

Louisville Regional Airport Authority  
Rental Car Concessions  
Market Share  
Fiscal Year 2017

	<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-16	546,962.31	893,009.41	884,946.91	724,146.97	990,523.98	1,152,511.45	844,481.16	6,036,582.19	6,245,937.91
% of Total	9.06	14.79	14.66	12.00	16.41	19.09	13.99	100.00	
August-16	450,520.23	784,503.28	758,297.52	579,223.51	908,563.52	1,017,033.43	833,681.75	5,331,823.24	5,370,869.98
% of Total	8.45	14.71	14.22	10.86	17.04	19.07	15.64	100.00	
September-16								-	4,956,141.81
% of Total	-	-	-	-	-	-	-	-	
October-16								-	6,140,629.63
% of Total	-	-	-	-	-	-	-	-	
November-16								-	4,680,495.89
% of Total	-	-	-	-	-	-	-	-	
December-16								-	4,297,854.68
% of Total	-	-	-	-	-	-	-	-	
January-17								-	3,981,792.04
% of Total	-	-	-	-	-	-	-	-	
February-17								-	4,066,203.43
% of Total	-	-	-	-	-	-	-	-	
March-17								-	5,074,037.28
% of Total	-	-	-	-	-	-	-	-	
April-17								-	5,528,785.72
% of Total	-	-	-	-	-	-	-	-	
May-17								-	6,029,049.97
% of Total	-	-	-	-	-	-	-	-	
June-17								-	5,728,105.92
% of Total	-	-	-	-	-	-	-	-	
YTD (\$)	\$ 997,482.54	\$ 1,677,512.69	\$ 1,643,244.43	\$ 1,303,370.48	\$ 1,899,087.50	\$ 2,169,544.88	\$ 1,678,162.91	\$ 11,368,405.43	\$ 62,099,904.26
% of Total	8.77	14.76	14.45	11.46	16.71	19.08	14.76	100.00	

	<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-16	2,604	3,883	3,925	3,314	4,387	5,721	4,824	28,658	28,486
% of Total	9.09	13.55	13.70	11.56	15.31	19.96	16.83	100.00	
August-16	2,357	3,748	3,634	2,706	4,293	5,517	5,132	27,387	27,691
% of Total	8.61	13.69	13.27	9.88	15.68	20.14	18.74	100.00	
September-16								-	27,497
% of Total	-	-	-	-	-	-	-	-	
October-16								-	30,049
% of Total	-	-	-	-	-	-	-	-	
November-16								-	25,254
% of Total	-	-	-	-	-	-	-	-	
December-16								-	22,871
% of Total	-	-	-	-	-	-	-	-	
January-17								-	20,498
% of Total	-	-	-	-	-	-	-	-	
February-17								-	21,817
% of Total	-	-	-	-	-	-	-	-	
March-17								-	25,445
% of Total	-	-	-	-	-	-	-	-	
April-17								-	27,729
% of Total	-	-	-	-	-	-	-	-	
May-17								-	30,088
% of Total	-	-	-	-	-	-	-	-	
June-17								-	28,266
% of Total	-	-	-	-	-	-	-	-	
YTD	4,961	7,631	7,559	6,020	8,680	11,238	9,956	56,045	315,691
% of Total	8.85	13.62	13.49	10.74	15.49	20.05	17.76	100.00	

Louisville Regional Airport Authority  
Rental Car Concessions  
Revenue per Transaction  
Fiscal Year 2017

	<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-16	210.05	229.98	225.46	218.51	225.79	201.45	175.06	210.64	219.26
August-16	191.14	209.31	208.67	214.05	211.64	184.35	162.45	194.68	193.96
September-16	-	-	-	-	-	-	-	-	180.24
October-16	-	-	-	-	-	-	-	-	204.35
November-16	-	-	-	-	-	-	-	-	185.34
December-16	-	-	-	-	-	-	-	-	187.92
January-17	-	-	-	-	-	-	-	-	194.25
February-17	-	-	-	-	-	-	-	-	186.38
March-17	-	-	-	-	-	-	-	-	199.41
April-17	-	-	-	-	-	-	-	-	199.39
May-17	-	-	-	-	-	-	-	-	200.38
June-17	-	-	-	-	-	-	-	-	202.65
YTD	201.06	219.83	217.39	216.51	218.79	193.05	168.56	202.84	196.71

Louisville Regional Airport Authority  
Rental Car Concessions  
Market Share Report  
Fiscal Year 2017

	Alamo			Avis			Budget/Payless			Dollar/Thrifty		
	2016	2017	% Change	2016	2017	% Change	2016	2017	% Change	2016	2017	% Change
July	579,867	546,962	-5.67%	931,236	893,009	-4.10%	947,141	884,947	-6.57%	604,304	724,147	19.83%
August	455,070	450,520	-1.00%	787,015	784,503	-0.32%	772,109	758,298	-1.79%	517,762	579,224	11.87%
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	1,034,937	997,483	-3.62%	1,718,251	1,677,513	-2.37%	1,719,250	1,643,244	-4.42%	1,122,066	1,303,370	16.16%

	Enterprise			Hertz			National			Totals		
	2016	2017	% Change	2016	2017	% Change	2016	2017	% Change	2016	2017	% Change
July	939,726	990,524	5.41%	1,307,407	1,152,511	-11.85%	936,256	844,481	-9.80%	6,245,938	6,036,582	-3.35%
August	802,442	908,564	13.22%	1,173,610	1,017,033	-13.34%	862,862	833,682	-3.38%	5,370,870	5,331,823	-0.73%
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	1,742,168	1,899,088	9.01%	2,481,018	2,169,545	-12.55%	1,799,118	1,678,163	-6.72%	11,616,808	11,368,405	-2.14%

Louisville Regional Airport Authority  
Rental Car Concessions  
Deplanements & Market Share  
Fiscal Year 2017

	Deplanements			Market Share	
	2016	2017			
July	159,238	152,136	-4.46%	Alamo	8.77%
August	138,416	131,670	-4.87%	Avis	14.76%
September			0.00%	Budget/Payless	14.45%
October			0.00%	Dollar/Thrifty	11.46%
November			0.00%	Enterprise	16.70%
December			0.00%	Hertz	19.08%
January			0.00%	National	14.76%
February			0.00%		
March			0.00%	<b>Totals</b>	<b>100.00%</b>
April			0.00%		
May			0.00%		
June			0.00%		
<b>Totals</b>	<b>297,654</b>	<b>283,806</b>	<b>-4.65%</b>		

