

Louisville Regional Airport Authority  
Rental Car Concessions  
Market Share  
Fiscal Year 2023

	<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-22	459,756.47	1,265,170.48	1,393,550.23	930,669.98	1,591,895.00	1,174,204.61	1,326,012.72	8,141,259.49	7,564,284.37
% of Total	5.65	15.54	17.12	11.43	19.55	14.42	16.29	100.00	
August-22	366,913.18	999,825.06	1,108,271.46	729,316.24	1,394,689.49	1,081,379.60	1,288,851.36	6,969,246.39	6,849,697.40
% of Total	5.26	14.35	15.90	10.46	20.01	15.52	18.49	100.00	
September-22	398,966.49	1,034,794.20	1,078,593.64	619,287.77	1,459,838.75	1,012,987.40	1,337,576.00	6,942,044.25	5,595,398.76
% of Total	5.75	14.91	15.54	8.92	21.03	14.59	19.27	100.00	
October-22	524,490.42	1,224,542.38	1,464,020.52	732,483.52	1,578,836.65	1,021,519.69	1,632,403.93	8,178,297.11	7,442,074.00
% of Total	6.41	14.97	17.90	8.96	19.31	12.49	19.96	100.00	
November-22	465,816.96	1,038,729.04	1,263,829.60	534,352.52	1,357,072.00	846,651.05	1,547,080.41	7,053,531.58	6,033,363.38
% of Total	6.60	14.73	17.92	7.58	19.24	12.00	21.93	100.00	
December-22	305,605.71	840,104.30	824,558.85	456,466.10	1,097,904.45	736,755.42	1,175,536.37	5,436,931.20	4,872,897.35
% of Total	5.62	15.45	15.17	8.40	20.19	13.55	21.62	100.00	
January-23								-	3,968,784.98
% of Total	-	-	-	-	-	-	-	-	
February-23								-	4,127,804.54
% of Total	-	-	-	-	-	-	-	-	
March-23								-	5,666,713.78
% of Total	-	-	-	-	-	-	-	-	
April-23								-	6,462,084.36
% of Total	-	-	-	-	-	-	-	-	
May-23								-	7,741,635.53
% of Total	-	-	-	-	-	-	-	-	
June-23								-	7,645,693.61
% of Total	-	-	-	-	-	-	-	-	
YTD (\$)	\$ 2,521,549.23	\$ 6,403,165.46	\$ 7,132,824.30	\$ 4,002,576.13	\$ 8,480,236.34	\$ 5,873,497.77	\$ 8,307,460.79	\$ 42,721,310.02	\$ 73,970,432.06
% of Total	5.90	14.99	16.70	9.37	19.85	13.75	19.45	100.00	

Louisville Regional Airport Authority  
Rental Car Concessions  
Transaction Count  
Fiscal Year 2023

	<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-22	1,130	3,632	3,796	2,445	4,120	3,524	5,201	23,848	19,769
% of Total	4.74	15.23	15.92	10.25	17.28	14.78	21.81	100.00	
August-22	1,068	3,688	3,640	2,005	3,966	3,847	5,265	23,479	18,659
% of Total	4.55	15.71	15.50	8.54	16.89	16.38	22.42	100.00	
September-22	1,282	3,467	3,644	1,861	4,198	3,597	5,687	23,736	18,795
% of Total	5.40	14.61	15.35	7.84	17.69	15.15	23.96	100.00	
October-22	1,399	4,260	4,503	1,959	4,293	3,245	5,915	25,574	22,525
% of Total	5.47	16.66	17.61	7.66	16.79	12.69	23.13	100.00	
November-22	1,265	3,367	3,889	1,708	3,839	2,907	5,915	22,890	20,381
% of Total	5.53	14.71	16.99	7.46	16.77	12.70	25.84	100.00	
December-22	915	2,813	2,726	1,550	3,462	2,694	4,790	18,950	17,123
% of Total	4.83	14.84	14.39	8.18	18.27	14.22	25.28	100.00	
January-23								-	14,330
% of Total	-	-	-	-	-	-	-	-	
February-23								-	15,372
% of Total	-	-	-	-	-	-	-	-	
March-23								-	20,342
% of Total	-	-	-	-	-	-	-	-	
April-23								-	21,539
% of Total	-	-	-	-	-	-	-	-	
May-23								-	25,080
% of Total	-	-	-	-	-	-	-	-	
June-23								-	23,438
% of Total	-	-	-	-	-	-	-	-	
YTD	7,059	21,227	22,198	11,528	23,878	19,814	32,773	138,477	237,353
% of Total	5.10	15.33	16.03	8.32	17.24	14.31	23.67	100.00	

Louisville Regional Airport Authority  
Rental Car Concessions  
Revenue per Transaction  
Fiscal Year 2023

	<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-22	406.86	348.34	367.11	380.64	386.38	333.20	254.95	341.38	382.63
August-22	343.55	271.10	304.47	363.75	351.66	281.10	244.80	296.83	367.10
September-22	311.21	298.47	295.99	332.77	347.75	281.62	235.20	292.47	297.71
October-22	374.90	287.45	325.12	373.91	367.77	314.80	275.98	319.79	330.39
November-22	368.23	308.50	324.98	312.85	353.50	291.25	261.55	308.15	296.03
December-22	334.00	298.65	302.48	294.49	317.13	273.48	245.41	286.91	284.58
January-23	-	-	-	-	-	-	-	-	276.96
February-23	-	-	-	-	-	-	-	-	268.53
March-23	-	-	-	-	-	-	-	-	278.57
April-23	-	-	-	-	-	-	-	-	300.02
May-23	-	-	-	-	-	-	-	-	308.68
June-23	-	-	-	-	-	-	-	-	326.21
YTD	357.21	301.65	321.33	347.20	355.15	296.43	253.48	308.51	311.65

Louisville Regional Airport Authority  
Rental Car Concessions  
Market Share Report  
Fiscal Year 2023

	Alamo			Avis			Budget/Payless			Dollar/Thrifty		
	2022	2023	% Change	2022	2023	% Change	2022	2023	% Change	2022	2023	% Change
July	534,141	459,756	-13.93%	957,207	1,265,170	32.17%	1,244,927	1,393,550	11.94%	849,412	930,670	9.57%
August	408,433	366,913	-10.17%	944,535	999,825	5.85%	983,909	1,108,271	12.64%	935,670	729,316	-22.05%
September	382,817	398,966	4.22%	707,992	1,034,794	46.16%	819,645	1,078,594	31.59%	660,206	619,288	-6.20%
October	436,195	524,490	20.24%	1,183,122	1,224,542	3.50%	1,280,562	1,464,021	14.33%	839,907	732,484	-12.79%
November	432,866	465,817	7.61%	836,556	1,038,729	24.17%	977,824	1,263,830	29.25%	805,627	534,353	-33.67%
December	308,810	305,606	-1.04%	790,196	840,104	6.32%	786,999	824,559	4.77%	507,844	456,466	-10.12%
January		-	0.00%		-	0.00%		-	0.00%		-	0.00%
February		-	0.00%		-	0.00%		-	0.00%		-	0.00%
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	2,503,262	2,521,549	0.73%	5,419,608	6,403,165	18.15%	6,093,866	7,132,824	17.05%	4,598,666	4,002,576	-12.96%

	Enterprise			Hertz			National			Totals		
	2022	2023	% Change	2022	2023	% Change	2022	2023	% Change	2022	2023	% Change
July	1,429,040	1,591,895	11.40%	1,195,746	1,174,205	-1.80%	1,353,812	1,326,013	-2.05%	7,564,285	8,141,259	7.63%
August	1,269,491	1,394,689	9.86%	1,115,202	1,081,380	-3.03%	1,192,457	1,288,851	8.08%	6,849,697	6,969,246	1.75%
September	1,085,168	1,459,839	34.53%	792,876	1,012,987	27.76%	1,146,694	1,337,576	16.65%	5,595,398	6,942,044	24.07%
October	1,362,205	1,578,837	15.90%	867,670	1,021,520	17.73%	1,472,413	1,632,404	10.87%	7,442,074	8,178,297	9.89%
November	1,128,313	1,357,072	20.27%	749,227	846,651	13.00%	1,102,951	1,547,080	40.27%	6,033,364	7,053,532	16.91%
December	886,877	1,097,904	23.79%	665,902	736,755	10.64%	926,270	1,175,536	26.91%	4,872,898	5,436,931	11.57%
January		-	0.00%		-	0.00%		-	0.00%		-	0.00%
February		-	0.00%		-	0.00%		-	0.00%		-	0.00%
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	7,161,094	8,480,236	18.42%	5,386,623	5,873,498	9.04%	7,194,597	8,307,461	15.47%	38,357,716	42,721,310	11.38%

Louisville Regional Airport Authority  
Rental Car Concessions  
Deplanements & Market Share  
Fiscal Year 2023

	Deplanements			Market Share	
	2022	2023			
July	185,613	185,424	-0.10%	Alamo	5.90%
August	155,597	160,763	3.32%	Avis	14.99%
September	152,901	170,276	11.36%	Budget/Payless	16.70%
October	178,054	187,164	5.12%	Dollar/Thrifty	9.37%
November	171,129	161,596	-5.57%	Enterprise	19.85%
December	148,893	150,018	0.76%	Hertz	13.75%
January	115,761		-100.00%	National	19.45%
February	122,159		-100.00%		
March	165,890		-100.00%	<b>Totals</b>	<b>100.00%</b>
April	163,182		-100.00%		
May	181,797		-100.00%		
June	184,380		-100.00%		
<b>Totals</b>	<b>1,925,356</b>	<b>1,015,241</b>	<b>-47.27%</b>		

