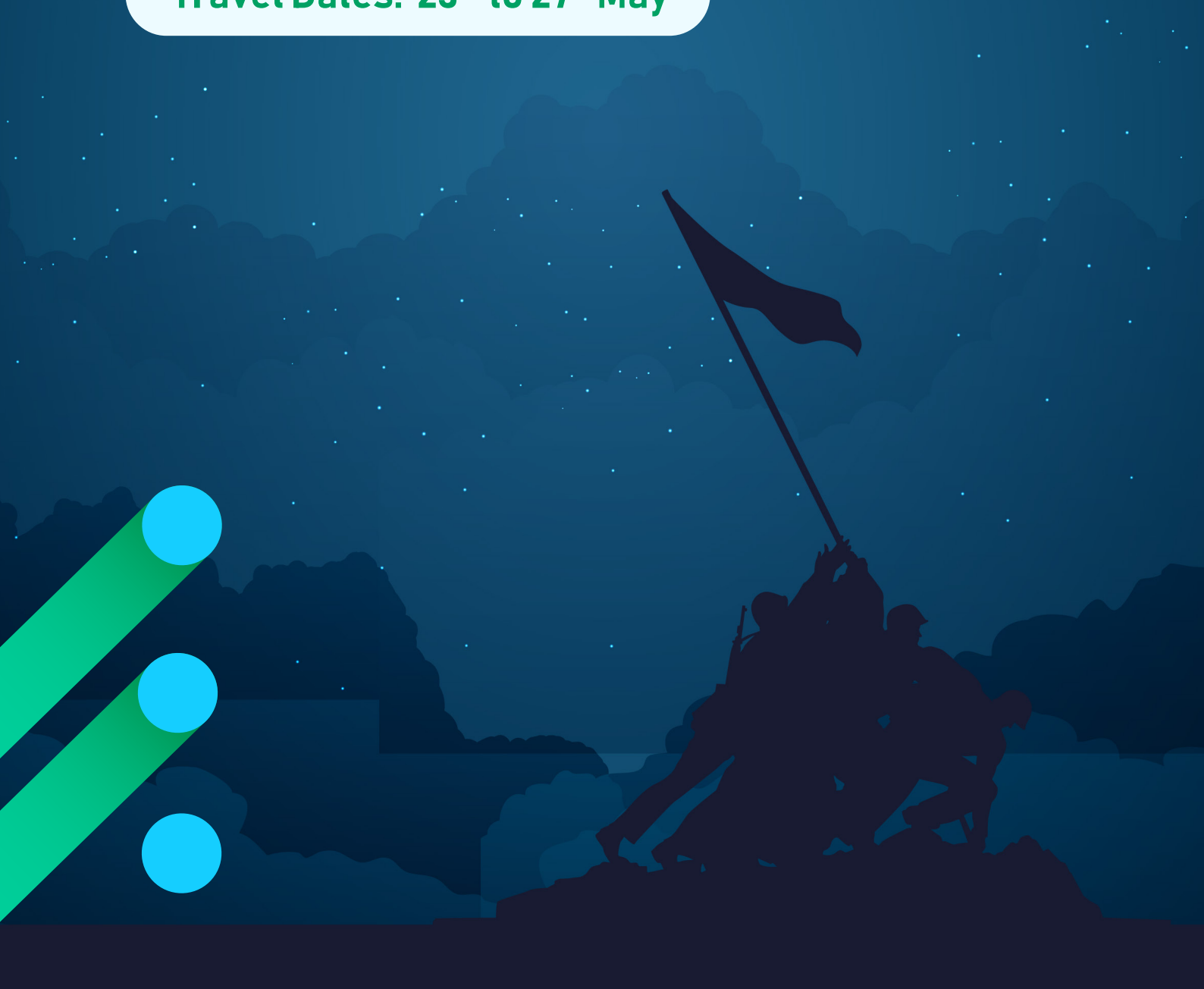


# MEMORIAL DAY CAR RENTAL TRENDS 2024

Travel Dates: 23<sup>rd</sup> to 27<sup>th</sup> May



## Introduction

Memorial Day weekend marks the start of summer in the U.S. and is expected to bring a surge in tourism to Las Vegas.

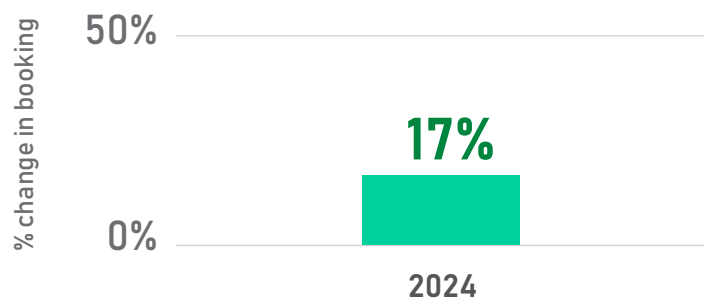
This year, Skift reports that a **'Record-Breaking Number of Road Trips are Projected for Memorial Day Weekend.'**

Let's examine the data and travel trends to understand how this increase impacts car rentals in Las Vegas during one of the busiest weekends of the year.

---

## 17% Surge in Las Vegas Hotel Bookings

For the extended long weekend during the week of May 27<sup>th</sup>, Las Vegas will see a 17% surge in hotel bookings compared to the same period last year.



Source: RateGain (Adara)

## Top Origins for Las Vegas

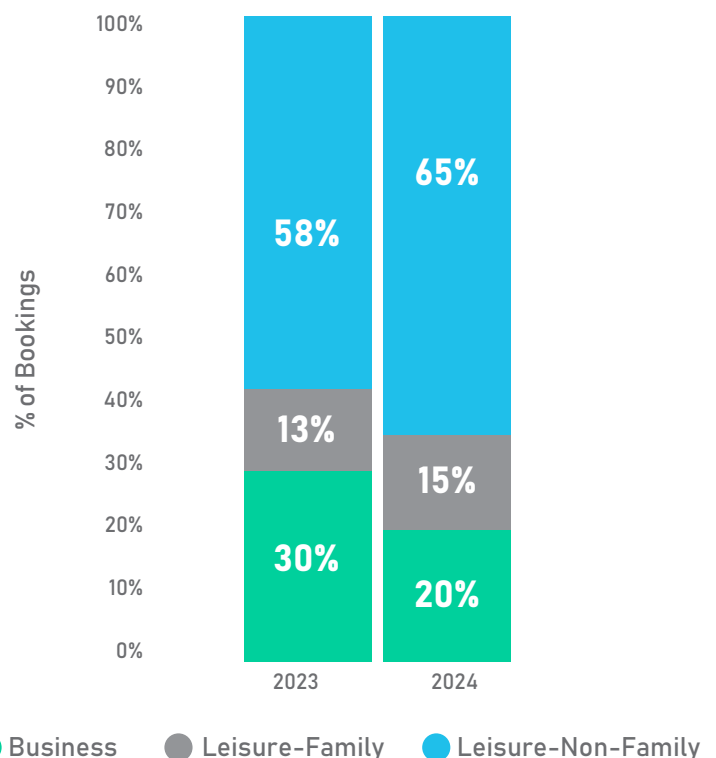
Seattle will see most people travelling to Las Vegas followed by Chicago and Sunnyvale.

Top Origins	Y-o-Y% Growth
Los Angeles	135%
New York	30%
Chicago	175%
Salt Lake City	30%
Phoenix	32%
San Jose	119%
Austin	63%
Sunnyvale	155%
Seattle	186%
Ashburn	16%

Source: RateGain (Adara)

## Solo Travel to Dominate Memorial Day Weekend in Las Vegas

Solo travel will surge from 58% in 2023 to 65% in 2024. Business travel is set to decline from 30% in 2023 to 20% in 2024, while family travel will see a modest rise from 13% in 2023 to 15% in 2024.



Source: RateGain (Adara)

## Demand for Car Rentals

Demand for SUVs will surge by 36.8%, followed by premium cars at 29.7%.

Oversized vans, despite being less popular, will see the largest increase in average daily rental rates (ADRs), which will jump from USD 295 in early May to USD 748 during the May 27th weekend.

Car Category	W-o-W% Growth
Compact/ Economy	27.2%
Premium	29.7%
SUV	36.8%
Vans	26.5%

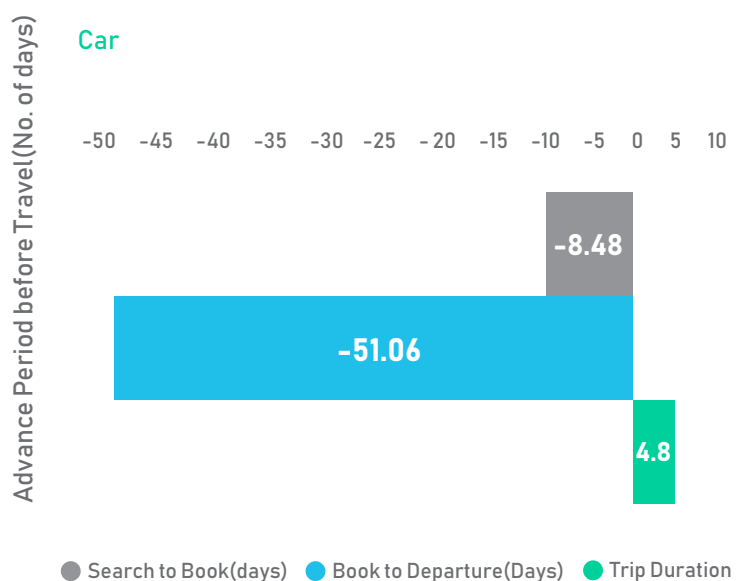
Source: RateGain (Adara)

Meanwhile, special crossovers remain the most expensive option, with ADRs reaching up to USD 949.

## Advance Trip Planning

On average, travelers in Las Vegas took about 8.5 days to book a car rental from the time they begin their search. **Most car rentals are booked approximately 51 days in advance of the trip.**

**Typically, a trip to Las Vegas lasts about 4 days.**



Source: RateGain (Adara)

## Key Takeaways

- **Increase Fleet Availability:** Ensure enough SUVs and other popular models are available to meet the 17% surge in demand expected during the Memorial Day week.
- **Optimize Booking Window:** Adjust marketing and pricing strategies to capture bookings, as prospective customers begin their search 51 days in advance.
- **Target Solo Travelers:** Customize marketing efforts and service offerings to cater to the needs of solo travelers, who make up the majority of visitors.
- **Focus on Key Markets:** Intensify marketing campaigns in Seattle and Chicago to increase bookings from these high-potential cities.

## Want to Keep Up with Year-Round Travel Trends?

Subscribe to Our Page!

