

Rental Car Concessions (on-site)

December 2020



Brand	2020 Monthly	2019 Monthly	Change	YOY %Change	2020 YTD	2019 YTD	Change	YOY YTD %Change	2020 Market Share	12-Month Mkt Share
Advantage		\$2,133,240.80	(\$2,133,240.80)		\$5,366,877.76	\$29,004,877.49	(\$23,637,999.73)	-81.50%	0.00%	1.63%
Alamo	\$2,450,132.10	\$3,225,896.74	(\$775,764.64)	-24.05%	\$32,967,396.55	\$50,744,305.80	(\$17,776,909.25)	-35.03%	9.34%	10.02%
Avis	\$3,636,397.38	\$5,911,948.33	(\$2,275,550.95)	-38.49%	\$43,763,620.61	\$89,724,617.68	(\$45,960,997.07)	-51.22%	13.86%	13.29%
Budget	\$3,203,213.49	\$4,995,280.54	(\$1,792,067.05)	-35.88%	\$45,766,030.11	\$77,857,244.01	(\$32,091,213.90)	-41.22%	12.21%	13.90%
Dollar	\$1,034,611.87	\$1,700,784.65	(\$666,172.78)	-39.17%	\$9,867,480.50	\$18,704,604.08	(\$8,837,123.58)	-47.25%	3.94%	3.00%
Enterprise	\$4,298,143.72	\$5,335,614.12	(\$1,037,470.40)	-19.44%	\$50,499,477.16	\$77,574,501.55	(\$27,075,024.39)	-34.90%	16.38%	15.34%
E-Z		\$622,423.00	(\$622,423.00)		\$1,756,187.92	\$7,928,563.49	(\$6,172,375.57)	-77.85%	0.00%	0.53%
Fox	\$2,348,845.31	\$1,395,935.23	\$952,910.08	68.26%	\$17,526,331.32	\$18,745,609.89	(\$1,219,278.57)	-6.50%	8.95%	5.32%
Hertz	\$3,701,046.59	\$8,072,150.87	(\$4,371,104.28)	-54.15%	\$51,838,233.87	\$127,208,974.64	(\$75,370,740.77)	-59.25%	14.11%	15.75%
National	\$2,590,606.70	\$4,942,954.03	(\$2,352,347.33)	-47.59%	\$34,582,689.75	\$70,252,782.80	(\$35,670,093.05)	-50.77%	9.87%	10.51%
Payless	\$588,234.17	\$891,747.92	(\$303,513.75)	-34.04%	\$8,921,133.27	\$17,954,179.45	(\$9,033,046.18)	-50.31%	2.24%	2.71%
SIXT	\$1,438,815.55	\$1,875,296.11	(\$436,480.56)	-23.28%	\$15,053,767.85	\$24,644,939.63	(\$9,591,171.78)	-38.92%	5.48%	4.57%
Thrifty	\$948,941.04	\$1,548,400.94	(\$599,459.90)	-38.71%	\$11,267,690.54	\$23,257,571.02	(\$11,989,880.48)	-51.55%	3.62%	3.42%
Total	\$26,238,987.92	\$42,651,673.28	(\$16,412,685.36)	-38.48%	\$329,176,917.21	\$633,602,771.53	(\$304,425,854.32)	-48.05%	100%	100%

1/27/2021