

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	591,911.76	1,047,837.89	880,930.88	456,198.64	1,666,170.26	1,412,026.95	1,711,380.58	7,766,456.96	7,456,738.42
% of Total	7.62	13.49	11.34	5.87	21.45	18.18	22.04	100.00	
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 (\$)	\$ 2,094,074.87	\$ 3,153,792.82	\$ 2,812,188.33	\$ 1,742,589.85	\$ 5,708,871.40	\$ 4,500,139.29	\$ 5,313,823.50	\$ 25,325,480.06	\$ 86,159,000.28
% of Total	8.27	12.45	11.10	6.88	22.54	17.77	20.98	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	2,276	3,904	2,928	1,347	5,190	5,240	7,165	28,050	28,217
% of Total	8.11	13.92	10.44	4.80	18.50	18.68	25.54	100.00	
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	7,096	11,039	8,569	5,222	17,554	15,616	21,809	86,905	305,602
% of Total	8.17	12.70	9.86	6.01	20.20	17.97	25.10	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	260.07	268.40	300.86	338.68	321.03	269.47	238.85	276.88	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	295.11	285.70	328.18	333.70	325.22	288.17	243.65	291.42	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	468,607	591,912	26.31%	1,044,727	1,047,838	0.30%	812,578	880,931	8.41%	624,107	456,199	-26.90%
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	1,533,828	2,094,075	36.53%	3,422,823	3,153,793	-7.86%	3,194,480	2,812,188	-11.97%	1,995,450	1,742,590	-12.67%

	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	1,537,715	1,666,170	8.35%	1,484,515	1,412,027	-4.88%	1,484,490	1,711,381	15.28%	7,456,739	7,766,457	4.15%
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	5,058,357	5,708,871	12.86%	4,701,371	4,500,139	-4.28%	4,672,944	5,313,824	13.71%	24,579,254	25,325,480	3.04%

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	8.27%
August	186,514	180,086	-3.45%	Avis	12.45%
September	203,137	198,374	-2.34%	Budget/Payless	11.10%
October	233,629		-100.00%	Dollar/Thrifty	6.88%
November	165,940		-100.00%	Enterprise	22.54%
December	162,982		-100.00%	Hertz	17.77%
January	139,084		-100.00%	National	20.98%
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	600,248	-73.43%		

