



# DESTIN FORT WALTON BEACH AIRPORT

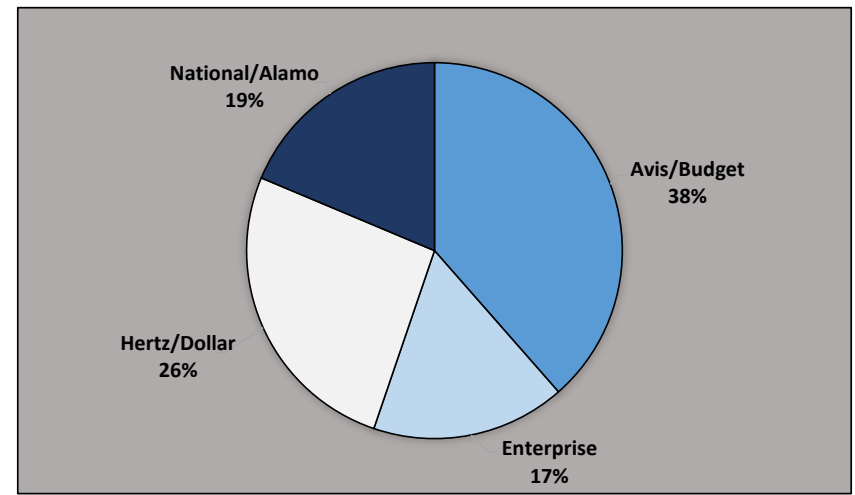
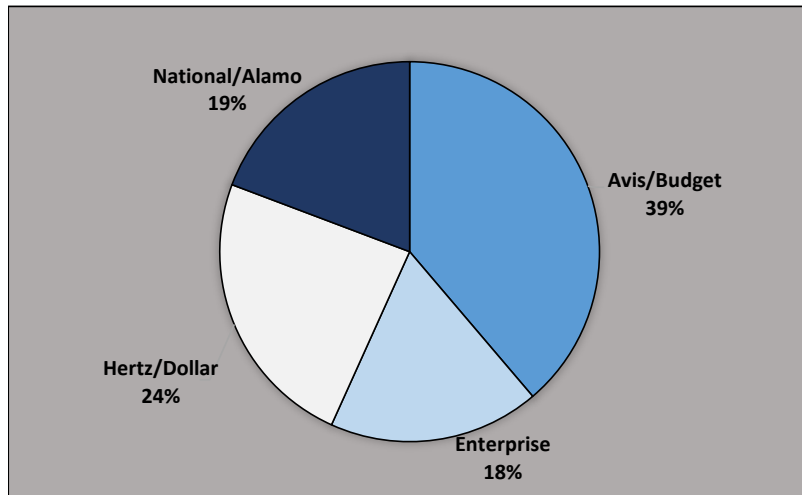
# November 2023

Nov-23

Year to Date 2023

Brand	Market Share	% of Market Share
Avis/Budget	\$ 1,514,487.82	39%
Enterprise	\$ 702,295.36	18%
Hertz/Dollar	\$ 936,855.92	24%
National/Alamo	\$ 752,389.58	19%
<b>\$ 3,906,028.68</b>		<b>100%</b>

Brand	Market Share	% of Market Share
Avis/Budget	\$ 24,015,169.16	38%
Enterprise	\$ 10,414,457.30	17%
Hertz/Dollar	\$ 16,263,670.25	26%
National/Alamo	\$ 11,639,846.33	19%
<b>\$ 62,333,143.04</b>		<b>100.00%</b>



**Validation**

<b>Previous Market Share Jan 2023 to Oct 2023</b>	\$58,427,114.36
<b>November 2023 Market Share</b>	
Avis/Budget	\$1,514,487.82
Hertz/Dollar	\$936,855.92
Enterprise	\$702,295.36
National/Alamo	\$752,389.58
<b>Total November 2023 Market Share</b>	\$3,906,028.68
<b>Year To Date Total Market Share</b>	\$62,333,143.04

	MAG	11%	Net Amount Due County	Due County + CFCs
Avis/Budget	\$187,683.43	\$166,593.66	\$0.00	\$89,490.00
Hertz/Dollar	\$129,365.33	\$103,054.15	\$0.00	\$50,748.75
Enterprise	\$83,291.09	\$77,252.49	\$0.00	\$35,887.50
National/Alamo	\$93,028.79	\$82,762.85	\$0.00	\$45,915.00
<b>Total November 2023 Market Share</b>	\$493,368.64	\$429,663.15	\$0.00	\$222,041.25

<b>November 2023 CFCs</b>	
Avis/Budget	\$89,490.00
Hertz/Dollar	\$50,748.75
Enterprise	\$35,887.50
National/Alamo	\$45,915.00
<b>Total November 2023 CFCs</b>	222,041.25

<b>November 2023 Rental Transactions</b>	
Avis/Budget	4,639.00
Hertz/Dollar	2,776.00
Enterprise	1,929.00
National/Alamo	2,472.00
<b>Total November 2023 Rental Transactions</b>	11,816.00

<b>November 2023 Rental Transaction Days</b>		* \$3.75	Rental Days Per Trans
Avis/Budget	23,864.00	\$89,490.00	\$5.14
Hertz/Dollar	13,533.00	\$50,748.75	\$4.88
Enterprise	9,570.00	\$35,887.50	\$4.96
National/Alamo	12,244.00	\$45,915.00	\$4.95
<b>Total November 2023 Rental Transaction Days</b>	59,211.00	222,041.25	\$19.93