

Rental Car Concessions (on-site)

January 2022



Brand	2022 Monthly	2021 Monthly	Change	YOY %Change	2022 YTD	2021 YTD	Change	YOY YTD %Change	Jan 22 Market Share	12-Month Mkt Share
Alamo	\$3,426,900.37	\$3,396,531.13	\$30,369.24	0.89%	\$3,426,900.37	\$3,396,531.13	\$30,369.24	0.89%	6.34%	8.00%
Avis	\$9,439,687.10	\$4,389,444.57	\$5,050,242.53	115.05%	\$9,439,687.10	\$4,389,444.57	\$5,050,242.53	115.05%	17.46%	15.84%
Budget	\$9,166,100.29	\$4,882,698.17	\$4,283,402.12	87.73%	\$9,166,100.29	\$4,882,698.17	\$4,283,402.12	87.73%	16.95%	19.00%
Dollar	\$1,290,754.15	\$971,604.55	\$319,149.60	32.85%	\$1,290,754.15	\$971,604.55	\$319,149.60	32.85%	2.39%	2.99%
Enterprise	\$6,916,778.72	\$5,307,468.26	\$1,609,310.46	30.32%	\$6,916,778.72	\$5,307,468.26	\$1,609,310.46	30.32%	12.79%	12.73%
Fox	\$2,446,234.78	\$2,466,972.44	(\$20,737.66)	-0.84%	\$2,446,234.78	\$2,466,972.44	(\$20,737.66)	-0.84%	4.52%	4.69%
Hertz	\$8,866,579.49	\$4,202,420.71	\$4,664,158.78	110.99%	\$8,866,579.49	\$4,202,420.71	\$4,664,158.78	110.99%	16.40%	14.72%
National	\$5,952,282.05	\$3,269,610.55	\$2,682,671.50	82.05%	\$5,952,282.05	\$3,269,610.55	\$2,682,671.50	82.05%	11.01%	9.88%
Payless	\$1,956,955.80	\$453,779.53	\$1,503,176.27	331.26%	\$1,956,955.80	\$453,779.53	\$1,503,176.27	331.26%	3.62%	2.63%
SIXT	\$2,781,310.08	\$1,854,806.70	\$926,503.38	49.95%	\$2,781,310.08	\$1,854,806.70	\$926,503.38	49.95%	5.14%	5.17%
Thrifty	\$1,824,135.83	\$1,587,263.88	\$236,871.95	14.92%	\$1,824,135.83	\$1,587,263.88	\$236,871.95	14.92%	3.37%	4.35%
Zipcar	\$1,741.90	\$5,684.85	(\$3,942.95)	-69.36%	\$1,741.90	\$5,684.85	(\$3,942.95)	-69.36%	0.00%	0.01%
Total	\$54,069,460.56	\$32,788,285.34	\$21,281,175.22	64.90%	\$54,069,460.56	\$32,788,285.34	\$21,281,175.22	64.90%	100%	100%

3/29/2022