



**DESTIN
FORT WALTON BEACH
AIRPORT**

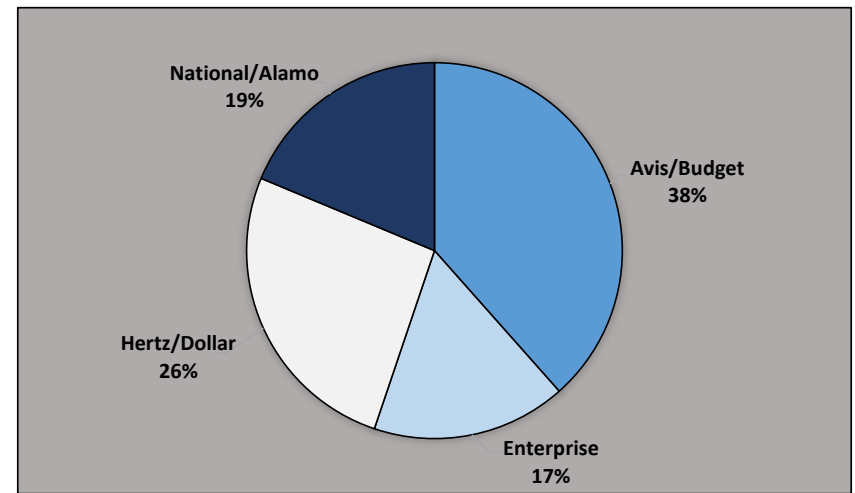
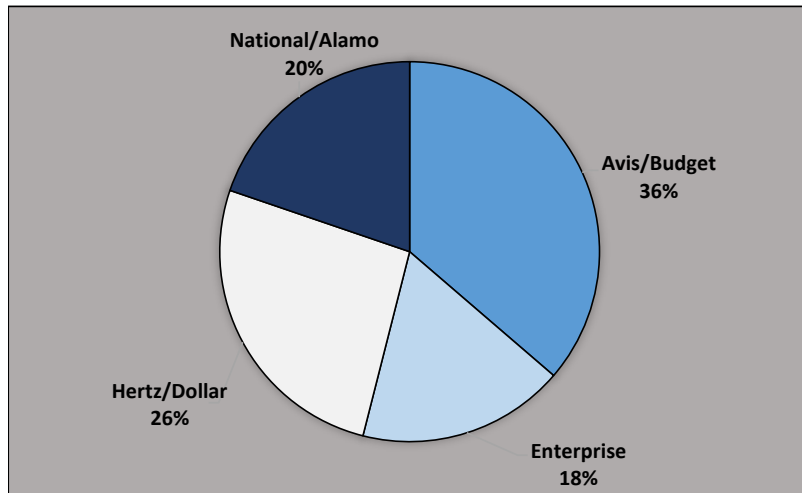
December 2023

Dec-23

Year to Date 2023

<u>Brand</u>	<u>Market Share</u>	<u>% of Market Share</u>
Avis/Budget	\$ 872,202.46	36%
Enterprise	\$ 424,296.20	18%
Hertz/Dollar	\$ 631,280.30	26%
National/Alamo	\$ 474,988.48	20%
	\$ 2,402,767.44	100%

<u>Brand</u>	<u>Market Share</u>	<u>% of Market Share</u>
Avis/Budget	\$ 24,887,371.62	38%
Enterprise	\$ 10,838,753.50	17%
Hertz/Dollar	\$ 16,894,950.55	26%
National/Alamo	\$ 12,114,834.81	19%
	\$ 64,735,910.48	100.00%



Validation

Previous Market Share Jan 2023 to Nov 2023	\$62,333,143.04				
December 2023 Market Share		MAG	11%	Net Amount Due County	Due County + CFCs
Avis/Budget	\$872,202.46	\$187,683.43	\$95,942.27	\$0.00	\$54,262.50
Hertz/Dollar	\$631,280.30	\$129,365.33	\$69,440.83	\$0.00	\$41,460.00
Enterprise	\$424,296.20	\$83,291.09	\$46,672.58	\$0.00	\$22,421.25
National/Alamo	\$474,988.48	\$93,028.79	\$52,248.73	\$0.00	\$29,426.51
Total December 2023 Market Share	\$2,402,767.44	\$493,368.64	\$264,304.42	\$0.00	\$147,570.26
Year To Date Total Market Share	\$64,735,910.48				

December 2023 CFCs	
Avis/Budget	\$54,262.50
Hertz/Dollar	\$41,460.00
Enterprise	\$22,421.25
National/Alamo	\$29,426.50
Total December 2023 CFCs	147,570.25

December 2023 Rental Transactions	
Avis/Budget	2,950.00
Hertz/Dollar	2,340.00
Enterprise	1,291.00
National/Alamo	1,695.00
Total December 2023 Rental Transactions	8,276.00

December 2023 Rental Transaction Days		* \$3.75	Rental Days Per Trans
Avis/Budget	14,470.00	\$54,262.50	\$4.91
Hertz/Dollar	11,056.00	\$41,460.00	\$4.72
Enterprise	5,979.00	\$22,421.25	\$4.63
National/Alamo	7,847.07	\$29,426.51	\$4.63
Total December 2023 Rental Transaction Days	39,352.07	147,570.26	\$18.89