

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	387,350.58	782,264.60	807,797.24	511,281.59	818,850.75	1,012,894.67	878,966.67	5,199,406.10	4,956,141.81
% of Total	7.45	15.05	15.54	9.83	15.75	19.48	16.91	100.00	
October-16	526,094.19	881,183.79	828,588.48	561,004.03	922,754.63	1,004,923.74	913,073.94	5,637,622.80	6,140,629.63
% of Total	9.33	15.63	14.70	9.95	16.37	17.83	16.20	100.00	
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 (\$)	\$ 1,910,927.31	\$ 3,340,961.08	\$ 3,279,630.15	\$ 2,375,656.10	\$ 3,640,692.88	\$ 4,187,363.29	\$ 3,470,203.52	\$ 22,205,434.33	\$ 62,099,904.26
% of Total	8.61	15.05	14.77	10.70	16.40	18.86	15.63	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	2,385	3,703	3,479	2,522	4,500	5,225	5,422	27,236	27,497
% of Total	8.76	13.60	12.77	9.26	16.52	19.18	19.91	100.00	
October-16	3,404	4,016	3,971	2,875	4,774	5,491	5,656	30,187	30,049
% of Total	11.28	13.30	13.15	9.52	15.81	18.19	18.74	100.00	
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	10,750	15,350	15,009	11,417	17,954	21,954	21,034	113,468	315,691
% of Total	9.47	13.53	13.23	10.06	15.82	19.35	18.54	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	162.41	211.25	232.19	202.73	181.97	193.86	162.11	190.90	180.24
October-16	154.55	219.42	208.66	195.13	193.29	183.01	161.43	186.76	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	177.76	217.65	218.51	208.08	202.78	190.73	164.98	195.70	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	363,065	387,351	6.69%	771,036	782,265	1.46%	768,533	807,797	5.11%	479,444	511,282	6.64%
October	499,896	526,094	5.24%	976,493	881,184	-9.76%	878,416	828,588	-5.67%	603,533	561,004	-7.05%
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	1,897,898	1,910,927	0.69%	3,465,779	3,340,961	-3.60%	3,366,199	3,279,630	-2.57%	2,205,043	2,375,656	7.74%

	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	722,658	818,851	13.31%	1,046,241	1,012,895	-3.19%	805,165	878,967	9.17%	4,956,142	5,199,406	4.91%
October	877,132	922,755	5.20%	1,236,081	1,004,924	-18.70%	1,069,079	913,074	-14.59%	6,140,630	5,637,623	-8.19%
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	3,341,958	3,640,693	8.94%	4,763,340	4,187,363	-12.09%	3,673,363	3,470,204	-5.53%	22,713,579	22,205,434	-2.24%

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	8.61%
August	138,416	131,670	-4.87%	Avis	15.05%
September	139,103	139,642	0.39%	Budget/Payless	14.77%
October	159,593	160,405	0.51%	Dollar/Thrifty	10.70%
November			0.00%	Enterprise	16.40%
December			0.00%	Hertz	18.86%
January			0.00%	National	15.63%
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>596,350</b>	<b>583,853</b>	<b>-2.10%</b>		

