

Table 14.19-- CAR RENTAL RATES FOR 30 MAJOR UNITED STATES CITIES: HOLIDAY PREMIUM 2014

[The car rental rates of 30 major U.S. destinations were established on December 13, 2014 via a leading car rental comparison engine. Each city's main airport was chosen as the Pick-Up and Drop-Off location. Rank of 1 assigned to the highest car rental rate. In 2013, Kahului, Maui ranked 1st, Honolulu 4th, and Hilo on the Big Island of Hawaii ranked 11th]

Rank	City	Rate (dollars)	'Holiday' premium (percent)
1	New York City	178	177
2	West Palm Beach	133	583
3	Honolulu	106	278
4	Fort Myers	98	294
5	Sarasota	97	81
6	Portland	89	155
7	Denver	88	287
8	Baltimore	85	76
9	Boston	81	94
10	Philadelphia	80	14
11	Fort Lauderdale	77	207
12	Los Angeles	73	215
13	Palm Springs	72	71
14	Orlando	71	311
15	Jacksonville	66	172
16	Tampa	60	192
17	Atlanta	58	82
18	Miami	58	272
19	Las Vegas	56	114
20	New Orleans	55	139
21	Seattle	47	139
22	Chicago	45	3
23	San Diego	42	108
24	San Francisco	38	81
25	Dallas	37	3
26	Houston	35	-20
27	Austin	35	-28
28	San Antonio	34	-9
29	Washington DC	29	-27
30	Phoenix	23	-20

Source: CheapCarRental "Florida Car Rental Rates Soar This Christmas" (December 19, 2014) <<http://www.cheapcarrental.net/press/christmas-2014.html>> accessed July 24, 2015.