

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	367,556.25	836,458.08	612,034.46	561,650.50	869,651.06	1,074,631.11	942,976.97	133,830.26	5,398,788.69	5,118,711.48
% of Total	6.81	15.49	11.34	10.40	16.11	19.91	17.47	2.48	100.00	
November-14	323,965.75	656,047.20	485,842.30	441,330.21	735,046.10	926,170.01	733,339.81	107,254.12	4,408,995.50	4,250,614.55
% of Total	7.35	14.88	11.02	10.01	16.67	21.01	16.63	2.43	100.00	
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 (\$)	\$ 1,870,680.04	\$ 4,237,284.15	\$ 3,023,970.44	\$ 2,697,543.72	\$ 3,878,933.73	\$ 5,414,642.08	\$ 4,268,738.63	\$ 576,648.50	\$ 25,968,441.29	\$ 23,399,793.04
% of Total	7.20	16.32	11.64	10.39	14.94	20.85	16.44	2.22	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	2,187	4,522	3,335	2,755	4,284	5,758	5,653	649	29,143	28,936
% of Total	7.50	15.52	11.44	9.45	14.70	19.76	19.40	2.23	100.00	
November-14	2,040	3,506	2,437	2,235	3,747	5,003	4,303	557	23,828	24,532
% of Total	8.56	14.71	10.23	9.38	15.73	21.00	18.06	2.34	100.00	
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	10,505	20,888	14,544	13,036	19,158	28,806	24,692	2,971	134,600	131,813
% of Total	7.80	15.52	10.81	9.69	14.23	21.40	18.34	2.21	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	168.06	184.98	183.52	203.87	203.00	186.63	166.81	206.21	185.25	166.08
November-14	158.81	187.12	199.36	197.46	196.17	185.12	170.43	192.56	185.03	163.27
December-14	-	-	-	-	-	-	-	-	-	-
January-15	-	-	-	-	-	-	-	-	-	-
February-15	-	-	-	-	-	-	-	-	-	-
March-15	-	-	-	-	-	-	-	-	-	-
April-15	-	-	-	-	-	-	-	-	-	-
May-15	-	-	-	-	-	-	-	-	-	-
June-15	-	-	-	-	-	-	-	-	-	-
YTD	178.08	202.86	207.92	206.93	202.47	187.97	172.88	194.09	192.93	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	118,755	-	-100.00%	243,223	367,556	51.12%	866,291	836,458	-3.44%	516,153	612,034	18.58%	570,852	561,651	-1.61%
November	99,073	-	-100.00%	183,408	323,966	76.64%	740,847	656,047	-11.45%	422,925	485,842	14.88%	495,703	441,330	-10.97%
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	660,827	-	-100.00%	1,167,029	1,870,680	60.29%	3,859,395	4,237,284	9.79%	2,503,468	3,023,970	20.79%	2,732,020	2,697,544	-1.26%

	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	883,495	869,651	-1.57%	1,046,233	1,074,631	2.71%	873,709	942,977	7.93%	-	133,830	0.00%	5,118,711	5,398,789	5.47%
November	797,320	735,046	-7.81%	848,567	926,170	9.15%	662,771	733,340	10.65%	-	107,254	0.00%	4,250,615	4,408,996	3.73%
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	4,092,688	3,878,934	-5.22%	4,772,200	5,414,642	13.46%	3,612,166	4,268,739	18.18%	-	576,649	0.00%	23,399,793	25,968,441	10.98%

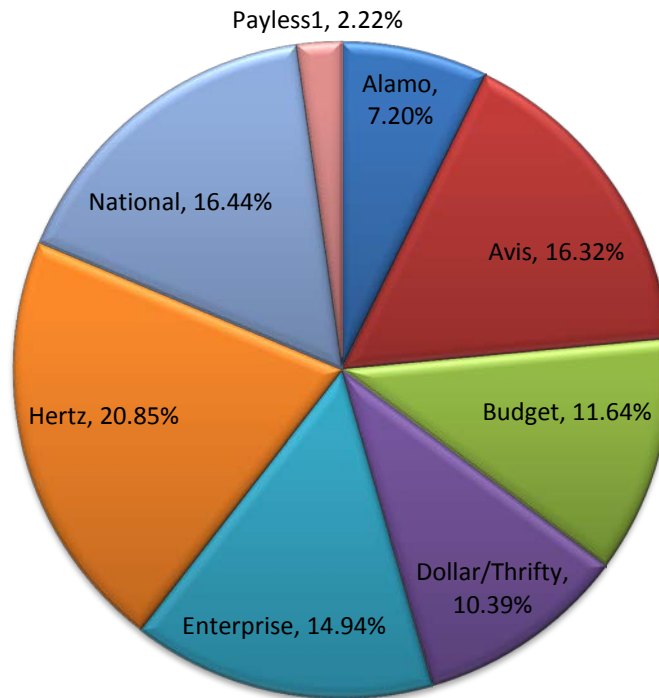
Notes:

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	7.20%
August	137,602	144,455	4.98%	Avis	16.32%
September	138,080	134,764	-2.40%	Budget	11.64%
October	167,273	158,367	-5.32%	Dollar/Thrifty	10.39%
November	133,265	130,378	-2.17%	Enterprise	14.94%
December			0.00%	Hertz	20.85%
January			0.00%	National	16.44%
February			0.00%	Payless ¹	2.22%
March			0.00%	Totals	100.00%
April			0.00%		
May			0.00%		
June			0.00%		
Totals	729,286	727,860	-0.20%		



¹ Payless Car Rental began operations 06/2014