

ROME

TRAVEL TRENDS REPORT

Travel Duration : May 20 to June 20, 2025



Foreword

Rome's travel season this summer is set to bring a strong wave of international visitors, unlocking new opportunities for the city's tourism and car rental industry.

For rental providers, capturing this demand means understanding emerging travel patterns and aligning strategies with evolving customer expectations.

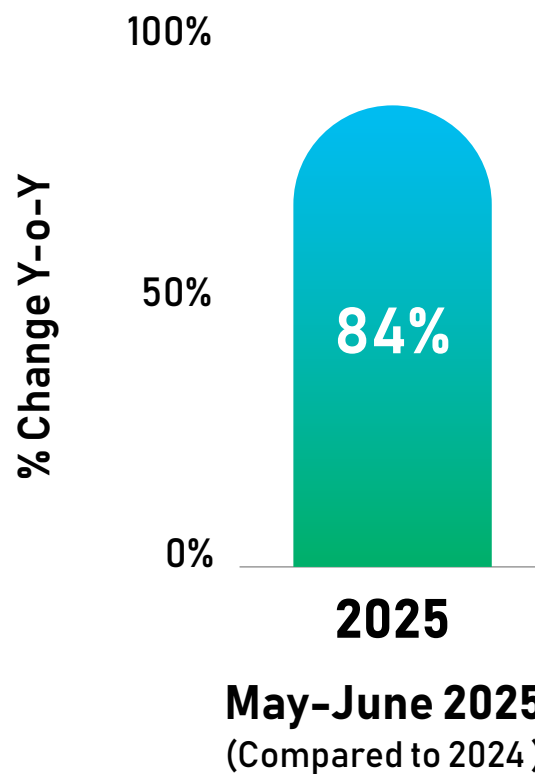
This report uncovers key insights into traveler demographics, source markets, trip durations, hotel ADRs, and competitive car rental intelligence—and provides actionable strategies to help businesses optimize operations, align with customer needs, and excel in Rome's competitive summer landscape.



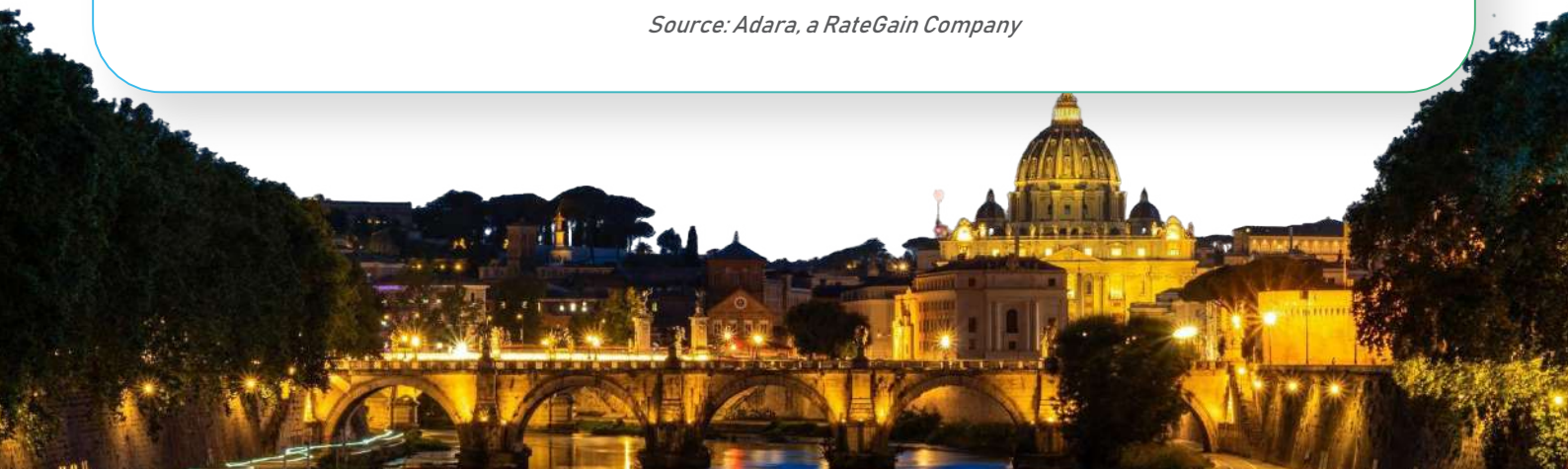
84% Surge in Business Travel

Business travel to Rome is making a strong comeback this summer, with international bookings up 84% compared to the same period last year.

Current Year Comparison to Previous Years Bookings

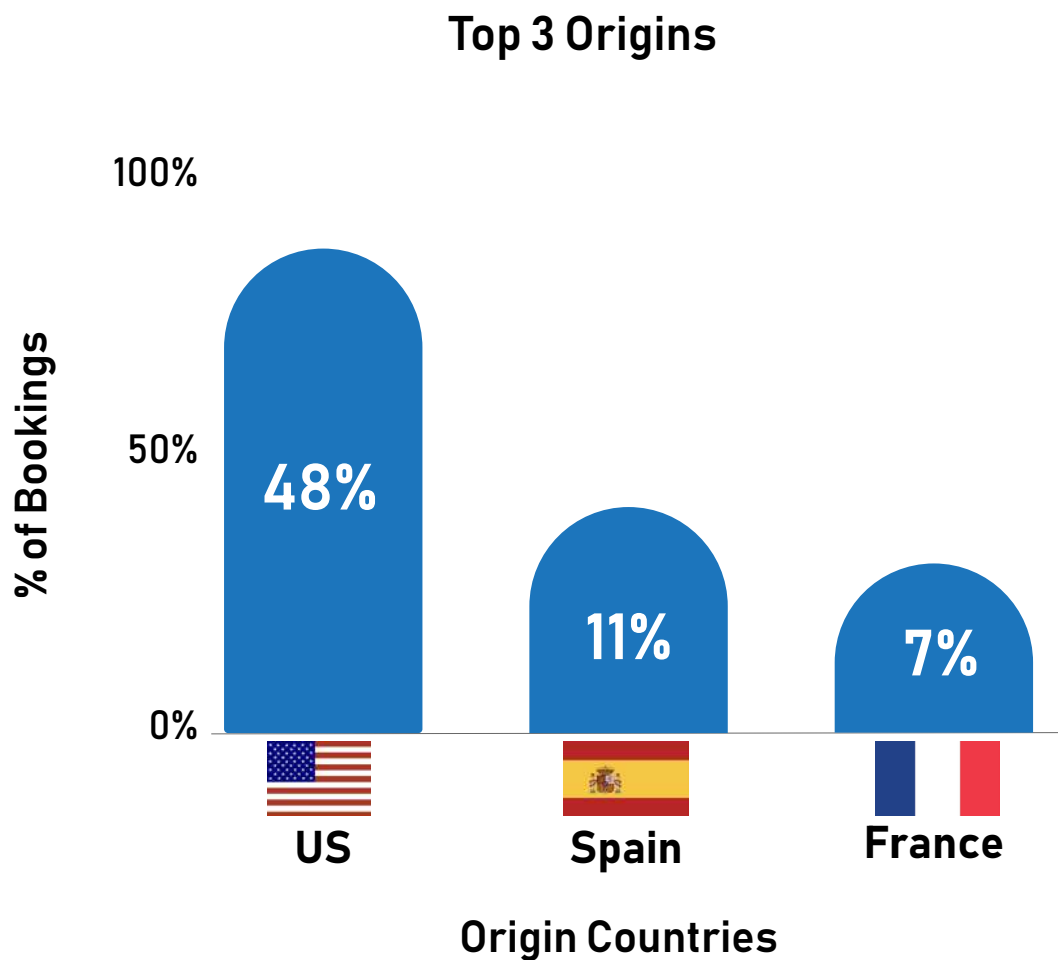


Source: Adara, a RateGain Company



US Dominates Summer Travel to Rome

Nearly half of all international arrivals to Rome this summer will come from the United States (48%), followed by Spain (11%) and France (7%).



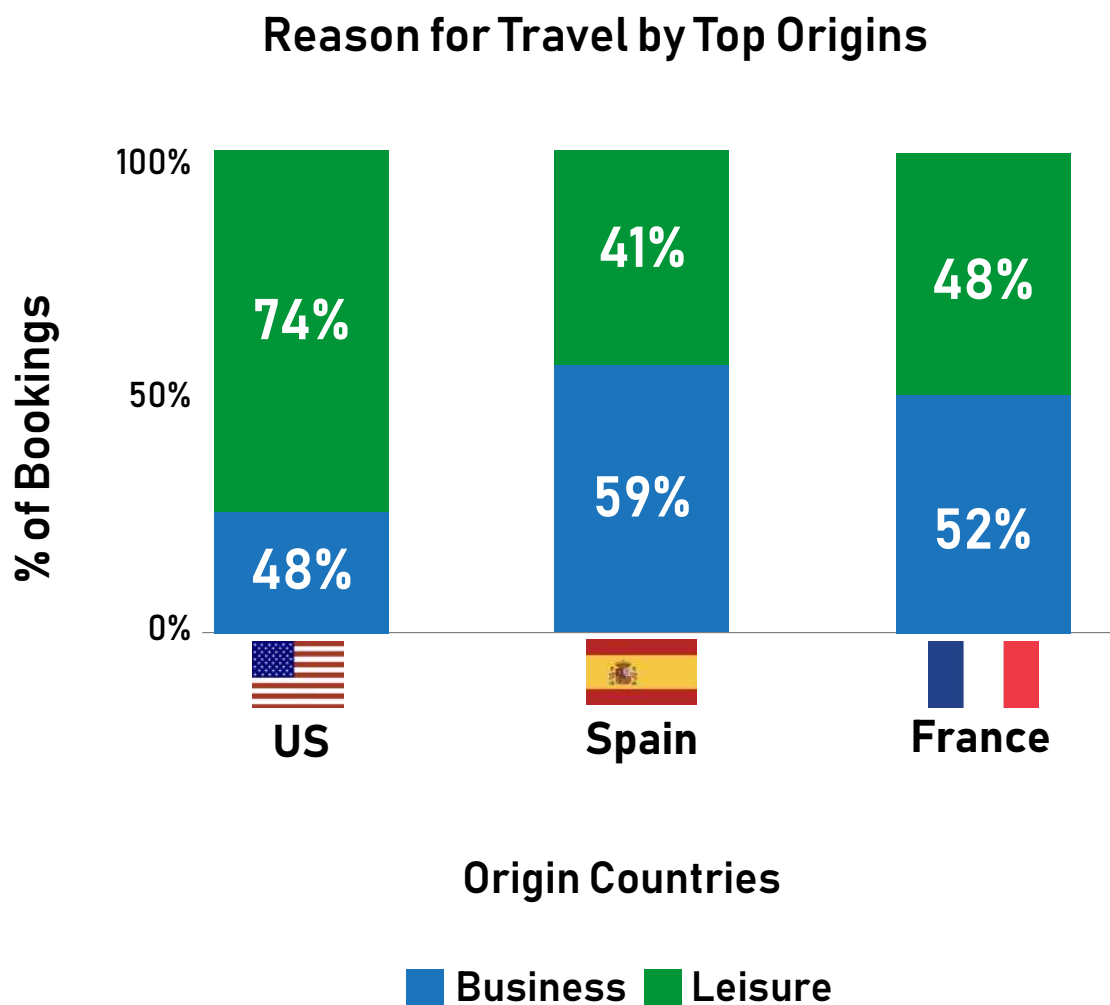
Source: Adara, a RateGain Company



Leisure Dominates for US, Business for Europeans

Despite the rise in business travel, most U.S. visitors to Rome this summer will still be traveling for leisure, with business making up a smaller share.

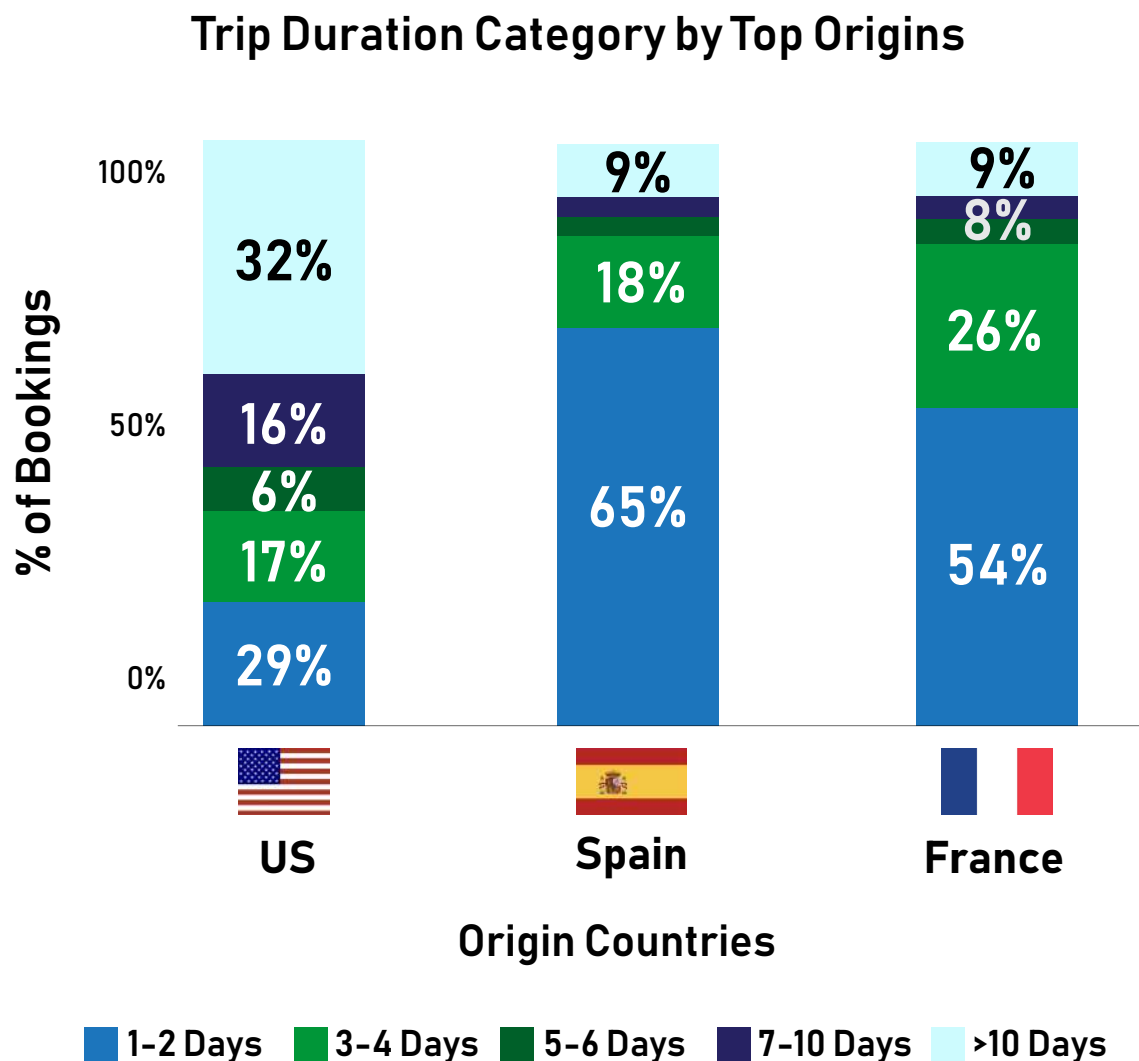
In contrast, a majority of travelers from Spain (59%) and France (52%) will be arriving for business - reflecting a clear shift in purpose from within Europe.



Source: Adara, a RateGain Company

Short Trips for Europeans, Extended Stays for Americans

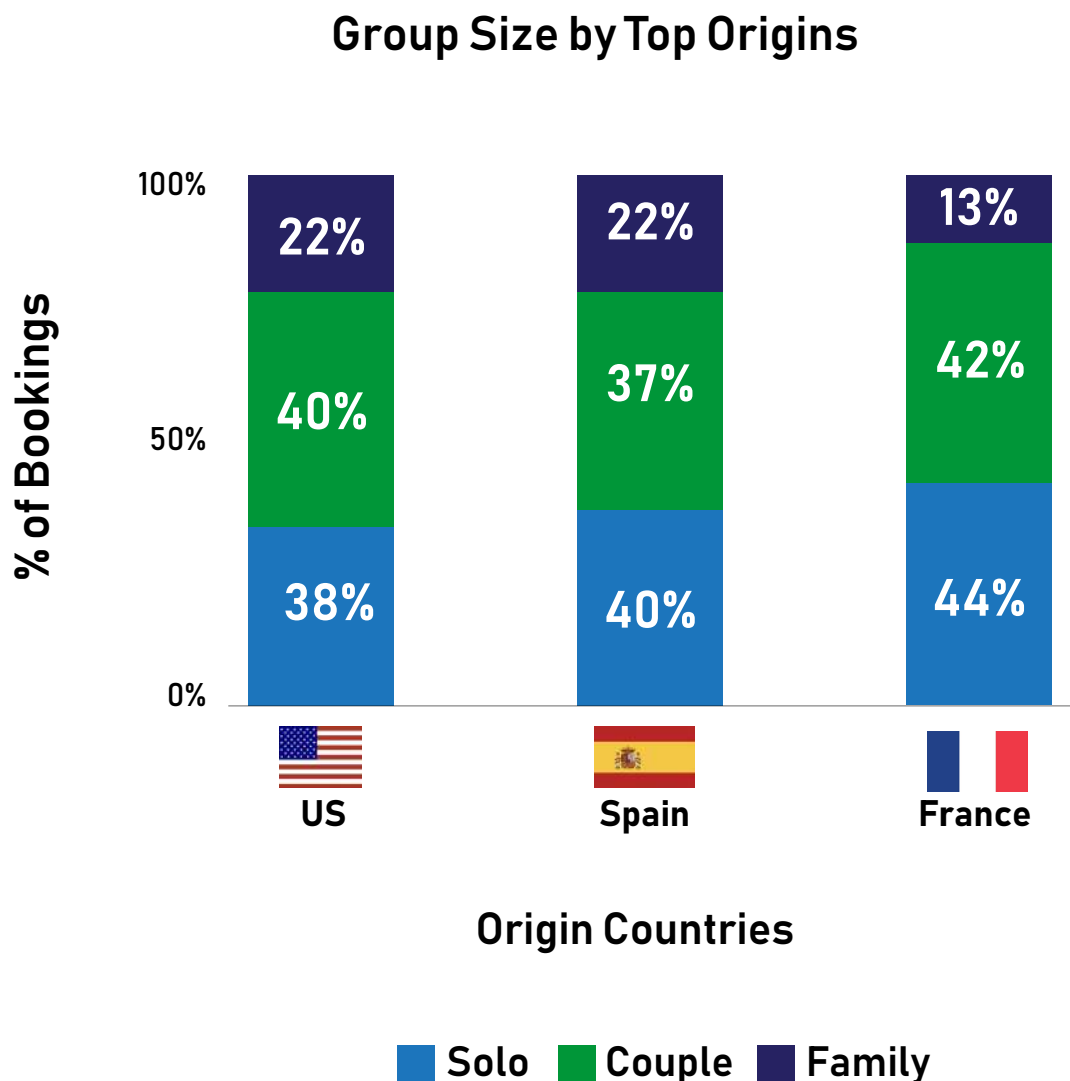
US travelers will stay longer in Rome, with 32% planning trips longer than 10 days, followed by 29% staying 1 to 2 days. Spanish visitors will favor shorter stays, with 65% booking 1 to 2 days. Similarly, French travelers will also lean toward shorter stays, with 54% planning 1 to 2 days and 26% staying for 3 to 4 days.



Source: Adara, a RateGain Company

Solo and Couple Travelers Dominate Summer Trips

Most international travelers to Rome this summer will arrive solo or as couples. Among US visitors, couples (40%) and solo travelers (38%) will make up the majority. The trend is similar for France (44% solo, 42% couples) and Spain (40% solo, 37% couples), with families representing a smaller share across all markets.

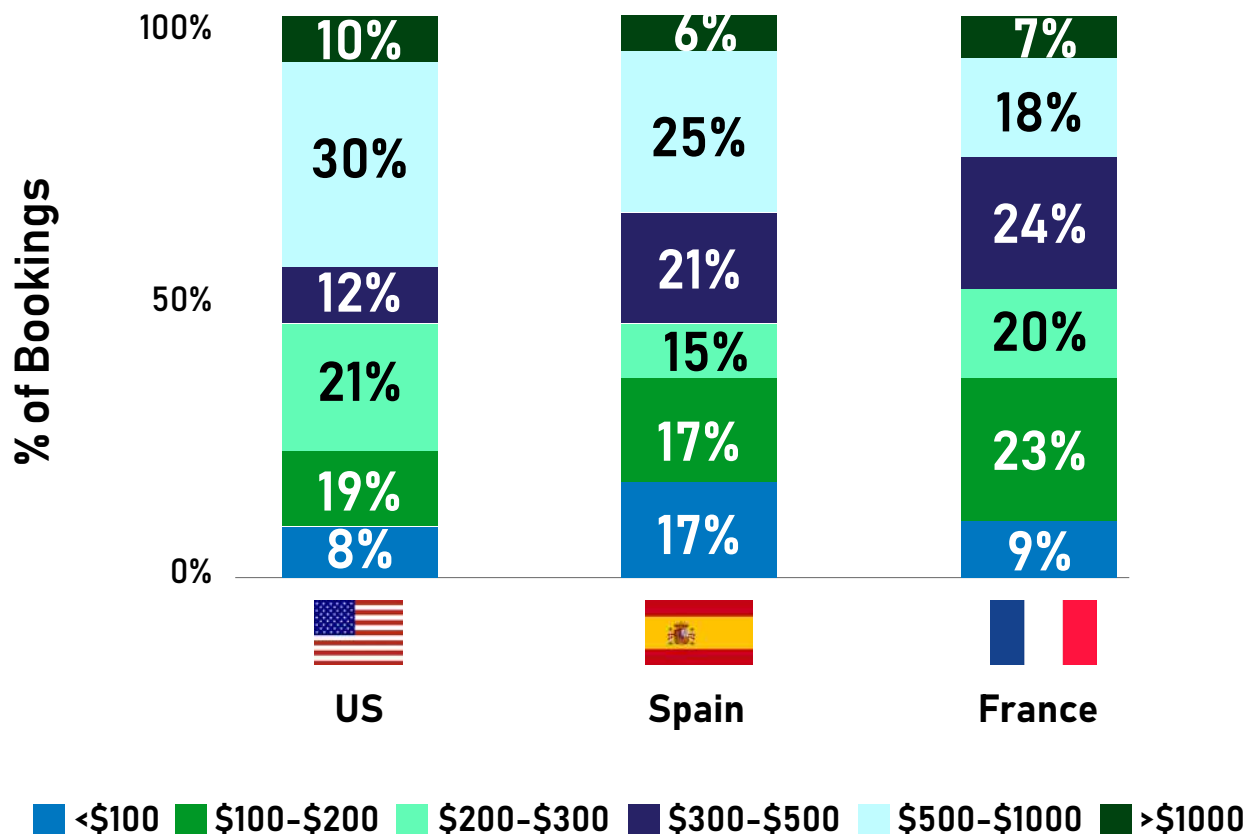


Source: Adara, a RateGain Company

High-End Stays Popular Across Markets

40% of US travelers will opt for upscale hotel stays in Rome this summer, with 30% spending \$500–\$1000 and 10% exceeding \$1000 per night. Spanish travelers show a comparable appetite for premium accommodations, with 31% spending over \$500 and 21% choosing the \$300–\$500 range. French visitors also favor mid-to-high-end stays, with 44% booking hotels between \$200–\$500 and 25% spending above \$500.

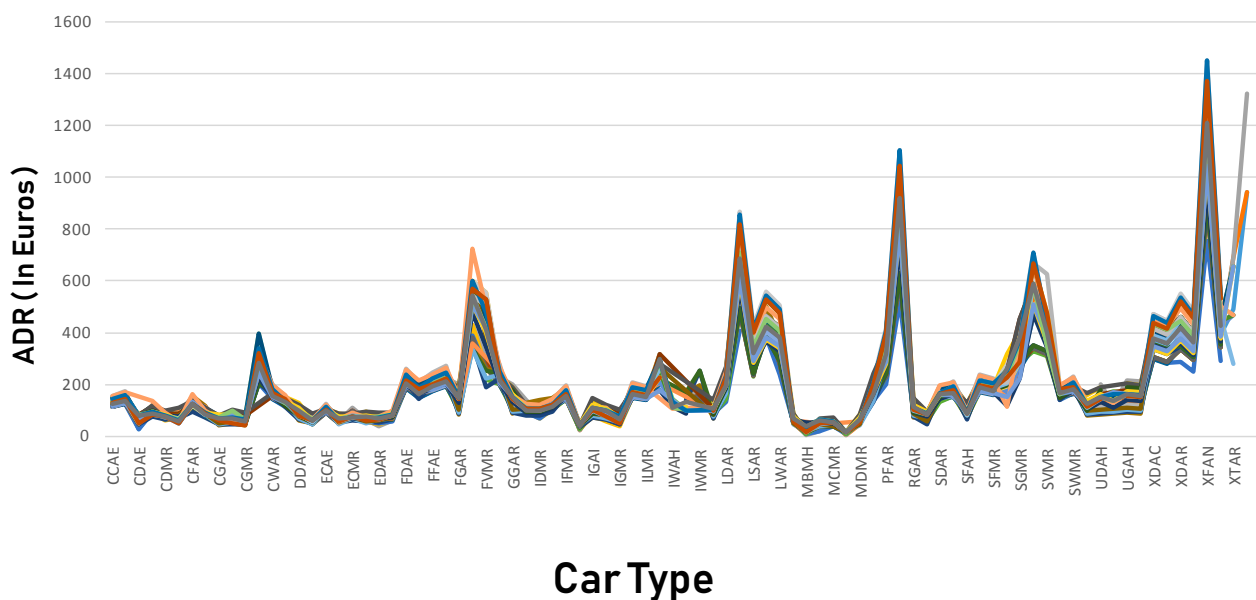
Hotel ADR Category by Top Origins



Source: Adara, a RateGain Company

Premium Leads, Budget Drives Volume

In Rome, the car rental market during May and June 2025 offers a wide range of options for both luxury and budget-conscious travelers. Special SUVs (XFAN) lead with the highest average daily rate (ADR) at €1,542, followed by Special Vans (XVAN) at €1,324, catering to premium travelers. For eco-friendly and budget-conscious options, Compact Electric (CDAE) is available at €51.35 per day, while Mini Cars (MDMH) provide the most affordable option at just €17 per day, making them ideal for solo travelers or those looking to save.



Key Takeaways for Car Rentals

- **01 Plan Fleet around Rising Business Travel:**
With international business travel up 84%, ensure availability of reliable, premium vehicles suited for business travelers.
- **02 Cater to the US Traveler Segment:**
Nearly half of all international arrivals come from the United States, with many planning extended, leisure-driven trips—making it essential to offer comfortable, long-term rental options.
- **03 Leisure Dominates for US, Business for Europeans:**
The majority of US visitors are traveling for leisure, while business remains the primary purpose for travelers from Spain and France—tailor your fleet to match these preferences.
- **04 Short Trips for Europeans, Extended Stays for Americans:**
European travelers tend to favor shorter stays (1–2 days), while Americans are more likely to book extended trips (over 10 days), requiring more flexible, and long-duration rental options.
- **05 Solo and Couple Travelers Dominate Summer Trips:**
Most international visitors will arrive solo or as couples, so prioritize compact and comfortable vehicles suitable for these traveler types.
- **06 High-End Stays Popular Across Markets:**
Travelers, especially from the US and Spain, show strong demand for upscale accommodations—offer a fleet that complements this high-end travel trend with premium options like Special SUVs (XFAN) and Vans (XVAN).

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