

# Memorandum



**Date:** March 23, 2022

**To:** Honorable Commissioner Joe A. Martinez  
District 11

**From:** Daniella Levine Cava *Daniella Levine Cava*  
Mayor

**Subject:** Report on Rental Car Sales for Years 2019, 2020 and 2021 at Miami International Airport, Legistar No. 220126

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At the January 19, 2022 Board of County Commissioners meeting, you directed the County Mayor or County Mayor's designee to provide a report that provides the prices rental car companies charged at Miami International Airport (MIA) in 2019, 2020, and 2021. In response to the directive, the Miami-Dade Aviation Department has prepared the attached report which is summarized below.

- (1) Yearly Transaction Days by Company - represents the number of days a vehicle was leased by rental car companies doing business at MIA. The data shows that the number of lease days in 2020 and 2021 fall below pre-pandemic levels in 2019, with the exceptions of Budget Rent A Car, Enterprise Car Rental, Roam Rental d/b/a as ACE Rent A Car, and Royal Car Rental.
- (2) Yearly Gross Sales by Company - represents the yearly gross sales generated by rental car companies doing business at MIA in 2019, 2020 and 2021. The data shows that more than one-half of the car rental companies surpassed the 2019 sales dollars (pre-pandemic) levels in 2021 including Avis Car Rental, Budget Rent A Car, Thrifty Car Rental, Enterprise Car Rental, National Car Rental, Family Rent A Car, Roam Rental d/b/a ACE Rent A Car, Royal Car Rental, Sixt Rent A Car, and Hertz Car Rental.
- (3) Yearly Average Price by Company - represents the average price charged by rental car companies doing business at MIA in 2019, 2020 and 2021. The data shows that the average price of rental cars increased by more than 50 percent from 2019 to 2021 with the exceptions of National Car Rental and Royal Car Rental.

The Aviation Department also requested specific information from each rental car company at MIA including the number of small, mid-size and large vehicles rented in 2019, 2020, and 2021 as well as the average rental rates for those vehicles for the same time period. However, the Department was only successful in obtaining the data displayed in Exhibit B (as attached), which shows the rental rates for different types and sizes of vehicles by rental car company for the month of January 2022. Because the rental car prices in Exhibit B represent only one month in year 2022, a comparative analysis comparing the average prices of rental cars in 2022 to those in 2019, 2020 and 2021 is not feasible.

If you have any questions or concerns regarding the information provided, please contact Aviation Director, Ralph Cutié, at 305-876-7066.

C: Geri Bonzon-Keenan, County Attorney  
Gerald Sanchez, First Assistant County Attorney  
Jess McCarty, Executive Assistant County Attorney  
Office of the Mayor Senior Staff  
Ralph Cutié, Director, Miami-Dade Aviation Department  
Basia Pruna, Director, Clerk of the Board  
Jennifer Moon, Chief, Office of Policy and Budgetary Affairs  
Yinka Majekodunmi, CPA, Commission Auditor

Rental Car Companies  
Revenue Analysis Summary  
For Calendar Years 2019, 2020 and 2021

EXHIBIT A

Yearly Transaction Days by Company	2019	2020	2021	% Increase (decrease) from 2019 to 2021
Advantage Rent A Car	127,232	34,249	70,830	-44.3%
Alamo Car Rental	2,566,171	876,345	774,671	-69.8%
Avis Car Rental	772,121	366,293	754,576	-2.3%
Budget Rent A Car	783,457	409,952	793,302	1.3%
Dollar Rent A Car	735,548	270,249	286,858	-61.0%
Thrifty Car Rental	454,837	244,319	442,904	-2.6%
Enterprise Car Rental	476,818	361,999	583,021	22.3%
E-Z Rent A Car	46,118	11,583	-	-100.0%
National Car Rental	466,006	241,171	393,746	-15.5%
Family Rent A Car	66,127	44,901	57,774	-12.6%
Payless Rent A Car	44,362	16,811	17,917	-59.6%
Roam Rental dba ACE Rent A Car (Feb. 2019)	65,357	81,486	123,035	88.3%
Royal Car Rental	42,603	27,973	43,953	3.2%
Sixt (9378 previously All Day - effective Sept. 2015)	56,385	10,695	27	-100.0%
Sixt Rent A Car	763,198	316,425	556,909	-27.0%
Hertz Car Rental	1,442,086	646,818	970,458	-32.7%
<b>Total Yearly Car Lease Day</b>	<b>8,908,426</b>	<b>3,961,269</b>	<b>5,869,981</b>	<b>-34.1%</b>

Yearly Gross Sales by Company	2019	2020	2021	% Increase (decrease) from 2019 to 2021
Advantage Rent A Car	\$ 5,726,219	\$ 1,739,446	\$ 5,373,056	-6.2%
Alamo Car Rental	122,912,867	43,558,444	63,695,804	-48.2%
Avis Car Rental	38,839,509	20,118,709	58,569,058	50.8%
Budget Rent A Car	37,323,760	21,811,821	66,822,255	79.0%
Dollar Rent A Car	34,535,539	13,409,259	24,204,524	-29.9%
Thrifty Car Rental	21,160,420	11,766,983	34,503,368	63.1%
Enterprise Car Rental	27,181,549	21,723,157	50,599,586	86.2%
E-Z Rent A Car	2,622,425	698,768	-	-100.0%
National Car Rental	22,706,573	11,944,188	23,648,865	4.1%
Family Rent A Car	3,462,970	2,509,500	5,203,042	50.2%
Payless Rent A Car	1,832,016	760,589	1,629,470	-11.1%
Roam Rental dba ACE Rent A Car (Feb. 2019)	3,112,195	4,489,898	11,075,530	255.9%
Royal Car Rental	2,552,877	1,741,238	3,579,693	40.2%
Sixt (9378 previously All Day - effective Sept. 2015)	3,995,278	859,218	3,470	-99.9%
Sixt Rent A Car	54,676,899	23,726,682	67,451,207	23.4%
Hertz Car Rental	74,824,716	37,148,318	80,548,418	7.6%
<b>Total Yearly Gross Revenue</b>	<b>\$ 457,465,813</b>	<b>\$ 218,006,217</b>	<b>\$ 496,907,344</b>	<b>8.6%</b>

Yearly Average Price by Company	2019	2020	2021	% Increase from 2019 to 2021
Advantage Rent A Car	\$ 45.01	\$ 50.79	\$ 75.86	68.6%
Alamo Car Rental	47.90	49.70	82.22	71.7%
Avis Car Rental	50.30	54.93	77.62	54.3%
Budget Rent A Car	47.64	53.21	84.23	76.8%
Dollar Rent A Car	46.95	49.62	84.38	79.7%
Thrifty Car Rental	46.52	48.16	77.90	67.4%
Enterprise Car Rental	57.01	60.01	86.79	52.2%
E-Z Rent A Car	56.86	60.33	-	
National Car Rental	48.73	49.53	60.06	23.3%
Family Rent A Car	52.37	55.89	90.06	72.0%
Payless Rent A Car	41.30	45.24	90.95	120.2%
Roam Rental dba ACE Rent A Car (Feb. 2019)	47.62	55.10	90.02	89.0%
Royal Car Rental	59.92	62.25	81.44	35.9%
Sixt (9378 previously All Day - effective Sept. 2015)	70.86	80.34	128.52	81.4%
Sixt Rent A Car	71.64	74.98	121.12	69.1%
Hertz Car Rental	51.89	57.43	83.00	60.0%
<b>Yearly Average Price Per Vehicle</b>	<b>\$ 51.35</b>	<b>\$ 55.03</b>	<b>\$ 84.65</b>	<b>64.8%</b>

**EXHIBIT B**

**RENTAL CAR COMPANIES AT MIA**

Rental Rates in 2022	Compact Car Price/Day	Economy Price/Day	Midsize Price/Day	Standard Price/Day	Full Size Price/Day	Compact SUV Price/Day	Midsize SUV Price/Day	Standard Pickup Price/Day	Standard SUV Price/Day	Pickup Price/Day	Convertible Price/Day	Premium Crossover Price/Day	7 Passenger Minivan Price/Day	Full Size Elite Price/Day	Premium Price/Day	Premium Elite SUV Price/Day	Sports Car Price/Day	Full Size SUV Price/Day	Luxury SUV Price/Day	15 Passenger Van Price/Day	Average Vehicle Price
<b>Alamo Car Rental</b>	\$ 43.79	\$ 43.79	\$ 44.85	\$ 45.87	\$ 45.87	\$ 48.53	\$ 50.12	\$ 55.53	\$ 53.73	\$ 58.58	\$ 62.58	\$ 62.88	\$ 66.43	\$ 70.18	\$ 70.51	\$ 77.92	\$ 78.29	\$ 84.27	\$ 97.99	\$ 105.32	\$ 63.35
<b>Avis Car Rental</b>	\$ 50.99	\$ 53.99	\$ 54.99	\$ 56.99	\$ 56.99	N/A	\$ 61.99	\$ 66.99	\$ 85.99	\$ 70.99	\$ 90.99	\$ 95.99	\$ 75.99	\$ 87.99	\$ 74.99	\$ 115.99	\$ 61.99	\$ 100.99	\$ 120.99	\$ 138.99	\$ 80.25
<b>Budget Rent A Car</b>	\$ 53.99	\$ 53.99	\$ 54.99	\$ 55.99	\$ 55.99	\$ 53.99	\$ 60.99	\$ 64.99	\$ 55.99	\$ 69.99	\$ 85.99	\$ 65.99	\$ 70.99	\$ 82.99	\$ 69.99	\$ 110.99	N/A	\$ 95.99	\$ 115.99	\$ 117.99	\$ 73.57
<b>Dollar Rent A Car</b>	\$ 36.77	\$ 36.77	\$ 37.77	\$ 38.77	\$ 38.77	\$ 47.66	\$ 44.42	N/A	\$ 50.75	N/A	\$ 57.73	\$ 70.60	\$ 54.40	N/A	\$ 66.97	\$ 70.82	N/A	\$ 63.79	N/A	N/A	\$ 51.14
<b>Thrifty Car Rental</b>	\$ 37.17	\$ 37.17	\$ 38.17	\$ 39.17	\$ 39.17	\$ 46.56	\$ 46.56	N/A	\$ 49.99	N/A	\$ 55.76	\$ 70.60	\$ 63.12	N/A	\$ 65.49	\$ 71.59	N/A	\$ 64.54	N/A	N/A	\$ 51.79
<b>Enterprise Car Rental</b>	\$ 49.91	\$ 54.52	\$ 50.28	\$ 50.64	\$ 50.98	\$ 53.89	\$ 55.64	\$ 55.53	\$ 53.73	\$ 58.58	\$ 68.06	\$ 62.88	\$ 67.97	\$ 67.93	\$ 73.05	\$ 75.45	\$ 81.08	\$ 75.23	\$ 87.61	\$ 105.32	\$ 64.91
<b>National Car Rental</b>	\$ 67.06	\$ 70.44	\$ 69.64	\$ 70.04	\$ 70.88	\$ 76.63	\$ 76.63	\$ 71.44	\$ 86.36	\$ 73.54	\$ 96.00	\$ 99.44	\$ 87.00	\$ 88.56	\$ 77.36	\$ 98.14	N/A	\$ 103.00	\$ 118.45	\$ 125.12	\$ 85.56
<b>Orlando Rentco d/b/a Advantage Rent A Car</b>	\$ 18.43	\$ 17.60	\$ 19.25	\$ 20.06	\$ 20.89	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	\$ 44.00	N/A	N/A	\$ 23.37
<b>Family Rent A Car</b>	\$ 38.99	\$ 39.99	\$ 42.99	\$ 44.99	\$ 49.99	\$ 64.99	\$ 79.99	N/A	\$ 82.99	\$ 159.99	\$ 79.99	N/A	\$ 76.99	N/A	N/A	\$ 109.99	\$ 74.99	\$ 99.99	\$ 409.99	\$ 159.99	\$ 101.05
<b>Payless Rent A Car</b>	\$ 51.09	\$ 51.09	\$ 51.93	\$ 52.77	\$ 52.77	N/A	\$ 57.82	\$ 66.93	\$ 52.77	\$ 76.93	\$ 199.99	N/A	\$ 77.00	\$ 199.99	\$ 99.99	\$ 108.28	\$ 73.99	N/A	N/A	N/A	\$ 84.89
<b>Roam Rental d/b/a ACE Rent A Car</b>	\$ 75.00	\$ 75.00	\$ 75.00	\$ 85.00	\$ 85.00	\$ 75.00	\$ 95.00	\$ 155.00	\$ 130.00	N/A	N/A	N/A	\$ 300.00	N/A	\$ 95.00	N/A	\$ 195.00	\$ 401.00	N/A	N/A	\$ 141.62
<b>Royal Car Rental</b>	Sold Out	Sold Out	Sold Out	N/A	\$ 99.95	\$ 99.95	Sold Out	N/A	N/A	\$ 109.95	Sold Out	N/A	\$ 99.95	N/A	Sold Out	N/A	N/A	\$ 129.95	N/A	\$ 299.95	\$ 139.95
<b>Sixt Rent A Car</b>	N/A	\$ 53.09	\$ 56.15	\$ 56.56	\$ 56.93	\$ 61.92	\$ 73.42	\$ 65.12	\$ 98.19	N/A	\$ 87.71	N/A	\$ 97.97	\$ 71.32	\$ 71.56	\$ 74.71	\$ 151.11	\$ 98.19	\$ 519.11	N/A	\$ 105.82
<b>Hertz Car Rental</b>	\$ 49.44	\$ 53.15	\$ 50.25	\$ 53.50	\$ 61.11	\$ 66.79	\$ 63.11	N/A	\$ 66.27	N/A	\$ 86.76	N/A	\$ 74.27	\$ 86.76	\$ 71.71	\$ 111.45	\$ 81.61	\$ 98.28	\$ 122.14	N/A	\$ 74.79

The car rental rates noted above are as of February 1, 2022 and do not include taxes or surcharges.  
Sold Out - the car rental rates are effective March 1, 2022, as there are no cars available for lease (sold out) at this time.  
N/A - Not Applicable means that the Rental Car Company does not offer this class of vehicles.

Notes:

1. Advantage Rent A Car is now d/b/a Orlando Rentco
2. E-Z Rent A Car is no longer doing business at MIA.
3. Sixt (9378 previously All Day) effective Sept. 2015 - rented vehicles to customers only on the same day. Customers now must reserve vehicles in advance, for that reason, there are no rates noted.