

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	441,910.32	1,058,258.67	638,852.03	603,227.09	772,137.85	1,216,506.89	981,094.56	127,504.85	5,839,492.26	4,861,364.75
% of Total	7.57	18.12	10.94	10.33	13.22	20.83	16.80	2.18	100.00	
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 (\$)	\$ 860,133.10	\$ 2,029,241.78	\$ 1,445,643.96	\$ 1,154,337.28	\$ 1,608,176.02	\$ 2,455,325.70	\$ 1,845,982.30	\$ 229,756.72	\$ 11,628,596.86	\$ 9,838,644.27
% of Total	7.40	17.45	12.43	9.93	13.83	21.11	15.87	1.98	100.00	

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	2,249	4,554	2,859	2,773	3,667	5,988	5,273	652	28,015	27,306
% of Total	8.03	16.26	10.21	9.90	13.09	21.37	18.82	2.33	100.00	
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	4,040	8,966	6,092	5,074	7,294	12,362	10,126	1,108	55,062	52,812
% of Total	7.34	16.28	11.06	9.22	13.25	22.45	18.39	2.01	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	196.49	232.38	223.45	217.54	210.56	203.16	186.06	195.56	208.44	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	212.90	226.33	237.30	227.50	220.48	198.62	182.30	207.36	211.19	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	151,248	-	-100.00%	236,213	441,910	87.08%	789,172	1,058,259	34.10%	498,696	638,852	28.10%	587,530	603,227	2.67%
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	336,076	-	-100.00%	530,114	860,133	62.25%	1,573,380	2,029,242	28.97%	1,130,554	1,445,644	27.87%	1,140,568	1,154,337	1.21%

	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	854,522	772,138	-9.64%	992,905	1,216,507	22.52%	751,079	981,095	30.62%	-	127,505	0.00%	4,861,365	5,839,492	20.12%
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	1,704,598	1,608,176	-5.66%	2,008,935	2,455,326	22.22%	1,414,419	1,845,982	30.51%	-	229,757	0.00%	9,838,644	11,628,597	18.19%

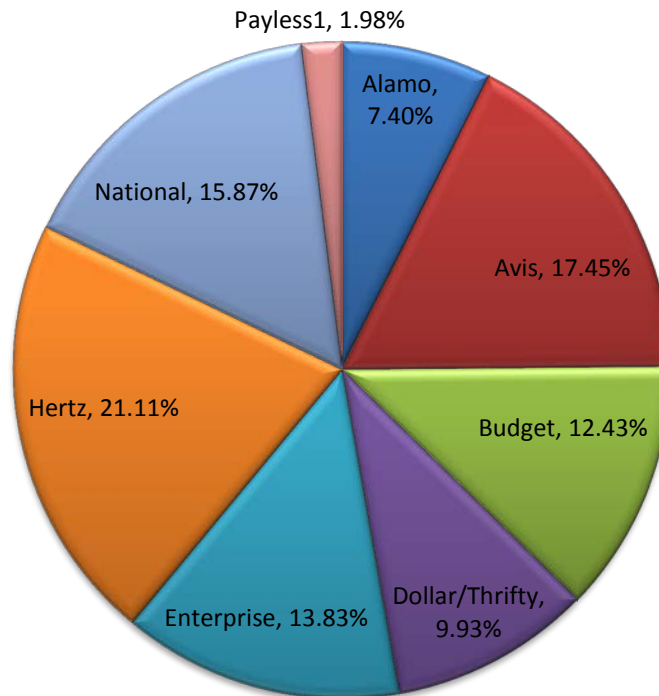
Notes:

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	7.40%
August	137,602	144,461	4.98%	Avis	17.45%
September			0.00%	Budget	12.43%
October			0.00%	Dollar/Thrifty	9.93%
November			0.00%	Enterprise	13.83%
December			0.00%	Hertz	21.11%
January			0.00%	National	15.87%
February			0.00%	Payless ¹	1.98%
March			0.00%	Totals	100.00%
April			0.00%		
May			0.00%		
June			0.00%		
Totals	290,668	304,357	4.71%		



¹ Payless Car Rental began operations 06/2014