

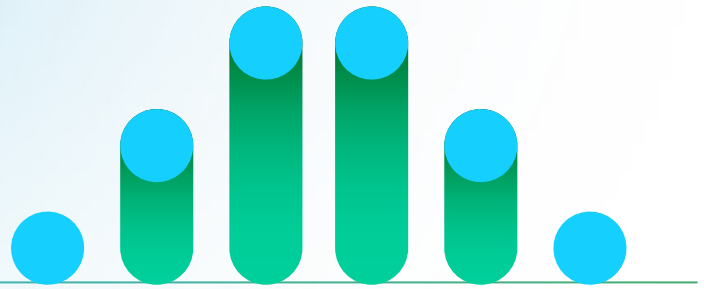
San Francisco

TRAVEL TRENDS REPORT

Travel Duration: October to December 2025



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Foreword

San Francisco will see a strong surge of long-haul travelers this fall, led by India and supported by steady Canadian and Singaporean inflows.

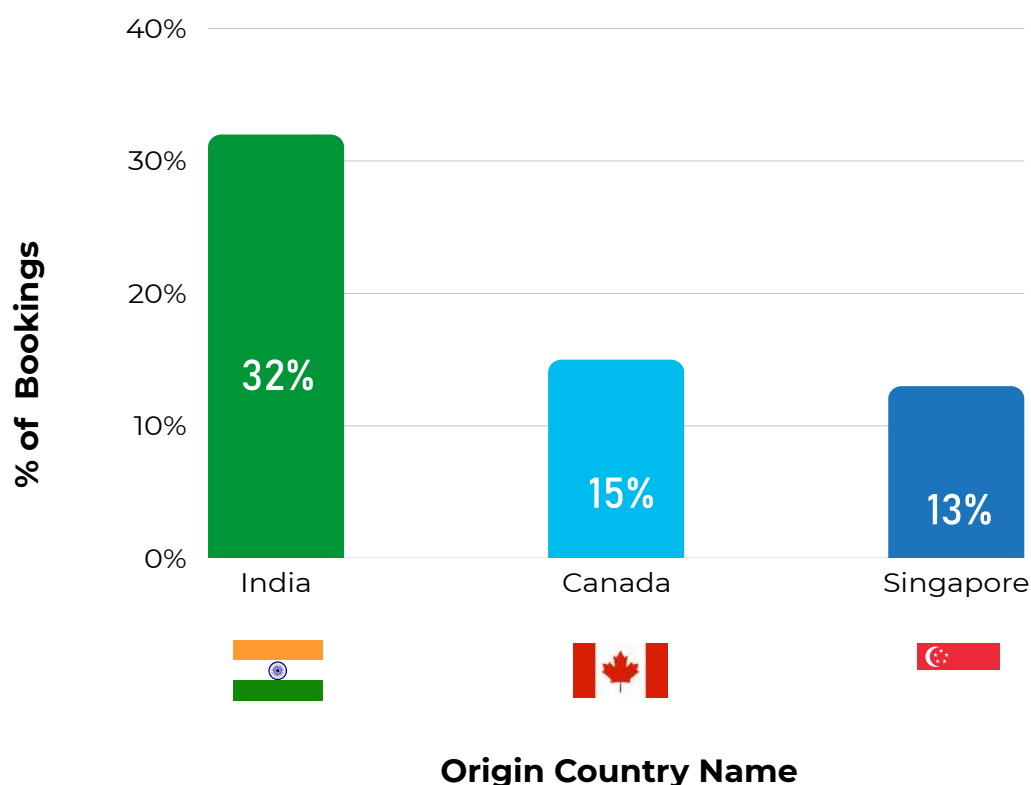
This report unpacks how travelers will plan, book, and stay from October to December—helping car rental operators anticipate demand, position the right fleet mix, and deploy competitive pricing strategies to maximize margins during the holiday season.



India Will Lead the Charge

Indian travelers will account for 32% of arrivals, followed by Canada (15%) and Singapore (13%). This mix will create demand for both quick-turn short rentals from India and premium long-stay options for Singaporeans, while Canadians will sit in the middle with consistent mid-stay demand.

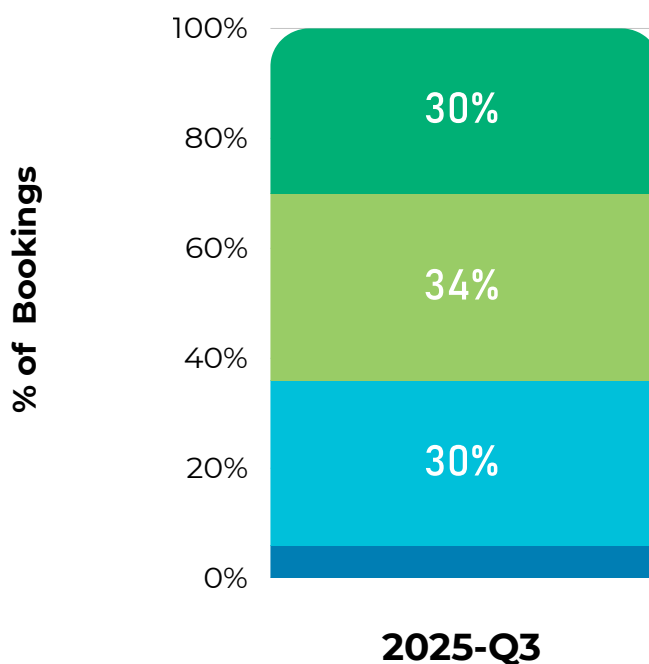
Top 3 Origins



Early Bookings Will Dominate

A large chunk of demand will lock early—34% will book 91+ days out, 30% each at 31–60 and 61–90 days. This forward-planning behavior will allow car rentals to launch early-bird rates, prepay offers, and limited-inventory discounts to secure their fleet utilization months ahead.

Advance Booking Period

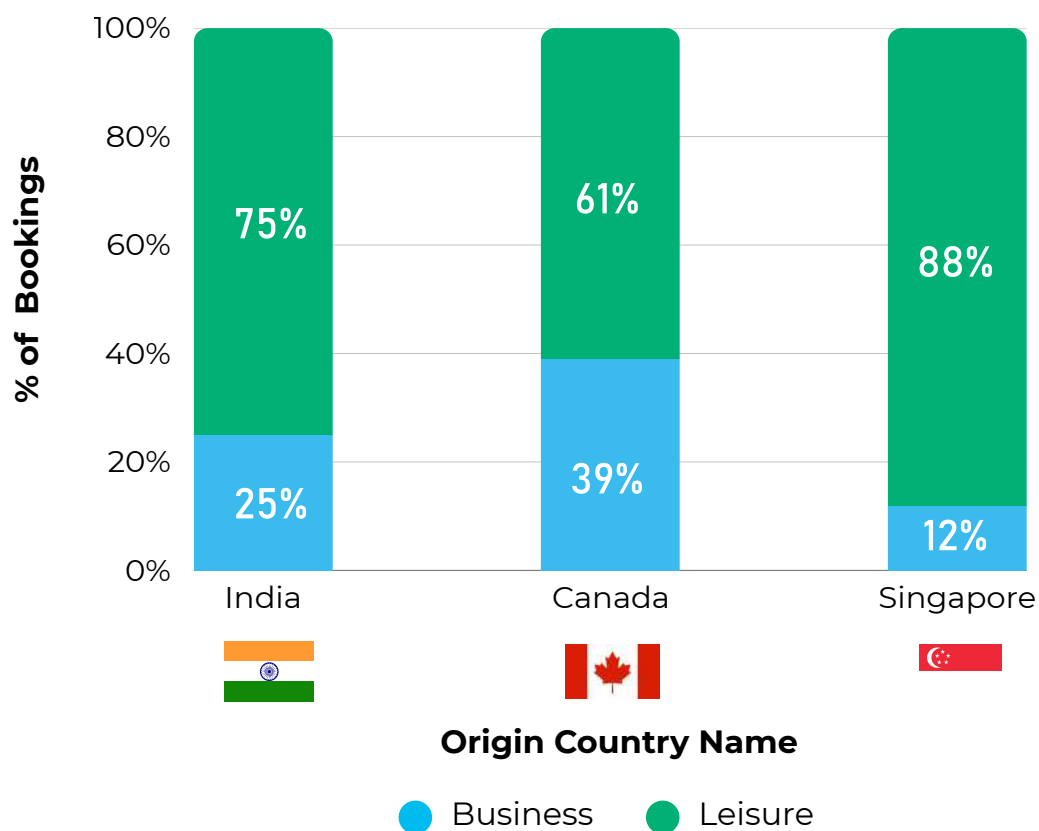


● 0-15 Days ● 16-30 Days ● 31-60 Days ● 61-90 Days ● 90+ Days

Leisure Heavy, But Business Still Significant

Leisure will dominate, especially from Singapore (88%) and India (75%), while Canada will contribute a sizeable 39% business share. Operators must therefore run dual lanes—compact sedans and fast-pickup options for weekday business users, alongside SUVs and family-friendly cars for leisure visitors.

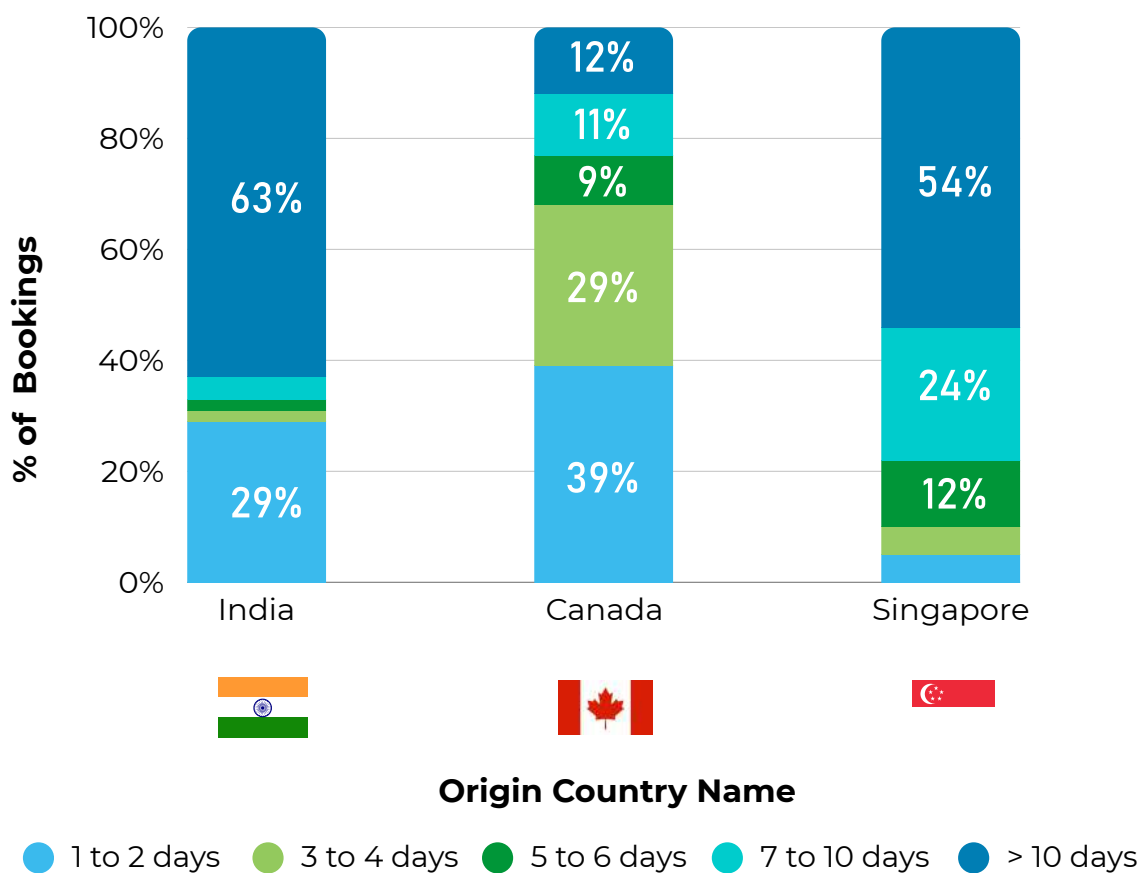
Reason for Travel by Top Origins



Long-Stay Rentals Will Define Demand

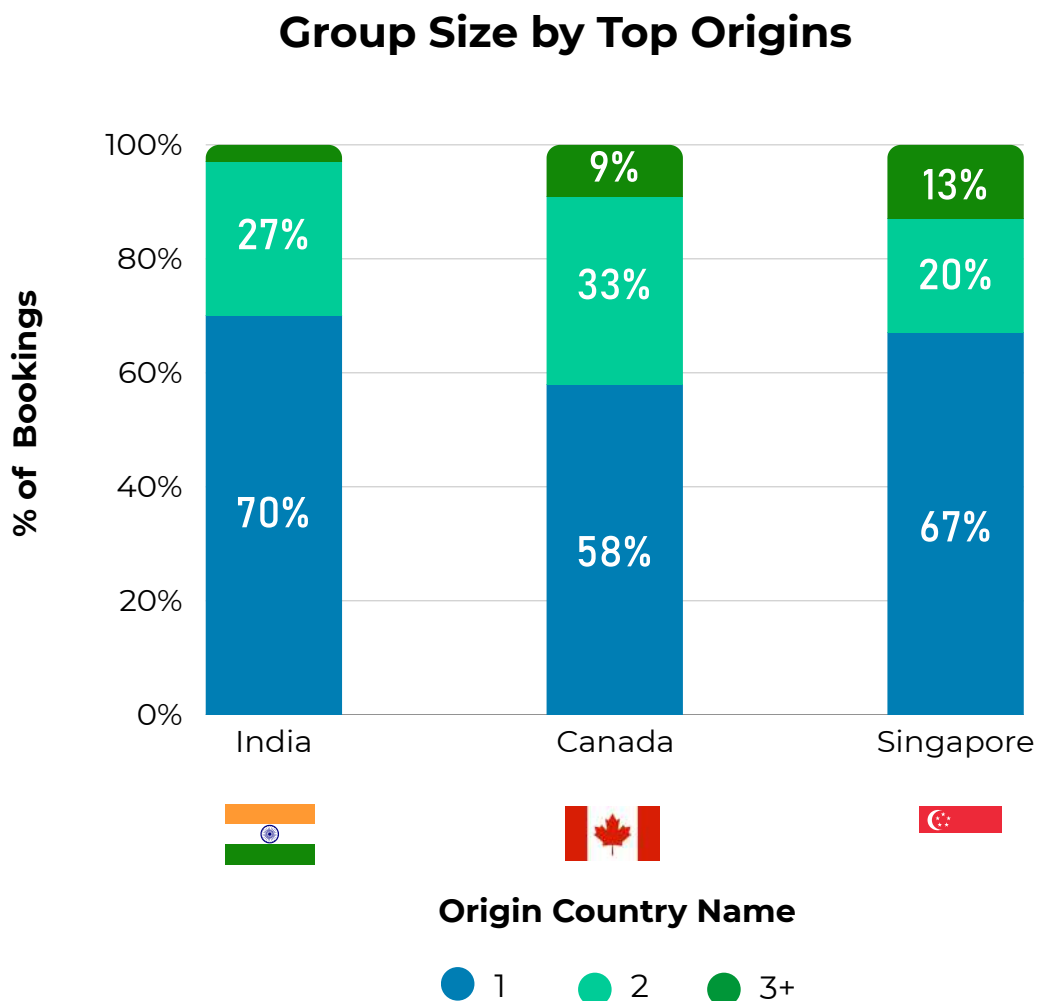
Stay patterns will polarize, with Indian and Singaporean travelers staying 10+ days, while Canadian visitors will cluster at 3–4 days. This will push car rentals to design tiered pricing structures and offer long-stay incentives to capture higher lifetime revenue per booking.

Trip Duration Category by Top Origins



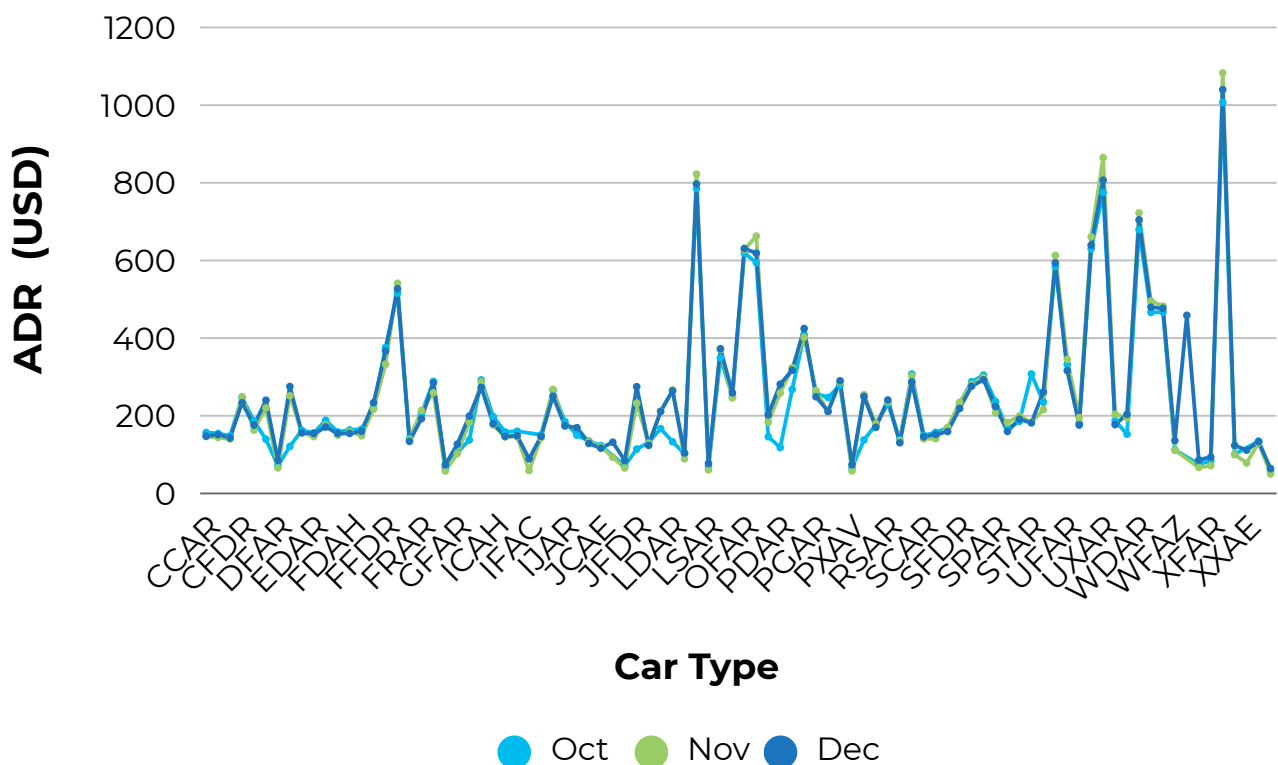
Mostly Solo, But Couples Still Count

Most travelers will be solo (India 70%, Singapore 67%, Canada 58%), while couples will form a smaller yet meaningful segment. Solo-heavy patterns will favor compact cars for easy handling and lower cost, while a smaller set of comfortable mid-size vehicles can target couples and two-person leisure trips.



Premium Peaks as Mid-Tier Competition Tightens

In San Francisco, prices will peak at USD 1,082.95 for special SUVs and bottom out at USD 50.25 for special cars. The city's year-end travel surge will likely sustain premium pricing while tightening competition in the mid-tier. Rental operators should adopt agile pricing—nudging rates upward for high-end fleets during festive peaks while offering value-driven packages in the lower tiers to prevent revenue dilution.



Key Strategies for Car Rentals

- **01 Build Long-Stay Packages**
Introduce competitive weekly and bi-weekly rates, bundled with unlimited mileage and roadside assistance to attract long-stay travelers from India and Singapore.
- **02 Maintain a Dual Fleet Mix**
Keep a healthy balance of compact sedans for solo business users and larger SUVs or crossovers for families and leisure travelers to prevent underutilization.
- **03 Secure Revenue Early**
Roll out prepay discounts, advance booking perks, and guaranteed availability campaigns to capture demand 60–90 days before arrival.
- **04 Personalize for Business and Leisure**
Offer corporate codes, express pickups, and loyalty rewards for business travelers, while curating weekend bundles with insurance and add-ons for leisure guests.