

Holiday Report



THANKSGIVING TRAVEL TRENDS REPORT

Travel Duration: November 23rd to 30th



Foreword

Thanksgiving 2024 is drawing travelers to major U.S. cities, with Dallas, Houston, Los Angeles, and New York expecting notable surges. This period brings family reunions, leisure breaks, and international visitors seeking to enjoy Thanksgiving in American hotspots.

Car rental providers in these cities are presented with unique opportunities to meet varying traveler needs, from flexible rentals to premium services. Here's an in-depth look at travel trends across these cities, offering insights into top countries of origin, travel purposes, trip durations, and rental price trends. These valuable insights will help car rentals stay competitive and capitalize on the holiday rush.

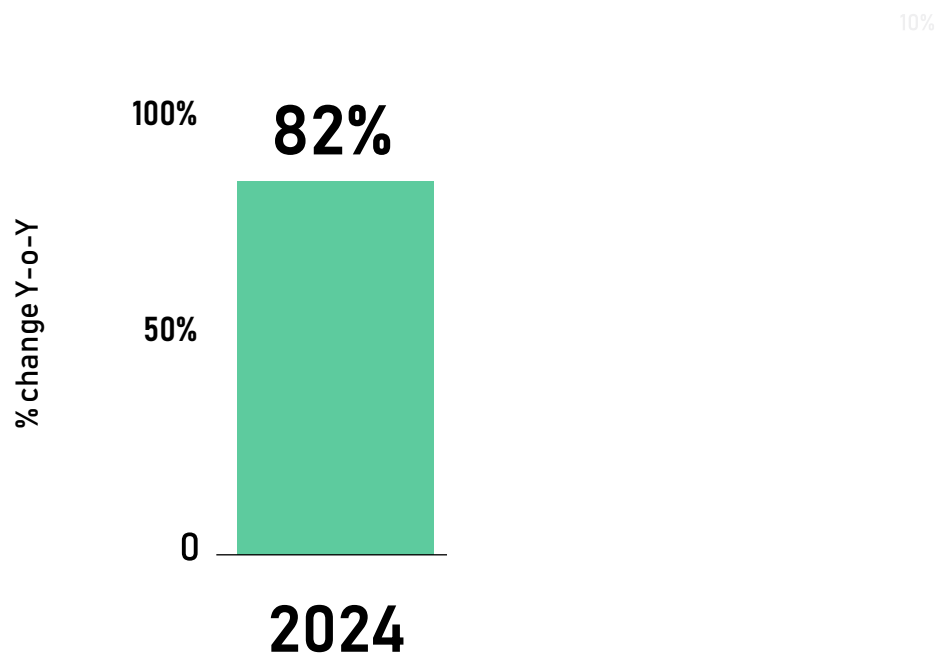
Dallas



Thanksgiving Welcomes an 82% Increase in U.S. Travelers

Thanksgiving 2024 brings an 82% increase in domestic travelers to Dallas primarily from New York, Los Angeles, Miami, Atlanta, and Chicago. Many are flocking to the city for family gatherings, creating a robust demand for versatile and group-friendly car rentals.

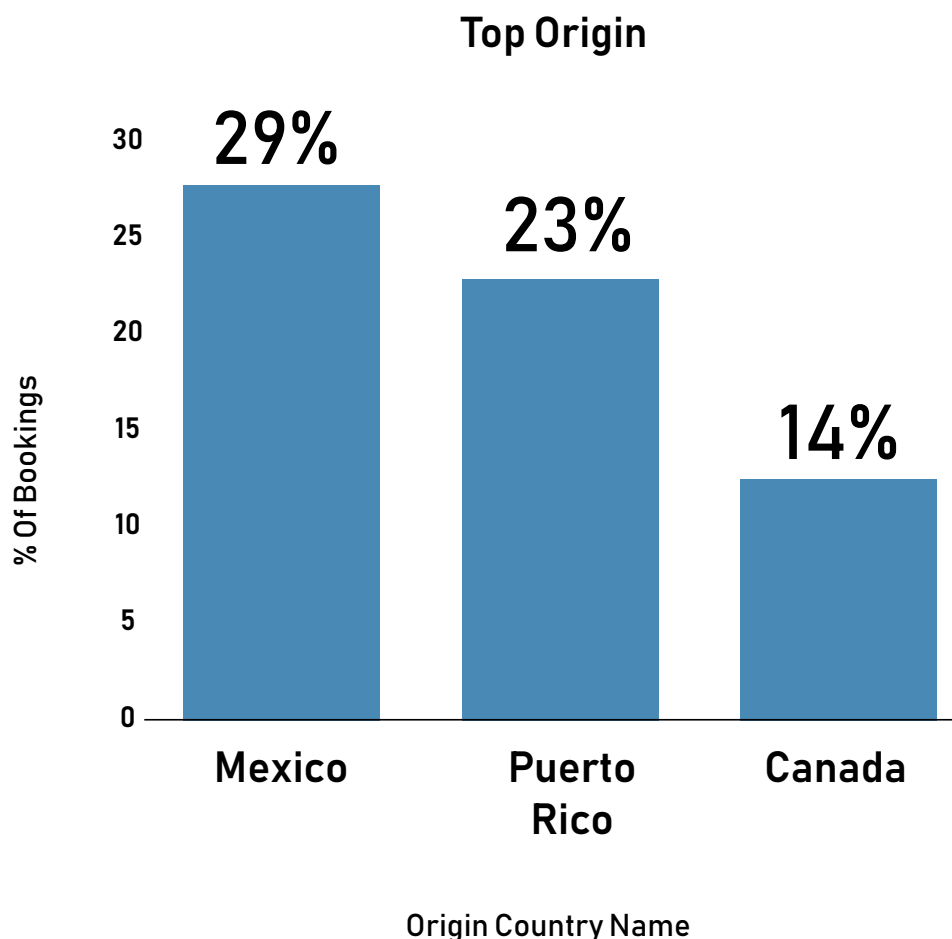
Current Year Booking to Previous Year Bookings



Source: Adara, a RateGain Company

Neighboring Countries Fill Dallas with Festive Travelers

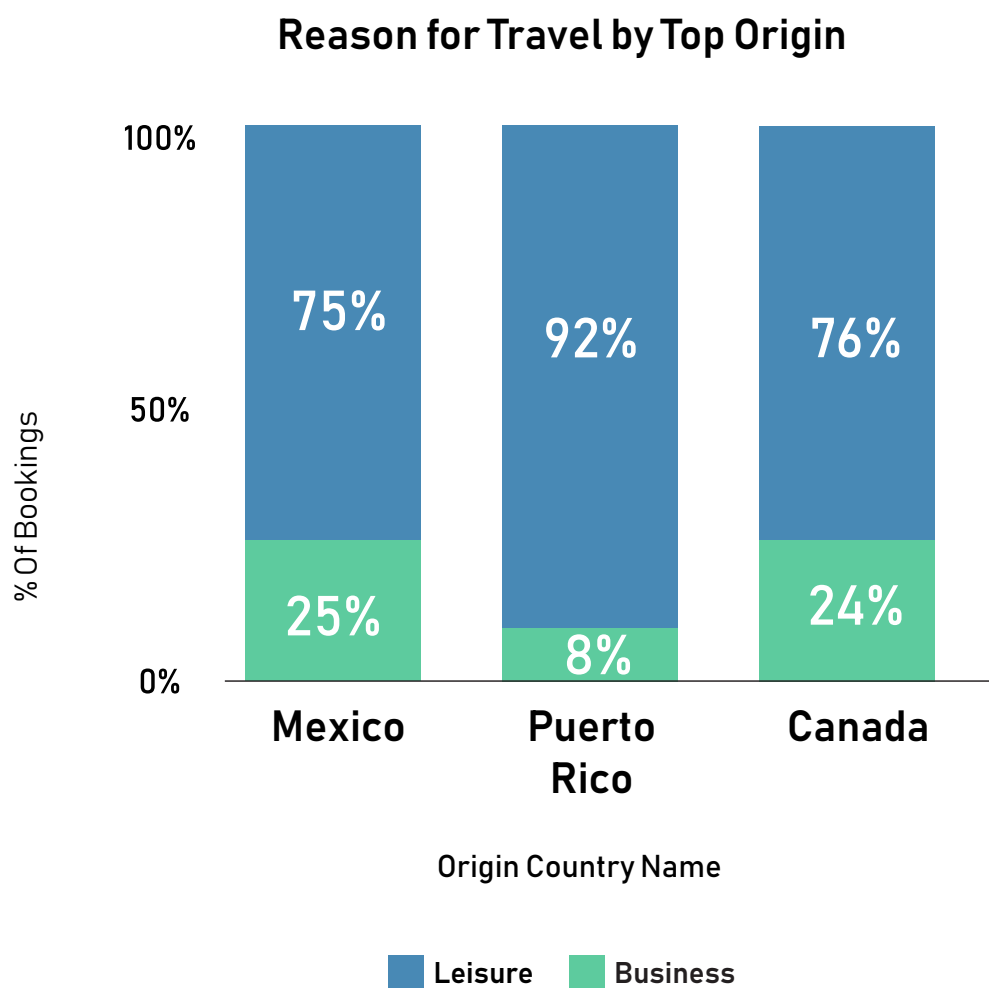
Dallas hosts a lively international crowd for Thanksgiving, with top inbound travelers from Mexico, Puerto Rico, and Canada. With each bringing unique rental needs there's a chance to cater to varied trip types, and budgets with adaptable pricing.



Source: Adara, a RateGain Company

Leisure-Centric Thanksgiving: Puerto Ricans Lead

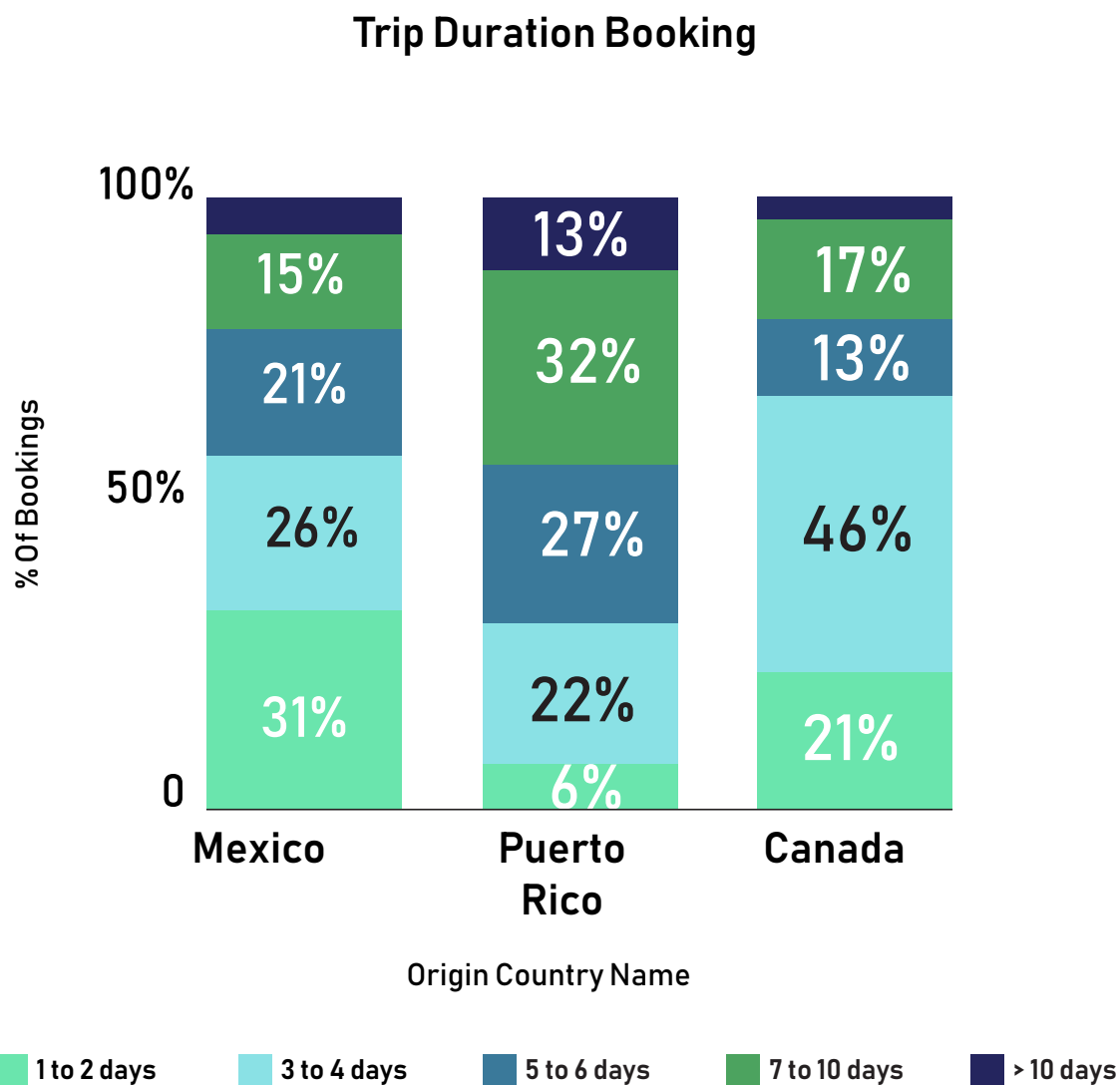
Leisure travelers from Puerto Rico dominate the Dallas holiday scene, with 92% visiting solely to enjoy the city. Canadians and Mexicans are also joining in, though some mix business with leisure. This calls for flexible rental terms and targeted holiday packages to match a season of diverse purposes and durations.



Source: Adara, a RateGain Company

Thanksgiving Stays: Weekend Getaways to Extended Visits

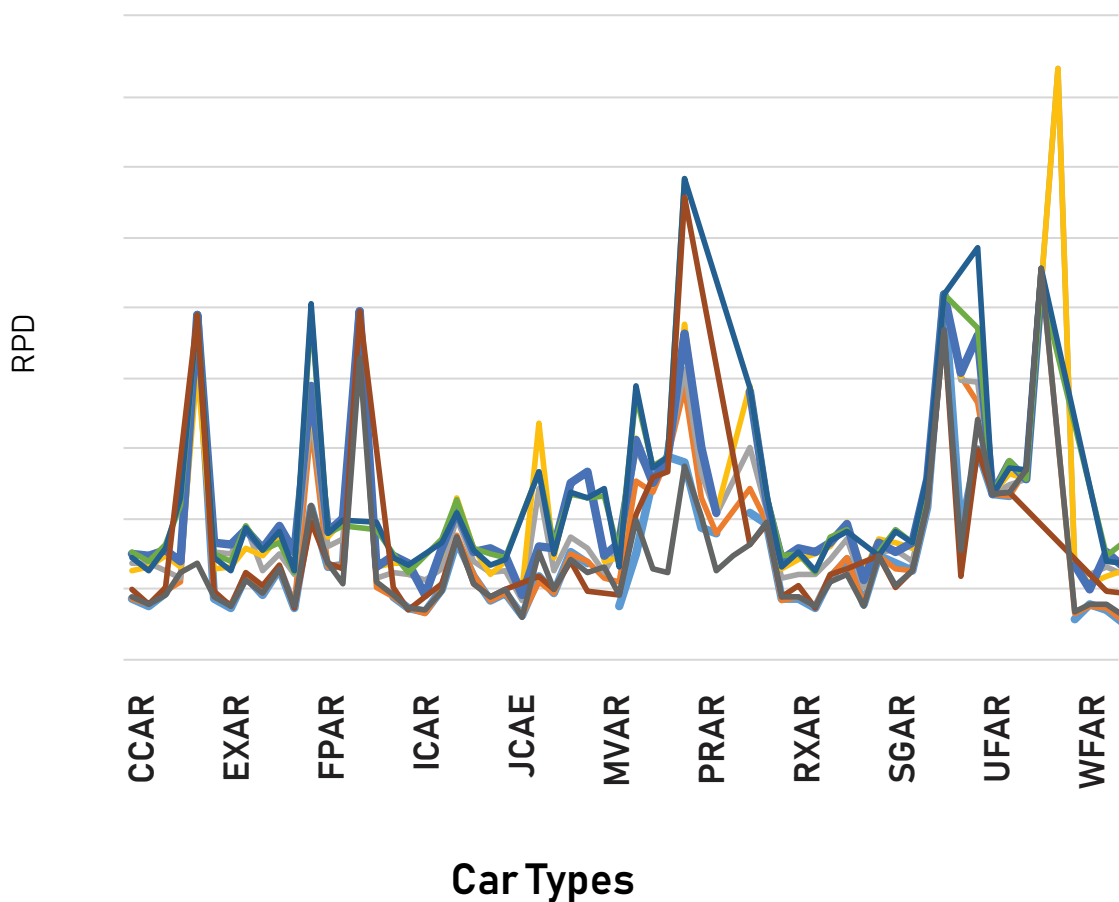
Canadian visitors favor mid-length stays, while Puerto Ricans opt for extended visits of 7–10 days. Mexican travelers show a mix of short-term and week-long rentals, creating an opportunity to offer tailored pricing tiers that cater to these varying trip lengths.



Source: Adara, a RateGain Company

Peak Holiday Car Rental Rates and Budget Options

Thanksgiving demand in Dallas pushes car rental prices to their highest on November 24th, with luxury elite vehicles reaching \$414. However, economy-conscious travelers can still find special car options for as low as \$37.63 on November 22nd. These price ranges reflect Dallas's ability to cater to high-end experiences and budget rentals alike.



Key Strategies for Car Rentals in Dallas

- **01 Stock Larger Vehicles for Families:**
Prioritize SUVs and minivans with group-rate packages for family reunions.
- **02 Offer Multi-Day Discounts:**
Attract long-stay visitors with flexible rental extensions and holiday discounts.
- **03 Curate Fleet for All Budgets:**
Balance high-end luxury and budget-friendly cars for Thanksgiving guests.
- **04 Thanksgiving-Exclusive Rental Packages:**
Provide perks like free upgrades, extra mileage, or discounts for early bookings.
- **05 Bundle Business-Friendly Add-ons:**
Include GPS, WiFi, and convenient airport pickups for work-leisure travelers.

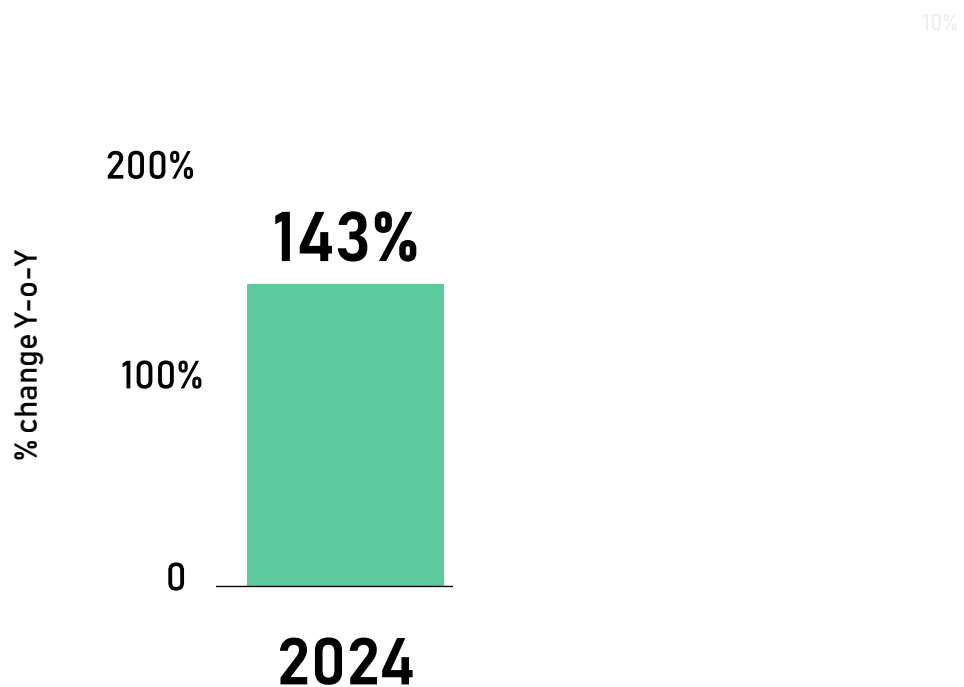
Houston



Thanksgiving Rush in Houston: 143% Rise in Domestic Arrivals

This Thanksgiving, Houston sees a dramatic 143% increase in domestic travelers. With large influxes from cities like Miami, New York, Los Angeles, Atlanta, and Detroit, the holiday demand for car rentals in Houston spans from large family vehicles to convenient compacts.

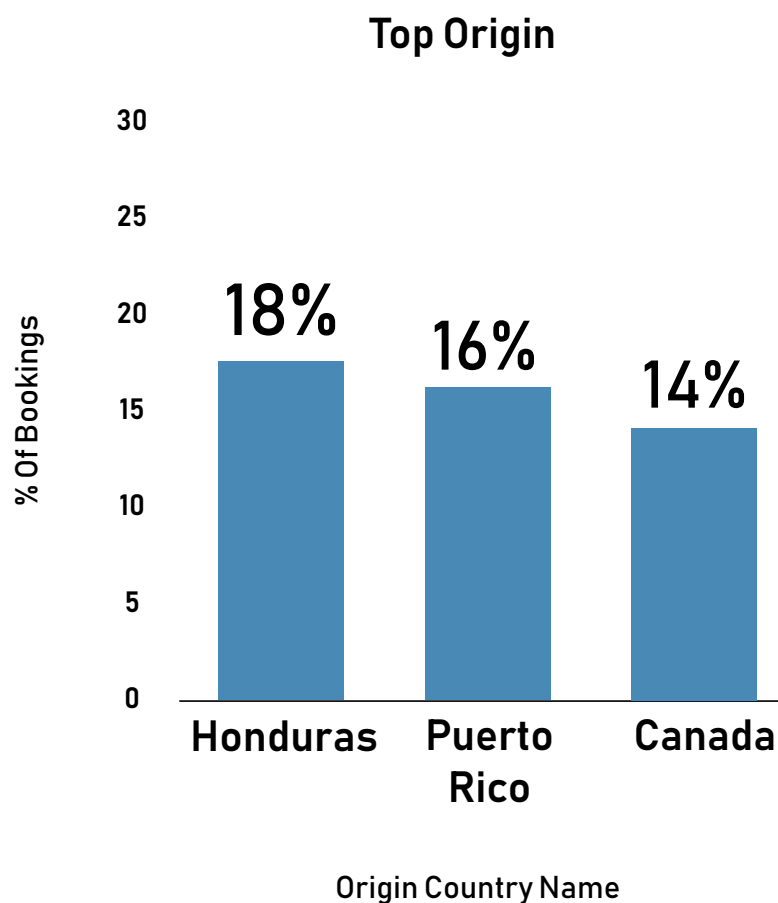
Current Year Booking to Previous Year Bookings



Source: Adara, a RateGain Company

Houston's Global Thanksgiving Appeal

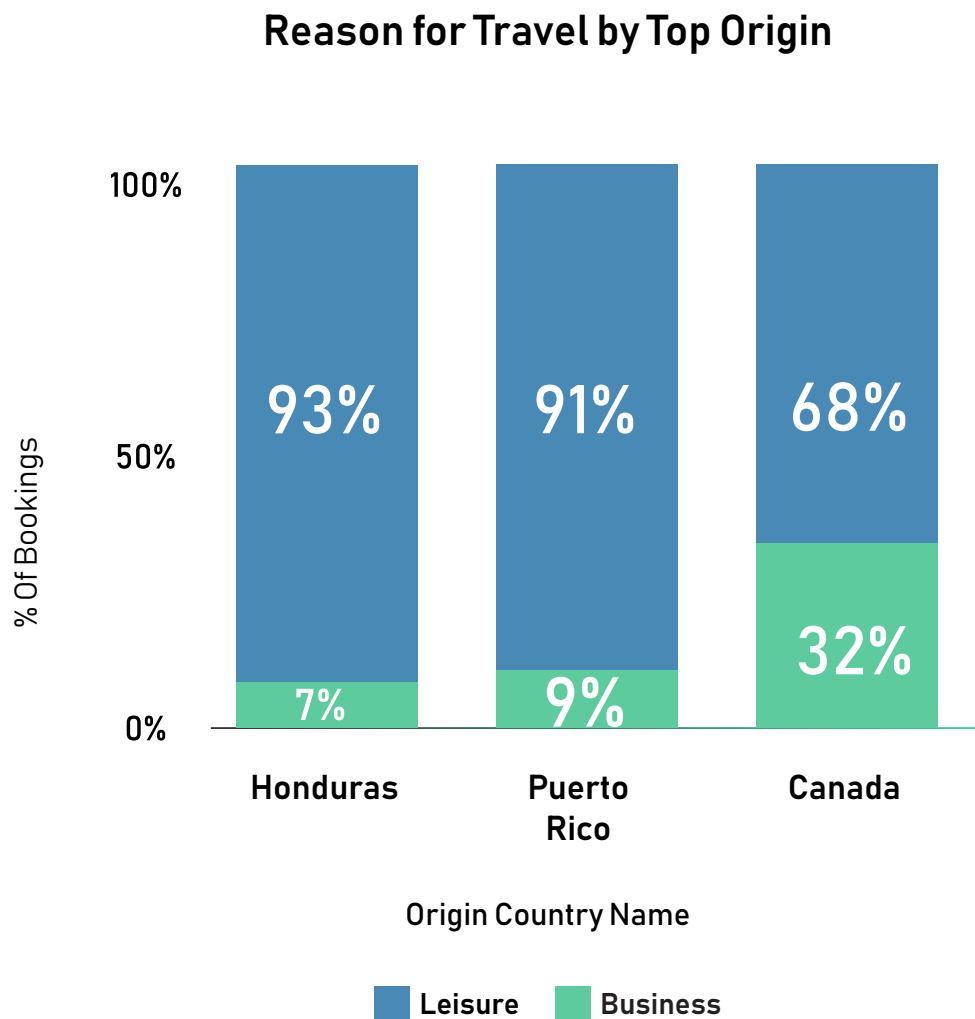
International visitors add to Houston's festive spirit, led by Honduras (18%), Puerto Rico (16%), and Canada (14%). This diverse mix of visitors calls for a variety of rental options—from affordable, flexible choices to premium, comfortable cars for longer drives around the city.



Source: Adara, a RateGain Company

Leisure Travelers Flock to Houston for Thanksgiving Festivities

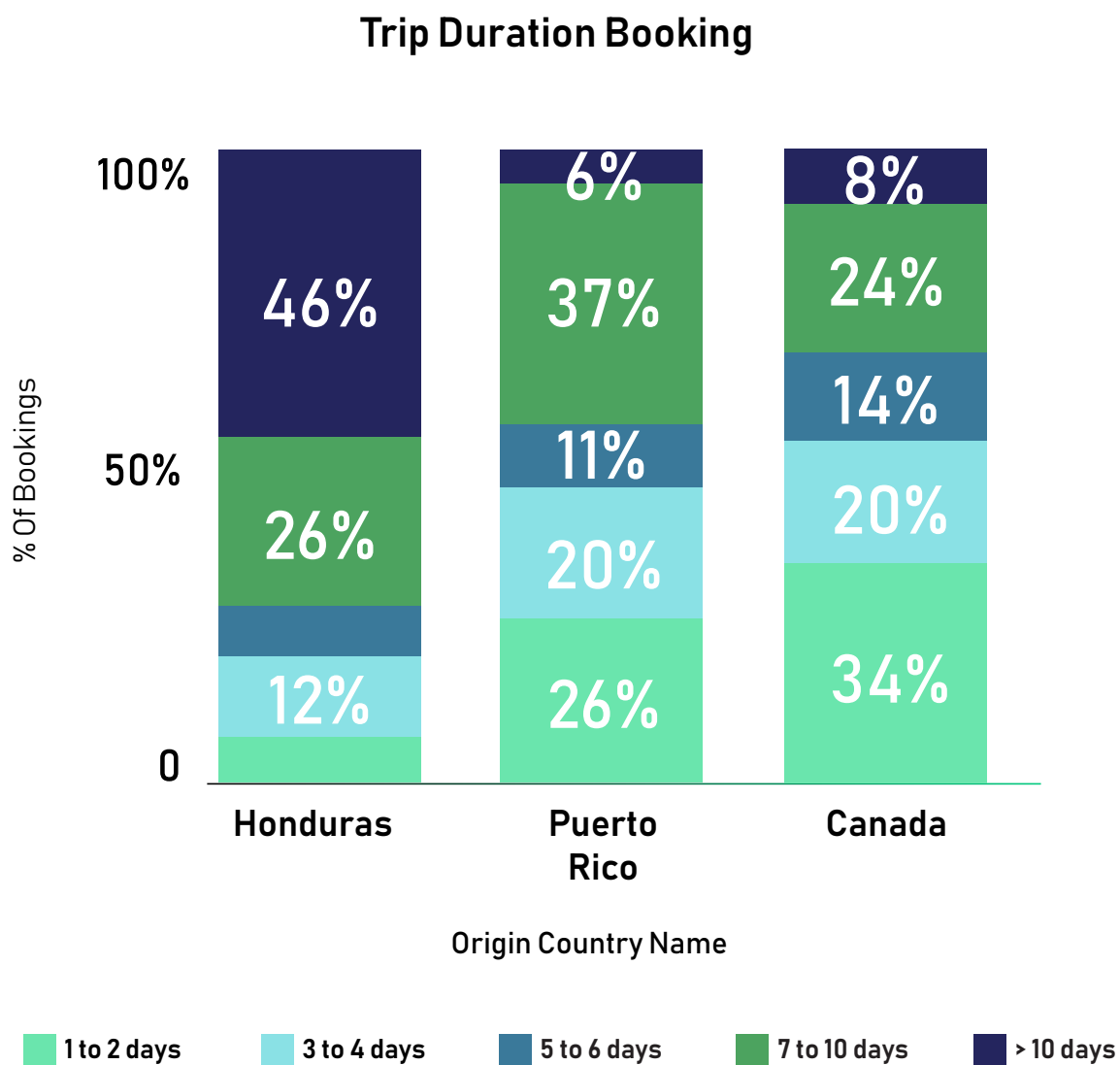
A majority of international travelers come to Houston for leisure, from Honduras, Puerto Rico, and Canada to enjoy Houston's Thanksgiving festivities. This underscores the importance of readying your fleet for weekend rentals.



Source: Adara, a RateGain Company

Long Stays Dominate: Honduran Visitors Opt for Over 10 Days

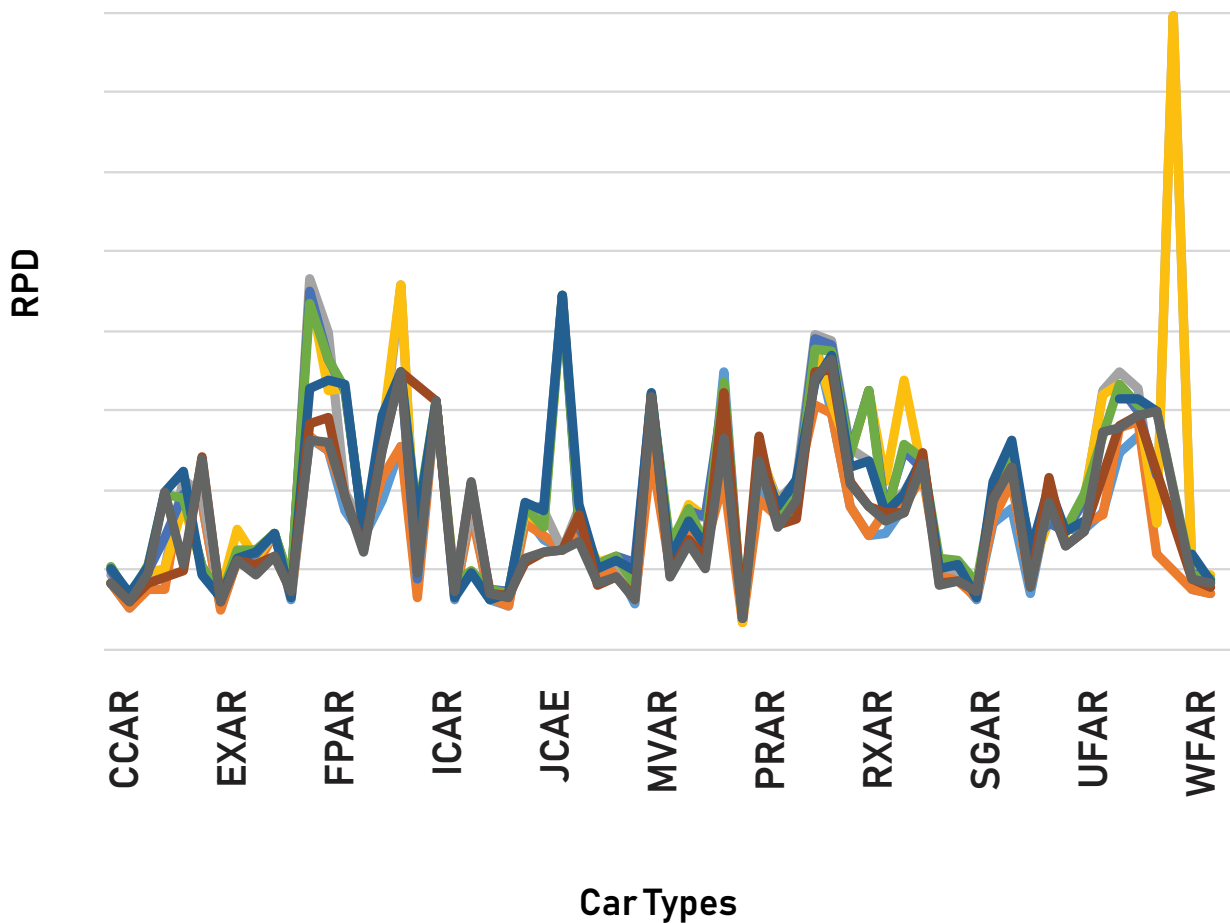
Extended stays are in focus, with many Honduran travelers planning more than 10 days, while Canadian and Puerto Rican visitors split between short and mid-length trips. This mix highlights a need for customizable rental durations to meet diverse itineraries.



Source: Adara, a RateGain Company

Thanksgiving Price Trends: Luxurious or Budget-Friendly

Houston's rental market reflects Thanksgiving demand, with prices for luxury elite cars reaching \$442.60 on November 24th and 25th. Budget-conscious travelers, however, can secure a mini car for as low as \$29.26 on November 25th, offering a range of price points to suit holiday travelers.



Key Strategies for Car Rentals in Houston

- **01 Prioritize Larger Vehicles:**
Stock SUVs and vans with group-friendly features for family gatherings.
- **02 Long-Stay Packages:**
Introduce affordable multi-day rentals for extended holiday visits.
- **03 Offer a Diverse Fleet:**
Balance luxury and economy options to suit international visitor preferences.
- **04 Holiday Perks:**
Include extras like GPS, additional drivers, or weekend discounts for leisure travelers.
- **05 Simplify Rentals with Add-ons:**
Equip vehicles with WiFi, child seats, and airport pickups for ease.

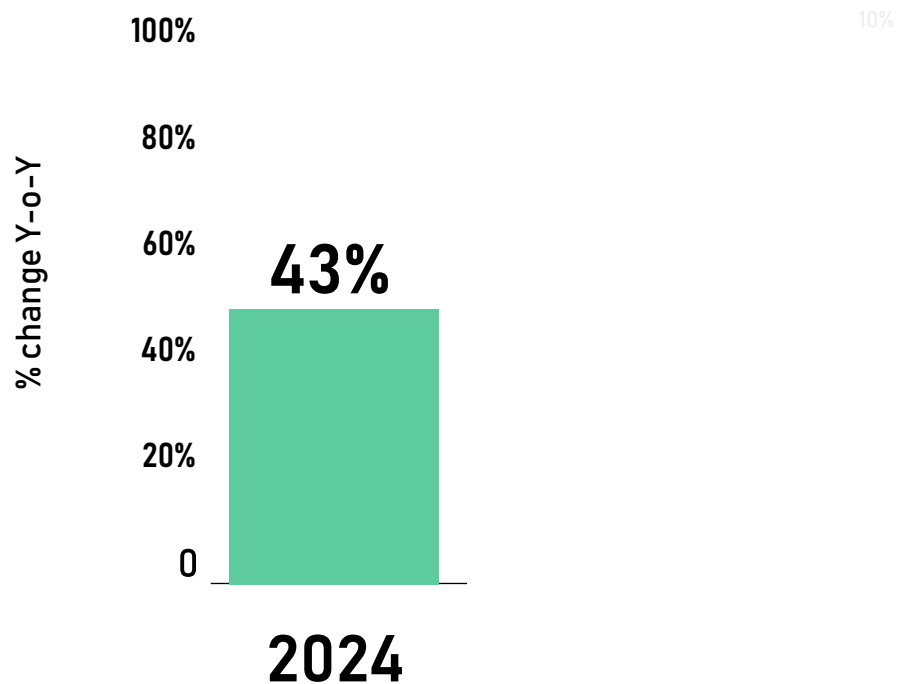
Los Angeles



West Coast Drives LA's Domestic Travel Surge

Los Angeles is set for a Thanksgiving influx, with a 43% increase in domestic travel. Key cities driving this surge include New York, San Francisco, Detroit, Baltimore, and Chicago. As the West Coast shines for the holiday, demand for rental cars ranges from economy options to family-friendly SUVs, perfect for travelers enjoying Thanksgiving.

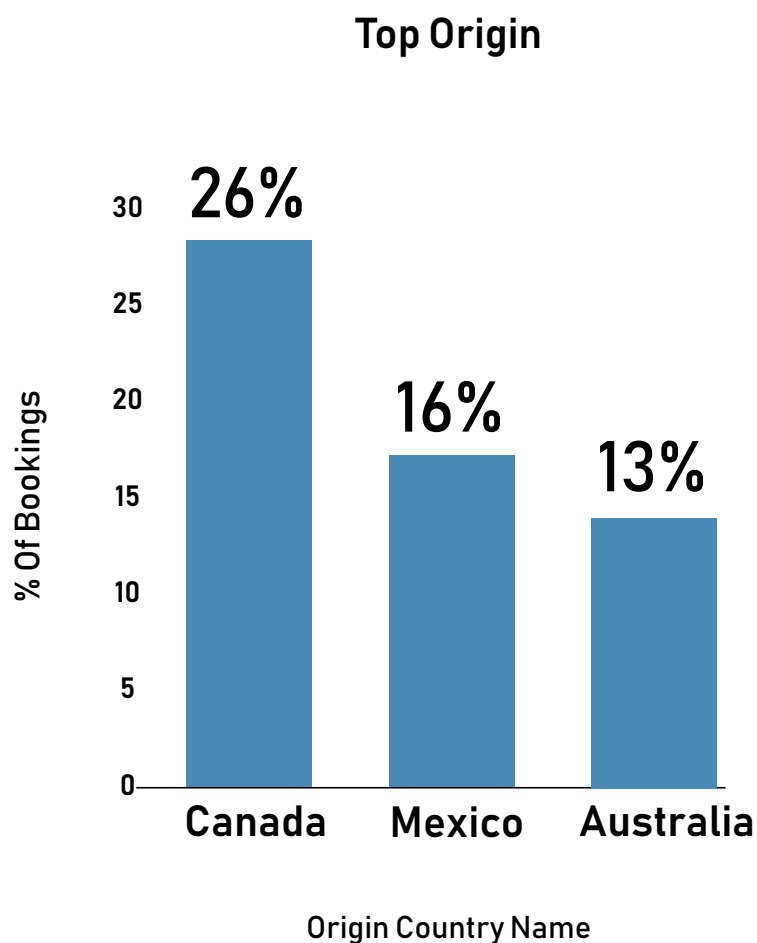
Current Year Booking to Previous Year Bookings



Source: Adara, a RateGain Company

Canadians and Mexicans Choose L.A. for the Holiday

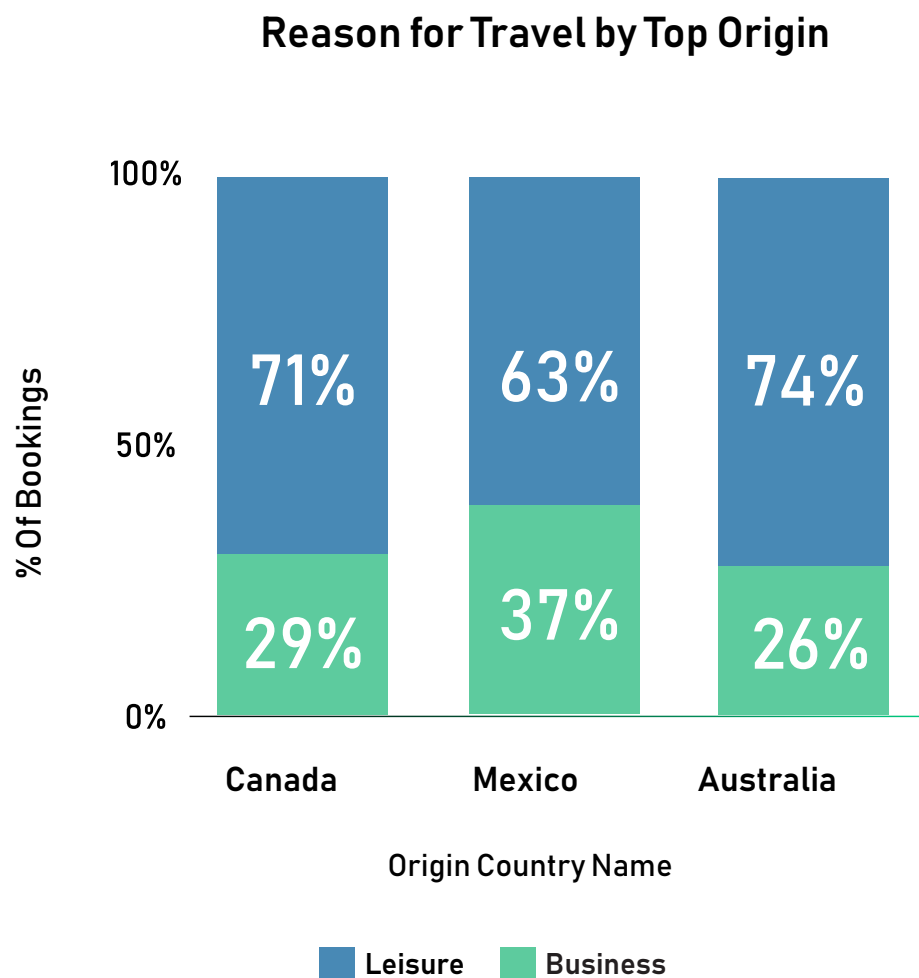
Los Angeles welcomes international guests, with Canadians (26%), Mexicans (16%), and Australians (13%) leading the holiday arrivals. The city's multicultural Thanksgiving crowd presents an opportunity to cater to international preferences, making rental offerings as diverse as L.A. itself.



Source: Adara, a RateGain Company

Leisure and Business Travelers Converge on L.A.

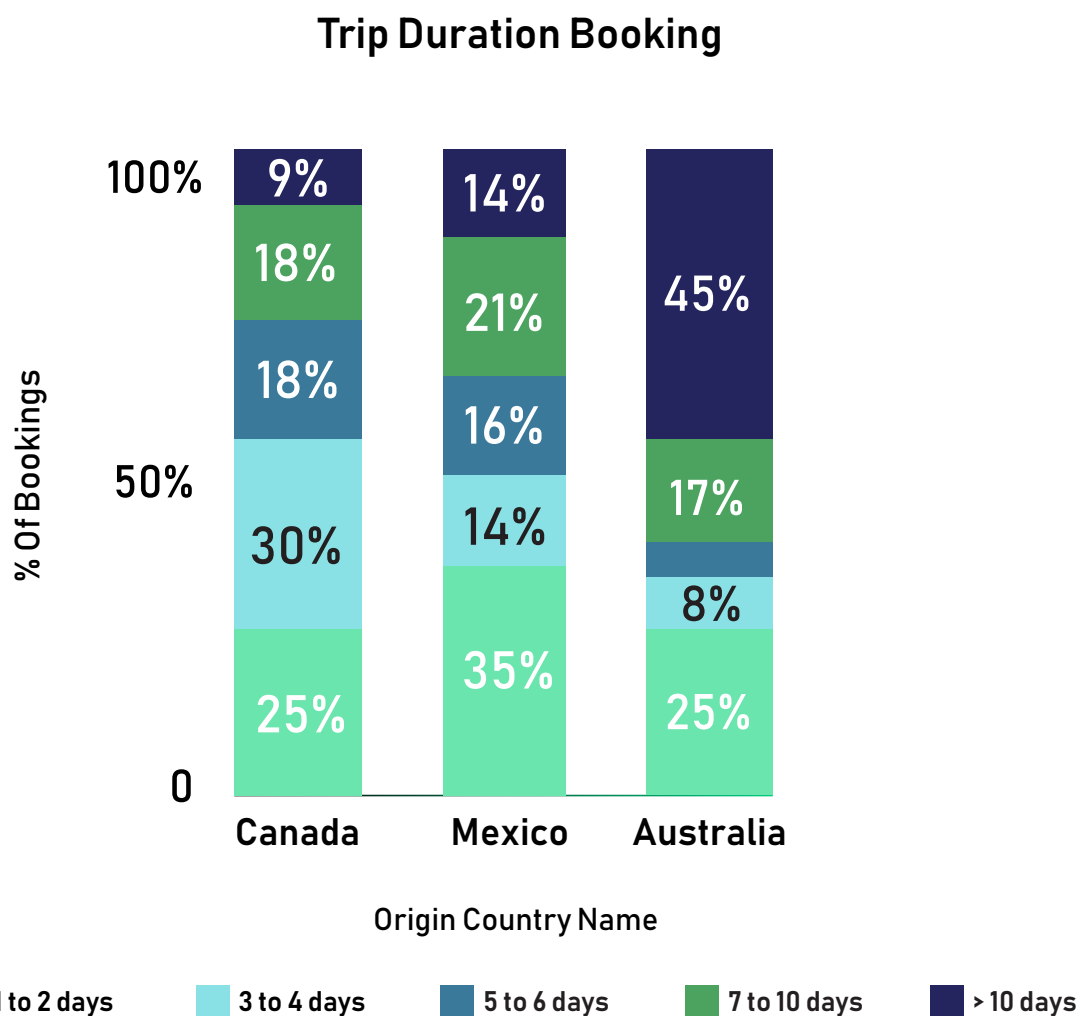
While Thanksgiving is primarily a time for leisure, a substantial segment of travelers are here for business, particularly from Mexico (37%) and Australia (26%). This balanced mix calls for rental options to suit both family holidaymakers and business professionals on extended stays.



Source: Adara, a RateGain Company

Varied Stays in L.A.: Australians Opt for Longer Visits

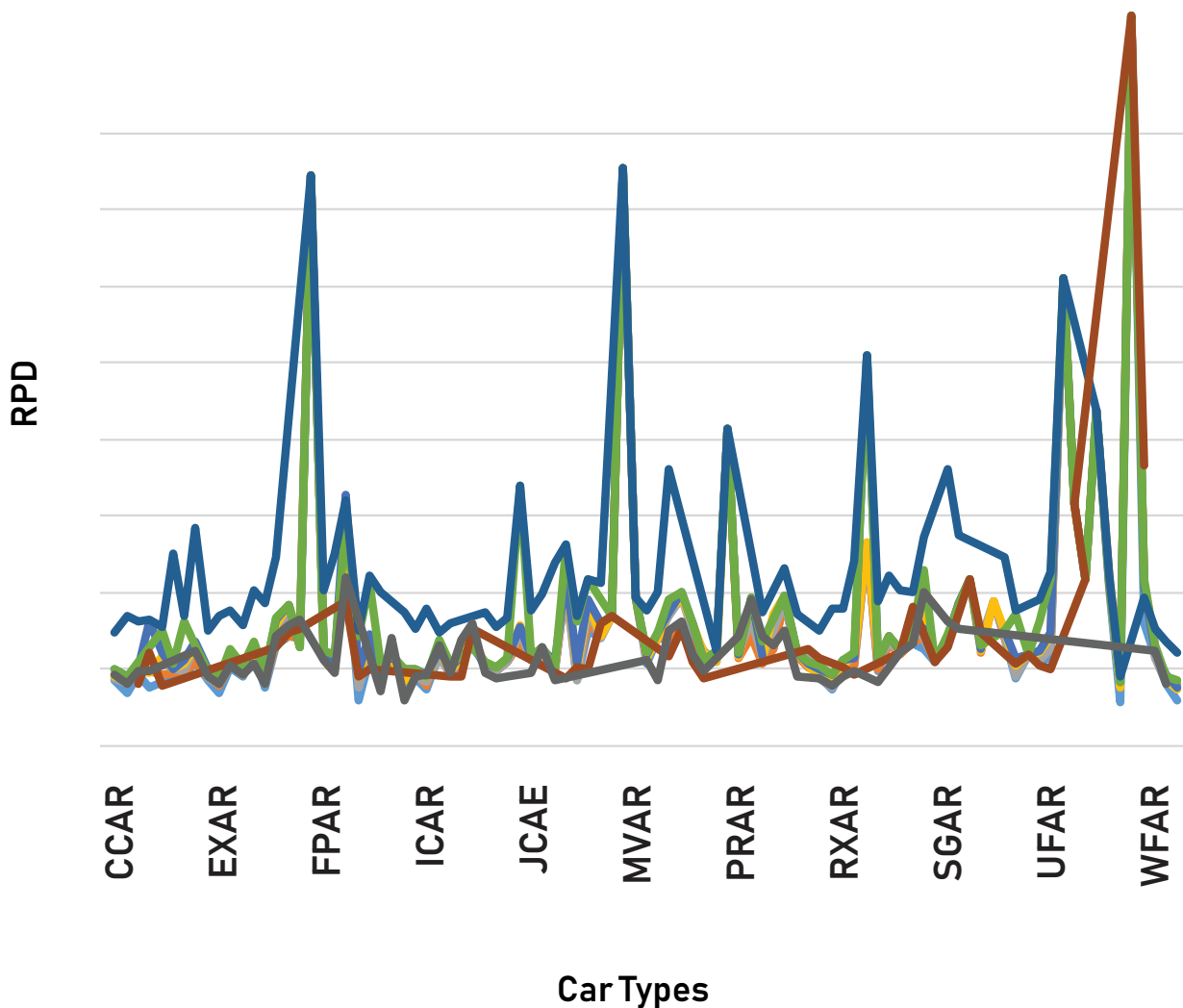
Australians favor extended stays, while Canadian and Mexican visitors lean toward short to mid-length trips. This trend signals the need for flexible rental packages to accommodate both quick Thanksgiving getaways and longer vacations, ensuring options are available for every itinerary.



Source: Adara, a RateGain Company

Thanksgiving Car Rental Price Trends: From Budget-Friendly to Premium

Rental pricing in Los Angeles shows a distinct range, with high demand pushing prices for a Special Crossover to \$949.99 throughout the week. Budget-conscious travelers can opt for a Special SUV, available for as low as \$35.94 on November 22nd, offering choices for all types of Thanksgiving visitors.



Key Strategies for Car Rentals in Los Angeles

- **01 Maintain Balanced Fleet Options:**
Keep economy cars and spacious SUVs for diverse visitor needs.
- **02 International-Friendly Packages:**
Add unlimited mileage, GPS, and multi-driver options for global tourists.
- **03 Flexible Options for Business Travelers:**
Offer flexible return times, weekend deals, and loyalty perks.
- **04 Group Discounts and Add-ons:**
Provide discounted upgrades and family-friendly features like child seats.
- **05 Promote Extended-Stay Offers:**
Feature discounted weekly rates for Australians and other long-stay visitors.

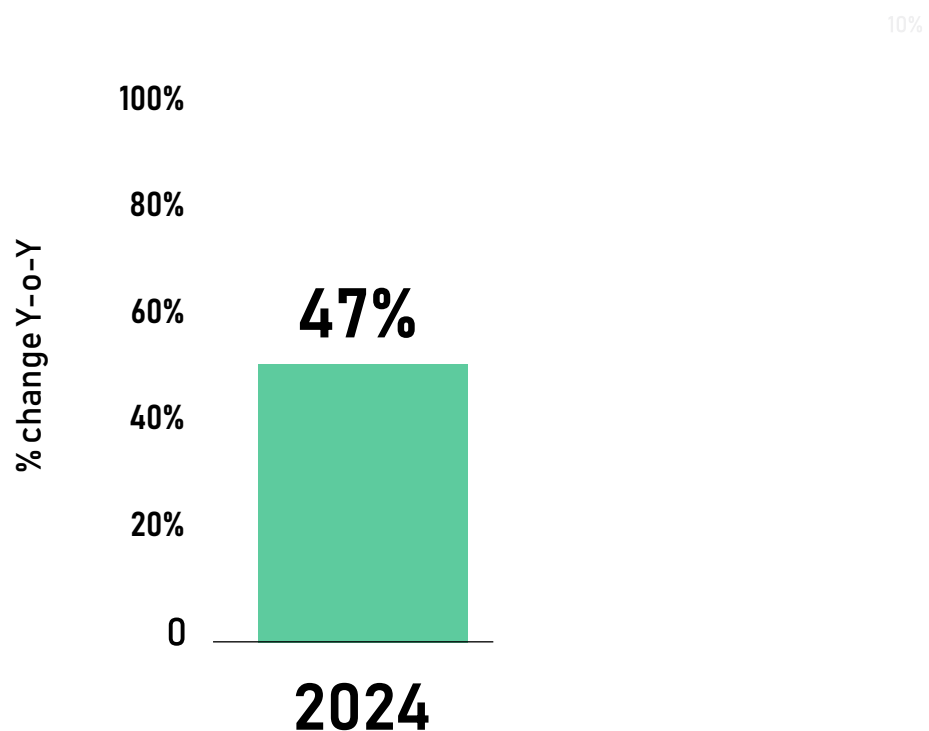
New York



Big Apple Thanksgiving Rush: 47% Rise in U.S. Visitors to NY

With a 47% increase in domestic travel, New York is a top choice for Thanksgiving celebrations. Visitors from Detroit, Chicago, Miami, Atlanta, and Orlando are fueling the city's holiday energy, creating a prime opportunity for car rentals to offer vehicles ideal for both city cruising and day trips to nearby landmarks.

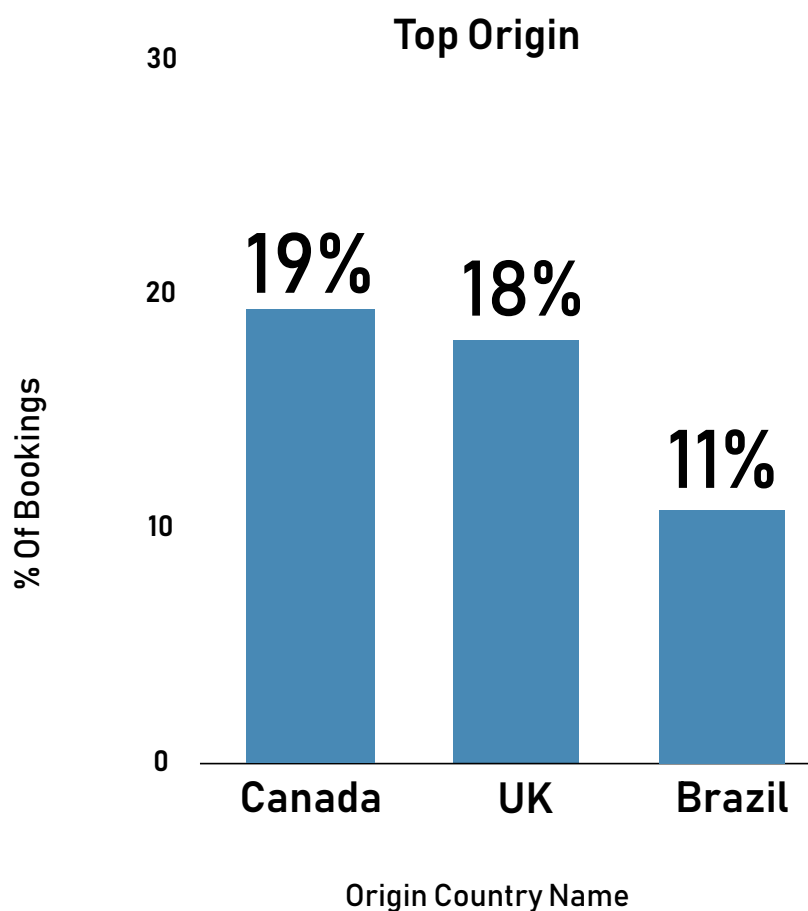
Current Year Booking to Previous Year Bookings



Source: Adara, a RateGain Company

Thanksgiving Rush in NYC: Canadians, Brits & Brazilians Arrive

International travelers bring added holiday spirit to New York, led by visitors from Canada (19%), the United Kingdom (18%), and Brazil (11%). With these diverse cultural backgrounds, car rental agencies can stand out by promoting holiday-themed rental experiences tailored to the interests of international guests.

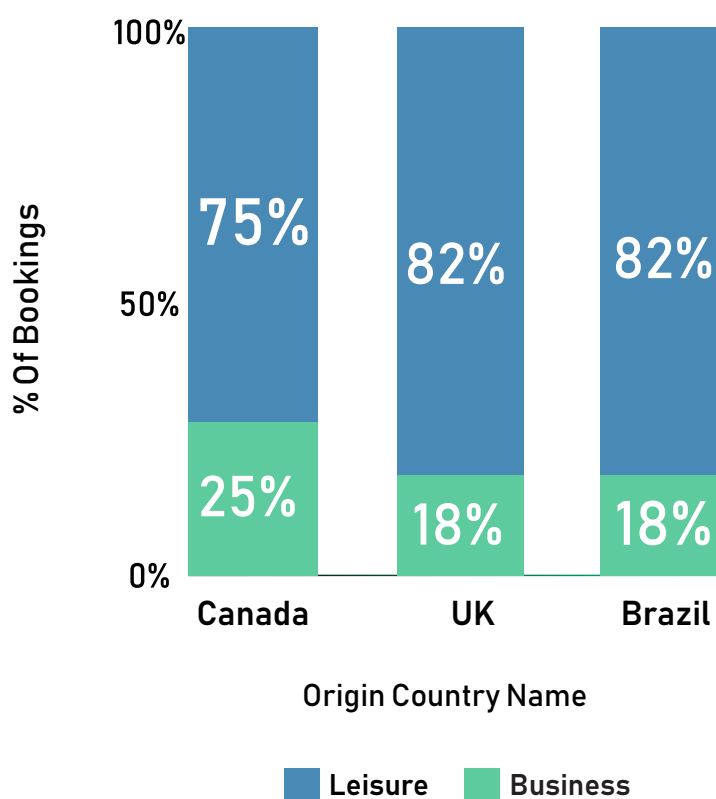


Source: Adara, a RateGain Company

Leisure Dominates in NYC; Business Travel Holds Steady

82% of travelers from the U.K. and Brazil are in town for leisure, while Canadian visitors bring a mix of both business and holiday fun. This balance calls for rental options that cater to leisure needs—perfect for family outings and sightseeing—alongside business-friendly solutions.

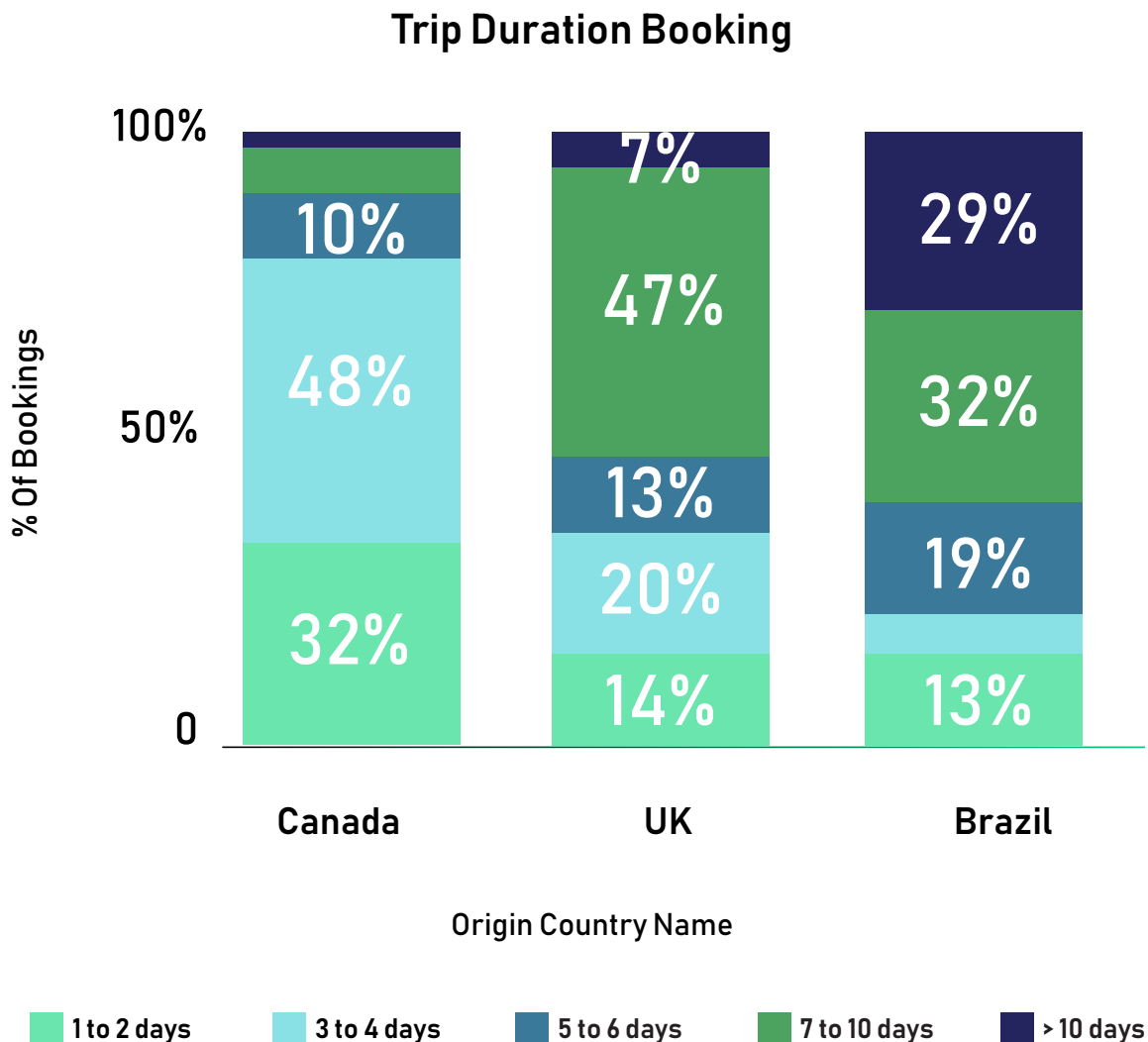
Reason for Travel by Top Origin



Source: Adara, a RateGain Company

Flexible Thanksgiving Stays: U.K. Visitors Extend Their Trips

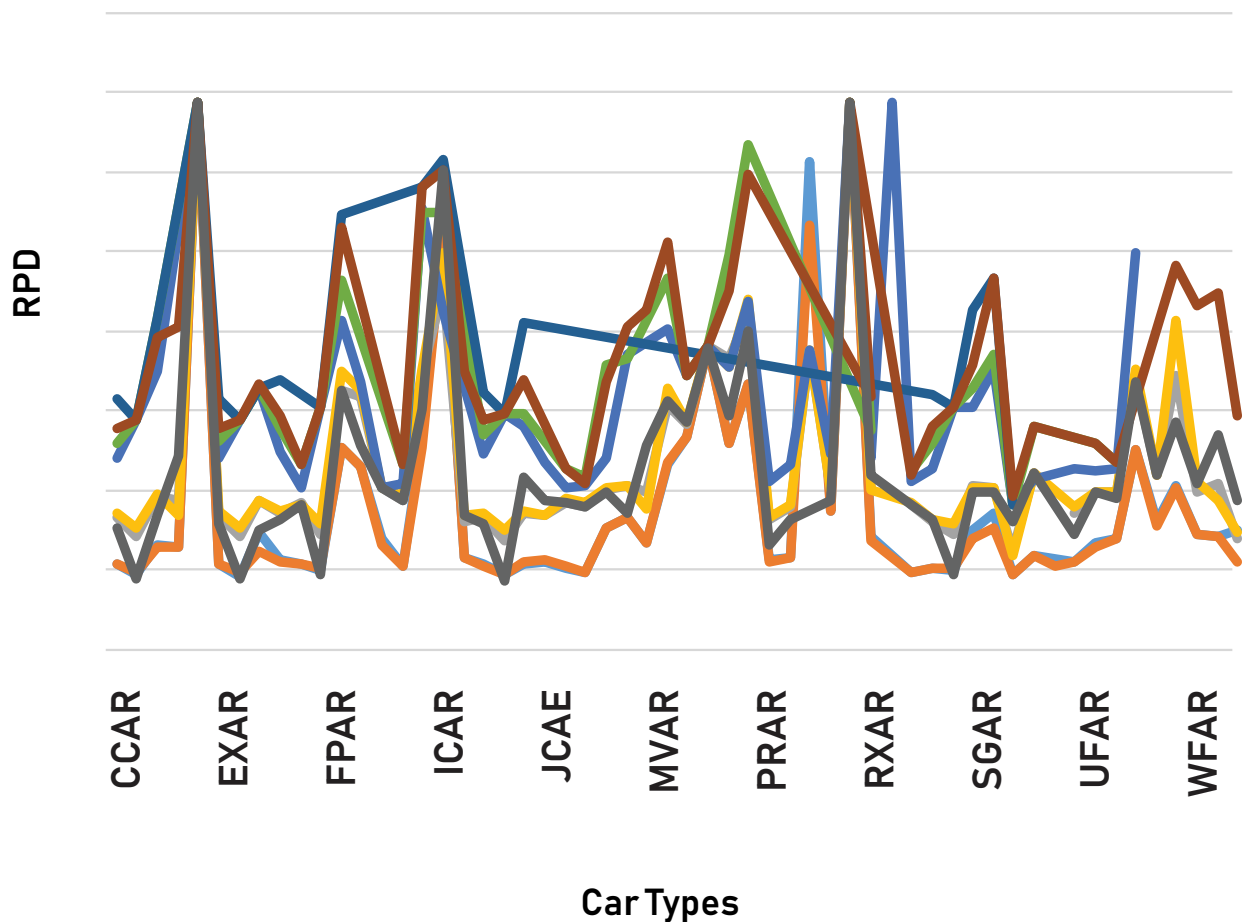
While U.K. travelers opt for extended stays of 7–10 days, Canadians prefer shorter trips, creating varied needs across the holiday period. This trend emphasizes the value of versatile rental packages, allowing both short-term and extended rental options for every type of Thanksgiving itinerary.



Source: Adara, a RateGain Company

Car Rental Price Trends in New York City: A Range for Every Budget

Car rental prices for Thanksgiving in NYC reflect holiday demand, peaking at \$549.99 for premium vans on November 27th to accommodate family groups and falling to \$66.16 for a mid-size vehicle on November 30th, ensuring options are available for every budget.



Key Strategies for Car Rentals in New York

- **01 Family & Group-Friendly Vehicles:**
Focus on premium vans and SUVs with multi-driver packages for groups.
- **02 Specials for International Travelers:**
Include GPS, multi-language support, and access to holiday hotspots.
- **03 Flexible Business Pickups:**
Offer convenient airport and business hub locations for easy access.
- **04 Thanksgiving Holiday Offers:**
Include holiday weekend discounts or upgrades with extra luggage space.
- **05 Discounted Weekly Rates:**
Encourage extended rentals with lower rates for U.K. travelers.

A Season of Connection and Opportunity

Thanksgiving is a time of connection, and in 2024, U.S. cities are ready to welcome a diverse range of travelers. Car rental businesses that align their strategies with these unique travel trends are positioned not only to increase their bookings but also to enrich the holiday experience for travelers. By addressing the specific needs of each city's guests—from family-sized vehicles in Dallas to business-friendly services in New York—car rental can capture the spirit of Thanksgiving and turn this festive travel surge into a season of growth and loyalty.



Want to Keep Up with Year-Round Travel Trends?

Subscribe to Our Page!



www.rev-ai.io

