

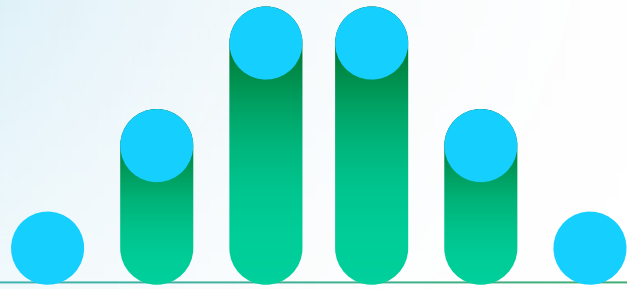
# Las Vegas

## TRAVEL TRENDS REPORT

Travel Duration: October to December 2025



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## Foreword

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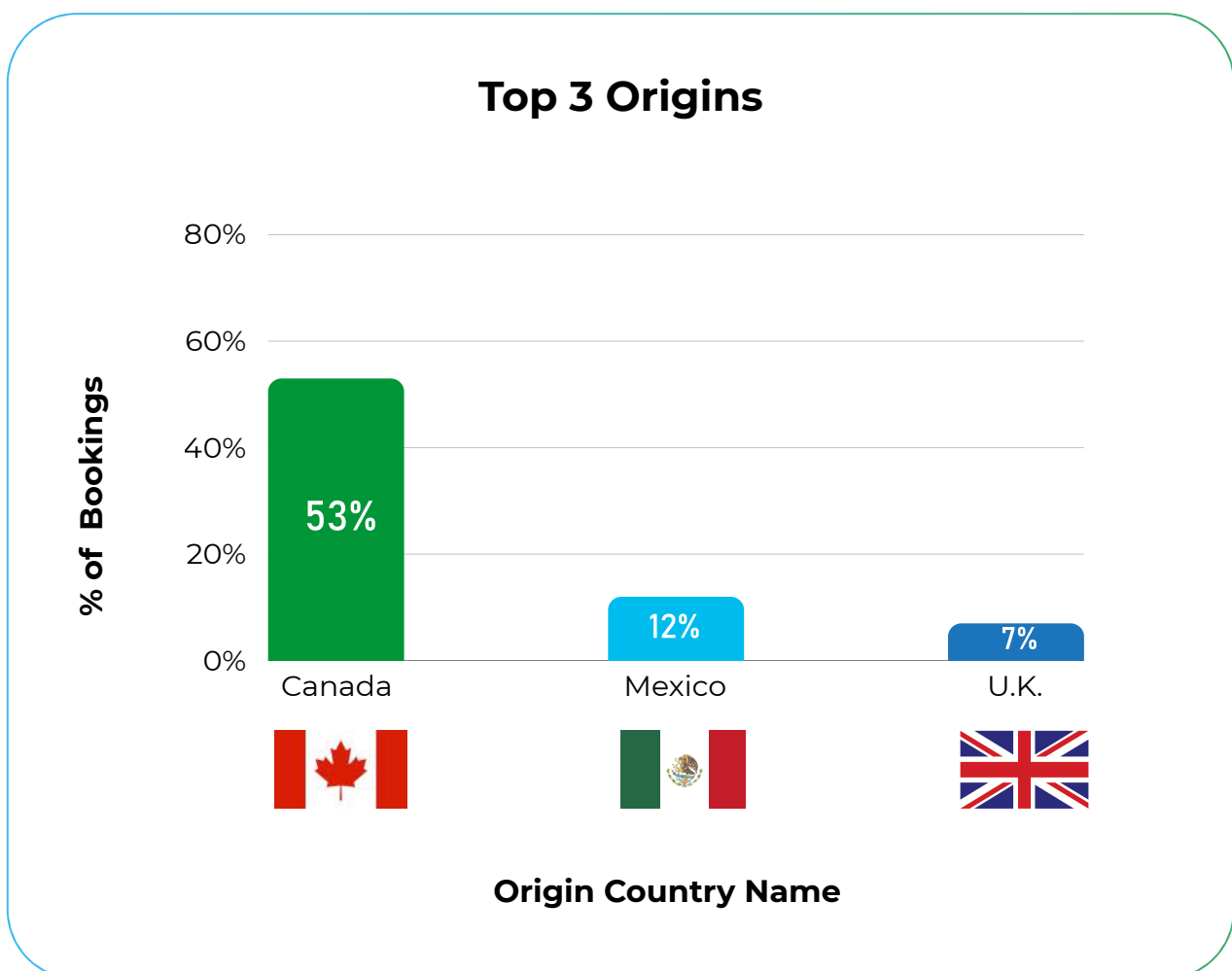
Las Vegas is set to experience a surge in inbound arrivals this fall, driven largely by Canadian leisure travelers and supported by steady business demand from neighboring markets.

This report outlines key travel patterns—from origins to stay behavior—helping car rental operators plan fleet allocation, optimize pricing, and capture the right demand segments to maximize revenue during the upcoming peak months.



## Canada Will Flood the Market

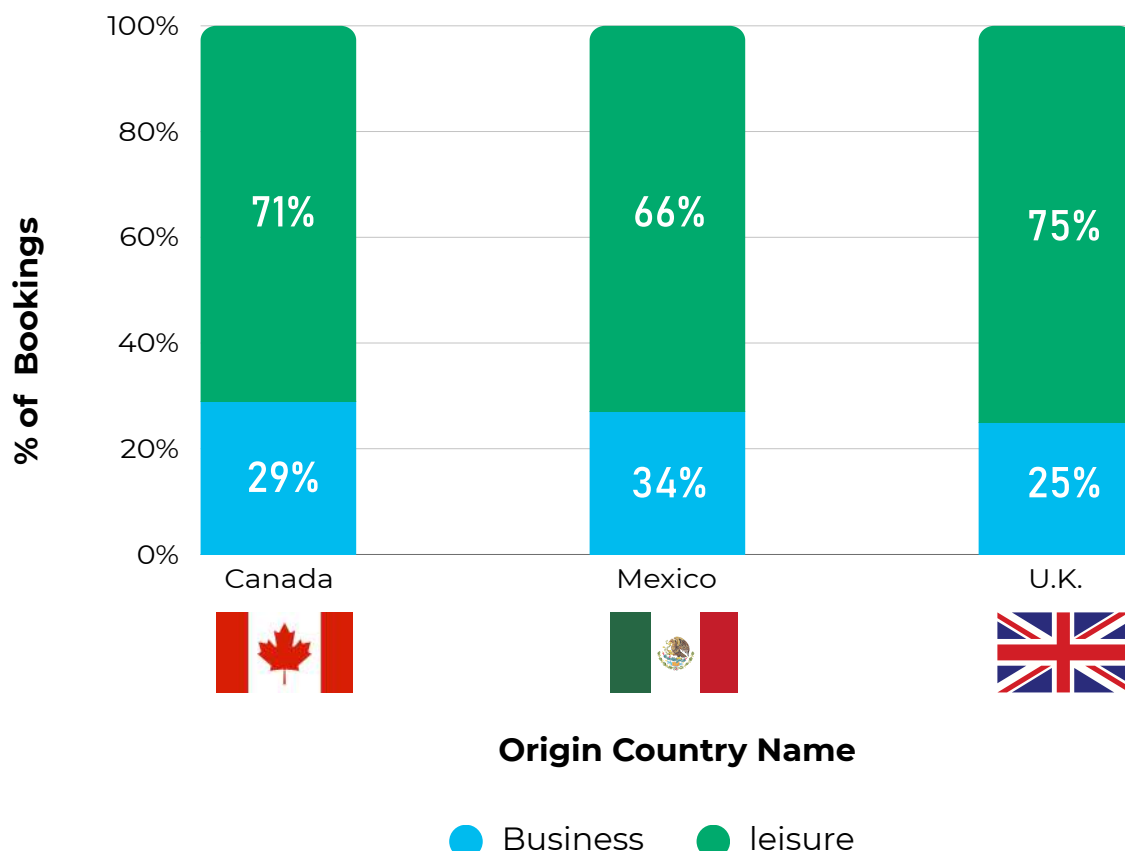
Canada will account for 53% of all arrivals, overshadowing Mexico (12%) and the U.K. (7%). Rental operators must prepare ample inventory for Canadian travelers, while curating a smaller premium fleet for U.K. and Mexican visitors seeking distinctive experiences.



## Leisure Will Rule, Business Still Matters

Leisure travel will dominate, especially from the U.K. (75%) and Mexico (73%), but business share from Canada (29%) will remain significant. Operators will need weekday corporate-ready sedans alongside flexible leisure bundles, ensuring they serve both segments without underutilized vehicles.

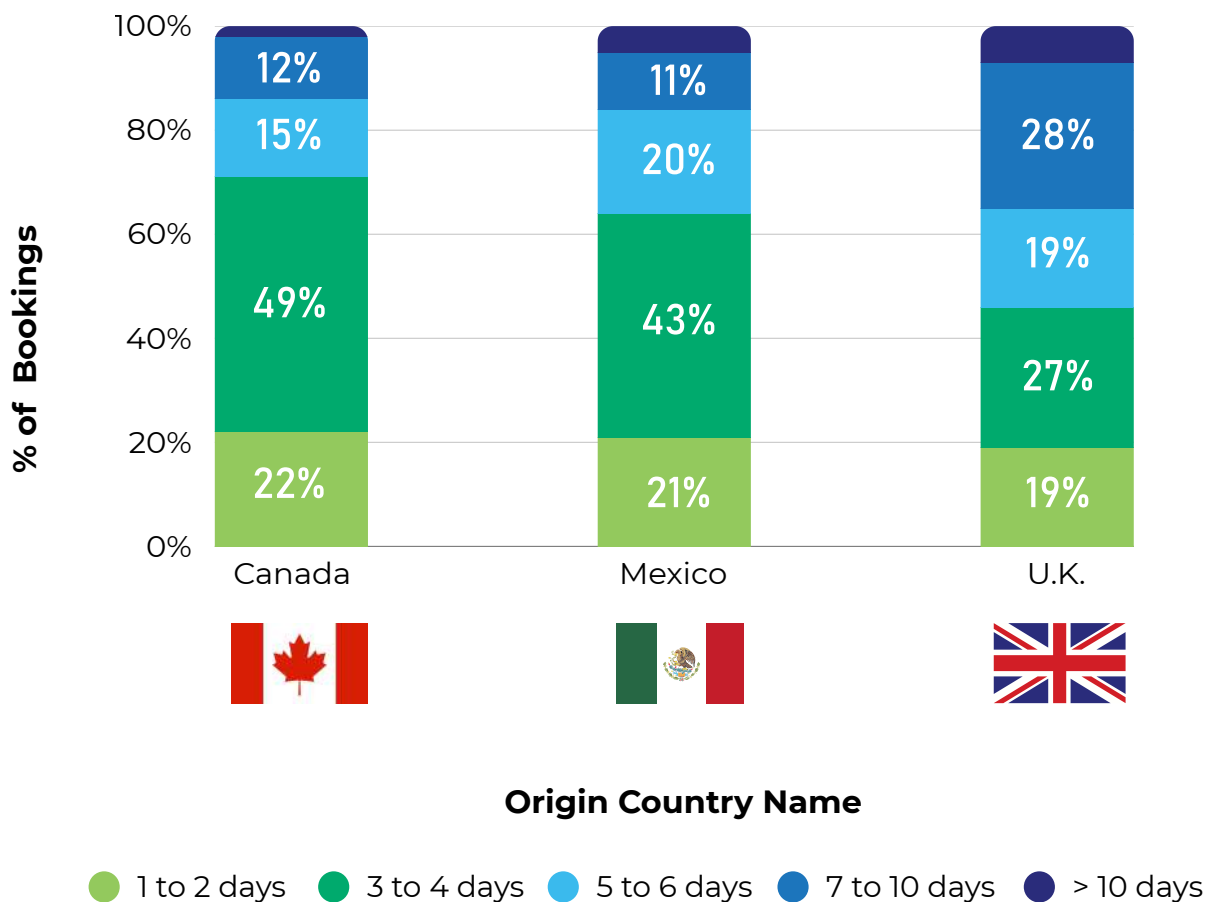
**Reason for Travel by Top origins**



## Mid-Stay Trips Will Lead Demand

Most travelers will opt for 3–4 day stays, while U.K. visitors will stretch longer. This mix will push demand for 4–7 day rental packages with mileage perks, alongside weekly plans for long-stay guests.

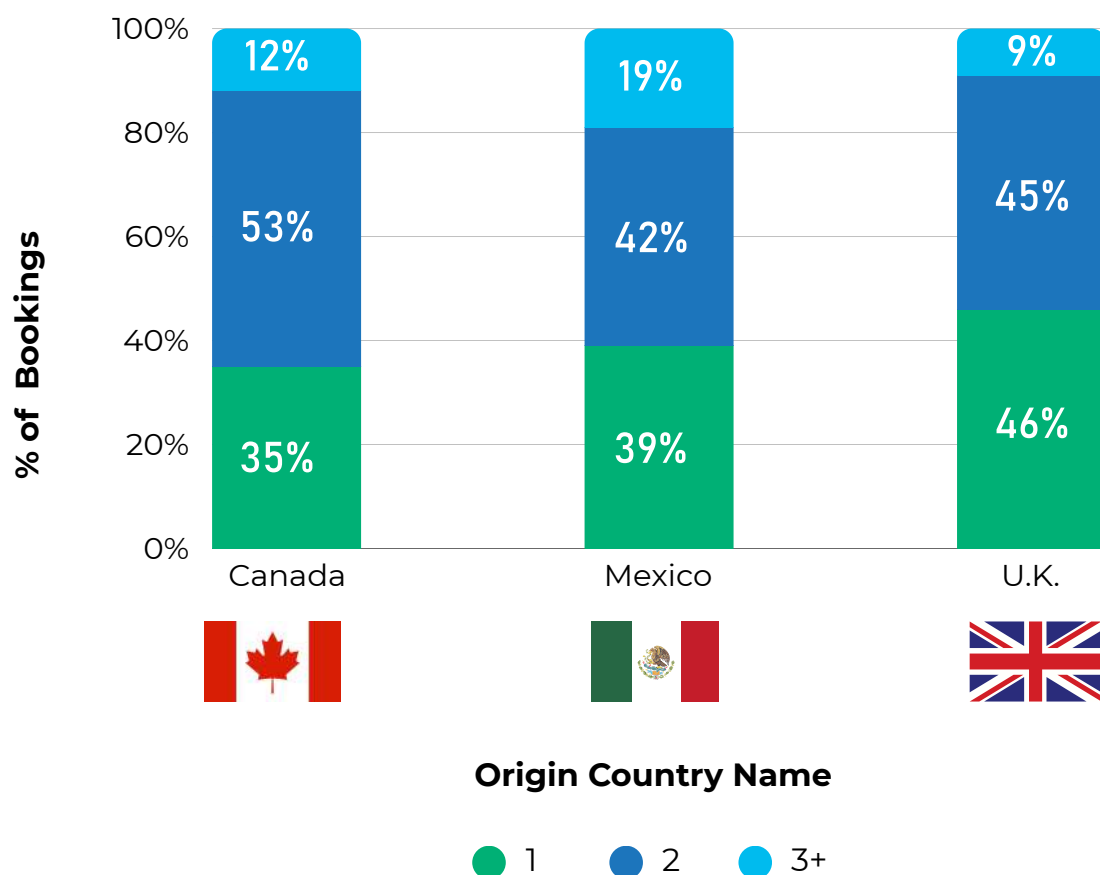
**Trip Duration Category by Top Origins**



## Couples Over Families

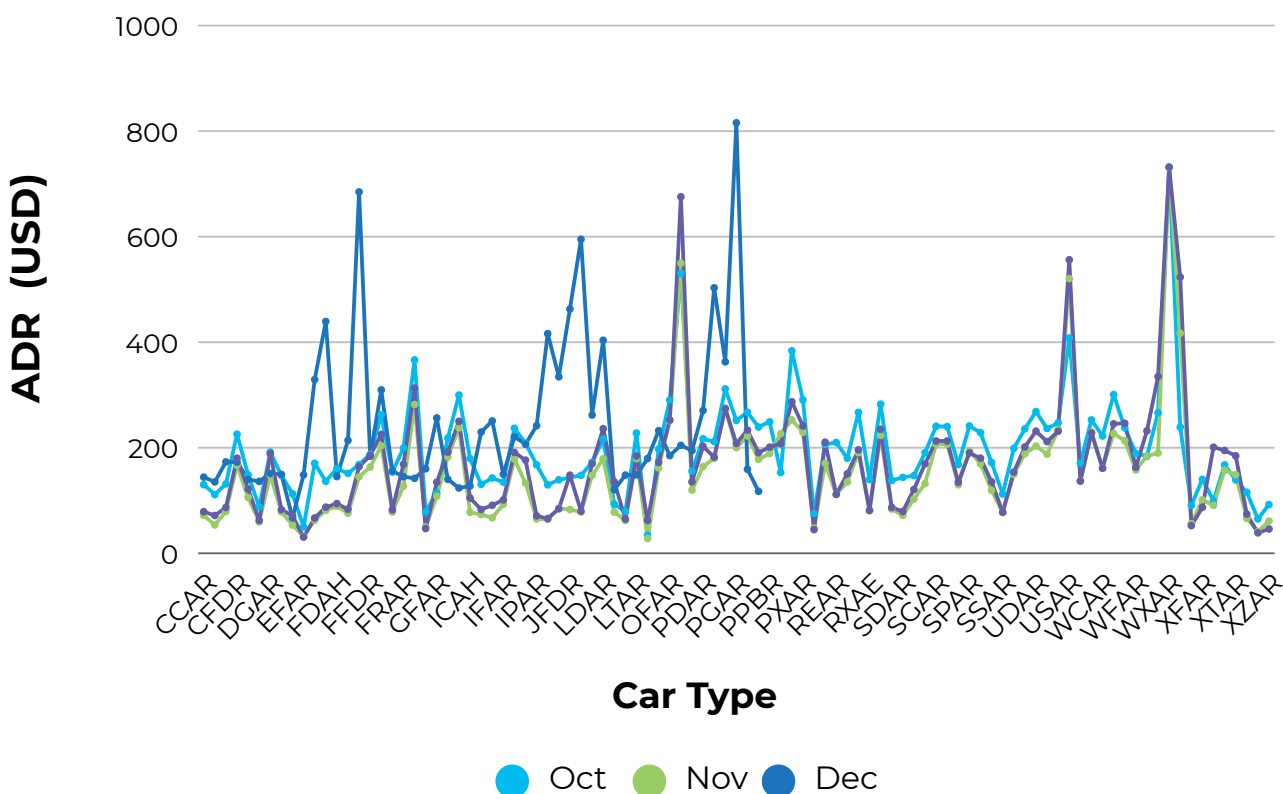
Arrivals will come mostly as couples (42–53%), followed by solos, with limited family or group demand (10–19%). This means compact and mid-size vehicles will drive utilization, while minivans and SUVs can be kept lean to avoid idle stock.

**Group Size by Top Origins**



# Luxury Rates Soar While Budget Cars Battle For Volume

Rental prices spread during the final quarter of 2025, with rates peaking at USD 731.86 for luxury elite specials and dipping to USD 28.04 for mini cars. As year-end festivities and holiday travel accelerate demand, luxury vehicles will hold their premium positioning while budget segments compete on volume. To stay competitive, operators must anchor mid-segment pricing smartly.



# Key Strategies for Car Rentals

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- **01 Prioritize 4–7 Day Packages**  
Match the dominant stay length by launching mid-stay deals with added mileage and insurance perks..
- **02 Balance Fleet for Stay Lengths**  
Offer fast check-ins, loyalty discounts, and corporate codes for business travelers while bundling family-friendly extras for leisure guests.
- **03 Stock Smart Fleet Mix**  
Focus on compact and mid-size vehicles for couples and solos, and keep larger vehicles limited to reduce holding costs.
- **04 Localize for Canadian Travelers**  
Create early-bird campaigns, bilingual booking flows, and airport meet-and-greet options for the dominant Canadian market.