

Louisville Regional Airport Authority  
Rental Car Concessions  
Market Share  
Fiscal Year 2020

	<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-19	1,053,249.06	894,227.77	852,680.31	841,158.85	1,186,518.99	1,158,147.43	1,075,009.25	7,060,991.66	6,947,618.82
% of Total	14.92	12.66	12.08	11.91	16.80	16.40	15.22	100.00	
August-19	786,646.91	811,675.90	729,343.82	668,009.62	1,093,044.02	1,206,422.67	1,168,654.31	6,463,797.25	6,275,178.79
% of Total	12.17	12.56	11.28	10.33	16.91	18.66	18.08	100.00	
September-19								-	5,381,402.11
% of Total	-	-	-	-	-	-	-	-	
October-19								-	6,425,907.73
% of Total	-	-	-	-	-	-	-	-	
November-19								-	5,704,882.64
% of Total	-	-	-	-	-	-	-	-	
December-19								-	4,515,898.67
% of Total	-	-	-	-	-	-	-	-	
January-20								-	3,844,697.69
% of Total	-	-	-	-	-	-	-	-	
February-20								-	4,043,660.46
% of Total	-	-	-	-	-	-	-	-	
March-20								-	5,161,764.79
% of Total	-	-	-	-	-	-	-	-	
April-20								-	5,815,127.24
% of Total	-	-	-	-	-	-	-	-	
May-20								-	6,604,259.06
% of Total	-	-	-	-	-	-	-	-	
June-20								-	6,756,080.60
% of Total	-	-	-	-	-	-	-	-	
YTD (\$)	\$ 1,839,895.97	\$ 1,705,903.67	\$ 1,582,024.13	\$ 1,509,168.47	\$ 2,279,563.01	\$ 2,364,570.10	\$ 2,243,663.56	\$ 13,524,788.91	\$ 67,476,478.60
% of Total	13.60	12.61	11.70	11.16	16.85	17.48	16.59	100.00	

Louisville Regional Airport Authority  
Rental Car Concessions  
Transaction Count  
Fiscal Year 2020

	<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-19	4,580	3,970	3,525	3,003	4,530	5,218	5,682	30,508	28,236
% of Total	15.01	13.01	11.55	9.84	14.85	17.10	18.62	100.00	
August-19	3,880	3,978	3,247	2,697	4,514	5,771	6,597	30,684	29,026
% of Total	12.65	12.96	10.58	8.79	14.71	18.81	21.50	100.00	
September-19								-	27,335
% of Total	-	-	-	-	-	-	-	-	
October-19								-	30,011
% of Total	-	-	-	-	-	-	-	-	
November-19								-	28,323
% of Total	-	-	-	-	-	-	-	-	
December-19								-	23,116
% of Total	-	-	-	-	-	-	-	-	
January-20								-	21,430
% of Total	-	-	-	-	-	-	-	-	
February-20								-	22,628
% of Total	-	-	-	-	-	-	-	-	
March-20								-	27,885
% of Total	-	-	-	-	-	-	-	-	
April-20								-	29,234
% of Total	-	-	-	-	-	-	-	-	
May-20								-	32,579
% of Total	-	-	-	-	-	-	-	-	
June-20								-	30,270
% of Total	-	-	-	-	-	-	-	-	
YTD	8,460	7,948	6,772	5,700	9,044	10,989	12,279	61,192	330,073
% of Total	13.83	12.99	11.07	9.31	14.78	17.96	20.07	100.00	

Louisville Regional Airport Authority  
Rental Car Concessions  
Revenue per Transaction  
Fiscal Year 2020

	<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-19	229.97	225.25	241.90	280.11	261.92	221.95	189.20	231.45	246.06
August-19	202.74	204.04	224.62	247.69	242.15	209.05	177.15	210.66	216.19
September-19	-	-	-	-	-	-	-	-	196.87
October-19	-	-	-	-	-	-	-	-	214.12
November-19	-	-	-	-	-	-	-	-	201.42
December-19	-	-	-	-	-	-	-	-	195.36
January-20	-	-	-	-	-	-	-	-	179.41
February-20	-	-	-	-	-	-	-	-	178.70
March-20	-	-	-	-	-	-	-	-	185.11
April-20	-	-	-	-	-	-	-	-	198.92
May-20	-	-	-	-	-	-	-	-	202.72
June-20	-	-	-	-	-	-	-	-	223.19
YTD	217.48	214.63	233.61	264.77	252.05	215.18	182.72	221.02	204.43

Louisville Regional Airport Authority  
Rental Car Concessions  
Market Share Report  
Fiscal Year 2020

	Alamo			Avis			Budget/Payless			Dollar/Thrifty		
	2019	2020	% Change	2019	2020	% Change	2019	2020	% Change	2019	2020	% Change
July	834,828	1,053,249	26.16%	959,584	894,228	-6.81%	851,379	852,680	0.15%	739,441	841,159	13.76%
August	586,753	786,647	34.07%	848,433	811,676	-4.33%	698,248	729,344	4.45%	705,486	668,010	-5.31%
September		-	0.00%		-	0.00%		-	0.00%		-	0.00%
October		-	0.00%		-	0.00%		-	0.00%		-	0.00%
November		-	0.00%		-	0.00%		-	0.00%		-	0.00%
December		-	0.00%		-	0.00%		-	0.00%		-	0.00%
January		-	0.00%		-	0.00%		-	0.00%		-	0.00%
February		-	0.00%		-	0.00%		-	0.00%		-	0.00%
March		-	0.00%		-	0.00%		-	0.00%		-	0.00%
April		-	0.00%		-	0.00%		-	0.00%		-	0.00%
May		-	0.00%		-	0.00%		-	0.00%		-	0.00%
June		-	0.00%		-	0.00%		-	0.00%		-	0.00%
Totals	1,421,581	1,839,896	29.43%	1,808,017	1,705,904	-5.65%	1,549,627	1,582,024	2.09%	1,444,927	1,509,168	4.45%

	Enterprise			Hertz			National			Totals		
	2019	2020	% Change	2019	2020	% Change	2019	2020	% Change	2019	2020	% Change
July	1,347,598	1,186,519	-11.95%	1,147,909	1,158,147	0.89%	1,066,879	1,075,009	0.76%	6,947,619	7,060,992	1.63%
August	1,184,437	1,093,044	-7.72%	1,135,567	1,206,423	6.24%	1,116,254	1,168,654	4.69%	6,275,178	6,463,797	3.01%
September		-	0.00%		-	0.00%		-	0.00%		-	0.00%
October		-	0.00%		-	0.00%		-	0.00%		-	0.00%
November		-	0.00%		-	0.00%		-	0.00%		-	0.00%
December		-	0.00%		-	0.00%		-	0.00%		-	0.00%
January		-	0.00%		-	0.00%		-	0.00%		-	0.00%
February		-	0.00%		-	0.00%		-	0.00%		-	0.00%
March		-	0.00%		-	0.00%		-	0.00%		-	0.00%
April		-	0.00%		-	0.00%		-	0.00%		-	0.00%
May		-	0.00%		-	0.00%		-	0.00%		-	0.00%
June		-	0.00%		-	0.00%		-	0.00%		-	0.00%
Totals	2,532,035	2,279,563	-9.97%	2,283,476	2,364,570	3.55%	2,183,133	2,243,664	2.77%	13,222,797	13,524,789	2.28%

Louisville Regional Airport Authority  
Rental Car Concessions  
Deplanements & Market Share  
Fiscal Year 2020

	Deplanements			Market Share	
	2019	2020			
July	181,921	200,398	10.16%	Alamo	13.60%
August	162,174	180,590	11.36%	Avis	12.61%
September	161,440		-100.00%	Budget/Payless	11.70%
October	192,996		-100.00%	Dollar/Thrifty	11.16%
November	170,025		-100.00%	Enterprise	16.85%
December	152,037		-100.00%	Hertz	17.48%
January	140,895		-100.00%	National	16.59%
February	136,532		-100.00%		
March	172,648		-100.00%	<b>Totals</b>	<b>100.00%</b>
April	179,737		-100.00%		
May	193,093		-100.00%		
June	202,813		-100.00%		
<b>Totals</b>	<b>2,046,311</b>	<b>380,988</b>	<b>-81.38%</b>		

