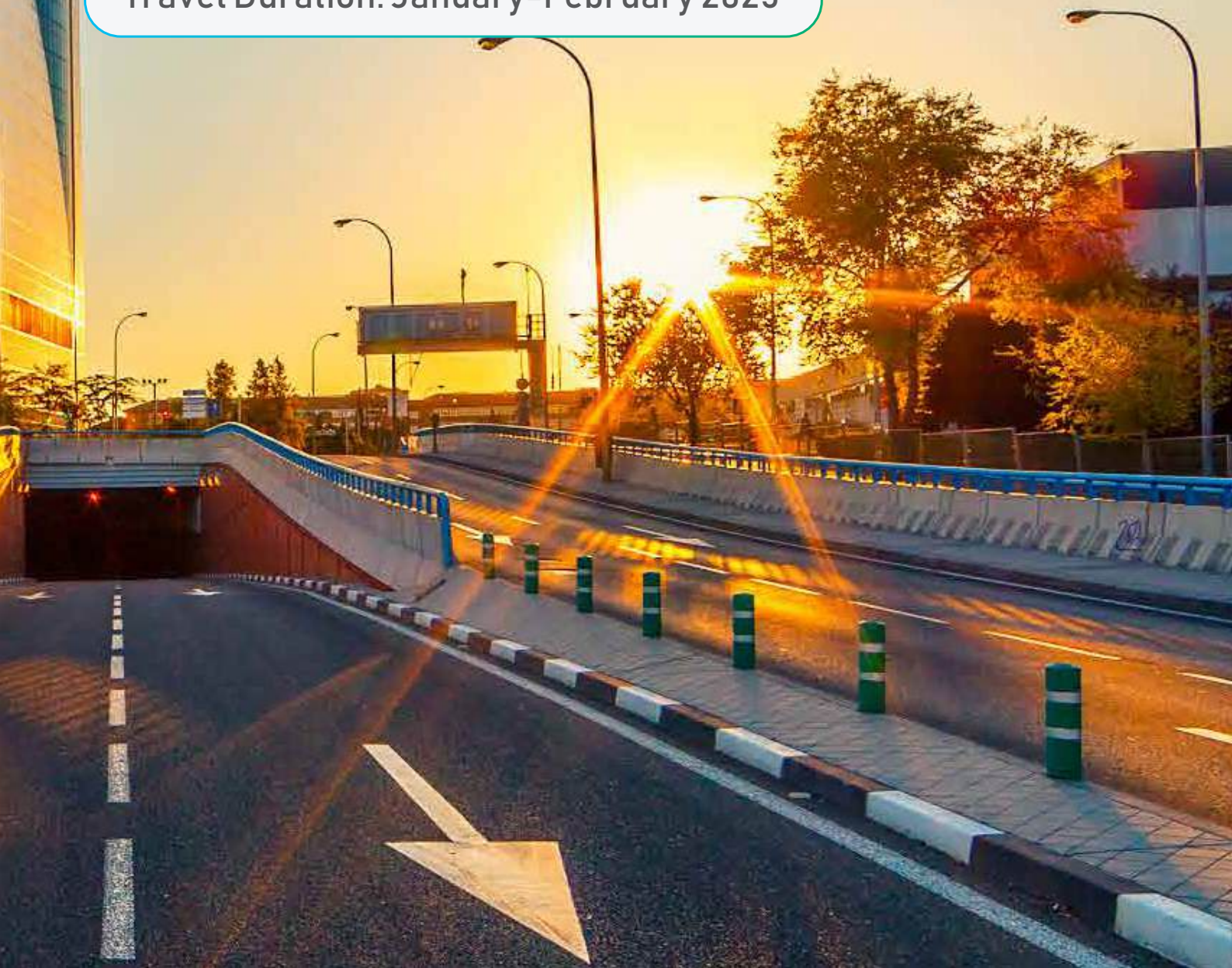


MADRID

TRAVEL TRENDS REPORT

Travel Duration: January-February 2025



Inbound Travel Insights:

Madrid in Focus The first two months of 2025 will show a promising surge in inbound travel to Madrid, with the U.S., Mexico, and Peru leading the charge. This report uncovers key travel trends like travel purpose, trip duration, group size, pricing trends, etc. offering actionable insights for car rental businesses to seize opportunities, increase bookings, and drive revenue

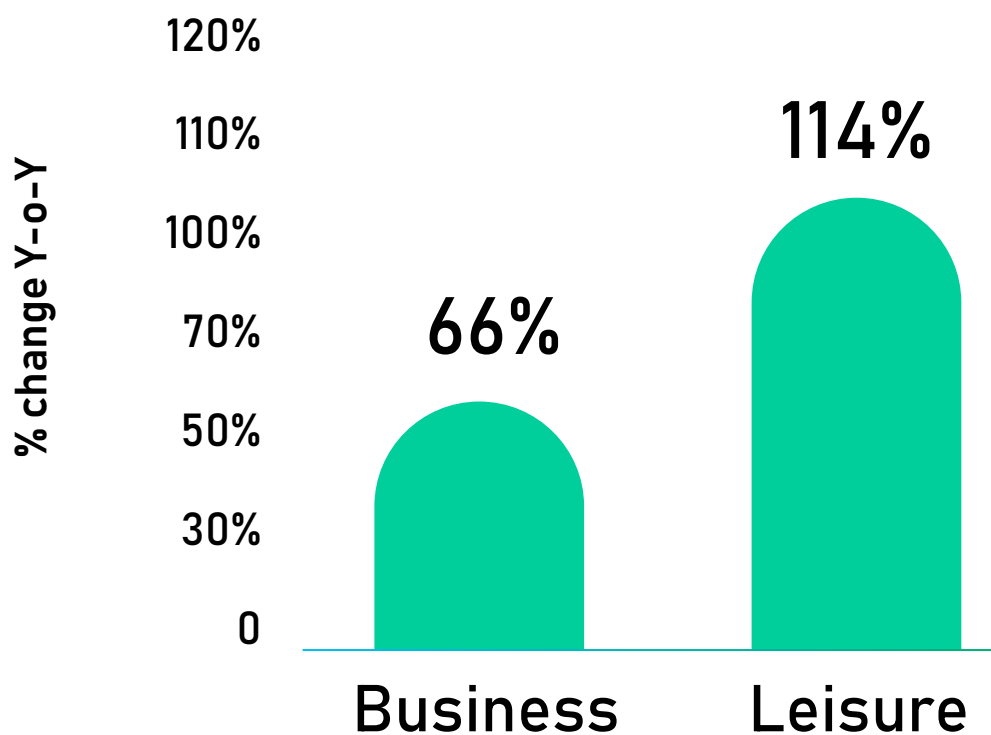


Domestic Travel Surge: A Booming Start to 2025

With a 66% rise in business travel and a staggering 114% increase in leisure travel, domestic tourism in Madrid will be flourishing. The leisure segment, in particular, highlights the growing preference for weekend getaways or longer vacations within Spain.

10%

Current Year Booking to Previous Year Bookings

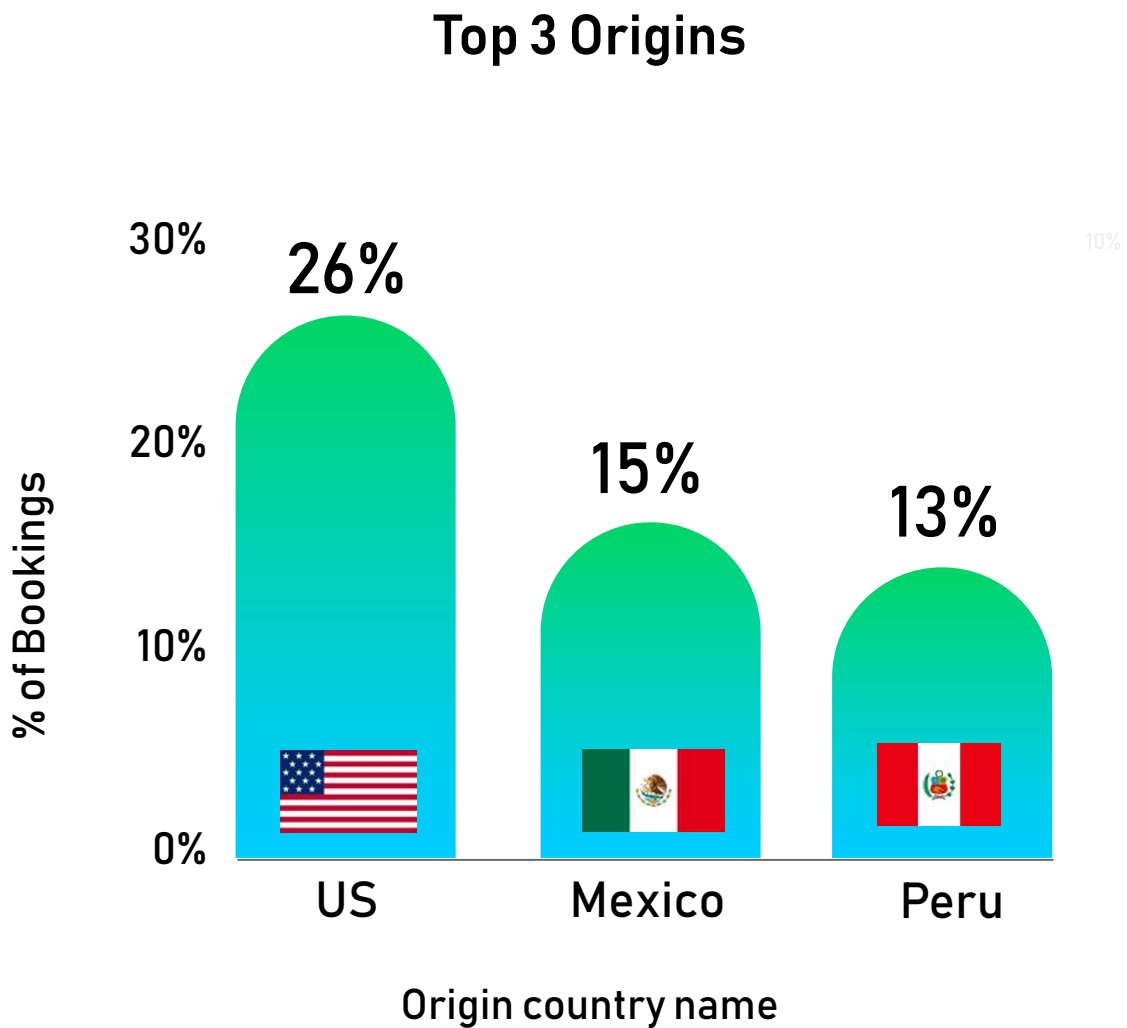


2025

Source: Adara, a RateGain Company

Top Origin Countries: U.S., Mexico, & Peru

Inbound travel from the U.S. (26%), Mexico (15%), and Peru (13%) will drive the demand in Madrid. Attracted by the city's vibrant culture and business opportunities, these travelers present a prime opportunity for car rental businesses to deliver tailored offerings to maximize bookings.

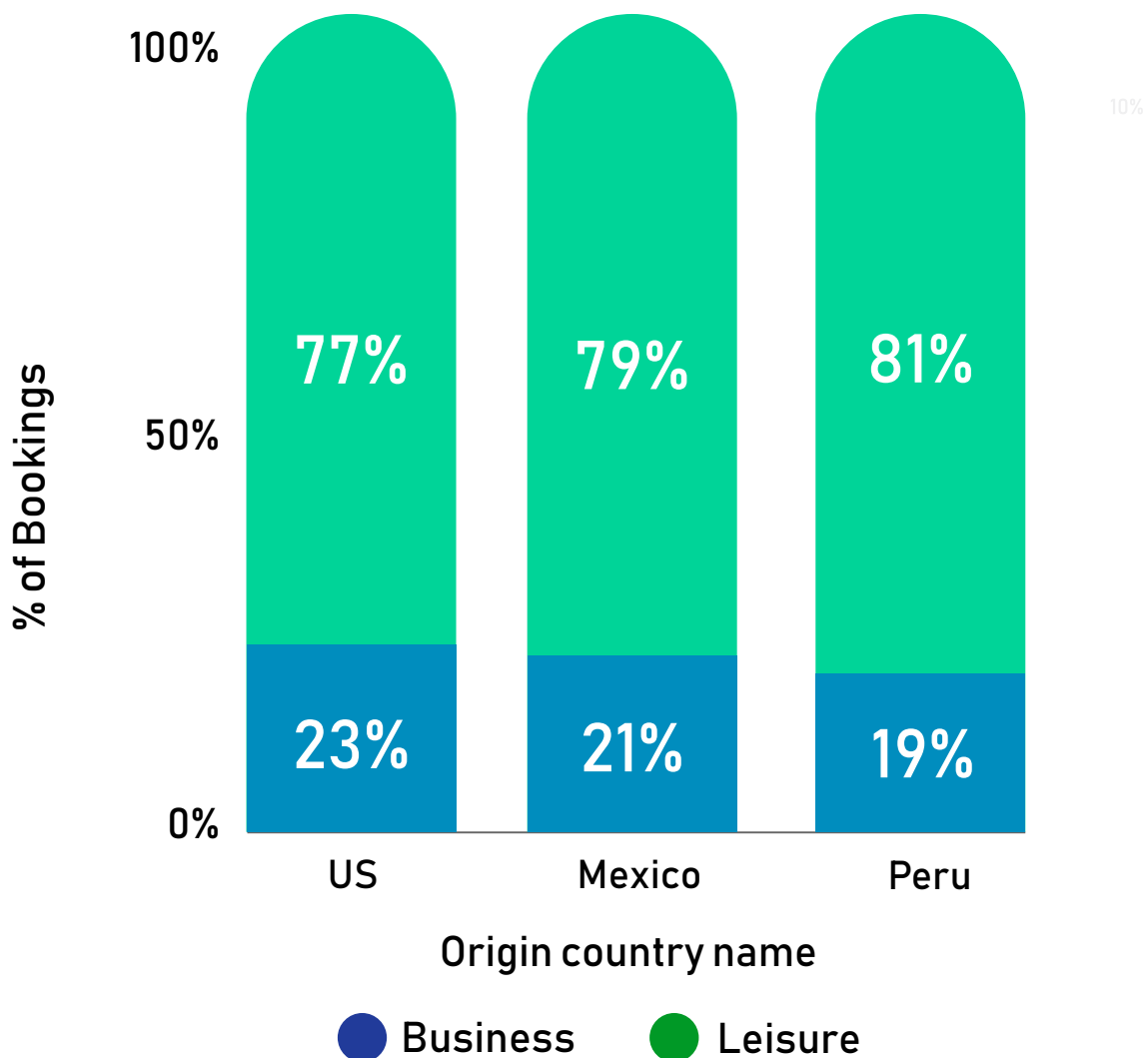


Source: Adara, a RateGain Company

Leisure Takes the Lead

With leisure driving inbound travel, car rental businesses should focus on offerings that enhance convenience and flexibility for tourists to capture a larger share of the travel market. A diverse fleet featuring spacious vehicles for families, compact options for solo travelers, and seamless booking and pick-up processes can effectively cater to varied customer needs.

Reason for Travel by Top Origin

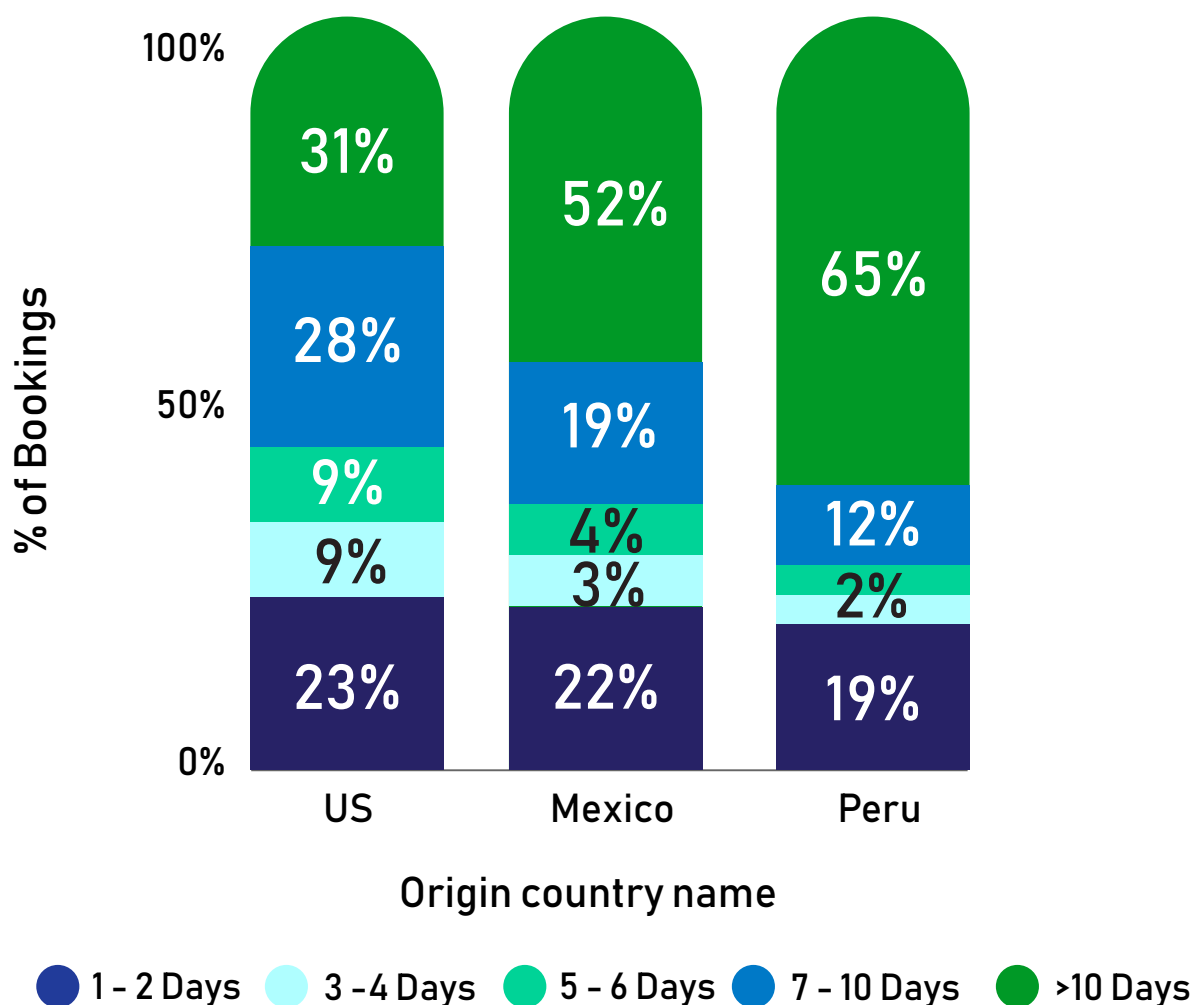


Source: Adara, a RateGain Company

Longer Stays will Drive Opportunity

Extended trip durations indicate a demand for weekly or longer rental packages, especially from Mexico and Peru. This will be an opportunity to offer discounts for longer bookings and promote vehicles ideal for multi-day use, such as SUVs or crossovers.

Trip Duration Booking

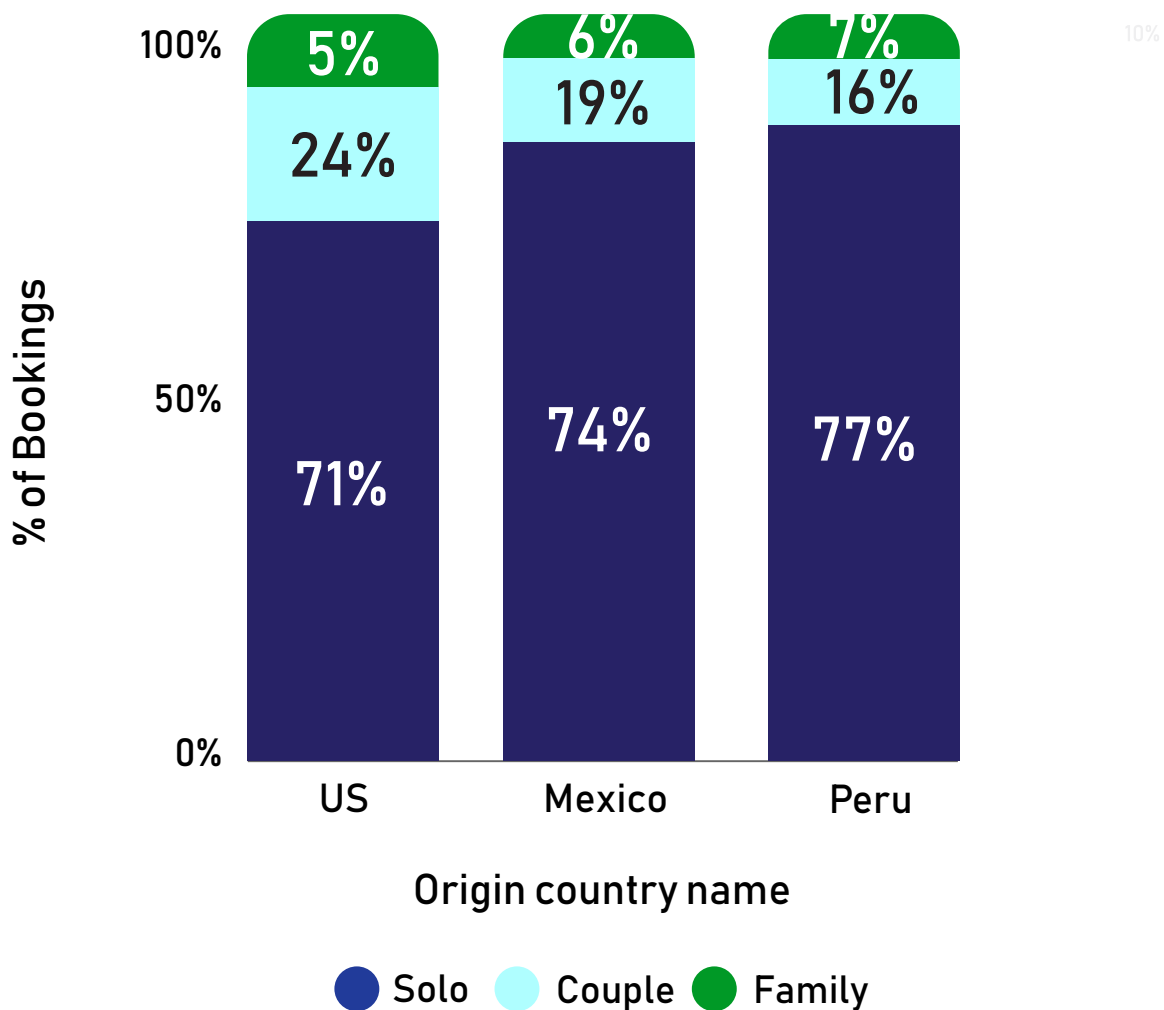


Source: Adara, a RateGain Company

Solo Travelers Dominate Inbound Travel to Madrid

Solo travelers will make up the majority of visitors, driving demand for smaller, cost-efficient vehicles. At the same time, couples and small groups will represent a valuable segment, requiring car rental businesses to maintain a well-balanced fleet. By catering to the diverse needs of these traveler types, car rental businesses can enhance customer satisfaction and optimize revenue opportunities.

Solo Travelers Dominate Inbound Travel to Madrid

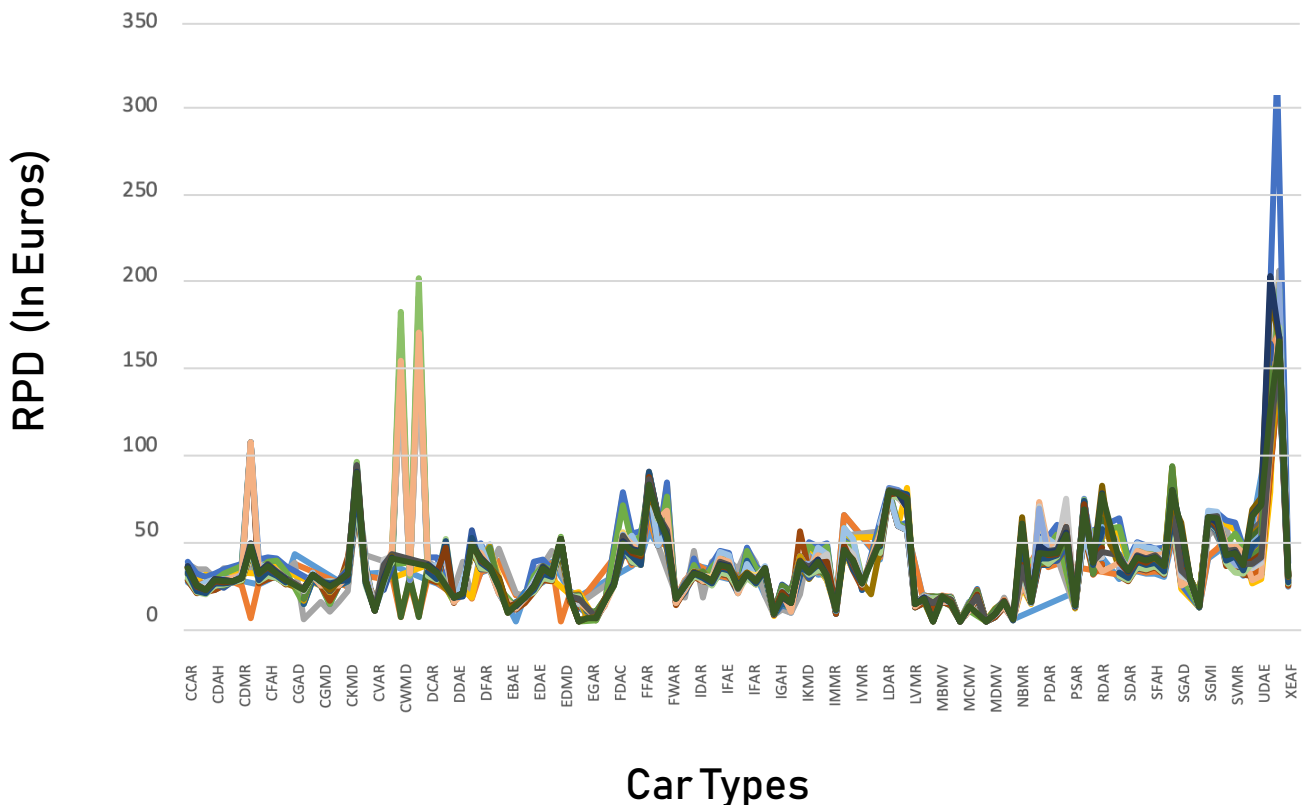


Source: Adara, a RateGain Company

Car Rental Pricing: Peaks and Valleys

Car rental pricing trends for January to February reveal significant fluctuations across vehicle categories. Premium segments, including luxury SUVs (XEAF), peak at €301.57, while midsize crossovers are offered at €823.43, reflecting strong demand and limited availability. Compact and economy cars (CCAR, CDAR) will maintain budget-friendly rates, appealing to cost-conscious travelers. Mini electric vehicles (EGAR) are attractively priced at €5.74, showcasing opportunities in sustainable travel.

This diverse pricing range highlights varying demand levels across vehicle types and businesses should leverage these trends to attract a wider audience.



Key Strategies for Car Rentals

- **01 Capitalize on Long Stays:**
Introduce discounted weekly packages or loyalty programs for long-duration bookings.
- **02 Cater to Solo Travelers:**
Expand fleets of compact, fuel-efficient cars tailored to solo travelers.
- **03 Target Top Inbound Markets:**
Launch marketing campaigns and tailored offers for travelers from the U.S., Mexico, and Peru.
- **04 Promote Electric Vehicles:**
Leverage the affordability of electric cars to attract eco-conscious travelers.
- **05 Tailor Services for Leisure Travelers:**
Create value-added packages, including GPS, travel guides, or pre-planned road trip suggestions.



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