

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	355,276.10	880,716.90	534,101.15	427,444.82	1,226,388.14	1,167,007.27	1,396,806.97	5,987,741.35	6,658,181.20
% of Total	5.93	14.71	8.92	7.14	20.48	19.49	23.33	100.00	
December-25	323,649.37	733,056.28	494,705.65	467,778.95	1,209,402.42	1,137,647.05	1,312,665.25	5,678,904.97	5,875,853.59
% of Total	5.70	12.91	8.71	8.24	21.30	20.03	23.11	100.00	
January-26	238,954.63	598,066.34	403,473.23	442,083.09	989,210.13	927,127.04	1,154,678.36	4,753,592.82	4,575,574.53
% of Total	5.03	12.58	8.49	9.30	20.81	19.50	24.29	100.00	
February-26	189,629.91	704,620.41	502,682.15	419,082.18	1,081,566.59	1,055,566.63	1,335,899.06	5,289,046.93	4,939,635.50
% of Total	3.59	13.32	9.50	7.92	20.45	19.96	25.26	100.00	
March-26	354,587.74	921,805.35	764,630.42	543,775.98	1,428,607.95	1,281,425.67	1,469,156.59	6,763,989.70	6,503,525.25
% of Total	5.24	13.63	11.30	8.04	21.12	18.94	21.72	100.00	
April-26	479,667.45	917,460.86	804,047.18	615,128.90	1,612,278.55	1,425,199.21	1,609,039.00	7,462,821.15	7,181,952.17
% of Total	6.43	12.29	10.77	8.24	21.60	19.10	21.56	100.00	
May-26	606,630.12	1,102,283.80	953,399.22	606,845.57	1,823,957.36	1,621,583.91	1,839,320.71	8,554,020.69	8,416,611.84
% of Total	7.09	12.89	11.15	7.09	21.32	18.96	21.50	100.00	
June-26	761,122.56	1,055,772.61	936,987.82	549,924.11	1,989,294.96	1,443,556.51	1,679,344.83	8,416,003.40	8,405,473.68
% of Total	9.04	12.54	11.13	6.53	23.64	17.15	19.95	100.00	
YTD (\$)	\$ 5,362,760.80	\$ 11,640,671.49	\$ 9,568,877.21	\$ 6,631,357.99	\$ 18,182,154.07	\$ 16,451,742.13	\$ 18,321,436.59	\$ 86,159,000.28	\$ 85,369,745.60
% of Total	6.22	13.51	11.11	7.70	21.10	19.09	21.26	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	1,314	3,127	2,013	1,860	4,166	4,731	5,889	23,100	25,293
% of Total	5.69	13.54	8.71	8.05	18.03	20.48	25.49	100.00	
December-25	1,207	2,748	1,771	1,891	3,905	4,520	5,572	21,614	21,844
% of Total	5.58	12.71	8.19	8.75	18.07	20.91	25.78	100.00	
January-26	830	2,243	1,441	1,633	3,218	3,450	4,751	17,566	17,988
% of Total	4.73	12.77	8.20	9.30	18.32	19.64	27.05	100.00	
February-26	709	2,701	1,950	1,569	3,596	3,943	5,690	20,158	20,215
% of Total	3.52	13.40	9.67	7.78	17.84	19.56	28.23	100.00	
March-26	1,302	3,203	2,567	1,867	4,665	4,537	6,206	24,347	25,024
% of Total	5.35	13.16	10.54	7.67	19.16	18.63	25.49	100.00	
April-26	1,661	3,159	2,582	1,805	5,131	4,995	6,637	25,970	25,877
% of Total	6.40	12.16	9.94	6.95	19.76	19.23	25.56	100.00	
May-26	2,248	3,762	3,081	1,921	6,009	5,293	7,447	29,761	29,834
% of Total	7.55	12.64	10.35	6.45	20.19	17.79	25.02	100.00	
June-26	2,469	3,272	2,682	1,420	5,692	4,599	6,854	26,988	27,500
% of Total	9.15	12.12	9.94	5.26	21.09	17.04	25.40	100.00	
YTD	18,142	41,266	30,948	22,125	57,523	58,903	76,695	305,602	310,282
% of Total	5.94	13.50	10.13	7.24	18.82	19.27	25.10	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	270.38	281.65	265.33	229.81	294.38	246.67	237.19	259.21	263.24
December-25	268.14	266.76	279.34	247.37	309.71	251.69	235.58	262.74	268.99
January-26	287.90	266.64	280.00	270.72	307.40	268.73	243.04	270.61	254.37
February-26	267.46	260.87	257.79	267.10	300.77	267.71	234.78	262.38	244.35
March-26	272.34	287.79	297.87	291.26	306.24	282.44	236.73	277.82	259.89
April-26	288.78	290.43	311.40	340.79	314.22	285.33	242.43	287.36	277.54
May-26	269.85	293.00	309.44	315.90	303.54	306.36	246.99	287.42	282.11
June-26	308.27	322.67	349.36	387.27	349.49	313.88	245.02	311.84	305.65
YTD	295.60	282.09	309.19	299.72	316.08	279.30	238.89	281.93	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	334,145	355,276	6.32%	936,400	880,717	-5.95%	976,627	534,101	-45.31%	535,061	427,445	-20.11%
December	309,663	323,649	4.52%	880,487	733,056	-16.74%	665,927	494,706	-25.71%	502,644	467,779	-6.94%
January	174,190	238,955	37.18%	667,676	598,066	-10.43%	494,160	403,473	-18.35%	392,613	442,083	12.60%
February	148,318	189,630	27.85%	736,805	704,620	-4.37%	559,663	502,682	-10.18%	391,221	419,082	7.12%
March	274,888	354,588	28.99%	1,023,612	921,805	-9.95%	841,908	764,630	-9.18%	434,209	543,776	25.23%
April	338,792	479,667	41.58%	1,117,489	917,461	-17.90%	966,834	804,047	-16.84%	485,718	615,129	26.64%
May	483,930	606,630	25.35%	1,268,511	1,102,284	-13.10%	1,244,618	953,399	-23.40%	484,695	606,846	25.20%
June	470,190	761,123	61.88%	1,191,381	1,055,773	-11.38%	1,192,257	936,988	-21.41%	667,949	549,924	-17.67%
Totals	4,685,368	5,362,761	14.46%	12,400,499	11,640,671	-6.13%	11,108,225	9,568,877	-13.86%	7,051,238	6,631,358	-5.95%

	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	1,306,717	1,226,388	-6.15%	1,235,348	1,167,007	-5.53%	1,333,882	1,396,807	4.72%	6,658,180	5,987,741	-10.07%
December	1,175,231	1,209,402	2.91%	1,039,833	1,137,647	9.41%	1,302,070	1,312,665	0.81%	5,875,855	5,678,905	-3.35%
January	893,356	989,210	10.73%	835,715	927,127	10.94%	1,117,864	1,154,678	3.29%	4,575,574	4,753,593	3.89%
February	895,619	1,081,567	20.76%	945,981	1,055,567	11.58%	1,262,028	1,335,899	5.85%	4,939,635	5,289,047	7.07%
March	1,285,318	1,428,608	11.15%	1,164,193	1,281,426	10.07%	1,479,398	1,469,157	-0.69%	6,503,526	6,763,990	4.00%
April	1,481,843	1,612,279	8.80%	1,254,668	1,425,199	13.59%	1,536,609	1,609,039	4.71%	7,181,953	7,462,821	3.91%
May	1,636,520	1,823,957	11.45%	1,597,255	1,621,584	1.52%	1,701,083	1,839,321	8.13%	8,416,612	8,554,021	1.63%
June	1,858,043	1,989,295	7.06%	1,469,658	1,443,557	-1.78%	1,555,995	1,679,345	7.93%	8,405,473	8,416,003	0.13%
Totals	17,319,065	18,182,154	4.98%	15,126,329	16,451,742	8.76%	17,679,023	18,321,437	3.63%	85,369,748	86,159,000	0.92%

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	13.51%
September	200,228	203,137	1.45%	Budget/Payless	11.11%
October	230,160	233,629	1.51%	Dollar/Thrifty	7.70%
November	182,683	165,940	-9.17%	Enterprise	21.10%
December	173,533	162,982	-6.08%	Hertz	19.09%
January	144,863	139,084	-3.99%	National	21.26%
February	151,683	152,332	0.43%		
March	185,408	183,834	-0.85%	Totals	100.00%
April	194,164	200,147	3.08%		
May	211,387	195,531	-7.50%		
June	223,229	209,952	-5.95%		
Totals	2,322,442	2,259,383	-2.72%		

