

Rental Car Concessions (on-site)

February 2022



Brand	2022 Monthly	2021 Monthly	Change	YOY %Change	2022 YTD	2021 YTD	Change	YOY YTD %Change	Feb 2022 Market Share	12-Month Mkt Share
Alamo	\$3,295,380.71	\$3,197,966.05	\$97,414.66	3.05%	\$6,722,281.08	\$6,594,497.18	\$127,783.90	1.94%	5.79%	7.73%
Avis	\$10,695,556.22	\$3,994,990.93	\$6,700,565.29	167.72%	\$20,135,243.32	\$8,384,435.50	\$11,750,807.82	140.15%	18.78%	16.32%
Budget	\$10,109,844.23	\$6,380,215.18	\$3,729,629.05	58.46%	\$19,275,944.52	\$11,262,913.35	\$8,013,031.17	71.15%	17.76%	18.91%
Dollar	\$1,280,635.06	\$1,008,344.19	\$272,290.87	27.00%	\$2,571,389.21	\$1,979,948.74	\$591,440.47	29.87%	2.25%	2.92%
Enterprise	\$6,400,981.71	\$5,378,785.42	\$1,022,196.29	19.00%	\$13,317,760.43	\$10,686,253.68	\$2,631,506.75	24.63%	11.24%	12.45%
Fox	\$2,313,215.61	\$2,267,962.27	\$45,253.34	2.00%	\$4,759,450.39	\$4,734,934.71	\$24,515.68	0.52%	4.06%	4.54%
Hertz	\$9,143,366.29	\$4,392,052.34	\$4,751,313.95	108.18%	\$18,009,945.78	\$8,594,473.05	\$9,415,472.73	109.55%	16.06%	14.93%
National	\$6,498,252.57	\$3,312,317.56	\$3,185,935.01	96.18%	\$12,450,534.62	\$6,581,928.11	\$5,868,606.51	89.16%	11.41%	10.02%
Payless	\$2,032,056.15	\$739,105.97	\$1,292,950.18	174.93%	\$3,989,011.95	\$1,192,885.50	\$2,796,126.45	234.40%	3.57%	2.74%
SIXT	\$3,315,687.37	\$2,165,918.13	\$1,149,769.24	53.08%	\$6,096,997.45	\$4,020,724.83	\$2,076,272.62	51.64%	5.82%	5.17%
Thrifty	\$1,850,807.01	\$1,403,194.20	\$447,612.81	31.90%	\$3,674,942.84	\$2,990,458.08	\$684,484.76	22.89%	3.25%	4.27%
Zipcar	\$2,049.28	\$4,110.26	(\$2,060.98)	-50.14%	\$3,791.18	\$9,795.11	(\$6,003.93)	-61.30%	0.00%	0.01%
Total	\$56,937,832.21	\$34,244,962.50	\$22,692,869.71	66.27%	\$111,007,292.77	\$67,033,247.84	\$43,974,044.93	65.60%	100%	100%

4/12/2022