

Louisville Regional Airport Authority
Rental Car Concessions
Market Share
Fiscal Year 2019

	<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-18	834,828.00	959,584.48	851,378.65	739,441.29	1,347,598.06	1,147,909.34	1,066,879.00	6,947,618.82	6,285,913.20
% of Total	12.02	13.81	12.25	10.64	19.40	16.52	15.36	100.00	
August-18	586,752.65	848,432.96	698,248.19	705,486.43	1,184,436.77	1,135,567.47	1,116,254.32	6,275,178.79	5,588,984.12
% of Total	9.35	13.52	11.13	11.24	18.87	18.10	17.79	100.00	
September-18	561,438.24	751,076.33	631,135.40	541,371.70	974,895.39	936,988.05	984,497.00	5,381,402.11	4,799,223.38
% of Total	10.43	13.96	11.73	10.06	18.12	17.41	18.29	100.00	
October-18	762,479.06	969,474.46	745,422.23	512,453.52	1,203,499.66	1,086,366.42	1,146,212.38	6,425,907.73	5,853,646.68
% of Total	11.87	15.09	11.60	7.97	18.73	16.91	17.84	100.00	
November-18	639,826.78	873,800.85	677,011.06	434,204.84	1,024,492.74	1,004,401.88	1,051,144.49	5,704,882.64	4,604,763.37
% of Total	11.22	15.32	11.87	7.61	17.96	17.61	18.43	100.00	
December-18	534,456.23	622,905.64	530,009.39	422,639.76	850,789.44	734,429.75	820,668.46	4,515,898.67	3,986,787.15
% of Total	11.84	13.79	11.74	9.36	18.84	16.26	18.17	100.00	
January-19	438,007.76	520,332.22	433,511.52	337,231.39	691,757.36	642,279.30	781,578.14	3,844,697.69	3,387,977.77
% of Total	11.39	13.53	11.28	8.77	17.99	16.71	20.33	100.00	
February-19	393,995.55	552,695.27	403,383.09	413,702.74	723,926.41	706,689.82	849,267.58	4,043,660.46	3,628,280.63
% of Total	9.74	13.67	9.98	10.23	17.90	17.48	21.00	100.00	
March-19	475,770.57	691,345.30	605,442.90	530,946.85	903,723.92	886,910.98	1,067,624.27	5,161,764.79	5,044,340.99
% of Total	9.22	13.39	11.73	10.29	17.51	17.18	20.68	100.00	
April-19	612,389.66	746,737.01	759,023.77	648,239.68	983,438.86	994,787.67	1,070,510.59	5,815,127.24	5,344,674.68
% of Total	10.53	12.84	13.05	11.15	16.91	17.11	18.41	100.00	
May-19	660,298.76	868,788.76	847,074.24	719,057.67	1,088,785.28	1,224,884.65	1,195,369.70	6,604,259.06	5,572,400.12
% of Total	10.00	13.16	12.83	10.89	16.49	18.55	18.10	100.00	
June-19	756,407.09	802,644.64	825,612.19	856,857.86	1,256,710.53	1,171,198.28	1,086,650.01	6,756,080.60	6,216,982.24
% of Total	11.20	11.88	12.22	12.68	18.60	17.34	16.08	100.00	
YTD (\$)	\$ 7,256,650.35	\$ 9,207,817.92	\$ 8,007,252.63	\$ 6,861,633.73	\$ 12,234,054.42	\$ 11,672,413.61	\$ 12,236,655.94	\$ 67,476,478.60	\$ 60,313,974.33
% of Total	10.75	13.65	11.87	10.17	18.13	17.30	18.13	100.00	

Louisville Regional Airport Authority
Rental Car Concessions
Transaction Count
Fiscal Year 2019

	<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-18	3,215	4,052	3,391	2,674	4,907	4,766	5,231	28,236	27,204
% of Total	11.39	14.35	12.01	9.47	17.38	16.88	18.53	100.00	
August-18	2,609	4,231	3,337	2,583	4,919	5,259	6,088	29,026	28,203
% of Total	8.99	14.58	11.50	8.90	16.95	18.12	20.97	100.00	
September-18	3,026	3,891	3,219	2,395	4,435	4,774	5,595	27,335	26,240
% of Total	11.07	14.23	11.78	8.76	16.22	17.46	20.47	100.00	
October-18	3,562	3,860	3,543	2,059	5,177	5,389	6,421	30,011	30,086
% of Total	11.87	12.86	11.81	6.86	17.25	17.96	21.40	100.00	
November-18	3,334	3,860	3,356	1,757	4,751	5,180	6,085	28,323	25,520
% of Total	11.77	13.63	11.85	6.20	16.77	18.29	21.48	100.00	
December-18	2,905	3,214	2,688	1,939	3,724	3,986	4,660	23,116	21,693
% of Total	12.57	13.90	11.63	8.39	16.11	17.24	20.16	100.00	
January-19	2,647	2,933	2,336	1,563	3,340	3,729	4,882	21,430	20,093
% of Total	12.35	13.69	10.90	7.29	15.59	17.40	22.78	100.00	
February-19	2,483	3,129	2,353	1,695	3,509	4,238	5,221	22,628	21,481
% of Total	10.97	13.83	10.40	7.49	15.51	18.73	23.07	100.00	
March-19	2,956	3,952	3,490	2,321	4,261	4,831	6,074	27,885	26,105
% of Total	10.60	14.17	12.52	8.32	15.28	17.32	21.78	100.00	
April-19	3,160	3,827	4,005	2,610	4,666	5,092	5,874	29,234	27,465
% of Total	10.81	13.09	13.70	8.93	15.96	17.42	20.09	100.00	
May-19	3,641	4,278	4,105	3,232	4,885	5,936	6,502	32,579	29,785
% of Total	11.18	13.13	12.60	9.92	14.99	18.22	19.96	100.00	
June-19	3,630	4,278	3,573	3,135	4,390	5,521	5,743	30,270	28,043
% of Total	11.99	14.13	11.80	10.36	14.50	18.24	18.97	100.00	
YTD	37,168	45,505	39,396	27,963	52,964	58,701	68,376	330,073	311,918
% of Total	11.26	13.79	11.94	8.47	16.05	17.78	20.72	100.00	

Louisville Regional Airport Authority
Rental Car Concessions
Revenue per Transaction
Fiscal Year 2019

	<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-18	259.67	236.82	251.07	276.53	274.63	240.85	203.95	246.06	231.07
August-18	224.90	200.53	209.24	273.13	240.79	215.93	183.35	216.19	198.17
September-18	185.54	193.03	196.07	226.04	219.82	196.27	175.96	196.87	182.90
October-18	214.06	251.16	210.39	248.88	232.47	201.59	178.51	214.12	194.56
November-18	191.91	226.37	201.73	247.13	215.64	193.90	172.74	201.42	180.44
December-18	183.98	193.81	197.18	217.97	228.46	184.25	176.11	195.36	183.78
January-19	165.47	177.41	185.58	215.76	207.11	172.24	160.09	179.41	168.61
February-19	158.68	176.64	171.43	244.07	206.31	166.75	162.66	178.70	168.91
March-19	160.95	174.94	173.48	228.76	212.09	183.59	175.77	185.11	193.23
April-19	193.79	195.12	189.52	248.37	210.77	195.36	182.25	198.92	194.60
May-19	181.35	203.08	206.35	222.48	222.88	206.35	183.85	202.72	187.09
June-19	208.38	187.62	231.07	273.32	286.27	212.14	189.21	223.19	221.69
YTD	195.24	202.35	203.25	245.38	230.99	198.85	178.96	204.43	193.36

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

	Alamo			Avis			Budget/Payless			Dollar/Thrifty		
	2018	2019	% Change	2018	2019	% Change	2018	2019	% Change	2018	2019	% Change
July	704,975	834,828	18.42%	795,276	959,584	20.66%	888,996	851,379	-4.23%	636,272	739,441	16.21%
August	519,465	586,753	12.95%	793,175	848,433	6.97%	697,075	698,248	0.17%	598,721	705,486	17.83%
September	427,139	561,438	31.44%	692,472	751,076	8.46%	590,700	631,135	6.85%	436,037	541,372	24.16%
October	633,463	762,479	20.37%	857,291	969,474	13.09%	742,403	745,422	0.41%	449,772	512,454	13.94%
November	514,920	639,827	24.26%	638,380	873,801	36.88%	557,284	677,011	21.48%	400,278	434,205	8.48%
December	438,273	534,456	21.95%	575,575	622,906	8.22%	466,578	530,009	13.60%	342,781	422,640	23.30%
January	359,038	438,008	21.99%	451,734	520,332	15.19%	403,875	433,512	7.34%	276,979	337,231	21.75%
February	314,368	393,996	25.33%	547,862	552,695	0.88%	397,084	403,383	1.59%	318,111	413,703	30.05%
March	424,351	475,771	12.12%	756,694	691,345	-8.64%	660,250	605,443	-8.30%	450,008	530,947	17.99%
April	489,966	612,390	24.99%	807,246	746,737	-7.50%	678,058	759,024	11.94%	585,856	648,240	10.65%
May	554,301	660,299	19.12%	828,177	868,789	4.90%	633,485	847,074	33.72%	583,466	719,058	23.24%
June	641,873	756,407	17.84%	882,716	802,645	-9.07%	738,924	825,612	11.73%	674,771	856,858	26.98%
Totals	6,022,131	7,256,650	20.50%	8,626,598	9,207,818	6.74%	7,454,712	8,007,253	7.41%	5,753,052	6,861,634	19.27%

	Enterprise			Hertz			National			Totals		
	2018	2019	% Change	2018	2019	% Change	2018	2019	% Change	2018	2019	% Change
July	1,091,711	1,347,598	23.44%	1,205,714	1,147,909	-4.79%	962,970	1,066,879	10.79%	6,285,913	6,947,619	10.53%
August	962,952	1,184,437	23.00%	1,038,511	1,135,567	9.35%	979,085	1,116,254	14.01%	5,588,984	6,275,179	12.28%
September	894,790	974,895	8.95%	854,982	936,988	9.59%	903,104	984,497	9.01%	4,799,223	5,381,402	12.13%
October	1,176,335	1,203,500	2.31%	875,031	1,086,366	24.15%	1,119,353	1,146,212	2.40%	5,853,648	6,425,908	9.78%
November	865,645	1,024,493	18.35%	719,541	1,004,402	39.59%	908,715	1,051,144	15.67%	4,604,763	5,704,883	23.89%
December	777,958	850,789	9.36%	623,939	734,430	17.71%	761,683	820,668	7.74%	3,986,787	4,515,899	13.27%
January	672,889	691,757	2.80%	543,994	642,279	18.07%	679,469	781,578	15.03%	3,387,978	3,844,698	13.48%
February	686,460	723,926	5.46%	591,518	706,690	19.47%	772,878	849,268	9.88%	3,628,281	4,043,660	11.45%
March	968,737	903,724	-6.71%	804,351	886,911	10.26%	979,951	1,067,624	8.95%	5,044,342	5,161,765	2.33%
April	1,001,178	983,439	-1.77%	873,102	994,788	13.94%	909,269	1,070,511	17.73%	5,344,675	5,815,127	8.80%
May	997,752	1,088,785	9.12%	1,015,619	1,224,885	20.60%	959,601	1,195,370	24.57%	5,572,401	6,604,259	18.52%
June	1,193,996	1,256,711	5.25%	1,069,434	1,171,198	9.52%	1,015,269	1,086,650	7.03%	6,216,983	6,756,081	8.67%
Totals	11,290,403	12,234,054	8.36%	10,215,736	11,672,414	14.26%	10,951,347	12,236,656	11.74%	60,313,979	67,476,479	11.88%

Louisville Regional Airport Authority
Rental Car Concessions
Deplanements & Market Share
Fiscal Year 2019

	Deplanements			Market Share	
	2018	2019			
July	162,520	181,921	11.94%	Alamo	10.75%
August	145,852	162,174	11.19%	Avis	13.65%
September	142,532	161,440	13.27%	Budget/Payless	11.87%
October	172,008	192,996	12.20%	Dollar/Thrifty	10.17%
November	149,177	170,025	13.98%	Enterprise	18.13%
December	133,582	152,037	13.82%	Hertz	17.30%
January	122,275	140,895	15.23%	National	18.13%
February	122,237	136,532	11.69%		
March	151,553	172,648	13.92%	Totals	100.00%
April	161,986	179,737	10.96%		
May	169,474	193,093	13.94%		
June	181,701	202,813	11.62%		
Totals	1,814,897	2,046,311	12.75%		

