ATHENS
TRAVEL TRENDS REPORT

October to December 2025
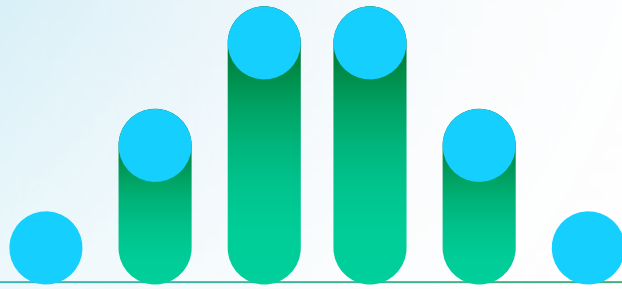
revAI
PERFECTING POSSIBILITIES

Table of Content

Foreword

As 2025 winds down, Athens is set to welcome a dynamic mix of visitors. From short business trips to extended leisure holidays, the city's travel patterns reveal what car rental operators can expect in the final quarter of the year.

This report breaks down top market sources, trip purposes, durations, group sizes, and expected pricing trends, helping revenue managers anticipate demand, adapt pricing, and capture maximum margins during this high-stakes season.

U.S. Travelers Will Lead Inbound Arrivals

The U.S. will dominate arrivals (34%), followed by France (9%) and Germany (9%). This signals a strong transatlantic demand —likely tied to Americans seeking longer year-end getaways. For car rentals, this means preparing fleets for international drivers while also tailoring offers to the preferences of European visitors.

Top 3 Origins

% of Bookings

- 40%
- 20%
- 0%

US — 34%
France — 9%
Germany — 9%

Origin Country Name
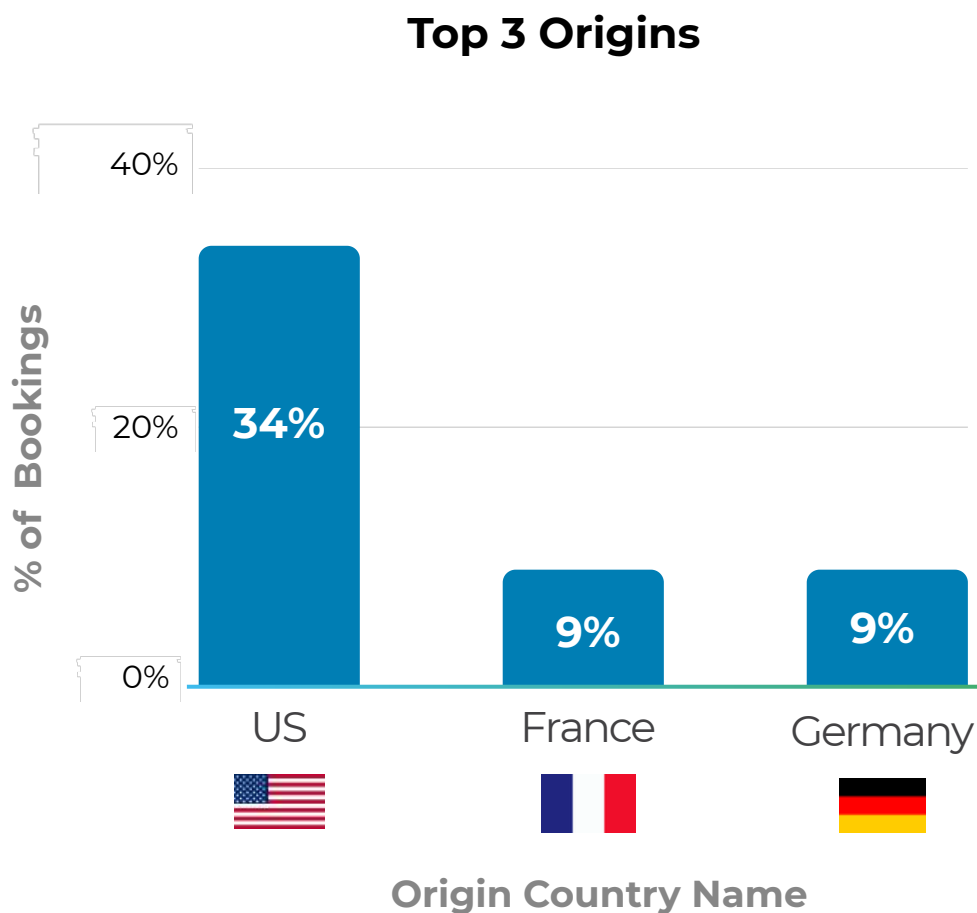
Leisure Travel Defines Athen's Market

Leisure dominates Athens' inbound traffic, with the U.S. at 78%, France at 70%, and Germany at 78%. Business trips remain a minor share across all origins, making Athens a firmly leisure-first destination this season. Operators should emphasize holiday-focused bundles and tourism-friendly add-ons.
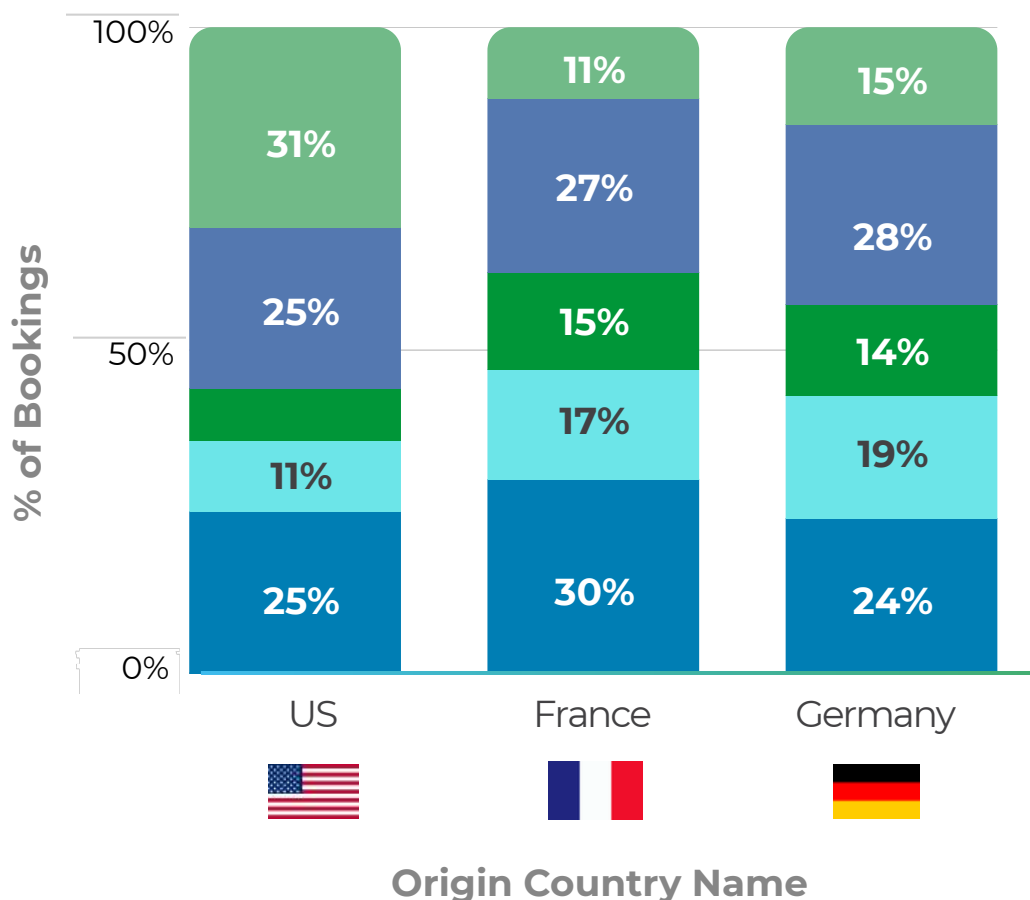
Reason for Travel by Top Origins

% of Bookings

	US	France	Germany
Leisure	78%	70%	78%
Business	22%	30%	22%

Origin Country Name

● Business ● Leisure
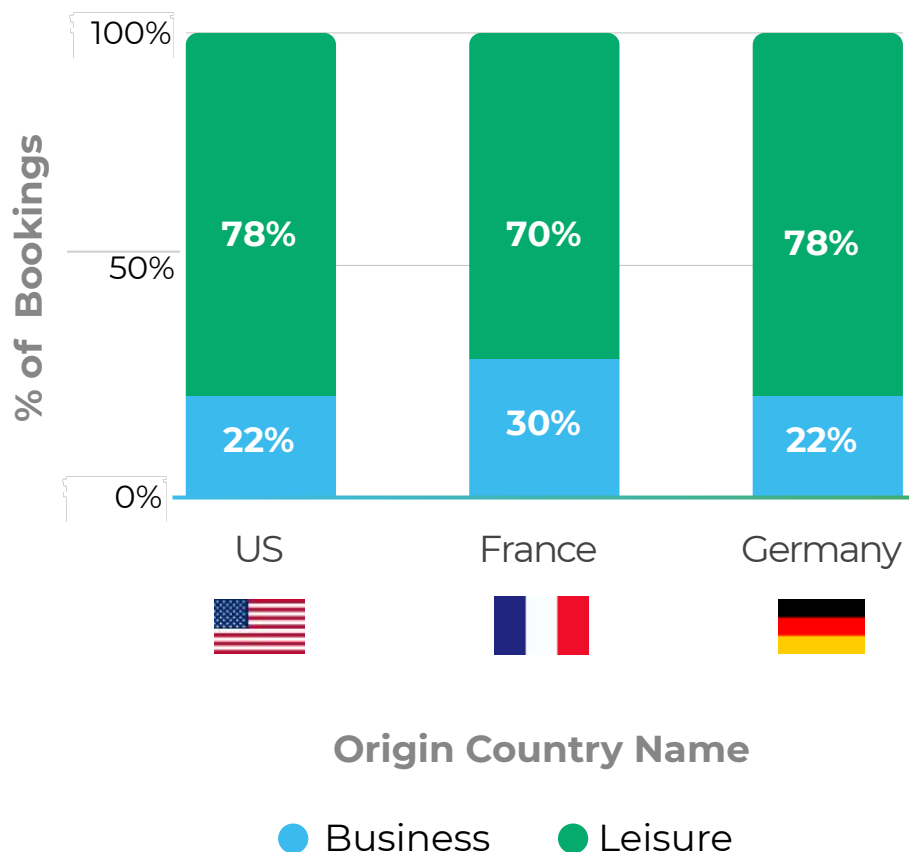
Extended Stays On Rise

Nearly a third of U.S. travelers will stay more than 10 days, with French and German visitors also leaning toward week-long trips. Short trips (1–4 days) will be more common among Europeans than Americans. This means multi-day rentals will become the standard, with long-stay travelers driving higher-margin bookings.

Trip Duration Category by Top Origins

% of Bookings

| Duration	US	France	Germany
> 10 days	31%	11%	15%
7 to 10 days	25%	27%	28%
5 to 6 days		15%	14%
3 to 4 days	11%	17%	19%
1 to 2 days	25%	30%	24%

Origin Country Name

Legend: ● 1 to 2 days ● 3 to 4 days ● 5 to 6 days ● 7 to 10 days ● > 10 days
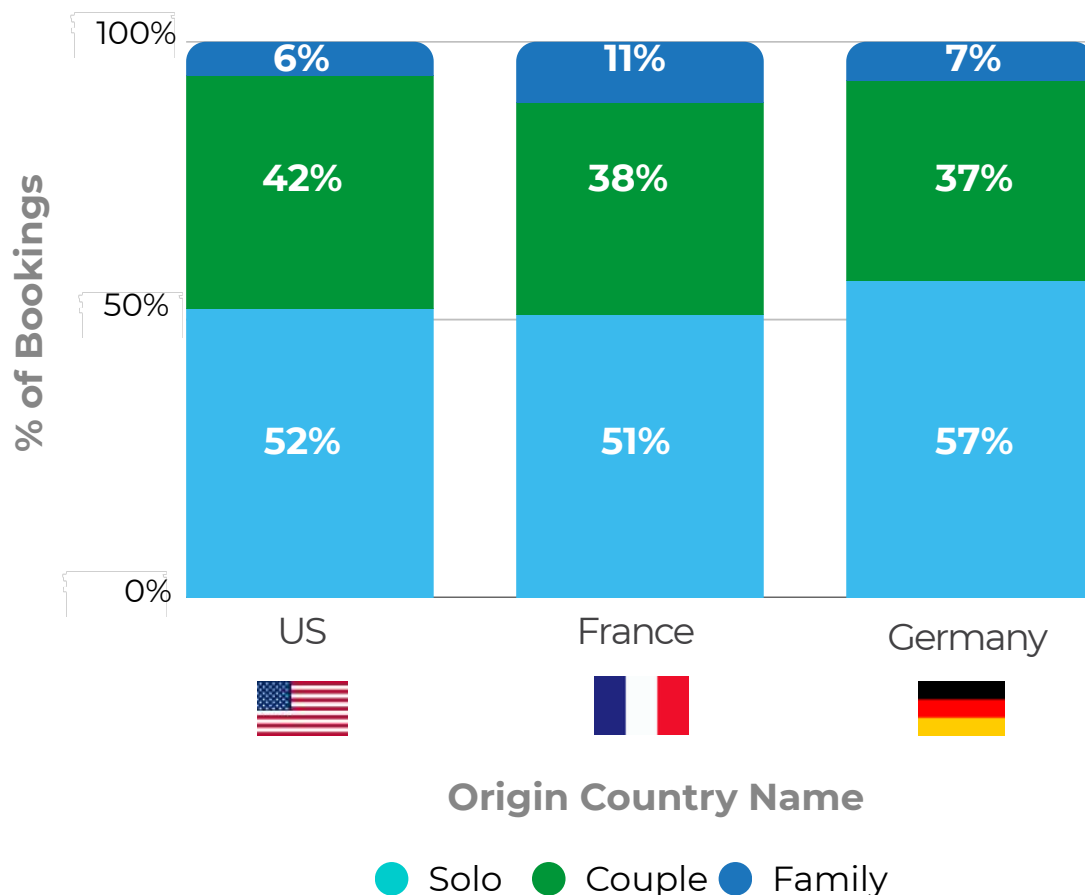
Advance Booking Peaks: 31 to 90 Days

Athens' visitors will plan their trips well ahead, with 92% booking between 31 and 90 days before arrival. This long booking lead gives operators a clear opportunity to secure demand early with visible inventory, advance pricing offers, and targeted campaigns designed for pre-travel planners

Advance Booking Period

100%

23%

33%

50%

37%

0%   7%

2025-Q3

● 16-30 days ● 31-60 days ● 61-90 days ● 91+ days
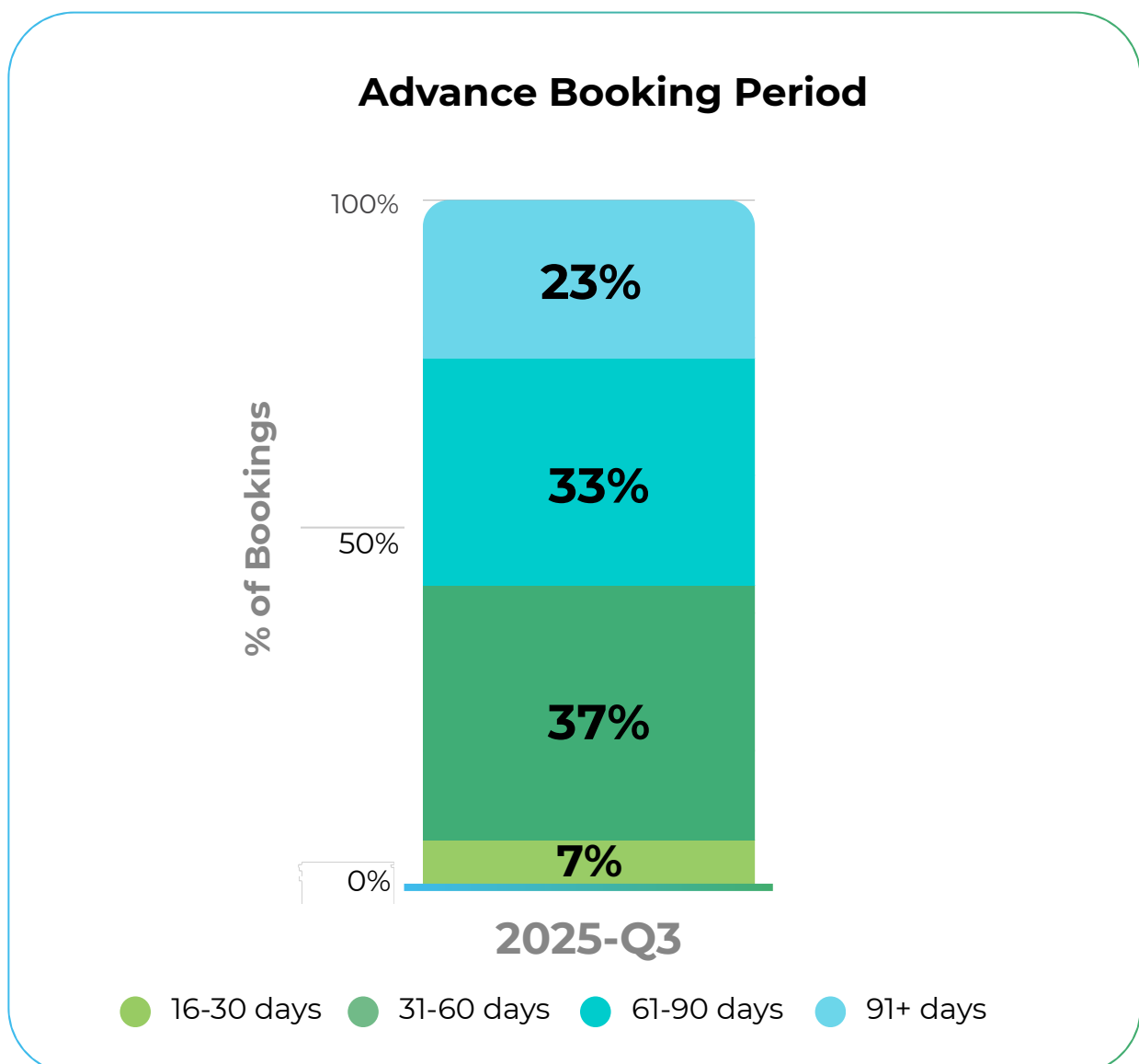
Solos and Couples Drive the Majority of Demand

Solo travel will dominate across all three markets, with couples following closely. In contrast, group travel will remain limited. This trend points toward smaller, more flexible vehicles being in higher demand, though couple travelers may lean toward comfort-focused options such as compacts and mid-sized SUVs.

Group Size by Top Origins

% of Bookings

	US	France	Germany
Family	6%	11%	7%
Couple	42%	38%	37%
Solo	52%	51%	57%

Origin Country Name

Legend: ● Solo ● Couple ● Family

Mini Cars vs. Commercials - Rental Market Splits Two Ways

Prices will reveal a notable gap, with the lowest rate at EUR 6.66 for a mini vehicle, making entry-level cars highly attractive for solo travelers. In contrast, the highest price will reach EUR 226.99 for a commercial vehicle, reflecting strong demand in larger categories. This wide spectrum highlights a market where budget-friendly options will drive volume, and commercial rentals will be the margin makers.
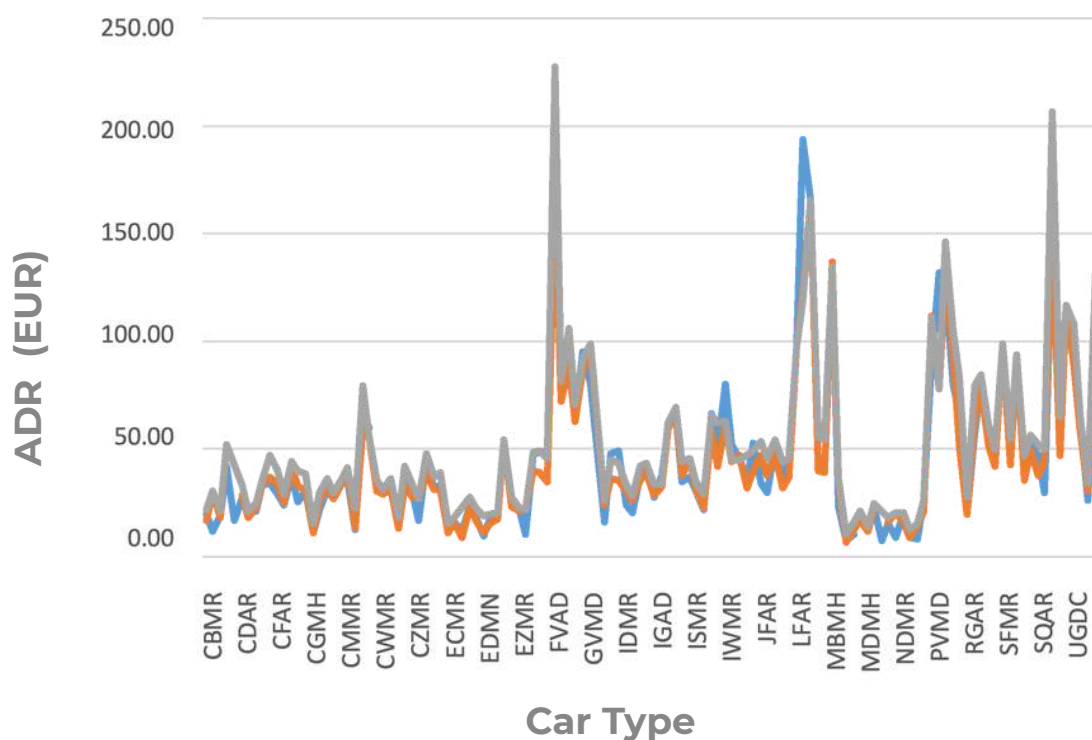
*Each line represents the ADR for a car category on a specific pickup date

Key Takeaways for Car Rentals

01 **Target the U.S. Market Aggressively**
With longer stays and higher leisure intent, Americans will drive premium demand. Tailor offers like bundled insurance, GPS, or discounted fuel to maximize revenue from this high-value audience.

02 **Balance Leisure & Business Needs**
The mix of leisure and corporate travelers means operators must be versatile—family-friendly sedans and SUVs for holidays, alongside compact automatics for business churn.

03 **Prioritize Long-Term Rentals**
Week-long and 10+ day trips will dominate, particularly from U.S. and German market. Extended-stay discounts, loyalty offers, and bundled add-ons will be crucial.

04 **Optimize Fleet Mix**
Ensure availability of smaller vehicles for solos (mainly U.S. and German), comfortable mid-sized options for couples, and a smaller pool of premium cars for high-value bookings.