

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	639,939.10	750,609.88	642,375.53	640,709.68	1,023,022.09	1,003,195.47	1,100,668.89	5,800,520.64	5,381,402.11
% of Total	11.03	12.94	11.07	11.05	17.64	17.29	18.98	100.00	
October-19	673,808.15	852,978.03	811,535.73	666,304.81	1,219,512.15	1,129,231.51	1,358,584.92	6,711,955.30	6,425,907.73
% of Total	10.04	12.71	12.09	9.93	18.17	16.82	20.24	100.00	
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 (\$)	\$ 3,153,643.22	\$ 3,309,491.58	\$ 3,035,935.39	\$ 2,816,182.96	\$ 4,522,097.25	\$ 4,496,997.08	\$ 4,702,917.37	\$ 26,037,264.85	\$ 67,476,478.60
% of Total	12.11	12.71	11.66	10.82	17.37	17.27	18.06	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	3,546	3,890	3,125	3,057	4,642	5,223	6,403	29,886	27,335
% of Total	11.87	13.02	10.46	10.23	15.53	17.48	21.42	100.00	
October-19	3,467	4,256	3,879	2,832	5,208	5,869	7,712	33,223	30,011
% of Total	10.44	12.81	11.68	8.52	15.68	17.67	23.21	100.00	
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	15,473	16,094	13,776	11,589	18,894	22,081	26,394	124,301	330,073
% of Total	12.45	12.95	11.08	9.32	15.20	17.76	21.23	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	180.47	192.96	205.56	209.59	220.38	192.07	171.90	194.09	196.87
October-19	194.35	200.42	209.21	235.28	234.16	192.41	176.17	202.03	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	203.82	205.64	220.38	243.00	239.34	203.66	178.18	209.47	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	561,438	639,939	13.98%	751,076	750,610	-0.06%	631,135	642,376	1.78%	541,372	640,710	18.35%
October	762,479	673,808	-11.63%	969,474	852,978	-12.02%	745,422	811,536	8.87%	512,454	666,305	30.02%
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	2,745,498	3,153,643	14.87%	3,528,567	3,309,492	-6.21%	2,926,184	3,035,935	3.75%	2,498,753	2,816,183	12.70%

	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	974,895	1,023,022	4.94%	936,988	1,003,195	7.07%	984,497	1,100,669	11.80%	5,381,401	5,800,521	7.79%
October	1,203,500	1,219,512	1.33%	1,086,366	1,129,232	3.95%	1,146,212	1,358,585	18.53%	6,425,907	6,711,955	4.45%
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	4,710,430	4,522,097	-4.00%	4,306,830	4,496,997	4.42%	4,313,842	4,702,917	9.02%	25,030,105	26,037,265	4.02%

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	12.11%
August	162,174	180,590	11.36%	Avis	12.71%
September	161,440	176,429	9.28%	Budget/Payless	11.66%
October	192,996	203,844	5.62%	Dollar/Thrifty	10.82%
November	170,025		-100.00%	Enterprise	17.37%
December	152,037		-100.00%	Hertz	17.27%
January	140,895		-100.00%	National	18.06%
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>761,261</b>	<b>-62.80%</b>		

