

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	5,398,788.69
% 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	4,408,995.50
% 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	3,901,123.50
% of Total	8.06	14.85	15.72	9.96	14.96	20.15	16.31	-	100.00	
January-16	304,376.51	600,514.32	596,559.72	355,515.65	654,775.36	789,773.81	680,276.67	-	3,981,792.04	3,855,299.89
% of Total	7.64	15.08	14.98	8.93	16.44	19.83	17.08	-	100.00	
February-16	260,488.83	624,521.63	541,135.23	352,797.20	650,456.75	876,203.00	760,600.79	-	4,066,203.43	3,792,690.66
% of Total	6.41	15.36	13.31	8.68	16.00	21.55	18.71	-	100.00	
March-16	328,089.65	783,307.60	674,619.28	415,871.83	805,444.94	1,149,624.44	917,079.54	-	5,074,037.28	5,008,040.79
% of Total	6.47	15.44	13.30	8.20	15.87	22.66	18.07	-	100.00	
April-16	398,124.11	875,252.29	836,923.74	581,149.70	851,168.81	1,126,059.09	860,107.98	-	5,528,785.72	5,528,187.97
% of Total	7.20	15.83	15.14	10.51	15.40	20.37	15.56	-	100.00	
May-16									-	
% of Total	-	-	-	-	-	-	-	-	-	
June-16									-	
% of Total	-	-	-	-	-	-	-	-	-	
YTD (\$)	\$ 3,942,814.82	\$ 7,674,444.40	\$ 7,150,946.40	\$ 4,746,986.44	\$ 7,750,670.64	\$ 10,522,609.61	\$ 8,351,390.57	\$ 202,885.49	\$ 50,342,748.37	\$ 48,053,784.10
% of Total	7.83	15.24	14.20	9.43	15.40	20.90	16.59	0.40	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	29,143
% 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	23,828
% 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	21,370
% of Total	8.25	14.27	15.34	9.26	14.22	19.96	18.71	-	100.00	
January-16	1,592	3,072	3,010	1,663	2,913	4,106	4,142	-	20,498	20,484
% of Total	7.77	14.99	14.68	8.11	14.21	20.03	20.21	-	100.00	
February-16	1,596	3,208	2,820	1,660	3,025	4,756	4,752	-	21,817	20,130
% of Total	7.32	14.70	12.93	7.61	13.87	21.80	21.78	-	100.00	
March-16	1,922	3,960	3,281	1,660	3,481	5,608	5,533	-	25,445	26,007
% of Total	7.55	15.56	12.89	6.52	13.68	22.04	21.74	-	100.00	
April-16	2,058	4,136	3,967	2,840	3,935	5,758	5,035	-	27,729	27,962
% of Total	7.42	14.92	14.31	10.24	14.19	20.77	18.16	-	100.00	
May-16	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
June-16	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
YTD	21,494	37,828	34,890	22,859	37,106	52,695	49,158	1,307	257,337	250,553
% of Total	8.35	14.70	13.56	8.88	14.42	20.48	19.10	0.51	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-16	191.19	195.48	198.19	213.78	224.78	192.35	164.24	-	194.25	188.21
February-16	163.21	194.68	191.89	212.53	215.03	184.23	160.06	-	186.38	188.41
March-16	170.70	197.80	205.61	250.53	231.38	205.00	165.75	-	199.41	192.57
April-16	193.45	211.62	210.97	204.63	216.31	195.56	170.83	-	199.39	197.70
May-16	-	-	-	-	-	-	-	-	-	207.01
June-16	-	-	-	-	-	-	-	-	-	217.00
YTD	183.44	202.88	204.96	207.66	208.88	199.69	169.89	155.23	195.63	195.46

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

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

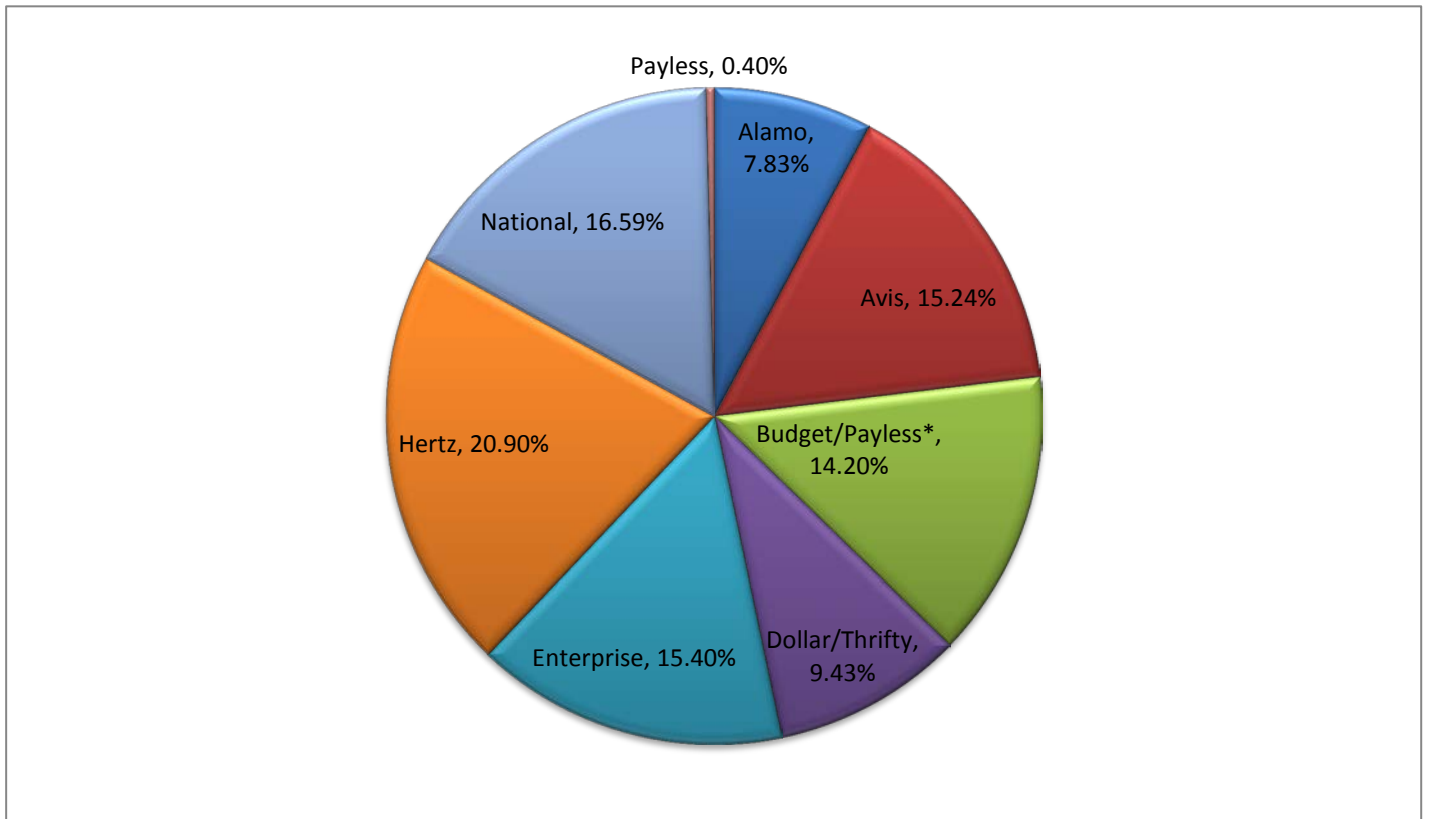
	Alamo			Avis			Budget/Payless			Dollar/Thrifty		
	2015	2016	% Change	2015	2016	% Change	2015	2016	% Change	2015	2016	% Change
July	418,223	579,867	38.65%	970,983	931,236	-4.09%	806,792	851,187	5.50%	551,110	604,304	9.65%
August	441,910	455,070	2.98%	1,058,259	787,015	-25.63%	638,852	665,177	4.12%	603,227	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%	745,864	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%	578,857	675,468	16.69%	368,990	427,908	15.97%
January	291,802	304,377	4.31%	590,298	600,514	1.73%	567,190	596,560	5.18%	341,164	355,516	4.21%
February	217,705	260,489	19.65%	618,799	624,522	0.92%	457,974	541,135	18.16%	365,273	352,797	-3.42%
March	253,788	328,090	29.28%	766,160	783,308	2.24%	683,953	674,619	-1.36%	588,946	415,872	-29.39%
April	396,383	398,124	0.44%	845,520	875,252	3.52%	809,460	836,924	3.39%	611,525	581,150	-4.97%
May	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
June	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
Totals	3,327,128	3,942,815	18.51%	7,672,988	7,674,444	0.02%	6,468,295	7,150,946	10.55%	4,973,441	4,746,986	-4.55%

	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%	-	0.00%	0.00%	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%	-	0.00%	0.00%	5,398,788	6,140,630	13.74%
November	735,046	803,728	9.34%	926,170	951,729	2.76%	733,340	759,037	3.50%	-	0.00%	0.00%	4,408,995	4,680,496	6.16%
December	612,087	643,139	5.07%	814,201	865,880	6.35%	615,291	700,926	13.92%	-	0.00%	0.00%	3,901,123	4,297,855	10.17%
January	577,100	654,775	13.46%	788,089	789,774	0.21%	699,658	680,277	-2.77%	-	0.00%	0.00%	3,855,300	3,981,792	3.28%
February	562,452	650,457	15.65%	846,737	876,203	3.48%	723,751	760,601	5.09%	-	0.00%	0.00%	3,792,691	4,066,203	7.21%
March	731,693	805,445	10.08%	1,095,098	1,149,624	4.98%	888,403	917,080	3.23%	-	0.00%	0.00%	5,008,041	5,074,037	1.32%
April	820,120	851,169	3.79%	1,173,572	1,126,059	-4.05%	871,608	860,108	-1.32%	-	0.00%	0.00%	5,528,188	5,528,786	0.01%
May	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	0.00%	0.00%	-	-	0.00%
June	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	0.00%	0.00%	-	-	0.00%
Totals	7,182,386	7,750,671	7.91%	10,132,339	10,522,610	3.85%	8,067,449	8,351,391	3.52%	229,757	202,885	-11.70%	48,053,784	50,342,748	4.76%

\*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	7.83%
August	144,455	138,416	-4.18%	Avis	15.24%
September	134,764	139,103	3.22%	Budget/Payless*	14.20%
October	158,367	159,593	0.77%	Dollar/Thrifty	9.43%
November	130,378	136,026	4.33%	Enterprise	15.40%
December	125,335	125,654	0.25%	Hertz	20.90%
January	119,193	117,844	-1.13%	National	16.59%
February	108,583	114,798	5.72%	Payless	0.40%
March	141,208	135,438	-4.09%	<b>Totals</b>	<b>100.00%</b>
April	147,001	143,653	-2.28%		
May			0.00%		
June			0.00%		
<b>Totals</b>	<b>1,369,180</b>	<b>1,369,763</b>	<b>0.04%</b>		



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