

RIYADH

TRAVEL TRENDS REPORT

Travel Duration : June 2025



Foreword

Riyadh's travel sector is evolving rapidly, with June 2025 showing a clear rise in international arrivals – particularly among leisure travelers from key global markets. With a 23% year-over-year increase in international leisure bookings and strong inbound momentum from India, the U.S., and Canada, the city is becoming a strategic focus for mobility operators.

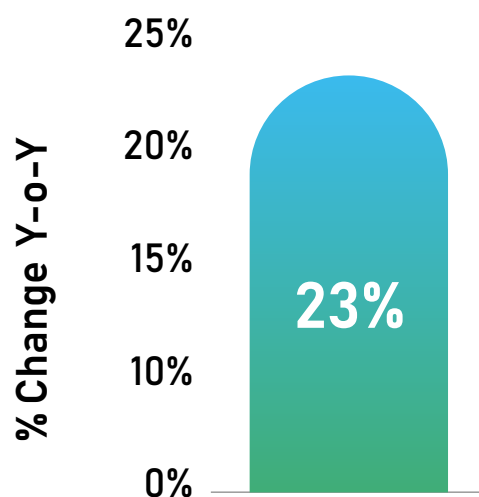
For car rental providers, this shift presents both opportunity and challenge. Traveler preferences vary widely from high-value corporate guests on short trips to long-stay leisure visitors booking well in advance. Success in this market will depend not just on meeting demand, but on aligning fleet, pricing, and operations with the distinct patterns shaping Riyadh's summer travel season.

This report explores critical insights across booking behavior, trip duration, travel purpose, and rate trends—equipping operators with the data needed to plan proactively and respond competitively.

International Leisure Up by 23%

International leisure travel to Riyadh is up 23% year-over-year – a clear sign of renewed momentum and strengthening demand heading into June 2025.

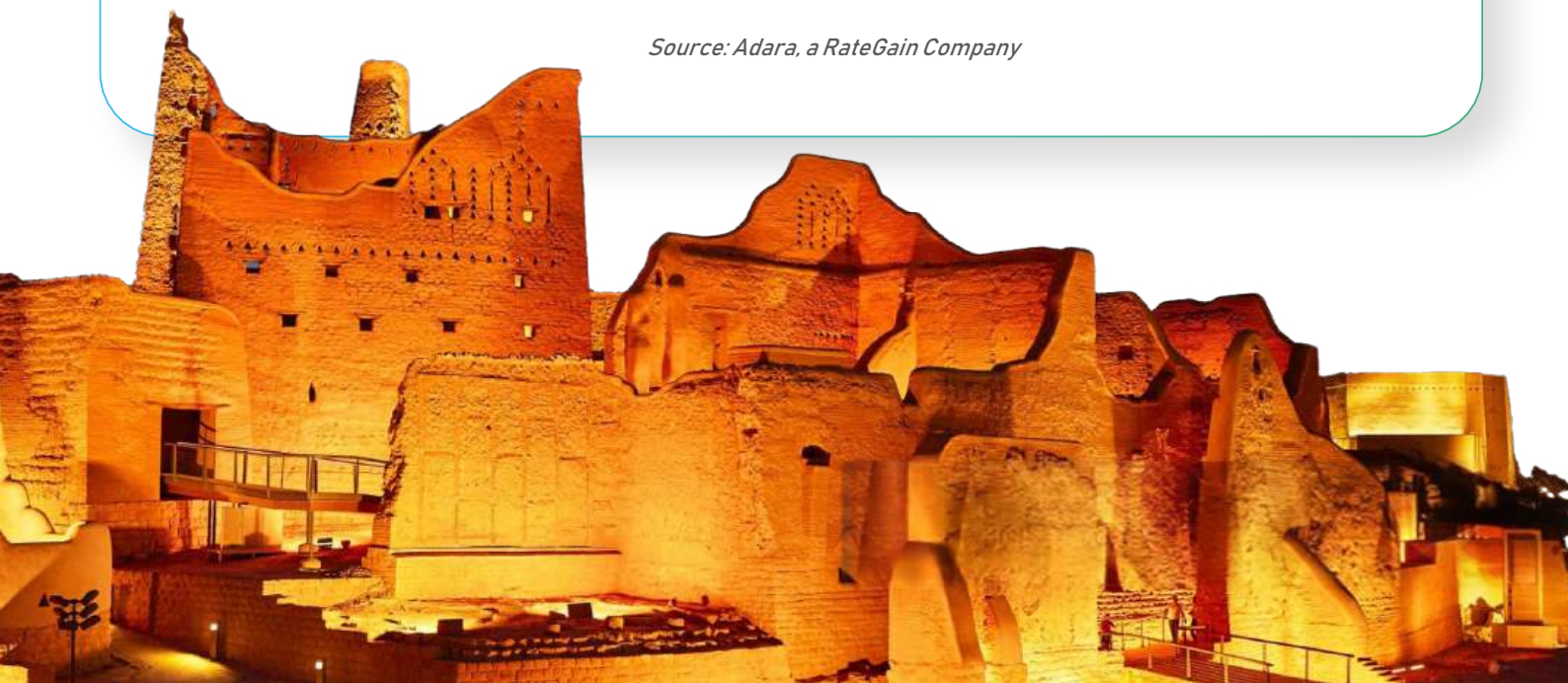
Current Year Comparison to Previous Years Bookings



June 2025

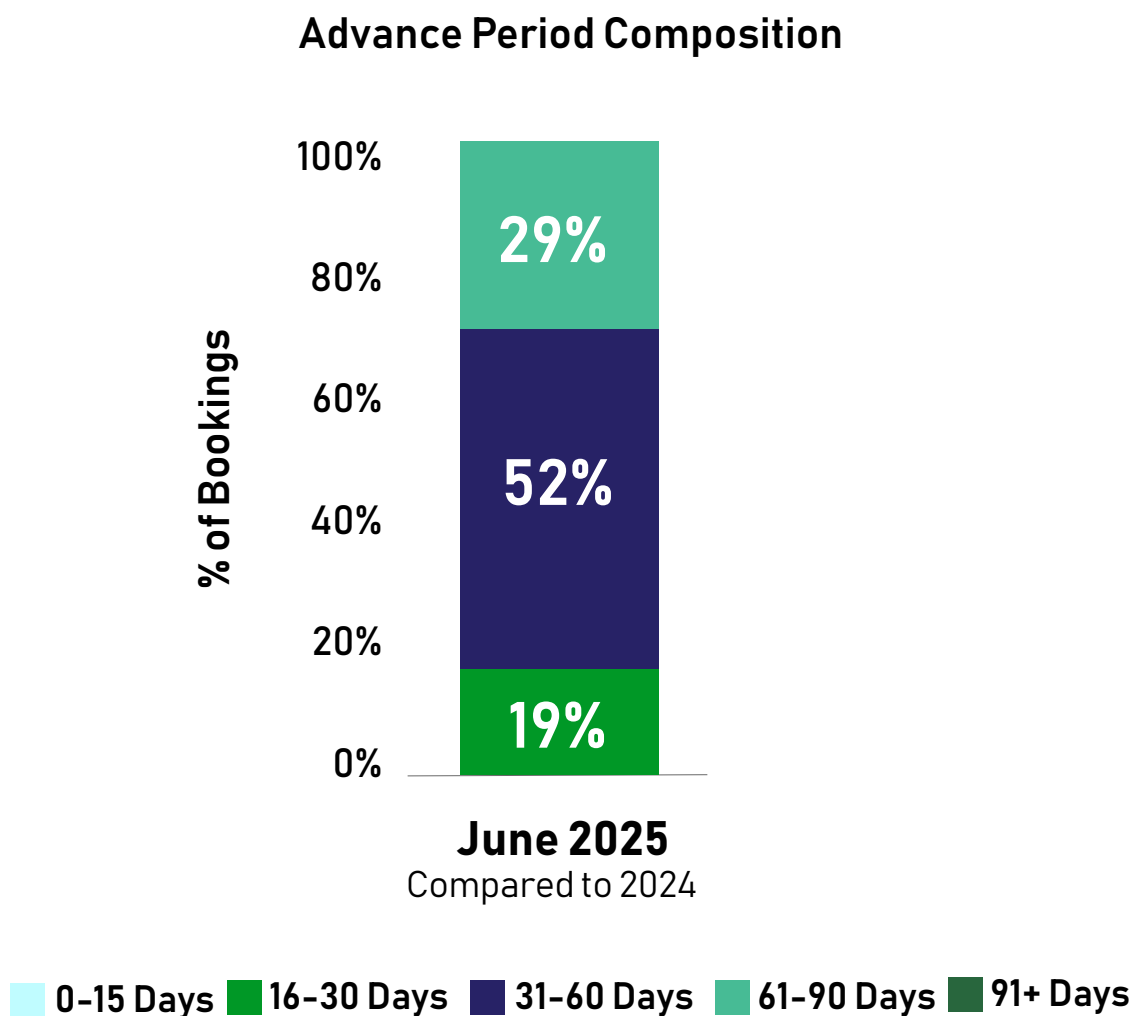
Compared to 2024

Source: Adara, a RateGain Company



Early Bookings Dominate in Riyadh

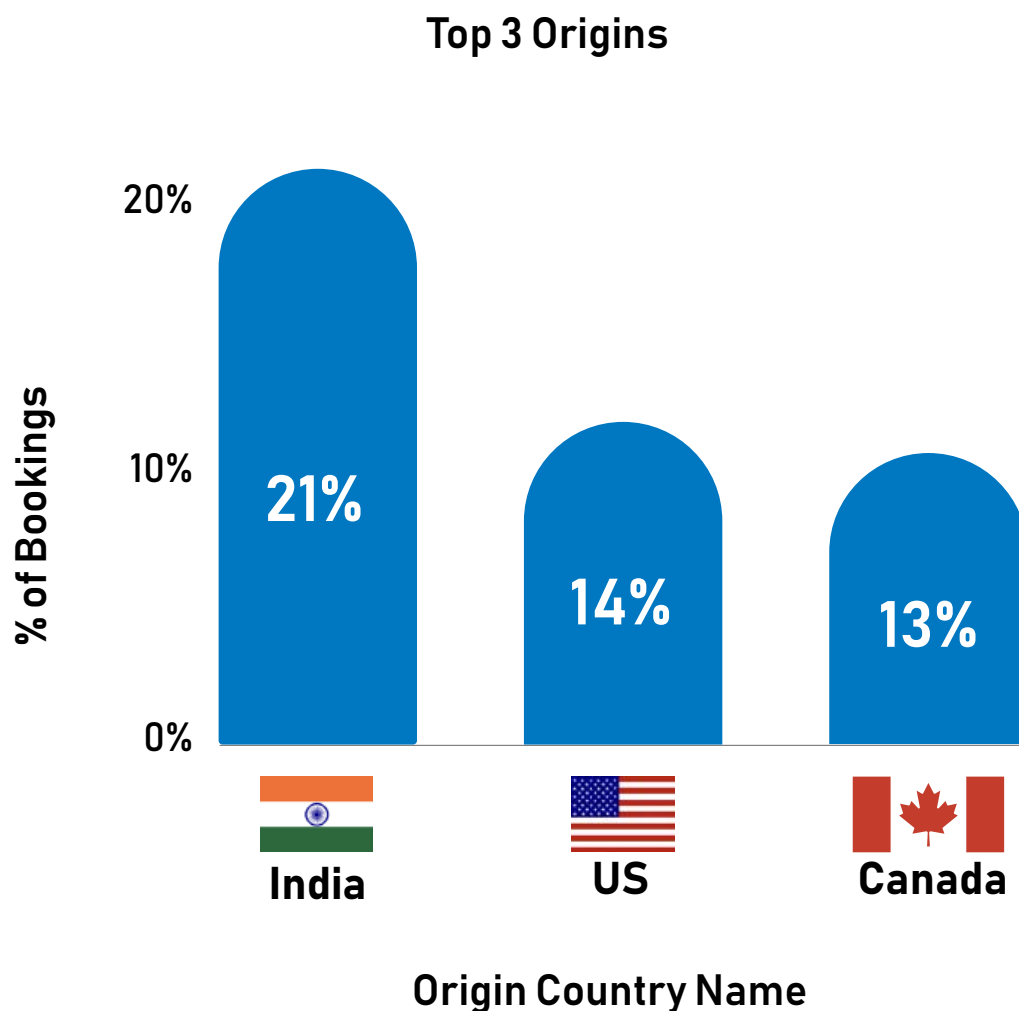
52% of travelers plan their trips 31–60 days in advance, 29% reserve 61–90 days out, and 19% book 16–30 days beforehand. This strong preference for advance planning offers rental providers a clear opportunity to engage early with timely pricing and ensure optimal fleet readiness.



Source: Adara, a RateGain Company

India, U.S., and Canada Lead International Arrivals

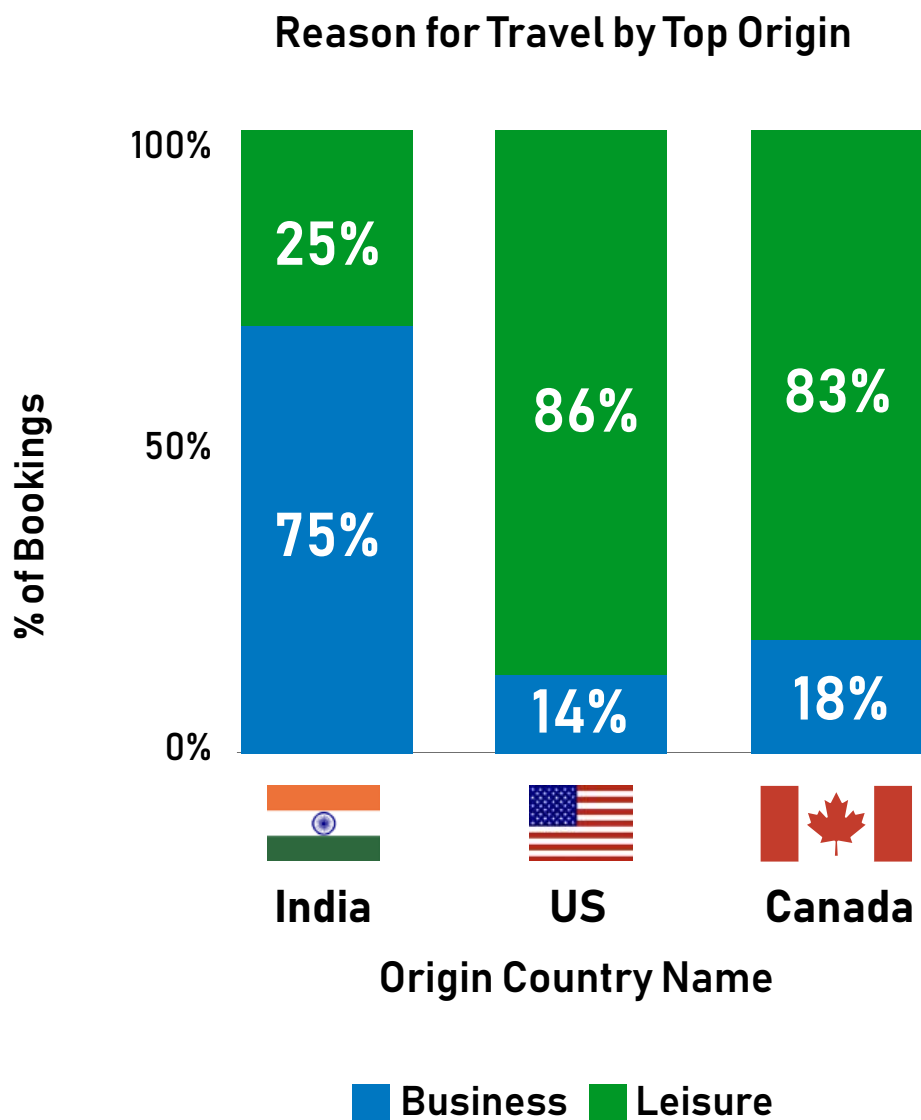
Travelers from India (21%), the United States (14%), and Canada (13%) account for the highest share of international bookings to Riyadh, highlighting strong demand from both regional neighbors and long-haul western markets.



Source: Adara, a RateGain Company

India Leads in Business Travel, U.S. and Canada in Leisure

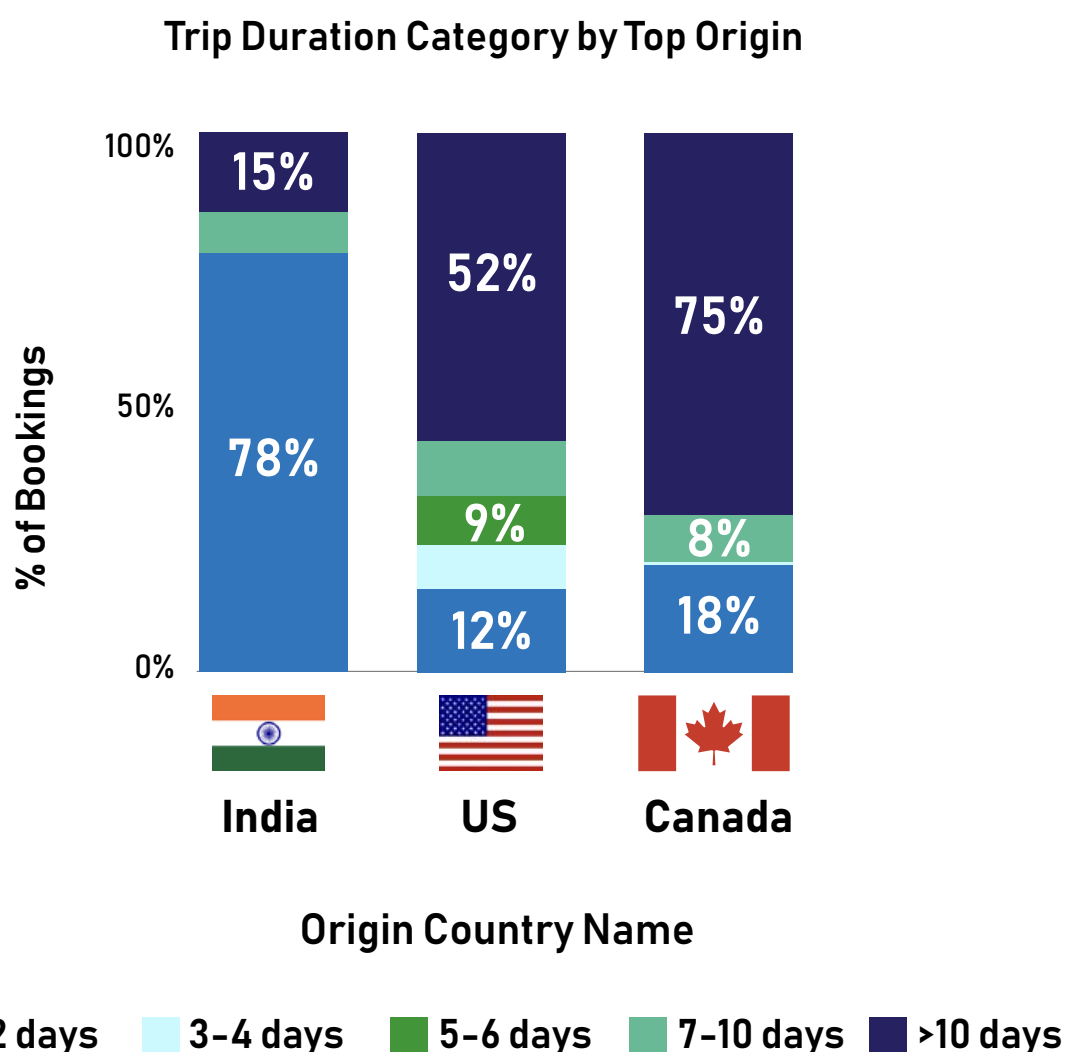
75% of Indian travelers will be visiting Riyadh for business, compared to 86% of U.S. and 83% of Canadian travelers who are leisure-driven. These differences highlight the need to tailor rental offerings—from executive-ready vehicles for business travelers to flexible, short-term options for leisure guests.



Source: Adara, a RateGain Company

Indians Prefer Short Stays; Americans & Canadians Favor Longer Visits

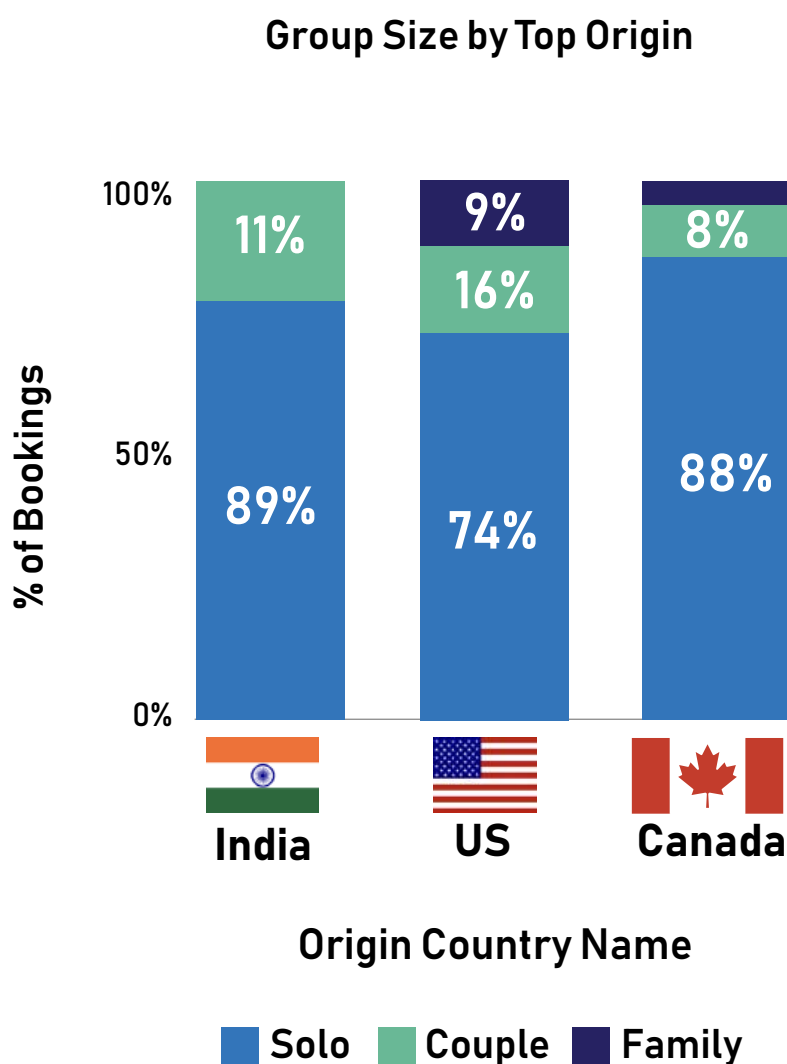
78% of Indians will take trips of just 1–2 days—typical of business travel—while 63% of Americans and 75% of Canadians will stay longer than 10 days, reflecting leisure-focused itineraries. These patterns underscore the need for flexible rental durations—from quick-turnover vehicles for short stays to extended-term options for longer trips.



Source: Adara, a RateGain Company

Solo Travel Dominates Across Key Markets

Solo bookings dominate among travelers from India (89%), Canada (88%), and the United States (74%), highlighting a strong preference for individual travel. These patterns reinforce the importance of offering compact, single-passenger vehicles and quick pickup options tailored to solo renters visiting Riyadh.



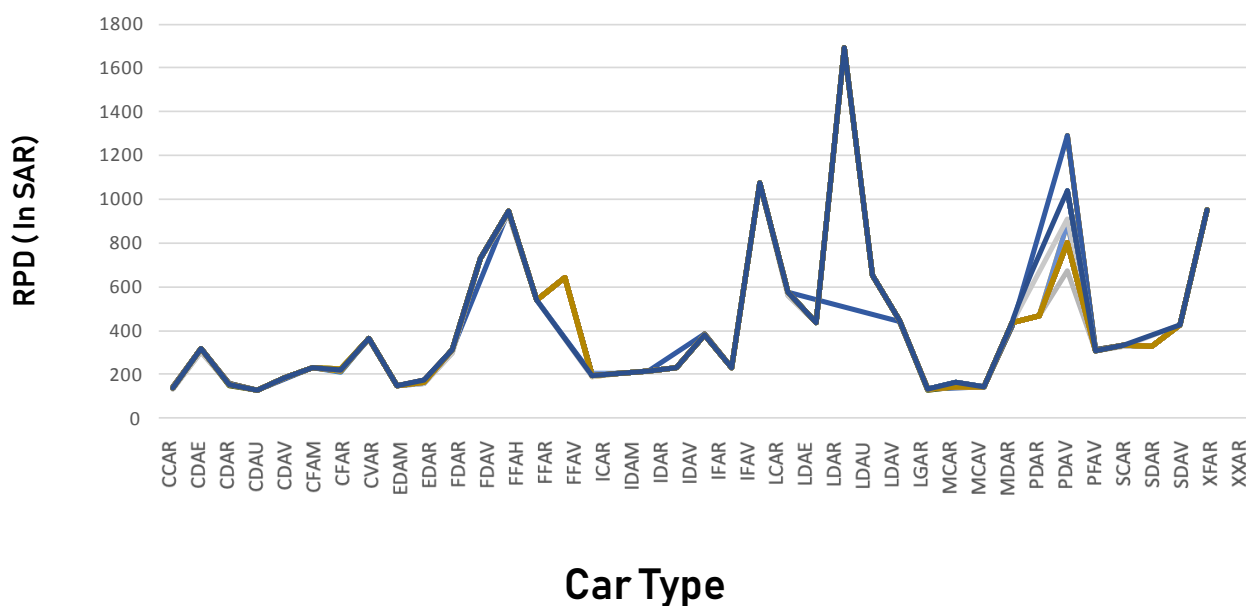
Source: Adara, a RateGain Company

Premium Vehicles Lead Riyadh's Rental Market

Riyadh's June 2025 rental market spans a wide price range, catering to both value-focused and premium travelers. Compact Electric (CDAE) leads mainstream pricing at SAR 315/day, while Luxury SUVs (LDAU) and Premium Vans (PFAV) reach SAR 1,690 and SAR 1,290, highlighting high-end demand pockets.

Mid-tier options like CDAR and IDAR average SAR 150–190, offering a balanced choice for longer stays or business use. At the budget end, CCAR and CDAU stay steady between SAR 128–137/day, ideal for solo and short-stay travelers.

The market reflects a clear dual trend: consistent budget demand and targeted premium opportunity.



Key Takeaways for Car Rentals

- **01 Dynamic Segmentation Is No Longer Optional**
Operators must go beyond broad categories. A solo Indian business traveler staying 1–2 days requires a vastly different offer than a Canadian leisure traveler staying for two weeks. Tailored pricing, duration-based packaging, and vehicle-class targeting are now essential.
- **02 Fleet Planning Should Reflect Yield, Not Just Demand**
With vehicles like LDAU and PFAV commanding SAR 1,000+, premium inventory can no longer be a passive category. Strategic deployment of high-margin vehicles—paired with timing insights—will be a key profitability driver.
- **03 Early Visibility = Early Advantage**
With most travelers booking 30+ days ahead, rental companies have the luxury of foresight. That's a chance to control pricing windows, reduce idle inventory, and nudge upgrades before travel even begins.
- **04 Solo-First Fleet Optimization**
With solo travelers now dominating bookings, operators must right-size their fleets with compact vehicles, schedule cars for fast pick-ups and returns, and deliver a seamless, contactless rental experience tailored to one-person trips.

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