



KEN RESEARCH

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Spain Car Rental Industry Analysis to 2017

- Driven by Short Term Online Car Rental Bookings

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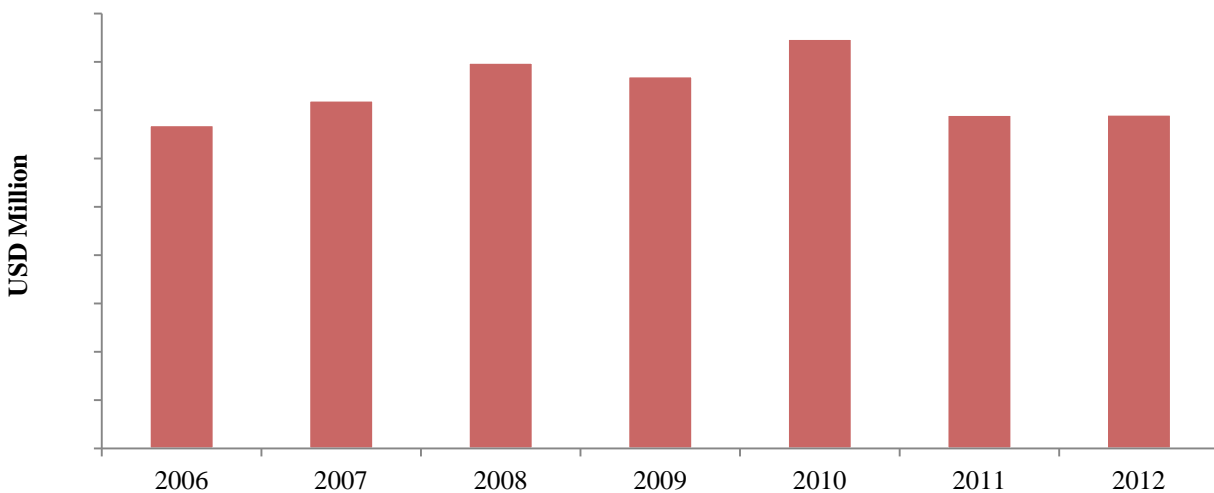
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SPAIN CAR RENTAL MARKET SIZE, 2006-2012

The car rental industry in Spain is one of the major businesses which have marked its significant contribution in the European economy over the years...

... the car rental industry in Spain was the fifth largest in the European region with a total share of ~% as of 2012. The country has one of the most advanced and largely developed car rental systems with a substantial portion of consumer spending on off-airport segment of the market. In off-airport location, the cars are rented in proximity to traveler's residence... overall Spain car rental industry, which has grown at a CAGR of 0.54% over the period 2006-2012...

Figure: Spain Car Rental Industry Market Size on the Basis of Revenue in USD Million, 2006-2012



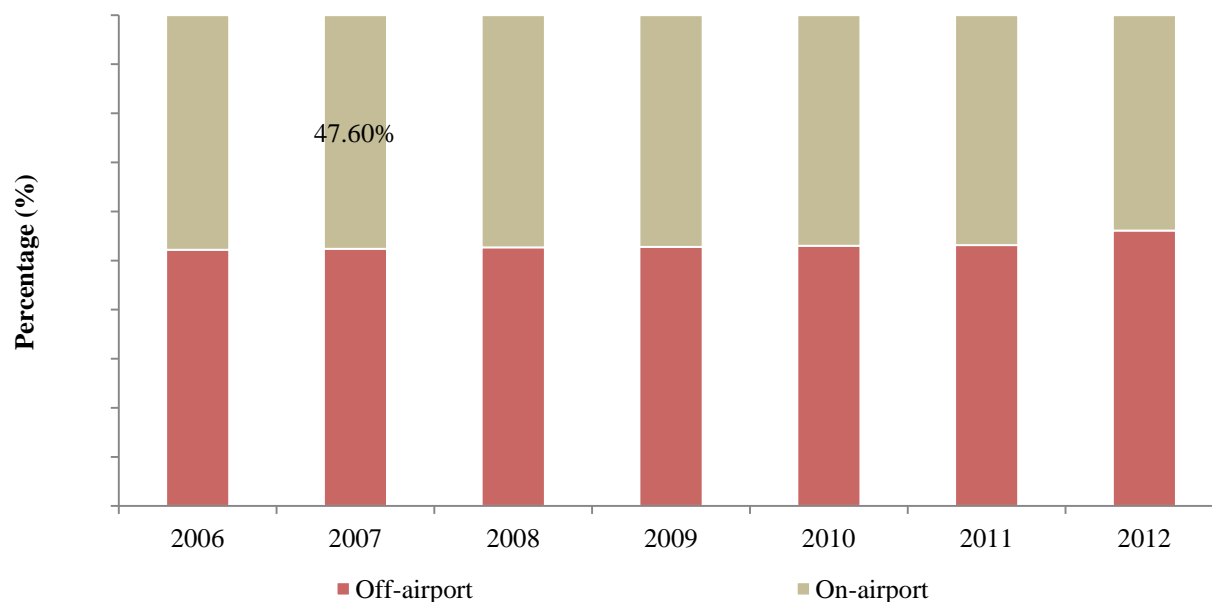
SPAIN CAR RENTAL MARKET SEGMENTATION, 2006-2012

BY ON-AIRPORT AND OFF-AIRPORT SEGMENT, 2006-2012

Spain car rental industry generates a substantial share of its revenue from the downtown or off-airport segment of the market. The off-airport segment contributed ~% of the total car rental revenues in Spain, attaining revenues of USD ~ million in 2012 as compared to USD ~ million in 2011...

... expansion of road network in the country and the development of Spanish high speed railway stations have inclined the market for off-airport segment...

Figure: Spain Car Rental Market Segmentation by On-Airport and Off-Airport on the Basis of Contribution in Percentage (%), 2006-2012



BY ONLINE AND STATION BOOKING , 2006-2012

Internet plays a vital role in the reservation of rented cars in Spain. It has been noticed that the majority of internet users in the country were aged between 35 and 44 in 2012. There were ~% of people aged 16-74 years old in Spain has utilized the internet in Spain...

...the revenues of the online booking segment have grown at a phenomenal annualized growth rate of 30.65% over the period 2006-2012...

Figure: Spain Car Rental Market Segmentation by Online and Station Booking on the Basis of Contribution in Percentage (%), 2006-2012

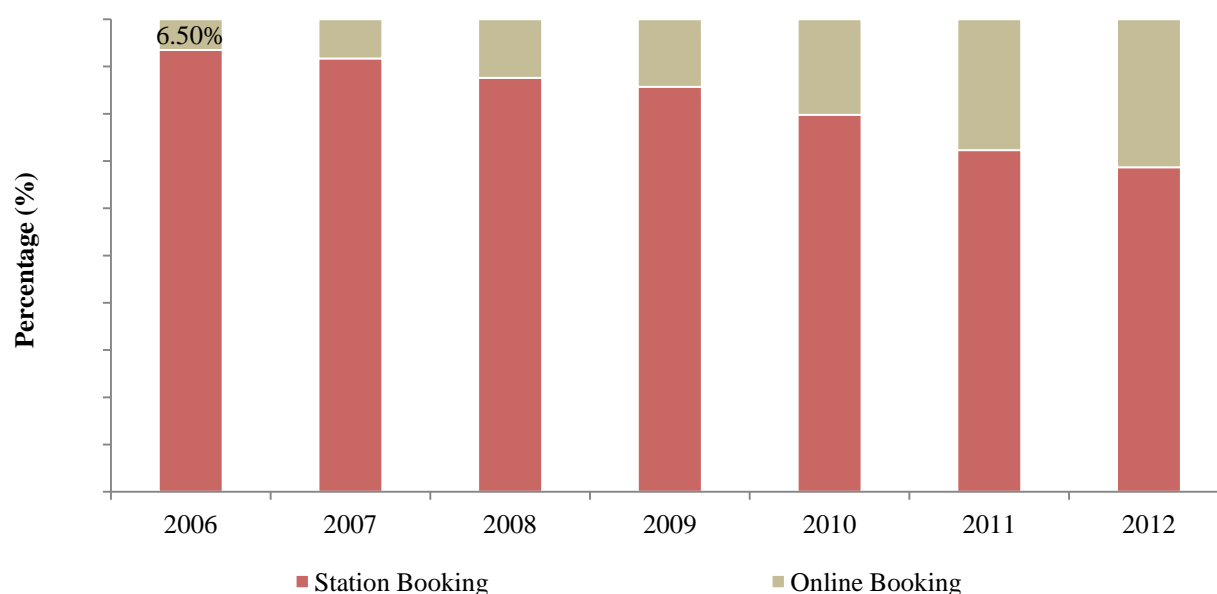


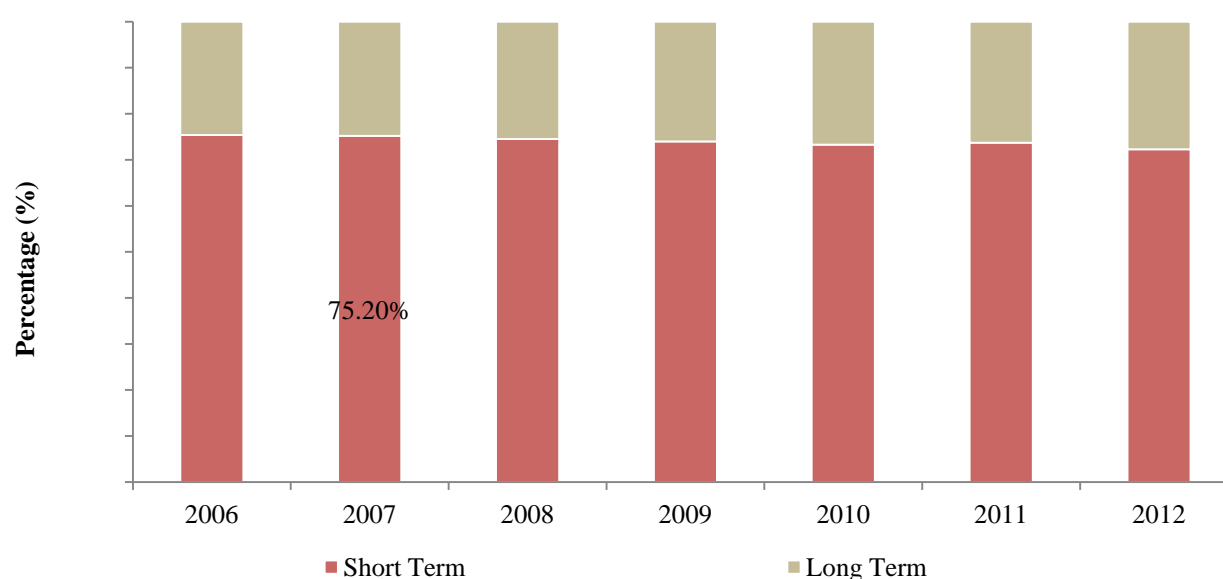
Table: Spain Car Rental Market Segmentation by Online and Station Booking on the Basis of Revenue in USD Million, 2006-2012

Particulars	2006	2007	2008	2009	2010	2011	2012
Stations Booking							
Online Booking				220.22			
Total							

BY SHORT AND LONG TERM

Short term car rental market in the country declined in 2009 and 2011 on account of global recession and euro crisis which reduced the consumer expenditure on rented cars... The segment held a share of ~% with the revenue of USD ~ million in 2012...

Figure: Spain Car Rental Market Segmentation by Short and Long Term on the Basis of Contribution in Percentage (%), 2013-2017



MARKET SHARE OF MAJOR PLAYERS IN SPAIN CAR RENTAL MARKET, 2006-2012

The major shares of the car rental industry in Spain have been predominantly accounted by three major players such as Europcar, Avis Budget and Hertz. These players share nearly ~% of the total Spain car rental market revenue in 2012...

... Hertz has been the third largest player in Spain car rental market, which marked a share of ~% in 2012. The company has gained significant competitive advantage in the car rental market with their efficient customer services...

Table: Market Share of Major Players in Spain Car Rental Industry in Percentage (%), 2006-2012

Particulars	2006	2007	2008	2009	2010	2011	2012
Europcar							
Avis Budget		17.62%					
Hertz							
Others							
Total							

Table: Avis Budget Key Performance Indicators in Spain, 2011-2012

Key Performance Indicators	2011	2012
Average number of fleet size of Avis Budget in Spain		
Number of Rental Days (in Millions)		
Number of Rental Transactions (in Millions)		
Fleet Utilization Rate (%)		

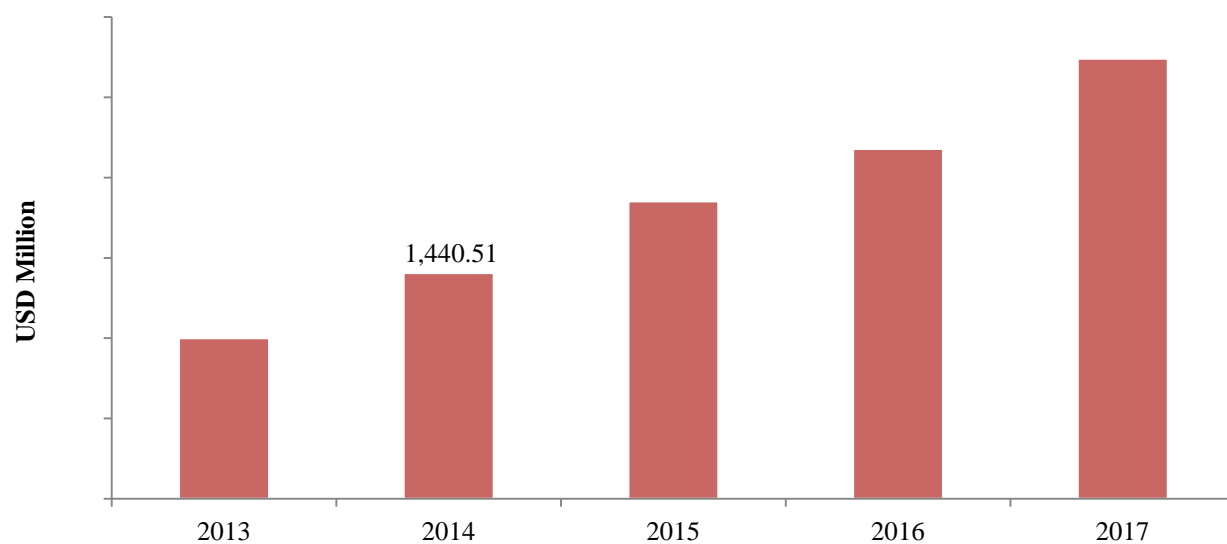
SPAIN CAR RENTAL MARKET FUTURE PROJECTIONS, 2013-2017

BY REVENUE, 2013-2017

Spain car rental industry is anticipated to grow at a CAGR of 2.64% over the period 2012-2017 majorly owing to revival in the economy, expanding off-airport car rental market and an inclination in the corporate and vacation trips by Spanish as well as inbound travelers in the country...

...the industry is estimated to record revenue of USD ~ million in 2015 on account of the reviving economy and an inclination in the personal disposable income of the travelers which is anticipated to increase the consumer spending on travel and tourism...

Figure: Spain Car Rental Market Future Projection on the Basis of Revenue in USD Million, 2013-2017



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