

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	393,241.12	1,188,357.70	1,158,673.77	650,920.75	1,393,758.56	1,270,961.96	1,607,782.58	7,663,696.44	6,942,044.25
% of Total	5.13	15.51	15.12	8.49	18.19	16.58	20.98	100.00	
October-23	632,468.04	1,265,728.25	1,638,333.05	683,482.02	1,639,761.31	1,261,349.93	1,673,675.48	8,794,798.08	8,178,297.11
% of Total	7.19	14.39	18.63	7.77	18.64	14.34	19.03	100.00	
November-23	400,076.83	999,705.23	1,065,954.52	716,361.41	1,413,373.67	968,426.47	1,346,923.61	6,910,821.74	7,053,531.58
% of Total	5.79	14.47	15.42	10.37	20.45	14.01	19.49	100.00	
December-23	263,595.33	826,341.74	758,551.73	668,645.66	1,164,055.97	857,436.09	1,267,491.40	5,806,117.92	5,436,931.20
% of Total	4.54	14.23	13.06	11.52	20.05	14.77	21.83	100.00	
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 (\$)	\$ 2,504,027.93	\$ 6,529,414.64	\$ 7,061,345.25	\$ 4,491,160.54	\$ 8,749,475.40	\$ 7,015,454.10	\$ 8,946,546.10	\$ 45,297,423.96	\$ 83,646,727.01
% of Total	5.53	14.41	15.59	9.91	19.32	15.49	19.75	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	1,195	4,473	4,082	2,456	4,450	4,854	6,790	28,300	23,736
% of Total	4.22	15.81	14.42	8.68	15.72	17.15	23.99	100.00	
October-23	2,029	4,490	5,001	2,129	5,320	4,459	7,085	30,513	25,574
% of Total	6.65	14.72	16.39	6.98	17.44	14.61	23.22	100.00	
November-23	1,301	3,710	3,423	2,544	4,670	3,905	6,118	25,671	22,890
% of Total	5.07	14.45	13.33	9.91	18.19	15.21	23.83	100.00	
December-23	977	3,107	2,811	2,606	3,868	3,536	5,177	22,082	18,950
% of Total	4.42	14.07	12.73	11.80	17.52	16.01	23.44	100.00	
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	7,673	23,728	22,503	15,452	27,161	26,495	37,645	160,657	281,548
% of Total	4.78	14.77	14.01	9.62	16.91	16.49	23.43	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	329.07	265.67	283.85	265.03	313.20	261.84	236.79	270.80	297.71
October-23	311.71	281.90	327.60	321.03	308.23	282.88	236.23	288.23	330.39
November-23	307.51	269.46	311.41	281.59	302.65	248.00	220.16	269.21	296.03
December-23	269.80	265.96	269.85	256.58	300.95	242.49	244.83	262.93	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	326.34	275.18	313.80	290.65	322.13	264.78	237.66	281.95	297.10

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

	Alamo			Avis			Budget/Payless			Dollar/Thrifty		
	2023	2024	% Change	2023	2024	% Change	2023	2024	% Change	2023	2024	% Change
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	398,966	393,241	-1.43%	1,034,794	1,188,358	14.84%	1,078,594	1,158,674	7.42%	619,288	650,921	5.11%
October	524,490	632,468	20.59%	1,224,542	1,265,728	3.36%	1,464,021	1,638,333	11.91%	732,484	683,482	-6.69%
November	465,817	400,077	-14.11%	1,038,729	999,705	-3.76%	1,263,830	1,065,955	-15.66%	534,353	716,361	34.06%
December	305,606	263,595	-13.75%	840,104	826,342	-1.64%	824,559	758,552	-8.01%	456,466	668,646	46.48%
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	2,521,548	2,504,028	-0.69%	6,403,164	6,529,415	1.97%	7,132,825	7,061,345	-1.00%	4,002,577	4,491,161	12.21%

	Enterprise			Hertz			National			Totals		
	2023	2024	% Change	2023	2024	% Change	2023	2024	% Change	2023	2024	% Change
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	1,459,839	1,393,759	-4.53%	1,012,987	1,270,962	25.47%	1,337,576	1,607,783	20.20%	6,942,044	7,663,696	10.40%
October	1,578,837	1,639,761	3.86%	1,021,520	1,261,350	23.48%	1,632,404	1,673,675	2.53%	8,178,298	8,794,798	7.54%
November	1,357,072	1,413,374	4.15%	846,651	968,426	14.38%	1,547,080	1,346,924	-12.94%	7,053,532	6,910,822	-2.02%
December	1,097,904	1,164,056	6.03%	736,755	857,436	16.38%	1,175,536	1,267,491	7.82%	5,436,930	5,806,118	6.79%
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	8,480,236	8,749,475	3.17%	5,873,498	7,015,454	19.44%	8,307,460	8,946,546	7.69%	42,721,308	45,297,424	6.03%

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	5.53%
August	160,763	184,998	15.07%	Avis	14.41%
September	170,276	206,905	21.51%	Budget/Payless	15.59%
October	187,164	239,388	27.90%	Dollar/Thrifty	9.91%
November	161,596	193,309	19.62%	Enterprise	19.32%
December	150,018	180,191	20.11%	Hertz	15.49%
January	147,340		-100.00%	National	19.75%
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	1,232,675	-41.92%		

