

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	481,809.98	731,230.74	683,714.62	555,664.26	988,333.81	882,404.63	1,072,808.38	5,395,966.42	5,704,882.64
% of Total	8.93	13.55	12.67	10.30	18.32	16.35	19.88	100.00	
December-19	530,541.01	680,260.10	623,784.16	546,168.01	947,351.15	790,805.68	970,021.36	5,088,931.47	4,515,898.67
% of Total	10.43	13.37	12.26	10.73	18.62	15.54	19.06	100.00	
January-20	321,512.70	529,852.15	485,088.58	503,144.03	794,332.45	667,682.57	963,077.11	4,264,689.59	3,844,697.69
% of Total	7.54	12.42	11.37	11.80	18.63	15.66	22.58	100.00	
February-20	321,521.70	533,761.45	562,335.88	477,959.59	818,400.62	739,103.77	991,558.00	4,444,641.01	4,043,660.46
% of Total	7.23	12.01	12.65	10.75	18.41	16.63	22.31	100.00	
March-20	265,459.14	346,397.58	412,810.41	386,295.04	609,672.17	539,421.04	669,034.78	3,229,090.16	5,161,764.79
% of Total	8.22	10.73	12.78	11.96	18.88	16.71	20.72	100.00	
April-20	73,252.71	99,646.14	99,994.24	135,341.75	168,520.48	115,828.65	144,673.09	837,257.06	5,815,127.24
% of Total	8.75	11.90	11.94	16.16	20.13	13.83	17.28	100.00	
May-20								-	6,604,259.06
% of Total	-	-	-	-	-	-	-	-	
June-20								-	6,756,080.60
% of Total	-	-	-	-	-	-	-	-	
YTD (\$)	\$ 5,147,740.46	\$ 6,230,639.74	\$ 5,903,663.28	\$ 5,420,755.64	\$ 8,848,707.93	\$ 8,232,243.42	\$ 9,514,090.09	\$ 49,297,840.56	\$ 67,476,478.60
% of Total	10.44	12.64	11.98	11.00	17.95	16.70	19.30	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	2,688	3,564	3,140	2,549	4,216	4,622	5,985	26,764	28,323
% of Total	10.04	13.32	11.73	9.52	15.75	17.27	22.36	100.00	
December-19	2,309	3,130	3,013	2,456	3,952	3,867	5,086	23,813	23,116
% of Total	9.70	13.14	12.65	10.31	16.60	16.24	21.36	100.00	
January-20	1,639	2,839	2,396	2,369	3,506	3,563	5,364	21,676	21,430
% of Total	7.56	13.10	11.05	10.93	16.17	16.44	24.75	100.00	
February-20	1,768	3,026	2,771	2,234	3,692	3,900	5,605	22,996	22,628
% of Total	7.69	13.16	12.05	9.71	16.06	16.96	24.37	100.00	
March-20	1,472	1,753	2,014	1,668	2,620	2,346	3,078	14,951	27,885
% of Total	9.85	11.73	13.47	11.16	17.52	15.69	20.59	100.00	
April-20	320	366	413	369	761	373	410	3,012	29,234
% of Total	10.62	12.15	13.71	12.25	25.27	12.38	13.61	100.00	
May-20								-	32,579
% of Total	-	-	-	-	-	-	-	-	
June-20								-	30,270
% of Total	-	-	-	-	-	-	-	-	
YTD	25,669	30,772	27,523	23,234	37,641	40,752	51,922	237,513	330,073
% of Total	10.81	12.96	11.59	9.78	15.85	17.16	21.86	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	179.24	205.17	217.74	217.99	234.42	190.91	179.25	201.61	201.42
December-19	229.77	217.34	207.03	222.38	239.71	204.50	190.72	213.70	195.36
January-20	196.16	186.63	202.46	212.39	226.56	187.39	179.54	196.75	179.41
February-20	181.86	176.39	202.94	213.95	221.67	189.51	176.91	193.28	178.70
March-20	180.34	197.60	204.97	231.59	232.70	229.93	217.36	215.98	185.11
April-20	228.91	272.26	242.12	366.78	221.45	310.53	352.86	277.97	198.92
May-20	-	-	-	-	-	-	-	-	202.72
June-20	-	-	-	-	-	-	-	-	223.19
YTD	200.54	202.48	214.50	233.31	235.08	202.01	183.24	207.56	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	639,827	481,810	-24.70%	873,801	731,231	-16.32%	677,011	683,715	0.99%	434,205	555,664	27.97%
December	534,456	530,541	-0.73%	622,906	680,260	9.21%	530,009	623,784	17.69%	422,640	546,168	29.23%
January	438,008	321,513	-26.60%	520,332	529,852	1.83%	433,512	485,089	11.90%	337,231	503,144	49.20%
February	393,996	321,522	-18.39%	552,695	533,761	-3.43%	403,383	562,336	39.40%	413,703	477,960	15.53%
March	475,771	265,459	-44.20%	691,345	346,398	-49.90%	605,443	412,810	-31.82%	530,947	386,295	-27.24%
April	612,390	73,253	-88.04%	746,737	99,646	-86.66%	759,024	99,994	-86.83%	648,240	135,342	-79.12%
May		-	0.00%		-	0.00%		-	0.00%		-	0.00%
June		-	0.00%		-	0.00%		-	0.00%		-	0.00%
Totals	5,839,946	5,147,740	-11.85%	7,536,383	6,230,640	-17.33%	6,334,566	5,903,663	-6.80%	5,285,719	5,420,756	2.55%

	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	1,024,493	988,334	-3.53%	1,004,402	882,405	-12.15%	1,051,144	1,072,808	2.06%	5,704,883	5,395,966	-5.41%
December	850,789	947,351	11.35%	734,430	790,806	7.68%	820,668	970,021	18.20%	4,515,898	5,088,931	12.69%
January	691,757	794,332	14.83%	642,279	667,683	3.96%	781,578	963,077	23.22%	3,844,697	4,264,690	10.92%
February	723,926	818,401	13.05%	706,690	739,104	4.59%	849,268	991,558	16.75%	4,043,661	4,444,641	9.92%
March	903,724	609,672	-32.54%	886,911	539,421	-39.18%	1,067,624	669,035	-37.33%	5,161,765	3,229,090	-37.44%
April	983,439	168,520	-82.86%	994,788	115,829	-88.36%	1,070,511	144,673	-86.49%	5,815,129	837,257	-85.60%
May		-	0.00%		-	0.00%		-	0.00%		-	0.00%
June		-	0.00%		-	0.00%		-	0.00%		-	0.00%
Totals	9,888,558	8,848,708	-10.52%	9,276,330	8,232,243	-11.26%	9,954,635	9,514,090	-4.43%	54,116,138	49,297,841	-8.90%

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	10.44%
August	162,174	180,590	11.36%	Avis	12.64%
September	161,440	176,429	9.28%	Budget/Payless	11.98%
October	192,996	203,844	5.62%	Dollar/Thrifty	11.00%
November	170,025	169,729	-0.17%	Enterprise	17.95%
December	152,037	163,660	7.64%	Hertz	16.70%
January	140,895	142,518	1.15%	National	19.30%
February	136,532	145,585	6.63%		
March	172,648	82,503	-52.21%	<b>Totals</b>	<b>100.00%</b>
April	179,737	7,172	-96.01%		
May	193,093		-100.00%		
June	202,813		-100.00%		
<b>Totals</b>	<b>2,046,311</b>	<b>1,472,428</b>	<b>-28.04%</b>		

