

Louisville Regional Airport Authority  
Rental Car Concessions  
Market Share  
Fiscal Year 2024

	<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-23	469,104.67	1,225,448.15	1,488,046.92	990,647.01	1,756,136.82	1,400,309.37	1,511,893.38	8,841,586.32	8,141,259.49
% of Total	5.31	13.86	16.83	11.20	19.86	15.84	17.10	100.00	
August-23	345,541.94	1,023,833.57	951,785.26	781,103.69	1,382,389.07	1,256,970.28	1,538,779.65	7,280,403.46	6,969,246.39
% of Total	4.75	14.06	13.07	10.73	18.99	17.27	21.14	100.00	
September-23	393,241.12	1,188,357.70	1,158,673.77	650,920.75	1,393,758.56	1,270,961.96	1,607,782.58	7,663,696.44	6,942,044.25
% of Total	5.13	15.51	15.12	8.49	18.19	16.58	20.98	100.00	
October-23	632,468.04	1,265,728.25	1,638,333.05	683,482.02	1,639,761.31	1,261,349.93	1,673,675.48	8,794,798.08	8,178,297.11
% of Total	7.19	14.39	18.63	7.77	18.64	14.34	19.03	100.00	
November-23	400,076.83	999,705.23	1,065,954.52	716,361.41	1,413,373.67	968,426.47	1,346,923.61	6,910,821.74	7,053,531.58
% of Total	5.79	14.47	15.42	10.37	20.45	14.01	19.49	100.00	
December-23	263,595.33	826,341.74	758,551.73	668,645.66	1,164,055.97	857,436.09	1,267,491.40	5,806,117.92	5,436,931.20
% of Total	4.54	14.23	13.06	11.52	20.05	14.77	21.83	100.00	
January-24	222,465.77	667,261.72	476,714.59	474,726.51	1,000,463.91	673,903.40	1,024,404.43	4,539,940.33	4,789,623.13
% of Total	4.90	14.70	10.50	10.46	22.04	14.84	22.56	100.00	
February-24	173,737.76	778,863.34	620,748.32	498,506.32	1,090,700.38	826,711.76	1,239,724.60	5,228,992.48	5,303,575.41
% of Total	3.32	14.90	11.87	9.53	20.86	15.81	23.71	100.00	
March-24	316,344.67	935,524.86	988,461.78	529,806.59	1,370,709.01	959,355.37	1,456,721.15	6,556,923.43	6,580,260.86
% of Total	4.82	14.27	15.08	8.08	20.90	14.63	22.22	100.00	
April-24	494,695.16	1,058,984.67	1,033,987.16	668,940.43	1,636,385.41	1,264,311.23	1,472,686.72	7,629,990.78	7,586,465.45
% of Total	6.48	13.88	13.55	8.77	21.45	16.57	19.30	100.00	
May-24	592,686.20	1,519,553.03	1,345,752.00	714,418.44	1,892,091.60	1,614,836.02	1,997,865.74	9,677,203.03	8,274,419.28
% of Total	6.12	15.70	13.91	7.38	19.55	16.69	20.65	100.00	
June-24	580,499.26	1,039,355.90	1,014,752.68	800,785.93	1,632,526.46	1,325,665.95	1,547,785.58	7,941,371.76	8,391,072.86
% of Total	7.31	13.09	12.78	10.08	20.56	16.69	19.49	100.00	
YTD (\$)	\$ 4,884,456.75	\$ 12,528,958.16	\$ 12,541,761.78	\$ 8,178,344.76	\$ 17,372,352.17	\$ 13,680,237.83	\$ 17,685,734.32	\$ 86,871,845.77	\$ 83,646,727.01
% of Total	5.62	14.42	14.44	9.41	20.00	15.75	20.36	100.00	

Louisville Regional Airport Authority  
Rental Car Concessions  
Transaction Count  
Fiscal Year 2024

	<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-23	1,146	3,984	4,102	3,002	4,540	4,691	5,921	27,386	23,848
% of Total	4.18	14.55	14.98	10.96	16.58	17.13	21.62	100.00	
August-23	1,025	3,964	3,084	2,715	4,313	5,050	6,554	26,705	23,479
% of Total	3.84	14.84	11.55	10.17	16.15	18.91	24.54	100.00	
September-23	1,195	4,473	4,082	2,456	4,450	4,854	6,790	28,300	23,736
% of Total	4.22	15.81	14.42	8.68	15.72	17.15	23.99	100.00	
October-23	2,029	4,490	5,001	2,129	5,320	4,459	7,085	30,513	25,574
% of Total	6.65	14.72	16.39	6.98	17.44	14.61	23.22	100.00	
November-23	1,301	3,710	3,423	2,544	4,670	3,905	6,118	25,671	22,890
% of Total	5.07	14.45	13.33	9.91	18.19	15.21	23.83	100.00	
December-23	977	3,107	2,811	2,606	3,868	3,536	5,177	22,082	18,950
% of Total	4.42	14.07	12.73	11.80	17.52	16.01	23.44	100.00	
January-24	793	2,749	1,793	2,086	3,547	3,028	4,820	18,816	17,460
% of Total	4.21	14.61	9.53	11.09	18.85	16.09	25.62	100.00	
February-24	676	3,221	2,313	2,055	3,943	3,712	5,949	21,869	19,302
% of Total	3.09	14.73	10.58	9.40	18.03	16.97	27.20	100.00	
March-24	1,173	3,924	3,365	1,934	4,536	3,904	6,448	25,284	24,220
% of Total	4.64	15.52	13.31	7.65	17.94	15.44	25.50	100.00	
April-24	1,610	4,013	3,431	2,128	4,918	4,546	6,502	27,148	26,251
% of Total	5.93	14.78	12.64	7.84	18.12	16.75	23.95	100.00	
May-24	1,844	5,087	3,928	2,436	5,550	5,426	7,931	32,202	28,898
% of Total	5.73	15.80	12.20	7.56	17.24	16.85	24.63	100.00	
June-24	1,843	3,753	3,013	2,846	4,692	4,777	6,396	27,320	26,940
% of Total	6.75	13.74	11.03	10.42	17.17	17.49	23.41	100.00	
YTD	15,612	46,475	40,346	28,937	54,347	51,888	75,691	313,296	281,548
% of Total	4.98	14.83	12.88	9.24	17.35	16.56	24.16	100.00	

Louisville Regional Airport Authority  
Rental Car Concessions  
Revenue per Transaction  
Fiscal Year 2024

	<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-23	409.34	307.59	362.76	330.00	386.81	298.51	255.34	322.85	382.63
August-23	337.11	258.28	308.62	287.70	320.52	248.91	234.78	272.62	367.10
September-23	329.07	265.67	283.85	265.03	313.20	261.84	236.79	270.80	297.71
October-23	311.71	281.90	327.60	321.03	308.23	282.88	236.23	288.23	330.39
November-23	307.51	269.46	311.41	281.59	302.65	248.00	220.16	269.21	296.03
December-23	269.80	265.96	269.85	256.58	300.95	242.49	244.83	262.93	284.58
January-24	280.54	242.73	265.88	227.58	282.06	222.56	212.53	241.28	276.96
February-24	257.01	241.81	268.37	242.58	276.62	222.71	208.39	239.11	268.53
March-24	269.69	238.41	293.75	273.94	302.18	245.74	225.92	259.33	278.57
April-24	307.26	263.89	301.37	314.35	332.73	278.12	226.50	281.05	300.02
May-24	321.41	298.71	342.60	293.28	340.92	297.61	251.91	300.52	308.68
June-24	314.98	276.94	336.79	281.37	347.94	277.51	241.99	290.68	326.21
YTD	312.87	269.58	310.86	282.63	319.66	263.65	233.66	277.28	297.10

Louisville Regional Airport Authority  
Rental Car Concessions  
Market Share Report  
Fiscal Year 2024

	Alamo			Avis			Budget/Payless			Dollar/Thrifty		
	2023	2024	% Change	2023	2024	% Change	2023	2024	% Change	2023	2024	% Change
July	459,756	469,105	2.03%	1,265,170	1,225,448	-3.14%	1,393,550	1,488,047	6.78%	930,670	990,647	6.44%
August	366,913	345,542	-5.82%	999,825	1,023,834	2.40%	1,108,271	951,785	-14.12%	729,316	781,104	7.10%
September	398,966	393,241	-1.43%	1,034,794	1,188,358	14.84%	1,078,594	1,158,674	7.42%	619,288	650,921	5.11%
October	524,490	632,468	20.59%	1,224,542	1,265,728	3.36%	1,464,021	1,638,333	11.91%	732,484	683,482	-6.69%
November	465,817	400,077	-14.11%	1,038,729	999,705	-3.76%	1,263,830	1,065,955	-15.66%	534,353	716,361	34.06%
December	305,606	263,595	-13.75%	840,104	826,342	-1.64%	824,559	758,552	-8.01%	456,466	668,646	46.48%
January	278,064	222,466	-19.99%	709,337	667,262	-5.93%	646,191	476,715	-26.23%	413,913	474,727	14.69%
February	250,239	173,738	-30.57%	766,800	778,863	1.57%	760,208	620,748	-18.34%	486,336	498,506	2.50%
March	283,480	316,345	11.59%	949,650	935,525	-1.49%	991,644	988,462	-0.32%	629,216	529,807	-15.80%
April	343,794	494,695	43.89%	1,133,176	1,058,985	-6.55%	1,196,801	1,033,987	-13.60%	823,924	668,940	-18.81%
May	393,847	592,686	50.49%	1,118,205	1,519,553	35.89%	1,386,035	1,345,752	-2.91%	884,164	714,418	-19.20%
June	418,135	580,499	38.83%	1,094,791	1,039,356	-5.06%	1,337,870	1,014,753	-24.15%	917,066	800,786	-12.68%
Totals	4,489,107	4,884,457	8.81%	12,175,123	12,528,958	2.91%	13,451,574	12,541,762	-6.76%	8,157,196	8,178,345	0.26%

	Enterprise			Hertz			National			Totals		
	2023	2024	% Change	2023	2024	% Change	2023	2024	% Change	2023	2024	% Change
July	1,591,895	1,756,137	10.32%	1,174,205	1,400,309	19.26%	1,326,013	1,511,893	14.02%	8,141,259	8,841,586	8.60%
August	1,394,689	1,382,389	-0.88%	1,081,380	1,256,970	16.24%	1,288,851	1,538,780	19.39%	6,969,245	7,280,403	4.46%
September	1,459,839	1,393,759	-4.53%	1,012,987	1,270,962	25.47%	1,337,576	1,607,783	20.20%	6,942,044	7,663,696	10.40%
October	1,578,837	1,639,761	3.86%	1,021,520	1,261,350	23.48%	1,632,404	1,673,675	2.53%	8,178,298	8,794,798	7.54%
November	1,357,072	1,413,374	4.15%	846,651	968,426	14.38%	1,547,080	1,346,924	-12.94%	7,053,532	6,910,822	-2.02%
December	1,097,904	1,164,056	6.03%	736,755	857,436	16.38%	1,175,536	1,267,491	7.82%	5,436,930	5,806,118	6.79%
January	1,045,615	1,000,464	-4.32%	620,224	673,903	8.65%	1,076,279	1,024,404	-4.82%	4,789,623	4,539,940	-5.21%
February	1,006,122	1,090,700	8.41%	747,821	826,712	10.55%	1,286,048	1,239,725	-3.60%	5,303,574	5,228,992	-1.41%
March	1,236,657	1,370,709	10.84%	998,446	959,355	-3.92%	1,491,167	1,456,721	-2.31%	6,580,260	6,556,923	-0.35%
April	1,446,242	1,636,385	13.15%	1,152,512	1,264,311	9.70%	1,490,018	1,472,687	-1.16%	7,586,467	7,629,991	0.57%
May	1,675,346	1,892,092	12.94%	1,240,271	1,614,836	30.20%	1,576,552	1,997,866	26.72%	8,274,420	9,677,203	16.95%
June	1,724,018	1,632,526	-5.31%	1,308,444	1,325,666	1.32%	1,590,750	1,547,786	-2.70%	8,391,074	7,941,372	-5.36%
Totals	16,614,236	17,372,352	4.56%	11,941,216	13,680,238	14.56%	16,818,274	17,685,734	5.16%	83,646,726	86,871,846	3.86%

Louisville Regional Airport Authority  
Rental Car Concessions  
Deplanements & Market Share  
Fiscal Year 2024

	Deplanements			Market Share	
	2023	2024			
July	185,424	227,884	22.90%	Alamo	5.62%
August	160,763	184,998	15.07%	Avis	14.42%
September	170,276	206,905	21.51%	Budget/Payless	14.44%
October	187,164	239,388	27.90%	Dollar/Thrifty	9.41%
November	161,596	193,309	19.62%	Enterprise	20.00%
December	150,018	180,191	20.11%	Hertz	15.75%
January	147,340	160,269	8.77%	National	20.36%
February	146,664	166,789	13.72%		
March	184,026	199,121	8.20%	<b>Totals</b>	<b>100.00%</b>
April	192,540	212,866	10.56%		
May	218,377	232,076	6.27%		
June	218,019	230,738	5.83%		
<b>Totals</b>	<b>2,122,207</b>	<b>2,434,534</b>	<b>14.72%</b>		

