

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	405,859.10	1,017,188.00	764,751.70	711,881.53	1,451,666.20	1,207,833.70	1,484,276.64	7,043,456.87	7,663,696.44
% of Total	5.76	14.44	10.86	10.11	20.61	17.15	21.07	100.00	
October-24	533,558.88	1,227,321.32	1,395,928.05	657,116.76	2,024,085.68	1,348,699.12	1,707,895.71	8,894,605.52	8,794,798.08
% of Total	6.00	13.80	15.69	7.39	22.76	15.16	19.20	100.00	
November-24	334,145.39	936,400.10	976,626.61	535,061.22	1,306,717.26	1,235,348.49	1,333,882.13	6,658,181.20	6,910,821.74
% of Total	5.02	14.06	14.67	8.04	19.63	18.55	20.03	100.00	
December-24	309,662.88	880,486.52	665,927.43	502,643.57	1,175,231.08	1,039,832.56	1,302,069.55	5,875,853.59	5,806,117.92
% of Total	5.27	14.98	11.33	8.55	20.00	17.70	22.16	100.00	
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 (\$)	\$ 2,795,059.59	\$ 6,395,025.01	\$ 5,808,785.34	\$ 4,194,832.27	\$ 9,268,365.59	\$ 7,858,859.34	\$ 9,026,045.49	\$ 45,346,972.63	\$ 86,871,845.77
% of Total	6.16	14.10	12.81	9.25	20.44	17.33	19.90	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	1,398	4,015	2,873	2,988	4,931	5,466	6,544	28,215	28,300
% of Total	4.95	14.23	10.18	10.59	17.48	19.37	23.19	100.00	
October-24	1,806	4,667	4,513	2,228	6,341	4,690	7,555	31,800	30,513
% of Total	5.68	14.68	14.19	7.01	19.94	14.75	23.76	100.00	
November-24	1,180	3,529	3,342	1,962	4,520	4,771	5,989	25,293	25,671
% of Total	4.67	13.95	13.21	7.76	17.87	18.86	23.68	100.00	
December-24	1,047	3,274	2,483	2,009	3,751	3,863	5,417	21,844	22,082
% of Total	4.79	14.99	11.37	9.20	17.17	17.68	24.80	100.00	
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	8,805	23,534	19,208	15,368	29,154	29,025	38,750	163,844	313,296
% of Total	5.37	14.36	11.72	9.38	17.79	17.72	23.65	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	290.31	253.35	266.19	238.25	294.40	220.97	226.81	249.64	270.80
October-24	295.44	262.98	309.31	294.94	319.21	287.57	226.06	279.70	288.23
November-24	283.17	265.34	292.23	272.71	289.10	258.93	222.72	263.24	269.21
December-24	295.76	268.93	268.19	250.20	313.31	269.18	240.37	268.99	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	317.44	271.74	302.41	272.96	317.91	270.76	232.93	276.77	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	393,241	405,859	3.21%	1,188,358	1,017,188	-14.40%	1,158,674	764,752	-34.00%	650,921	711,882	9.37%
October	632,468	533,559	-15.64%	1,265,728	1,227,321	-3.03%	1,638,333	1,395,928	-14.80%	683,482	657,117	-3.86%
November	400,077	334,145	-16.48%	999,705	936,400	-6.33%	1,065,955	976,627	-8.38%	716,361	535,061	-25.31%
December	263,595	309,663	17.48%	826,342	880,487	6.55%	758,552	665,927	-12.21%	668,646	502,644	-24.83%
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	2,504,028	2,795,060	11.62%	6,529,415	6,395,025	-2.06%	7,061,346	5,808,785	-17.74%	4,491,161	4,194,832	-6.60%

	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	1,393,759	1,451,666	4.15%	1,270,962	1,207,834	-4.97%	1,607,783	1,484,277	-7.68%	7,663,698	7,043,457	-8.09%
October	1,639,761	2,024,086	23.44%	1,261,350	1,348,699	6.93%	1,673,675	1,707,896	2.04%	8,794,797	8,894,606	1.13%
November	1,413,374	1,306,717	-7.55%	968,426	1,235,348	27.56%	1,346,924	1,333,882	-0.97%	6,910,822	6,658,181	-3.66%
December	1,164,056	1,175,231	0.96%	857,436	1,039,833	21.27%	1,267,491	1,302,070	2.73%	5,806,118	5,875,854	1.20%
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	8,749,476	9,268,366	5.93%	7,015,453	7,858,859	12.02%	8,946,546	9,026,045	0.89%	45,297,425	45,346,973	0.11%

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	6.16%
August	184,998	192,309	3.95%	Avis	14.10%
September	206,905	200,228	-3.23%	Budget/Payless	12.81%
October	239,388	230,160	-3.85%	Dollar/Thrifty	9.25%
November	193,309	182,683	-5.50%	Enterprise	20.44%
December	180,191	173,533	-3.69%	Hertz	17.33%
January	160,269		-100.00%	National	19.90%
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>1,211,708</b>	<b>-50.23%</b>		

