

Louisville Regional Airport Authority
Rental Car Concessions
Market Share
Fiscal Year 2027

	<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-26	899,146.44	1,174,689.55	1,113,608.76	696,078.67	2,284,737.34	1,609,951.25	1,899,311.28	9,677,523.29	9,072,638.39
% of Total	9.29	12.14	11.51	7.19	23.61	16.64	19.63	100.00	
August-26	603,016.67	931,265.38	817,648.69	590,312.54	1,757,963.80	1,478,161.09	1,703,131.64	7,881,499.81	8,049,876.35
% of Total	7.65	11.82	10.37	7.49	22.30	18.75	21.61	100.00	
September-26								-	7,456,738.42
% of Total	-	-	-	-	-	-	-	-	
October-26								-	8,673,626.11
% of Total	-	-	-	-	-	-	-	-	
November-26								-	5,987,741.35
% of Total	-	-	-	-	-	-	-	-	
December-26								-	5,678,904.97
% of Total	-	-	-	-	-	-	-	-	
January-27								-	4,753,592.82
% of Total	-	-	-	-	-	-	-	-	
February-27								-	5,289,046.93
% of Total	-	-	-	-	-	-	-	-	
March-27								-	6,763,989.70
% of Total	-	-	-	-	-	-	-	-	
April-27								-	7,462,821.15
% of Total	-	-	-	-	-	-	-	-	
May-27								-	8,554,020.69
% of Total	-	-	-	-	-	-	-	-	
June-27								-	8,416,003.40
% of Total	-	-	-	-	-	-	-	-	
YTD (\$)	\$ 1,502,163.11	\$ 2,105,954.93	\$ 1,931,257.45	\$ 1,286,391.21	\$ 4,042,701.14	\$ 3,088,112.34	\$ 3,602,442.92	\$ 17,559,023.10	\$ 86,159,000.28
% of Total	8.55	11.99	11.00	7.33	23.02	17.59	20.52	100.00	

Louisville Regional Airport Authority
Rental Car Concessions
Transaction Count
Fiscal Year 2027

	<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-26	2,671	3,789	3,048	1,992	6,772	5,029	7,556	30,857	28,328
% of Total	8.66	12.28	9.88	6.46	21.95	16.30	24.49	100.00	
August-26	2,149	3,346	2,593	1,883	5,592	5,347	7,088	27,998	28,438
% of Total	7.68	11.95	9.26	6.73	19.97	19.10	25.32	100.00	
September-26								-	28,217
% of Total	-	-	-	-	-	-	-	-	
October-26								-	31,115
% of Total	-	-	-	-	-	-	-	-	
November-26								-	23,100
% of Total	-	-	-	-	-	-	-	-	
December-26								-	21,614
% of Total	-	-	-	-	-	-	-	-	
January-27								-	17,566
% of Total	-	-	-	-	-	-	-	-	
February-27								-	20,158
% of Total	-	-	-	-	-	-	-	-	
March-27								-	24,347
% of Total	-	-	-	-	-	-	-	-	
April-27								-	25,970
% of Total	-	-	-	-	-	-	-	-	
May-27								-	29,761
% of Total	-	-	-	-	-	-	-	-	
June-27								-	26,988
% of Total	-	-	-	-	-	-	-	-	
YTD	4,820	7,135	5,641	3,875	12,364	10,376	14,644	58,855	305,602
% of Total	8.19	12.12	9.58	6.58	21.01	17.63	24.88	100.00	

Louisville Regional Airport Authority
Rental Car Concessions
Revenue per Transaction
Fiscal Year 2027

	<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-26	336.63	310.03	365.36	349.44	337.38	320.13	251.36	313.62	320.27
August-26	280.60	278.32	315.33	313.50	314.37	276.45	240.28	281.50	283.07
September-26	-	-	-	-	-	-	-	-	264.26
October-26	-	-	-	-	-	-	-	-	278.76
November-26	-	-	-	-	-	-	-	-	259.21
December-26	-	-	-	-	-	-	-	-	262.74
January-27	-	-	-	-	-	-	-	-	270.61
February-27	-	-	-	-	-	-	-	-	262.38
March-27	-	-	-	-	-	-	-	-	277.82
April-27	-	-	-	-	-	-	-	-	287.36
May-27	-	-	-	-	-	-	-	-	287.42
June-27	-	-	-	-	-	-	-	-	311.84
YTD	311.65	295.16	342.36	331.97	326.97	297.62	246.00	298.34	281.93

Louisville Regional Airport Authority
Rental Car Concessions
Market Share Report
Fiscal Year 2027

	Alamo			Avis			Budget/Payless			Dollar/Thrifty		
	<u>2026</u>	<u>2027</u>	<u>% Change</u>	<u>2026</u>	<u>2027</u>	<u>% Change</u>	<u>2026</u>	<u>2027</u>	<u>% Change</u>	<u>2026</u>	<u>2027</u>	<u>% Change</u>
July	602,056	899,146	49.35%	1,303,912	1,174,690	-9.91%	1,371,710	1,113,609	-18.82%	777,583	696,079	-10.48%
August	463,165	603,017	30.19%	1,074,184	931,265	-13.30%	1,010,192	817,649	-19.06%	593,760	590,313	-0.58%
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	1,065,221	1,502,163	41.02%	2,378,096	2,105,955	-11.44%	2,381,902	1,931,257	-18.92%	1,371,343	1,286,391	-6.19%

	Enterprise			Hertz			National			Totals		
	<u>2026</u>	<u>2027</u>	<u>% Change</u>	<u>2026</u>	<u>2027</u>	<u>% Change</u>	<u>2026</u>	<u>2027</u>	<u>% Change</u>	<u>2026</u>	<u>2027</u>	<u>% Change</u>
July	1,865,316	2,284,737	22.49%	1,606,018	1,609,951	0.24%	1,546,042	1,899,311	22.85%	9,072,638	9,677,523	6.67%
August	1,655,326	1,757,964	6.20%	1,610,838	1,478,161	-8.24%	1,642,412	1,703,132	3.70%	8,049,877	7,881,500	-2.09%
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	3,520,642	4,042,701	14.83%	3,216,856	3,088,112	-4.00%	3,188,454	3,602,443	12.98%	17,122,515	17,559,023	2.55%

Louisville Regional Airport Authority
Rental Car Concessions
Deplanements & Market Share
Fiscal Year 2027

	Deplanements			Market Share	
	2026	2027			
July	226,301	221,788	-1.99%	Alamo	8.55%
August	186,514	180,086	-3.45%	Avis	11.99%
September	203,137		-100.00%	Budget/Payless	11.00%
October	233,629		-100.00%	Dollar/Thrifty	7.33%
November	165,940		-100.00%	Enterprise	23.02%
December	162,982		-100.00%	Hertz	17.59%
January	139,084		-100.00%	National	20.52%
February	152,332		-100.00%		
March	183,834		-100.00%	Totals	100.00%
April	200,147		-100.00%		
May	195,531		-100.00%		
June	209,952		-100.00%		
Totals	2,259,383	401,874	-82.21%		

