

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	438,007.76	520,332.22	433,511.52	337,231.39	691,757.36	642,279.30	781,578.14	3,844,697.69	3,387,977.77
% of Total	11.39	13.53	11.28	8.77	17.99	16.71	20.33	100.00	
February-19	393,995.55	552,695.27	403,383.09	413,702.74	723,926.41	706,689.82	849,267.58	4,043,660.46	3,628,280.63
% of Total	9.74	13.67	9.98	10.23	17.90	17.48	21.00	100.00	
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 (\$)	\$ 4,751,784.27	\$ 6,098,302.21	\$ 4,970,099.53	\$ 4,106,531.67	\$ 8,001,395.83	\$ 7,394,632.03	\$ 7,816,501.37	\$ 43,139,246.91	\$ 60,313,974.33
% of Total	11.02	14.14	11.52	9.52	18.55	17.14	18.12	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	2,647	2,933	2,336	1,563	3,340	3,729	4,882	21,430	20,093
% of Total	12.35	13.69	10.90	7.29	15.59	17.40	22.78	100.00	
February-19	2,483	3,129	2,353	1,695	3,509	4,238	5,221	22,628	21,481
% of Total	10.97	13.83	10.40	7.49	15.51	18.73	23.07	100.00	
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	23,781	29,170	24,223	16,665	34,762	37,321	44,183	210,105	311,918
% of Total	11.32	13.88	11.53	7.93	16.55	17.76	21.03	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	165.47	177.41	185.58	215.76	207.11	172.24	160.09	179.41	168.61
February-19	158.68	176.64	171.43	244.07	206.31	166.75	162.66	178.70	168.91
March-19	-	-	-	-	-	-	-	-	193.23
April-19	-	-	-	-	-	-	-	-	194.60
May-19	-	-	-	-	-	-	-	-	187.09
June-19	-	-	-	-	-	-	-	-	221.69
YTD	199.81	209.06	205.18	246.42	230.18	198.14	176.91	205.32	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	359,038	438,008	21.99%	451,734	520,332	15.19%	403,875	433,512	7.34%	276,979	337,231	21.75%
February	314,368	393,996	25.33%	547,862	552,695	0.88%	397,084	403,383	1.59%	318,111	413,703	30.05%
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	3,911,640	4,751,784	21.48%	5,351,765	6,098,302	13.95%	4,743,995	4,970,100	4.77%	3,458,951	4,106,532	18.72%

	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	672,889	691,757	2.80%	543,994	642,279	18.07%	679,469	781,578	15.03%	3,387,978	3,844,698	13.48%
February	686,460	723,926	5.46%	591,518	706,690	19.47%	772,878	849,268	9.88%	3,628,281	4,043,660	11.45%
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	7,128,740	8,001,396	12.24%	6,453,230	7,394,632	14.59%	7,087,257	7,816,501	10.29%	38,135,578	43,139,247	13.12%

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	11.01%
August	145,852	162,174	11.19%	Avis	14.14%
September	142,532	161,440	13.27%	Budget/Payless	11.52%
October	172,008	192,996	12.20%	Dollar/Thrifty	9.52%
November	149,177	170,025	13.98%	Enterprise	18.55%
December	133,582	152,037	13.82%	Hertz	17.14%
January	122,275	140,895	15.23%	National	18.12%
February	122,237	136,532	11.69%		
March	-	-	0.00%	<b>Totals</b>	<b>100.00%</b>
April	-	-	0.00%		
May	-	-	0.00%		
June	-	-	0.00%		
<b>Totals</b>	<b>1,150,183</b>	<b>1,298,020</b>	<b>12.85%</b>		

