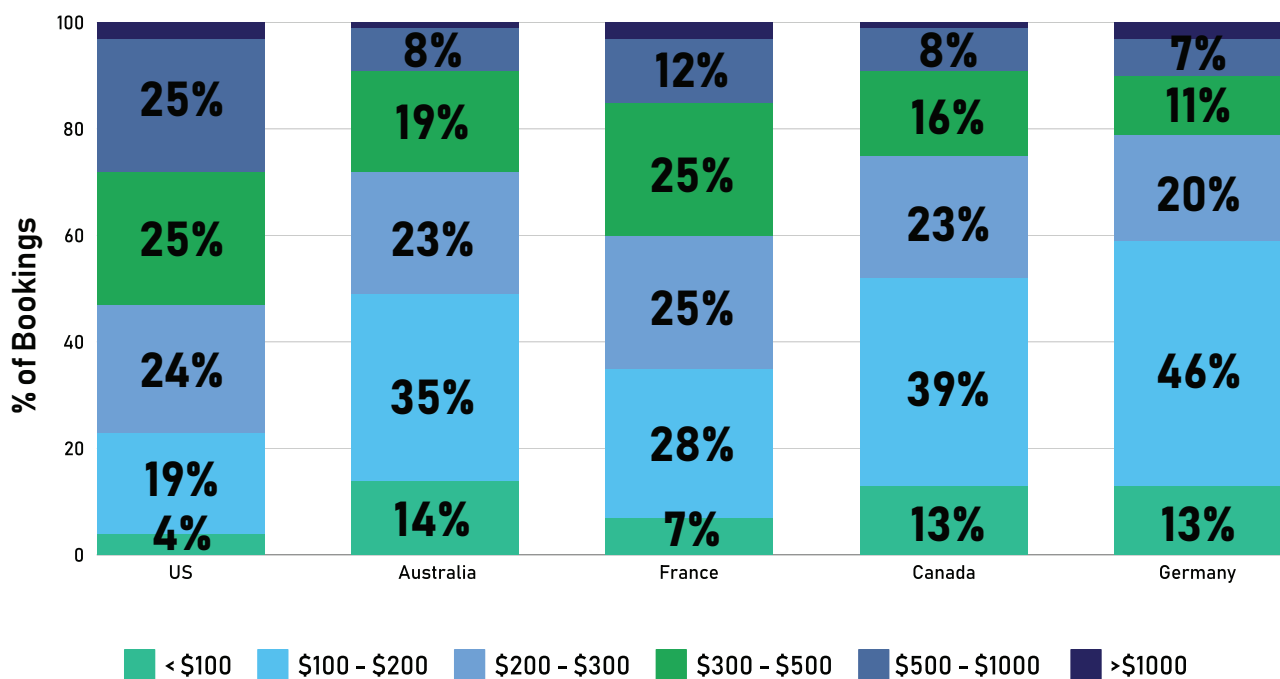


Source: Adara, a RateGain Company

Hotel Preferences: Budget Conscious vs. Premium Splurges

Most travelers from Germany, Canada, and Belgium prefer accommodations in the \$100-\$200 range, while premium stays of \$300+ are favored by U.S. and Spanish visitors. Car rentals should offer economy vehicles for budget-conscious travelers while promoting luxury cars for higher-spending visitors.

Hotel ADR Category by Top Origin

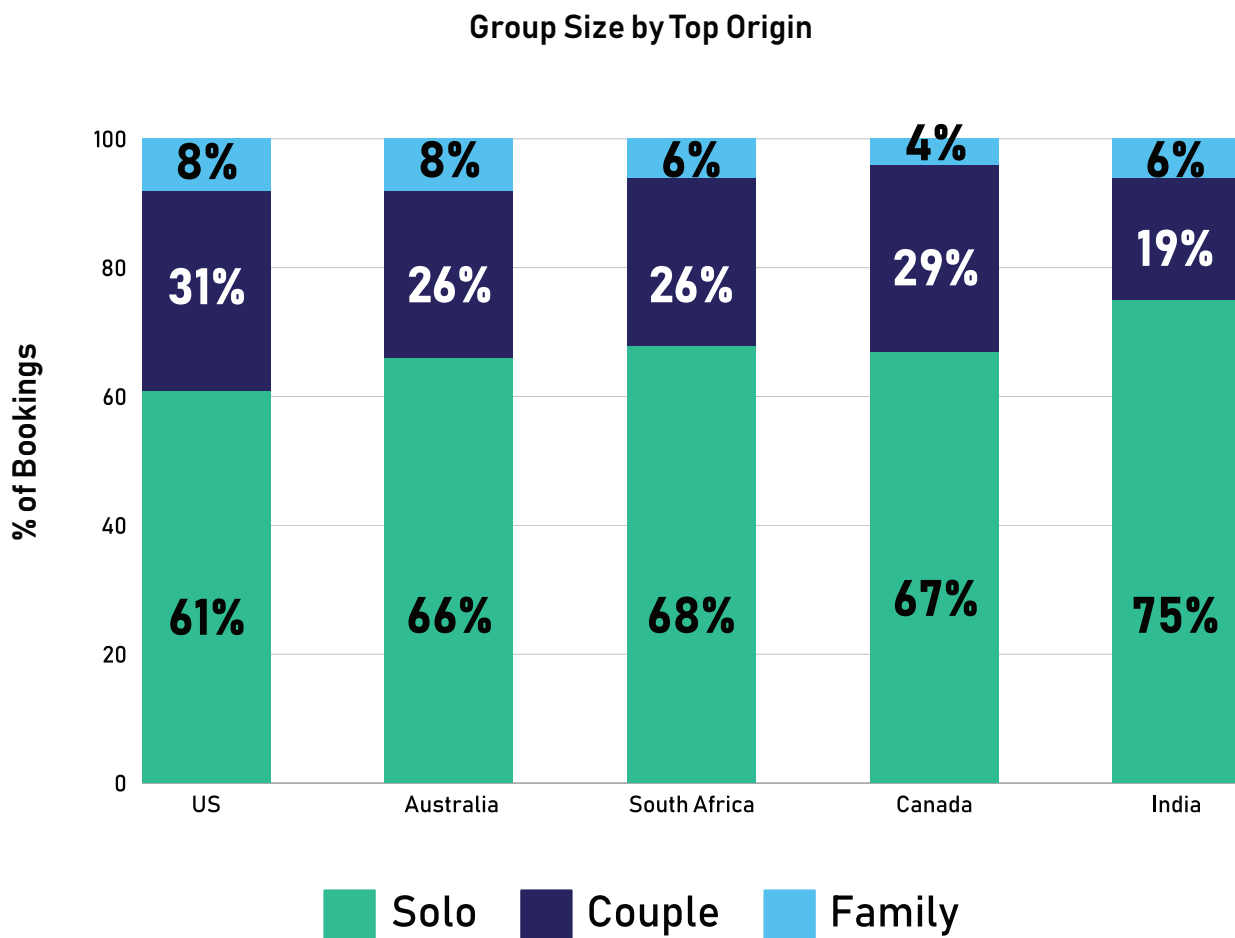


Source: Adara, a RateGain Company



Solo Travel Surges: India Leads with 75% of Visits

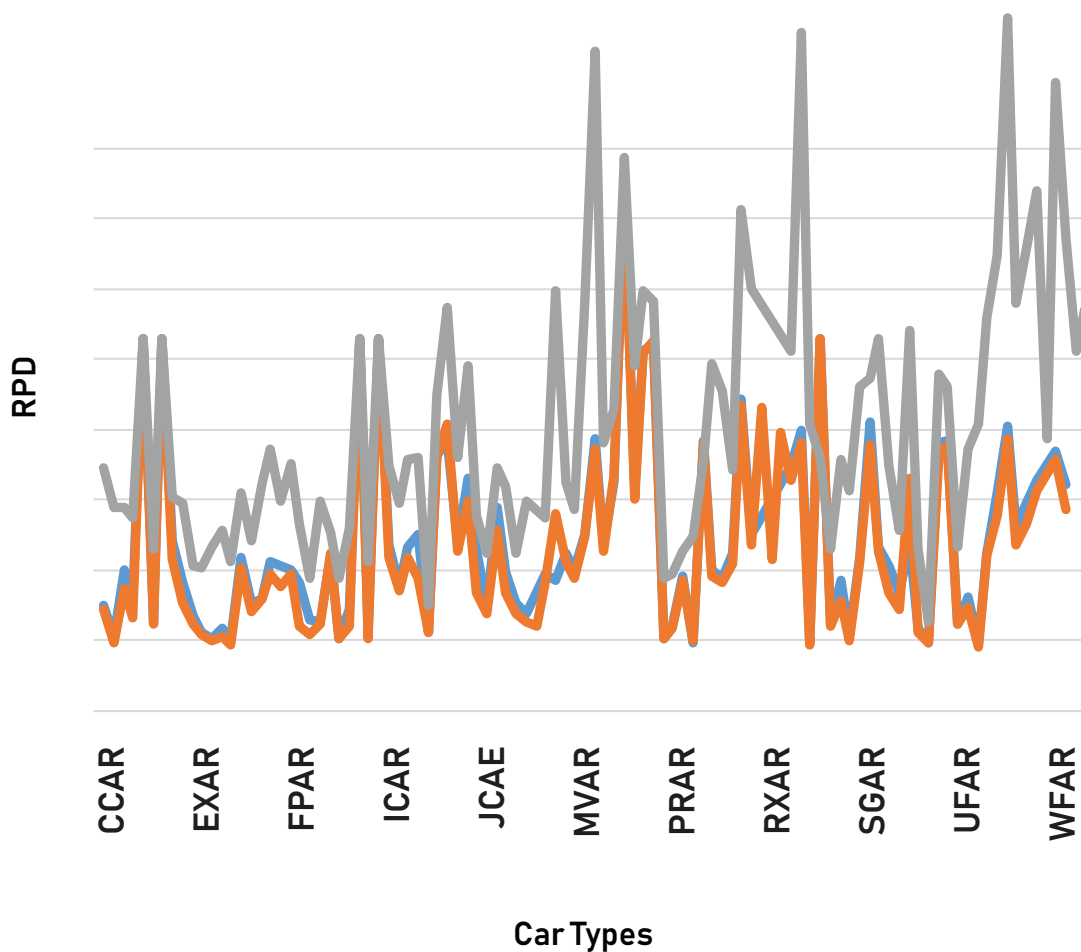
Solo travel is highly popular, particularly among travelers from India, South Africa, and Canada. On the other hand, couples or pairs make up 45% of visitors from Denmark and France, indicating that compact SUVs or small luxury vehicles would be attractive options for these travelers. Car rentals should focus on providing compact, fuel-efficient cars for solo travelers while still maintaining a balanced fleet to cater to couples and families.



Source: Adara, a RateGain Company

Premium SUVs Fetch Top Rates, Mini Cars Drive Value

London's car rental market shows a wide pricing spectrum, with premium elite SUVs reaching a high of GBP 368.11, while standard wagons are available for as low as GBP 23.19. This highlights a diverse range of customer preferences, from budget-conscious travelers seeking affordable transportation to high-end clients willing to pay for premium comfort and space.



Key Strategies for Car Rentals in London:

- **01 Segmented Offerings for Top Origins**
Focus on offering larger, premium vehicles like SUVs and luxury cars for American tourists and provide mid-range vehicles to attract long-distance travelers. Include long-term rental discounts for Australian visitors, as they will stay for more than 10 days
- **02 Cater to Leisure and Business Travelers**
Promote flexible car rental packages, including weekend deals and scenic route suggestions to appeal to Australian and U.S. leisure travelers. Offer streamlined booking, priority service, and corporate discounts to capture business travelers.
- **03 Flexible Rental Options for Short and Long Stays**
Introduce hourly and 1-2 day rental options with competitive pricing for quick, hassle-free access to vehicles for city and business trips. Offer long-term rental deals and loyalty programs, such as weekly rates, for travelers staying over 10 days.
- **04 Tailor Packages for Budget-Conscious and High-Spending Travelers**
Promote fuel-efficient cars and affordable rental packages with limited mileage and budget-friendly insurance options to attract budget-conscious visitors. Highlight your premium fleet, including luxury vehicles and high-end SUVs, and offer exclusive packages such as VIP pickups and luxury experiences for higher-paying customers.
- **05 Solo Traveler and Couple-Focused Rentals**
Expand your fleet with compact, fuel-efficient cars that cater to the growing solo travel trend. Promote special solo traveler discounts and no-frills options for easy urban navigation. Offer attractive rates to French travelers on compact SUVs and small luxury vehicles for couples.

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