

2026 RAC Workshop Draft Agenda

March 23-25, 2026

Greenville, S.C. | Hyatt Regency Greenville

(As of 8/29/2025)

MONDAY, MARCH 23

3-5 p.m. Rolling Tour of new GSP ConRAC facility
*Set the tone for this year's RAC workshop! You'll have the opportunity to experience Greenville-Spartanburg International Airport's new state-of-the-art Consolidated Rental Car Facility (ConRAC), opening in November 2026. This \$97 million project, built as part of Parking Garage C, will feature a five-level structure with 750 public parking spaces and 750 ready-return rental car spaces, as well as a centralized customer service lobby and transaction counters. The lower levels include Quick Turn-Around facilities for fueling, washing, and servicing vehicles, while upper levels incorporate public parking enhanced by smart Park Assist technology. Designed by LS3P and constructed by Brasfield & Gorrie, the facility will be operated by Conrac Solutions under a multi-year contract. **Tours will run at 20-minute intervals during the 3-5 p.m. timeframe**, with additional on-demand opportunities supported as available by Conrac Solutions staff for those who arrive outside the official start times.*

4:30-6 p.m. Registration

5:30-6:30 p.m. Welcome Reception

TUESDAY, MARCH 24

7:30 a.m.-4 p.m. Registration

7:30-8 a.m. Breakfast

8-8:20 a.m. Welcome and Opening Remarks
Holly Ackerman
Associate Vice President, Global Operations
AAAE

Carter Strothman, P.E., LEED-AP
Vice President
Jacobsen|Daniels

GSP Leadership

8:20-9:05 a.m. **Session 1: Rental Car Industry Trends**
Hear from an executive from the rental car industry who will provide an update on the rental car industry, what is new in the business, what is important to the rental

car operators, and what are the opportunities and challenges ahead for this important business operating at every commercial airport.

Introduction: Carter Strothman, P.E., LEED-AP
Vice President
Jacobsen | Daniels

Speaker: Jeffrey Luna
Vice President, Real Estate
Avis Budget Group

9:05-10:05 a.m. Session 2: The ConRAC of the Future – 2035 and Beyond

This forward-looking session will examine how designers and planners envision consolidated rental car facilities evolving over the next 10–30 years. Presenters will highlight how programming, analytics, and emerging technologies are influencing design scope and shaping facilities that balance efficiency, sustainability, and customer expectations.

10:05-10:20 a.m. Refreshment Break

10:20-11:15 a.m. Session 3: Contracts and Agreements – What Works and What Doesn't

Explore the critical elements of rental car agreements, highlighting the non-negotiables for RACs, successful case studies from airports of varying sizes, and strategies to strengthen partnerships. Hear about lessons learned on what drives effective agreements, where common pitfalls occur, and how airports and rental car companies can collaborate more productively to achieve win-win outcomes.

11:15 a.m.-12:10 p.m. Session 4: ConRAC Major Maintenance – Spend Now, Save Later

Join us to learn how airports and rental car operators can make smart design, construction, and preventive maintenance decisions that pay off over the long term. Discover strategies for anticipating maintenance challenges early, allocating resources wisely, and implementing best practices that protect facilities and reduce lifecycle costs.

12:10- 1 p.m. Session 5: The Real Costs and Benefits of Sustainability Efforts

Gain insight into the true costs and long-term benefits of sustainability initiatives in RAC facilities, from reclaimed water systems and energy storage to EV bus integration and circulation improvements that cut emissions. Practical examples and lessons learned will highlight how airports and RACs can balance environmental responsibility with financial performance.

1-2 p.m. Networking Lunch

2-3 p.m. Session 6: Understanding CFCs – Financing and Economic Outlook

An in-depth look at how Customer Facility Charges (CFCs) vary by state, what they can fund, and the trends shaping their future. The discussion will cover financing strategies, economic outlooks, and how airports can effectively leverage CFCs to support rental car facilities and long-term capital planning.

- 3-4 p.m.** **Session 7: Planning for and Executing Peaks**
Explore strategies for managing demand surges during major events and peak travel periods through stronger airport-RAC collaboration, efficient use of close-in storage facilities, and coordinated operational planning. Insights will focus on balancing customer service with logistical challenges while minimizing congestion and delays.
- 4-4:15 p.m.** Networking Break
- 4:15-5 p.m.** **Session 8: RAC Customer Service 101 – Raising the Bar Across the Industry**
Focused on elevating the rental car customer experience, this session emphasizes training, consistency, and clear communication as the foundation for stronger service standards. Real-world insights will highlight how airports and RACs can work together to deliver a smoother, more reliable passenger journey.

WEDNESDAY, MARCH 25

- 8-8:30 a.m.** **Continental Breakfast**
- 8:30-9:30 a.m.** **Lightning Round Discussions** (10 minutes each with time for presenter transition)
1. **Data Benchmarking and Analytics**
Exploring how airports and RACs can standardize reporting, benchmark facility costs and revenues, and apply analytics to forecast demand more accurately.
 2. **Preparing for Autonomous Vehicles**
A forward-looking look at how autonomous rental vehicles could reshape facility design, operations, and customer service, and what steps airports can take today to prepare.
 3. **Curbside Congestion and Traffic Management**
Quick-hit strategies to address congestion in rental car pickup and drop-off areas, improve circulation, and enhance wayfinding to keep customers moving smoothly.
 4. **Workforce Development and Labor Challenges**
Highlighting approaches to address staffing shortages, training needs, and workforce resilience in RAC operations as airports adapt to evolving industry demands.
 5. **Q&A**
A brief, open exchange where attendees can pose questions on any of the lightning round topics, giving participants the chance to steer the conversation to their most pressing concerns.
- 9:30-10:15 a.m.** **Session 9: Innovations in Customer Experience and Technology**
Discover how advances such as contactless transactions, data-driven tools, and fleet tracking are transforming RAC operations. The discussion will highlight how airports and rental car operators can leverage technology to streamline processes, enhance efficiency, and meet evolving customer expectations.
- 10:15-10:30 a.m.** Refreshment Break
- 10:30-11:20 a.m.** **Session 10: Financial Resilience – Navigating Economic Shifts**
Examine how airports and rental car companies are adapting to the financial

pressures of inflation, the rise of transportation network companies (TNCs), and evolving traveler preferences. The discussion will highlight strategies to maintain resilience, adjust pricing and contracts, and plan for long-term stability in a rapidly changing economic landscape.

11:20-12 p.m.

Session 11: Ask a RAC: Airport – Rental Car Interactive Game

Take part in a fast-paced, game-style session using your phone to respond to RAC-related questions. Audience input will set the stage as RAC executives weigh in, creating an engaging and interactive exchange between attendees and industry leaders.

12 p.m.

Closing Remarks, Invitation for 2027