

Louisville Regional Airport Authority
Rental Car Concessions
Market Share
Fiscal Year 2019

	<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-18	834,828.00	959,584.48	851,378.65	739,441.29	1,347,598.06	1,147,909.34	1,066,879.00	6,947,618.82	6,285,913.20
% of Total	12.02	13.81	12.25	10.64	19.40	16.52	15.36	100.00	
August-18	586,752.65	848,432.96	698,248.19	705,486.43	1,184,436.77	1,135,567.47	1,116,254.32	6,275,178.79	5,588,984.12
% of Total	9.35	13.52	11.13	11.24	18.87	18.10	17.79	100.00	
September-18	561,438.24	751,076.33	631,135.40	541,371.70	974,895.39	936,988.05	984,497.00	5,381,402.11	4,799,223.38
% of Total	10.43	13.96	11.73	10.06	18.12	17.41	18.29	100.00	
October-18	-	-	-	-	-	-	-	-	5,853,646.68
% of Total	-	-	-	-	-	-	-	-	
November-18	-	-	-	-	-	-	-	-	4,604,763.37
% of Total	-	-	-	-	-	-	-	-	
December-18	-	-	-	-	-	-	-	-	3,986,787.15
% of Total	-	-	-	-	-	-	-	-	
January-19	-	-	-	-	-	-	-	-	3,387,977.77
% of Total	-	-	-	-	-	-	-	-	
February-19	-	-	-	-	-	-	-	-	3,628,280.63
% of Total	-	-	-	-	-	-	-	-	
March-19	-	-	-	-	-	-	-	-	5,044,340.99
% of Total	-	-	-	-	-	-	-	-	
April-19	-	-	-	-	-	-	-	-	5,344,674.68
% of Total	-	-	-	-	-	-	-	-	
May-19	-	-	-	-	-	-	-	-	5,572,400.12
% of Total	-	-	-	-	-	-	-	-	
June-19	-	-	-	-	-	-	-	-	6,216,982.24
% of Total	-	-	-	-	-	-	-	-	
YTD (\$)	\$ 1,983,018.89	\$ 2,559,093.77	\$ 2,180,762.24	\$ 1,986,299.42	\$ 3,506,930.22	\$ 3,220,464.86	\$ 3,167,630.32	\$ 18,604,199.72	\$ 60,313,974.33
% of Total	10.66	13.76	11.72	10.68	18.85	17.31	17.03	100.00	

Louisville Regional Airport Authority
Rental Car Concessions
Transaction Count
Fiscal Year 2019

	<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-18	3,215	4,052	3,391	2,674	4,907	4,766	5,231	28,236	28,658
% of Total	11.39	14.35	12.01	9.47	17.38	16.88	18.53	100.00	
August-18	2,609	4,231	3,337	2,583	4,919	5,259	6,088	29,026	27,387
% of Total	8.99	14.58	11.50	8.90	16.95	18.12	20.97	100.00	
September-18	3,026	3,891	3,219	2,395	4,435	4,774	5,595	27,335	27,236
% of Total	11.07	14.23	11.78	8.76	16.22	17.46	20.47	100.00	
October-18	-	-	-	-	-	-	-	-	30,187
% of Total	-	-	-	-	-	-	-	-	
November-18	-	-	-	-	-	-	-	-	25,540
% of Total	-	-	-	-	-	-	-	-	
December-18	-	-	-	-	-	-	-	-	22,533
% of Total	-	-	-	-	-	-	-	-	
January-19	-	-	-	-	-	-	-	-	20,516
% of Total	-	-	-	-	-	-	-	-	
February-19	-	-	-	-	-	-	-	-	21,620
% of Total	-	-	-	-	-	-	-	-	
March-19	-	-	-	-	-	-	-	-	26,373
% of Total	-	-	-	-	-	-	-	-	
April-19	-	-	-	-	-	-	-	-	26,357
% of Total	-	-	-	-	-	-	-	-	
May-19	-	-	-	-	-	-	-	-	28,803
% of Total	-	-	-	-	-	-	-	-	
June-19	-	-	-	-	-	-	-	-	27,333
% of Total	-	-	-	-	-	-	-	-	
YTD	8,850	12,174	9,947	7,652	14,261	14,799	16,914	84,597	312,543
% of Total	10.46	14.39	11.76	9.05	16.86	17.49	19.99	100.00	

Louisville Regional Airport Authority
Rental Car Concessions
Revenue per Transaction
Fiscal Year 2019

	<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-18	259.67	236.82	251.07	276.53	274.63	240.85	203.95	246.06	210.64
August-18	224.90	200.53	209.24	273.13	240.79	215.93	183.35	216.19	194.68
September-18	185.54	193.03	196.07	226.04	219.82	196.27	175.96	196.87	190.90
October-18	-	-	-	-	-	-	-	-	186.76
November-18	-	-	-	-	-	-	-	-	181.92
December-18	-	-	-	-	-	-	-	-	189.22
January-19	-	-	-	-	-	-	-	-	175.47
February-19	-	-	-	-	-	-	-	-	165.83
March-19	-	-	-	-	-	-	-	-	180.27
April-19	-	-	-	-	-	-	-	-	193.35
May-19	-	-	-	-	-	-	-	-	193.53
June-19	-	-	-	-	-	-	-	-	209.59
YTD	224.07	210.21	219.24	259.58	245.91	217.61	187.28	219.92	190.23

Louisville Regional Airport Authority
Rental Car Concessions
Market Share Report
Fiscal Year 2018

	Alamo			Avis			Budget/Payless			Dollar/Thrifty		
	<u>2018</u>	<u>2019</u>	<u>% Change</u>	<u>2018</u>	<u>2019</u>	<u>% Change</u>	<u>2018</u>	<u>2019</u>	<u>% Change</u>	<u>2018</u>	<u>2019</u>	<u>% Change</u>
July	704,975	834,828	18.42%	795,276	959,584	20.66%	888,996	851,379	-4.23%	636,272	739,441	16.21%
August	519,465	586,753	12.95%	793,175	848,433	6.97%	697,075	698,248	0.17%	598,721	705,486	17.83%
September	427,139	561,438	31.44%	692,472	751,076	8.46%	590,700	631,135	6.85%	436,037	541,372	24.16%
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	1,651,578	1,983,019	20.07%	2,280,923	2,559,094	12.20%	2,176,771	2,180,762	0.18%	1,671,030	1,986,299	18.87%

	Enterprise			Hertz			National			Totals		
	<u>2018</u>	<u>2019</u>	<u>% Change</u>	<u>2018</u>	<u>2019</u>	<u>% Change</u>	<u>2018</u>	<u>2019</u>	<u>% Change</u>	<u>2018</u>	<u>2019</u>	<u>% Change</u>
July	1,091,711	1,347,598	23.44%	1,205,714	1,147,909	-4.79%	962,970	1,066,879	10.79%	6,285,913	6,947,619	10.53%
August	962,952	1,184,437	23.00%	1,038,511	1,135,567	9.35%	979,085	1,116,254	14.01%	5,588,984	6,275,179	12.28%
September	894,790	974,895	8.95%	854,982	936,988	9.59%	903,104	984,497	9.01%	4,799,223	5,381,402	12.13%
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	2,949,453	3,506,930	18.90%	3,099,207	3,220,465	3.91%	2,845,159	3,167,630	11.33%	16,674,121	18,604,200	11.58%

Louisville Regional Airport Authority
Rental Car Concessions
Deplanements & Market Share
Fiscal Year 2019

	Deplanements			Market Share	
	2018	2019			
July	162,520	181,921	11.94%	Alamo	10.66%
August	145,852	162,174	11.19%	Avis	13.76%
September	142,532	161,440	13.27%	Budget/Payless	11.72%
October	-	-	0.00%	Dollar/Thrifty	10.68%
November	-	-	0.00%	Enterprise	18.85%
December	-	-	0.00%	Hertz	17.31%
January	-	-	0.00%	National	17.03%
February	-	-	0.00%		
March	-	-	0.00%	Totals	100.00%
April	-	-	0.00%		
May	-	-	0.00%		
June	-	-	0.00%		
Totals	450,904	505,535	12.12%		

