

Rental Car Concessions (on-site)

July 2022



Brand	2022 Monthly	2021 Monthly	Change	YOY %Change	2022 YTD	2021 YTD	Change	YOY YTD %Change	2022 Market Share	12-Month Mkt Share
Alamo	\$5,338,436.16	\$6,049,171.90	(\$710,735.74)	-11.75%	\$27,678,643.05	\$28,308,422.98	(\$629,779.93)	-2.22%	6.33%	7.25%
Avis	\$15,369,360.95	\$14,658,186.69	\$711,174.26	4.85%	\$73,112,728.36	\$48,499,075.83	\$24,613,652.53	50.75%	18.23%	17.40%
Budget	\$16,910,817.39	\$19,829,239.88	(\$2,918,422.49)	-14.72%	\$73,132,142.18	\$67,412,709.05	\$5,719,433.13	8.48%	20.06%	17.66%
Dollar	\$1,762,723.21	\$3,848,556.16	(\$2,085,832.95)	-54.20%	\$10,282,916.21	\$10,723,156.31	(\$440,240.10)	-4.11%	2.09%	2.63%
Enterprise	\$9,715,970.44	\$8,688,724.02	\$1,027,246.42	11.82%	\$50,078,014.99	\$45,989,005.56	\$4,089,009.43	8.89%	11.53%	12.06%
Fox	\$3,213,934.34	\$3,846,649.18	(\$632,714.84)	-16.45%	\$17,563,656.99	\$18,599,061.28	(\$1,035,404.29)	-5.57%	3.81%	4.17%
Hertz	\$15,827,961.40	\$13,361,287.40	\$2,466,674.00	18.46%	\$74,478,894.33	\$46,451,946.37	\$28,026,947.96	60.34%	18.78%	16.91%
National	\$7,583,378.64	\$7,123,551.49	\$459,827.15	6.46%	\$45,066,704.51	\$31,134,588.96	\$13,932,115.55	44.75%	9.00%	10.71%
Payless	\$1,825,030.51	\$2,721,162.16	(\$896,131.65)	-32.93%	\$9,680,143.26	\$8,471,149.42	\$1,208,993.84	14.27%	2.16%	2.37%
SIXT	\$3,877,414.01	\$4,044,070.36	(\$166,656.35)	-4.12%	\$19,924,896.66	\$19,711,315.14	\$213,581.52	1.08%	4.60%	4.65%
Thrifty	\$2,871,967.89	\$2,115,954.86	\$756,013.03	35.73%	\$15,235,660.19	\$13,682,419.92	\$1,553,240.27	11.35%	3.41%	4.19%
Zipcar	\$1,698.47	\$6,608.42	(\$4,909.95)	-74.30%	\$11,279.08	\$41,569.35	(\$30,290.27)	-72.87%	0.00%	0.00%
Total	\$84,298,693.41	\$86,293,162.52	(\$1,994,469.11)	-2.31%	\$416,245,679.81	\$339,024,420.17	\$77,221,259.64	22.78%	100%	100%

8/26/2022