

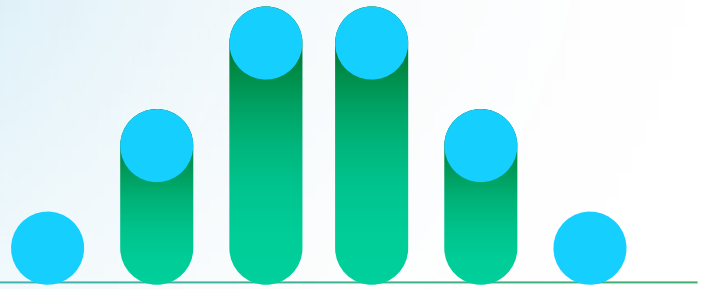
Los Angeles

TRAVEL TRENDS REPORT

Travel Duration: October to December 2025



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Foreword

This fall (Oct–Dec 2025), Los Angeles will see strong travel demand from Australia, Canada, and Mexico, creating a diverse mix of long-haul and regional visitors.

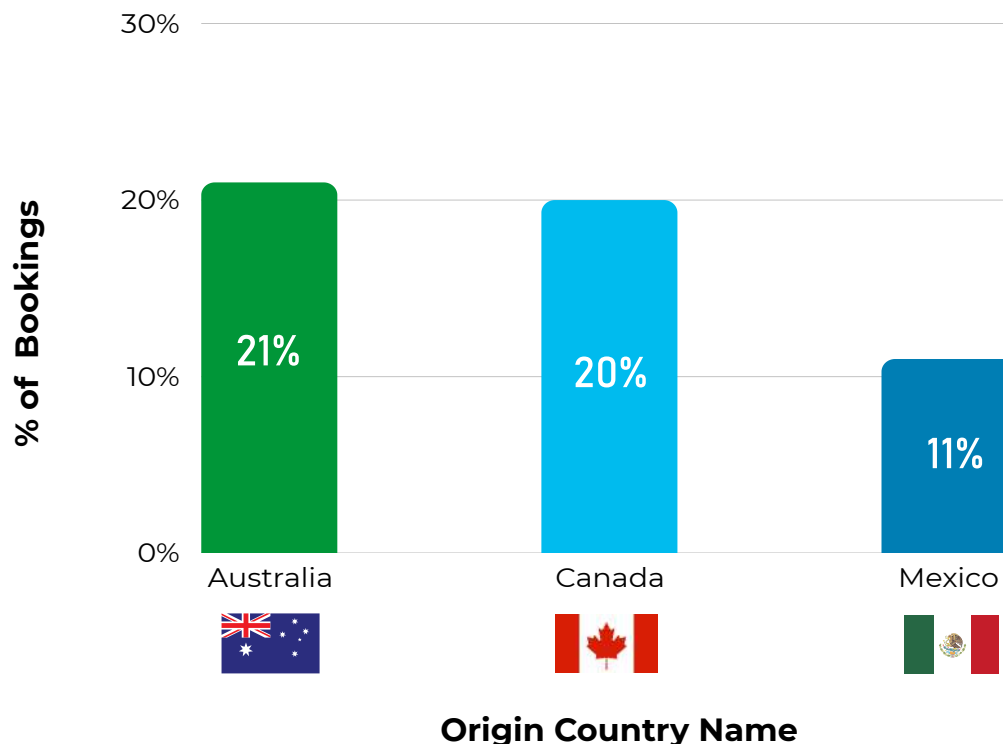
This report brings together insights on traveler origins, booking windows, purpose of travel, trip duration, group sizes, and car rental price trends to help operators plan their fleet, pricing, and promotions in advance—maximizing both utilization and profit margins during the holiday season.



Australia Will Lead Long-Haul Demand

Australia will drive the largest share of arrivals, closely followed by Canada and Mexico. This mix will create dual demand: long-stay, high-value bookings from Australians and short, high-turnover rentals from Canadians and Mexicans, requiring operators to balance fleet allocation across segments.

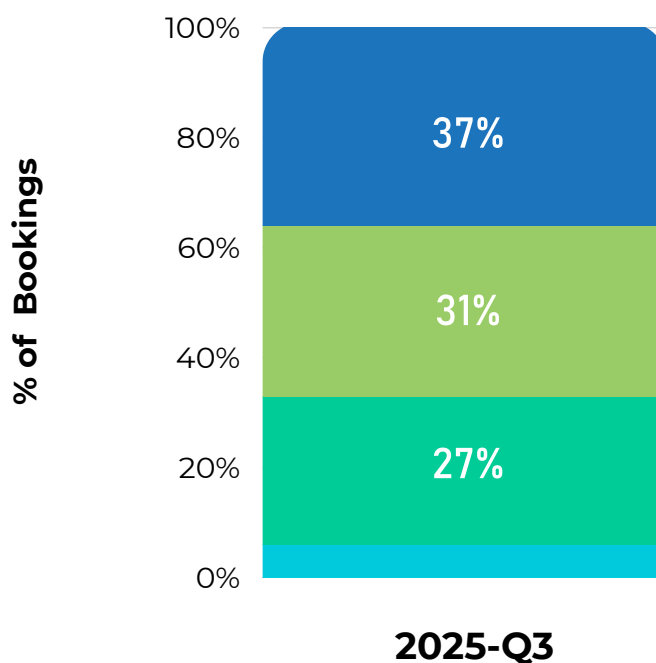
Top 3 Origins



Early Bookings Will Define Demand

Booking behavior will skew forward, with 37% of trips booked 91+ days out and 31% between 61–90 days. This will give car rentals a chance to lock in their inventory early through advance-purchase rates, limited early deals, and prepay incentives before peak pricing kicks in.

Advance Booking Period

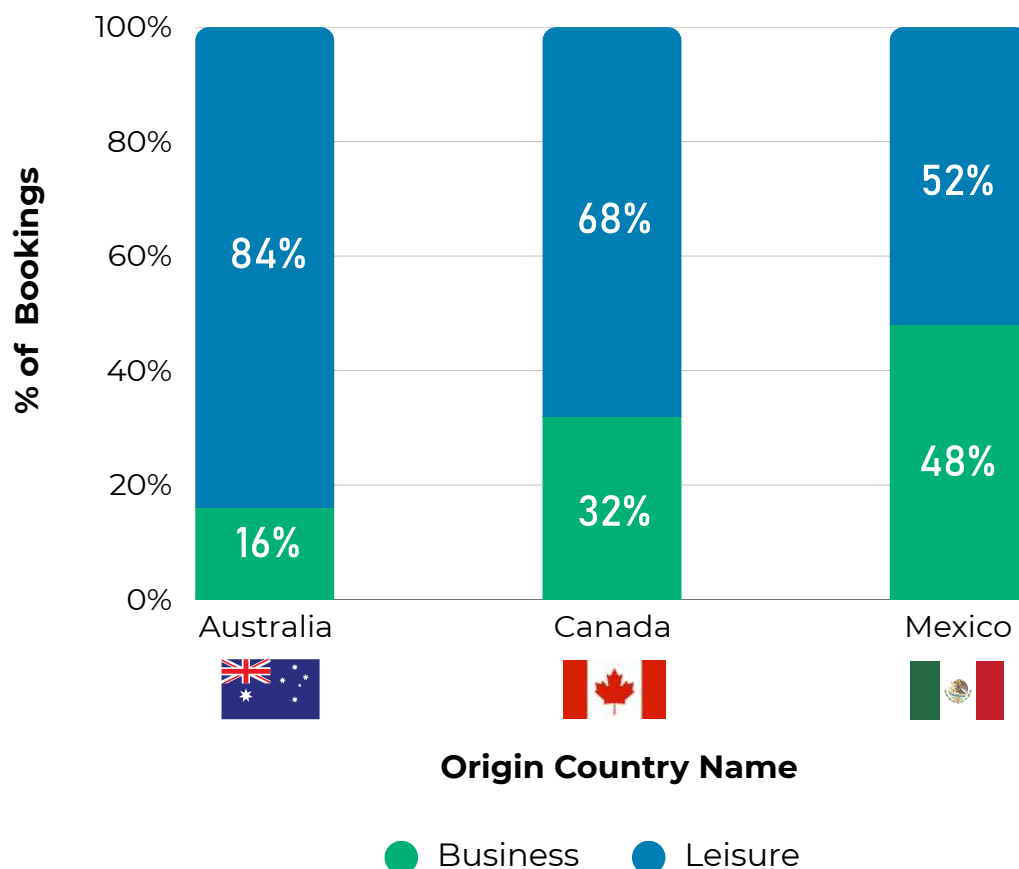


● 0-15 Days ● 16-30 Days ● 31-60 Days ● 61-90 Days ● 90+ Days

Business from Mexico, Leisure from Australia

Travel intent will split clearly—Mexico will be heavily business-driven (48%), while Australia will be leisure-led (84%) and Canada will sit in between (32% business, 68% leisure). Car rentals must align fleet for both weekday corporate demand and weekend holiday travelers, ensuring pricing and availability do not clash.

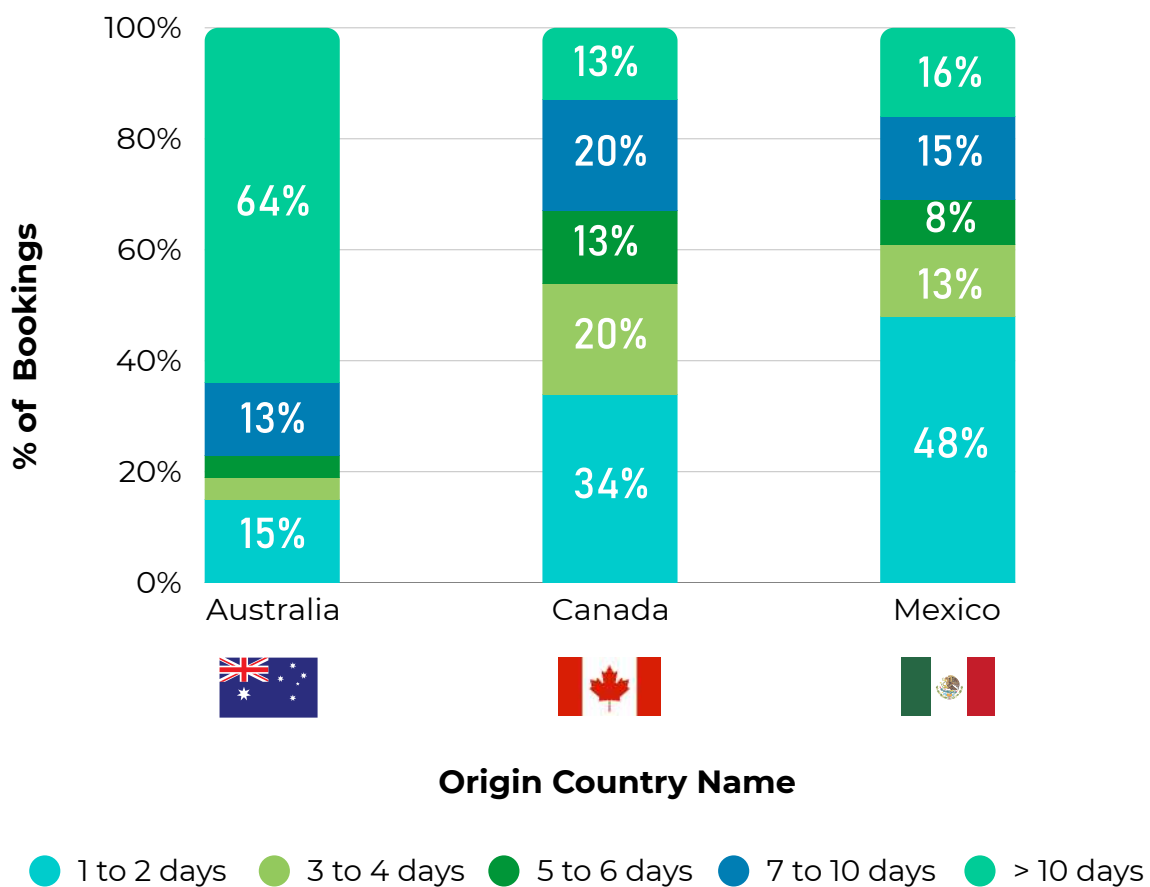
Reason for Travel by Top Origins



Contrasting Stay Patterns Will Shape Demand

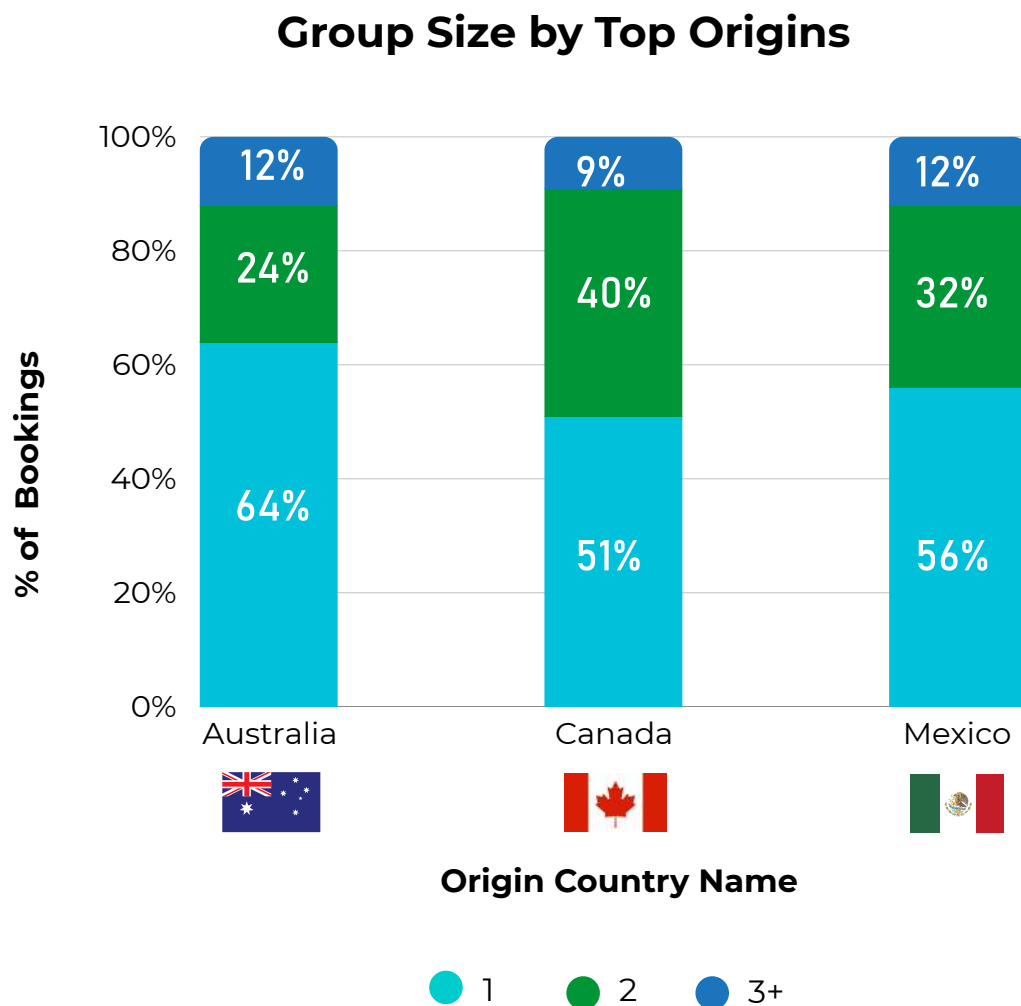
Australian travelers will largely favor longer stays, while Canadians will lean towards short and Mexicans will cluster at quick stays. This contrast will require tiered pricing strategies —short-term daily rates to drive churn and long-term packages to secure high-value bookings.

Trip Duration Category by Top Origins



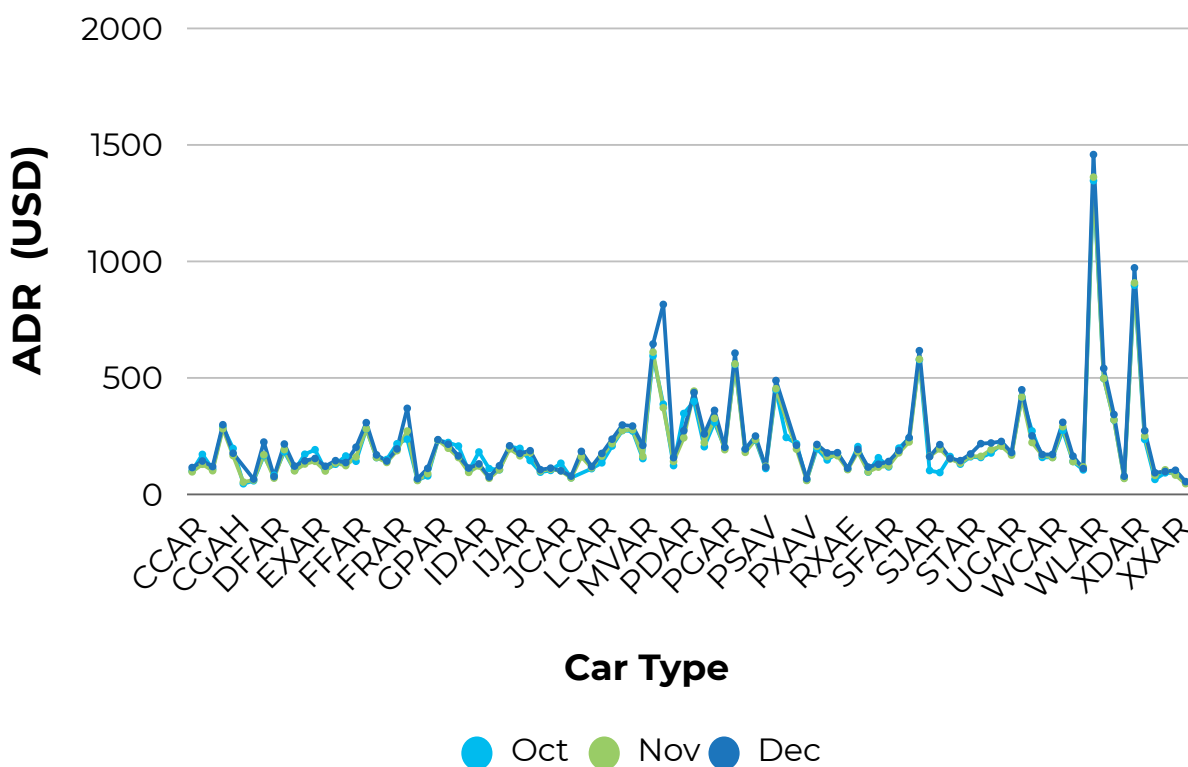
Solo Travelers Will Dominate

Most travelers will arrive solo (Australia 64%, Mexico 56%, Canada 51%), while pairs will follow closely behind. This will create strong demand for compact cars that are cost-efficient and easy to handle, with mid-sized vehicles as a smaller pool for two-person leisure trips.



Year-end Demand Will Push Limousines Sky-High

Prices will climb to USD 1,458.56 for luxury elite limousines and drop to USD 45.71 for compact cars. Operators can optimize margins by upselling luxury categories during peak festive periods while using discounts to maintain steady utilization.



Key Strategies for Car Rentals

- **01 Build Long-Stay Offerings**
Design weekly and monthly packages for Australians, including unlimited mileage and insurance, to capture high-value, extended bookings.
- **02 Serve High-Turnover Segments**
Allocate a strong base of compact cars for short, 1–2 day rentals from Canadian and Mexican travelers to ensure fleet churn and revenue flow.
- **03 Monetize Advance Bookings**
Introduce prepay discounts and early-bird promotions to secure fleet demand 60–90 days before arrival and reduce last-minute price pressure.
- **04 Balance Corporate and Leisure Needs**
Offer corporate codes, express pickups, and loyalty upgrades for business travelers, while curating weekend bundles for leisure guests.