

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	519,414.40	1,304,064.81	980,370.22	563,844.81	1,763,091.16	1,691,257.91	1,851,582.80	8,673,626.11	8,894,605.52
% of Total	5.99	15.03	11.30	6.50	20.33	19.50	21.35	100.00	
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 (\$)	\$ 2,053,242.92	\$ 4,726,888.94	\$ 4,174,850.39	\$ 2,559,294.39	\$ 6,821,447.97	\$ 6,392,628.84	\$ 6,524,525.82	\$ 33,252,879.27	\$ 85,369,745.60
% of Total	6.17	14.22	12.55	7.70	20.51	19.22	19.62	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	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	1,858	4,793	3,183	1,758	5,682	5,962	7,879	31,115	31,800
% of Total	5.97	15.40	10.23	5.65	18.26	19.16	25.32	100.00	
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	6,402	17,051	12,861	8,159	21,141	22,835	27,649	116,098	310,282
% of Total	5.51	14.69	11.08	7.03	18.21	19.67	23.82	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	279.56	272.08	308.00	320.73	310.29	283.67	235.00	278.76	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	320.72	277.22	324.61	313.68	322.66	279.95	235.98	286.42	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	533,559	519,414	-2.65%	1,227,321	1,304,065	6.25%	1,395,928	980,370	-29.77%	657,117	563,845	-14.19%
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	2,151,252	2,053,243	-4.56%	4,578,138	4,726,889	3.25%	4,166,231	4,174,850	0.21%	3,157,128	2,559,294	-18.94%

	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	2,024,086	1,763,091	-12.89%	1,348,699	1,691,258	25.40%	1,707,896	1,851,583	8.41%	8,894,606	8,673,626	-2.48%
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	6,786,418	6,821,448	0.52%	5,583,678	6,392,629	14.49%	6,390,094	6,524,526	2.10%	32,812,940	33,252,879	1.34%

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	6.17%
August	192,309	186,514	-3.01%	Avis	14.21%
September	200,228	203,137	1.45%	Budget/Payless	12.55%
October	230,160	233,629	1.51%	Dollar/Thrifty	7.70%
November	182,683		-100.00%	Enterprise	20.51%
December	173,533		-100.00%	Hertz	19.22%
January	144,863		-100.00%	National	19.62%
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	849,581	-63.42%		

