

Mahlon Sweet / Eugene Airport

EUGENE, OREGON, USA



Car Rental Service Analysis

The Eugene Airport had received requests to increase the number of on-airport rental car service providers allowed to provide service on the airport. Airport management wanted an independent review of the matter and supporting documentation related to recommended actions. Critical Path, Inc. was hired to perform the analysis and make recommendations to airport management.

In broad terms, Critical Path, Inc. was tasked to determine if it was in the airport's best interest to expand the number of car rental operators from four to five or more. CPI was tasked to determine and estimate the financial impacts of expansion on future revenue and to provide background material to the airport that would help the airport determine its course of action relative to expansion. CPI also identified cost and operational factors that were important for the airport to consider in its decision making.

CPI delivered a report to the airport that addressed each task by examining the industry from a broad perspective, then narrowing the focus to representative airport comparisons, then the analysis focused on the Eugene Airport. Critical Path, Inc. delivered a comprehensive report with recommendations to not expand providers at that time.

The work was conducted between December 1998 and February 1999.

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