

Louisville Regional Airport Authority
Rental Car Concessions
Market Share
Fiscal Year 2015

	<u>Alamo</u>	<u>Avis</u>	<u>Budget</u>	<u>Dollar/Thrifty</u>	<u>Enterprise</u>	<u>Hertz</u>	<u>National</u>	<u>Payless¹</u>	<u>Total</u>	<u>Prior Year</u>
July-14	418,222.78	970,983.11	806,791.93	551,110.19	836,038.17	1,238,818.81	864,887.74	102,251.87	5,789,104.60	4,977,279.52
% of Total	7.22	16.77	13.94	9.52	14.44	21.40	14.94	1.77	100.00	
August-14	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
September-14	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
October-14	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
November-14	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
December-14	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
January-15	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
February-15	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
March-15	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
April-15	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
May-15	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
June-15	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
YTD (\$)	\$ 418,222.78	\$ 970,983.11	\$ 806,791.93	\$ 551,110.19	\$ 836,038.17	\$ 1,238,818.81	\$ 864,887.74	\$ 102,251.87	\$ 5,789,104.60	\$ 4,977,279.52
% of Total	7.22	16.77	13.94	9.52	14.44	21.40	14.94	1.77	100	

¹ Payless Car Rental began operations 06/2014

Louisville Regional Airport Authority
Rental Car Concessions
Transaction Count
Fiscal Year 2015

	<u>Alamo</u>	<u>Avis</u>	<u>Budget</u>	<u>Dollar/Thrifty</u>	<u>Enterprise</u>	<u>Hertz</u>	<u>National</u>	<u>Payless¹</u>	<u>Total</u>	<u>Prior Year</u>
July-14	1,791	4,412	3,233	2,301	3,627	6,374	4,853	456	27,047	25,506
% of Total	6.62	16.31	11.95	8.51	13.41	23.57	17.94	1.69	100.00	
August-14	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
September-14	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
October-14	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
November-14	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
December-14	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
January-15	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
February-15	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
March-15	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
April-15	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
May-15	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
June-15	-	-	-	-	-	-	-	-	-	-
% of Total	-	-	-	-	-	-	-	-	-	-
YTD	1,791	4,412	3,233	2,301	3,627	6,374	4,853	456	27,047	301,488
% of Total	6.62	16.31	11.95	8.51	13.41	23.57	17.94	1.69	100.00	

¹ Payless Car Rental began operations 06/2014

Louisville Regional Airport Authority
Rental Car Concessions
Revenue per Transaction
Fiscal Year 2015

	<u>Alamo</u>	<u>Avis</u>	<u>Budget</u>	<u>Dollar/Thrifty</u>	<u>Enterprise</u>	<u>Hertz</u>	<u>National</u>	<u>Payless¹</u>	<u>Total</u>	<u>Prior Year</u>
July-14	233.51	220.08	249.55	239.51	230.50	194.36	178.22	224.24	214.04	198.37
August-14	-	-	-	-	-	-	-	-	-	181.03
September-14	-	-	-	-	-	-	-	-	-	155.67
October-14	-	-	-	-	-	-	-	-	-	166.08
November-14	-	-	-	-	-	-	-	-	-	163.27
December-14	-	-	-	-	-	-	-	-	-	173.68
January-15	-	-	-	-	-	-	-	-	-	168.10
February-15	-	-	-	-	-	-	-	-	-	162.31
March-15	-	-	-	-	-	-	-	-	-	169.42
April-15	-	-	-	-	-	-	-	-	-	164.40
May-15	-	-	-	-	-	-	-	-	-	173.59
June-15	-	-	-	-	-	-	-	-	-	182.32
YTD	233.51	220.08	249.55	239.51	230.50	194.36	178.22	224.24	214.04	171.71

¹ Payless Car Rental began operations 06/2014

Louisville Regional Airport Authority
Rental Car Concessions
Market Share Report
Fiscal Year 2015

	Advantage ²			Alamo			Avis			Budget			Dollar/Thrifty		
	2014	2015	% Change	2014	2015	% Change	2014	2015	% Change	2014	2015	% Change	2014	2015	% Change
July	184,829	-	-100.00%	293,901	418,223	42.30%	784,208	970,983	23.82%	631,858	806,792	27.69%	553,038	551,110	-0.35%
August	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
September	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
October	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
November	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
December	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
January	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
February	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
March	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
April	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
May	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
June	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
Totals	184,829	-	-100.00%	293,901	418,223	42.30%	784,208	970,983	23.82%	631,858	806,792	27.69%	553,038	551,110	-0.35%

	Enterprise			Hertz			National			Payless ¹			Totals		
	2014	2015	% Change	2014	2015	% Change	2014	2015	% Change	2014	2015	% Change	2014	2015	% Change
July	850,076	836,038	-1.65%	1,016,030	1,238,819	21.93%	663,341	864,888	30.38%	-	102,252	0.00%	4,977,280	5,789,105	16.31%
August	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
September	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
October	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
November	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
December	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
January	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
February	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
March	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
April	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
May	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
June	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
Totals	850,076	836,038	-1.65%	1,016,030	1,238,819	21.93%	663,341	864,888	30.38%	-	102,252	0.00%	4,977,280	5,789,105	16.31%

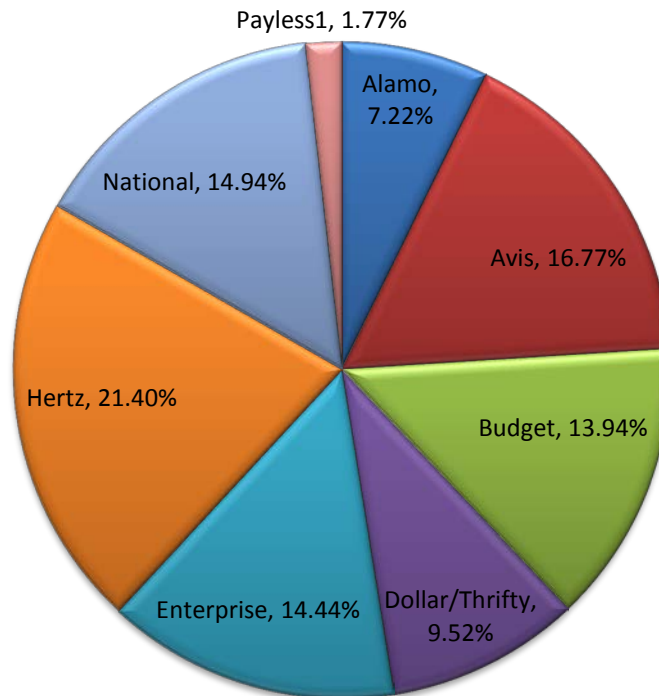
Notes:

¹ Payless Car Rental began operations 06/2014

² Advantage filed bankruptcy Nov-2013. Ceased operations Jan-2014.

Louisville Regional Airport Authority
Rental Car Concessions
Deplanements & Market Share
Fiscal Year 2015

	Deplanements			Market Share	
	2014	2015			
July	153,066	159,896	4.46%	Alamo	7.22%
August			0.00%	Avis	16.77%
September			0.00%	Budget	13.94%
October			0.00%	Dollar/Thrifty	9.52%
November			0.00%	Enterprise	14.44%
December			0.00%	Hertz	21.40%
January			0.00%	National	14.94%
February			0.00%	Payless ¹	1.77%
March			0.00%	Totals	100.00%
April			0.00%		
May			0.00%		
June			0.00%		
Totals	153,066	159,896	4.46%		



¹ Payless Car Rental began operations 06/2014