



DESTIN
FORT WALTON BEACH
AIRPORT

January 2020



Brand	Market Share	% of Market Share
Alamo	\$ 241,228.96	14.25%
Avis	\$ 264,074.08	15.60%
Budget	\$ 253,267.77	14.96%
Dollar	\$ 150,490.17	8.89%
Enterprise	\$ 315,303.24	18.63%
Hertz	\$ 307,332.22	18.16%
National	\$ 160,835.23	9.50%
	\$ 1,692,531.67	100%

