

TULSA

TRAVEL TRENDS REPORT

Travel Duration: October to December 2025



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Foreword

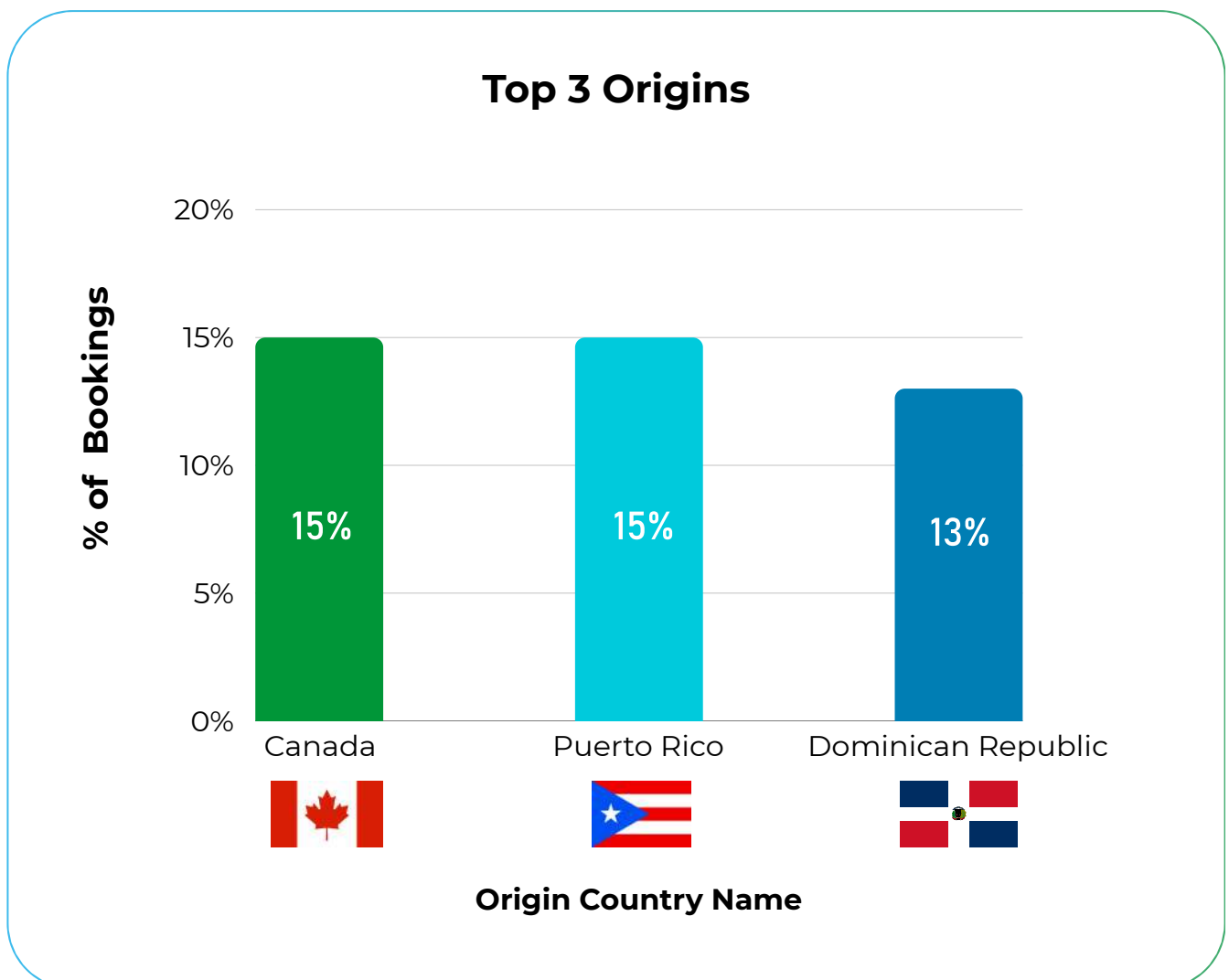
As Tulsa prepares for the final travel surge of the year, understanding shifting traveler behavior will be vital for car rental operators seeking to stay ahead.

This report analyzes key demand signals—origins, booking behavior, trip durations, group profiles, and price trends—to help car rentals align their fleet mix, pricing strategies, and promotional efforts to capture revenue effectively in the months ahead.



Global Pull: Diverse Origins Drive Demand

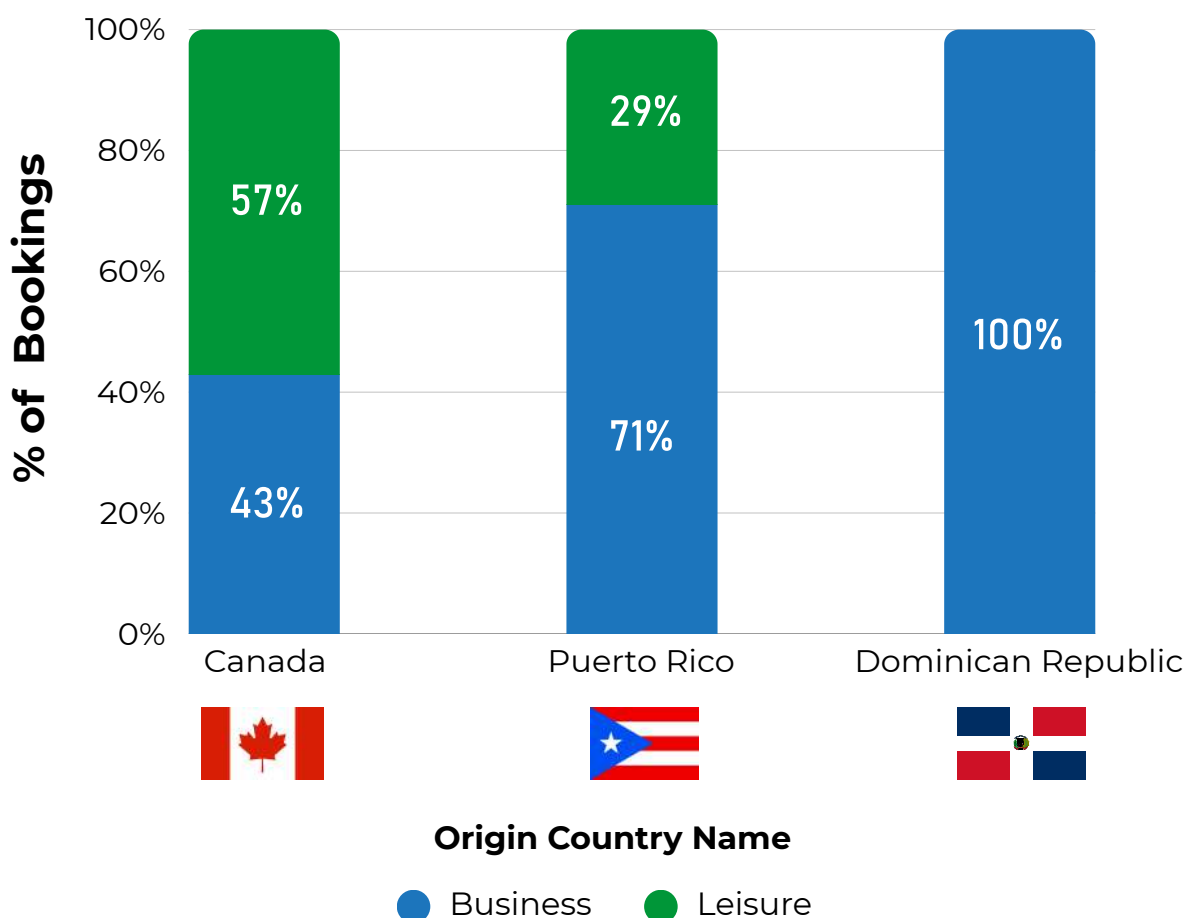
Arrivals will be led by Canada (15%) and Puerto Rico (15%), followed closely by the Dominican Republic (13%). This diverse mix of North American and Caribbean travelers will require car rentals to balance familiar value-driven options for Canadian visitors. It is also suggested to offer more premium-ready and service-rich experiences for Puerto Rican and Dominican travelers.



Business Travel to Outweigh Leisure

Business travel will dominate, especially from Puerto Rico and the Dominican Republic, while Canada will maintain a mix of business and leisure travelers. Operators will need to prioritize weekday-ready corporate rentals, fast check-outs, and loyalty perks while also keeping leisure bundles available to serve Canadian vacationers.

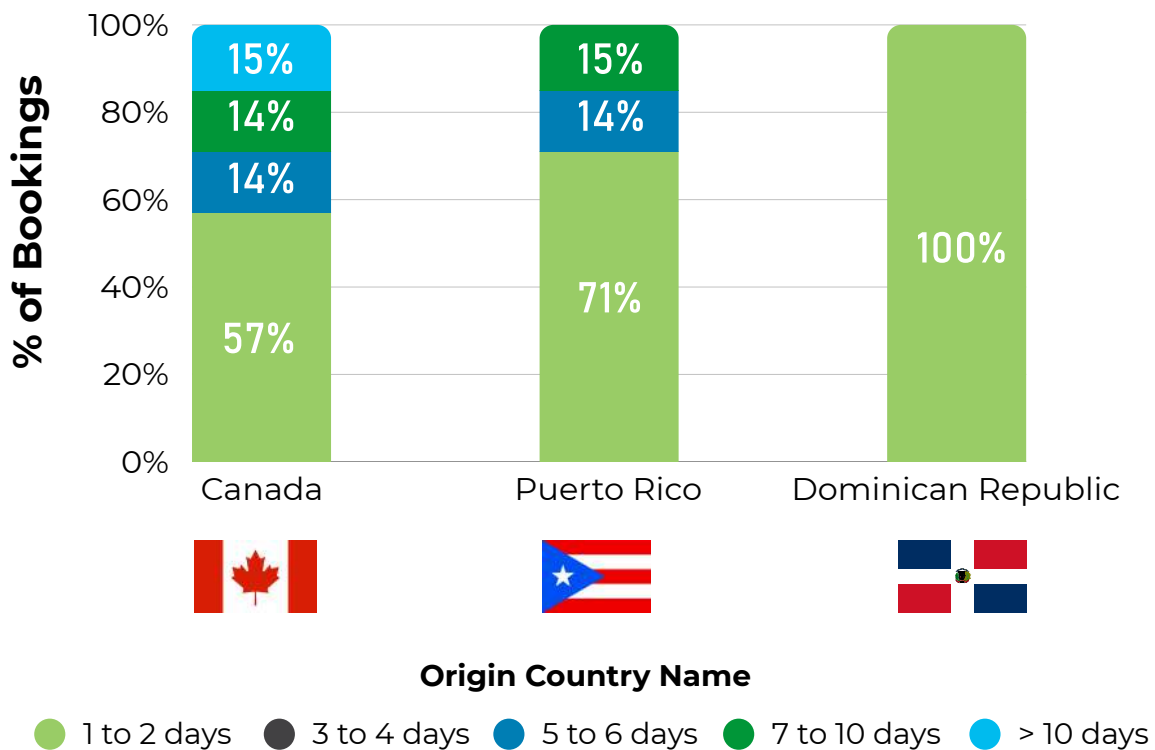
Reason for Travel by Top Origins



Quick Turnovers Ahead: Mostly 1–2 Day Rentals

Short stays will define this period, with 71% of Puerto Ricans, 57% of Canadians, and all Dominican travelers staying just 1–2 days. This will create high fleet turnover, pushing demand for compact cars and seamless pickup-return processes to keep utilization high.

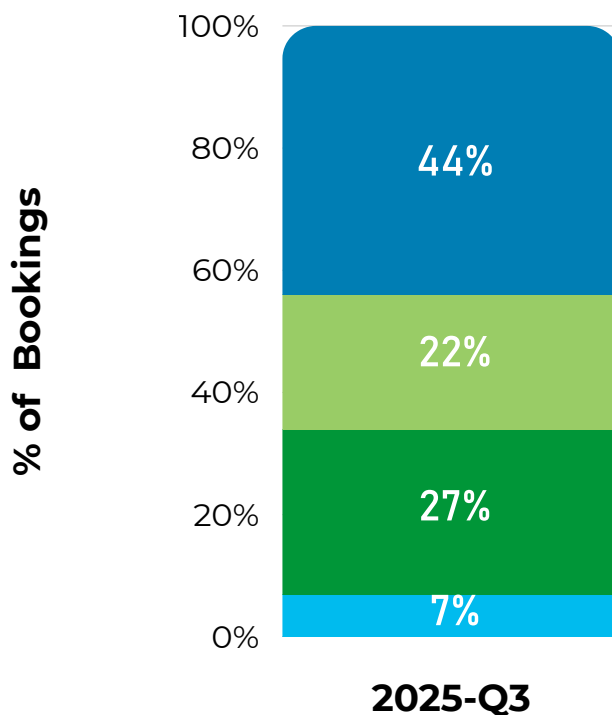
Trip Duration Category by Top Origins



Longer Booking Horizons Emerging

Tulsa will show a forward-leaning booking pattern, with 44% of trips booked 91+ days out and another 49% booked 31–90 days in advance. This indicates structured trip planning, giving rentals the opportunity to secure early revenue through prepay offers, advance-purchase bundles, and early fleet allocation.

Advance Booking Period

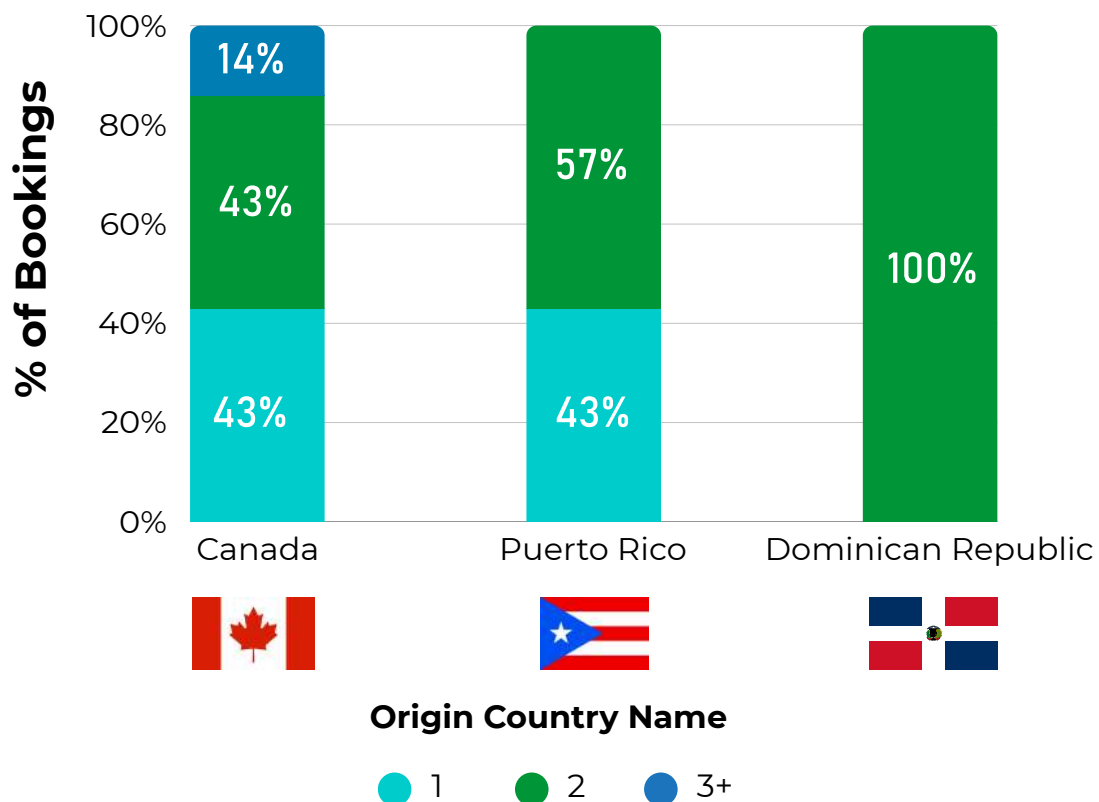


● 0-15 Days ● 16-30 Days ● 31-60 Days ● 61-90 Days ● 90+ Days

Couples & Solo Travelers to Dominate

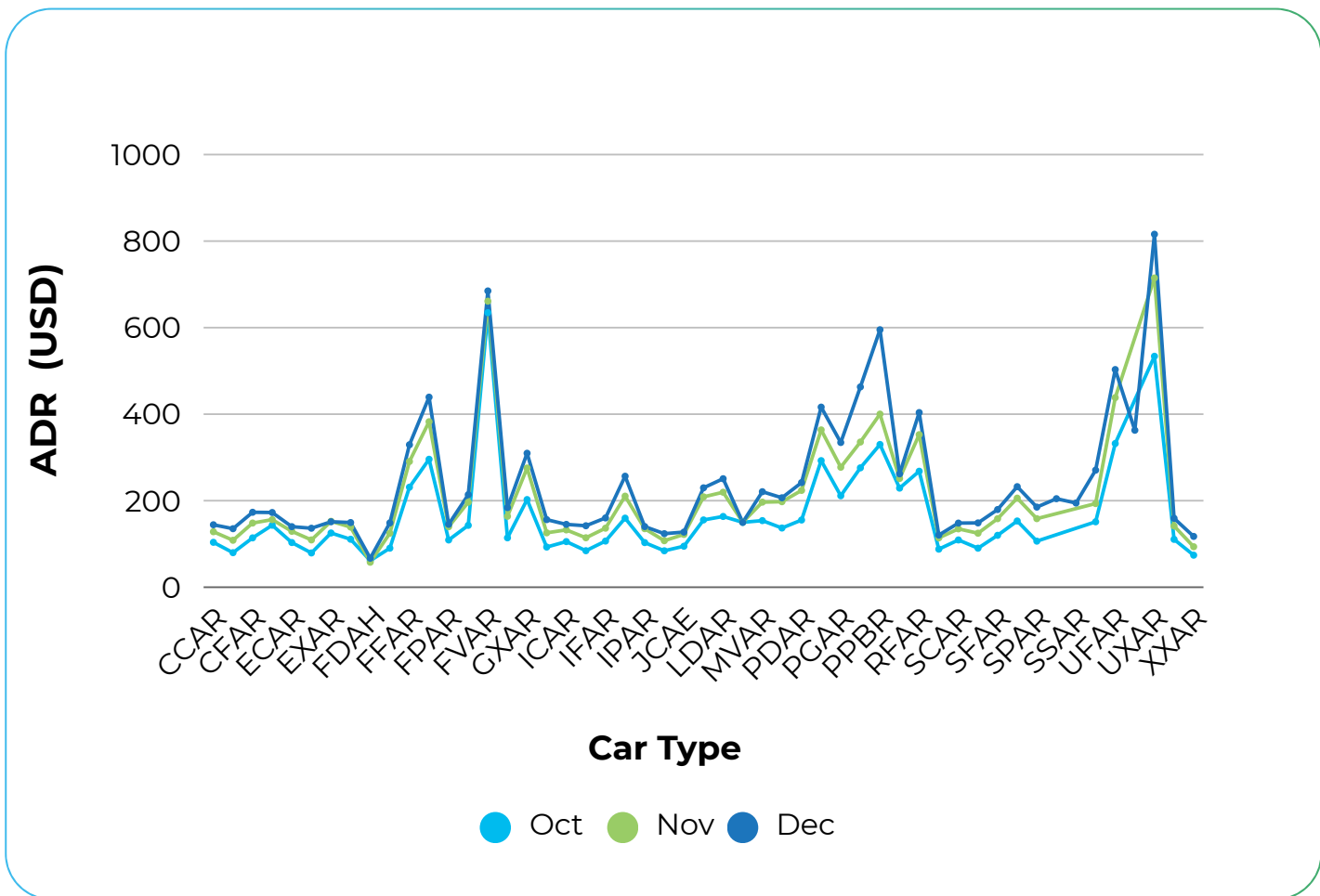
Most travelers will arrive as solo or pairs, with minimal family/group presence. This will drive demand for smaller vehicles and value-focused plans, making it less viable to overstock larger cars during this window.

Group Size by Top Origins



Wide Spread Between Budget and Premium

Rates will show a sharp gap between the highest price at USD 815.83 for a premium elite special and the lowest at USD 57.74 for a full-size car. Operators must protect margins on high-end bookings while keeping budget options competitive to capture short-stay, price-sensitive travelers.



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

Key Strategies for Car Rentals

- 01 Prioritize Corporate-Ready Fleets**

With business travelers forming the majority, especially from Puerto Rico and the Dominican Republic, maintain a fleet of executive sedans and offer quick onboarding, corporate codes, and weekday packages.
- 02 Optimize for High Turnover**

The surge in 1–2 day stays will require faster fleet rotation. Focus on compact and fuel-efficient vehicles, and streamline pick-up and return processes to reduce downtime between bookings.
- 03 Lock Revenue Early**

With 93% of bookings coming more than a month ahead, launch early-bird discounts, prepay deals, and guaranteed availability campaigns to secure bookings well before arrival.
- 04 Right-Size for Small Groups**

As solo and couple travelers dominate, align inventory toward 1–2 passenger cars rather than overstocking large family vehicles to improve utilization and reduce idle inventory costs.