

Louisville Regional Airport Authority
Rental Car Concessions
Market Share
Fiscal Year 2018

	<u>Alamo</u>	<u>Avis</u>	<u>Budget/Payless</u>	<u>Dollar/Thrifty</u>	<u>Enterprise</u>	<u>Hertz</u>	<u>National</u>	<u>Total</u>	<u>Prior Year</u>
July-17	704,974.51	795,275.74	888,995.93	636,271.78	1,091,711.14	1,205,714.14	962,969.96	6,285,913.20	6,036,582.19
% of Total	11.22	12.65	14.14	10.12	17.37	19.18	15.32	100.00	
August-17	519,465.39	793,175.28	697,075.14	598,721.36	962,951.70	1,038,510.56	979,084.69	5,588,984.12	5,331,823.24
% of Total	9.29	14.19	12.47	10.71	17.23	18.58	17.52	100.00	
September-17	427,138.98	692,472.16	590,700.01	436,037.19	894,789.56	854,981.79	903,103.69	4,799,223.38	5,199,406.10
% of Total	8.90	14.43	12.31	9.09	18.64	17.82	18.82	100.00	
October-17	633,462.87	857,290.90	742,402.66	449,771.70	1,176,334.73	875,030.78	1,119,353.04	5,853,646.68	5,637,622.80
% of Total	10.82	14.65	12.68	7.68	20.10	14.95	19.12	100.00	
November-17	514,919.68	638,380.20	557,283.67	400,278.46	865,645.41	719,540.82	908,715.13	4,604,763.37	4,646,332.72
% of Total	11.18	13.86	12.10	8.69	18.80	15.63	19.73	100.00	
December-17	438,272.67	575,575.45	466,578.03	342,780.60	777,958.08	623,939.35	761,682.97	3,986,787.15	4,263,663.83
% of Total	10.99	14.44	11.70	8.60	19.51	15.65	19.11	100.00	
January-18	359,038.08	451,734.34	403,875.13	276,978.67	672,888.81	543,994.12	679,468.62	3,387,977.77	3,599,971.25
% of Total	10.60	13.33	11.92	8.18	19.86	16.06	20.06	100.00	
February-18	314,367.96	547,862.19	397,083.92	318,111.14	686,460.07	591,517.63	772,877.72	3,628,280.63	3,585,186.35
% of Total	8.66	15.10	10.94	8.77	18.92	16.30	21.30	100.00	
March-18	424,350.85	756,693.90	660,249.80	450,007.97	968,737.25	804,350.65	979,950.57	5,044,340.99	4,754,310.59
% of Total	8.41	15.00	13.09	8.92	19.20	15.95	19.43	100.00	
April-18	489,965.93	807,245.80	678,057.96	585,856.04	1,001,178.48	873,101.55	909,268.92	5,344,674.68	5,096,076.95
% of Total	15.10	12.69	10.96	18.73	16.34	17.01	90.83		
May-18	554,300.50	828,176.82	633,485.19	583,466.42	997,752.13	1,015,618.52	959,600.54	5,572,400.12	5,574,274.72
% of Total	9.95	11,272.52	11.37	10.47	17.91	18.23	17.22	11,357.66	
June-18	641,872.66	882,715.93	738,923.93	674,770.82	1,193,996.08	1,069,433.76	1,015,269.06	6,216,982.24	5,728,803.95
% of Total	10.32	14.20	11.89	10.85	19.21	17.20	16.33	100.00	
YTD (\$)	\$ 6,022,130.08	\$ 8,626,598.71	\$ 7,454,711.37	\$ 5,753,052.15	\$ 11,290,403.44	\$ 10,215,733.67	\$ 10,951,344.91	\$ 60,313,974.33	\$ 59,454,054.69
% of Total	9.98	14.30	12.36	9.54	18.72	16.94	18.16	100.00	

Louisville Regional Airport Authority
Rental Car Concessions
Transaction Count
Fiscal Year 2018

	<u>Alamo</u>	<u>Avis</u>	<u>Budget/Payless</u>	<u>Dollar/Thrifty</u>	<u>Enterprise</u>	<u>Hertz</u>	<u>National</u>	<u>Total</u>	<u>Prior Year</u>
July-17	2,720	3,383	3,517	2,868	4,282	5,400	5,034	27,204	28,658
% of Total	10.00	12.44	12.93	10.54	15.74	19.85	18.50	100.00	
August-17	2,561	3,931	3,316	2,955	4,416	5,270	5,754	28,203	27,387
% of Total	9.08	13.94	11.76	10.48	15.66	18.69	20.40	100.00	
September-17	2,410	3,653	3,189	2,422	4,272	4,801	5,493	26,240	27,236
% of Total	9.18	13.92	12.15	9.23	16.28	18.30	20.93	100.00	
October-17	3,594	4,162	3,529	2,356	5,550	4,500	6,395	30,086	30,187
% of Total	11.95	13.83	11.73	7.83	18.45	14.96	21.26	100.00	
November-17	3,158	3,278	2,949	2,240	4,438	3,943	5,514	25,520	25,540
% of Total	12.37	12.84	11.56	8.78	17.39	15.45	21.61	100.00	
December-17	2,588	2,865	2,570	2,052	3,740	3,431	4,447	21,693	22,533
% of Total	11.93	13.21	11.85	9.46	17.24	15.82	20.50	100.00	
January-18	2,212	2,718	2,284	1,744	3,552	3,169	4,414	20,093	20,516
% of Total	11.01	13.53	11.37	8.68	17.68	15.77	21.97	100.00	
February-18	2,046	3,127	2,391	1,735	3,739	3,480	4,963	21,481	21,620
% of Total	9.52	14.56	11.13	8.08	17.41	16.20	23.10	100.00	
March-18	2,449	3,775	2,892	2,193	4,711	4,140	5,945	26,105	26,373
% of Total	9.38	14.46	11.08	8.40	18.05	15.86	22.77	100.00	
April-18	2,597	4,265	3,154	2,623	4,642	4,674	5,510	27,465	26,357
% of Total	9.46	15.53	11.48	9.55	16.90	17.02	20.06	100.00	
May-18	3,288	4,258	3,199	3,001	4,654	5,498	5,887	29,785	28,803
% of Total	11.04	14.30	10.74	10.08	15.63	18.46	19.77	100.00	
June-18	2,737	4,161	3,182	2,587	4,748	4,960	5,668	28,043	27,333
% of Total	9.76	14.84	11.35	9.23	16.93	17.69	20.21	100.00	
YTD	32,360	43,576	36,172	28,776	52,744	53,266	65,024	311,918	312,543
% of Total	10.37	13.97	11.60	9.23	16.91	17.08	20.85	100.00	

Louisville Regional Airport Authority
Rental Car Concessions
Revenue per Transaction
Fiscal Year 2018

	<u>Alamo</u>	<u>Avis</u>	<u>Budget/Payless</u>	<u>Dollar/Thrifty</u>	<u>Enterprise</u>	<u>Hertz</u>	<u>National</u>	<u>Total</u>	<u>Prior Year</u>
July-17	259.18	235.08	252.77	221.85	254.95	223.28	191.29	231.07	210.64
August-17	202.84	201.77	210.22	202.61	218.06	197.06	170.16	198.17	194.68
September-17	177.24	189.56	185.23	180.03	209.45	178.08	164.41	182.90	190.90
October-17	176.26	205.98	210.37	190.90	211.95	194.45	175.04	194.56	186.76
November-17	163.05	194.75	188.97	178.70	195.05	182.49	164.80	180.44	181.92
December-17	169.35	200.90	181.55	167.05	208.01	181.85	171.28	183.78	189.22
January-18	162.31	166.20	176.83	158.82	189.44	171.66	153.93	168.61	175.47
February-18	153.65	175.20	166.07	183.35	183.59	169.98	155.73	168.91	165.83
March-18	173.28	200.45	228.30	205.20	205.63	194.29	164.84	193.23	180.27
April-18	188.67	189.27	214.98	223.35	215.68	186.80	165.02	194.60	193.35
May-18	168.58	194.50	198.03	194.42	214.39	184.73	163.00	187.09	193.53
June-18	234.52	212.14	232.22	260.83	251.47	215.61	179.12	221.69	209.59
YTD	186.10	197.97	206.09	199.93	214.06	191.79	168.42	193.36	190.23

Louisville Regional Airport Authority
Rental Car Concessions
Market Share Report
Fiscal Year 2018

	Alamo			Avis			Budget/Payless			Dollar/Thrifty		
	2017	2018	% Change	2017	2018	% Change	2017	2018	% Change	2017	2018	% Change
July	546,962	704,975	28.89%	893,009	795,276	-10.94%	884,947	888,996	0.46%	724,147	636,272	-12.13%
August	450,520	519,465	15.30%	784,503	793,175	1.11%	758,298	697,075	-8.07%	579,224	598,721	3.37%
September	387,351	427,139	10.27%	782,265	692,472	-11.48%	807,797	590,700	-26.88%	511,282	436,037	-14.72%
October	526,094	633,463	20.41%	881,184	857,291	-2.71%	828,588	742,403	-10.40%	561,004	449,772	-19.83%
November	480,592	514,920	7.14%	709,994	638,380	-10.09%	649,653	557,284	-14.22%	447,017	400,278	-10.46%
December	404,541	438,273	8.34%	661,638	575,575	-13.01%	542,865	466,578	-14.05%	389,381	342,781	-11.97%
January	336,828	359,038	6.59%	509,540	451,734	-11.34%	507,180	403,875	-20.37%	324,963	276,979	-14.77%
February	267,394	314,368	17.57%	533,711	547,862	2.65%	508,482	397,084	-21.91%	329,085	318,111	-3.33%
March	346,417	424,351	22.50%	717,283	756,694	5.49%	745,531	660,250	-11.44%	349,688	450,008	28.69%
April	451,784	489,966	8.45%	749,897	807,246	7.65%	795,795	678,058	-14.79%	467,481	585,856	25.32%
May	458,073	554,301	21.01%	851,221	828,177	-2.71%	736,361	633,485	-13.97%	503,621	583,466	15.85%
June	477,021	641,873	34.56%	800,544	882,716	10.26%	827,494	738,924	-10.70%	497,628	674,771	35.60%
Totals	5,133,577	6,022,130	17.31%	8,874,789	8,626,599	-2.80%	8,592,991	7,454,711	-13.25%	5,684,521	5,753,052	1.21%

	Enterprise			Hertz			National			Totals		
	2017	2018	% Change	2017	2018	% Change	2017	2018	% Change	2017	2018	% Change
July	990,524	1,091,711	10.22%	1,152,511	1,205,714	4.62%	844,481	962,970	14.03%	6,036,581	6,285,913	4.13%
August	908,564	962,952	5.99%	1,017,033	1,038,511	2.11%	833,682	979,085	17.44%	5,331,824	5,588,984	4.82%
September	818,851	894,790	9.27%	1,012,895	854,982	-15.59%	878,967	903,104	2.75%	5,199,408	4,799,223	-7.70%
October	922,755	1,176,335	27.48%	1,004,924	875,031	-12.93%	913,074	1,119,353	22.59%	5,637,623	5,853,647	3.83%
November	760,370	865,645	13.85%	850,183	719,541	-15.37%	748,523	908,715	21.40%	4,646,332	4,604,763	-0.89%
December	704,209	777,958	10.47%	816,594	623,939	-23.59%	744,434	761,683	2.32%	4,263,662	3,986,787	-6.49%
January	591,556	672,889	13.75%	624,759	543,994	-12.93%	705,144	679,469	-3.64%	3,599,970	3,387,978	-5.89%
February	602,489	686,460	13.94%	597,332	591,518	-0.97%	746,693	772,878	3.51%	3,585,186	3,628,281	1.20%
March	818,680	968,737	18.33%	837,267	804,351	-3.93%	939,445	979,951	4.31%	4,754,311	5,044,341	6.10%
April	892,783	1,001,178	12.14%	872,231	873,102	0.10%	866,108	909,269	4.98%	5,096,079	5,344,675	4.88%
May	955,488	997,752	4.42%	1,073,272	1,015,619	-5.37%	996,239	959,601	-3.68%	5,574,275	5,572,400	-0.03%
June	1,052,897	1,193,996	13.40%	1,110,370	1,069,434	-3.69%	962,850	1,015,269	5.44%	5,728,804	6,216,982	8.52%
Totals	10,019,166	11,290,403	12.69%	10,969,371	10,215,734	-6.87%	10,179,640	10,951,345	7.58%	59,454,055	60,313,974	1.45%

Louisville Regional Airport Authority
Rental Car Concessions
Deplanements & Market Share
Fiscal Year 2018

	Deplanements			Market Share	
	2017	2018			
July	152,136	162,520	6.83%	Alamo	9.98%
August	131,670	145,852	10.77%	Avis	14.30%
September	139,642	142,532	2.07%	Budget/Payless	12.36%
October	160,405	172,008	7.23%	Dollar/Thrifty	9.54%
November	140,417	149,177	6.24%	Enterprise	18.72%
December	126,910	133,582	5.26%	Hertz	16.94%
January	118,005	122,275	3.62%	National	18.16%
February	112,839	122,237	8.33%		
March	138,142	151,553	9.71%	Totals	100.00%
April	137,688	161,986	17.65%		
May	158,731	169,474	6.77%		
June	165,177	181,360	9.80%		
Totals	1,681,762	1,814,556	7.90%		

