



Destin - Fort Walton Beach August 2026 Rental Car Report

August 2026		
Company	\$ Market Share	% Percentage
avis budget group	\$3,081,098.60	33.14%
Hertz dollar. CAR RENTAL	\$2,036,666.16	21.91%
enterprise	\$2,070,998.07	22.27%
National Alamo	\$2,108,839.52	22.68%
Total	\$9,297,602.35	100.00%

Year-to-Date 2026		
Company	\$ Market Share	% Percentage
avis budget group	\$20,058,899.38	35.18%
Hertz dollar. CAR RENTAL	\$13,200,129.63	23.15%
enterprise	\$11,065,024.64	19.41%
National Alamo	\$12,694,332.68	22.26%
Total	\$57,018,386.33	100.00%

