2019 LCT OPERATOR SURVEY RESULTS

FLEETS & OPERATIONS

CHAUFFEURED/LIMO/SHUTTLE BUS OPERATORS

RATIO OF RESPONDENTS BASED ON FLEET SIZE:

I VEHICLE:	3%
2-3 VEHICLES:	12%
4-5 VEHICLES:	14%
6-10 VEHICLES:	20%
TOTAL:	49%

NUMBER OF INDUSTRY OPERAT	ORS IN 2018:
Limousine/chauffeured transportation operators	7,326
Motorcoach operators	1,502
Source: Dun & Bradstreet Masterfile	Total 8,828

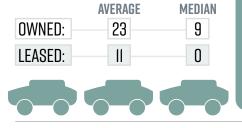


II-20 VEHICLES:	18%
21-30 VEHICLES:	9%
31-50 VEHICLES:	11%
51+ VEHICLES:	13%



AVERAGE	INDUSTRY F	LEET SIZES
51+	11-50	1-10
LARGE FLEET	MEDIUM FLEET	SMALL FLEET
105	26	5
VEHICLES	VEHICLES	VEHICLES







FLEET VEHICLE BREAKDOWNS: AVERAGE NUMBER IN A FLEET:

SEDANS/CUVS	10
SUVS	6
VANS	5
STRETCH LIMOUSINES	3
MINIBUS/SHUTTLES	8
LIMO/PARTY BUSES	5
MOTORCOACHES	8
ADA VEHICLES	3
CLASSICS/SPECIALTY/TROLLEY	3

WHAT TYPES OF TRANSPORTATION SERVICES DO COMPANIES OFFER?

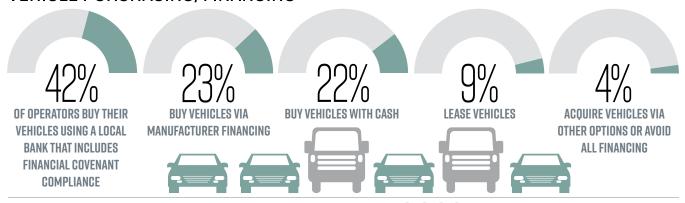
SEDANS/SUVS/VANS:	90%
SHUTTLE BUSES:	58%
MOTORCOACHES:	37%*

HOW MANY HAVE THE FOLLOWING VEHICLE TYPES IN THEIR FLEETS?

SEDANS/CUVS:	80%
SUVS:	76%
VANS:	68%
STRETCH LIMOUSINES:	45%
MINIBUSES/SHUTTLES:	55%
LIMO/PARTY BUSES:	35%
MOTORCOACHES:	30%*
VINTAGE/CLASSIC/SPECIALTY:	11%

*Note: Some operators offer motocoach service via affiliates but do not actually own coaches.

VEHICLE PURCHASING/FINANCING



Q: DO YOU USE A LINE OF CREDIT? YES NO 49% IT DEPENDS 12 345 6789 12 345 6789 11 345 6789 11 345 6789 11 345 6789 12 345 6789 11 345 6789

MOTORCOACH OPERATORS

OO/ OF OPERATORS PLAN
TO BUY AT LEAST
ONE MOTORCOACH
THIS YEAR

BUY VEHICLES VIA MANUFACTURER FINANCING

OF OPERATORS BUY THEIR VEHICLES USING A LOCAL BANK THAT INCLUDES FINANCIAL COVENANT COMPLIANCE

O BUY VEHICLES EITHER WITH CASH OR OTHER OPTIONS

Q: HOW MANY OF EACH FLEET VEHICLE TYPE DO YOU PLAN TO BUY IN 2019:

SEDANS	4
SUVS	3
VANS	4
STRETCH LIMOUSINES	1
MINIBUS/SHUTTLES	3
LIMO/PARTY BUSES	-
MOTORCOACHES	2
ADA VEHICLES	1

O O OF OPERATORS
EITHER OWN
OR LEASE
MOTORCOACHES

PLAN TO BUY AT LEAST ONE MOTORCOACH IN 2019

FINANCES & REVENUES

GROSS REVENUE SPENDING:

CHAUFFEURED/LIMO/SHUTTLE BUS OPERATORS

Estimate what percent (%) of your gross revenue is spent on the following:

LABOR/WAGES/BENEFITS	26%
FLEET VEHICLE PAYMENTS	16%
FLEET VEHICLE INSURANCE	11%
FLEET VEHICLE FUEL	11%
FLEET VEHICLE MAINTENANCE	9%
FACILITIES (RENTS OR MORTGAGES AND UTILITIES)	6%
RESERVATION TECHNOLOGY/APPS	3%
BACK OFFICE SOFTWARE/TECHNOLOGY	5%
FLEET TELEMATICS/GPS/TRACKING	3%
SALES EFFORTS (STAFF, CALLS, PRESENTATIONS)	7%
MARKETING/ADVERTISING/PR	5%
CAPITAL IMPROVEMENTS	4%
ALL TAXES/FEES/LICENSES	6%
OTHER	15%

GROSS REVENUE SPENDING:

MOTORCOACH OPERATORS

LABOR/WAGES/BENEFITS	27%
FLEET VEHICLE PAYMENTS	11%
FLEET VEHICLE INSURANCE	12%
FLEET VEHICLE FUEL	10%
FLEET VEHICLE MAINTENANCE	8%
FACILITIES (RENTS OR MORTGAGES AND UTILITIES)	5%
RESERVATION TECHNOLOGY/APPS	3%
BACK OFFICE SOFTWARE/TECHNOLOGY	2%
FLEET TELEMATICS/GPS/TRACKING	2%
SALES EFFORTS (STAFF, CALLS, PRESENTATIONS)	8%
MARKETING/ADVERTISING/PR	7%
CAPITAL IMPROVEMENTS	4%
ALL TAXES/FEES/LICENSES	8%
OTHER	17%

REVENUE CHANGES:

Compared to 2017, was gross revenue up, down, or flat?







GROSS REVENUE SOURCES BY SECTOR:





(52% of all operator revenue is airport-related)

TNCs

HAVE YOU LOST BUSINESS IN 2018 TO TRANSPORTATION NETWORK COMPANIES SUCH AS UBER AND LYFT?

67% YES

33% NO



2018 GROSS REVENUES & PROFITS:

\$

CHAUFFEURED/LIMO/SHUTTLE BUS OPERATORS

AVERAGE GROSS REVENUE:	\$1.12 MILLION*
MEDIAN GROSS REVENUE:	\$610,700*
AVERAGE NET PROFIT:	16%
MEDIAN NET PROFIT:	15%

OPERATORS BY GROSS REVENUE:

<\$100,000 OR LESS	24%
\$100,001 - \$1 MILLION	41%
\$1,000,001 - \$5 MILLION	21%
>MORE THAN \$5 MILLION	14%

*Note: Companies with revenue counts of \$10 million+ were eliminated from calculations to reduce overall distortions.

PROFIT MARGIN CHANGES:

Compared to 2017, was your profit margin up, down, or flat?



AVERAGE GROSS REVENUE SOURCES BY CLIENT GROUP:



(Do not add up to 100%)

NON-RECURRING RETAIL CUSTOMERS:	33%
PERSONAL ACCOUNTS:	36%
FARM-IN/AFFILIATE WORK:	25%
BUS/COACH CONTRACTS:	22%

MOTORCOACH OPERATORS

\$2.16 MILLION AVERAGE GROSS REVENUES

50/ AVERAGE NET OPROFIT

OPERATORS BY GROSS REVENUE:

<\$100,000 OR LESS	8%
\$100,001 - \$500,000	31%
\$500,001 - \$1 MILLION	46%
>MORE THAN \$1 MILLION	15%

REVENUE CHANGES:

Compared to 2017, was gross revenue up, down, or flat? UP DOWN **FLAT**

GROSS REVENUE SOURCES

CORPORATE/BUSI-NESS TRAVEL

LEISURE/CHAR-TER/TOUR

RATES/PRICING

CHAUFFEURED/LIMO/SHUTTLE BUS OPERATORS:



AVERAGE HOURLY BASE RATES

SEDAN	\$62.51
SUV	\$79.99
VAN	\$91.56
STRETCH LIMO	\$111.46
MINIBUS/SHUTTLE	\$214.22
LIMO/PARTY BUS	\$153.84
MOTORCOACH	\$147.30
CLASSIC/VINTAGE/SPECIALTY	\$253.33

59% of operators charge a 20% gratuity

2018 RATE CHANGES

8%

23%



69%

Kept Rates the Same





OF THOSE WHO INCREASED RATES:

33% RAISED THEM 1-3% 44% RAISED THEM 4-6% 23% RAISED THEM 7-10%



MOTORCOACH OPERATORS **AVERAGE HOURLY RATES**

Full-size motorcoaches: \$127.91 \$112.45 Mid-size motorcoaches: Cutaway chassis minibuses: \$123.15

2018 RATE CHANGES

63% 6% KEPT RATES SAME INCREASED RATES DECREASED RATES

OF THOSE WHO INCREASED RATES:

75% RAISED THEM 4-6% 25% RAISED THEM 1-3%



GENERAL OPERATIONS & PRACTICES

EMPLOYEES WAGES

CHAUFFEURED/LIMO/SHUTTLE BUS OPERATORS:

AVERAGE ENTRY LEVEL WAGES:

CHAUFFEURS/DRIVERS	\$13.29
RESERVATIONIST	\$13.60
DISPATCHER	\$14.91
OPERATIONS MANAGER	\$21.24
AFFILIATE MANAGER	\$18.50
SALES MANAGER	\$24.36
MARKETING MANAGER	\$21.97
MECHANIC	\$26.94

AVERAGE EXPERIENCED **LEVEL WAGES:**

CHAUFFEURS/DRIVERS	\$16.96
RESERVATIONIST	\$16.58
DISPATCHER	\$18.28
OPERATIONS MANAGER	\$27.87
AFFILIATE MANAGER	\$23.43
SALES MANAGER	\$29.25
MARKETING MANAGER	\$24.61
MECHANIC	\$28.27



MO/SHUTTLE BUS OPERATORS:

WHICH OF THESE POSITIONS, IF ANY, DO YOU PLAN TO ADD IN 2019?

CHAUFFEURS/DRIVERS	12%
RESERVATIONIST	7%
DISPATCHER	5%
SALES MANAGER	3%
MARKETING MANAGER	2%
OPERATIONS MANAGER	2%
MECHANIC	2%
AFFILIATE MANAGER	1%

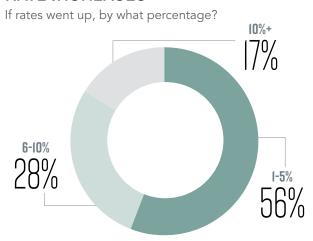
INSURANCE RATES

CHAUFFEURED/LIMO OPERATORS:

55% SAW INSURANCE RATES INCREASE IN 2018 9% SAW RATES DECREASE

36% SAW RATES STAYED THE SAME

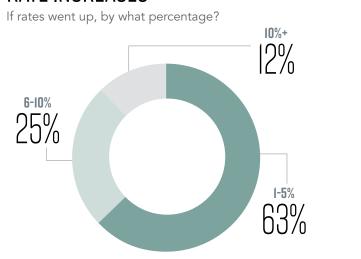
RATE INCREASES



MOTORCOACH OPERATORS:

53% SAW INSURANCE RATES INCREASE IN 2018 29% SAW RATES DECREASE **18% SAW RATES STAYED THE SAME**

RATE INCREASES



LEADING RESERVATION SOURCES (RANKED IN ORDER) TECHNOLOGY USAGE

1.	PHONE	5.	REGIONAL/LOCAL TRAVEL TOURISM SOURCES
2.	WEBSITE	6.	TRAVEL BOOKING WEBSITES
3.	THIRD-PARTY REFERRAL OR SPECIALTY WEBSITES	7	MOBILE APPS
4.	SOCIAL MEDIA	8.	INDUSTRY ASSOCIATION
			DIRECTORIES

IPADS/TABLETS FOR CLIENT GREETINGS:	59 %
MOBILE BOOKING APPS	33%
CHAUFFEUR COMMUNICATIONS VIA SMARTPHONES	83%
ONLINE CHAUFFEUR/DRIVER TRAINING	30 %
GPS FLEET TRACKING SOFTWARE	63%
FLEET MAINTENANCE SOFTWARE	24%
FLEET TELEMATICS	11%
IN-VEHICLE CAMERAS AND/OR DATA RECORDERS	15%
INTERNET CLOUD DATA STORAGE	35 %
AFFILIATE/APP RESERVATION NETWORK PLATFORMS	43%

INDUSRY OUTLOOKS & VIEWS

CHAUFFEURED/LIMO OPERATORS



- 39% of operators indicate they would like to buy or acquire a transportation company in the next three years.
- 29% of operators indicate they would like to either sell their company or merge it with another company in the next three years.

WHAT ARE THE TOP 3 ISSUES/CHALLENGES FACING THE **INDUSTRY IN ORDER OF IMPORTANCE?**

- 1 Insurance
- 2 Finding/keeping good chauffeurs
- 3 Regulatory fairness with TNCs



REMAINING ISSUES/CHALLENGES:

- 4 Building clientele/finding customers
- 5 Labor costs
- 6 Fuel costs
- 7 TNC competition
- 8 Pricing/rate pressures
- 9 Federal/state regulations
- 10 Fleet vehicle prices/choices
- 11 Technology confusion <a>Image

