

LOUISVILLE REGIONAL AIRPORT AUTHORITY
 RENTAL CAR CONCESSIONS
 SHARE OF MARKET
 FISCAL YEAR 2010

	<u>ALAMO</u>	<u>AVIS</u>	<u>BUDGET</u>	<u>DOLLAR</u>	<u>ENTERPRISE</u>	<u>HERTZ</u>	<u>NATIONAL</u>	<u>THRIFTY</u>	<u>TOTAL</u>	<u>PRIOR YEAR</u>
JULY, 09	449,627.65	715,877.85	462,830.08	302,991.38	488,005.15	902,722.60	524,431.72	332,603.54	4,179,089.97	4,971,721.91
% OF TOTAL	10.76	17.13	11.07	7.25	11.68	21.60	12.55	7.96	100.00	
AUGUST	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,856,155.23
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
SEPTEMBER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,142,185.29
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
OCTOBER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,841,489.88
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
NOVEMBER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,635,133.74
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
DECEMBER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,337,523.71
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
JANUARY, 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,922,126.97
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
FEBRUARY	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,306,802.30
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
MARCH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,701,678.90
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
APRIL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,736,357.96
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
MAY	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,268,969.99
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
JUNE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,217,492.36
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
YTD (\$)	449,627.65	715,877.85	462,830.08	302,991.38	488,005.15	902,722.60	524,431.72	332,603.54	4,179,089.97	48,937,638.24
% OF TOTAL	10.76	17.13	11.07	7.25	11.68	21.60	12.55	7.96	100.00	100.00

LOUISVILLE REGIONAL AIRPORT AUTHORITY
RENTAL CAR CONCESSIONS
NUMBER OF TRANSACTIONS
FISCAL YEAR 2010

	<u>ALAMO</u>	<u>AVIS</u>	<u>BUDGET</u>	<u>DOLLAR</u>	<u>ENTERPRISE</u>	<u>HERTZ</u>	<u>NATIONAL</u>	<u>THRIFTY</u>	<u>TOTAL</u>	<u>PRIOR YEAR</u>
JULY, 09	2,375	3,466	2,050	1,326	2,366	4,306	3,233	1,650	20,772	24,793
% OF TOTAL	11.43	16.69	9.87	6.38	11.39	20.73	15.56	7.94	100.00	
AUGUST	-	-	-	-	-	-	-	-	0	24,924
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
SEPTEMBER	-	-	-	-	-	-	-	-	0	24,709
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
OCTOBER	-	-	-	-	-	-	-	-	0	26,021
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
NOVEMBER	-	-	-	-	-	-	-	-	0	20,221
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
DECEMBER	-	-	-	-	-	-	-	-	0	17,466
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
JANUARY, 10	-	-	-	-	-	-	-	-	0	15,708
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
FEBRUARY	-	-	-	-	-	-	-	-	0	17,363
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
MARCH	-	-	-	-	-	-	-	-	0	19,501
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
APRIL	-	-	-	-	-	-	-	-	0	20,449
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
MAY	-	-	-	-	-	-	-	-	0	22,682
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
JUNE	-	-	-	-	-	-	-	-	0	21,108
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
YTD (\$)	2,375	3,466	2,050	1,326	2,366	4,306	3,233	1,650	20,772	254,945
% OF TOTAL	11.43	16.69	9.87	6.38	11.39	20.73	15.56	7.94	100.00	

LOUISVILLE REGIONAL AIRPORT AUTHORITY
 RENTAL CAR CONCESSIONS
 REVENUE PER TRANSACTION
 FISCAL YEAR 2010

	<u>ALAMO</u>	<u>AVIS</u>	<u>BUDGET</u>	<u>DOLLAR</u>	<u>ENTERPRISE</u>	<u>HERTZ</u>	<u>NATIONAL</u>	<u>THRIFTY</u>	<u>PRIOR YEAR</u>
JULY, 09	189.32	206.54	225.77	228.50	206.26	209.64	162.21	201.58	200.53
AUGUST	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	194.84
SEPTEMBER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	208.11
OCTOBER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	186.06
NOVEMBER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	179.77
DECEMBER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	191.09
JANUARY, 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	186.03
FEBRUARY	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	190.45
MARCH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	189.82
APRIL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	182.72
MAY	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	188.21
JUNE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	199.81
YTD	189.32	206.54	225.77	228.50	206.26	209.64	162.21	201.58	191.95

LOUISVILLE REGIONAL AIRPORT AUTHORITY
FISCAL 2010 CAR RENTAL MARKET SHARE REPORT

	ALAMO			AVIS			BUDGET			DOLLAR			ENTERPRISE		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
July	424,773	449,628	5.85%	916,447	715,878	-21.89%	566,161	462,830	-18.25%	405,109	302,991	-25.21%	526,065	488,005	-7.23%
August	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
September	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
October	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
November	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
December	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
January	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
February	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
March	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
April	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
May	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
June	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
Totals	424,773	449,628	5.85%	916,447	715,878	-21.89%	566,161	462,830	-18.25%	405,109	302,991	-25.21%	528,074	488,005	-7.59%

	HERTZ			NATIONAL			THRIFTY			TOTALS		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
July	1,167,868	902,723	-22.70%	601,514	524,432	-12.81%	363,785	332,604	-8.57%	4,971,722	4,179,090	-15.94%
August	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
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	1,167,868	902,723	-22.70%	601,514	524,432	-12.81%	363,785	332,604	-8.57%	4,971,722	4,179,090	-15.94%

Deplanements and Market Share

	DEPLANEMENTS			MARKET SHARE	
	2009	2010			
July	172,062	156,410	-9.10%	ALAMO	10.76%
August	-	-	0.00%	AVIS	17.13%
September	-	-	0.00%	BUDGET	11.07%
October	-	-	0.00%	DOLLAR	7.25%
November	-	-	0.00%	ENTERPRISE	11.68%
December	-	-	0.00%	HERTZ	21.60%
January	-	-	0.00%	NATIONAL	12.55%
February	-	-	0.00%	THRIFTY	7.96%
March	-	-	0.00%	Totals	100.00%
April	-	-	0.00%		
May	-	-	0.00%		
June	-	-	0.00%		
Totals	172,062	156,410	-9.10%		

CAR RENTAL MARKET SHARE

