

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	480,592.26	709,993.85	649,653.44	447,017.49	760,369.60	850,182.93	748,523.15	4,646,332.72	4,680,495.89
% of Total	10.34	15.28	13.98	9.62	16.36	18.30	16.11	100.00	
December-16	404,541.20	661,638.48	542,865.42	389,381.11	704,209.27	816,594.05	744,434.30	4,263,663.83	4,297,854.68
% of Total	9.49	15.52	12.73	9.13	16.52	19.15	17.46	100.00	
January-17	336,828.36	509,539.88	507,180.10	324,963.20	591,556.43	624,759.27	705,144.01	3,599,971.25	3,981,792.04
% of Total	9.36	14.15	14.09	9.03	16.43	17.35	19.59	100.00	
February-17	267,394.09	533,710.98	508,482.20	329,085.05	602,489.28	597,331.69	746,693.06	3,585,186.35	4,066,203.43
% of Total	7.46	14.89	14.18	9.18	16.81	16.66	20.83	100.00	
March-17	346,416.96	717,282.69	745,530.64	349,688.26	818,679.51	837,267.04	939,445.49	4,754,310.59	5,074,037.28
% of Total	7.29	15.09	15.68	7.36	17.22	17.61	19.76	100.00	
April-17	451,783.91	749,896.78	795,794.68	467,480.63	892,782.51	872,230.83	866,107.61	5,096,076.95	5,528,785.72
% of Total	8.87	14.72	15.62	9.17	17.52	17.12	17.00	100.00	
May-17	458,072.61	851,220.97	736,360.80	503,621.34	955,488.16	1,073,272.33	996,238.51	5,574,274.72	6,029,049.97
% of Total	8.22	15.27	13.21	9.03	17.14	19.25	17.87	100.00	
June-17	477,020.55	800,544.32	827,494.01	497,628.24	1,052,896.95	1,110,369.89	962,849.99	5,728,803.95	5,728,105.92
% of Total	8.33	13.97	14.44	8.69	18.38	19.38	16.81	100.00	
YTD (\$)	\$ 5,133,577.25	\$ 8,874,789.03	\$ 8,592,991.44	\$ 5,684,521.42	\$ 10,019,164.59	\$ 10,969,371.32	\$ 10,179,639.64	\$ 59,454,054.69	\$ 62,099,904.26
% of Total	8.63	14.93	14.45	9.56	16.85	18.45	17.12	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	3,154	3,262	3,298	2,268	4,055	4,753	4,750	25,540	25,254
% of Total	12.35	12.77	12.91	8.88	15.88	18.61	18.60	100.00	
December-16	2,589	3,005	2,767	2,103	3,495	4,121	4,453	22,533	22,871
% of Total	11.49	13.34	12.28	9.33	15.51	18.29	19.76	100.00	
January-17	2,292	2,775	3,039	1,639	3,083	3,394	4,294	20,516	20,498
% of Total	11.17	13.53	14.81	7.99	15.03	16.54	20.93	100.00	
February-17	2,032	2,944	2,959	2,011	3,328	3,652	4,694	21,620	21,817
% of Total	9.40	13.62	13.69	9.30	15.39	16.89	21.71	100.00	
March-17	1,975	3,892	3,885	1,892	4,014	5,012	5,703	26,373	25,445
% of Total	7.49	14.76	14.73	7.17	15.22	19.00	21.62	100.00	
April-17	2,403	3,715	3,898	2,372	4,051	4,777	5,141	26,357	27,729
% of Total	9.12	14.09	14.79	9.00	15.37	18.12	19.51	100.00	
May-17	2,586	3,955	3,715	2,638	4,465	5,727	5,717	28,803	30,088
% of Total	8.98	13.73	12.90	9.16	15.50	19.88	19.85	100.00	
June-17	2,152	3,768	3,524	2,355	4,293	5,643	5,598	27,333	28,266
% of Total	7.87	13.79	12.89	8.62	15.71	20.65	20.48	100.00	
YTD	29,933	42,666	42,094	28,695	48,738	59,033	61,384	312,543	315,691
% of Total	9.58	13.65	13.47	9.18	15.59	18.89	19.64	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	152.38	217.66	196.98	197.10	187.51	178.87	157.58	181.92	185.34
December-16	156.25	220.18	196.19	185.16	201.49	198.15	167.18	189.22	187.92
January-17	146.96	183.62	166.89	198.27	191.88	184.08	164.22	175.47	194.25
February-17	131.59	181.29	171.84	163.64	181.04	163.56	159.07	165.83	186.38
March-17	175.40	184.30	191.90	184.82	203.96	167.05	164.73	180.27	199.41
April-17	188.01	201.86	204.15	197.08	220.39	182.59	168.47	193.35	199.39
May-17	177.14	215.23	198.21	190.91	214.00	187.41	174.26	193.53	200.38
June-17	221.66	212.46	234.82	211.31	245.26	196.77	172.00	209.59	202.65
YTD	171.50	208.01	204.14	198.10	205.57	185.82	165.84	190.23	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	407,484	480,592	17.94%	686,890	709,994	3.36%	662,927	649,653	-2.00%	408,701	447,017	9.38%
December	346,354	404,541	16.80%	638,180	661,638	3.68%	675,468	542,865	-19.63%	427,908	389,381	-9.00%
January	304,377	336,828	10.66%	600,514	509,540	-15.15%	596,560	507,180	-14.98%	355,516	324,963	-8.59%
February	260,489	267,394	2.65%	624,522	533,711	-14.54%	541,135	508,482	-6.03%	352,797	329,085	-6.72%
March	328,090	346,417	5.59%	783,308	717,283	-8.43%	674,619	745,531	10.51%	415,872	349,688	-15.91%
April	398,124	451,784	13.48%	875,252	749,897	-14.32%	836,924	795,795	-4.91%	581,150	467,481	-19.56%
May	472,763	458,073	-3.11%	928,684	851,221	-8.34%	909,356	736,361	-19.02%	632,011	503,621	-20.31%
June	413,580	477,021	15.34%	901,886	800,544	-11.24%	857,466	827,494	-3.50%	629,368	497,628	-20.93%
Totals	4,829,158	5,133,577	6.30%	9,505,014	8,874,789	-6.63%	9,120,654	8,592,991	-5.79%	6,008,366	5,684,521	-5.39%

	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	803,728	760,370	-5.39%	951,729	850,183	-10.67%	759,037	748,523	-1.39%	4,680,496	4,646,333	-0.73%
December	643,139	704,209	9.50%	865,880	816,594	-5.69%	700,926	744,434	6.21%	4,297,855	4,263,664	-0.80%
January	654,775	591,556	-9.66%	789,774	624,759	-20.89%	680,277	705,144	3.66%	3,981,792	3,599,971	-9.59%
February	650,457	602,489	-7.37%	876,203	597,332	-31.83%	760,601	746,693	-1.83%	4,066,203	3,585,186	-11.83%
March	805,445	818,680	1.64%	1,149,624	837,267	-27.17%	917,080	939,445	2.44%	5,074,037	4,754,311	-6.30%
April	851,169	892,783	4.89%	1,126,059	872,231	-22.54%	860,108	866,108	0.70%	5,528,786	5,096,077	-7.83%
May	923,339	955,488	3.48%	1,220,476	1,073,272	-12.06%	942,422	996,239	5.71%	6,029,050	5,574,275	-7.54%
June	944,394	1,052,897	11.49%	1,140,864	1,110,370	-2.67%	840,548	962,850	14.55%	5,728,106	5,728,804	0.01%
Totals	9,618,403	10,019,165	4.17%	12,883,949	10,969,371	-14.86%	10,134,360	10,179,640	0.45%	62,099,904	59,454,055	-4.26%

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	8.63%
August	138,416	131,670	-4.87%	Avis	14.93%
September	139,103	139,642	0.39%	Budget/Payless	14.45%
October	159,593	160,405	0.51%	Dollar/Thrifty	9.56%
November	136,026	140,417	3.23%	Enterprise	16.85%
December	125,654	126,910	1.00%	Hertz	18.45%
January	117,844	118,005	0.14%	National	17.12%
February	114,798	112,839	-1.71%		
March	135,438	138,142	2.00%	Totals	100.00%
April	143,653	137,688	-4.15%		
May	154,022	158,731	3.06%		
June	156,677	165,177	5.43%		
Totals	1,680,462	1,681,762	0.08%		

