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

	Alamo	Avis	Budget/Payless	Dollar/Thrifty	Enterprise	Hertz	National	Total	Prior Year
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	704,249.07	1,308,867.68	1,112,422.08	394,297.35	2,004,136.73	1,701,926.92	2,081,192.58	9,307,092.41	8,673,626.11
% of Total	7.57	14.06	11.95	4.24	21.53	18.29	22.36	100.00	
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 ($)	$ 2,798,323.94	$ 4,462,660.50	$ 3,924,610.41	$ 2,136,887.20	$ 7,713,008.13	$ 6,202,066.21	$ 7,395,016.08	$ 34,632,572.47	$ 86,159,000.28
% of Total	8.08	12.89	11.33	6.17	22.27	17.91	21.35	100.00	

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

	Alamo	Avis	Budget/Payless	Dollar/Thrifty	Enterprise	Hertz	National	Total	Prior Year
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	2,243	4,383	3,471	993	5,758	5,995	8,024	30,867	31,115
% of Total	7.27	14.20	11.25	3.22	18.65	19.42	26.00	100.00	
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	9,339	15,422	12,040	6,215	23,312	21,611	29,833	117,772	305,602
% of Total	7.93	13.09	10.22	5.28	19.79	18.35	25.33	100.00	

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

	Alamo	Avis	Budget/Payless	Dollar/Thrifty	Enterprise	Hertz	National	Total	Prior Year
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	313.98	298.62	320.49	397.08	348.06	283.89	259.37	301.52	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	299.64	289.37	325.96	343.83	330.86	286.99	247.88	294.06	281.93

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

	Alamo			Avis			Budget/Payless			Dollar/Thrifty		
	2026	2027	% Change	2026	2027	% Change	2026	2027	% Change	2026	2027	% Change
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	519,414	704,249	35.59%	1,304,065	1,308,868	0.37%	980,370	1,112,422	13.47%	568,845	394,297	-30.68%
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	2,053,242	2,798,324	36.29%	4,726,888	4,462,661	-5.59%	4,174,850	3,924,610	-5.99%	2,564,295	2,136,887	-16.67%

	Enterprise			Hertz			National			Totals		
	2026	2027	% Change	2026	2027	% Change	2026	2027	% Change	2026	2027	% Change
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	1,763,091	2,004,137	13.67%	1,691,258	1,701,927	0.63%	1,851,583	2,081,193	12.40%	8,678,626	9,307,092	7.24%
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	6,821,448	7,713,008	13.07%	6,392,629	6,202,066	-2.98%	6,524,527	7,395,016	13.34%	33,257,880	34,632,572	4.13%

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

	Deplanements		
	2026	**2027**	
July	226,301	221,788	-1.99%
August	186,514	180,086	-3.45%
September	203,137	198,374	-2.34%
October	233,629	236,079	1.05%
November	165,940		-100.00%
December	162,982		-100.00%
January	139,084		-100.00%
February	152,332		-100.00%
March	183,834		-100.00%
April	200,147		-100.00%
May	195,531		-100.00%
June	209,952		-100.00%
Totals	***2,259,383***	***836,327***	**-62.98%**

Market Share	
Alamo	8.08%
Avis	12.89%
Budget/Payless	11.33%
Dollar/Thrifty	6.17%
Enterprise	22.27%
Hertz	17.91%
National	21.35%
Totals	**100.00%**

