

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

	<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-17	704,974.51	795,275.74	888,995.93	636,271.78	1,091,711.14	1,205,714.14	962,969.96	6,285,913.20	6,036,582.19
% of Total	11.22	12.65	14.14	10.12	17.37	19.18	15.32	100.00	
August-17	519,465.39	793,175.28	697,075.14	598,721.36	962,951.70	1,038,510.56	979,084.69	5,588,984.12	5,331,823.24
% of Total	9.29	14.19	12.47	10.71	17.23	18.58	17.52	100.00	
September-17	427,138.98	692,472.16	590,700.01	436,037.19	894,789.56	854,981.79	903,103.69	4,799,223.38	5,199,406.10
% of Total	8.90	14.43	12.31	9.09	18.64	17.82	18.82	100.00	
October-17	633,462.87	857,290.90	742,402.66	449,771.70	1,176,334.73	875,030.78	1,119,353.04	5,853,646.68	5,637,622.80
% of Total	10.82	14.65	12.68	7.68	20.10	14.95	19.12	100.00	
November-17	514,919.68	638,380.20	557,283.67	400,278.46	865,645.41	719,540.82	908,715.13	4,604,763.37	4,646,332.72
% of Total	11.18	13.86	12.10	8.69	18.80	15.63	19.73	100.00	
December-17	438,272.67	575,575.45	466,578.03	342,780.60	777,958.08	623,939.35	761,682.97	3,986,787.15	4,263,663.83
% of Total	10.99	14.44	11.70	8.60	19.51	15.65	19.11	100.00	
January-18								-	3,599,971.25
% of Total	-	-	-	-	-	-	-	-	
February-18								-	3,585,186.35
% of Total	-	-	-	-	-	-	-	-	
March-18								-	4,754,310.59
% of Total	-	-	-	-	-	-	-	-	
April-18								-	5,096,076.95
% of Total	-	-	-	-	-	-	-	-	
May-18								-	5,574,274.72
% of Total	-	-	-	-	-	-	-	-	
June-18								-	5,728,803.95
% of Total	-	-	-	-	-	-	-	-	
YTD (\$)	\$ 3,238,234.10	\$ 4,352,169.73	\$ 3,943,035.44	\$ 2,863,861.09	\$ 5,769,390.62	\$ 5,317,717.44	\$ 5,634,909.48	\$ 31,119,317.90	\$ 59,454,054.69
% of Total	10.41	13.99	12.67	9.20	18.54	17.09	18.11	100.00	

Louisville Regional Airport Authority
Rental Car Concessions
Transaction Count
Fiscal Year 2018

	<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-17	2,720	3,383	3,517	2,868	4,282	5,400	5,034	27,204	28,658
% of Total	10.00	12.44	12.93	10.54	15.74	19.85	18.50	100.00	
August-17	2,561	3,931	3,316	2,955	4,416	5,270	5,754	28,203	27,387
% of Total	9.08	13.94	11.76	10.48	15.66	18.69	20.40	100.00	
September-17	2,410	3,653	3,189	2,422	4,272	4,801	5,493	26,240	27,236
% of Total	9.18	13.92	12.15	9.23	16.28	18.30	20.93	100.00	
October-17	3,594	4,162	3,529	2,356	5,550	4,500	6,395	30,086	30,187
% of Total	11.95	13.83	11.73	7.83	18.45	14.96	21.26	100.00	
November-17	3,158	3,278	2,949	2,240	4,438	3,943	5,514	25,520	25,540
% of Total	12.37	12.84	11.56	8.78	17.39	15.45	21.61	100.00	
December-17	2,588	2,865	2,570	2,052	3,740	3,431	4,447	21,693	22,533
% of Total	11.93	13.21	11.85	9.46	17.24	15.82	20.50	100.00	
January-18								-	20,516
% of Total	-	-	-	-	-	-	-	-	
February-18								-	21,620
% of Total	-	-	-	-	-	-	-	-	
March-18								-	26,373
% of Total	-	-	-	-	-	-	-	-	
April-18								-	26,357
% of Total	-	-	-	-	-	-	-	-	
May-18								-	28,803
% of Total	-	-	-	-	-	-	-	-	
June-18								-	27,333
% of Total	-	-	-	-	-	-	-	-	
YTD	17,031	21,272	19,070	14,893	26,698	27,345	32,637	158,946	312,543
% of Total	10.72	13.38	12.00	9.37	16.80	17.20	20.53	100.00	

Louisville Regional Airport Authority
Rental Car Concessions
Revenue per Transaction
Fiscal Year 2018

	<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-17	259.18	235.08	252.77	221.85	254.95	223.28	191.29	231.07	210.64
August-17	202.84	201.77	210.22	202.61	218.06	197.06	170.16	198.17	194.68
September-17	177.24	189.56	185.23	180.03	209.45	178.08	164.41	182.90	190.90
October-17	176.26	205.98	210.37	190.90	211.95	194.45	175.04	194.56	186.76
November-17	163.05	194.75	188.97	178.70	195.05	182.49	164.80	180.44	181.92
December-17	169.35	200.90	181.55	167.05	208.01	181.85	171.28	183.78	189.22
January-18	-	-	-	-	-	-	-	-	175.47
February-18	-	-	-	-	-	-	-	-	165.83
March-18	-	-	-	-	-	-	-	-	180.27
April-18	-	-	-	-	-	-	-	-	193.35
May-18	-	-	-	-	-	-	-	-	193.53
June-18	-	-	-	-	-	-	-	-	209.59
YTD	190.14	204.60	206.77	192.30	216.10	194.47	172.65	195.79	190.23

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

	Alamo			Avis			Budget/Payless			Dollar/Thrifty		
	<u>2017</u>	<u>2018</u>	<u>% Change</u>	<u>2017</u>	<u>2018</u>	<u>% Change</u>	<u>2017</u>	<u>2018</u>	<u>% Change</u>	<u>2017</u>	<u>2018</u>	<u>% Change</u>
July	546,962	704,975	28.89%	893,009	795,276	-10.94%	884,947	888,996	0.46%	724,147	636,272	-12.13%
August	450,520	519,465	15.30%	784,503	793,175	1.11%	758,298	697,075	-8.07%	579,224	598,721	3.37%
September	387,351	427,139	10.27%	782,265	692,472	-11.48%	807,797	590,700	-26.88%	511,282	436,037	-14.72%
October	526,094	633,463	20.41%	881,184	857,291	-2.71%	828,588	742,403	-10.40%	561,004	449,772	-19.83%
November	480,592	514,920	7.14%	709,994	638,380	-10.09%	649,653	557,284	-14.22%	447,017	400,278	-10.46%
December	404,541	438,273	8.34%	661,638	575,575	-13.01%	542,865	466,578	-14.05%	389,381	342,781	-11.97%
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	2,796,060	3,238,234	15.81%	4,712,593	4,352,170	-7.65%	4,472,148	3,943,035	-11.83%	3,212,055	2,863,861	-10.84%

	Enterprise			Hertz			National			Totals		
	<u>2017</u>	<u>2018</u>	<u>% Change</u>	<u>2017</u>	<u>2018</u>	<u>% Change</u>	<u>2017</u>	<u>2018</u>	<u>% Change</u>	<u>2017</u>	<u>2018</u>	<u>% Change</u>
July	990,524	1,091,711	10.22%	1,152,511	1,205,714	4.62%	844,481	962,970	14.03%	6,036,581	6,285,913	4.13%
August	908,564	962,952	5.99%	1,017,033	1,038,511	2.11%	833,682	979,085	17.44%	5,331,824	5,588,984	4.82%
September	818,851	894,790	9.27%	1,012,895	854,982	-15.59%	878,967	903,104	2.75%	5,199,408	4,799,223	-7.70%
October	922,755	1,176,335	27.48%	1,004,924	875,031	-12.93%	913,074	1,119,353	22.59%	5,637,623	5,853,647	3.83%
November	760,370	865,645	13.85%	850,183	719,541	-15.37%	748,523	908,715	21.40%	4,646,332	4,604,763	-0.89%
December	704,209	777,958	10.47%	816,594	623,939	-23.59%	744,434	761,683	2.32%	4,263,662	3,986,787	-6.49%
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	5,105,273	5,769,391	13.01%	5,854,140	5,317,717	-9.16%	4,963,161	5,634,909	13.53%	31,115,430	31,119,318	0.01%

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

	Deplanements			Market Share	
	2017	2018			
July	152,136	162,520	6.83%	Alamo	10.41%
August	131,670	145,852	10.77%	Avis	13.99%
September	139,642	142,532	2.07%	Budget/Payless	12.67%
October	160,405	172,008	7.23%	Dollar/Thrifty	9.20%
November	140,417	149,177	6.24%	Enterprise	18.54%
December	126,910	133,582	5.26%	Hertz	17.09%
January			0.00%	National	18.11%
February			0.00%		
March			0.00%	Totals	100.00%
April			0.00%		
May			0.00%		
June			0.00%		
Totals	851,180	905,671	6.40%		

