

Rental Car Concessions (on-site)

September 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	\$5,967,661.69	\$5,186,142.06	\$781,519.63	15.07%	\$39,877,279.97	\$39,135,380.55	\$741,899.42	1.90%	9.33%	7.41%
Avis	\$10,942,594.30	\$10,517,959.17	\$424,635.13	4.04%	\$97,209,255.84	\$73,040,376.66	\$24,168,879.18	33.09%	17.10%	17.24%
Budget	\$11,171,385.26	\$11,398,671.58	(\$227,286.32)	-1.99%	\$97,624,405.94	\$95,099,071.21	\$2,525,334.73	2.66%	17.46%	17.11%
Dollar	\$1,915,937.61	\$1,657,593.63	\$258,343.98	15.59%	\$13,871,528.21	\$14,700,648.76	(\$829,120.55)	-5.64%	2.99%	2.56%
Enterprise	\$7,412,312.21	\$6,227,005.41	\$1,185,306.80	19.03%	\$65,985,957.37	\$59,930,866.26	\$6,055,091.11	10.10%	11.58%	12.28%
Fox	\$2,206,043.52	\$2,402,365.40	(\$196,321.88)	-8.17%	\$22,911,507.90	\$24,082,524.66	(\$1,171,016.76)	-4.86%	3.45%	4.13%
Hertz	\$11,114,054.67	\$8,181,905.58	\$2,932,149.09	35.84%	\$100,070,896.62	\$67,657,924.28	\$32,412,972.34	47.91%	17.37%	17.46%
National	\$6,310,331.47	\$5,737,796.64	\$572,534.83	9.98%	\$58,420,889.58	\$43,469,546.46	\$14,951,343.12	34.39%	9.86%	10.80%
Payless	\$965,571.56	\$1,980,249.13	(\$1,014,677.57)	-51.24%	\$12,609,453.80	\$12,368,696.94	\$240,756.86	1.95%	1.51%	2.22%
SIXT	\$2,996,568.59	\$2,500,357.65	\$496,210.94	19.85%	\$26,353,944.73	\$25,303,691.50	\$1,050,253.23	4.15%	4.68%	4.75%
Thrifty	\$2,988,869.04	\$3,104,476.07	(\$115,607.03)	-3.72%	\$21,107,834.83	\$20,568,500.47	\$539,334.36	2.62%	4.67%	4.02%
Zipcar	\$4,013.96	\$2,523.62	\$1,490.34	59.06%	\$19,674.09	\$49,674.69	(\$30,000.60)	-60.39%	0.01%	0.00%
Total	\$63,995,343.88	\$58,897,045.94	\$5,098,297.94	8.66%	\$556,062,628.88	\$475,406,902.44	\$80,655,726.44	16.97%	100%	100%

10/26/2022