

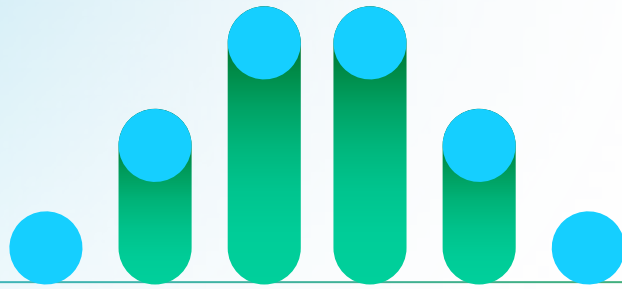
# LISBON

## TRAVEL TRENDS REPORT

October to December 2025



# Table of Content



Foreword	3
1. Market Origins	4
2. Purpose of Visit : Leisure vs. Business	5
3. Trip Duration Trends	6
4. Booking Window Analysis	7
5. Group Size & Booking Patterns	8
6. Car Rental Price Trends	9
7. Key Takeaways for Car Rentals	10





## Foreword

---

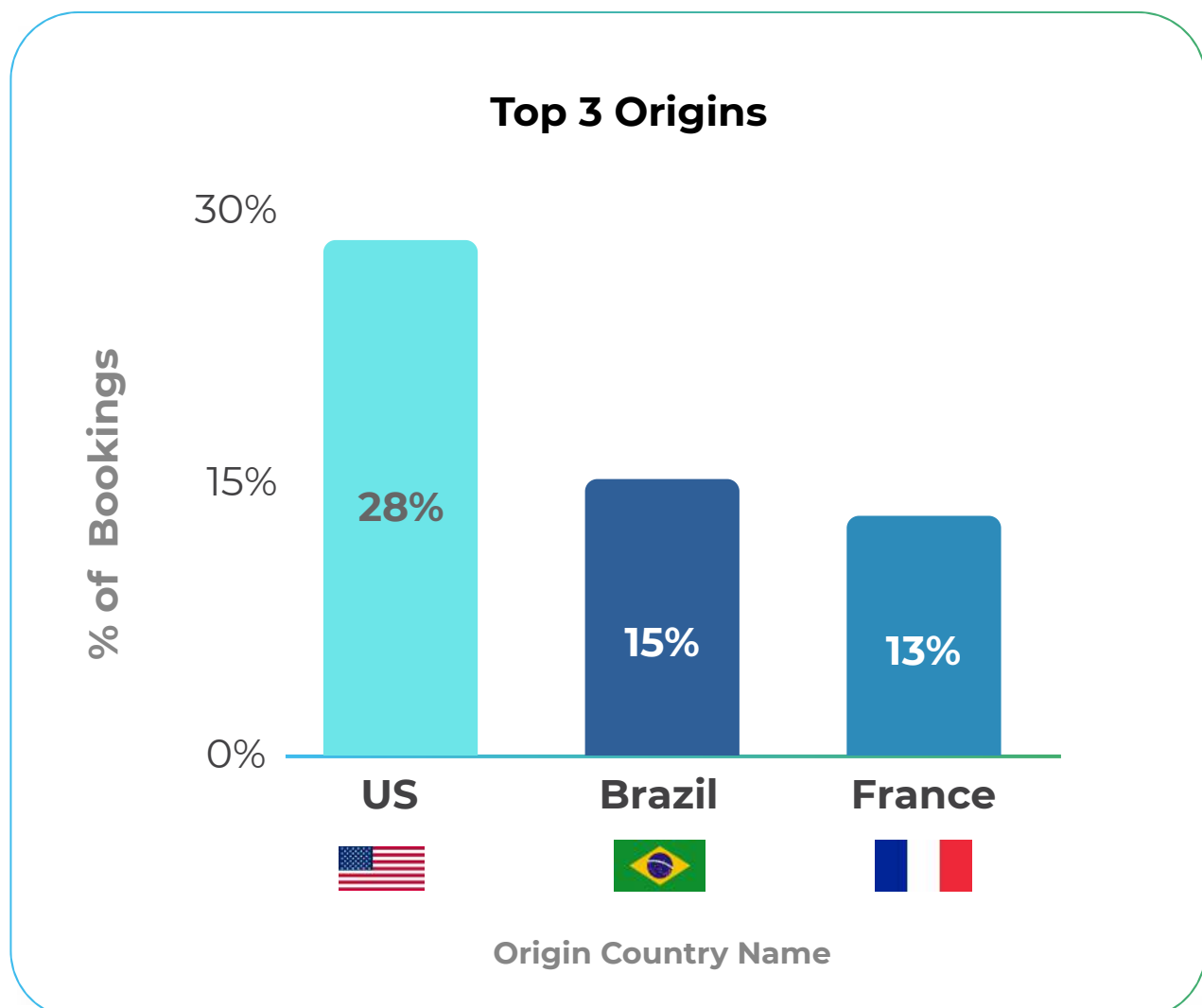
As Lisbon prepares for the upcoming quarter, understanding the behavior of travelers will be crucial for car rental businesses aiming to optimize revenue.

This report highlights the top market sources, booking patterns, trip duration, group compositions, and rental pricing trends. Based on these insights, car rentals will be able to anticipate demand, tailor their fleet offerings, and optimize their pricing strategies that align with traveler preferences—helping them stay ahead and maximize margins during the year-end holiday season.



## U.S., Brazil, and France Lead Arrivals

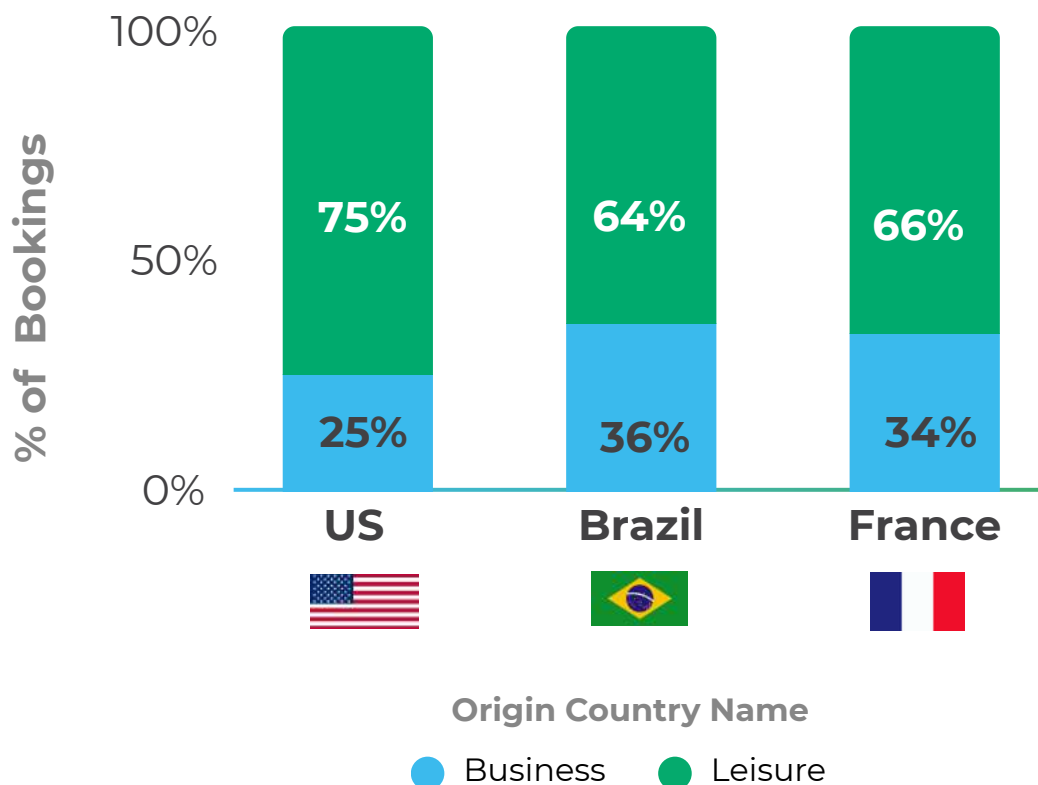
The United States will account for 28% of all bookings, making it Lisbon's strongest inbound market. Brazil will follow with 15%, while France will contribute 13%. Operators will need to tailor their offerings to the preferences of international visitors.



## Leisure Leads, But Business Holds Its Ground

Leisure travel will dominate from the U.S., Brazil, and France, while business will remain significant. US visitors will focus on short holidays, while Brazilians and, French will show a strong appetite for business rentals, signaling opportunities for corporate-ready fleet.

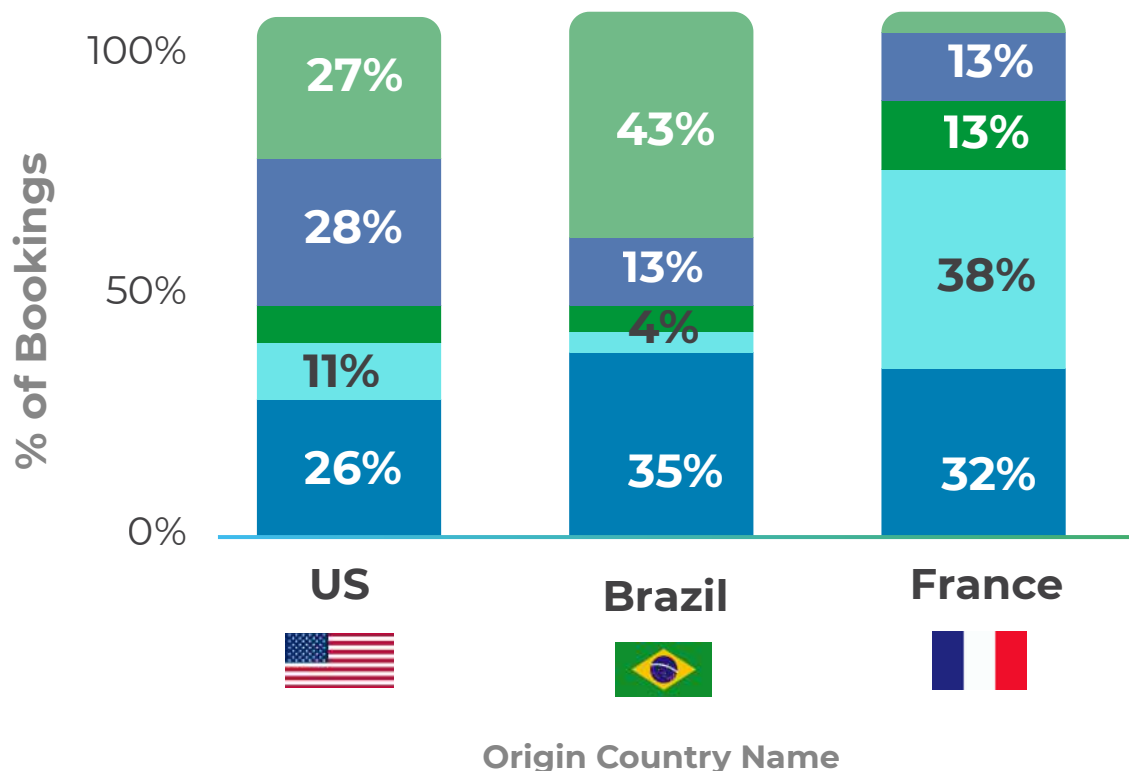
**Reason for Travel by Top Origins**



## Short Getaways Meet Extended Stays

Lisbon will attract a mix of short and long stays, creating diverse rental demand. Americans & Brazilians will show preference for 1–2 day and extended trips, while French visitors will lean toward medium-length trips. Operators will need to balance offerings across compact cars for short stays and premium or larger vehicles for longer trips.

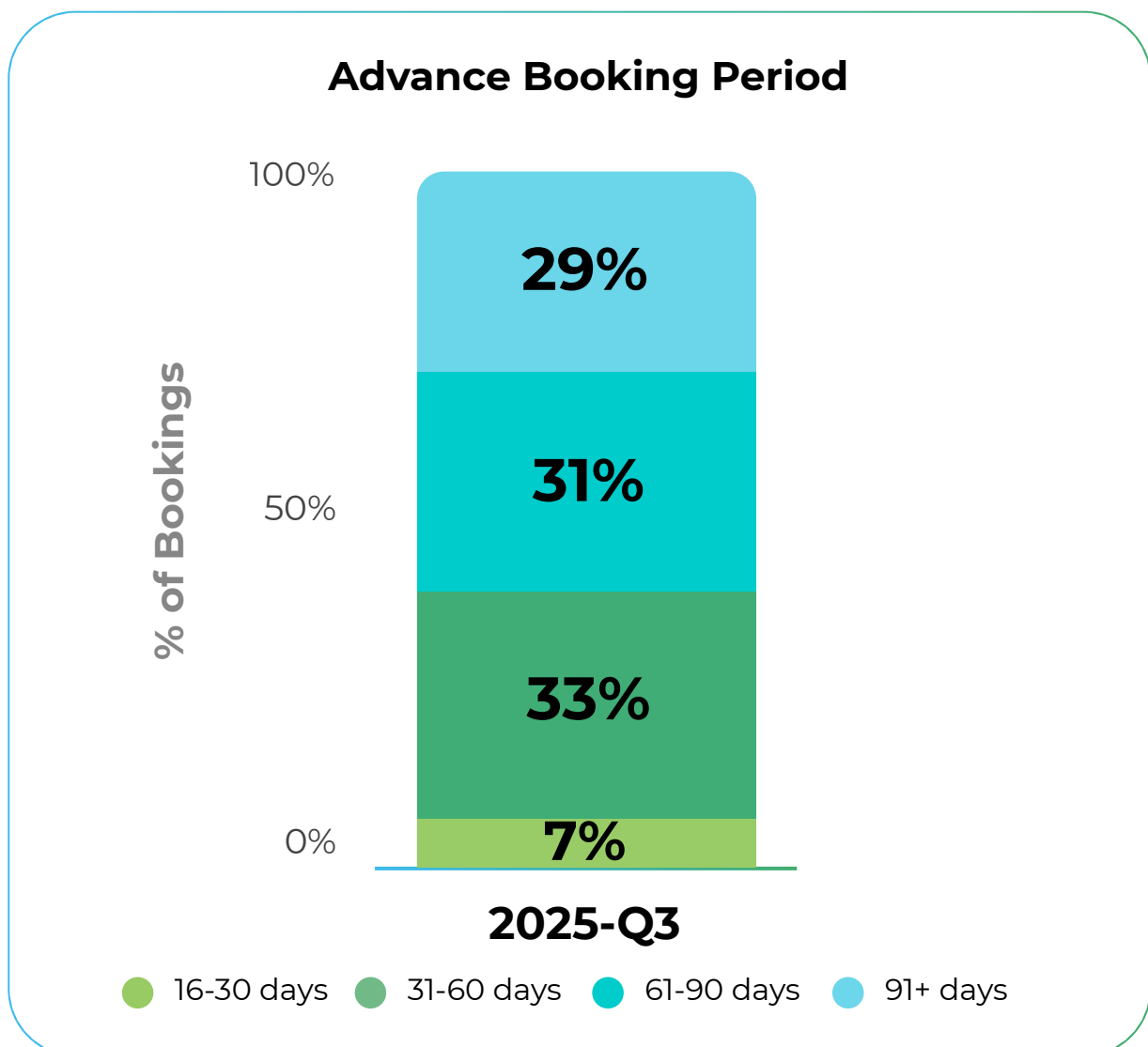
**Trip Duration Category by Top Origins**



● 1 to 2 days ● 3 to 4 days ● 5 to 6 days ● 7 to 10 days ● > 10 days

## Early Planners and Last-Minute Bookers Share the Stage

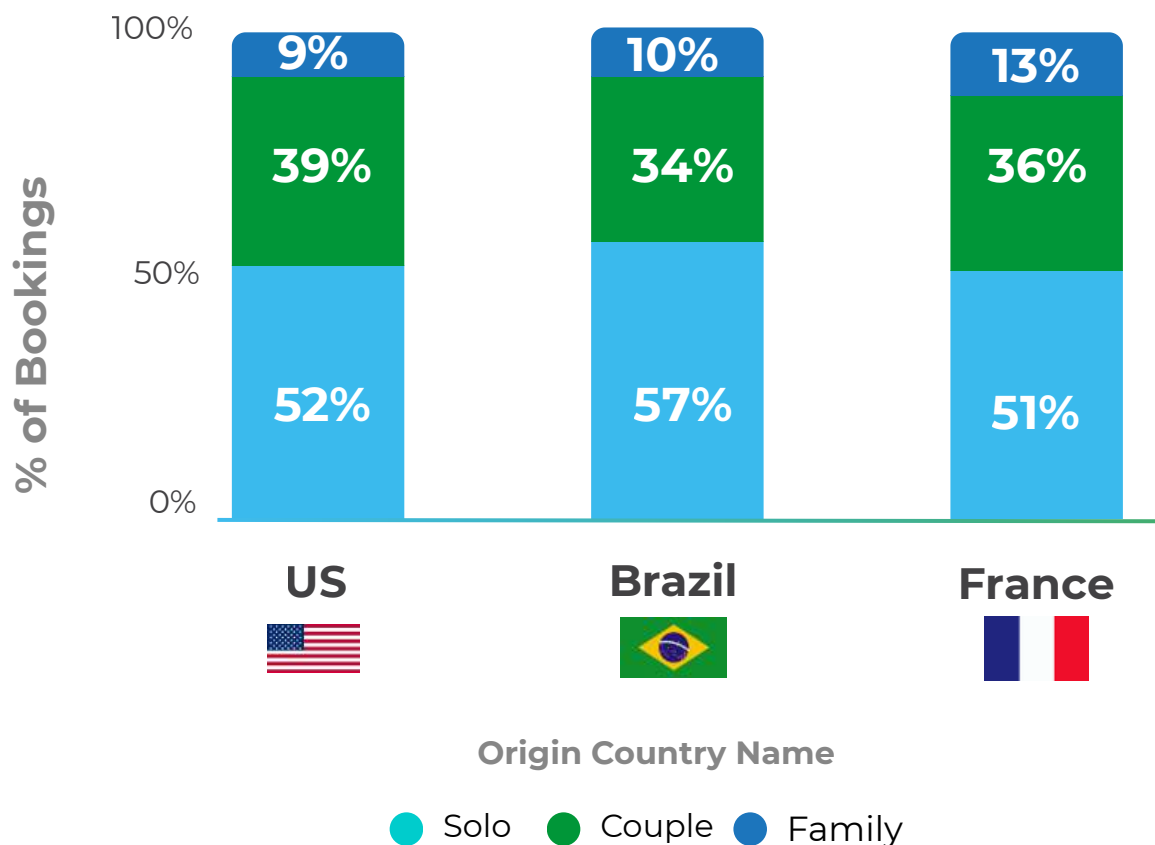
Bookings will be spread across all the periods, with 33% of travelers reserving 31–60 days ahead and 33% planning 2-3 months in advance. Nearly 30% will book more than 91 days ahead, suggesting that operators can capture them with advance offers, while also keeping flexible options for late bookers to maximize utilization and revenue.



# Solo Travelers Will Lead, But Couples Will Be Key

Solo travelers will form the largest group segment (US – 52%, Brazil – 57%, France – 51%), yet couples will constitute a strong secondary audience. Operators will need to optimize fleet allocation for solos, offering compact vehicles ideal for city driving. Couples and small groups will demand slightly larger cars or premium options.

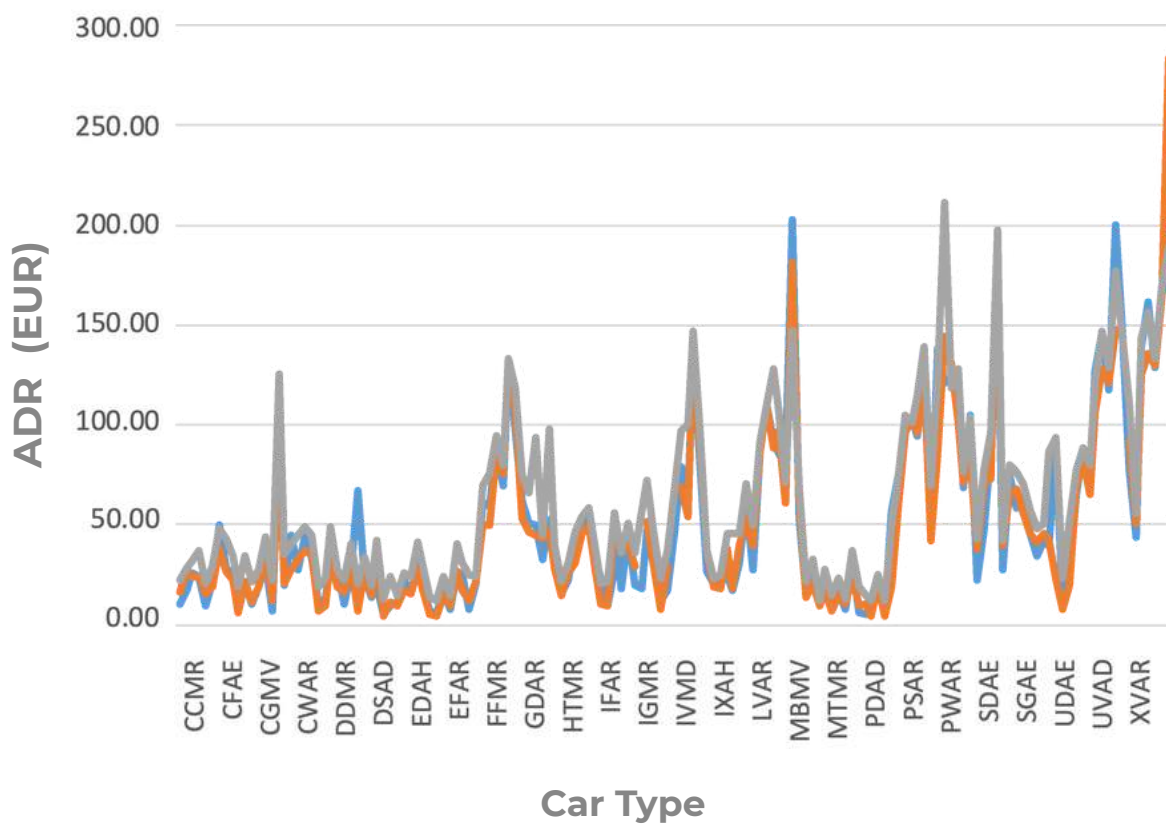
**Group Size by Top Origins**





## Premium Fleet Will Push Rates Toward EUR 280

Prices will vary from as low as EUR 4.24 for economy cars to EUR 283.60 for premium vans. This wide spectrum will allow operators to target different segments strategically. Economy fleet will cater to solo travelers and short stays, while premium vans or SUVs will appeal to long-stay groups or corporate/business clients.



\*Each line represents the ADR for a car category on a specific pickup date

# Key Takeaways for Car Rentals

---

- 01 **Target US Leisure Travelers**  
Offer flexible short-term rentals and city exploration packages, as Americans will dominate the leisure segment.
- 02 **Build Long-Stay Packages for Brazil & France**  
Offer 7–10 day or longer rentals with bundled insurance, GPS, and child seats to appeal to families and couples extending their holidays.
- 03 **Promote Early Bookings**  
With nearly 30% of travelers booking more than 90 days in advance, early-bird offers will ensure high occupancy and predictability in fleet utilization.
- 04 **Segment Offerings by Group Size**  
Maximize solo traveler bookings with economical options, while upselling couples and small groups with larger or premium vehicles and add-on services.

# Want to Keep Up with Year-Round Travel Trends?

Subscribe to Our Page!



[www.rev-ai.io](http://www.rev-ai.io)

