

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	334,718.95	448,903.19	570,393.19	546,598.28	724,496.95	465,676.97	687,187.34	3,777,974.87	3,229,090.16
% of Total	8.86	11.88	15.10	14.47	19.18	12.33	18.19	100.00	
April-21	387,147.70	577,132.00	646,115.76	659,232.30	846,359.45	661,734.99	813,779.11	4,591,501.31	837,257.06
% of Total	8.43	12.57	14.07	14.36	18.43	14.41	17.72	100.00	
May-21	546,814.58	734,159.66	879,818.16	759,153.73	1,086,134.02	803,100.71	1,002,415.20	5,811,596.06	1,346,791.16
% of Total	9.41	12.63	15.14	13.06	18.69	13.82	17.25	100.00	
June-21	489,339.70	809,041.33	924,882.54	815,380.93	1,210,948.22	1,044,739.04	1,159,499.62	6,453,831.38	2,424,154.12
% of Total	7.58	12.54	14.33	12.63	18.76	16.19	17.97	100.00	
YTD (\$)	\$ 4,998,898.19	\$ 5,173,998.89	\$ 5,683,872.81	\$ 6,061,735.86	\$ 9,198,989.58	\$ 5,559,950.32	\$ 7,959,268.69	\$ 44,636,714.34	\$ 53,068,785.84
% of Total	11.20	11.59	12.73	13.58	20.61	12.46	17.83	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	1,118	1,480	1,962	1,629	2,065	1,598	2,868	12,720	14,951
% of Total	8.79	11.64	15.42	12.81	16.23	12.56	22.55	100.00	
April-21	1,097	1,877	1,971	1,610	2,298	2,159	3,336	14,348	3,012
% of Total	7.65	13.08	13.74	11.22	16.02	15.05	23.25	100.00	
May-21	1,545	2,297	2,460	1,872	2,971	2,676	3,905	17,726	5,221
% of Total	8.72	12.96	13.88	10.56	16.76	15.10	22.03	100.00	
June-21	1,001	2,255	2,327	1,839	2,610	3,264	3,907	17,203	8,740
% of Total	5.82	13.11	13.53	10.69	15.17	18.97	22.71	100.00	
YTD	16,693	16,733	18,946	16,467	27,011	18,298	31,437	145,585	251,474
% of Total	11.47	11.49	13.01	11.31	18.55	12.57	21.59	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	299.39	303.31	290.72	335.54	350.85	291.41	239.61	297.01	185.11
April-21	352.91	307.48	327.81	409.46	368.30	306.50	243.94	320.01	198.92
May-21	353.93	319.62	357.65	405.53	365.58	300.11	256.70	327.86	202.72
June-21	488.85	358.78	397.46	443.38	463.96	320.08	296.77	375.16	223.19
YTD	299.46	309.21	300.00	368.11	340.56	303.86	253.18	306.60	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	265,459	334,719	26.09%	346,398	448,903	29.59%	412,810	570,393	38.17%	386,295	546,598	41.50%
April	73,253	387,148	428.51%	99,646	577,132	479.18%	99,994	646,116	546.15%	135,342	659,232	387.09%
May	158,806	546,815	244.33%	155,615	734,160	371.78%	164,674	879,818	434.28%	211,127	759,154	259.57%
June	389,746	489,340	25.55%	252,536	809,041	220.37%	303,061	924,883	205.18%	315,081	815,381	158.78%
Totals	5,696,293	4,998,898	-12.24%	6,638,791	5,173,999	-22.06%	6,371,399	5,683,873	-10.79%	5,946,965	6,061,736	1.93%

	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	609,672	724,497	18.83%	539,421	465,677	-13.67%	669,035	687,187	2.71%	3,229,090	3,777,975	17.00%
April	168,520	846,359	402.23%	115,829	661,735	471.30%	144,673	813,779	462.50%	837,257	4,591,501	448.40%
May	277,121	1,086,134	291.93%	149,705	803,101	436.46%	229,743	1,002,415	336.32%	1,346,791	5,811,596	331.51%
June	560,964	1,210,948	115.87%	220,627	1,044,739	373.53%	382,139	1,159,500	203.42%	2,424,154	6,453,831	166.23%
Totals	9,686,792	9,198,990	-5.04%	8,602,577	5,559,950	-35.37%	10,125,971	7,959,269	-21.40%	53,068,788	44,636,714	-15.89%

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	11.20%
August	180,590	58,652	-67.52%	Avis	11.59%
September	176,429	60,968	-65.44%	Budget/Payless	12.73%
October	203,844	75,513	-62.96%	Dollar/Thrifty	13.58%
November	169,729	63,978	-62.31%	Enterprise	20.61%
December	163,660	60,342	-63.13%	Hertz	12.46%
January	142,518	56,936	-60.05%	National	17.83%
February	145,585	53,446	-63.29%		
March	82,503	87,463	6.01%	Totals	100.00%
April	7,172	109,679	1429.27%		
May	19,154	124,973	552.46%		
June	41,997	167,509	298.86%		
Totals	1,533,579	982,262	-35.95%		

