

Louisville Regional Airport Authority  
Rental Car Concessions  
Market Share  
Fiscal Year 2021

	<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-20	559,753.08	294,657.36	425,377.81	443,341.73	783,407.50	339,539.38	498,232.86	3,344,309.72	7,060,991.66
% of Total	16.74	8.81	12.72	13.26	23.43	10.15	14.90	100.00	
August-20	525,214.22	334,759.88	407,420.10	407,817.43	763,392.95	279,466.10	532,685.59	3,250,756.27	6,463,797.25
% of Total	16.16	10.30	12.53	12.55	23.48	8.60	16.39	100.00	
September-20	469,558.12	332,977.72	413,965.18	405,418.69	717,801.72	370,434.38	593,956.78	3,304,112.59	5,800,520.64
% of Total	14.21	10.08	12.53	12.27	21.72	11.21	17.98	100.00	
October-20	486,272.63	343,414.22	338,794.18	434,459.26	746,703.33	371,020.26	679,451.72	3,400,115.60	6,711,955.30
% of Total	14.30	10.10	9.96	12.78	21.96	10.91	19.98	100.00	
November-20	403,043.35	374,601.33	317,908.80	522,314.67	709,169.98	347,914.21	570,810.18	3,245,762.52	5,395,966.42
% of Total	12.42	11.54	9.79	16.09	21.85	10.72	17.59	100.00	
December-20	290,135.98	379,670.44	253,774.63	401,916.59	514,851.22	248,897.37	481,597.37	2,570,843.60	5,088,931.47
% of Total	11.29	14.77	9.87	15.63	20.03	9.68	18.73	100.00	
January-21	280,910.09	281,981.70	252,923.01	325,532.74	560,935.42	267,922.67	447,466.80	2,417,672.43	4,264,689.59
% of Total	11.62	11.66	10.46	13.46	23.20	11.08	18.51	100.00	
February-21	225,989.79	262,700.06	252,499.45	340,569.51	534,788.82	359,504.24	492,186.12	2,468,237.99	4,444,641.01
% of Total	9.16	10.64	10.23	13.80	21.67	14.57	19.94	100.00	
March-21								-	3,229,090.16
% of Total	-	-	-	-	-	-	-	-	
April-21								-	837,257.06
% of Total	-	-	-	-	-	-	-	-	
May-21								-	1,346,791.16
% of Total	-	-	-	-	-	-	-	-	
June-21								-	2,424,154.12
% of Total	-	-	-	-	-	-	-	-	
YTD (\$)	\$ 3,240,877.26	\$ 2,604,762.71	\$ 2,662,663.16	\$ 3,281,370.62	\$ 5,331,050.94	\$ 2,584,698.61	\$ 4,296,387.42	\$ 24,001,810.72	\$ 53,068,785.84
% of Total	13.50	10.85	11.09	13.67	22.21	10.77	17.90	100.00	

Louisville Regional Airport Authority  
Rental Car Concessions  
Transaction Count  
Fiscal Year 2021

	<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-20	1,886	1,092	1,771	1,121	2,350	1,110	1,866	11,196	30,508
% of Total	16.85	9.75	15.82	10.01	20.99	9.91	16.67	100.00	
August-20	2,027	1,209	1,720	1,051	2,494	959	2,091	11,551	30,684
% of Total	17.55	10.47	14.89	9.10	21.59	8.30	18.10	100.00	
September-20	1,908	1,199	1,484	1,379	2,462	1,228	2,416	12,076	29,886
% of Total	15.80	9.93	12.29	11.42	20.39	10.17	20.01	100.00	
October-20	1,819	1,150	1,268	1,236	2,496	1,202	2,719	11,890	33,223
% of Total	15.30	9.67	10.66	10.40	20.99	10.11	22.87	100.00	
November-20	1,453	1,200	1,208	1,432	2,162	1,130	2,296	10,881	26,764
% of Total	13.35	11.03	11.10	13.16	19.87	10.39	21.10	100.00	
December-20	1,008	1,124	864	1,143	1,640	899	1,951	8,629	23,813
% of Total	11.68	13.03	10.01	13.25	19.01	10.42	22.61	100.00	
January-21	999	933	956	1,043	1,772	925	2,036	8,664	21,676
% of Total	11.53	10.77	11.03	12.04	20.45	10.68	23.50	100.00	
February-21	832	917	955	1,112	1,691	1,148	2,046	8,701	22,996
% of Total	9.56	10.54	10.98	12.78	19.43	13.19	23.51	100.00	
March-21								-	14,951
% of Total	-	-	-	-	-	-	-	-	
April-21								-	3,012
% of Total	-	-	-	-	-	-	-	-	
May-21								-	5,221
% of Total	-	-	-	-	-	-	-	-	
June-21								-	8,740
% of Total	-	-	-	-	-	-	-	-	
YTD	11,932	8,824	10,226	9,517	17,067	8,601	17,421	83,588	251,474
% of Total	14.27	10.56	12.23	11.39	20.42	10.29	20.84	100.00	

Louisville Regional Airport Authority  
Rental Car Concessions  
Revenue per Transaction  
Fiscal Year 2021

	<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-20	296.79	269.83	240.19	395.49	333.36	305.89	267.01	298.71	246.06
August-20	259.11	276.89	236.87	388.03	306.09	291.41	254.75	281.43	216.19
September-20	246.10	277.71	278.95	293.99	291.55	301.66	245.84	273.61	196.87
October-20	267.33	298.62	267.19	351.50	299.16	308.67	249.89	285.96	214.12
November-20	277.39	312.17	263.17	364.74	328.02	307.89	248.61	298.30	201.42
December-20	287.83	337.79	293.72	351.63	313.93	276.86	246.85	297.93	195.36
January-21	281.19	302.23	264.56	312.11	316.55	289.65	219.78	279.05	179.41
February-21	271.62	286.48	264.40	306.27	316.26	313.16	240.56	283.67	178.70
March-21	-	-	-	-	-	-	-	-	185.11
April-21	-	-	-	-	-	-	-	-	198.92
May-21	-	-	-	-	-	-	-	-	202.72
June-21	-	-	-	-	-	-	-	-	223.19
YTD	271.61	295.19	260.38	344.79	312.36	300.51	246.62	287.14	211.03

Louisville Regional Airport Authority  
Rental Car Concessions  
Market Share Report  
Fiscal Year 2021

	Alamo			Avis			Budget/Payless			Dollar/Thrifty		
	2020	2021	% Change	2020	2021	% Change	2020	2021	% Change	2020	2021	% Change
July	1,053,249	559,753	-46.85%	894,228	294,657	-67.05%	852,680	425,378	-50.11%	841,159	443,342	-47.29%
August	786,647	525,214	-33.23%	811,676	334,760	-58.76%	729,344	407,420	-44.14%	668,010	407,817	-38.95%
September	639,939	469,558	-26.62%	750,610	332,978	-55.64%	642,376	413,965	-35.56%	640,710	405,419	-36.72%
October	673,808	486,273	-27.83%	852,978	343,414	-59.74%	811,536	338,794	-58.25%	666,305	434,459	-34.80%
November	481,810	403,043	-16.35%	731,231	374,601	-48.77%	683,715	317,909	-53.50%	555,664	522,315	-6.00%
December	530,541	290,136	-45.31%	680,260	379,670	-44.19%	623,784	253,775	-59.32%	546,168	401,917	-26.41%
January	321,513	280,910	-12.63%	529,852	281,982	-46.78%	485,089	252,923	-47.86%	503,144	325,533	-35.30%
February	321,522	225,990	-29.71%	533,761	262,700	-50.78%	562,336	252,499	-55.10%	477,960	340,570	-28.75%
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	4,809,029	3,240,877	-32.61%	5,784,596	2,604,763	-54.97%	5,390,860	2,662,663	-50.61%	4,899,120	3,281,371	-33.02%

	Enterprise			Hertz			National			Totals		
	2020	2021	% Change	2020	2021	% Change	2020	2021	% Change	2020	2021	% Change
July	1,186,519	783,408	-33.97%	1,158,147	339,539	-70.68%	1,075,009	498,233	-53.65%	7,060,991	3,344,310	-52.64%
August	1,093,044	763,393	-30.16%	1,206,423	279,466	-76.84%	1,168,654	532,686	-54.42%	6,463,798	3,250,756	-49.71%
September	1,023,022	717,802	-29.84%	1,003,195	370,434	-63.07%	1,100,669	593,957	-46.04%	5,800,521	3,304,113	-43.04%
October	1,219,512	746,703	-38.77%	1,129,232	371,020	-67.14%	1,358,585	679,452	-49.99%	6,711,956	3,400,116	-49.34%
November	988,334	709,170	-28.25%	882,405	347,914	-60.57%	1,072,808	570,810	-46.79%	5,395,967	3,245,763	-39.85%
December	947,351	514,851	-45.65%	790,806	248,897	-68.53%	970,021	481,597	-50.35%	5,088,931	2,570,844	-49.48%
January	794,332	560,935	-29.38%	667,683	267,923	-59.87%	963,077	447,467	-53.54%	4,264,690	2,417,672	-43.31%
February	818,401	534,789	-34.65%	739,104	359,504	-51.36%	991,558	492,186	-50.36%	4,444,642	2,468,238	-44.47%
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	8,070,515	5,331,051	-33.94%	7,576,995	2,584,699	-65.89%	8,700,381	4,296,387	-50.62%	45,231,496	24,001,811	-46.94%

Louisville Regional Airport Authority  
Rental Car Concessions  
Deplanements & Market Share  
Fiscal Year 2021

	Deplanements			Market Share	
	2020	2021			
July	200,398	62,803	-68.66%	Alamo	13.50%
August	180,590	58,652	-67.52%	Avis	10.85%
September	176,429	60,968	-65.44%	Budget/Payless	11.09%
October	203,844	75,513	-62.96%	Dollar/Thrifty	13.67%
November	169,729	63,978	-62.31%	Enterprise	22.21%
December	163,660	60,342	-63.13%	Hertz	10.77%
January	142,518	56,936	-60.05%	National	17.90%
February	145,585	53,446	-63.29%		
March	82,503		-100.00%	<b>Totals</b>	<b>100.00%</b>
April	7,172		-100.00%		
May	19,154		-100.00%		
June	41,997		-100.00%		
<b>Totals</b>	<b>1,533,579</b>	<b>492,638</b>	<b>-67.88%</b>		

