

Louisville Regional Airport Authority  
Rental Car Concessions  
Market Share  
Fiscal Year 2019

	<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-18	834,828.00	959,584.48	851,378.65	739,441.29	1,347,598.06	1,147,909.34	1,066,879.00	6,947,618.82	6,285,913.20
% of Total	12.02	13.81	12.25	10.64	19.40	16.52	15.36	100.00	
August-18	586,752.65	848,432.96	698,248.19	705,486.43	1,184,436.77	1,135,567.47	1,116,254.32	6,275,178.79	5,588,984.12
% of Total	9.35	13.52	11.13	11.24	18.87	18.10	17.79	100.00	
September-18	561,438.24	751,076.33	631,135.40	541,371.70	974,895.39	936,988.05	984,497.00	5,381,402.11	4,799,223.38
% of Total	10.43	13.96	11.73	10.06	18.12	17.41	18.29	100.00	
October-18	762,479.06	969,474.46	745,422.23	512,453.52	1,203,499.66	1,086,366.42	1,146,212.38	6,425,907.73	5,853,646.68
% of Total	11.87	15.09	11.60	7.97	18.73	16.91	17.84	100.00	
November-18	639,826.78	873,800.85	677,011.06	434,204.84	1,024,492.74	1,004,401.88	1,051,144.49	5,704,882.64	4,604,763.37
% of Total	11.22	15.32	11.87	7.61	17.96	17.61	18.43	100.00	
December-18	534,456.23	622,905.64	530,009.39	422,639.76	850,789.44	734,429.75	820,668.46	4,515,898.67	3,986,787.15
% of Total	11.84	13.79	11.74	9.36	18.84	16.26	18.17	100.00	
January-19	-	-	-	-	-	-	-	-	3,387,977.77
% of Total	-	-	-	-	-	-	-	-	
February-19	-	-	-	-	-	-	-	-	3,628,280.63
% of Total	-	-	-	-	-	-	-	-	
March-19	-	-	-	-	-	-	-	-	5,044,340.99
% of Total	-	-	-	-	-	-	-	-	
April-19	-	-	-	-	-	-	-	-	5,344,674.68
% of Total	-	-	-	-	-	-	-	-	
May-19	-	-	-	-	-	-	-	-	5,572,400.12
% of Total	-	-	-	-	-	-	-	-	
June-19	-	-	-	-	-	-	-	-	6,216,982.24
% of Total	-	-	-	-	-	-	-	-	
YTD (\$)	\$ 3,919,780.96	\$ 5,025,274.72	\$ 4,133,204.92	\$ 3,355,597.54	\$ 6,585,712.06	\$ 6,045,662.91	\$ 6,185,655.65	\$ 35,250,888.76	\$ 60,313,974.33
% of Total	11.12	14.26	11.73	9.52	18.68	17.15	17.55	100.00	

Louisville Regional Airport Authority  
Rental Car Concessions  
Transaction Count  
Fiscal Year 2019

	<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-18	3,215	4,052	3,391	2,674	4,907	4,766	5,231	28,236	27,204
% of Total	11.39	14.35	12.01	9.47	17.38	16.88	18.53	100.00	
August-18	2,609	4,231	3,337	2,583	4,919	5,259	6,088	29,026	28,203
% of Total	8.99	14.58	11.50	8.90	16.95	18.12	20.97	100.00	
September-18	3,026	3,891	3,219	2,395	4,435	4,774	5,595	27,335	26,240
% of Total	11.07	14.23	11.78	8.76	16.22	17.46	20.47	100.00	
October-18	3,562	3,860	3,543	2,059	5,177	5,389	6,421	30,011	30,086
% of Total	11.87	12.86	11.81	6.86	17.25	17.96	21.40	100.00	
November-18	3,334	3,860	3,356	1,757	4,751	5,180	6,085	28,323	25,520
% of Total	11.77	13.63	11.85	6.20	16.77	18.29	21.48	100.00	
December-18	2,905	3,214	2,688	1,939	3,724	3,986	4,660	23,116	21,693
% of Total	12.57	13.90	11.63	8.39	16.11	17.24	20.16	100.00	
January-19	-	-	-	-	-	-	-	-	20,093
% of Total	-	-	-	-	-	-	-	-	
February-19	-	-	-	-	-	-	-	-	21,481
% of Total	-	-	-	-	-	-	-	-	
March-19	-	-	-	-	-	-	-	-	26,105
% of Total	-	-	-	-	-	-	-	-	
April-19	-	-	-	-	-	-	-	-	27,465
% of Total	-	-	-	-	-	-	-	-	
May-19	-	-	-	-	-	-	-	-	29,785
% of Total	-	-	-	-	-	-	-	-	
June-19	-	-	-	-	-	-	-	-	28,043
% of Total	-	-	-	-	-	-	-	-	
YTD	18,651	23,108	19,534	13,407	27,913	29,354	34,080	166,047	311,918
% of Total	11.23	13.92	11.76	8.07	16.81	17.68	20.52	100.00	

Louisville Regional Airport Authority  
Rental Car Concessions  
Revenue per Transaction  
Fiscal Year 2019

	<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-18	259.67	236.82	251.07	276.53	274.63	240.85	203.95	246.06	231.07
August-18	224.90	200.53	209.24	273.13	240.79	215.93	183.35	216.19	198.17
September-18	185.54	193.03	196.07	226.04	219.82	196.27	175.96	196.87	182.90
October-18	214.06	251.16	210.39	248.88	232.47	201.59	178.51	214.12	194.56
November-18	191.91	226.37	201.73	247.13	215.64	193.90	172.74	201.42	180.44
December-18	183.98	193.81	197.18	217.97	228.46	184.25	176.11	195.36	183.78
January-19	-	-	-	-	-	-	-	-	168.61
February-19	-	-	-	-	-	-	-	-	168.91
March-19	-	-	-	-	-	-	-	-	193.23
April-19	-	-	-	-	-	-	-	-	194.60
May-19	-	-	-	-	-	-	-	-	187.09
June-19	-	-	-	-	-	-	-	-	221.69
YTD	210.16	217.47	211.59	250.29	235.94	205.96	181.50	212.29	193.36

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

	Alamo			Avis			Budget/Payless			Dollar/Thrifty		
	2018	2019	% Change	2018	2019	% Change	2018	2019	% Change	2018	2019	% Change
July	704,975	834,828	18.42%	795,276	959,584	20.66%	888,996	851,379	-4.23%	636,272	739,441	16.21%
August	519,465	586,753	12.95%	793,175	848,433	6.97%	697,075	698,248	0.17%	598,721	705,486	17.83%
September	427,139	561,438	31.44%	692,472	751,076	8.46%	590,700	631,135	6.85%	436,037	541,372	24.16%
October	633,463	762,479	20.37%	857,291	969,474	13.09%	742,403	745,422	0.41%	449,772	512,454	13.94%
November	514,920	639,827	24.26%	638,380	873,801	36.88%	557,284	677,011	21.48%	400,278	434,205	8.48%
December	438,273	534,456	21.95%	575,575	622,906	8.22%	466,578	530,009	13.60%	342,781	422,640	23.30%
January	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
February	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
March	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
April	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
May	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
June	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
Totals	3,238,234	3,919,781	21.05%	4,352,169	5,025,275	15.47%	3,943,036	4,133,205	4.82%	2,863,861	3,355,598	17.17%

	Enterprise			Hertz			National			Totals		
	2018	2019	% Change	2018	2019	% Change	2018	2019	% Change	2018	2019	% Change
July	1,091,711	1,347,598	23.44%	1,205,714	1,147,909	-4.79%	962,970	1,066,879	10.79%	6,285,913	6,947,619	10.53%
August	962,952	1,184,437	23.00%	1,038,511	1,135,567	9.35%	979,085	1,116,254	14.01%	5,588,984	6,275,179	12.28%
September	894,790	974,895	8.95%	854,982	936,988	9.59%	903,104	984,497	9.01%	4,799,223	5,381,402	12.13%
October	1,176,335	1,203,500	2.31%	875,031	1,086,366	24.15%	1,119,353	1,146,212	2.40%	5,853,648	6,425,908	9.78%
November	865,645	1,024,493	18.35%	719,541	1,004,402	39.59%	908,715	1,051,144	15.67%	4,604,763	5,704,883	23.89%
December	777,958	850,789	9.36%	623,939	734,430	17.71%	761,683	820,668	7.74%	3,986,787	4,515,899	13.27%
January	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
February	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
March	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
April	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
May	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
June	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
Totals	5,769,391	6,585,712	14.15%	5,317,718	6,045,663	13.69%	5,634,910	6,185,656	9.77%	31,119,319	35,250,889	13.28%

Louisville Regional Airport Authority  
Rental Car Concessions  
Deplanements & Market Share  
Fiscal Year 2019

	Deplanements			Market Share	
	2018	2019			
July	162,520	181,921	11.94%	Alamo	11.12%
August	145,852	162,174	11.19%	Avis	14.26%
September	142,532	161,440	13.27%	Budget/Payless	11.73%
October	172,008	192,996	12.20%	Dollar/Thrifty	9.52%
November	149,177	170,025	13.98%	Enterprise	18.68%
December	133,582	152,037	13.82%	Hertz	17.15%
January	-	-	0.00%	National	17.55%
February	-	-	0.00%		
March	-	-	0.00%	<b>Totals</b>	<b>100.00%</b>
April	-	-	0.00%		
May	-	-	0.00%		
June	-	-	0.00%		
<b>Totals</b>	<b>905,671</b>	<b>1,020,593</b>	<b>12.69%</b>		

