

# Spain Car Rental Industry Analysis to 2017 - Driven by Short term Online Car Rental Bookings

<https://marketpublishers.com/r/S6019CEC4EEEN.html>

Date: December 2013

Pages: 48

Price: US\$ 700.00 (Single User License)

ID: S6019CEC4EEEN

## Abstracts

The report titled “Spain Car Rental Industry Analysis to 2017 - Driven by Short term Online Car Rental Bookings” provides a comprehensive analysis of the market size of Spain car rental industry by revenue, market segmentation by on and off airport car rentals, by business, leisure and replacement rentals, long and short duration, as well as it is also segmented on the basis of online and station booking. The report entails the market share of major players in the overall car rental market. The report also provides the travelers profile in the country along with major trends and developments in the car rental industry in Spain.

Spain car rental industry has grown at an average annual growth rate of 0.54% in the past seven years from 2006-2012, and the revenue was valued at USD ~ million in 2012. Spain car rental market has been driven by both long and short term car renting with a significant contribution of the latter in terms of revenues of the industry in the period of 2006-2012. The twin effects of global economic recession and euro crisis have negatively impacted the market over the last few years. The recessionary conditions in Spain in 2009 majorly affected the car rental market in the country by reducing the number of business and leisure travels domestically and internationally.

The demand for car rentals for vacation trips has showcased higher traction in Spain. The contribution of leisure rentals to the overall car rental industry in Spain was 48.66% in 2012. Inclining penetration of the internet and broadband services in Spain has revolutionized the pattern of renting cars in the country over the years. The population of internet users at the end of 2012 was approximated over 24 million in the country, which represented 63.1% of the overall population. The online car renting has showcased a tremendous growth in terms of contribution in value terms over the last five years (2006-2012) and is expected to further incline in the coming years. This will

directly impact the revenues generated from the station reservation methods for car rentals in the country.

The rates of major international car rental companies do not vary much, though a tourist may get a better deal by booking in advance. One of the major advantages of renting cars from a national or international company is that a person can rent a car from one town and drop it off in another. The Industry is expected to perform better in the coming years on account of rise in the population growth and an inclination in the international tourist arrivals in the country.

## **KEY TOPICS COVERED IN THE REPORT**

Europe Car rental industry market size, 2006-2012

The market size of Spain Car Rental Industry, 2006-2012

Market segmentation by On-Airport and Off-Airport, 2006-2012

Market segmentation by Business, Leisure and Replacement Purposes, 2006-2012

Market segmentation by Online and Station Booking, 2006-2012

Market segmentation by Long and Short Duration, 2006-2012

Market share of major players in Spain Car Rental industry, 2006-2012

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