

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	278,064.47	709,336.62	646,191.16	413,913.09	1,045,615.40	620,223.88	1,076,278.51	4,789,623.13	3,968,784.98
% of Total	5.81	14.81	13.49	8.64	21.83	12.95	22.47	100.00	
February-23	250,239.25	766,800.07	760,208.32	486,335.98	1,006,122.37	747,821.09	1,286,048.33	5,303,575.41	4,127,804.54
% of Total	4.72	14.46	14.33	9.17	18.97	14.10	24.25	100.00	
March-23	283,479.72	949,650.31	991,643.83	629,216.43	1,236,657.09	998,446.00	1,491,167.48	6,580,260.86	5,666,713.78
% of Total	4.31	14.43	15.07	9.56	18.79	15.17	22.66	100.00	
April-23	343,793.51	1,133,175.67	1,196,800.68	823,923.58	1,446,242.13	1,152,511.80	1,490,018.08	7,586,465.45	6,462,084.36
% of Total	4.53	14.94	15.78	10.86	19.06	15.19	19.64	100.00	
May-23	393,846.83	1,118,204.57	1,386,035.14	884,163.86	1,675,345.59	1,240,271.16	1,576,552.13	8,274,419.28	7,741,635.53
% of Total	4.76	13.51	16.75	10.69	20.25	14.99	19.05	100.00	
June-23	418,134.78	1,094,790.68	1,337,869.78	917,065.71	1,724,018.22	1,308,444.14	1,590,749.55	8,391,072.86	7,645,693.61
% of Total	4.98	13.05	15.94	10.93	20.55	15.59	18.96	100.00	
YTD (\$)	\$ 4,489,107.79	\$ 12,175,123.38	\$ 13,451,573.21	\$ 8,157,194.78	\$ 16,614,237.14	\$ 11,941,215.84	\$ 16,818,274.87	\$ 83,646,727.01	\$ 73,970,432.06
% of Total	5.37	14.56	16.08	9.75	19.86	14.28	20.11	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	956	2,419	2,359	1,551	3,208	2,266	4,701	17,460	14,330
% of Total	5.48	13.85	13.51	8.88	18.37	12.98	26.92	100.00	
February-23	788	2,858	2,610	1,740	3,134	2,840	5,332	19,302	15,372
% of Total	4.08	14.81	13.52	9.01	16.24	14.71	27.62	100.00	
March-23	825	3,540	3,454	2,302	3,869	3,883	6,347	24,220	20,342
% of Total	3.41	14.62	14.26	9.50	15.97	16.03	26.21	100.00	
April-23	936	4,008	4,013	2,663	4,315	4,300	6,016	26,251	21,539
% of Total	3.57	15.27	15.29	10.14	16.44	16.38	22.92	100.00	
May-23	1,248	3,987	4,324	3,179	4,880	4,610	6,670	28,898	25,080
% of Total	4.32	13.80	14.96	11.00	16.89	15.95	23.08	100.00	
June-23	1,067	3,723	3,679	2,801	4,569	4,445	6,656	26,940	23,438
% of Total	3.96	13.82	13.66	10.40	16.96	16.50	24.71	100.00	
YTD	12,879	41,762	42,637	25,764	47,853	42,158	68,495	281,548	237,353
% of Total	4.57	14.83	15.14	9.15	17.00	14.97	24.33	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	290.86	293.24	273.93	266.87	325.94	273.71	228.95	274.32	276.96
February-23	317.56	268.30	291.27	279.50	321.03	263.32	241.19	274.77	268.53
March-23	343.61	268.26	287.10	273.33	319.63	257.13	234.94	271.69	278.57
April-23	367.30	282.73	298.23	309.40	335.17	268.03	247.68	289.00	300.02
May-23	315.58	280.46	320.54	278.13	343.31	269.04	236.36	286.33	308.68
June-23	391.88	294.06	363.65	327.41	377.33	294.36	238.99	311.47	326.21
YTD	348.56	291.54	315.49	316.61	347.19	283.25	245.54	297.10	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	259,062	278,064	7.34%	591,111	709,337	20.00%	615,033	646,191	5.07%	378,919	413,913	9.24%
February	210,284	250,239	19.00%	658,524	766,800	16.44%	668,589	760,208	13.70%	343,047	486,336	41.77%
March	356,051	283,480	-20.38%	840,135	949,650	13.04%	952,154	991,644	4.15%	515,974	629,216	21.95%
April	383,089	343,794	-10.26%	925,675	1,133,176	22.42%	1,103,277	1,196,801	8.48%	640,963	823,924	28.54%
May	525,609	393,847	-25.07%	1,136,175	1,118,205	-1.58%	1,216,017	1,386,035	13.98%	848,989	884,164	4.14%
June	467,379	418,135	-10.54%	1,053,317	1,094,791	3.94%	1,328,415	1,337,870	0.71%	862,813	917,066	6.29%
Totals	4,704,736	4,489,108	-4.58%	10,624,545	12,175,123	14.59%	11,977,351	13,451,573	12.31%	8,189,371	8,157,195	-0.39%

	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	803,877	1,045,615	30.07%	500,348	620,224	23.96%	820,434	1,076,279	31.18%	3,968,784	4,789,623	20.68%
February	773,271	1,006,122	30.11%	546,221	747,821	36.91%	927,869	1,286,048	38.60%	4,127,805	5,303,575	28.48%
March	1,027,244	1,236,657	20.39%	779,013	998,446	28.17%	1,196,144	1,491,167	24.66%	5,666,715	6,580,261	16.12%
April	1,115,769	1,446,242	29.62%	1,034,934	1,152,512	11.36%	1,258,377	1,490,018	18.41%	6,462,084	7,586,465	17.40%
May	1,379,179	1,675,346	21.47%	1,296,189	1,240,271	-4.31%	1,339,477	1,576,552	17.70%	7,741,635	8,274,419	6.88%
June	1,420,258	1,724,018	21.39%	1,245,382	1,308,444	5.06%	1,268,130	1,590,750	25.44%	7,645,694	8,391,073	9.75%
Totals	13,680,692	16,614,237	21.44%	10,788,710	11,941,216	10.68%	14,005,028	16,818,275	20.09%	73,970,433	83,646,727	13.08%

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	5.37%
August	155,597	160,763	3.32%	Avis	14.56%
September	152,901	170,276	11.36%	Budget/Payless	16.08%
October	178,054	187,164	5.12%	Dollar/Thrifty	9.75%
November	171,129	161,596	-5.57%	Enterprise	19.86%
December	148,893	150,018	0.76%	Hertz	14.28%
January	115,761	147,340	27.28%	National	20.11%
February	122,159	146,664	20.06%		
March	165,890	184,026	10.93%	Totals	100.00%
April	163,182	192,540	17.99%		
May	181,797	218,377	20.12%		
June	184,380	218,019	18.24%		
Totals	1,925,356	2,122,207	10.22%		

