

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 | 345,541.94 | 1,023,833.57 | 951,785.26 | 781,103.69 | 1,382,389.07 | 1,256,970.28 | 1,538,779.65 | 7,280,403.46 | 6,969,246.39 |
| % of Total | 4.75 | 14.06 | 13.07 | 10.73 | 18.99 | 17.27 | 21.14 | 100.00 | |
| 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 (\$) | \$ 814,646.61 | \$ 2,249,281.72 | \$ 2,439,832.18 | \$ 1,771,750.70 | \$ 3,138,525.89 | \$ 2,657,279.65 | \$ 3,050,673.03 | \$ 16,121,989.78 | \$ 83,646,727.01 |
| % of Total | 5.05 | 13.95 | 15.13 | 10.99 | 19.47 | 16.48 | 18.92 | 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 | 1,025 | 3,964 | 3,084 | 2,715 | 4,313 | 5,050 | 6,554 | 26,705 | 23,479 |
| % of Total | 3.84 | 14.84 | 11.55 | 10.17 | 16.15 | 18.91 | 24.54 | 100.00 | |
| 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 | 2,171 | 7,948 | 7,186 | 5,717 | 8,853 | 9,741 | 12,475 | 54,091 | 281,548 |
| % of Total | 4.01 | 14.69 | 13.29 | 10.57 | 16.37 | 18.01 | 23.06 | 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 | 337.11 | 258.28 | 308.62 | 287.70 | 320.52 | 248.91 | 234.78 | 272.62 | 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 | 375.24 | 283.00 | 339.53 | 309.91 | 354.52 | 272.79 | 244.54 | 298.05 | 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 | 366,913 | 345,542 | -5.82% | 999,825 | 1,023,834 | 2.40% | 1,108,271 | 951,785 | -14.12% | 729,316 | 781,104 | 7.10% |
| 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 | 826,669 | 814,647 | -1.45% | 2,264,995 | 2,249,282 | -0.69% | 2,501,821 | 2,439,832 | -2.48% | 1,659,986 | 1,771,751 | 6.73% |

| | 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 | 1,394,689 | 1,382,389 | -0.88% | 1,081,380 | 1,256,970 | 16.24% | 1,288,851 | 1,538,780 | 19.39% | 6,969,245 | 7,280,403 | 4.46% |
| 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 | 2,986,584 | 3,138,526 | 5.09% | 2,255,585 | 2,657,280 | 17.81% | 2,614,864 | 3,050,673 | 16.67% | 15,110,504 | 16,121,990 | 6.69% |

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 | 5.05% |
| August | 160,763 | 184,998 | 15.07% | Avis | 13.95% |
| September | 170,276 | | -100.00% | Budget/Payless | 15.13% |
| October | 187,164 | | -100.00% | Dollar/Thrifty | 10.99% |
| November | 161,596 | | -100.00% | Enterprise | 19.47% |
| December | 150,018 | | -100.00% | Hertz | 16.48% |
| January | 147,340 | | -100.00% | National | 18.92% |
| February | 146,664 | | -100.00% | | |
| March | 184,026 | | -100.00% | Totals | 100.00% |
| April | 192,540 | | -100.00% | | |
| May | 218,377 | | -100.00% | | |
| June | 218,019 | | -100.00% | | |
| Totals | 2,122,207 | 412,882 | -80.54% | | |

