

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	468,607.02	1,044,727.36	812,577.93	624,106.62	1,537,714.82	1,484,514.94	1,484,489.73	7,456,738.42	7,043,456.87
% of Total	6.28	14.01	10.90	8.37	20.62	19.91	19.91	100.00	
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 (\$)	\$ 1,533,828.52	\$ 3,422,824.13	\$ 3,194,480.17	\$ 1,995,449.58	\$ 5,058,356.81	\$ 4,701,370.93	\$ 4,672,943.02	\$ 24,579,253.16	\$ 85,369,745.60
% of Total	6.24	13.93	13.00	8.12	20.58	19.13	19.01	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	1,762	4,061	2,797	2,152	5,066	5,739	6,640	28,217	28,215
% of Total	6.24	14.39	9.91	7.63	17.95	20.34	23.53	100.00	
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	4,544	12,258	9,678	6,401	15,459	16,873	19,770	84,983	310,282
% of Total	5.35	14.42	11.39	7.53	18.19	19.85	23.26	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	265.95	257.26	290.52	290.01	303.54	258.67	223.57	264.26	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	337.55	279.23	330.08	311.74	327.21	278.63	236.37	289.23	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	405,859	468,607	15.46%	1,017,188	1,044,727	2.71%	764,752	812,578	6.25%	711,882	624,107	-12.33%
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	1,617,693	1,533,829	-5.18%	3,350,817	3,422,824	2.15%	2,770,303	3,194,480	15.31%	2,500,011	1,995,450	-20.18%

	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	1,451,666	1,537,715	5.93%	1,207,834	1,484,515	22.91%	1,484,277	1,484,490	0.01%	7,043,458	7,456,738	5.87%
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	4,762,332	5,058,357	6.22%	4,234,979	4,701,371	11.01%	4,682,198	4,672,943	-0.20%	23,918,334	24,579,253	2.76%

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	6.24%
August	192,309	186,514	-3.01%	Avis	13.93%
September	200,228	203,137	1.45%	Budget/Payless	13.00%
October	230,160		-100.00%	Dollar/Thrifty	8.12%
November	182,683		-100.00%	Enterprise	20.58%
December	173,533		-100.00%	Hertz	19.13%
January	144,863		-100.00%	National	19.01%
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	615,952	-73.48%		

