

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

	<u>Alamo</u>	<u>Avis</u>	<u>Budget/Payless*</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	363,064.88	771,035.60	768,532.70	479,444.39	722,657.79	1,046,240.98	805,165.47	-	4,956,141.81	4,532,060.24
% of Total	7.33	15.56	15.51	9.67	14.58	21.11	16.25	-	100.00	
October-15	499,895.50	976,492.58	878,416.09	603,532.66	877,132.37	1,236,081.23	1,069,079.20	-	6,140,629.63	5,118,711.48
% of Total	8.14	15.90	14.31	9.83	14.28	20.13	17.41	-	100.00	
November-15	407,484.42	686,889.83	662,927.25	408,701.22	803,727.60	951,729.03	759,036.54	-	4,680,495.89	4,250,614.55
% of Total	8.71	14.68	14.16	8.73	17.17	20.33	16.22	-	100.00	
December-15	346,353.62	638,179.57	675,467.63	427,907.61	643,139.39	865,880.44	700,926.42	-	4,297,854.68	3,878,782.54
% of Total	8.06	14.85	15.72	9.96	14.96	20.15	16.31	-	100.00	
January-16	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
February-16	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
March-16	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
April-16	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
May-16	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
June-16	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
YTD (\$)	\$ 2,651,735.72	\$ 4,790,848.56	\$ 4,501,708.43	\$ 3,041,652.06	\$ 4,788,824.78	\$ 6,580,949.27	\$ 5,133,325.59	\$ 202,885.49	\$ 31,691,929.90	\$ 29,408,765.67
% of Total	8.37	15.12	14.20	9.60	15.11	20.77	16.20	0.64	100.00	

\*Budget & Payless under one agreement effective 9/2015

	<u>Alamo</u>	<u>Avis</u>	<u>Budget/Payless*</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	1,998	3,979	4,236	2,522	3,924	5,752	5,086	-	27,497	26,567
% of Total	7.27	14.47	15.41	9.17	14.27	20.92	18.50	-	100.00	
October-15	2,850	4,613	3,711	2,786	4,217	6,044	5,828	-	30,049	28,936
% of Total	9.48	15.35	12.35	9.27	14.03	20.11	19.40	-	100.00	
November-15	2,288	3,553	3,686	2,164	4,126	4,894	4,543	-	25,254	24,532
% of Total	9.06	14.07	14.60	8.57	16.34	19.38	17.99	-	100.00	
December-15	1,886	3,264	3,508	2,117	3,253	4,564	4,279	-	22,871	20,112
% of Total	8.25	14.27	15.34	9.26	14.22	19.96	18.71	-	100.00	
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	14,326	23,452	21,812	15,036	23,752	32,467	29,696	1,307	161,848	155,209
% of Total	8.85	14.49	13.48	9.29	14.68	20.06	18.35	0.81	100.00	

\*Budget & Payless under one agreement effective 9/2015

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

	<u>Alamo</u>	<u>Avis</u>	<u>Budget/Payless*</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	181.71	193.78	181.43	190.10	184.16	181.89	158.31	-	180.24	170.59
October-15	175.40	211.68	236.71	216.63	208.00	204.51	183.44	-	204.35	185.25
November-15	178.10	193.33	179.85	188.86	194.80	194.47	167.08	-	185.34	185.03
December-15	183.64	195.52	192.55	202.13	197.71	189.72	163.81	-	187.92	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	185.10	204.28	206.39	202.29	201.62	202.70	172.86	155.23	195.81	195.46

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

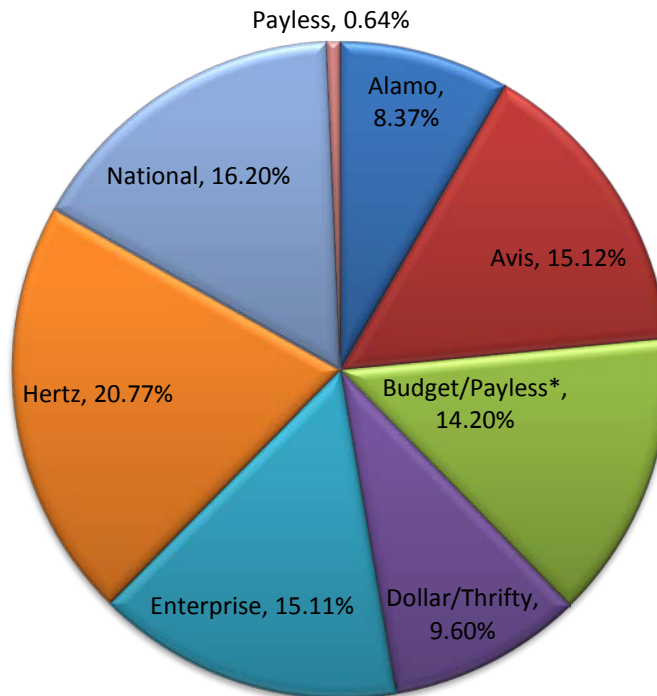
	Alamo			Avis			Budget/Payless			Dollar/Thrifty		
	2015	2016	% Change	2015	2016	% Change	2015	2016	% Change	2015	2016	% Change
July	418,223	579,867	38.65%	970,983	931,236	-4.09%	806,792	851,187	5.50%	551,110	604,304	9.65%
August	441,910	455,070	2.98%	1,058,259	787,015	-25.63%	638,852	665,177	4.12%	603,227	517,762	-14.17%
September	319,025	363,065	13.80%	715,537	771,036	7.76%	586,257	768,533	31.09%	540,226	479,444	-11.25%
October	367,556	499,896	36.01%	836,458	976,493	16.74%	745,865	878,416	17.77%	561,651	603,533	7.46%
November	323,966	407,484	25.78%	656,047	686,890	4.70%	593,096	662,927	11.77%	441,330	408,701	-7.39%
December	296,770	346,354	16.71%	614,927	638,180	3.78%	578,858	675,468	16.69%	368,990	427,908	15.97%
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	2,167,450	2,651,736	22.34%	4,852,211	4,790,849	-1.26%	3,949,720	4,501,708	13.98%	3,066,533	3,041,652	-0.81%

	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	666,061	722,658	8.50%	958,515	1,046,241	9.15%	746,440	805,165	7.87%	105,807	-	-100.00%	4,532,060	4,956,142	9.36%
October	869,651	877,132	0.86%	1,074,631	1,236,081	15.02%	942,977	1,069,079	13.37%	133,830	-	-100.00%	5,398,789	6,140,630	13.74%
November	735,046	803,728	9.34%	926,170	951,729	2.76%	733,340	759,037	3.50%	107,254	-	-100.00%	4,408,996	4,680,496	6.16%
December	612,087	643,139	5.07%	814,201	865,880	6.35%	615,291	700,926	13.92%	109,681	-	-100.00%	3,901,124	4,297,855	10.17%
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	4,491,021	4,788,825	6.63%	6,228,843	6,580,949	5.65%	4,884,030	5,133,326	5.10%	686,330	202,885	-70.44%	29,869,565	31,691,930	6.10%

\*Budget & Payless under one agreement effective 9/2015

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	8.37%
August	144,455	138,416	-4.18%	Avis	15.12%
September	134,764	139,103	3.22%	Budget/Payless*	14.20%
October	158,367	159,593	0.77%	Dollar/Thrifty	9.60%
November	130,378	136,026	4.33%	Enterprise	15.11%
December	125,335	125,654	0.25%	Hertz	20.77%
January			0.00%	National	16.20%
February			0.00%	Payless	0.64%
March			0.00%	<b>Totals</b>	<b>100.00%</b>
April			0.00%		
May			0.00%		
June			0.00%		
<b>Totals</b>	<b>853,195</b>	<b>858,030</b>	<b>0.57%</b>		



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