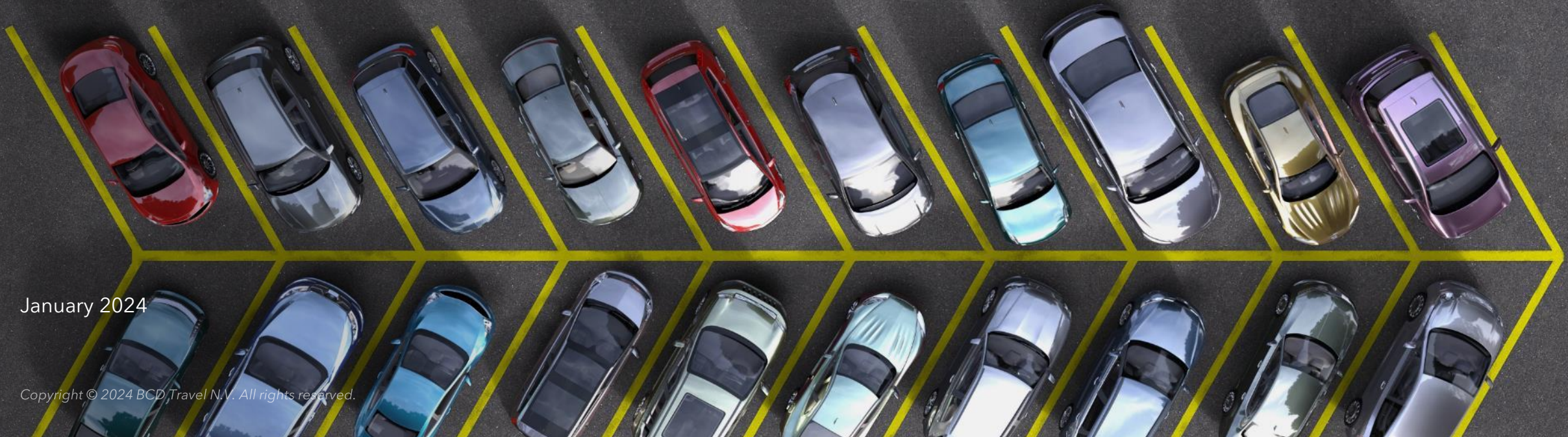


TRAVELER SURVEY: **CAR RENTAL**

BY BCD TRAVEL RESEARCH & INTELLIGENCE

January 2024



About the survey

This survey explores the theme of car rental in business travel and looks at traveler behavior and satisfaction, as well as recent trends in the car rental space.

The results are based on an online survey of **919 business travelers** in North America and Europe, Middle East, Africa, who rented a car at least once in the past 12 months. The survey was conducted from Dec. 13-20, 2023.

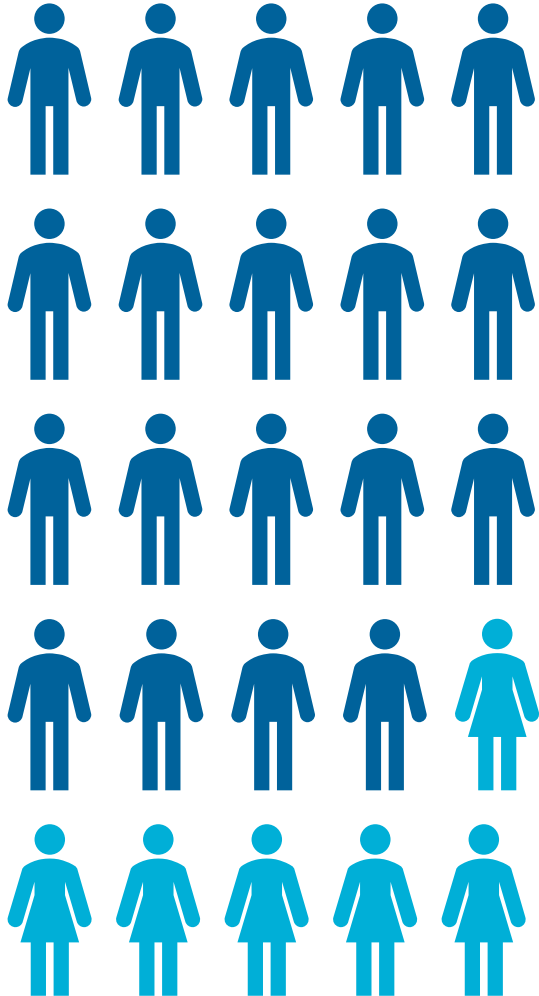
[Respondent profile](#)

[Traveler behavior](#)

[Car rental policy and trends](#)

Respondent profile

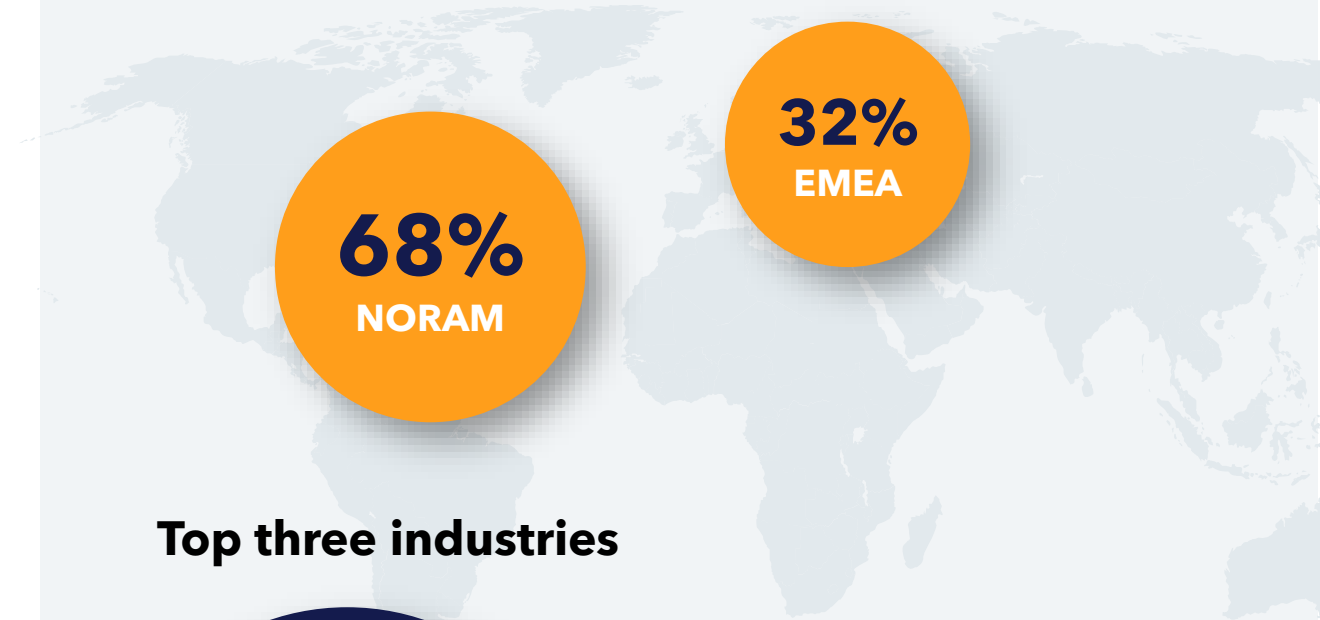
Gender



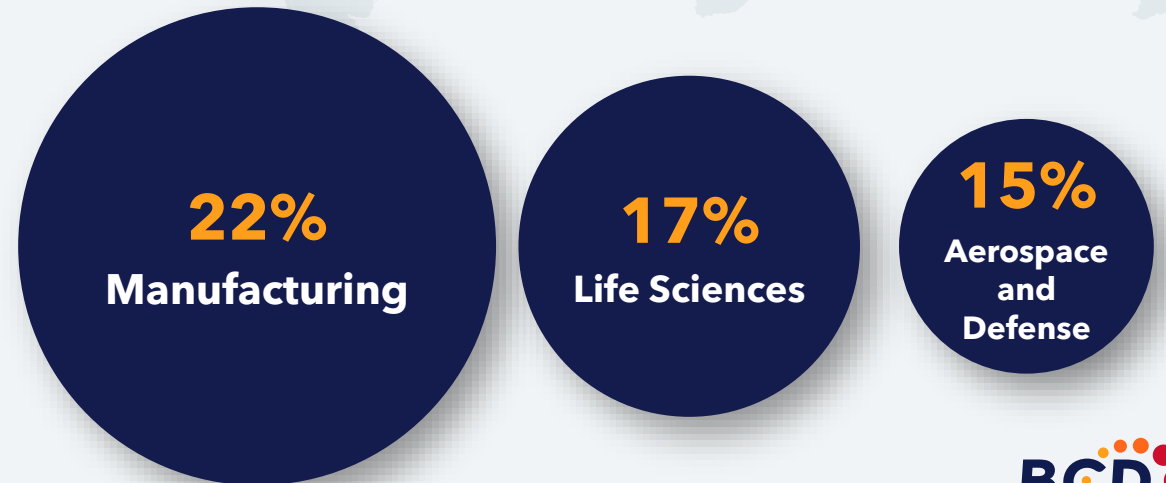
76%
Male

24%
Female

Geography



Top three industries



Respondent profile

Age

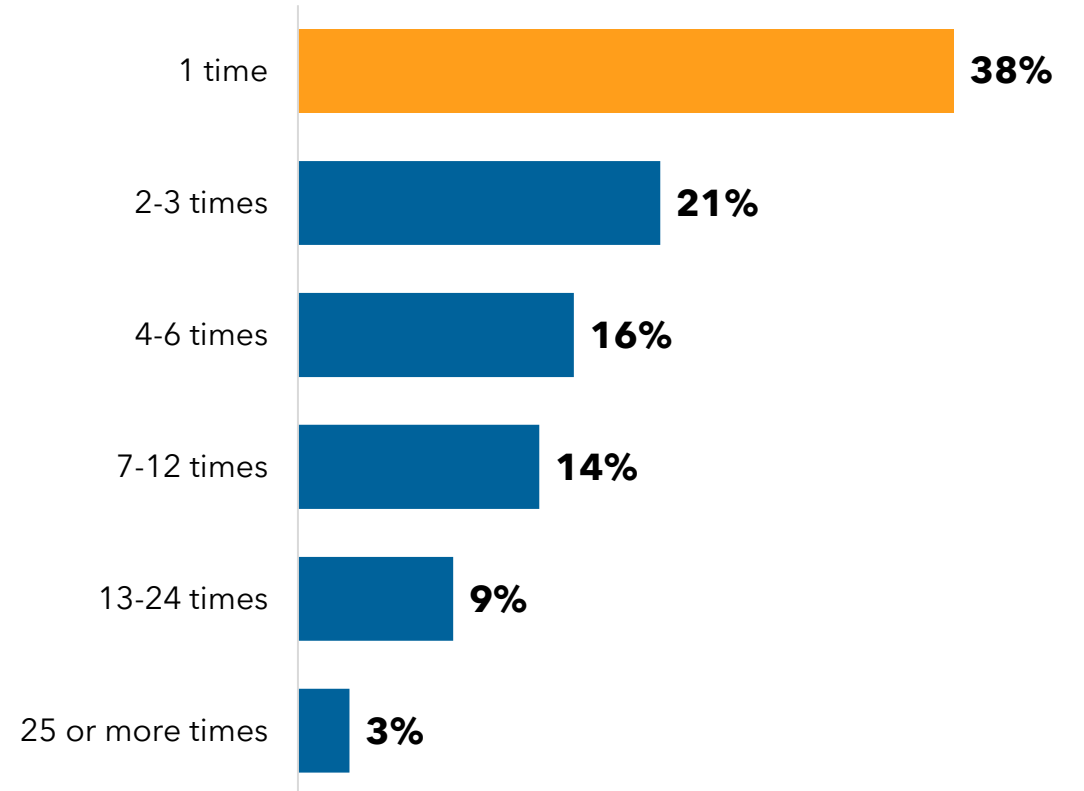
45%
Gen X

45%
Baby Boomers

10%
Millennials



Car rental frequency in last 12 months



Traveler behavior

Length of car rental

Areas and number of locations visited

Purpose and types of trips

Renting a car with colleagues

Preferred pickup location

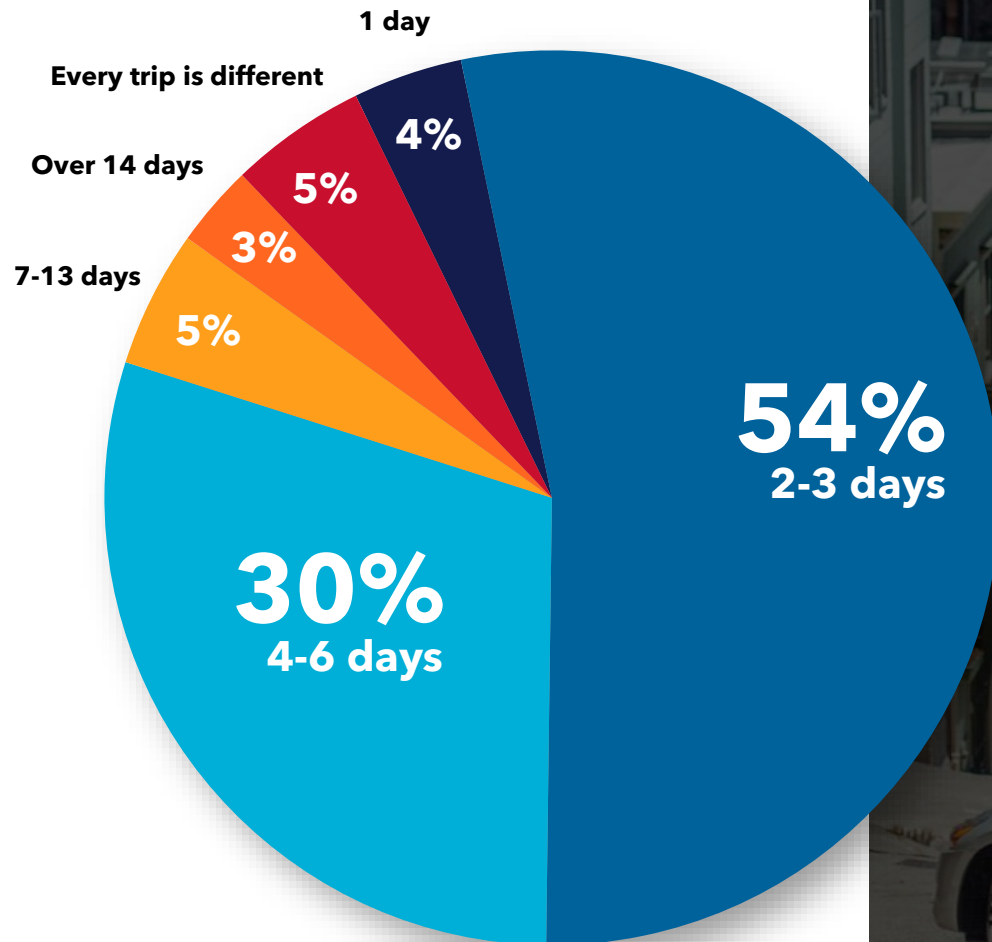
Reasons for renting a car

Renting electric cars



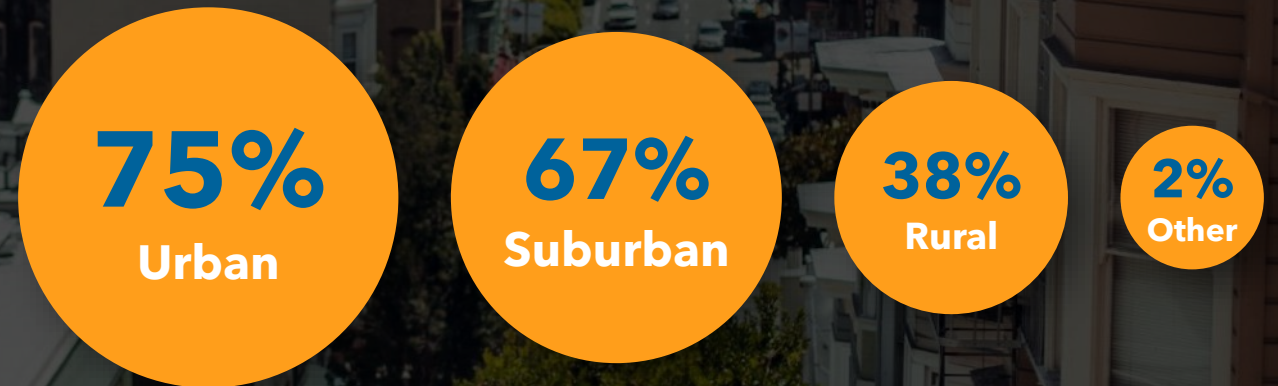
Length of car rental

Most travelers rent a car for two to six days.



Types of area visited

Seven in 10 visit urban or suburban areas.



Number of locations visited

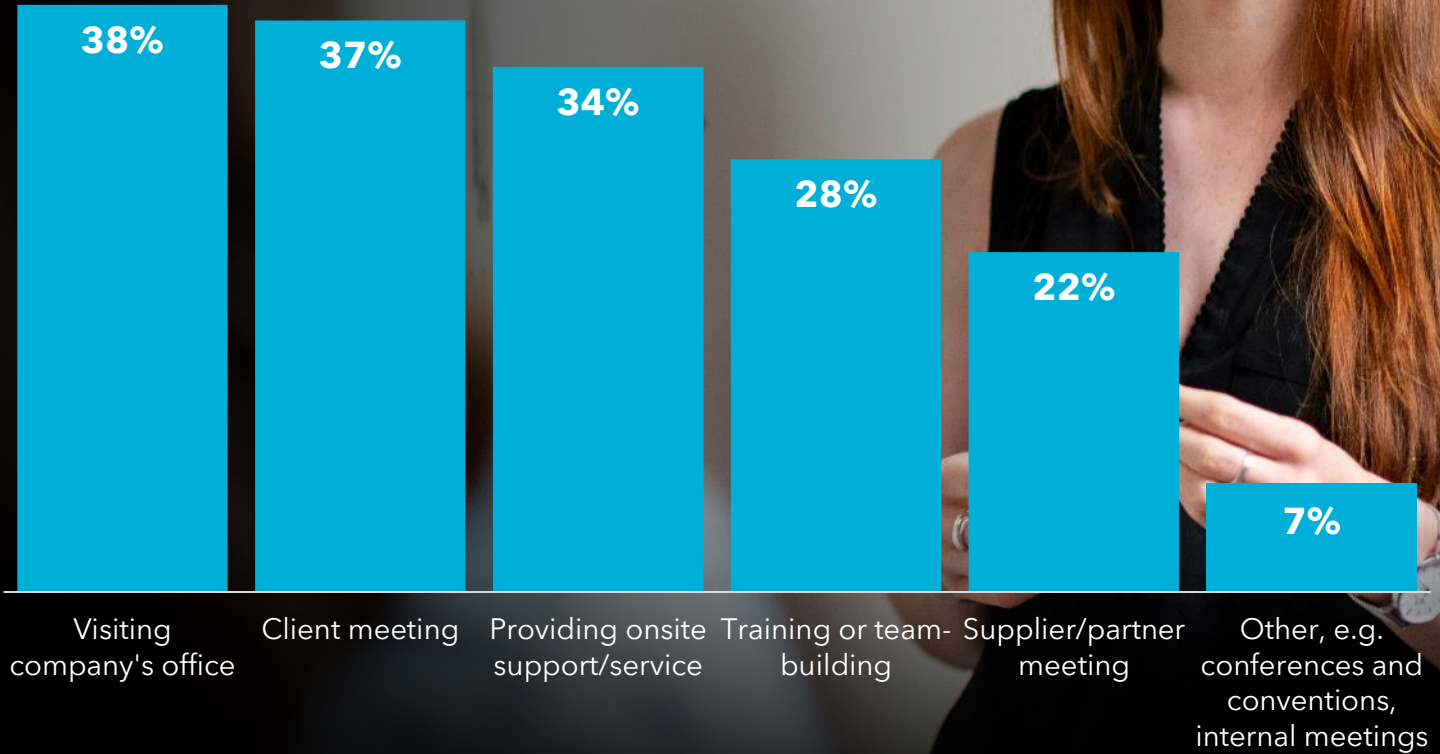
Over half visit several locations when renting a car.



GIVE FEEDBACK

Trip purpose

Most travelers rent a car to visit their company office, meet with clients or provide an onsite service to customers.



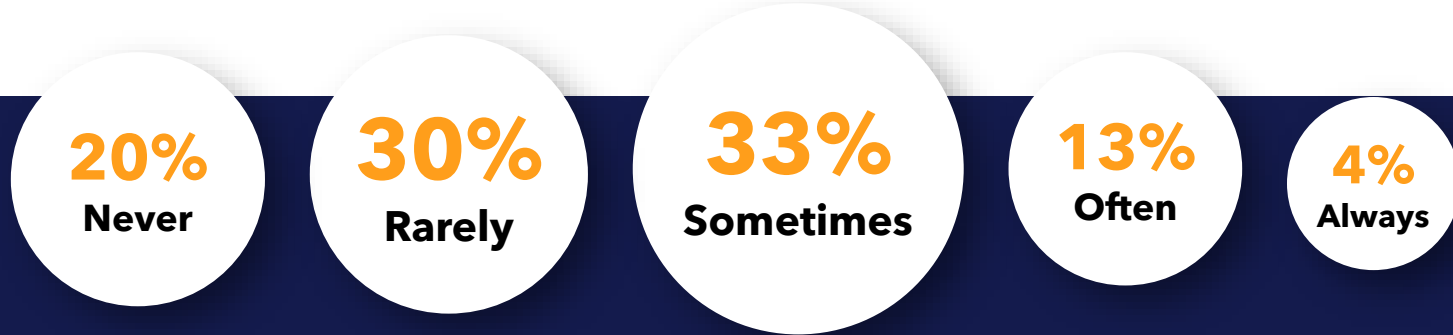
Trip types

Compared to international trips, renting a car for domestic travel is more common.



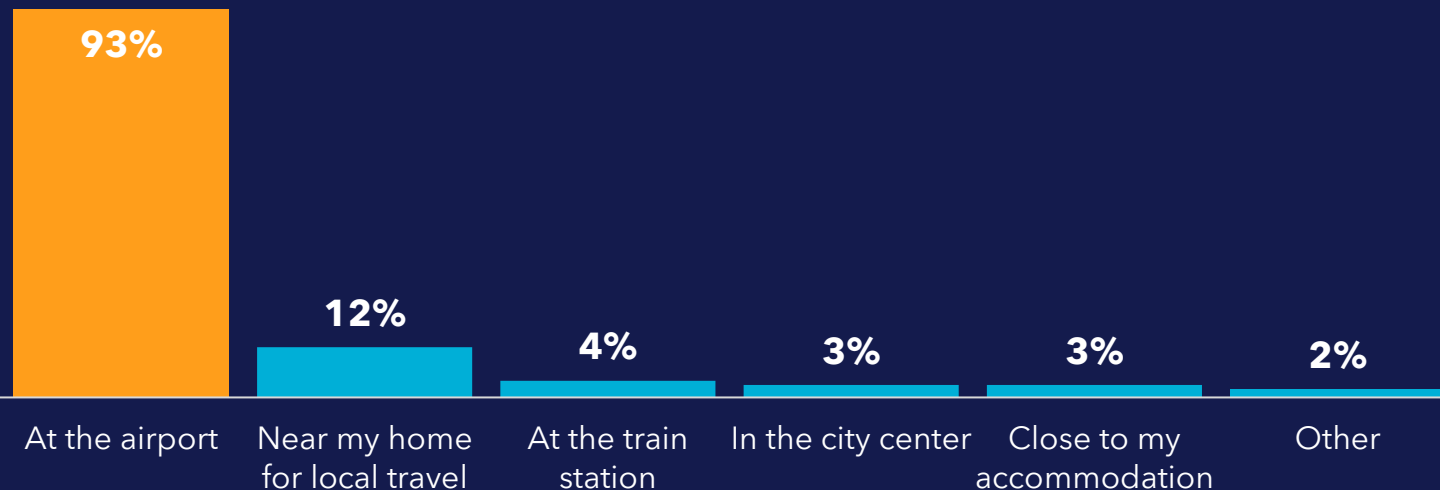
Renting a car with colleagues

Half of travelers may share rental cars with colleagues on business trips.



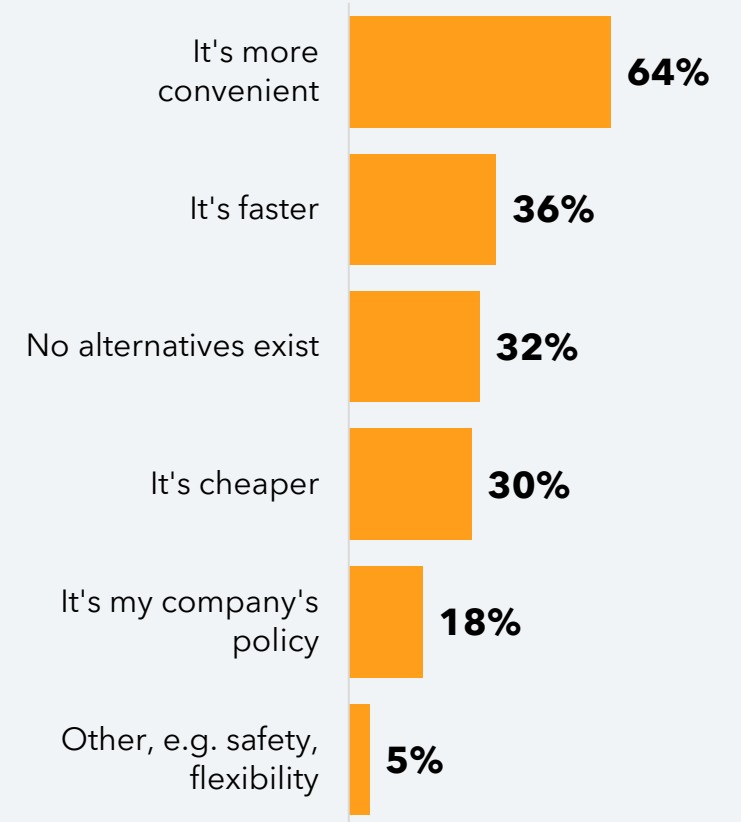
Preferred pickup location

Nine in 10 pick up a rented car at the airport.



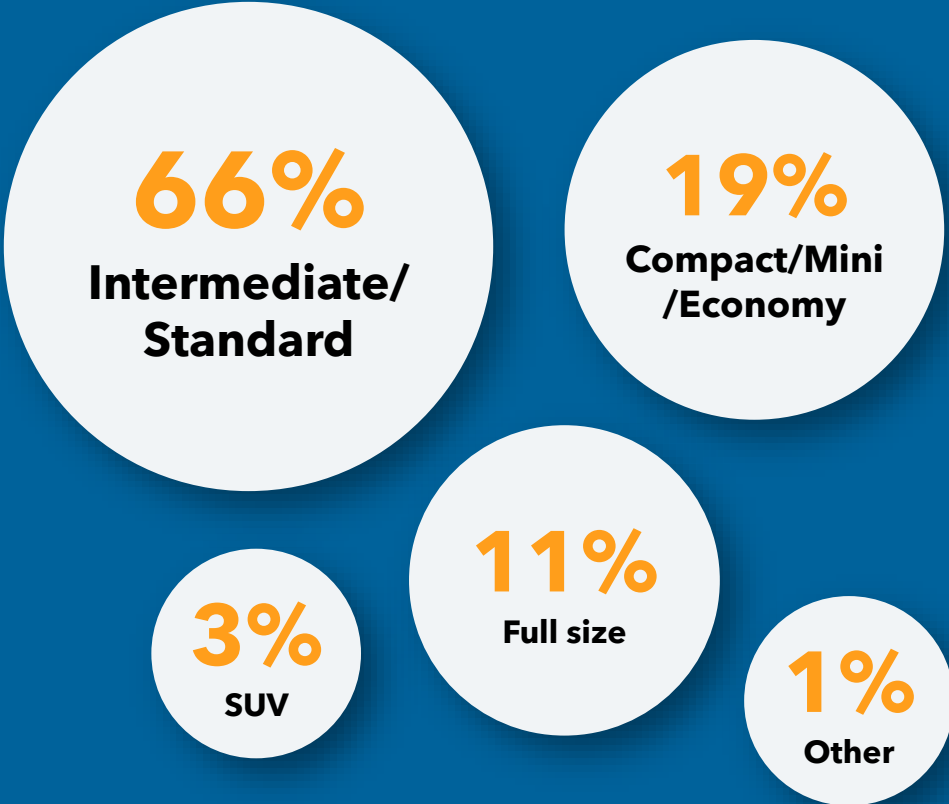
Reasons for renting a car

Two thirds use car rental because of convenience.



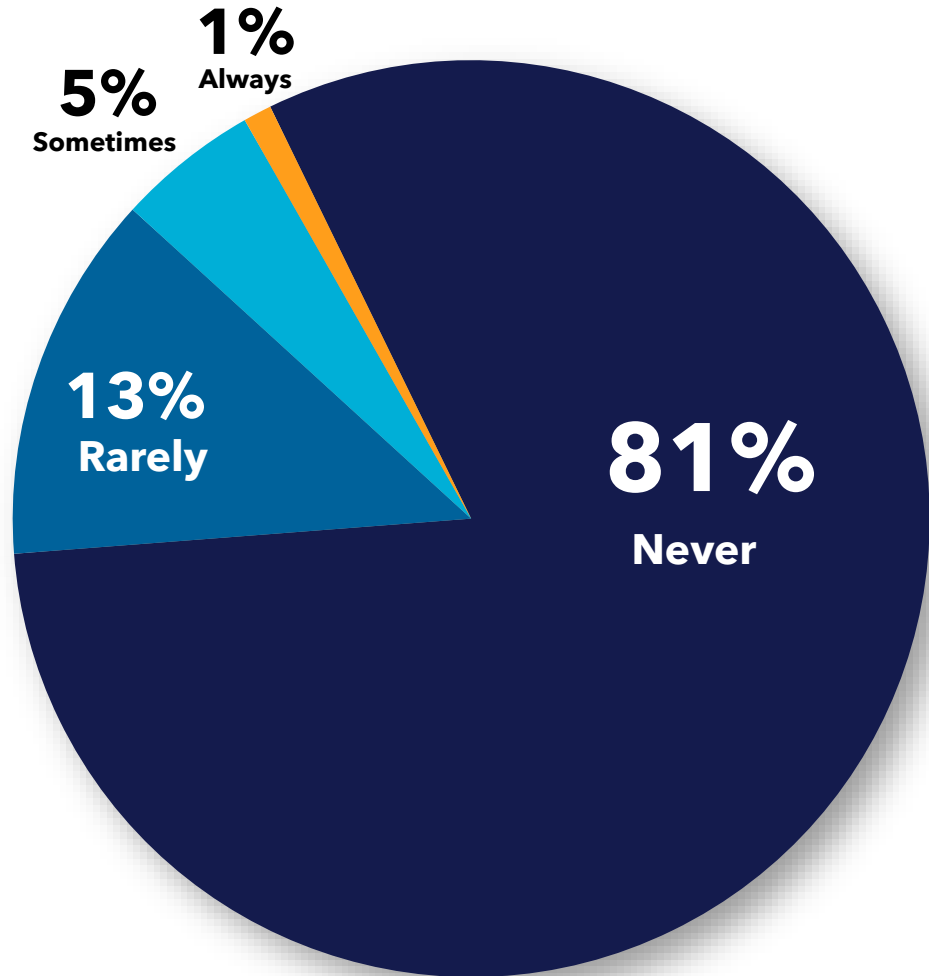
Vehicle class

Intermediate/standard cars are most popular among business travelers: Two thirds rent cars in this class. One fifth select compact vehicles.



Renting electric cars

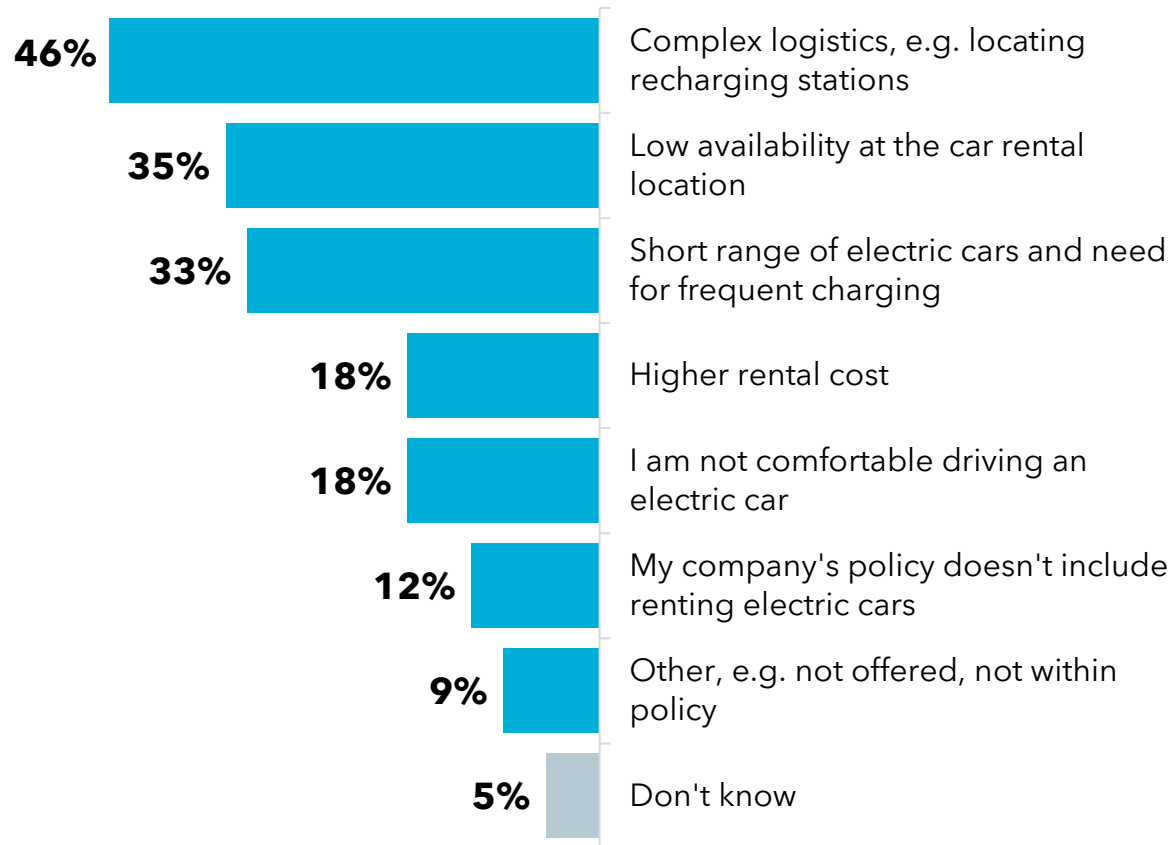
Around two in 10 business travelers rent electric vehicles from time to time, and only 1% always select electric cars.



Electric cars

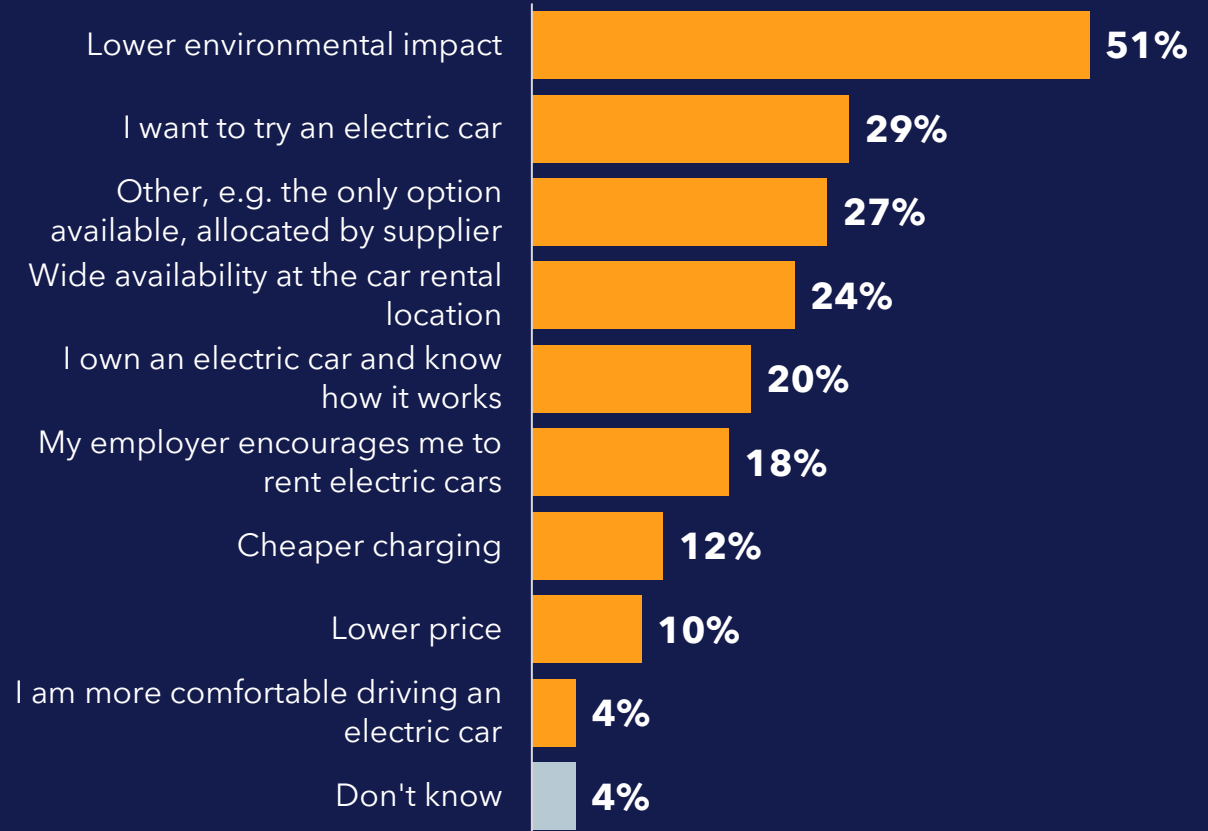
Reasons for **not renting**

Complex logistics, short range and low availability are among the reasons for not renting electric cars.



Reasons for **renting**

Travelers who rent electric vehicles are influenced by sustainability considerations, their desire to try something new or wide availability at the car rental supplier.



Car rental policy and trends

[Booking car rental](#)

[Decision-making when renting a car](#)

[Paying for car rental](#)

[Car rental services used by travelers](#)

[Car rental policies](#)

[Traveler satisfaction](#)

[Car rental policy and supplier issues](#)

[Car rental trends](#)

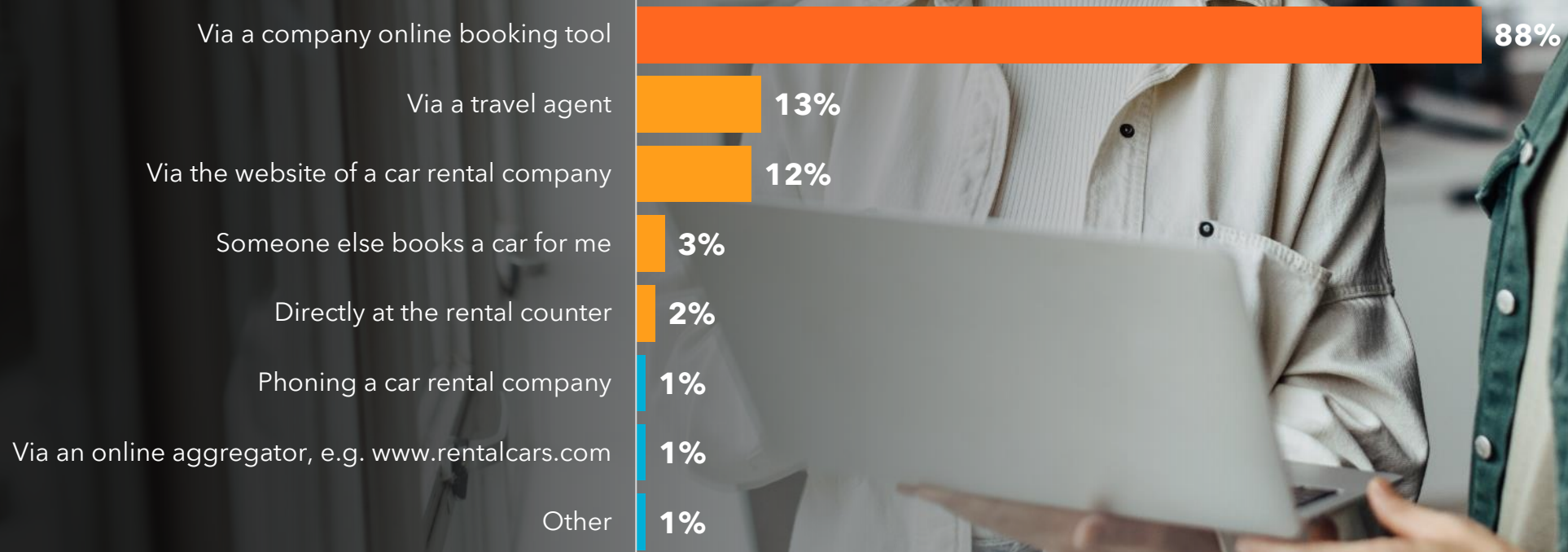
[Risky situations](#)

[Renting a car abroad](#)



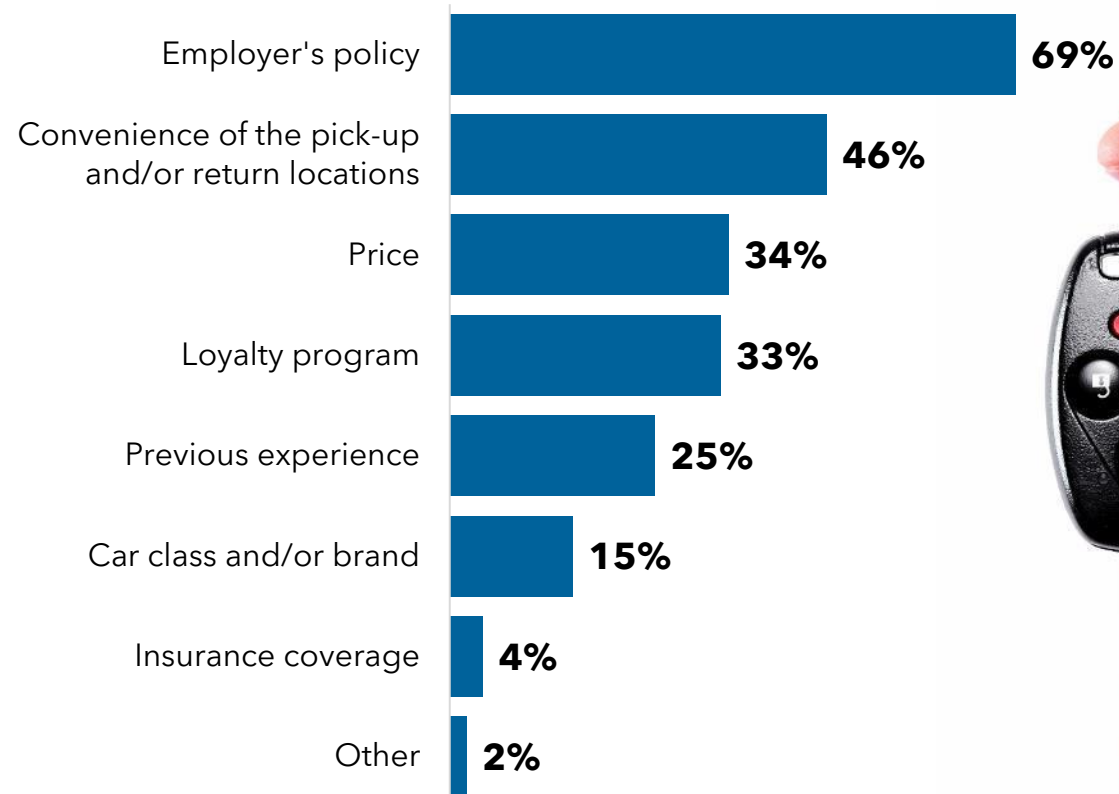
Booking car rental

Around nine in 10 travelers book car rental via a company online booking tool.



Car rental decision-making factors

In addition to company policy, convenience of pick-up location, price and loyalty programs influence traveler car rental decisions.



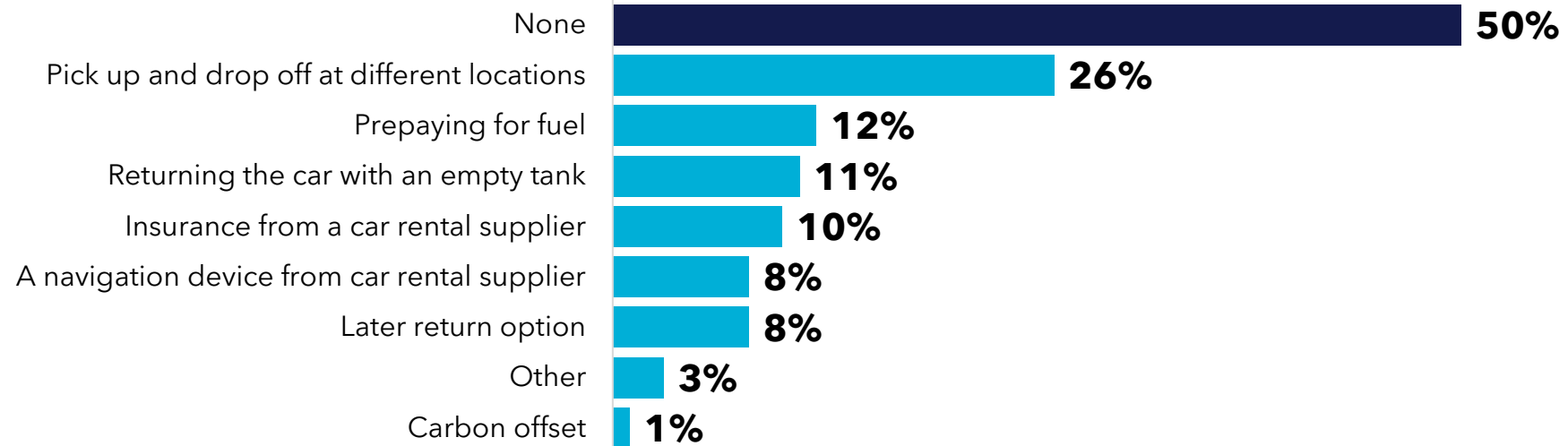
Payment methods

Typically, travelers use a corporate credit card to pay for car rental: Eight in 10 say so.



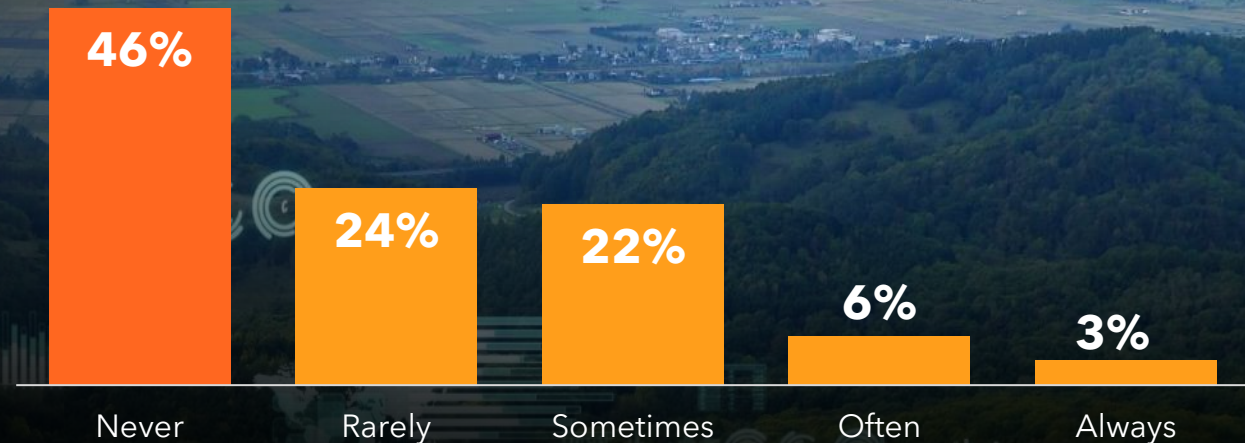
Car rental services used by travelers

When renting a car on business trips, half of travelers make use of additional services offered by suppliers.



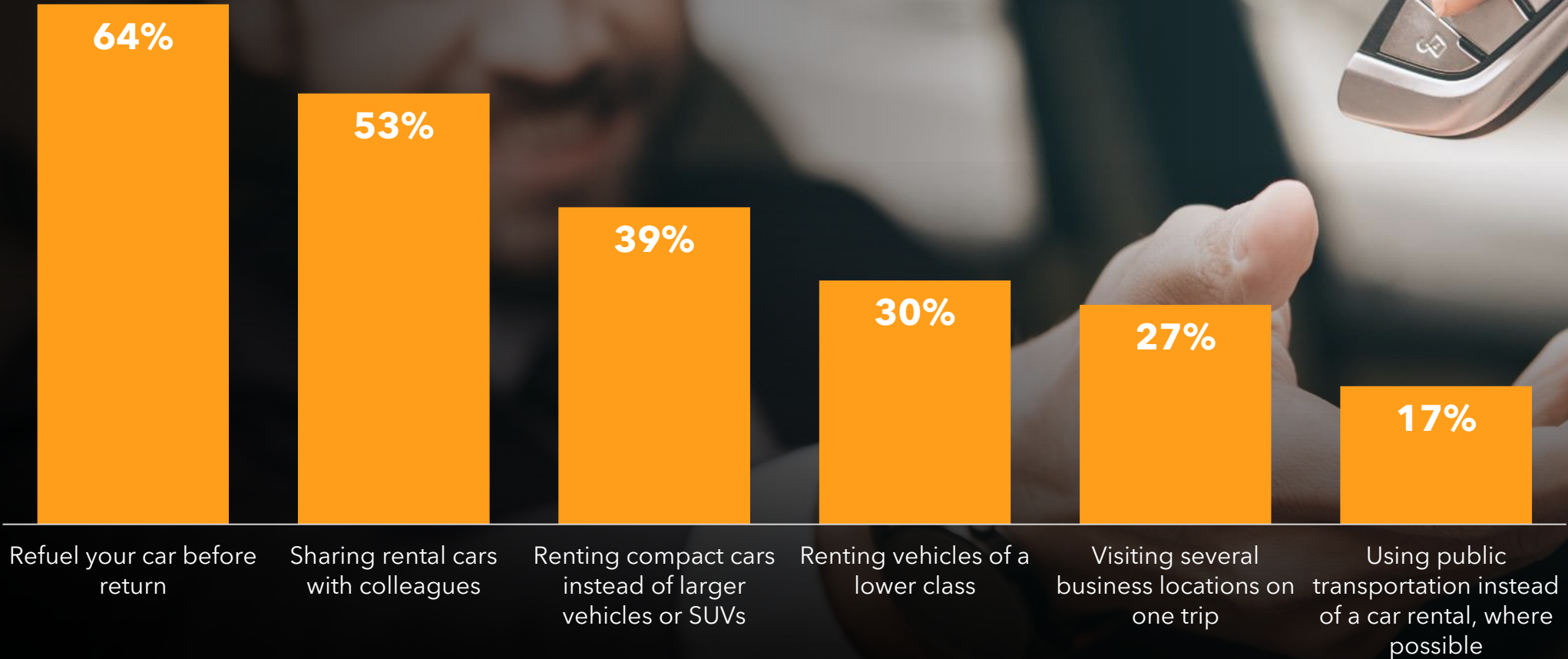
Impact of environmental considerations on car rental selection

Sustainability rarely impacts travelers' car rental choices: Fewer than one in 10 are guided by environmental considerations.



Car rental policies

Employers' car rental policies include a variety of measures that focus on cost savings and sustainability. Refueling cars before returning them and sharing vehicles with colleagues are mentioned the most.



Traveler satisfaction

Around eight in 10 travelers are “extremely” or “somewhat” satisfied with their employer’s car rental policy and available suppliers.
Around one in 10 aren’t happy.

With employer's car rental policy

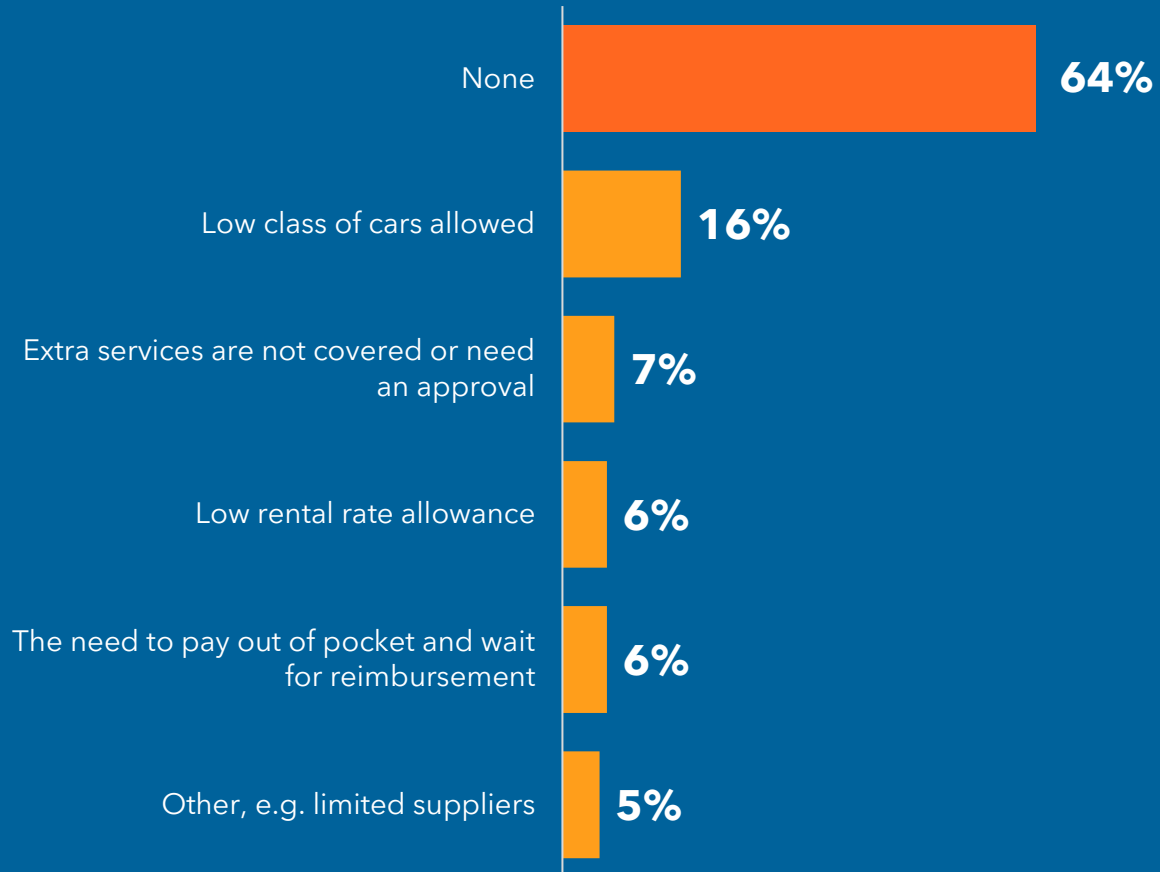


With car rental suppliers



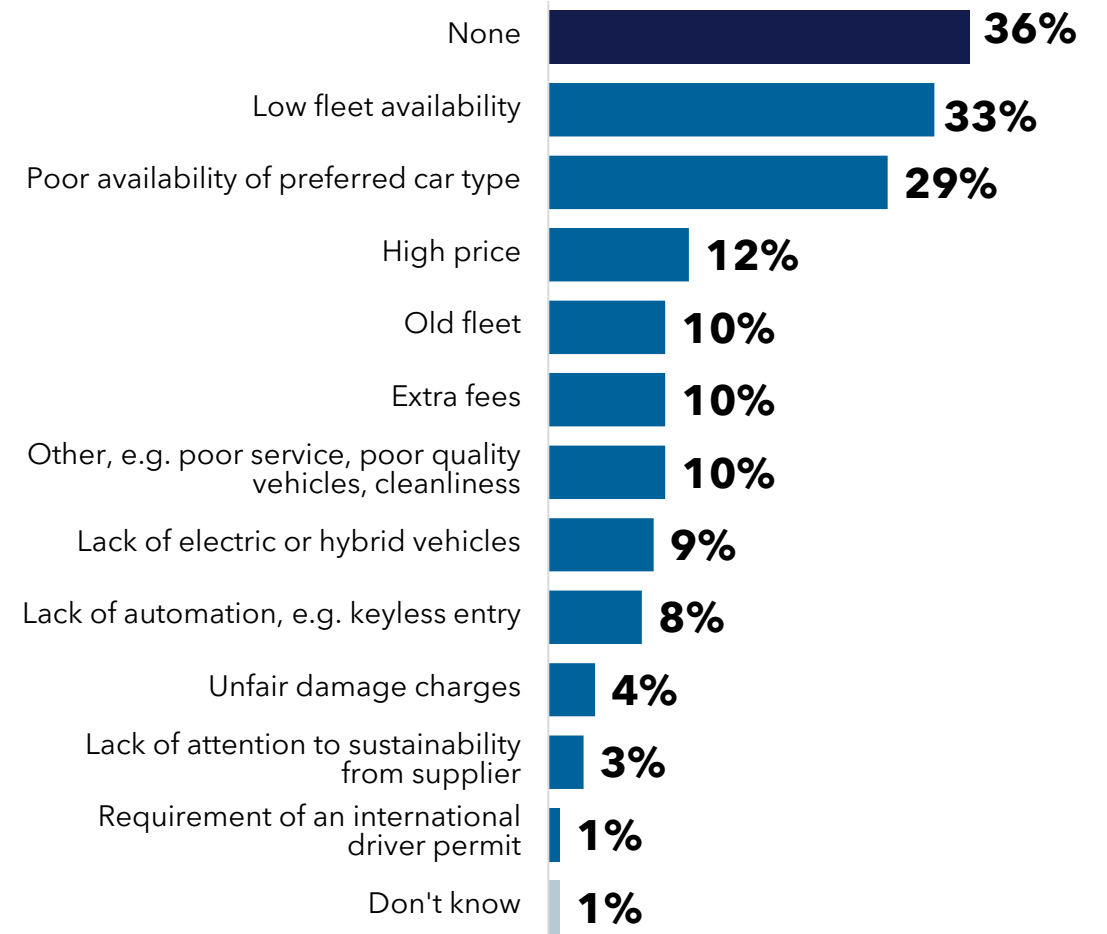
Travel policy issues

Two thirds don't have issues with the car rental policy. Low class of cars permitted is mentioned by one in six.



Car rental supplier issues

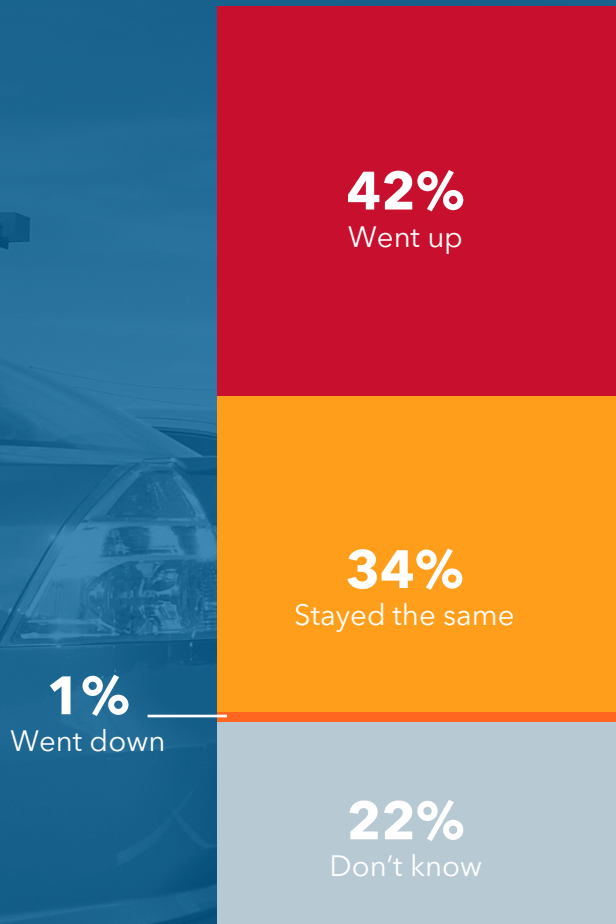
Travelers have more complaints related to suppliers. The biggest complaint is low fleet availability, mentioned by three in 10.



Car rental trends

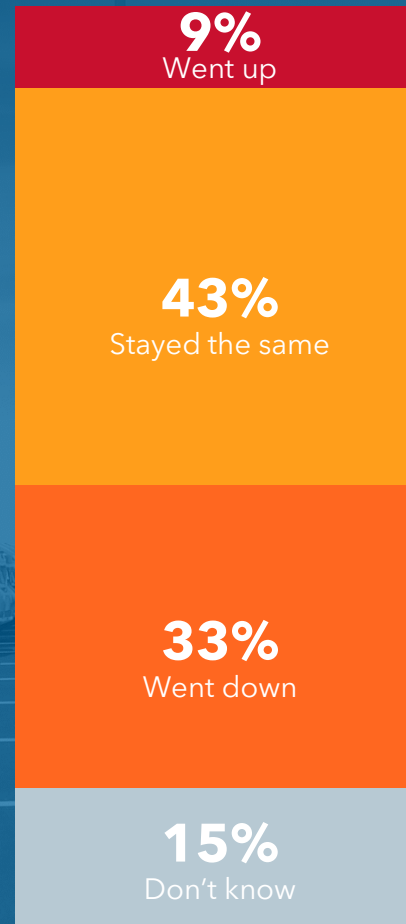
Price

42% of travelers report increased car rental prices in 2023.



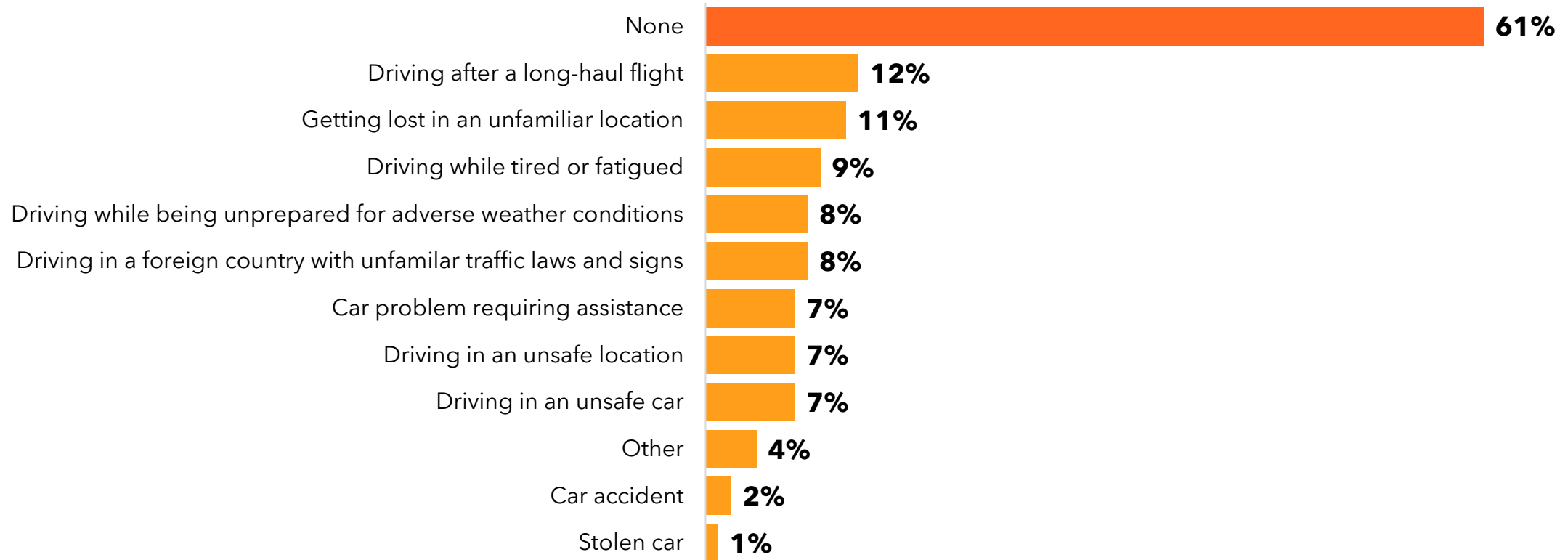
Availability

Four in 10 noticed no change in car rental supply, while a third said availability was lower than usual.



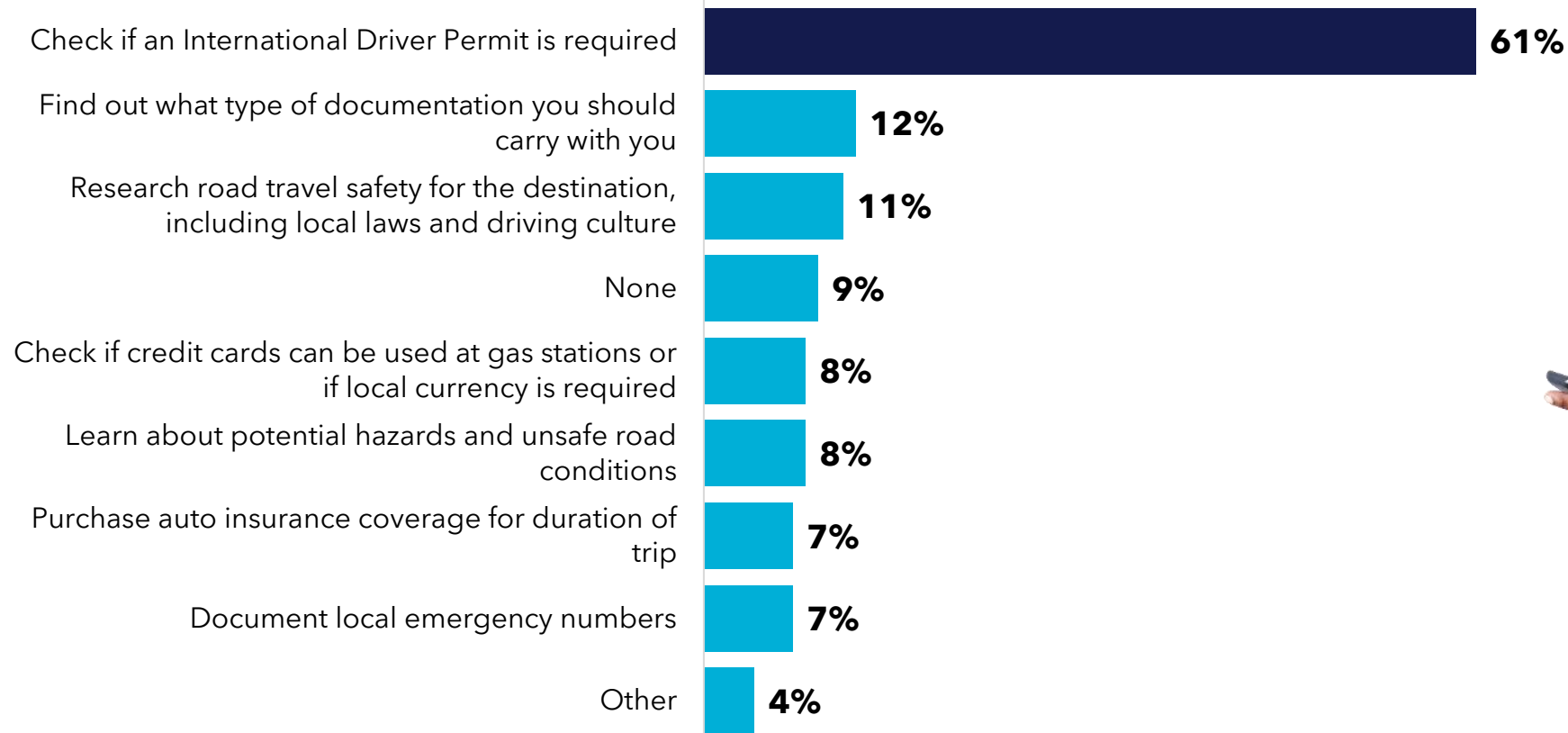
Risky situations experienced when driving a rental car

The majority of car rentals are incident-free, but four in 10 travelers have experienced risky situations when renting a car on a business trip. The most frequently reported risks vary from driving while tired, after a long-haul flight, or in unfamiliar circumstances, to having car issues that require assistance.



Preparing to rent a car abroad

When renting a car abroad, six in 10 travelers check if an international driver permit is required. Few try to find out more about road safety, payment methods at gas stations, or emergency numbers.





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