

# MIAMI

## TRAVEL TRENDS REPORT

Travel Duration: September to October 2024





## Foreword

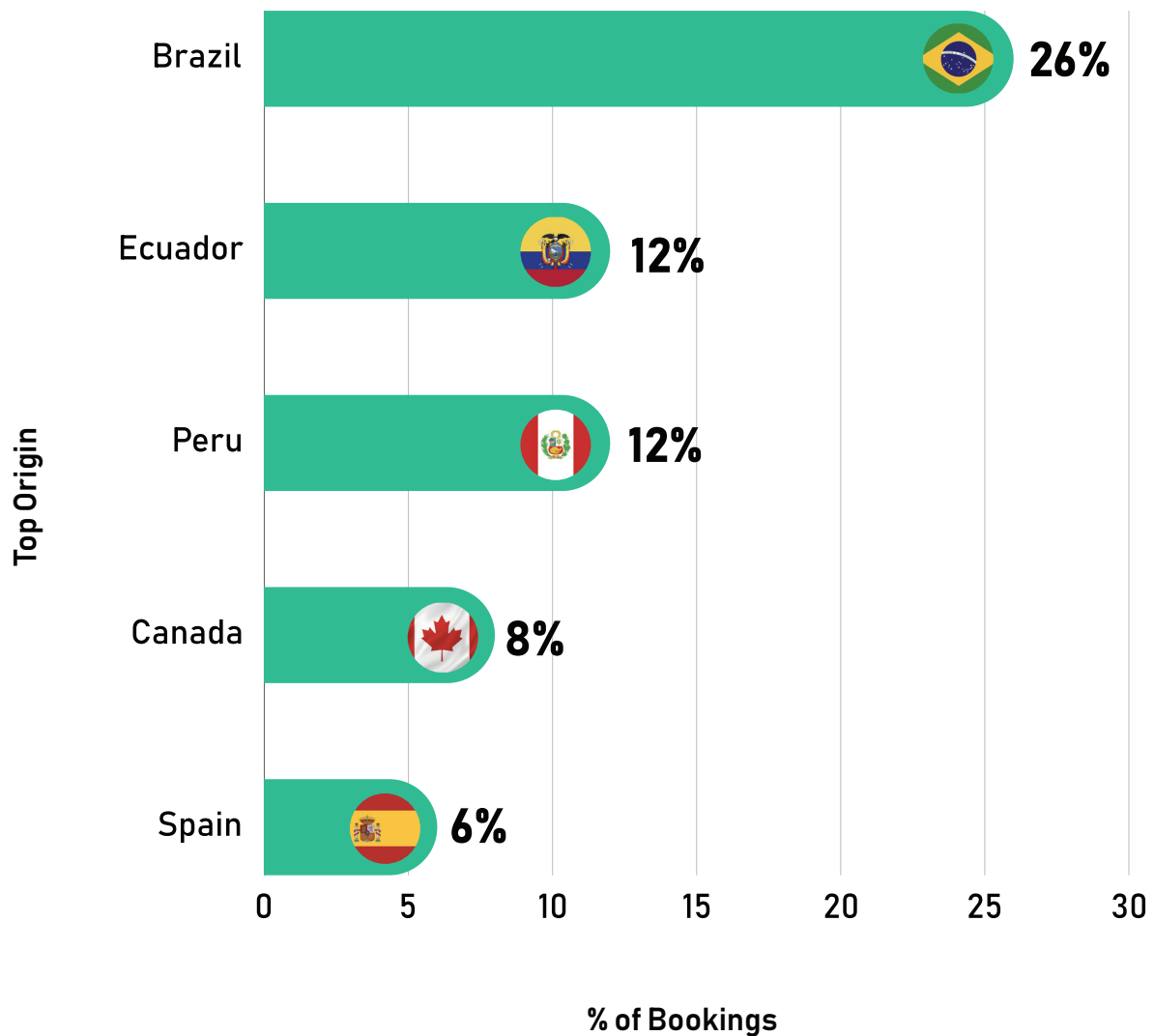
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As Miami gears up for a bustling fall season, international visitors are set to make waves across the city. This report provides valuable insights into travel trends, focusing on inbound travel from key markets such as Brazil, Ecuador, Peru, Canada, and Spain.

By understanding the group sizes, trip durations, and car rental price patterns from these regions, you'll be well-equipped to capitalize on the influx of visitors and tailor your offerings for maximum impact.

## Brazil Takes the Lead: Miami's Top Visitor Origins

With Brazil leading the charge, followed by Ecuador and Peru, Miami will see a significant influx of South American travelers. This trend emphasizes the need for services catering to Spanish and Portuguese-speaking tourists.

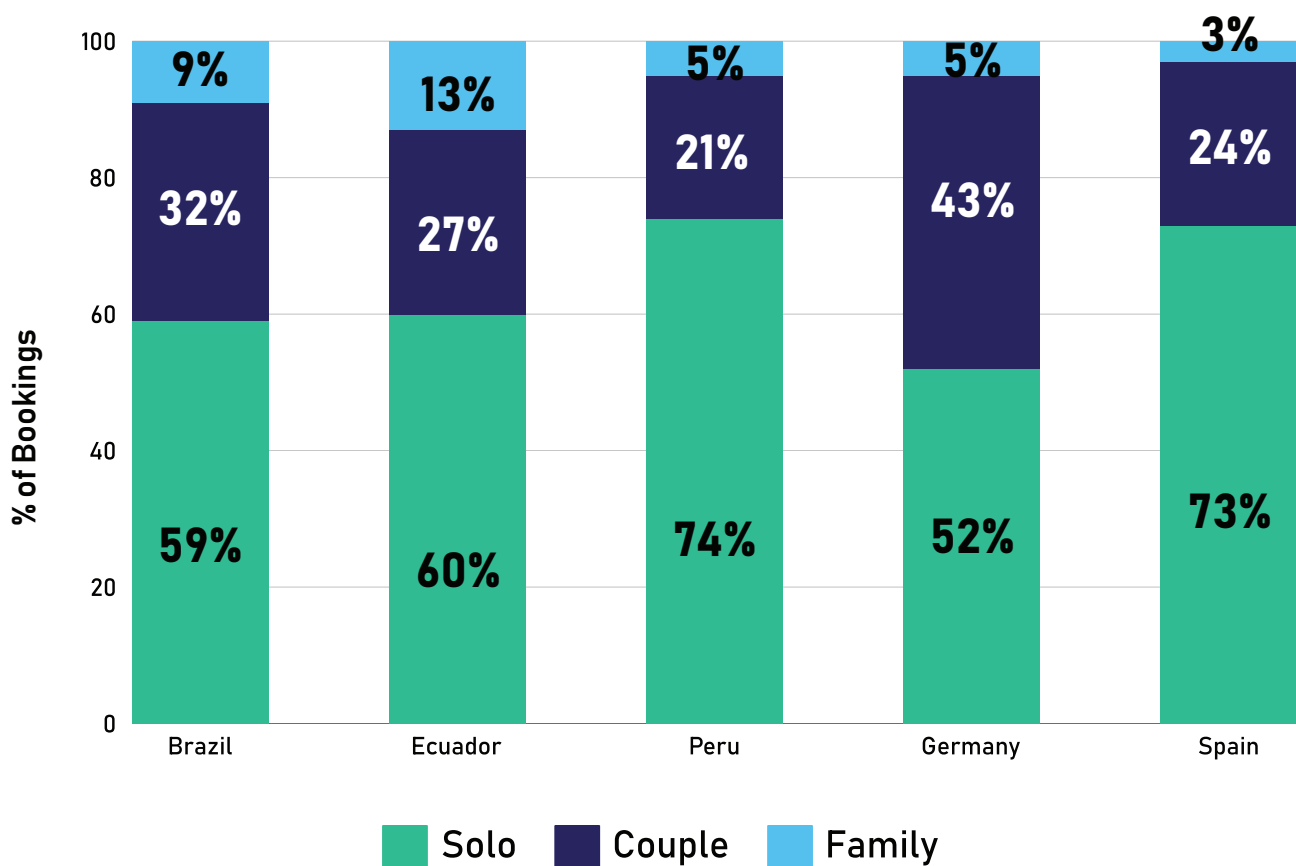


Source: Adara, a RateGain Company

## Solo Travelers from Peru and Spain Dominate

Peru and Spain are the top sources of solo travelers to Miami, while pairs from Germany make up 43%, showing a demand for smaller, more economical vehicles. On the other hand, small groups from Ecuador are on the rise, indicating a need for mid-sized cars and SUVs among these travelers.

Group Size by Top Origin



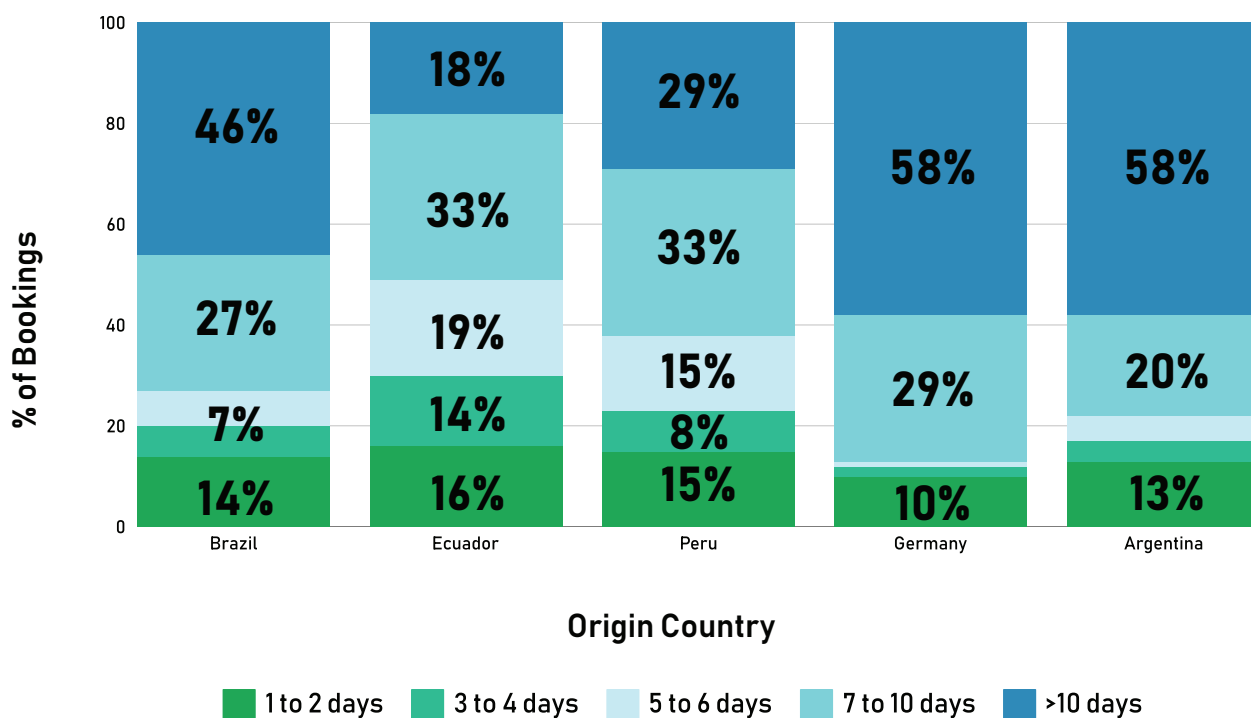
Source: Adara, a RateGain Company



# Extended Trips: Argentines and Germans Stay Longer

Travelers from Argentina, Germany, Ecuador, and Peru will be extending their Miami stays, with many planning trips for 7 to 10 days or more. This presents an opportunity for extended car rental packages and loyalty incentives.

Trip duration Category by Top Origin

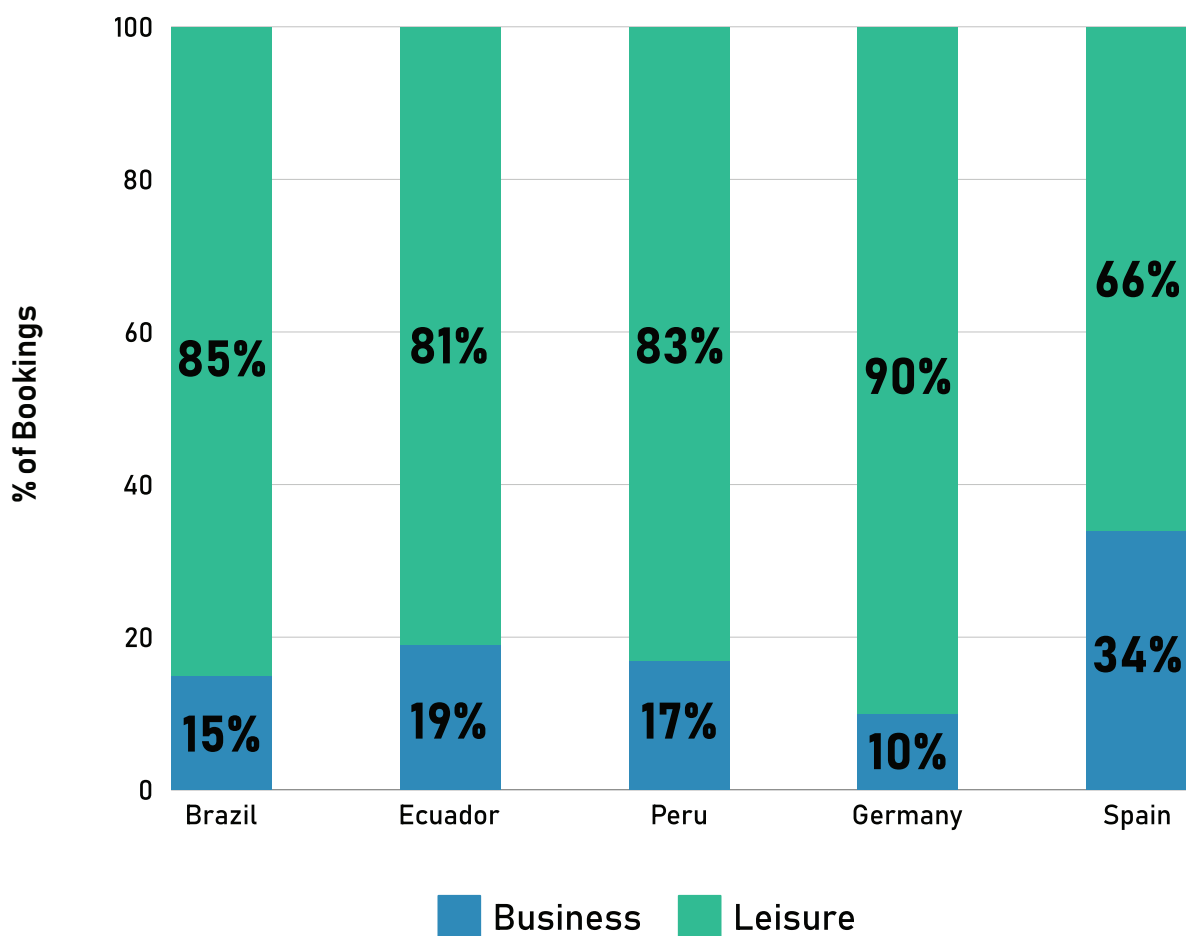


Source: Adara, a RateGain Company

## Leisure Leads the Way: Germans and Brazilians

Leisure travel dominates, especially among visitors from Germany, and Brazil. This suggests that luxury cars and vehicles suited for leisurely exploration will be in high demand. On the other hand, Business travelers from Spain will also be making their way to Miami, indicating a steady demand for reliable, comfortable car rentals tailored for corporate needs.

Reason for Travel by Top Origin

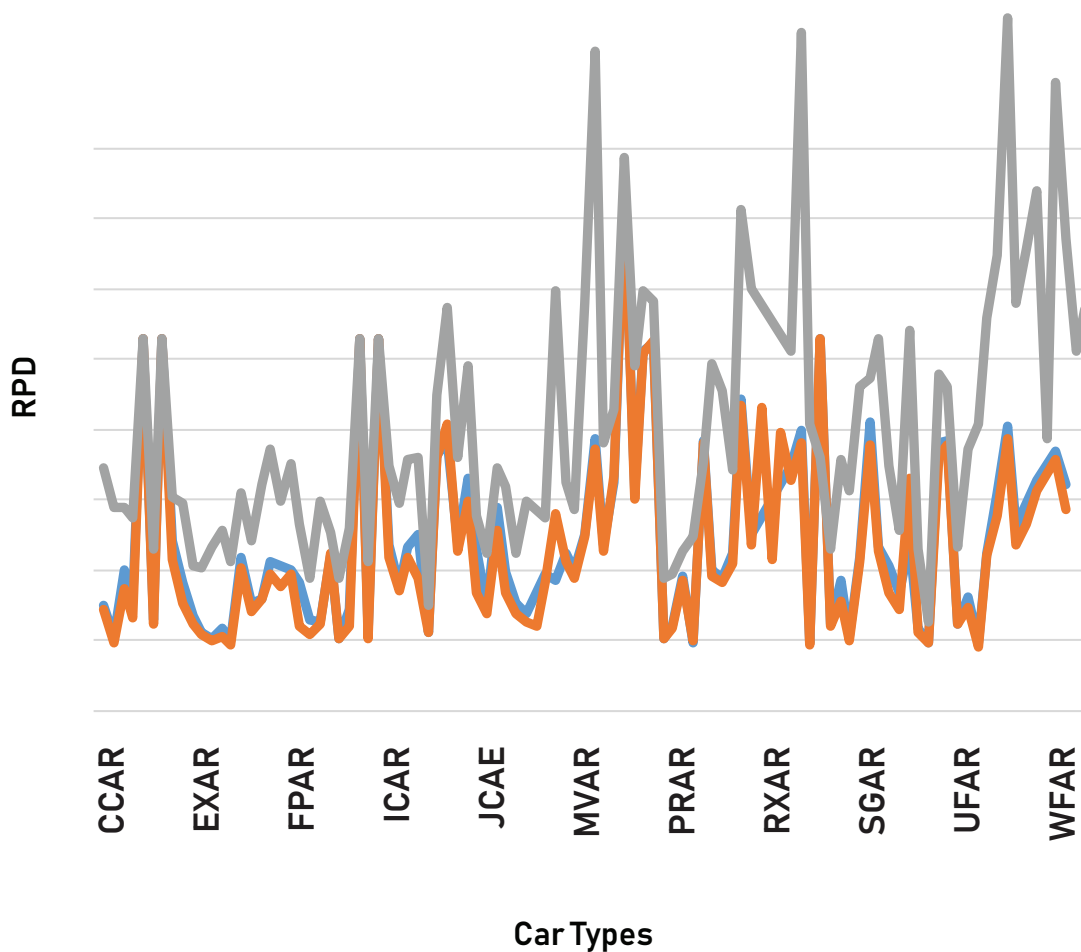


Source: Adara, a RateGain Company



## Luxury on Demand: Premium Passenger Van Tops the Chart

The highest car rental price in Miami, at 676.05 USD, is for a Premium Passenger Van. This suggests a strong demand for larger, luxury vehicles, likely driven by small groups or business travelers seeking comfort and space. In contrast, the lowest price, 59.51 USD, for a Mid-Size SUV indicates a healthy market for budget-conscious travelers. This price point attracts solo travelers or pairs who prioritize cost-effectiveness while still needing a versatile car for exploring Miami.



# Key Strategies for Car Rentals :

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- 01 Expand Premium Offerings**  
Capitalize on the demand for high-end rentals by expanding your fleet of premium passenger vans and luxury vehicles. Consider bundling these rentals with value-added services, such as airport pickups, guided tours, etc. to enhance the overall experience.
- 02 Market Budget Vehicles to Solo and Pair Travelers**  
Given the affordability of Mid-Size SUVs, focus marketing efforts on solo travelers and couples. Offer competitive daily rates, weekend specials, and promotional discounts to attract these segments.
- 03 Flexible Rental Packages for Longer Trips**  
With many travelers planning extended stays, introduce flexible rental packages that cater to longer durations. Offer discounted rates for week-long rentals, and provide loyalty programs that reward repeat customers.
- 04 Target Leisure and Business Segments with Tailored Services**  
Create tailored rental services that cater specifically to leisure travelers from Germany and Brazil, emphasizing vehicles suited for comfortable touring, like SUVs and luxury sedans. For business travelers, focus on providing reliable vehicles, with options for seamless pick-up and drop-off at business hubs or hotels.



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