

Rental Car Concessions (on-site)

March 2023



Brand	2023 Monthly	2022 Monthly	Change	YOY %Change	2023 YTD	2022 YTD	Change	YOY YTD %Change	2023 Market Share	12-Month Mkt Share
Alamo	\$4,112,477.25	\$3,813,562.07	\$298,915.18	7.84%	\$12,863,531.95	\$10,535,843.15	\$2,327,688.80	22.09%	6.85%	8.04%
Avis	\$10,284,908.42	\$11,754,811.47	(\$1,469,903.05)	-12.50%	\$30,253,416.65	\$31,890,054.79	(\$1,636,638.14)	-5.13%	17.14%	17.09%
Budget	\$9,829,119.97	\$11,947,539.93	(\$2,118,419.96)	-17.73%	\$27,039,657.98	\$31,223,484.45	(\$4,183,826.47)	-13.40%	16.38%	16.14%
Dollar	\$1,322,730.14	\$1,777,640.05	(\$454,909.91)	-25.59%	\$3,495,818.64	\$4,349,029.26	(\$853,210.62)	-19.62%	2.20%	2.43%
Enterprise	\$7,933,600.59	\$7,406,095.95	\$527,504.64	7.12%	\$23,453,210.84	\$20,723,856.38	\$2,729,354.46	13.17%	13.22%	12.93%
Fox	\$2,211,050.86	\$2,678,437.42	(\$467,386.56)	-17.45%	\$7,105,685.53	\$7,437,887.81	(\$332,202.28)	-4.47%	3.68%	4.05%
Hertz	\$10,994,748.42	\$10,864,324.25	\$130,424.17	1.20%	\$29,135,457.45	\$28,875,174.35	\$260,283.10	0.90%	18.32%	17.86%
National	\$7,461,426.01	\$7,387,023.40	\$74,402.61	1.01%	\$19,763,822.09	\$19,837,558.02	(\$73,735.93)	-0.37%	12.43%	10.85%
Payless	\$436,828.31	\$1,169,067.27	(\$732,238.96)	-62.63%	\$1,135,225.45	\$5,158,079.22	(\$4,022,853.77)	-77.99%	0.73%	1.54%
SIXT	\$3,740,592.92	\$3,533,705.34	\$206,887.58	5.85%	\$11,600,177.43	\$9,630,702.79	\$1,969,474.64	20.45%	6.23%	5.14%
Thrifty	\$1,677,491.28	\$2,825,821.74	(\$1,148,330.46)	-40.64%	\$5,403,991.17	\$6,500,764.58	(\$1,096,773.41)	-16.87%	2.80%	3.92%
Zipcar	\$1,741.11	\$1,548.40	\$192.71	12.45%	\$6,798.61	\$5,339.58	\$1,459.03	27.32%	0.00%	0.00%
Total	\$60,006,715.28	\$65,159,577.29	(\$5,152,862.01)	-7.91%	\$171,256,793.79	\$176,167,774.38	(\$4,910,980.59)	-2.79%	100%	100%

5/4/2023