

Louisville Regional Airport Authority
Rental Car Concessions
Market Share
Fiscal Year 2015

	<u>Alamo</u>	<u>Avis</u>	<u>Budget</u>	<u>Dollar/Thrifty</u>	<u>Enterprise</u>	<u>Hertz</u>	<u>National</u>	<u>Payless¹</u>	<u>Total</u>	<u>Prior Year</u>
July-14	418,222.78	970,983.11	806,791.93	551,110.19	836,038.17	1,238,818.81	864,887.74	102,251.87	5,789,104.60	4,977,279.52
% of Total	7.22	16.77	13.94	9.52	14.44	21.40	14.94	1.77	100.00	
August-14	441,910.32	1,058,258.67	638,852.03	603,227.09	772,137.85	1,216,506.89	981,094.56	127,504.85	5,839,492.26	4,861,364.75
% of Total	7.57	18.12	10.94	10.33	13.22	20.83	16.80	2.18	100.00	
September-14	319,024.94	715,537.09	480,449.72	540,225.73	666,060.55	958,515.26	746,439.55	105,807.40	4,532,060.24	4,191,822.74
% of Total	7.04	15.79	10.60	11.92	14.70	21.15	16.47	2.33	100.00	
October-14	367,556.25	836,458.08	612,034.46	561,650.50	869,651.06	1,074,631.11	942,976.97	133,830.26	5,398,788.69	5,118,711.48
% of Total	6.81	15.49	11.34	10.40	16.11	19.91	17.47	2.48	100.00	
November-14	323,965.75	656,047.20	485,842.30	441,330.21	735,046.10	926,170.01	733,339.81	107,254.12	4,408,995.50	4,250,614.55
% of Total	7.35	14.88	11.02	10.01	16.67	21.01	16.63	2.43	100.00	
December-14	296,770.40	614,926.77	469,176.12	368,989.71	612,086.90	814,200.64	615,291.47	109,681.49	3,901,123.50	3,878,782.54
% of Total	7.61	15.76	12.03	9.46	15.69	20.87	15.77	2.81	100.00	
January-15	291,801.54	590,297.97	468,823.97	341,163.91	577,100.27	788,088.98	699,657.70	98,365.55	3,855,299.89	3,623,188.31
% of Total	7.57	15.31	12.16	8.85	14.97	20.44	18.15	2.55	100.00	
February-15	217,705.35	618,799.41	380,334.68	365,272.80	562,451.90	846,736.89	723,751.10	77,638.53	3,792,690.66	3,895,689.83
% of Total	5.74	16.32	10.03	9.63	14.83	22.33	19.08	2.05	100.00	
March-15	253,787.77	766,159.67	580,967.85	588,946.15	731,693.18	1,095,098.34	888,402.63	102,985.20	5,008,040.79	4,625,090.08
% of Total	5.07	15.30	11.60	11.76	14.61	21.87	17.74	2.06	100.00	
April-15	396,383.37	845,520.39	701,231.91	611,525.04	820,120.48	1,173,571.57	871,607.56	108,227.65	5,528,187.97	4,766,022.35
% of Total	7.17	15.29	12.68	11.06	14.84	21.23	15.77	1.96	100.00	
May-15	458,215.14	884,259.21	723,819.21	540,824.28	923,755.66	1,295,904.97	939,974.67	112,204.75	5,878,957.89	5,625,101.26
% of Total	7.79	15.04	12.31	9.20	15.71	22.04	15.99	1.91	100.00	
June-15	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
YTD (\$)	\$ 3,785,343.61	\$ 8,557,247.57	\$ 6,348,324.18	\$ 5,514,265.61	\$ 8,106,142.12	\$ 11,428,243.47	\$ 9,007,423.76	\$ 1,185,751.67	\$ 53,932,741.99	\$ 49,813,667.41
% of Total	7.02	15.87	11.77	10.22	15.03	21.19	16.70	2.20	100.00	

¹ Payless Car Rental began operations 06/2014

Louisville Regional Airport Authority
Rental Car Concessions
Transaction Count
Fiscal Year 2015

	<u>Alamo</u>	<u>Avis</u>	<u>Budget</u>	<u>Dollar/Thrifty</u>	<u>Enterprise</u>	<u>Hertz</u>	<u>National</u>	<u>Payless¹</u>	<u>Total</u>	<u>Prior Year</u>
July-14	1,791	4,412	3,233	2,301	3,627	6,374	4,853	456	27,047	25,506
% of Total	6.62	16.31	11.95	8.51	13.41	23.57	17.94	1.69	100.00	
August-14	2,249	4,554	2,859	2,773	3,667	5,988	5,273	652	28,015	27,306
% of Total	8.03	16.26	10.21	9.90	13.09	21.37	18.82	2.33	100.00	
September-14	2,238	3,894	2,680	2,972	3,833	5,683	4,610	657	26,567	25,533
% of Total	8.42	14.66	10.09	11.19	14.43	21.39	17.35	2.47	100.00	
October-14	2,187	4,522	3,335	2,755	4,284	5,758	5,653	649	29,143	28,936
% of Total	7.50	15.52	11.44	9.45	14.70	19.76	19.40	2.23	100.00	
November-14	2,040	3,506	2,437	2,235	3,747	5,003	4,303	557	23,828	24,532
% of Total	8.56	14.71	10.23	9.38	15.73	21.00	18.06	2.34	100.00	
December-14	1,694	3,205	2,426	1,940	2,955	4,679	3,858	613	21,370	20,112
% of Total	7.93	15.00	11.35	9.08	13.83	21.90	18.05	2.87	100.00	
January-15	1,706	3,131	2,257	1,585	2,787	4,380	4,148	490	20,484	19,739
% of Total	8.33	15.29	11.02	7.74	13.61	21.38	20.25	2.39	100.00	
February-15	1,479	3,195	1,769	1,835	2,759	4,395	4,269	429	20,130	21,573
% of Total	7.35	15.87	8.79	9.12	13.71	21.83	21.21	2.13	100.00	
March-15	1,617	3,971	2,746	2,983	3,744	5,317	5,077	552	26,007	26,032
% of Total	6.22	15.27	10.56	11.47	14.40	20.44	19.52	2.12	100.00	
April-15	2,356	4,183	3,140	2,983	4,186	5,490	4,965	659	27,962	26,764
% of Total	8.43	14.96	11.23	10.67	14.97	19.63	17.76	2.36	100.00	
May-15	2,317	4,474	3,398	2,408	4,212	5,811	5,184	596	28,400	28,903
% of Total	8.16	15.75	11.96	8.48	14.83	20.46	18.25	2.10	100.00	
June-15	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
YTD	21,674	43,047	30,280	26,770	39,801	58,878	52,193	6,310	278,953	274,936
% of Total	7.77	15.43	10.85	9.60	14.27	21.11	18.71	2.26	100.00	

¹ Payless Car Rental began operations 06/2014

Louisville Regional Airport Authority
Rental Car Concessions
Revenue per Transaction
Fiscal Year 2015

	<u>Alamo</u>	<u>Avis</u>	<u>Budget</u>	<u>Dollar/Thrifty</u>	<u>Enterprise</u>	<u>Hertz</u>	<u>National</u>	<u>Payless¹</u>	<u>Total</u>	<u>Prior Year</u>
July-14	233.51	220.08	249.55	239.51	230.50	194.36	178.22	224.24	214.04	198.37
August-14	196.49	232.38	223.45	217.54	210.56	203.16	186.06	195.56	208.44	181.03
September-14	142.55	183.75	179.27	181.77	173.77	168.66	161.92	161.05	170.59	155.67
October-14	168.06	184.98	183.52	203.87	203.00	186.63	166.81	206.21	185.25	166.08
November-14	158.81	187.12	199.36	197.46	196.17	185.12	170.43	192.56	185.03	163.27
December-14	175.19	191.86	193.39	190.20	207.14	174.01	159.48	178.93	182.55	173.68
January-15	171.04	188.53	207.72	215.25	207.07	179.93	168.67	200.75	188.21	168.10
February-15	147.20	193.68	215.00	199.06	203.86	192.66	169.54	180.98	188.41	162.31
March-15	156.95	192.94	211.57	197.43	195.43	205.96	174.99	186.57	192.57	169.42
April-15	168.24	202.13	223.32	205.00	195.92	213.77	175.55	164.23	197.70	164.40
May-15	197.76	197.64	213.01	224.59	219.32	223.01	181.32	188.26	207.01	173.59
June-15	-	-	-	-	-	-	-	-	-	-
YTD	174.65	198.79	209.65	205.99	203.67	194.10	172.58	187.92	193.34	171.71

¹ Payless Car Rental began operations 06/2014

Louisville Regional Airport Authority
Rental Car Concessions
Market Share Report
Fiscal Year 2015

	Advantage ²			Alamo			Avis			Budget			Dollar/Thrifty		
	2014	2015	% Change	2014	2015	% Change	2014	2015	% Change	2014	2015	% Change	2014	2015	% Change
July	184,829	-	-100.00%	293,901	418,223	42.30%	784,208	970,983	23.82%	631,858	806,792	27.69%	553,038	551,110	-0.35%
August	151,248	-	-100.00%	236,213	441,910	87.08%	789,172	1,058,259	34.10%	498,696	638,852	28.10%	587,530	603,227	2.67%
September	106,923	-	-100.00%	210,283	319,025	51.71%	678,877	715,537	5.40%	433,836	480,450	10.74%	524,898	540,226	2.92%
October	118,755	-	-100.00%	243,223	367,556	51.12%	866,291	836,458	-3.44%	516,153	612,034	18.58%	570,852	561,651	-1.61%
November	99,073	-	-100.00%	183,408	323,966	76.64%	740,847	656,047	-11.45%	422,925	485,842	14.88%	495,703	441,330	-10.97%
December	73,580	-	-100.00%	203,502	296,770	45.83%	673,970	614,927	-8.76%	389,421	469,176	20.48%	508,075	368,990	-27.38%
January	61,769	-	-100.00%	168,229	291,802	73.45%	645,520	590,298	-8.55%	352,068	468,824	33.16%	448,439	341,164	-23.92%
February	(243)	-	-100.00%	132,922	217,705	63.78%	735,115	618,799	-15.82%	436,911	380,335	-12.95%	487,933	365,273	-25.14%
March	-	-	0.00%	201,940	253,788	25.67%	819,232	766,160	-6.48%	457,974	580,968	26.86%	591,131	588,946	-0.37%
April	-	-	0.00%	236,423	396,383	67.66%	829,250	845,520	1.96%	528,903	701,232	32.58%	568,117	611,525	7.64%
May	-	-	0.00%	265,122	458,215	72.83%	995,540	884,259	-11.18%	632,660	723,819	14.41%	649,822	540,824	-16.77%
June	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
Totals	795,932	-	-100.00%	2,375,167	3,785,344	59.37%	8,558,022	8,557,248	-0.01%	5,301,405	6,348,324	19.75%	5,985,536	5,514,266	-7.87%

	Enterprise			Hertz			National			Payless ¹			Totals		
	2014	2015	% Change	2014	2015	% Change	2014	2015	% Change	2014	2015	% Change	2014	2015	% Change
July	850,076	836,038	-1.65%	1,016,030	1,238,819	21.93%	663,341	864,888	30.38%	-	102,252	0.00%	4,977,280	5,789,105	16.31%
August	854,522	772,138	-9.64%	992,905	1,216,507	22.52%	751,079	981,095	30.62%	-	127,505	0.00%	4,861,365	5,839,492	20.12%
September	707,276	666,061	-5.83%	868,464	958,515	10.37%	661,266	746,440	12.88%	-	105,807	0.00%	4,191,823	4,532,060	8.12%
October	883,495	869,651	-1.57%	1,046,233	1,074,631	2.71%	873,709	942,977	7.93%	-	133,830	0.00%	5,118,711	5,398,789	5.47%
November	797,320	735,046	-7.81%	848,567	926,170	9.15%	662,771	733,340	10.65%	-	107,254	0.00%	4,250,615	4,408,996	3.73%
December	644,990	612,087	-5.10%	776,950	814,201	4.79%	608,294	615,291	1.15%	-	109,681	0.00%	3,878,783	3,901,124	0.58%
January	552,800	577,100	4.40%	771,662	788,089	2.13%	622,701	699,658	12.36%	-	98,366	0.00%	3,623,188	3,855,300	6.41%
February	552,940	562,452	1.72%	857,358	846,737	-1.24%	692,754	723,751	4.47%	-	77,639	0.00%	3,895,690	3,792,691	-2.64%
March	766,034	731,693	-4.48%	980,097	1,095,098	11.73%	808,682	888,403	9.86%	-	102,985	0.00%	4,625,090	5,008,041	8.28%
April	806,154	820,120	1.73%	1,000,450	1,173,572	17.30%	796,725	871,608	9.40%	-	108,228	0.00%	4,766,022	5,528,188	15.99%
May	931,328	923,756	-0.81%	1,228,666	1,295,905	5.47%	921,965	939,975	1.95%	-	112,205	0.00%	5,625,101	5,878,958	4.51%
June	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
Totals	8,346,934	8,106,142	-2.88%	10,387,383	11,428,243	10.02%	8,063,287	9,007,424	11.71%	-	1,185,752	0.00%	49,813,667	53,932,742	8.27%

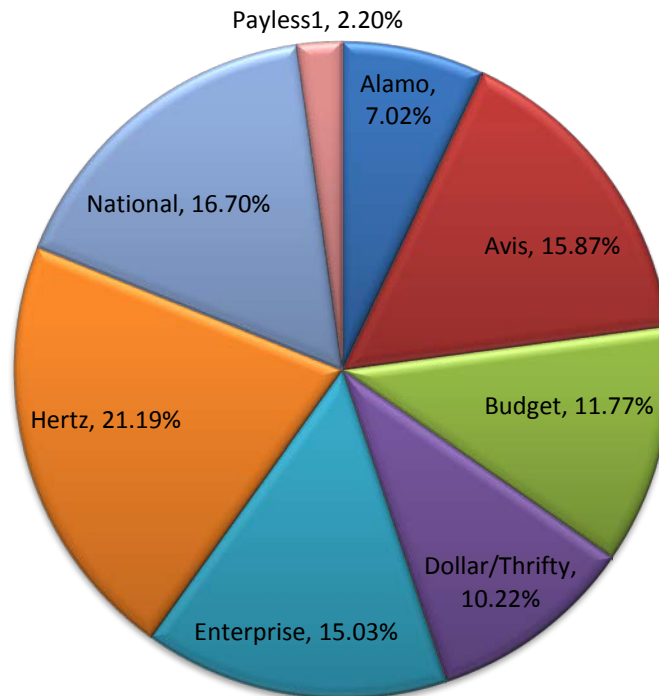
Notes:

¹ Payless Car Rental began operations 06/2014

² Advantage filed bankruptcy Nov-2013. Ceased operations Jan-2014.

Louisville Regional Airport Authority
Rental Car Concessions
Deplanements & Market Share
Fiscal Year 2015

	Deplanements			Market Share	
	2014	2015			
July	153,066	159,896	4.46%	Alamo	7.02%
August	137,602	144,455	4.98%	Avis	15.87%
September	138,080	134,764	-2.40%	Budget	11.77%
October	167,273	158,367	-5.32%	Dollar/Thrifty	10.22%
November	133,265	130,378	-2.17%	Enterprise	15.03%
December	131,731	125,335	-4.86%	Hertz	21.19%
January	114,706	119,193	3.91%	National	16.70%
February	112,021	108,583	-3.07%	Payless ¹	2.20%
March	142,439	141,208	-0.86%	Totals	100.00%
April	143,116	147,001	2.71%		
May	156,206	147,445	-5.61%		
June			0.00%		
Totals	1,529,505	1,516,625	-0.84%		



¹ Payless Car Rental began operations 06/2014