

Louisville Regional Airport Authority  
Rental Car Concessions  
Market Share  
Fiscal Year 2024

	<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-23	469,104.67	1,225,448.15	1,488,046.92	990,647.01	1,756,136.82	1,400,309.37	1,511,893.38	8,841,586.32	8,141,259.49
% of Total	5.31	13.86	16.83	11.20	19.86	15.84	17.10	100.00	
August-23								-	6,969,246.39
% of Total	-	-	-	-	-	-	-	-	-
September-23								-	6,942,044.25
% of Total	-	-	-	-	-	-	-	-	-
October-23								-	8,178,297.11
% of Total	-	-	-	-	-	-	-	-	-
November-23								-	7,053,531.58
% of Total	-	-	-	-	-	-	-	-	-
December-23								-	5,436,931.20
% of Total	-	-	-	-	-	-	-	-	-
January-24								-	4,789,623.13
% of Total	-	-	-	-	-	-	-	-	-
February-24								-	5,303,575.41
% of Total	-	-	-	-	-	-	-	-	-
March-24								-	6,580,260.86
% of Total	-	-	-	-	-	-	-	-	-
April-24								-	7,586,465.45
% of Total	-	-	-	-	-	-	-	-	-
May-24								-	8,274,419.28
% of Total	-	-	-	-	-	-	-	-	-
June-24								-	8,391,072.86
% of Total	-	-	-	-	-	-	-	-	-
YTD (\$)	\$ 469,104.67	\$ 1,225,448.15	\$ 1,488,046.92	\$ 990,647.01	\$ 1,756,136.82	\$ 1,400,309.37	\$ 1,511,893.38	\$ 8,841,586.32	\$ 83,646,727.01
% of Total	5.31	13.86	16.83	11.20	19.86	15.84	17.10	100.00	

Louisville Regional Airport Authority  
Rental Car Concessions  
Transaction Count  
Fiscal Year 2024

	<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-23	1,146	3,984	4,102	3,002	4,540	4,691	5,921	27,386	23,848
% of Total	4.18	14.55	14.98	10.96	16.58	17.13	21.62	100.00	
August-23								-	23,479
% of Total	-	-	-	-	-	-	-	-	
September-23								-	23,736
% of Total	-	-	-	-	-	-	-	-	
October-23								-	25,574
% of Total	-	-	-	-	-	-	-	-	
November-23								-	22,890
% of Total	-	-	-	-	-	-	-	-	
December-23								-	18,950
% of Total	-	-	-	-	-	-	-	-	
January-24								-	17,460
% of Total	-	-	-	-	-	-	-	-	
February-24								-	19,302
% of Total	-	-	-	-	-	-	-	-	
March-24								-	24,220
% of Total	-	-	-	-	-	-	-	-	
April-24								-	26,251
% of Total	-	-	-	-	-	-	-	-	
May-24								-	28,898
% of Total	-	-	-	-	-	-	-	-	
June-24								-	26,940
% of Total	-	-	-	-	-	-	-	-	
YTD	1,146	3,984	4,102	3,002	4,540	4,691	5,921	27,386	281,548
% of Total	4.18	14.55	14.98	10.96	16.58	17.13	21.62	100.00	

Louisville Regional Airport Authority  
Rental Car Concessions  
Revenue per Transaction  
Fiscal Year 2024

	<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-23	409.34	307.59	362.76	330.00	386.81	298.51	255.34	322.85	382.63
August-23	-	-	-	-	-	-	-	-	367.10
September-23	-	-	-	-	-	-	-	-	297.71
October-23	-	-	-	-	-	-	-	-	330.39
November-23	-	-	-	-	-	-	-	-	296.03
December-23	-	-	-	-	-	-	-	-	284.58
January-24	-	-	-	-	-	-	-	-	276.96
February-24	-	-	-	-	-	-	-	-	268.53
March-24	-	-	-	-	-	-	-	-	278.57
April-24	-	-	-	-	-	-	-	-	300.02
May-24	-	-	-	-	-	-	-	-	308.68
June-24	-	-	-	-	-	-	-	-	326.21
YTD	409.34	307.59	362.76	330.00	386.81	298.51	255.34	322.85	297.10

Louisville Regional Airport Authority  
Rental Car Concessions  
Market Share Report  
Fiscal Year 2024

	Alamo			Avis			Budget/Payless			Dollar/Thrifty		
	<u>2023</u>	<u>2024</u>	<u>% Change</u>	<u>2023</u>	<u>2024</u>	<u>% Change</u>	<u>2023</u>	<u>2024</u>	<u>% Change</u>	<u>2023</u>	<u>2024</u>	<u>% Change</u>
July	459,756	469,105	2.03%	1,265,170	1,225,448	-3.14%	1,393,550	1,488,047	6.78%	930,670	990,647	6.44%
August		-	0.00%		-	0.00%		-	0.00%		-	0.00%
September		-	0.00%		-	0.00%		-	0.00%		-	0.00%
October		-	0.00%		-	0.00%		-	0.00%		-	0.00%
November		-	0.00%		-	0.00%		-	0.00%		-	0.00%
December		-	0.00%		-	0.00%		-	0.00%		-	0.00%
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	459,756	469,105	2.03%	1,265,170	1,225,448	-3.14%	1,393,550	1,488,047	6.78%	930,670	990,647	6.44%

	Enterprise			Hertz			National			Totals		
	<u>2023</u>	<u>2024</u>	<u>% Change</u>	<u>2023</u>	<u>2024</u>	<u>% Change</u>	<u>2023</u>	<u>2024</u>	<u>% Change</u>	<u>2023</u>	<u>2024</u>	<u>% Change</u>
July	1,591,895	1,756,137	10.32%	1,174,205	1,400,309	19.26%	1,326,013	1,511,893	14.02%	8,141,259	8,841,586	8.60%
August		-	0.00%		-	0.00%		-	0.00%		-	0.00%
September		-	0.00%		-	0.00%		-	0.00%		-	0.00%
October		-	0.00%		-	0.00%		-	0.00%		-	0.00%
November		-	0.00%		-	0.00%		-	0.00%		-	0.00%
December		-	0.00%		-	0.00%		-	0.00%		-	0.00%
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	1,591,895	1,756,137	10.32%	1,174,205	1,400,309	19.26%	1,326,013	1,511,893	14.02%	8,141,259	8,841,586	8.60%

Louisville Regional Airport Authority  
Rental Car Concessions  
Deplanements & Market Share  
Fiscal Year 2024

	Deplanements			Market Share	
	2023	2024			
July	185,424	227,884	22.90%	Alamo	5.31%
August	160,763		-100.00%	Avis	13.86%
September	170,276		-100.00%	Budget/Payless	16.83%
October	187,164		-100.00%	Dollar/Thrifty	11.20%
November	161,596		-100.00%	Enterprise	19.86%
December	150,018		-100.00%	Hertz	15.84%
January	147,340		-100.00%	National	17.10%
February	146,664		-100.00%		
March	184,026		-100.00%	<b>Totals</b>	<b>100.00%</b>
April	192,540		-100.00%		
May	218,377		-100.00%		
June	218,019		-100.00%		
<b>Totals</b>	<b>2,122,207</b>	<b>227,884</b>	<b>-89.26%</b>		

