

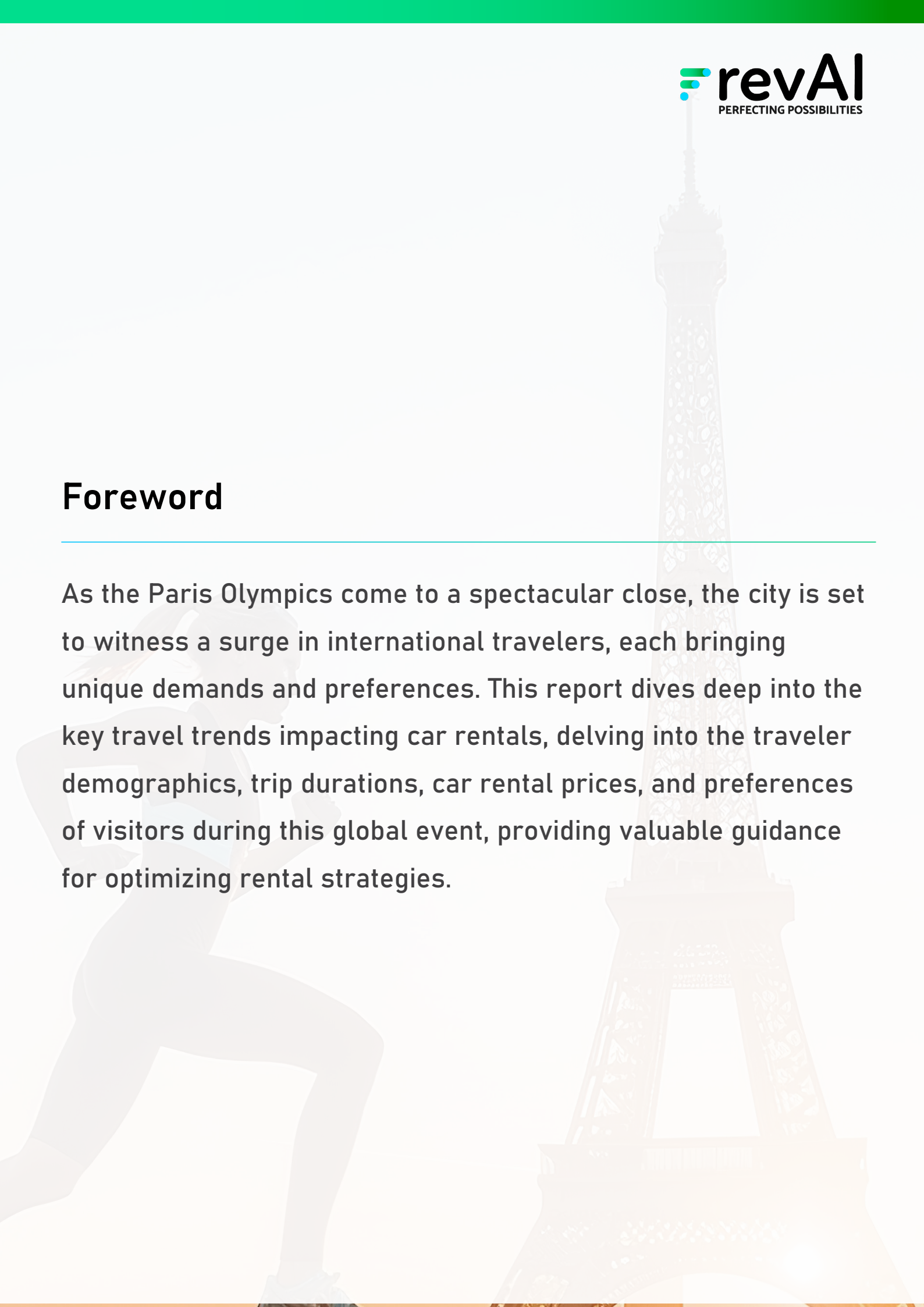
PARIS OLYMPICS

TRAVEL TREND REPORT 2024

Travel Duration: Aug 7th to Aug 11th



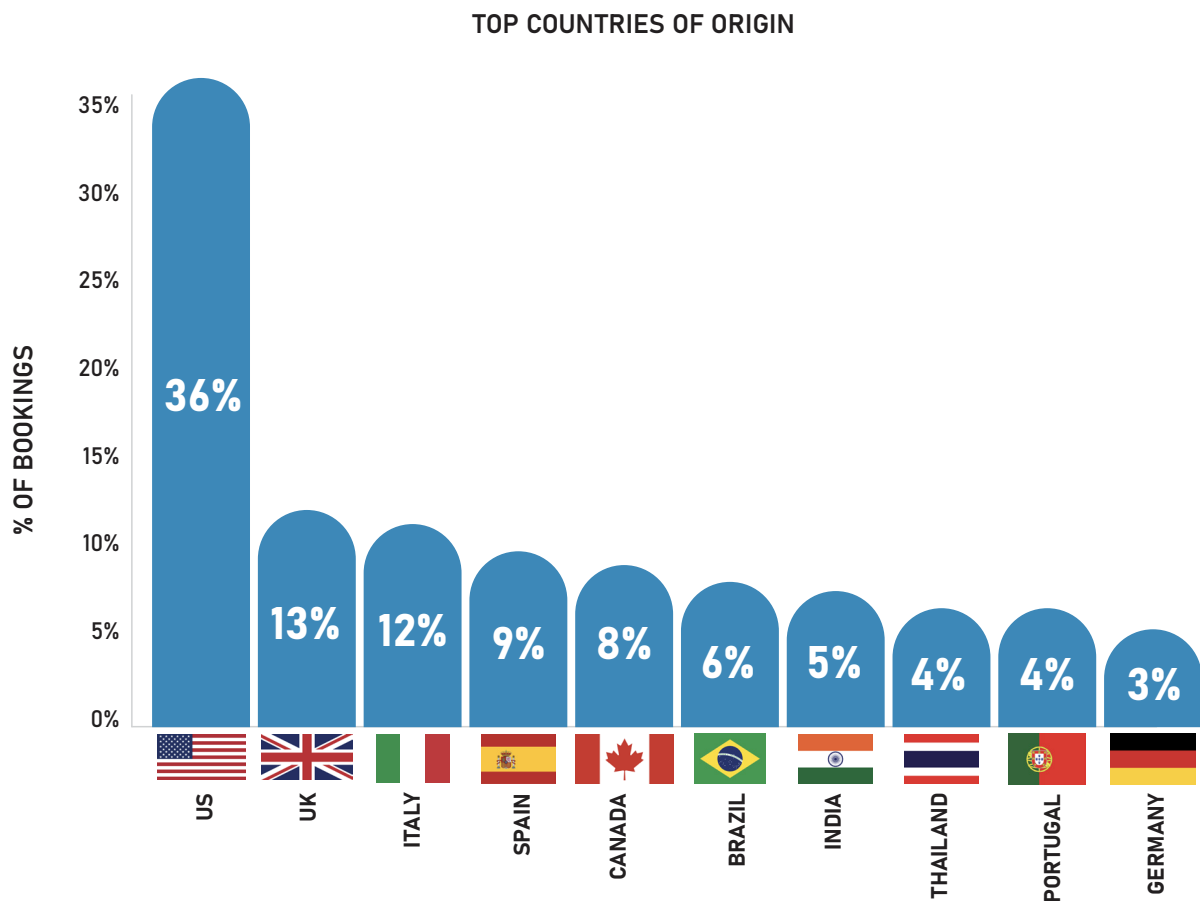
Foreword

The background of the page features a light gray silhouette of a female runner in mid-stride on the left side, and a larger, semi-transparent silhouette of the Eiffel Tower on the right side. The overall aesthetic is clean and modern, with a white background and a green header bar at the top.

As the Paris Olympics come to a spectacular close, the city is set to witness a surge in international travelers, each bringing unique demands and preferences. This report dives deep into the key travel trends impacting car rentals, delving into the traveler demographics, trip durations, car rental prices, and preferences of visitors during this global event, providing valuable guidance for optimizing rental strategies.

Olympic Buzz: U.S. Leading Source of Travelers

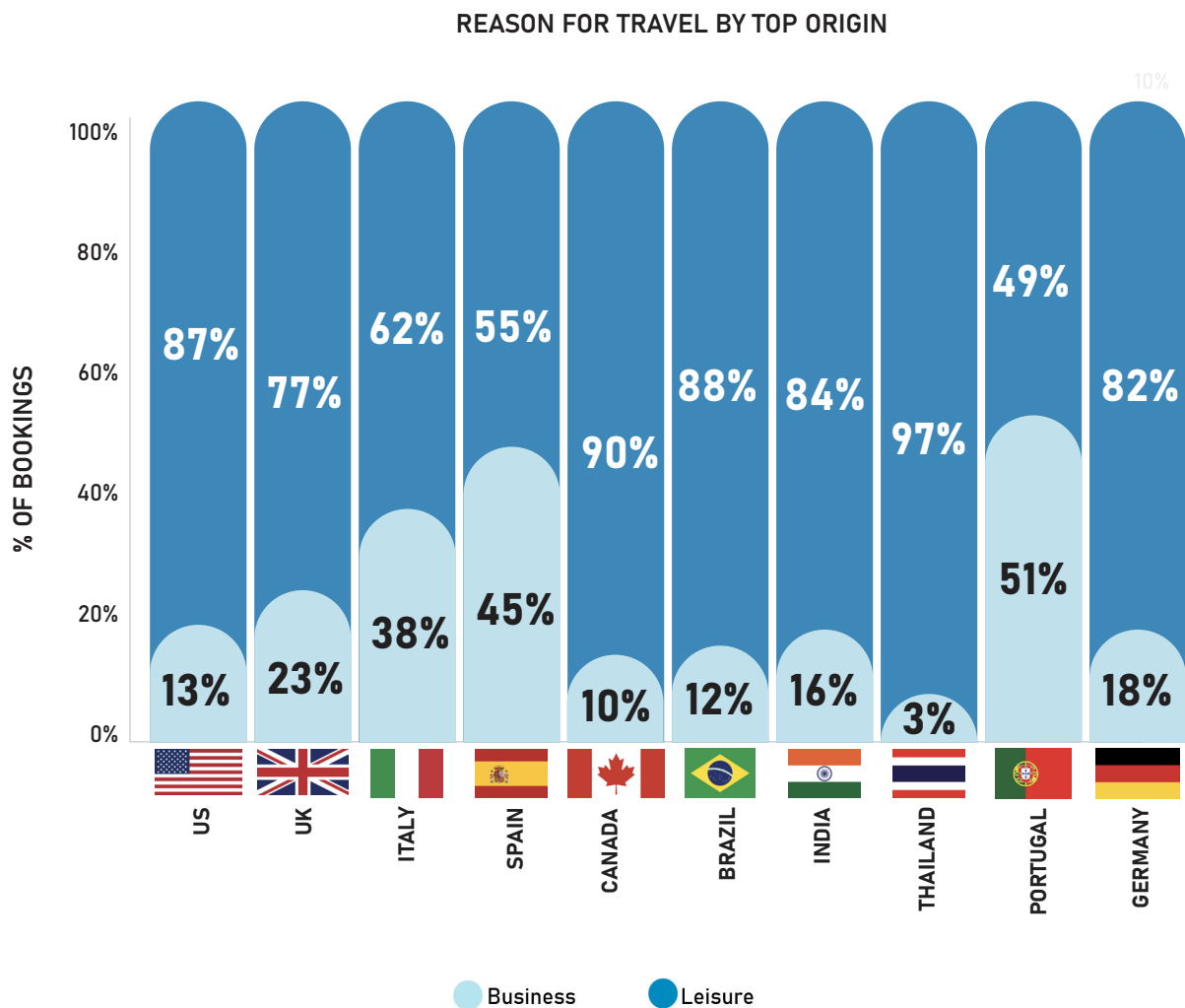
Travelers from the United States will be flocking to Paris, followed closely by visitors from the U.K. and Italy, reflecting the international appeal of the Olympics.



Source: Adara, a RateGain Company

Leisure Travel Dominates: Led by Thais and Canadians

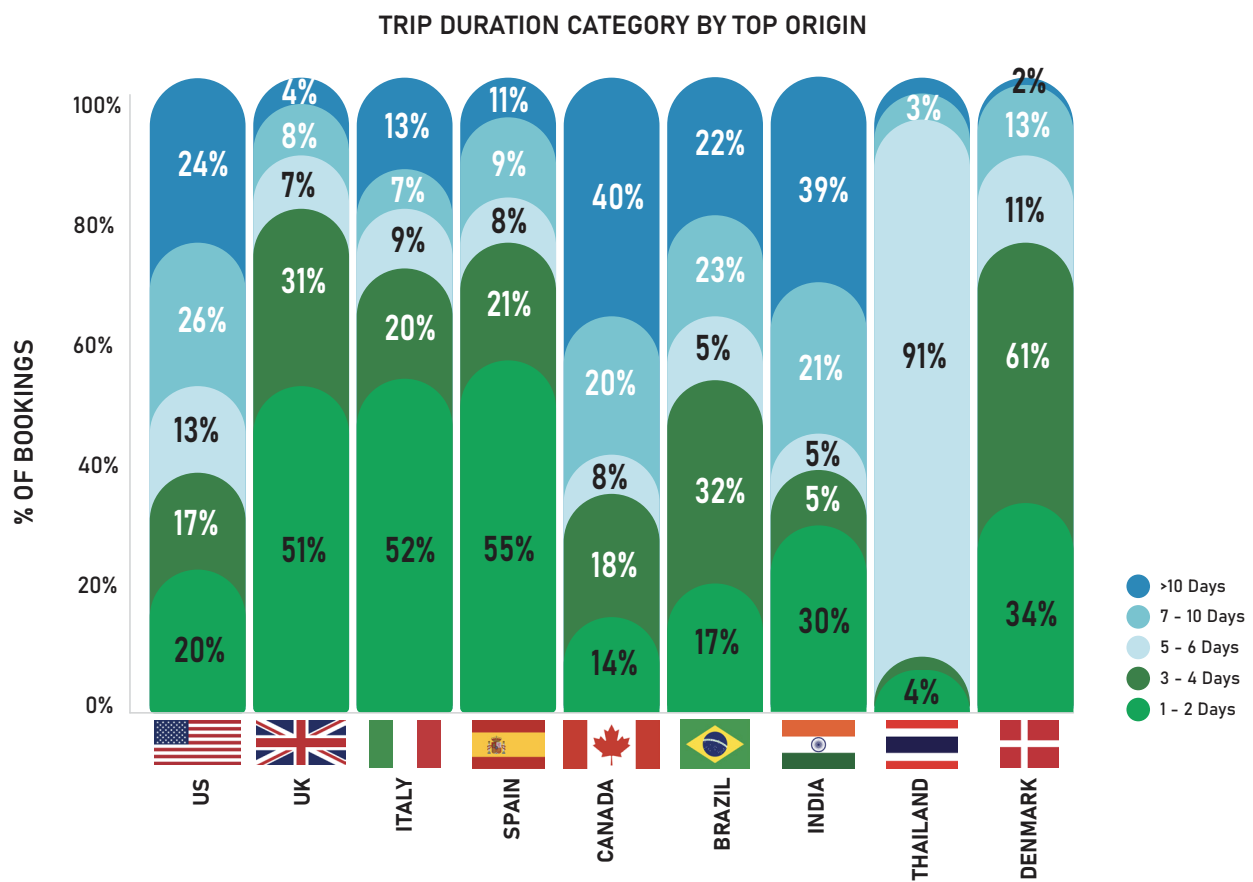
Anticipate a substantial influx of leisure travelers from Thailand, Canada, and Brazil seeking to explore Paris, alongside a significant number of business travelers from Portugal and Spain. This underscores the need for car rental options that cater to both tourists and professionals, such as tour packages for leisure travelers and efficient, reliable transportation for business travelers.



Source: Adara, a RateGain Company

Quick Visits for the Closing Ceremony: Short-Mid Stays Dominate

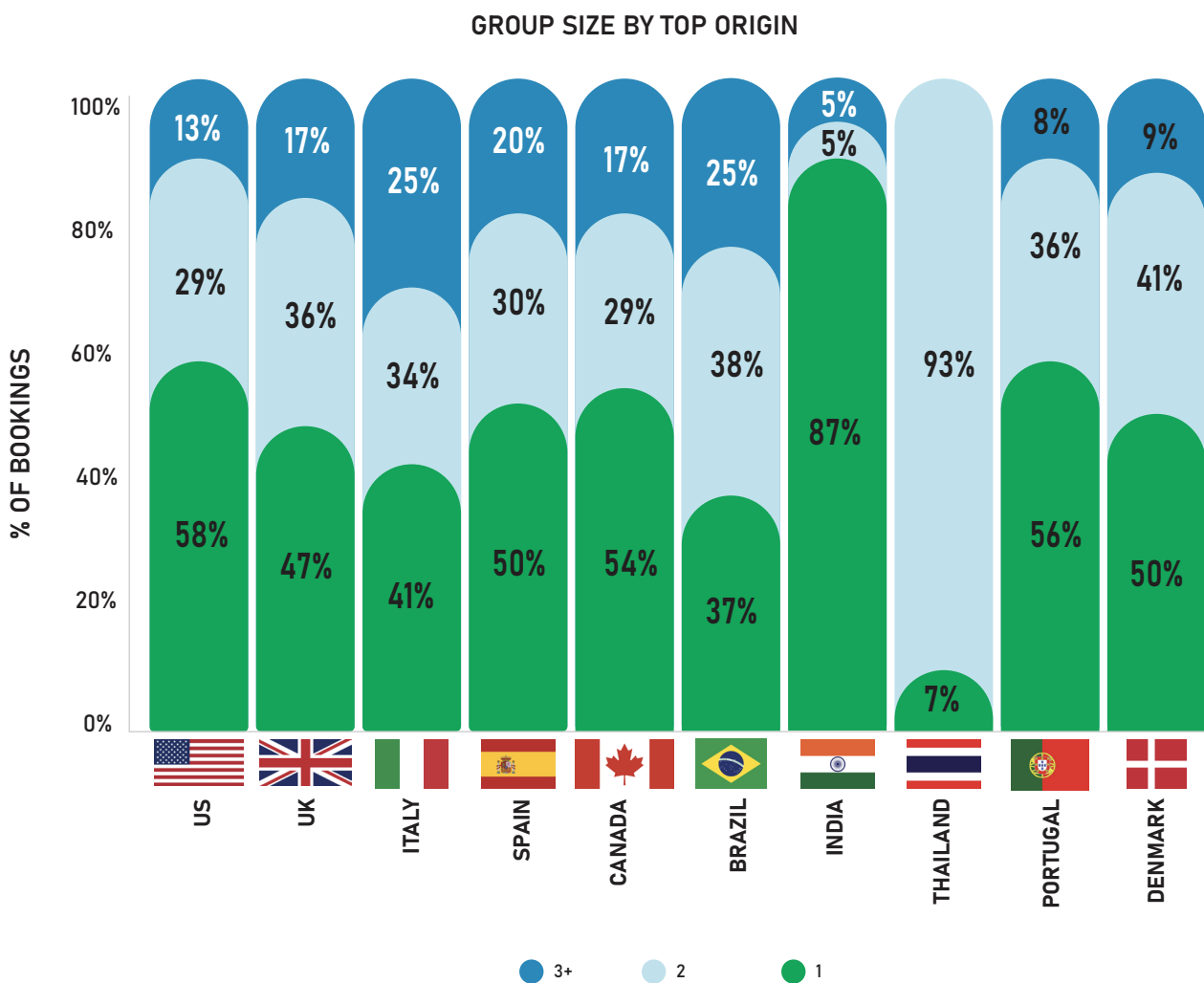
Visitors from Portugal, Spain, and Italy are planning brief 1-2 day trips, likely for specific Olympic events or the grand closing ceremony. Meanwhile, Thais and Danes will choose to stay for more than 5 days. In contrast, Canadians and Indians will extend their visit for a week, well beyond the Olympics, suggesting a desire to explore Paris further.



Source: Adara, a RateGain Company

Indians and Americans Travel Solo, Thais will Pair up

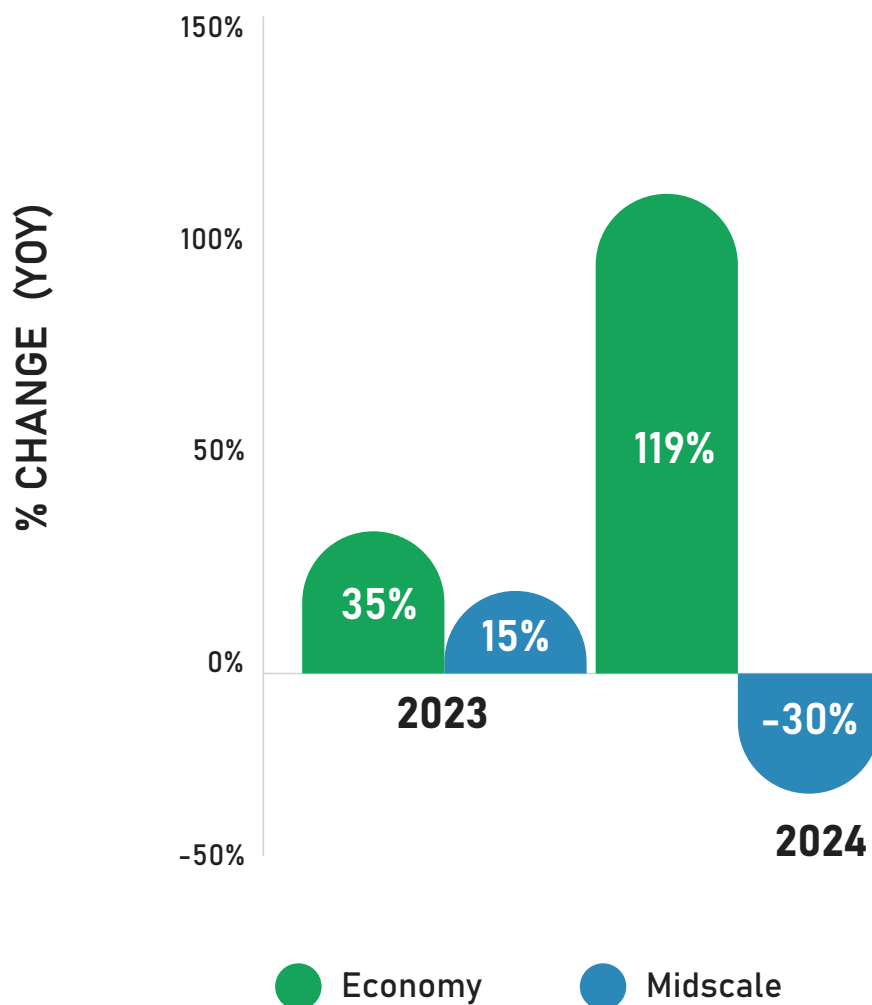
A significant number of solo travelers from the India, United States, and Europe indicate a demand for compact cars. Pairs from Thailand and Denmark will prefer mid-sized vehicles, while Italian families will need larger cars for their Parisian journey.



Source: Adara, a RateGain Company

Accommodation Trends: Economy on the Rise

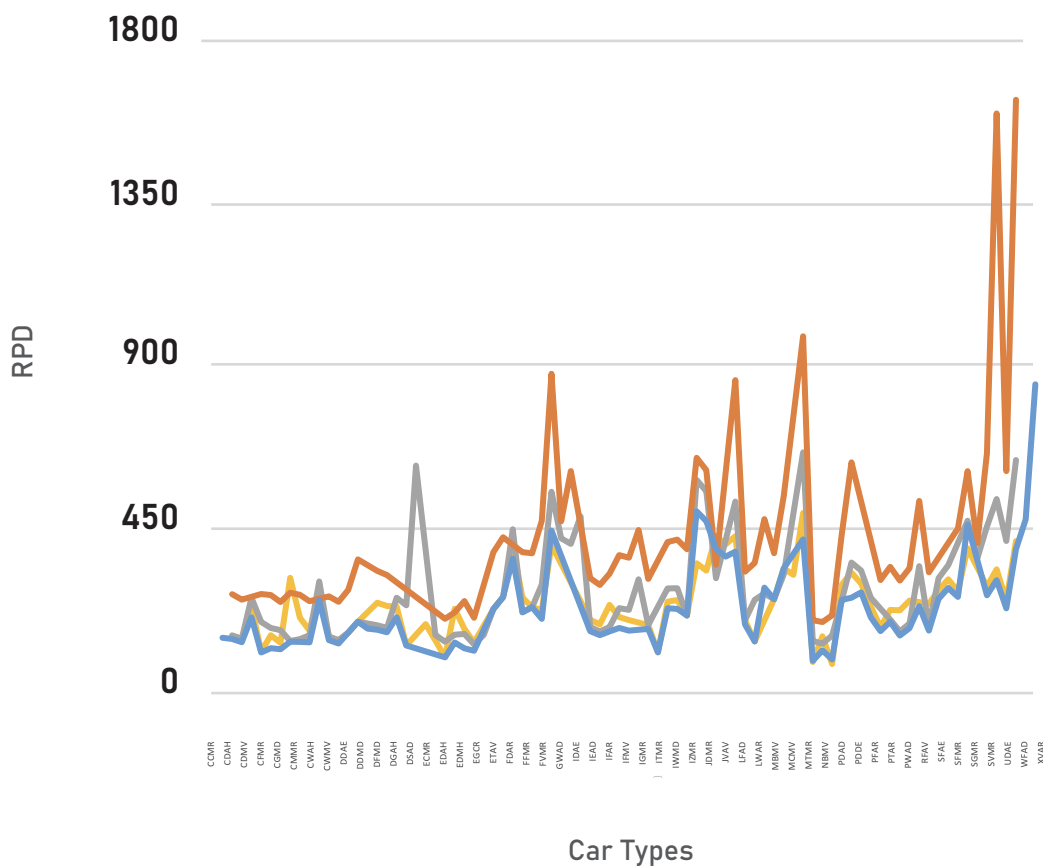
There will be a significant increase in demand for economy accommodations, indicating a similar trend for budget-friendly car rental options to accommodate the growing number of budget-conscious travelers.



Source: Adara, a RateGain Company

Luxury Demand Surge: Olympic Impact on Car Rentals

The demand for luxury cars will surge among visitors seeking high-end experiences during the Paris Olympics' closing ceremony, with the highest Revenue Per Day (RPD) reaching EUR 1704.06 for a luxury elite car on August 9th. In contrast, budget-conscious travelers can find the lowest rates at EUR 147.23 for a mini electric car on August 11th.



Strategies for Car Rentals in Paris

- 01 Promote Diverse Rental Options:**

To cater to multiple segments of travelers, offer both luxury and budget-friendly vehicles, respectively. Market luxury rentals with premium packages and exclusive add-ons such as VIP services or guided city tours. Simultaneously, highlight the affordability and convenience of mini-electric cars for cost-conscious visitors.
- 02 Offer Flexible Rental Plans:**

Introduce flexible rental options catering to short, mid-length, and long-term stays, ensuring you meet the diverse needs of visitors from different countries.
- 03 Target Solo and Pair Travelers:**

Customize rental packages for solo travelers (Indians and Americans) with compact vehicles and single-person deals, while offering spacious options for pairs and groups with additional amenities for a comfortable experience.



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