

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	319,024.94	715,537.09	480,449.72	540,225.73	666,060.55	958,515.26	746,439.55	105,807.40	4,532,060.24	4,191,822.74
% of Total	7.04	15.79	10.60	11.92	14.70	21.15	16.47	2.33	100.00	
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 (\$)	\$ 1,179,158.04	\$ 2,744,778.87	\$ 1,926,093.68	\$ 1,694,563.01	\$ 2,274,236.57	\$ 3,413,840.96	\$ 2,592,421.85	\$ 335,564.12	\$ 16,160,657.10	\$ 14,030,467.01
% of Total	7.30	16.98	11.92	10.49	14.07	21.12	16.04	2.08	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	2,238	3,894	2,680	2,972	3,833	5,683	4,610	657	26,567	25,533
% of Total	8.42	14.66	10.09	11.19	14.43	21.39	17.35	2.47	100.00	
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	6,278	12,860	8,772	8,046	11,127	18,045	14,736	1,765	81,629	78,345
% of Total	7.69	15.75	10.75	9.86	13.63	22.11	18.05	2.16	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	142.55	183.75	179.27	181.77	173.77	168.66	161.92	161.05	170.59	155.67
October-14	-	-	-	-	-	-	-	-	-	-
November-14	-	-	-	-	-	-	-	-	-	-
December-14	-	-	-	-	-	-	-	-	-	-
January-15	-	-	-	-	-	-	-	-	-	-
February-15	-	-	-	-	-	-	-	-	-	-
March-15	-	-	-	-	-	-	-	-	-	-
April-15	-	-	-	-	-	-	-	-	-	-
May-15	-	-	-	-	-	-	-	-	-	-
June-15	-	-	-	-	-	-	-	-	-	-
YTD	187.82	213.44	219.57	210.61	204.39	189.18	175.92	190.12	197.98	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	106,923	-	-100.00%	210,283	319,025	51.71%	678,877	715,537	5.40%	433,836	480,450	10.74%	524,898	540,226	2.92%
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	442,999	-	-100.00%	740,397	1,179,158	59.26%	2,252,257	2,744,779	21.87%	1,564,390	1,926,094	23.12%	1,665,466	1,694,563	1.75%

	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	707,276	666,061	-5.83%	868,464	958,515	10.37%	661,266	746,440	12.88%	-	105,807	0.00%	4,191,823	4,532,060	8.12%
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	2,411,873	2,274,237	-5.71%	2,877,399	3,413,841	18.64%	2,075,685	2,592,422	24.89%	-	335,564	0.00%	14,030,467	16,160,657	15.18%

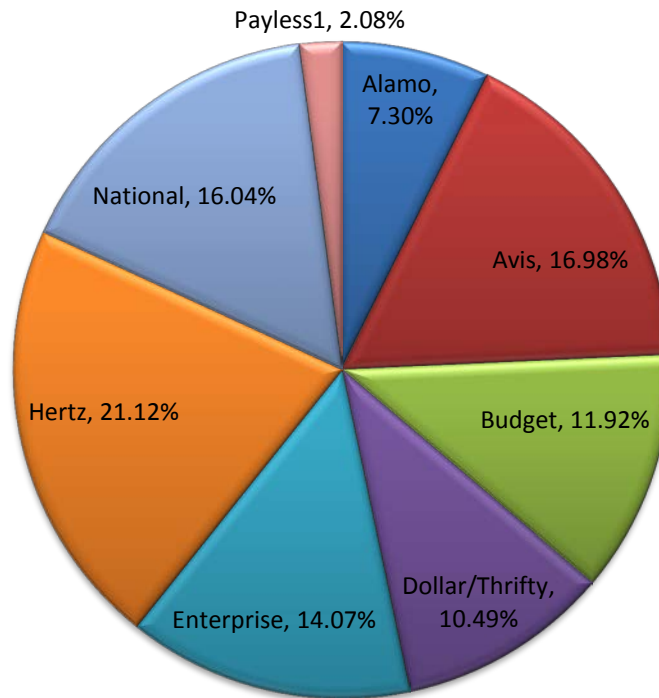
Notes:

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	7.30%
August	137,602	144,461	4.98%	Avis	16.98%
September	138,080	134,808	-2.37%	Budget	11.92%
October			0.00%	Dollar/Thrifty	10.49%
November			0.00%	Enterprise	14.07%
December			0.00%	Hertz	21.12%
January			0.00%	National	16.04%
February			0.00%	Payless ¹	2.08%
March			0.00%	Totals	100.00%
April			0.00%		
May			0.00%		
June			0.00%		
Totals	428,748	439,165	2.43%		



¹ Payless Car Rental began operations 06/2014