

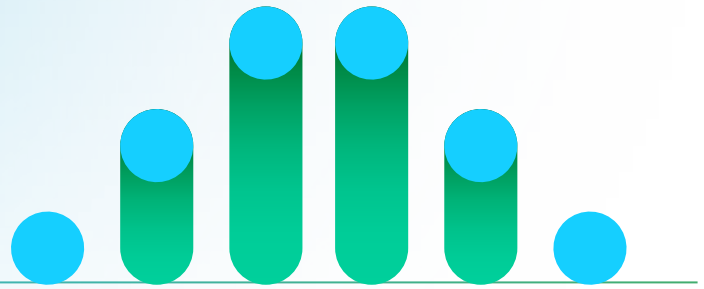
New York

TRAVEL TRENDS REPORT

Travel Duration: October to December 2025



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Foreword

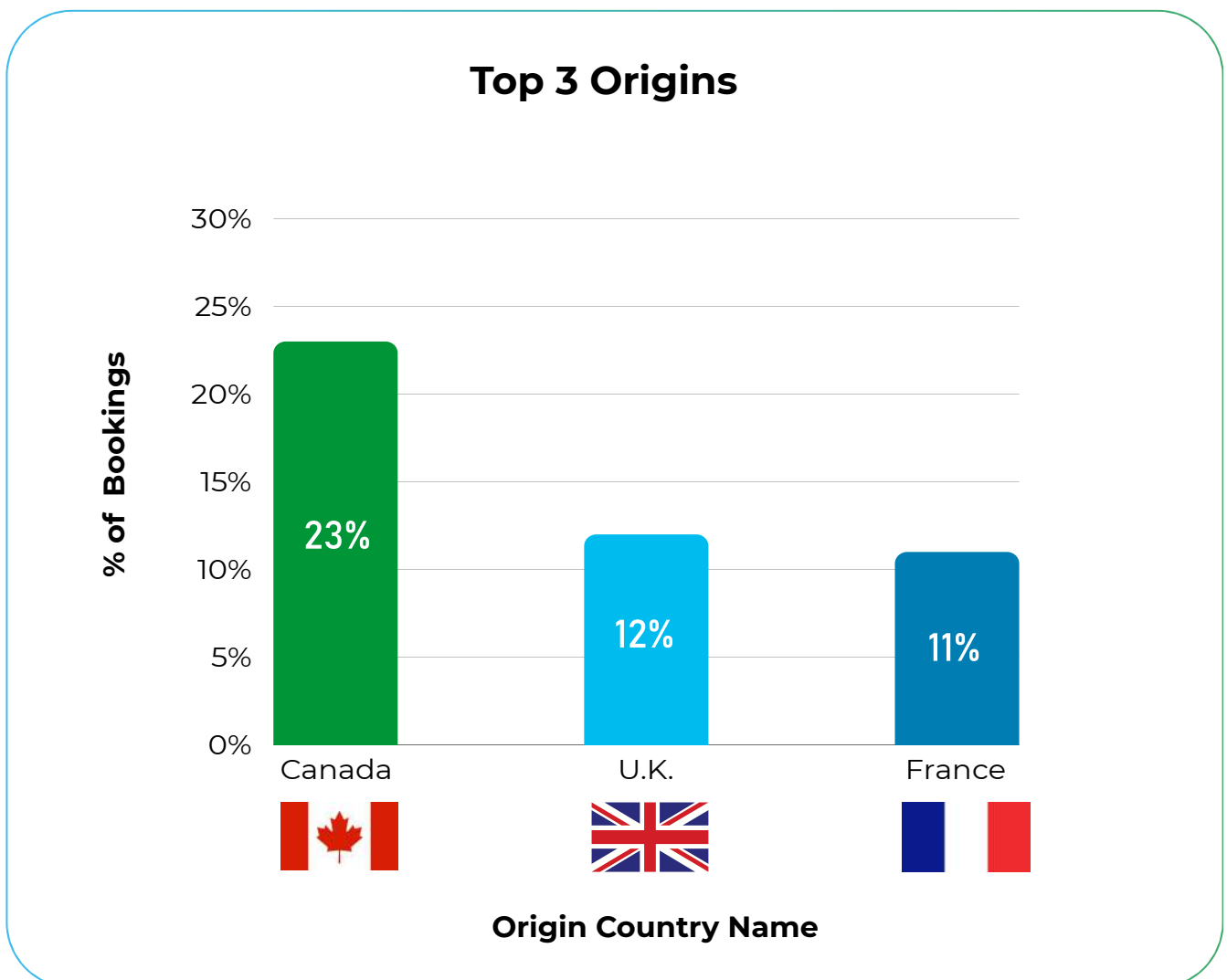
The final quarter of 2025 will usher in a high-potential window for car rental businesses in New York, marked by structured planning, varied stay patterns, and diverse traveler origins.

This report outlines the travel trends that will shape demand in the coming months (Oct to Dec) and highlights key strategies that will help car rental operators stay competitive, capture market share, and maximize profit margins.



North American Core, European Momentum

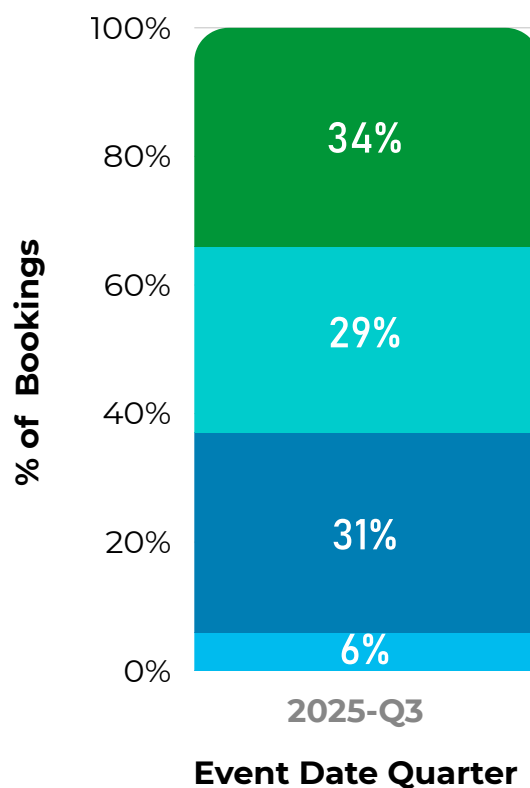
Canada will lead arrivals, followed by the U.K. and France. This mix will create a dynamic market where Canadian travelers fuel steady demand, while U.K. and French visitors bring long-haul expectations, signaling opportunities for both reliable everyday rentals and high-value premium fleets.



Bookings Start Months Ahead

New York will see a clear forward-booking pattern, with 94% of travelers booking more than 15 days in advance and a strong 34% planning 91+ days out. This signals structured trip planning, giving operators a chance to secure revenue early through prepay offers, early-bird prices, and guaranteed availability.

Advance Booking Period

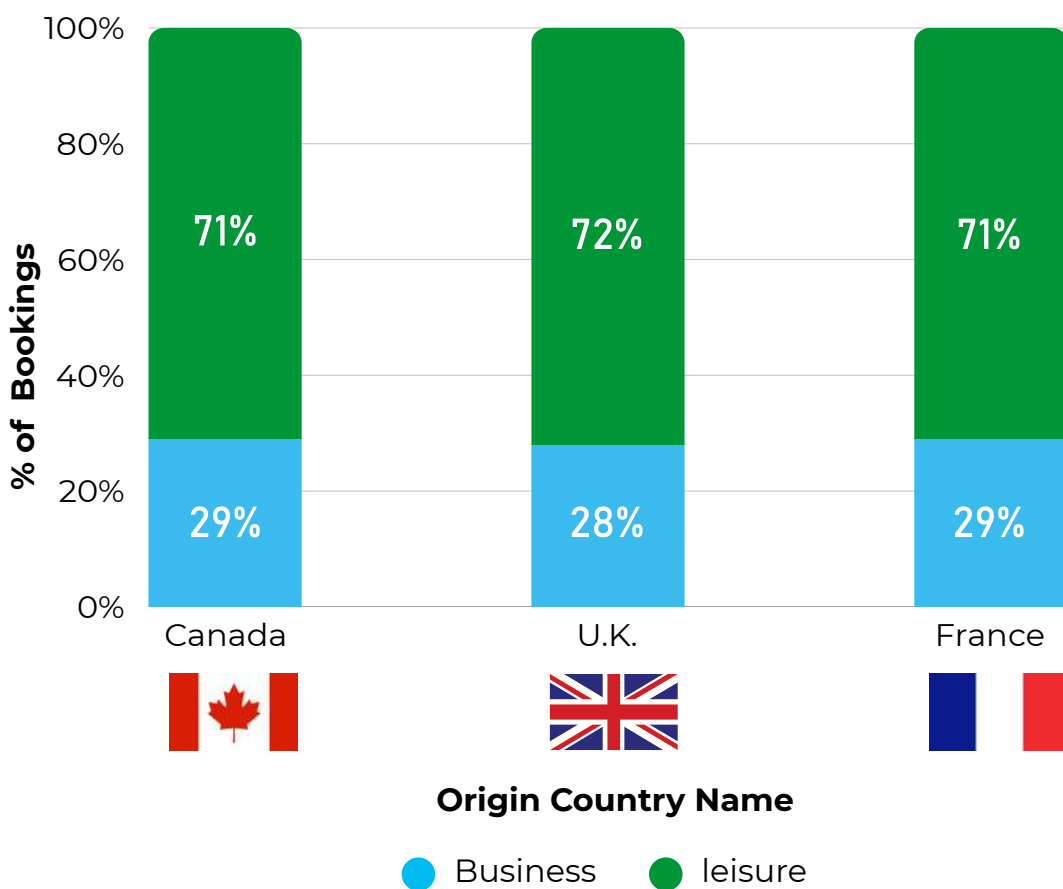


● 0-15 Days ● 16-30 Days ● 31-60 Days ● 61-90 Days ● 91+ Days

Leisure-Focused with a Business Undercurrent

Leisure will dominate from all three origins, accounting for 70%+ of travel, while a steady 28–29% will arrive for business. This blend will require operators to run parallel strategies—quick, hassle-free weekday rentals for business travelers and, leisure-friendly vehicles for holidaymakers.

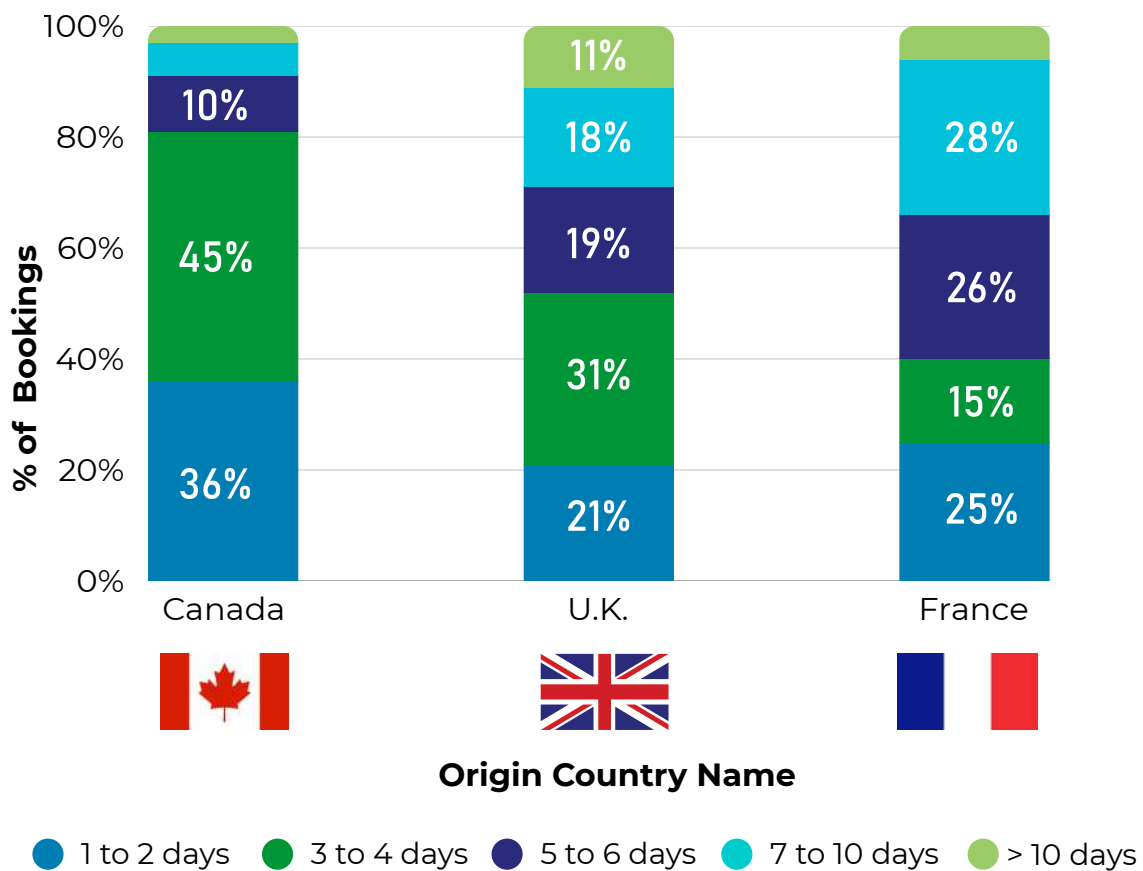
Reason for Travel by Top Origins



Short Breaks Will Rule the Calendar

Short stays will shape demand, especially from Canada, while the U.K. and France will contribute more mid-length and week-long trips. This pattern will drive rapid fleet turnover on one end and demand for value-led weekly packages on the other, requiring careful fleet balancing.

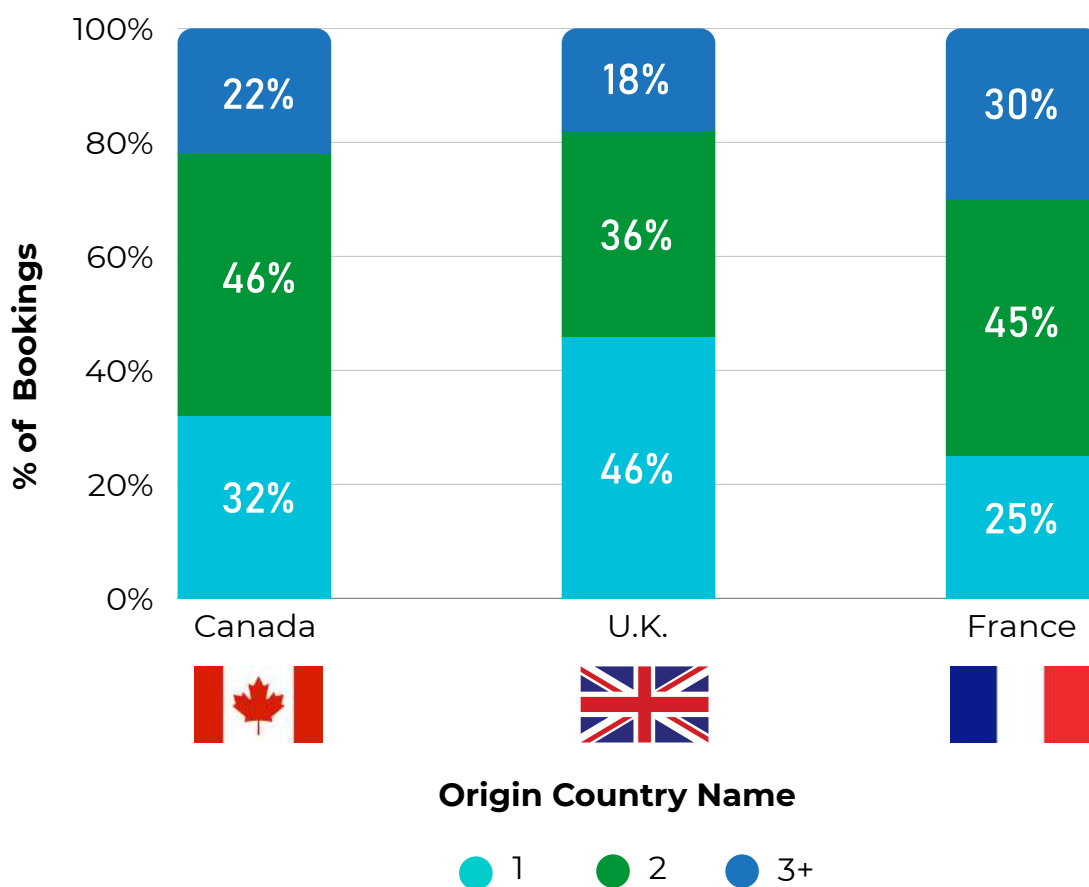
Trip Duration Category by Top Origins



Couples Will Lead, but Solo Travel Will Stay Strong

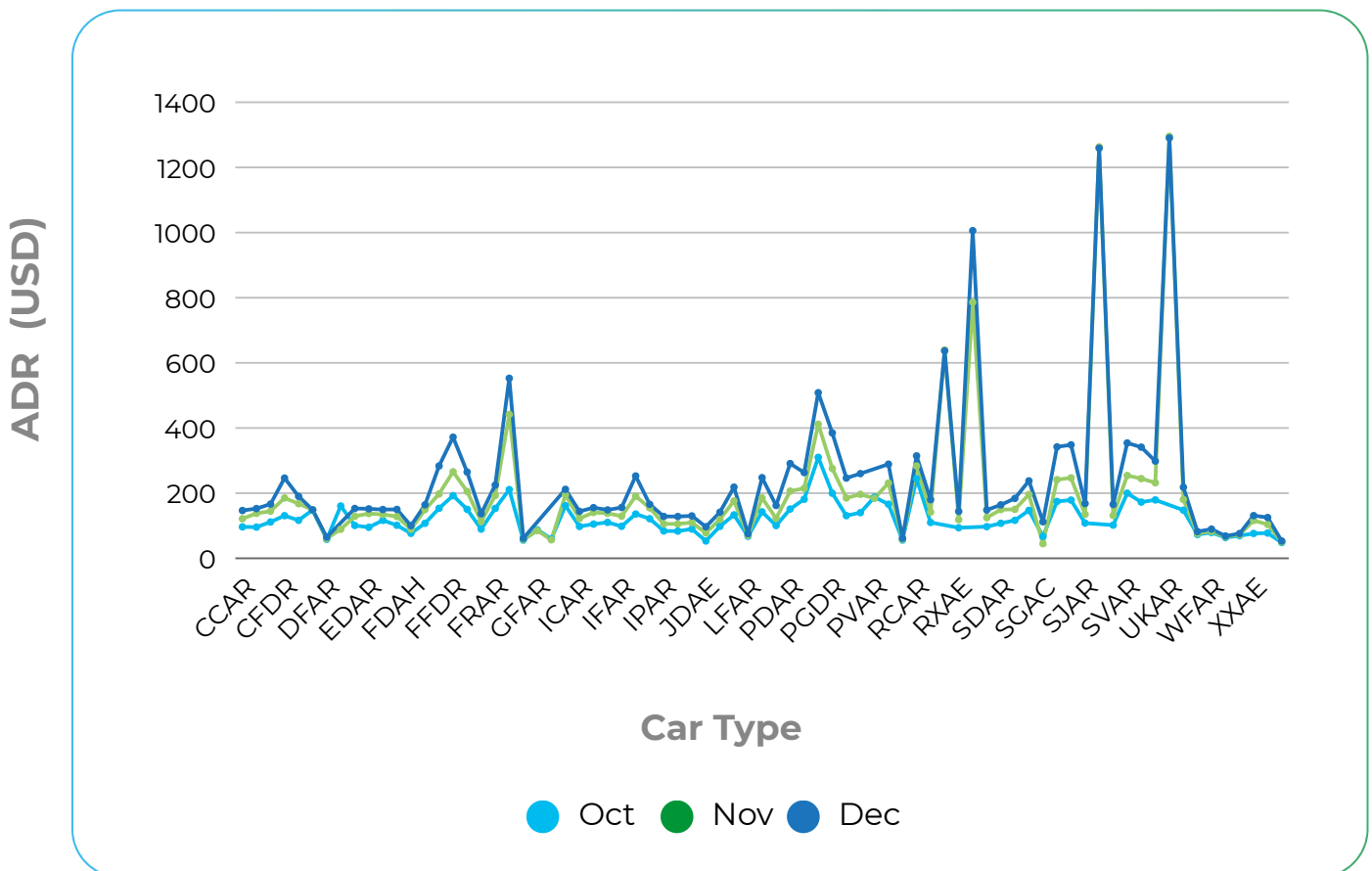
Most Canadian and French visitors will travel in pairs (46% and 45%), while the U.K. will show the highest share of solo travelers (45%). Family and group trips will be material too, especially from France, suggesting a need for varied vehicle sizes—from compact sedans to SUVs.

Group Size by Top Origins



Wide Gaps Will Drive Smart Positioning

Prices will range from a low of USD 44.82 for a standard crossover electric to a high of USD 1,295.50 for a premium elite commercial van. This steep price spread will push operators to define their positioning clearly—either leaning into budget-friendly churn or building strong value propositions for premium categories to justify high rates.



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

Key Strategies for Car Rentals

- 01 Build Dual-Track Offerings**

Create separate offerings for business and leisure travelers—streamlined weekday rentals with express pick-ups for business, and feature-rich leisure bundles for holiday visitors.
- 02 Balance Fleet for Stay Lengths**

Maintain a high-turnover fleet of compact cars for short Canadian stays, while offering competitive weekly packages and add-ons for U.K. and French travelers.
- 03 Offer Flexible Group-Sized Solutions**

Curate your inventory to cater to solo, couple, and family travelers alike—sedans for solos, mid-size crossovers for couples, and SUVs for family groups.
- 04 Capture Demand Early**

Introduce early-bird discounts, prepay deals, and guaranteed availability promotions to lock in bookings months ahead, capitalizing on structured planning patterns.