

Louisville Regional Airport Authority
Rental Car Concessions
Market Share
Fiscal Year 2026

	<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-25	602,056.34	1,303,912.34	1,371,710.46	777,583.05	1,865,316.25	1,606,018.27	1,546,041.68	9,072,638.39	9,282,748.54
% of Total	6.64	14.37	15.12	8.57	20.56	17.70	17.04	100.00	
August-25	463,165.16	1,074,184.43	1,010,191.78	593,759.91	1,655,325.74	1,610,837.72	1,642,411.61	8,049,876.35	7,592,126.91
% of Total	5.75	13.34	12.55	7.38	20.56	20.01	20.40	100.00	
September-25								-	7,043,456.87
% of Total	-	-	-	-	-	-	-	-	
October-25								-	8,894,605.52
% of Total	-	-	-	-	-	-	-	-	
November-25								-	6,658,181.20
% of Total	-	-	-	-	-	-	-	-	
December-25								-	5,875,853.59
% of Total	-	-	-	-	-	-	-	-	
January-26								-	4,575,574.53
% of Total	-	-	-	-	-	-	-	-	
February-26								-	4,939,635.50
% of Total	-	-	-	-	-	-	-	-	
March-26								-	6,503,525.25
% of Total	-	-	-	-	-	-	-	-	
April-26								-	7,181,952.17
% of Total	-	-	-	-	-	-	-	-	
May-26								-	8,416,611.84
% of Total	-	-	-	-	-	-	-	-	
June-26								-	8,405,473.68
% of Total	-	-	-	-	-	-	-	-	
YTD (\$)	\$ 1,065,221.50	\$ 2,378,096.77	\$ 2,381,902.24	\$ 1,371,342.96	\$ 3,520,641.99	\$ 3,216,855.99	\$ 3,188,453.29	\$ 17,122,514.74	\$ 85,369,745.60
% of Total	6.22	13.89	13.91	8.01	20.56	18.79	18.62	100.00	

Louisville Regional Airport Authority
Rental Car Concessions
Transaction Count
Fiscal Year 2026

	<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-25	1,319	4,288	3,898	2,258	5,084	5,233	6,248	28,328	28,741
% of Total	4.66	15.14	13.76	7.97	17.95	18.47	22.06	100.00	
August-25	1,463	3,909	2,983	1,991	5,309	5,901	6,882	28,438	27,951
% of Total	5.14	13.75	10.49	7.00	18.67	20.75	24.20	100.00	
September-25								-	28,215
% of Total	-	-	-	-	-	-	-	-	
October-25								-	31,800
% of Total	-	-	-	-	-	-	-	-	
November-25								-	25,293
% of Total	-	-	-	-	-	-	-	-	
December-25								-	21,844
% of Total	-	-	-	-	-	-	-	-	
January-26								-	17,988
% of Total	-	-	-	-	-	-	-	-	
February-26								-	20,215
% of Total	-	-	-	-	-	-	-	-	
March-26								-	25,024
% of Total	-	-	-	-	-	-	-	-	
April-26								-	25,877
% of Total	-	-	-	-	-	-	-	-	
May-26								-	29,834
% of Total	-	-	-	-	-	-	-	-	
June-26								-	27,500
% of Total	-	-	-	-	-	-	-	-	
YTD	2,782	8,197	6,881	4,249	10,393	11,134	13,130	56,766	310,282
% of Total	4.90	14.44	12.12	7.49	18.31	19.61	23.13	100.00	

Louisville Regional Airport Authority
Rental Car Concessions
Revenue per Transaction
Fiscal Year 2026

	<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-25	456.45	304.08	351.90	344.37	366.90	306.90	247.45	320.27	322.98
August-25	316.59	274.80	338.65	298.22	311.80	272.98	238.65	283.07	271.62
September-25	-	-	-	-	-	-	-	-	249.64
October-25	-	-	-	-	-	-	-	-	279.70
November-25	-	-	-	-	-	-	-	-	263.24
December-25	-	-	-	-	-	-	-	-	268.99
January-26	-	-	-	-	-	-	-	-	254.37
February-26	-	-	-	-	-	-	-	-	244.35
March-26	-	-	-	-	-	-	-	-	259.89
April-26	-	-	-	-	-	-	-	-	277.54
May-26	-	-	-	-	-	-	-	-	282.11
June-26	-	-	-	-	-	-	-	-	305.65
YTD	382.90	290.12	346.16	322.74	338.75	288.92	242.84	301.63	275.14

Louisville Regional Airport Authority
Rental Car Concessions
Market Share Report
Fiscal Year 2026

	Alamo			Avis			Budget/Payless			Dollar/Thrifty		
	<u>2025</u>	<u>2026</u>	<u>% Change</u>	<u>2025</u>	<u>2026</u>	<u>% Change</u>	<u>2025</u>	<u>2026</u>	<u>% Change</u>	<u>2025</u>	<u>2026</u>	<u>% Change</u>
July	716,860	602,056	-16.01%	1,311,789	1,303,912	-0.60%	1,294,109	1,371,710	6.00%	889,422	777,583	-12.57%
August	494,974	463,165	-6.43%	1,021,840	1,074,184	5.12%	711,442	1,010,192	41.99%	898,707	593,760	-33.93%
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	1,211,834	1,065,222	-12.10%	2,333,629	2,378,097	1.91%	2,005,551	2,381,902	18.77%	1,788,129	1,371,343	-23.31%

	Enterprise			Hertz			National			Totals		
	<u>2025</u>	<u>2026</u>	<u>% Change</u>	<u>2025</u>	<u>2026</u>	<u>% Change</u>	<u>2025</u>	<u>2026</u>	<u>% Change</u>	<u>2025</u>	<u>2026</u>	<u>% Change</u>
July	1,853,687	1,865,316	0.63%	1,625,231	1,606,018	-1.18%	1,591,650	1,546,042	-2.87%	9,282,749	9,072,638	-2.26%
August	1,456,979	1,655,326	13.61%	1,401,914	1,610,838	14.90%	1,606,271	1,642,412	2.25%	7,592,127	8,049,876	6.03%
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	3,310,666	3,520,642	6.34%	3,027,145	3,216,856	6.27%	3,197,921	3,188,453	-0.30%	16,874,876	17,122,515	1.47%

Louisville Regional Airport Authority
Rental Car Concessions
Deplanements & Market Share
Fiscal Year 2026

	Deplanements			Market Share	
	2025	2026			
July	232,795	226,301	-2.79%	Alamo	6.22%
August	192,309	186,514	-3.01%	Avis	13.89%
September	200,228		-100.00%	Budget/Payless	13.91%
October	230,160		-100.00%	Dollar/Thrifty	8.01%
November	182,683		-100.00%	Enterprise	20.56%
December	173,533		-100.00%	Hertz	18.79%
January	144,863		-100.00%	National	18.62%
February	151,683		-100.00%		
March	185,408		-100.00%	Totals	100.00%
April	194,164		-100.00%		
May	211,387		-100.00%		
June	223,229		-100.00%		
Totals	2,322,442	412,815	-82.22%		

