

MILAN

TRAVEL TRENDS REPORT

Travel Duration : June to July 2025



Foreword

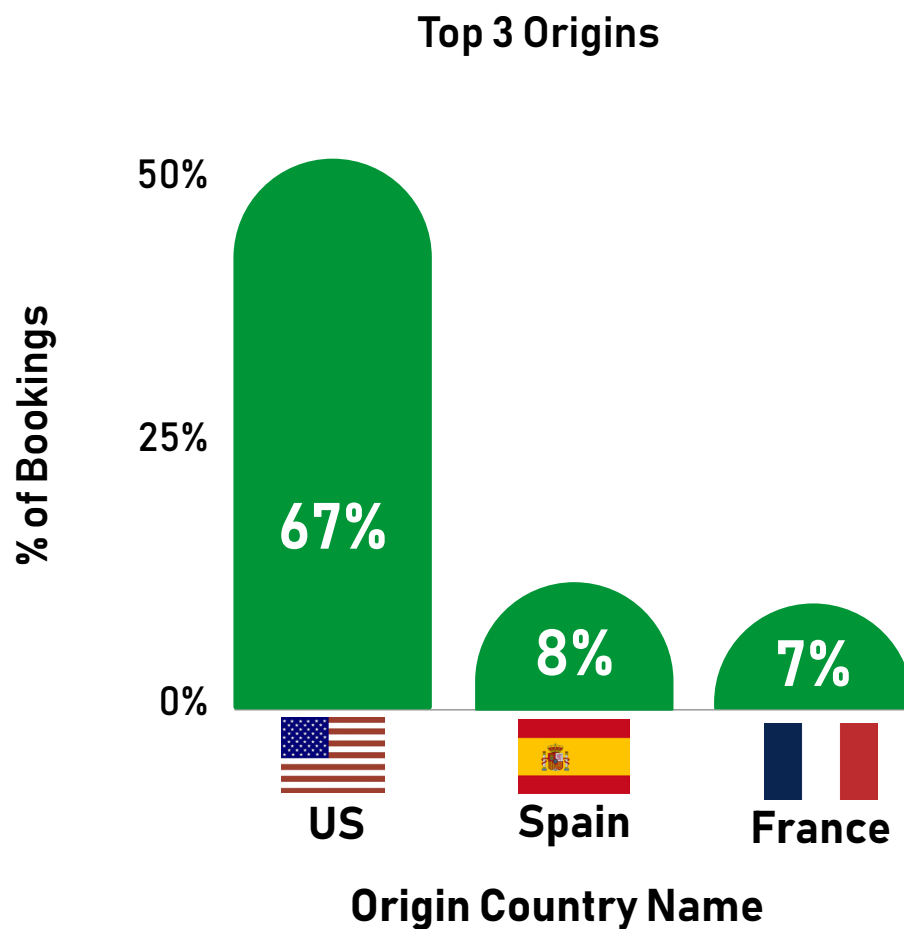
As Milan comes alive in the sun-drenched months of June and July, this report unpacks what leisure travel looks like in one of Europe's most iconic destinations. Whether it's art, fashion, or a summer escape that draws travelers in, understanding who's arriving, how they plan, and what they prefer is key to staying competitive.

Inside, you'll find insights into where demand is coming from, how far in advance travelers book, and what their trips typically look like—from quick getaways to extended stays. We spotlight trends like the U.S. traveler's preference for premium cars, Spain's group travel habits, and how French visitors split between luxury and budget rentals—turning raw data into smart, actionable moves.

Use this guide to fine-tune your offers, shape your fleet, and make the most of Milan's peak season.

U.S. Leads Milan Bookings, Followed by Europe

For the June–July travel season, the United States stands out as Milan’s top origin market—contributing a commanding 50% of all bookings. This highlights a strong American interest in Italian summer travel, especially among leisure seekers. European neighbors follow, with Spain (8%) and France (7%) rounding out the top three, pointing to consistent regional interest and opportunity for targeted offers.

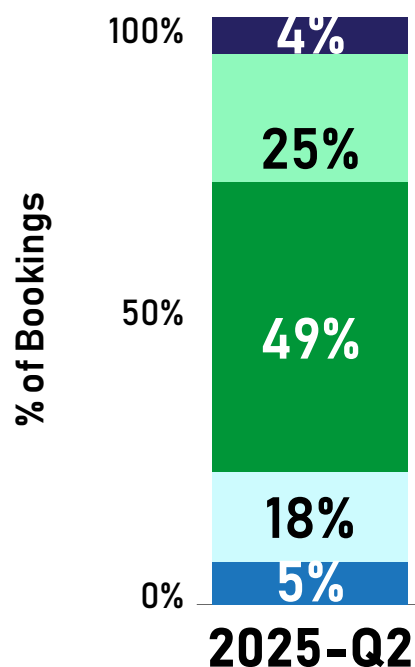


Source: Adara, a RateGain Company

Travelers Plan Well in Advance

Nearly three-quarters of bookings for Milan will arrive 31 to 90 days ahead of travel, making the two-to-three-month mark your sweet spot for activating promotions and aligning fleet availability. Last-minute activity (within 15 days) is limited, at just 5%, while only 4% of travelers book more than 90 days in advance—suggesting that early bird strategies have limited reach in this market.

Advance Period Composition

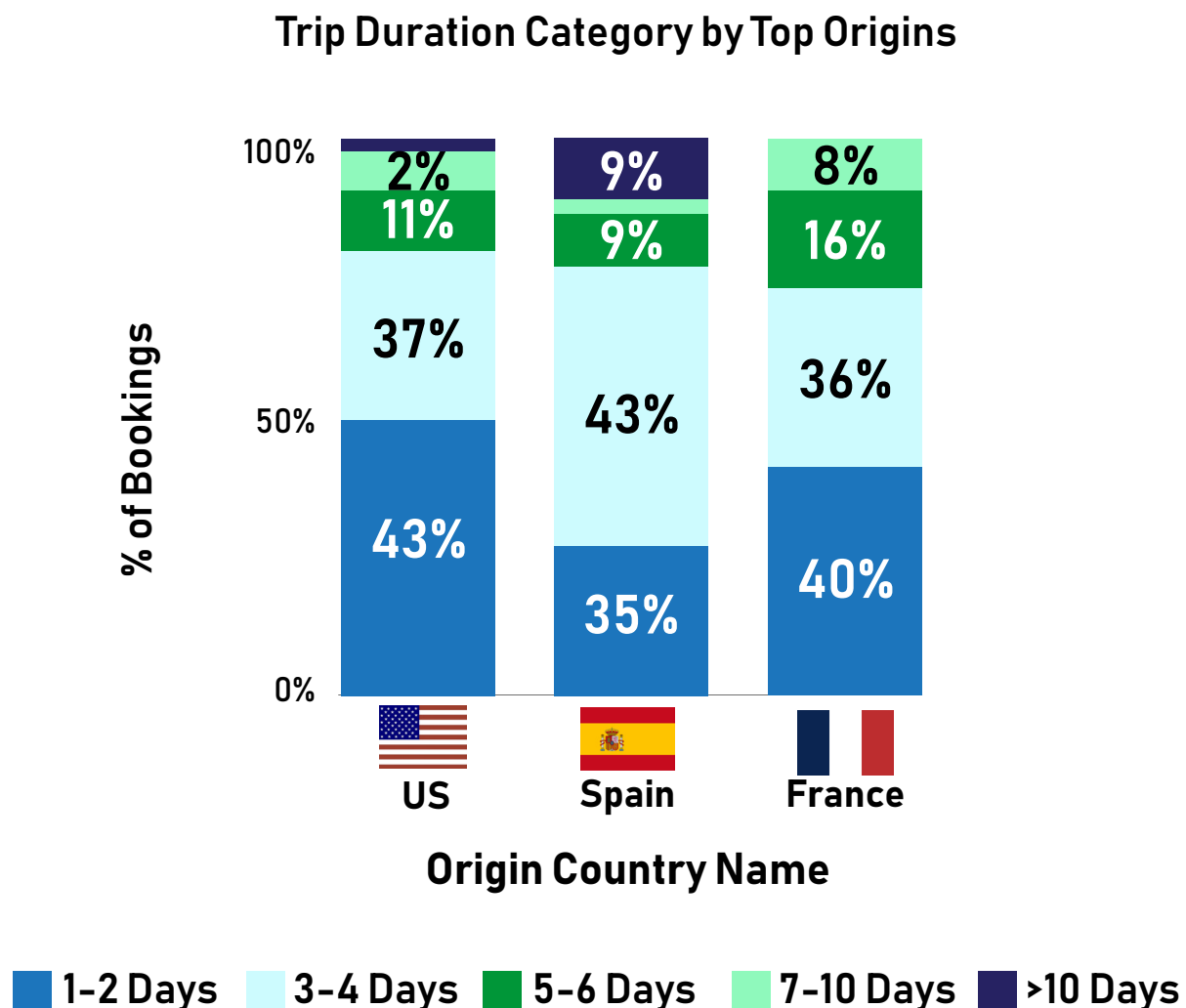


■ 0-15 Days ■ 16-30 Days ■ 31-60 Days ■ 61-90 Days ■ 91+ Days

Source: Adara, a RateGain Company

Short Stays Dominate Key Markets

Travelers from the U.S., Spain, and France overwhelmingly favor short trips, with the bulk of bookings falling within the 1–4 day range. Mid-length stays (5–6 days) account for only a modest share, while extended visits of 7+ days remain rare. For these markets, optimizing pricing and availability for short-term leisure rentals is key to maximizing conversions.

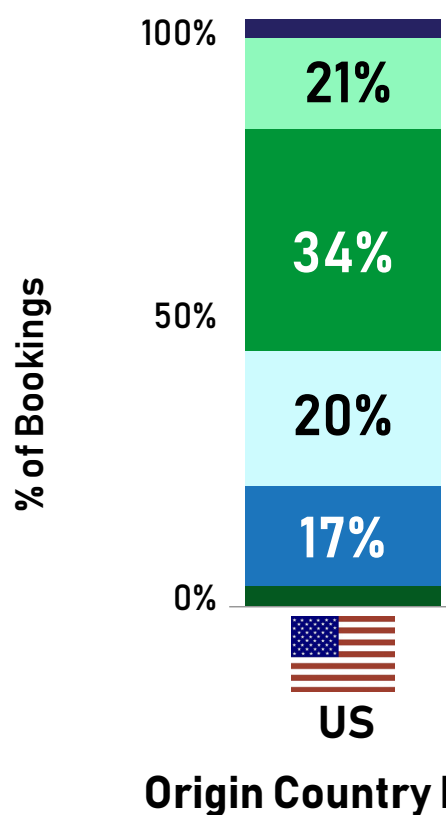


Source: Adara, a RateGain Company

French Prefer Luxury Stays

U.S. travelers will favor upper-mid and high-end stays, with 53 % of bookings at \$300 +/night. Spaniards will mainly choose mid-range rooms (\$100–\$500), with just 3 % splurging on ultra-luxury escapes (> \$1,000). French guests will be split: 22 % opting for budget stays (< \$100) and 11 % for ultra-luxury, while the remaining two-thirds prefer mid-tier accommodations.

Hotel ADR Category by Top Origins

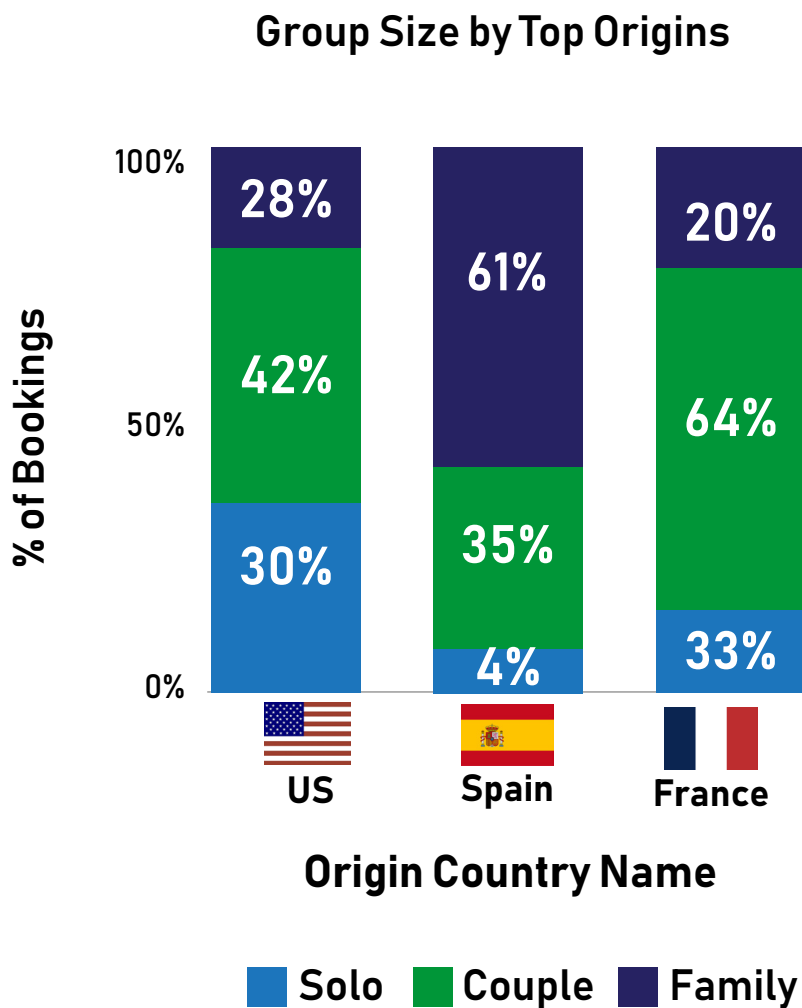


■ <\$100
 ■ \$100-\$200
 ■ \$200-\$300
 ■ \$300-\$500
 ■ \$500-\$1000
 ■ >\$1000

Source: Adara, a RateGain Company

Couple Trips Lead in the US & France, Group Travel Dominates in Spain

U.S. travelers to Milan will be evenly divided among solo, couple, and group bookings, with couples holding a slight edge. French visitors will also lean toward couple travel (64 %), while Spanish guests will stand out for group travel, with 61 % booking in parties of three or more.



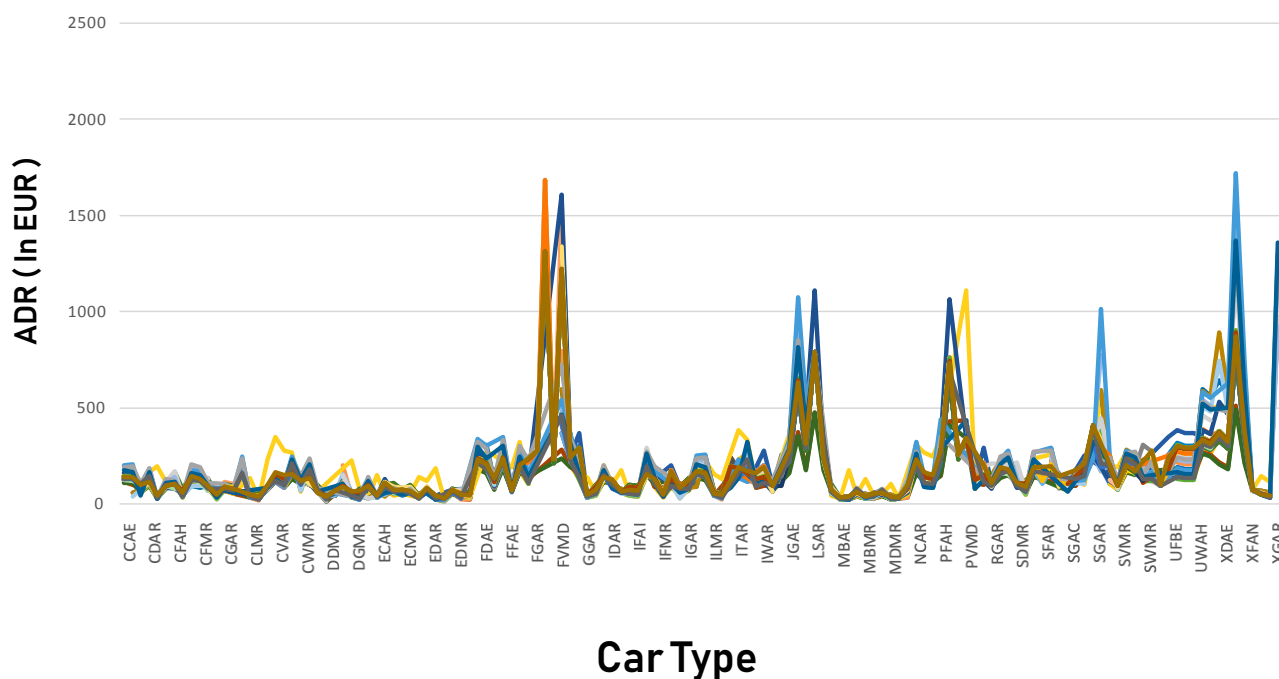
Source: Adara, a RateGain Company

SUVs Soar, Minis Stay Affordable

Milan's car-rental pricing is sharply tiered: premium SUVs average €1 718/day and full-size vans €1 683, with convertibles at €1 359. At the other end, crossovers run €44 and minis €34 per day.

This steep pricing gradient in June and July underscores strong willingness to pay for premium and group-oriented rentals even as economy cars drive volume.

Operators should stock ample premium inventory for yield management in June and July while maintaining a strong budget fleet to capture broad demand.



Key Takeaways for Car Rentals

- **01 Prioritize the U.S. market**
With half of all bookings coming from American travelers, concentrate your marketing, distribution and premium-fleet allocation on U.S. channels.
- **02 Time promotions 1–3 months out**
Nearly 75 % of reservations occur 31–90 days before travel. Launch targeted offers and ensure inventory availability during this window.
- **03 Design for short stays**
Since 1–4-day trips dominate, create “weekend” and “3-day express” packages that align with typical itineraries.
- **04 Optimize Your Fleet for Couples**
Across the key source markets, couples represent the single largest party size—averaging roughly 47 % of bookings—so two-person rental offerings will capture the highest demand.
- **05 Leverage pricing tiers**
Premium SUVs (€1,718) and vans (€1,683) drive ADR; minis (€34) and crossovers (€44) drive volume. Use dynamic pricing to maximize yield on high-ADR segments while filling economy inventory.

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