

## **2016 Car Rental Trends: Bookings in Europe Outpacing 2015**

*Auto Europe releases 2015 summary and 2016 trends report. The report reviews 2015 & 2016 trends in car rental rates and pickup destinations of U.S. residents traveling to Europe.*

Portland, ME ([PRWEB](#)) December 16, 2015 -- [Auto Europe](#), the industry's first global car rental aggregator has released a study reviewing 2015 & 2016 trends in car rental rates and pickup destinations of U.S. residents traveling to Europe. The study, [found here](#), summarizes the average rental rates in 2015 as well as the top pickup destinations including a map outlining the most popular pickup country by residents of each U.S. state. Rental data from 2015 shows U.S. travelers are opting to rent cars in Italy the most often, accounting for 24% of all 2015 bookings. Additionally, the data confirms that travelers paid dramatically lower rental rates, over 30% lower in some countries, this year compared to last.

Also included in the findings are travel trends for 2016 such as the most popular pickup destinations for 2016 based on advanced bookings. A comparison of the average duration of rental from 2015 to 2016 is also included. For example, readers can expect to discover how much longer U.S. residents intend to travel by rental car in Paris, Rome and London. Lastly the study reveals the most popular rental car class in 2015 and thus far for 2016.

“2015 was an exceptionally strong year for travel and car rentals for Americans outbound to Europe,” says Auto Europe’s Chief Marketing Officer, Scott Braun. “We will continue to closely monitor trends; however our initial data for 2016 is encouraging given the recent landscape abroad. While there is some uncertainty currently in the global travel market, the fact that Europe is a more attainable destination for many may continue to spur growth at least in the short term.”

Read the [full study on 2015 & 2016 car rental trends here](#).

### About Auto Europe

With over 60 years of experience in the rental car industry, Auto Europe specializes in helping travelers find the lowest car rental rates in Europe and other popular destinations around the world. Auto Europe’s deep understanding of the complexities of renting cars abroad paired with their knowledgeable team of rental specialists (available 24/7) allows Auto Europe to provide travelers with the best service in the industry before, during and after their rental. To find the best rate on a car rental for your next trip abroad or to learn more about renting a car in Europe visit [www.autoeurope.com](http://www.autoeurope.com).



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