

Louisville Regional Airport Authority
Rental Car Concessions
Market Share
Fiscal Year 2016

	<u>Alamo</u>	<u>Avis</u>	<u>Budget</u>	<u>Dollar/Thrifty</u>	<u>Enterprise</u>	<u>Hertz</u>	<u>National</u>	<u>Payless</u>	<u>Total</u>	<u>Prior Year</u>
July-15	579,866.86	931,236.19	851,187.37	604,304.01	939,726.06	1,307,407.20	936,256.42	95,953.80	6,245,937.91	5,789,104.60
% of Total	9.28	14.91	13.63	9.68	15.05	20.93	14.99	1.54	100.00	
August-15	455,070.44	787,014.79	665,177.39	517,762.17	802,441.57	1,173,610.39	862,861.54	106,931.69	5,370,869.98	5,839,492.26
% of Total	8.47	14.65	12.38	9.64	14.94	21.85	16.07	1.99	100.00	
September-15										
% of Total	-	-	-	-	-	-	-	-	-	-
October-15										
% of Total	-	-	-	-	-	-	-	-	-	-
November-15										
% of Total	-	-	-	-	-	-	-	-	-	-
December-15										
% of Total	-	-	-	-	-	-	-	-	-	-
January-15										
% of Total	-	-	-	-	-	-	-	-	-	-
February-16										
% of Total	-	-	-	-	-	-	-	-	-	-
March-16										
% of Total	-	-	-	-	-	-	-	-	-	-
April-16										
% of Total	-	-	-	-	-	-	-	-	-	-
May-16										
% of Total	-	-	-	-	-	-	-	-	-	-
June-16										
% of Total	-	-	-	-	-	-	-	-	-	-
YTD (\$)	\$ 1,034,937.30	\$ 1,718,250.98	\$ 1,516,364.76	\$ 1,122,066.18	\$ 1,742,167.63	\$ 2,481,017.59	\$ 1,799,117.96	\$ 202,885.49	\$ 11,616,807.89	\$ 11,628,596.86
% of Total	8.91	14.79	13.05	9.66	15.00	21.36	15.49	1.75	100.00	

Louisville Regional Airport Authority
Rental Car Concessions
Transaction Count
Fiscal Year 2016

	<u>Alamo</u>	<u>Avis</u>	<u>Budget</u>	<u>Dollar/Thrifty</u>	<u>Enterprise</u>	<u>Hertz</u>	<u>National</u>	<u>Payless</u>	<u>Total</u>	<u>Prior Year</u>
July-15	2,626	4,230	3,535	2,686	3,934	5,775	5,128	572	28,486	27,047
% of Total	9.22	14.85	12.41	9.43	13.81	20.27	18.00	2.01	100.00	
August-15	2,678	3,813	3,136	2,761	4,298	5,438	4,832	735	27,691	28,015
% of Total	9.67	13.77	11.33	9.97	15.52	19.64	17.45	2.65	100.00	
September-15									-	
% of Total	-	-	-	-	-	-	-	-	-	
October-15									-	
% of Total	-	-	-	-	-	-	-	-	-	
November-15									-	
% of Total	-	-	-	-	-	-	-	-	-	
December-15									-	
% of Total	-	-	-	-	-	-	-	-	-	
January-15									-	
% of Total	-	-	-	-	-	-	-	-	-	
February-16									-	
% of Total	-	-	-	-	-	-	-	-	-	
March-16									-	
% of Total	-	-	-	-	-	-	-	-	-	
April-16									-	
% of Total	-	-	-	-	-	-	-	-	-	
May-16									-	
% of Total	-	-	-	-	-	-	-	-	-	
June-16									-	
% of Total	-	-	-	-	-	-	-	-	-	
YTD	5,304	8,043	6,671	5,447	8,232	11,213	9,960	1,307	56,177	55,062
% of Total	9.44	14.32	11.88	9.70	14.65	19.96	17.73	2.33	100.00	

Louisville Regional Airport Authority
Rental Car Concessions
Revenue per Transaction
Fiscal Year 2016

	<u>Alamo</u>	<u>Avis</u>	<u>Budget</u>	<u>Dollar/Thrifty</u>	<u>Enterprise</u>	<u>Hertz</u>	<u>National</u>	<u>Payless</u>	<u>Total</u>	<u>Prior Year</u>
July-15	220.82	220.15	240.79	224.98	238.87	226.39	182.58	167.75	219.26	214.04
August-15	169.93	206.40	212.11	187.53	186.70	215.82	178.57	145.49	193.96	208.44
September-15	-	-	-	-	-	-	-	-	-	170.59
October-15	-	-	-	-	-	-	-	-	-	185.25
November-15	-	-	-	-	-	-	-	-	-	185.03
December-15	-	-	-	-	-	-	-	-	-	182.55
January-15	-	-	-	-	-	-	-	-	-	188.21
February-16	-	-	-	-	-	-	-	-	-	188.41
March-16	-	-	-	-	-	-	-	-	-	192.57
April-16	-	-	-	-	-	-	-	-	-	197.70
May-16	-	-	-	-	-	-	-	-	-	207.01
June-16	-	-	-	-	-	-	-	-	-	217.00
YTD	195.12	213.63	227.31	206.00	211.63	221.26	180.63	155.23	206.79	195.46

Louisville Regional Airport Authority
Rental Car Concessions
Market Share Report
Fiscal Year 2016

	Alamo			Avis			Budget			Dollar/Thrifty		
	2015	2016	% Change	2015	2016	% Change	2015	2016	% Change	2015	2016	% Change
July	418,223	579,867	38.65%	970,983	931,236	-4.09%	806,792	851,187	5.50%	551,110	604,304	9.65%
August	441,910	455,070	2.98%	1,058,259	787,015	-25.63%	638,852	665,177	4.12%	603,227	517,762	-14.17%
September	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
October	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
November	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
December	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
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	860,133	1,034,937	20.32%	2,029,242	1,718,251	-15.33%	1,445,644	1,516,365	4.89%	1,154,337	1,122,066	-2.80%

	Enterprise			Hertz			National			Payless			Totals		
	2015	2016	% Change	2015	2016	% Change	2015	2016	% Change	2015	2016	% Change	2015	2016	% Change
July	836,038	939,726	12.40%	1,238,819	1,307,407	5.54%	864,888	936,256	8.25%	102,252	95,954	-6.16%	5,789,105	6,245,938	7.89%
August	772,138	802,442	3.92%	1,216,507	1,173,610	-3.53%	981,095	862,862	-12.05%	127,505	106,932	-16.14%	5,839,492	5,370,870	-8.03%
September	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
October	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
November	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
December	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
January	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
February	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
March	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
April	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
May	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
June	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
Totals	1,608,176	1,742,168	8.33%	2,455,326	2,481,018	1.05%	1,845,982	1,799,118	-2.54%	229,757	202,885	-11.70%	11,628,597	11,616,808	-0.10%

Louisville Regional Airport Authority
Rental Car Concessions
Deplanements & Market Share
Fiscal Year 2016

	Deplanements			Market Share	
	2015	2016			
July	159,896	159,238	-0.41%	Alamo	8.91%
August	144,455	138,416	-4.18%	Avis	14.79%
September			0.00%	Budget	13.05%
October			0.00%	Dollar/Thrifty	9.66%
November			0.00%	Enterprise	15.00%
December			0.00%	Hertz	21.36%
January			0.00%	National	15.49%
February			0.00%	Payless	1.75%
March			0.00%	Totals	100.00%
April			0.00%		
May			0.00%		
June			0.00%		
Totals	304,351	297,654	-2.20%		

