

Louisville Regional Airport Authority  
Rental Car Concessions  
Market Share  
Fiscal Year 2025

	<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-24	716,859.61	1,311,789.08	1,294,109.41	889,421.92	1,853,686.79	1,625,231.27	1,591,650.46	9,282,748.54	8,841,586.32
% of Total	7.72	14.13	13.94	9.58	19.97	17.51	17.15	100.00	
August-24	494,973.73	1,021,839.99	711,442.14	898,707.27	1,456,978.58	1,401,914.20	1,606,271.00	7,592,126.91	7,280,403.46
% of Total	6.52	13.46	9.37	11.84	19.19	18.47	21.16	100.00	
September-24								-	7,663,696.44
% of Total	-	-	-	-	-	-	-	-	
October-24								-	8,794,798.08
% of Total	-	-	-	-	-	-	-	-	
November-24								-	6,910,821.74
% of Total	-	-	-	-	-	-	-	-	
December-24								-	5,806,117.92
% of Total	-	-	-	-	-	-	-	-	
January-25								-	4,539,940.33
% of Total	-	-	-	-	-	-	-	-	
February-25								-	5,228,992.48
% of Total	-	-	-	-	-	-	-	-	
March-25								-	6,556,923.43
% of Total	-	-	-	-	-	-	-	-	
April-25								-	7,629,990.78
% of Total	-	-	-	-	-	-	-	-	
May-25								-	9,677,203.03
% of Total	-	-	-	-	-	-	-	-	
June-25								-	7,941,371.76
% of Total	-	-	-	-	-	-	-	-	
YTD (\$)	\$ 1,211,833.34	\$ 2,333,629.07	\$ 2,005,551.55	\$ 1,788,129.19	\$ 3,310,665.37	\$ 3,027,145.47	\$ 3,197,921.46	\$ 16,874,875.45	\$ 86,871,845.77
% of Total	7.18	13.83	11.88	10.60	19.62	17.94	18.95	100.00	

Louisville Regional Airport Authority  
Rental Car Concessions  
Transaction Count  
Fiscal Year 2025

	<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-24	1,881	4,205	3,711	2,645	4,858	5,216	6,225	28,741	27,386
% of Total	6.54	14.63	12.91	9.20	16.90	18.15	21.66	100.00	
August-24	1,493	3,844	2,286	3,536	4,753	5,019	7,020	27,951	26,705
% of Total	5.34	13.75	8.18	12.65	17.00	17.96	25.12	100.00	
September-24								-	28,300
% of Total	-	-	-	-	-	-	-	-	
October-24								-	30,513
% of Total	-	-	-	-	-	-	-	-	
November-24								-	25,671
% of Total	-	-	-	-	-	-	-	-	
December-24								-	22,082
% of Total	-	-	-	-	-	-	-	-	
January-25								-	18,816
% of Total	-	-	-	-	-	-	-	-	
February-25								-	21,869
% of Total	-	-	-	-	-	-	-	-	
March-25								-	25,284
% of Total	-	-	-	-	-	-	-	-	
April-25								-	27,148
% of Total	-	-	-	-	-	-	-	-	
May-25								-	32,202
% of Total	-	-	-	-	-	-	-	-	
June-25								-	27,320
% of Total	-	-	-	-	-	-	-	-	
YTD	3,374	8,049	5,997	6,181	9,611	10,235	13,245	56,692	313,296
% of Total	5.95	14.20	10.58	10.90	16.95	18.05	23.36	100.00	

Louisville Regional Airport Authority  
Rental Car Concessions  
Revenue per Transaction  
Fiscal Year 2025

	<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-24	381.11	311.96	348.72	336.27	381.57	311.59	255.69	322.98	322.85
August-24	331.53	265.83	311.22	254.16	306.54	279.32	228.81	271.62	272.62
September-24	-	-	-	-	-	-	-	-	270.80
October-24	-	-	-	-	-	-	-	-	288.23
November-24	-	-	-	-	-	-	-	-	269.21
December-24	-	-	-	-	-	-	-	-	262.93
January-25	-	-	-	-	-	-	-	-	241.28
February-25	-	-	-	-	-	-	-	-	239.11
March-25	-	-	-	-	-	-	-	-	259.33
April-25	-	-	-	-	-	-	-	-	281.05
May-25	-	-	-	-	-	-	-	-	300.52
June-25	-	-	-	-	-	-	-	-	290.68
YTD	359.17	289.93	334.43	289.29	344.47	295.76	241.44	297.66	277.28

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

	Alamo			Avis			Budget/Payless			Dollar/Thrifty		
	2024	2025	% Change	2024	2025	% Change	2024	2025	% Change	2024	2025	% Change
July	469,105	716,860	52.81%	1,225,448	1,311,789	7.05%	1,488,047	1,294,109	-13.03%	990,647	889,422	-10.22%
August	345,542	494,974	43.25%	1,023,834	1,021,840	-0.19%	951,785	711,442	-25.25%	781,104	898,707	15.06%
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	814,647	1,211,833	48.76%	2,249,282	2,333,629	3.75%	2,439,832	2,005,552	-17.80%	1,771,751	1,788,129	0.92%

	Enterprise			Hertz			National			Totals		
	2024	2025	% Change	2024	2025	% Change	2024	2025	% Change	2024	2025	% Change
July	1,756,137	1,853,687	5.55%	1,400,309	1,625,231	16.06%	1,511,893	1,591,650	5.28%	8,841,586	9,282,749	4.99%
August	1,382,389	1,456,979	5.40%	1,256,970	1,401,914	11.53%	1,538,780	1,606,271	4.39%	7,280,404	7,592,127	4.28%
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	3,138,526	3,310,665	5.48%	2,657,279	3,027,145	13.92%	3,050,673	3,197,921	4.83%	16,121,990	16,874,875	4.67%

Louisville Regional Airport Authority  
Rental Car Concessions  
Deplanements & Market Share  
Fiscal Year 2025

	Deplanements			Market Share	
	2024	2025			
July	227,884	232,795	2.16%	Alamo	7.18%
August	184,998	192,309	3.95%	Avis	13.83%
September	206,905		-100.00%	Budget/Payless	11.88%
October	239,388		-100.00%	Dollar/Thrifty	10.60%
November	193,309		-100.00%	Enterprise	19.62%
December	180,191		-100.00%	Hertz	17.94%
January	160,269		-100.00%	National	18.95%
February	166,789		-100.00%		
March	199,121		-100.00%	<b>Totals</b>	<b>100.00%</b>
April	212,866		-100.00%		
May	232,076		-100.00%		
June	230,738		-100.00%		
<b>Totals</b>	<b>2,434,534</b>	<b>425,104</b>	<b>-82.54%</b>		

