

VIENNA

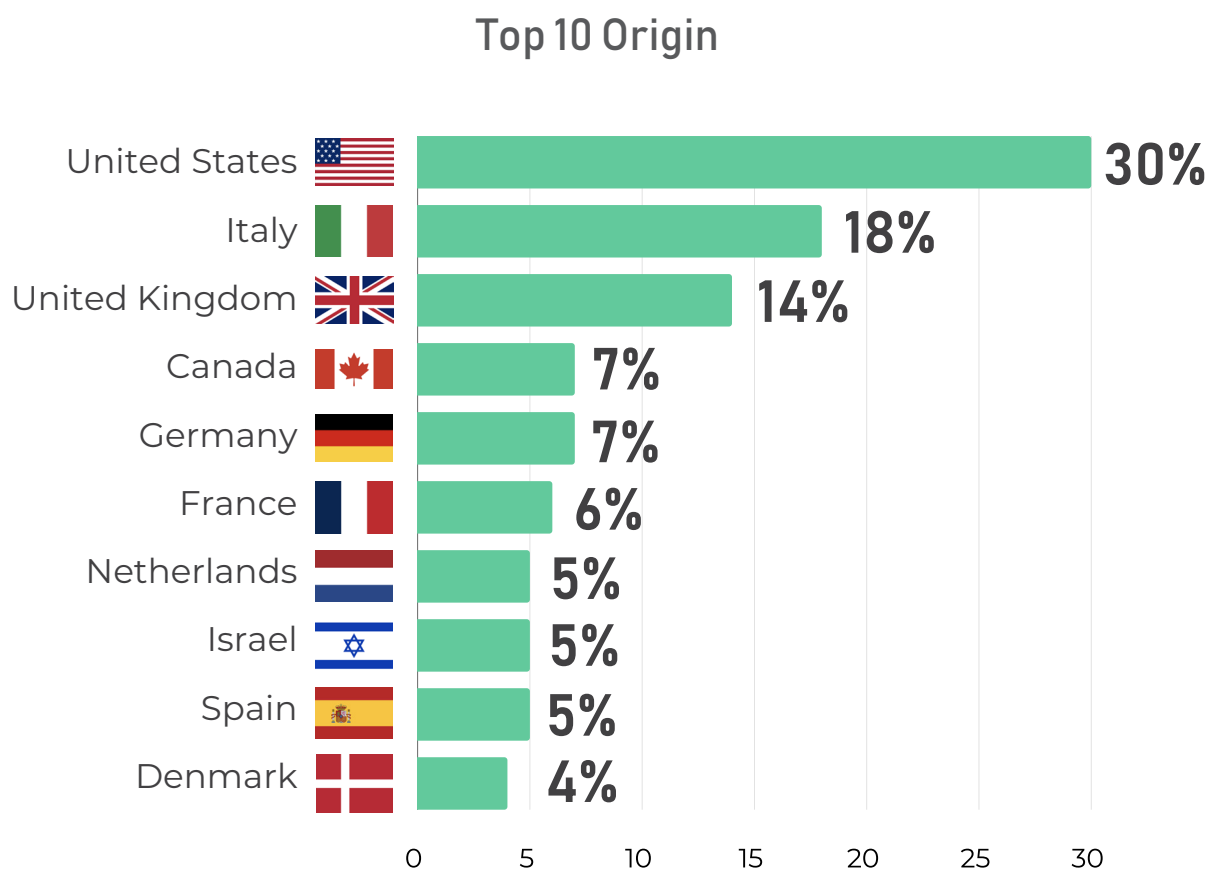
SUMMER TRAVEL TRENDS

Travel Period : June to August 2024



U.S. and Italy lead Vienna's Summer Tourist Wave

The majority of tourists visiting Vienna this summer will hail from the U.S. and Italy, driving a significant influx of visitors during the peak season.

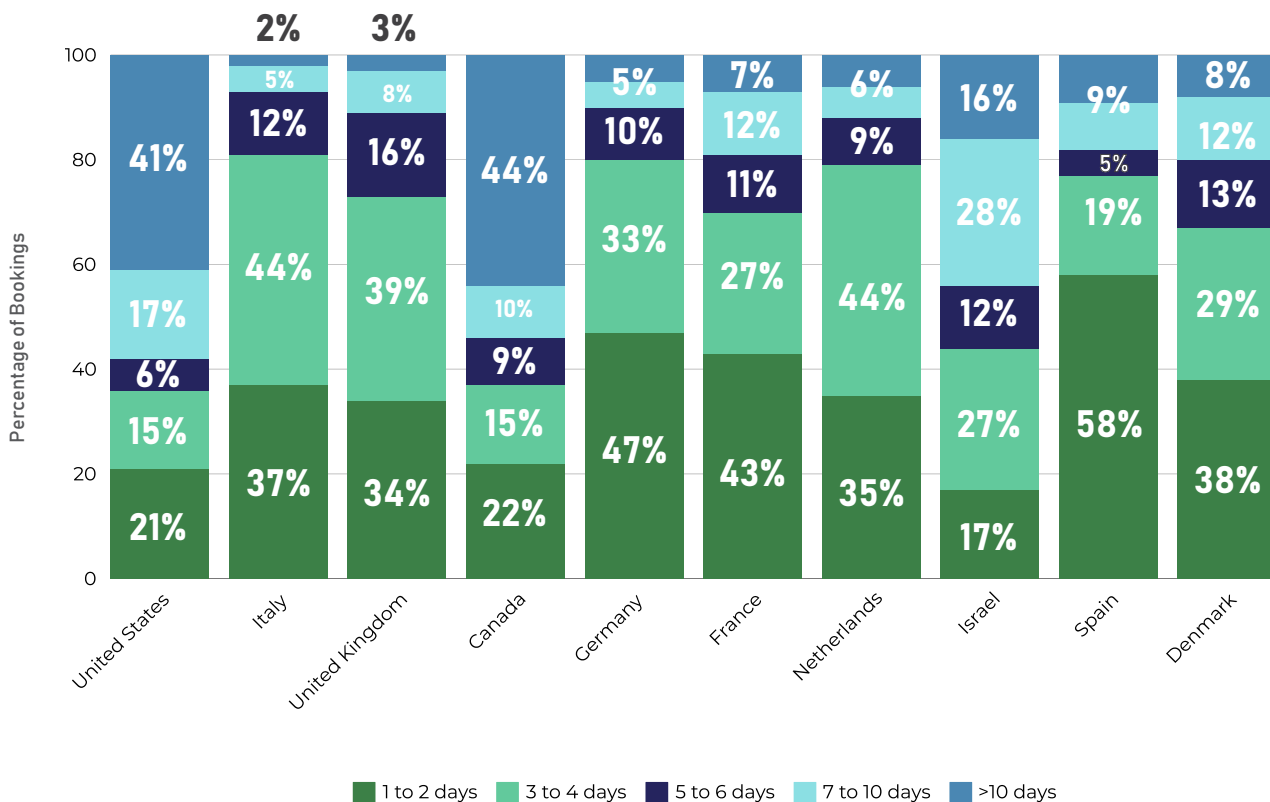


Source: Adara, a RateGain Company

Brief Spanish Visits, Extended Stays in the U.S. and Canada

Spanish tourists will have short stays for 1-2 days, while tourists from the U.S. and Canada will prefer longer visits, staying more than 10 days.

Trip Duration Category by top origin

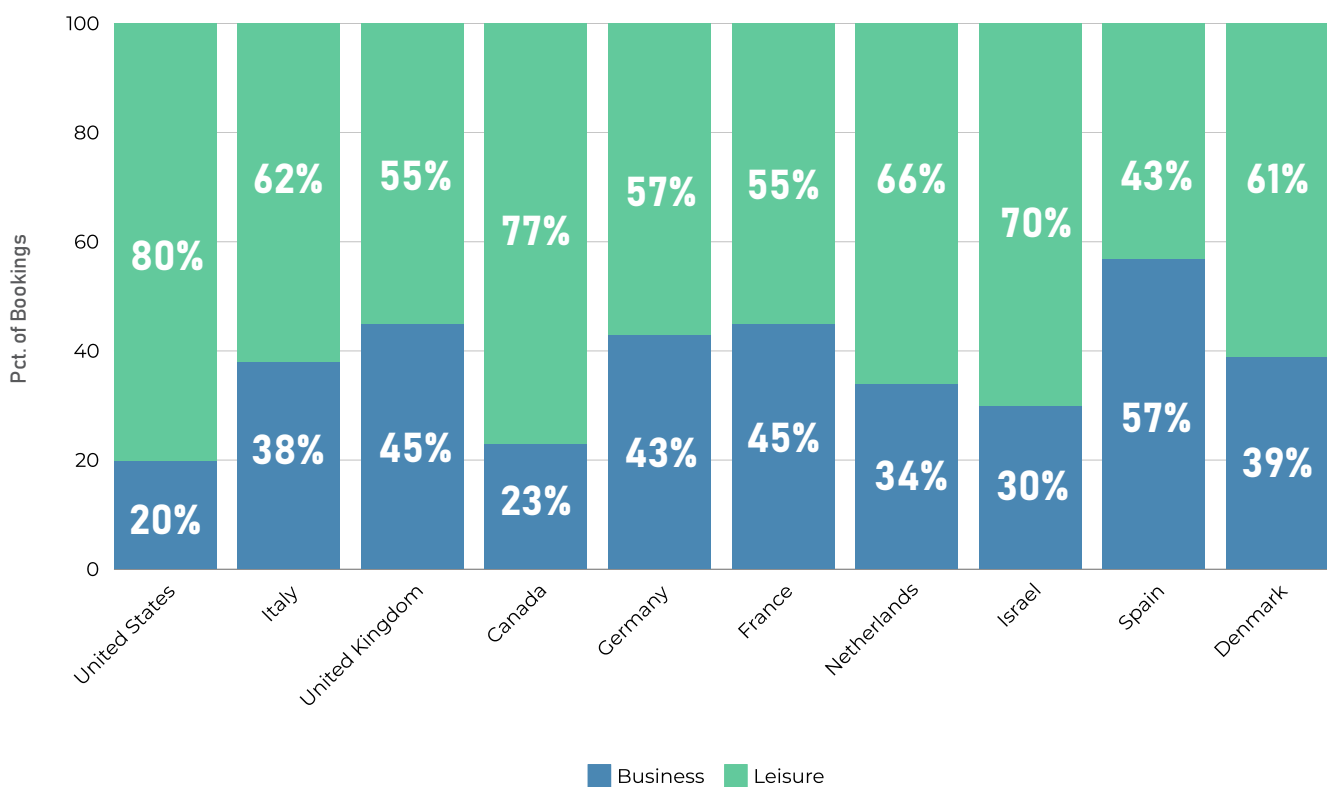


Source: Adara, a RateGain Company

U.S. Tourists Opt for Leisure, Spanish for Business

U.S. travelers will primarily visit Vienna for leisure purposes, whereas Spanish visitors are more likely to come for business engagements.

Reason for Travel by Top Origin

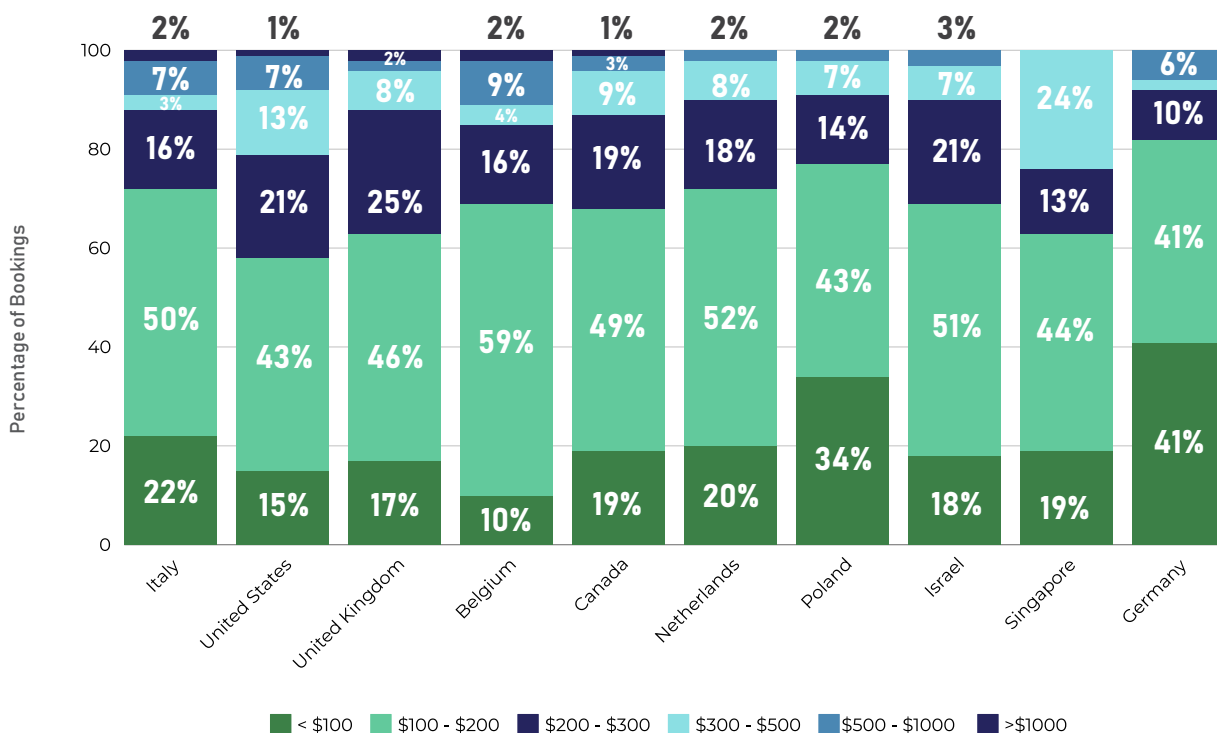


Source: Adara, a RateGain Company

Singapore Splurges on Luxury Stays, Germans Prefer Budget Accommodation

Singaporean visitors will typically opt for high-end, luxury accommodations while German tourists will seek out for more economical lodging options.

Hotel ADR Category by Top Origin

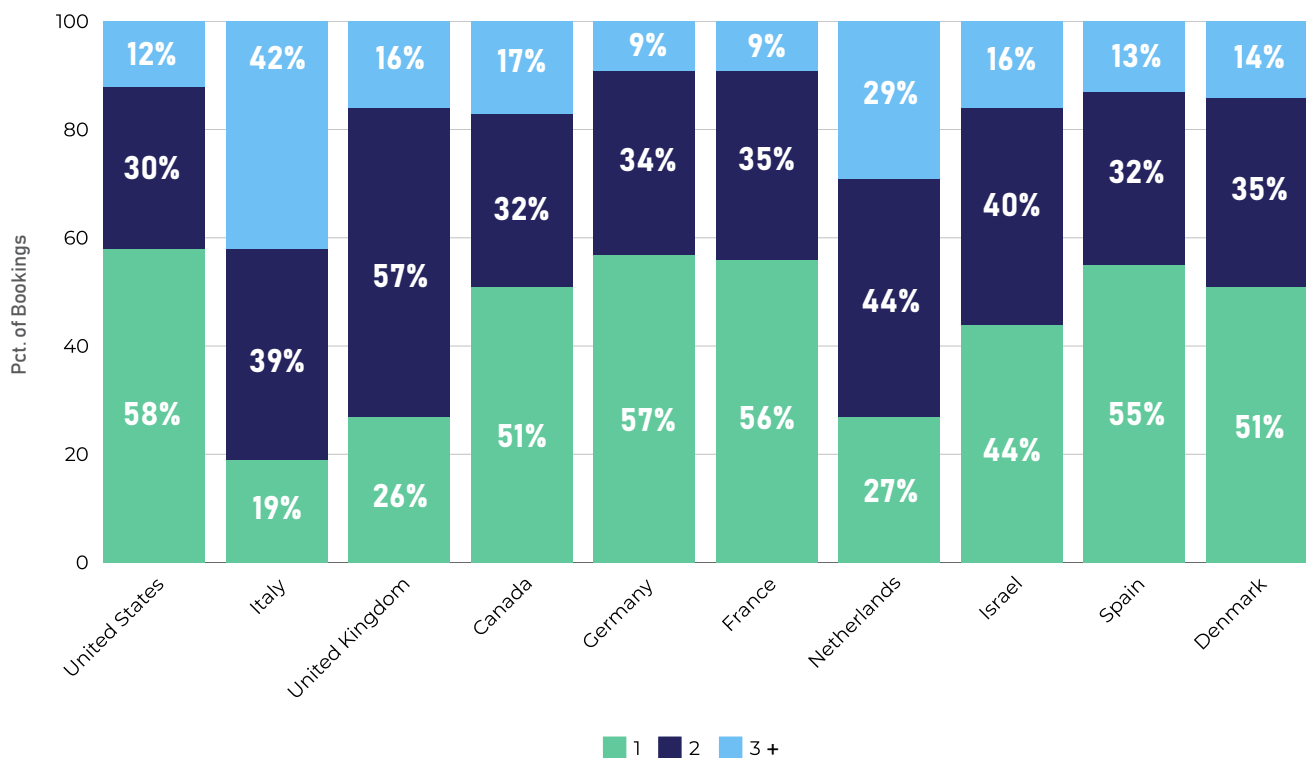


Source: Adara, a RateGain Company

Vienna Draws Italian Families, British Couples, and Solo U.S. Travelers

Vienna appeals to Italian families with its cultural attractions during this period, offers romantic experiences for British couples, and provides diverse exploration opportunities for solo U.S. travelers

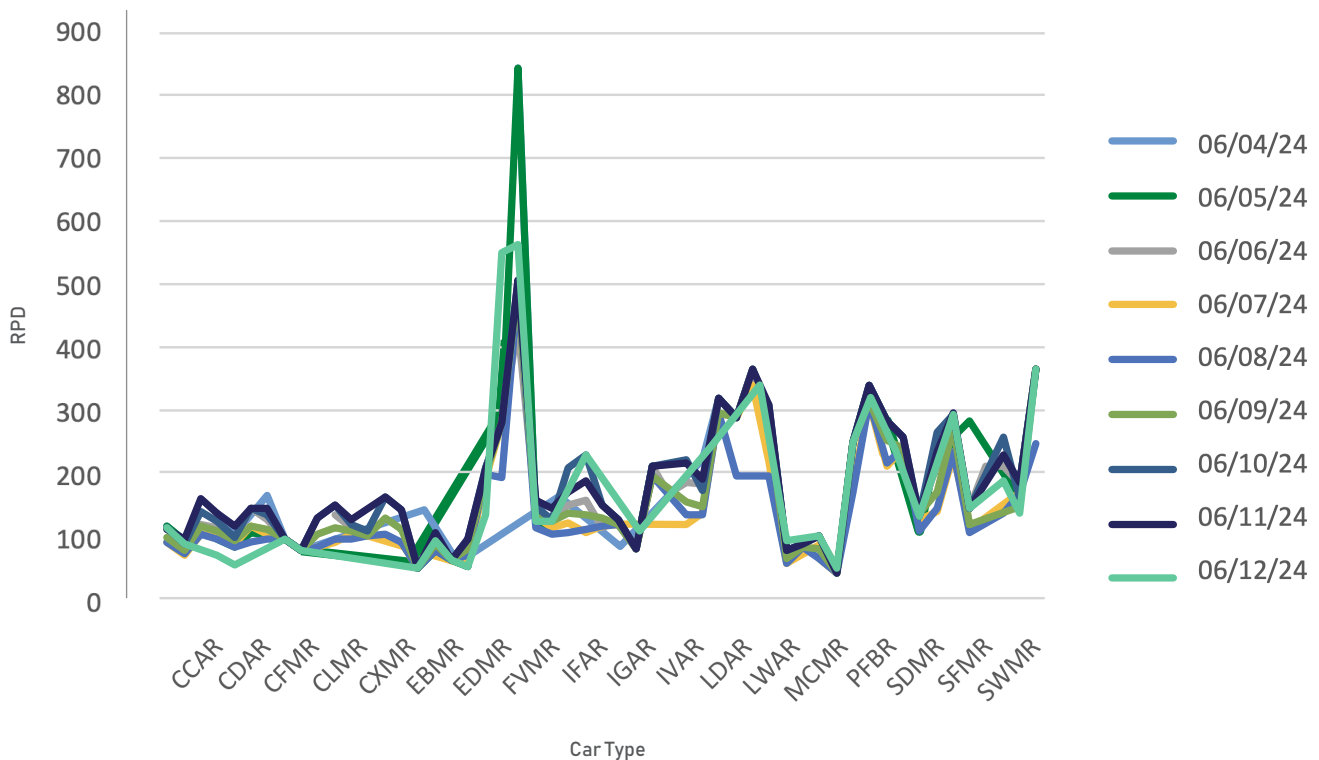
Group Size by Top Origin



Source: Adara, a RateGain Company

Full-Size Vans Lead with High ADRs, Midsize Sedans Follow

Full-size vans command the highest revenue per day (RPDs), showcasing high demand and premium pricing, followed by midsize sedans which also show robust rates.



Key Recommendations:

- 01 Diverse Visitor Profiles**

Expand the fleet with different Car types to cater to preferences from U.S. and other international tourists. Enhance service by offering multilingual support.
- 02 Varied Lengths of Stay**

Introduce flexible rental plans and discounts for longer stays, targeting visitors from countries like the U.S. and Canada known for extended visits.
- 03 Spending Patterns**

Customize rental options—premium vehicles for high spenders from Singapore and economical choices for budget-sensitive Germans.
- 04 Vehicle Rental Insights**

Increase availability of family-sized and high-capacity vehicles like Full sized Vans to meet the demand from family groups, particularly from Italy.
- 05 Diverse Travel Purposes**

Create specialized packages—business-focused for Spanish visitors with features like Wi-Fi and GPS and leisure-oriented for U.S. tourists, enhancing their rental experience .

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