

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	362,189.89	690,051.72	449,665.17	330,989.76	558,157.58	846,351.45	545,660.89	345,990.95	4,129,057.41	4,856,155.23
% OF TOTAL	8.77	16.71	10.89	8.02	13.52	20.50	13.22	8.38	100.00	
SEPTEMBER	337,997.53	623,269.81	387,611.99	287,961.62	515,508.61	827,678.16	469,778.21	244,024.72	3,693,830.65	5,142,185.29
% OF TOTAL	9.15	16.87	10.49	7.80	13.96	22.41	12.72	6.61	100.00	
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	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	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	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	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	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	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	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	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	0.00
YTD (\$)	1,149,815.07	2,029,199.38	1,300,107.24	921,942.76	1,561,671.34	2,576,752.21	1,539,870.82	922,619.21	12,001,978.03	48,937,638.24
% OF TOTAL	9.58	16.91	10.83	7.68	13.01	21.47	12.83	7.69	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	2,161	3,388	1,958	1,509	2,779	3,863	2,993	1,719	20,370	24,924
% OF TOTAL	10.61	16.63	9.61	7.41	13.64	18.96	14.69	8.44	100.00	
SEPTEMBER	2,163	3,315	1,972	1,439	2,727	4,267	2,979	1,382	20,244	24,709
% OF TOTAL	10.68	16.38	9.74	7.11	13.47	21.08	14.72	6.83	100.00	
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 (\$)	6,699	10,169	5,980	4,274	7,872	12,436	9,205	4,751	61,386	254,945
% OF TOTAL	10.91	16.57	9.74	6.96	12.82	20.26	15.00	7.74	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	167.60	203.68	229.66	219.34	200.85	219.09	182.31	201.27	194.84
SEPTEMBER	156.26	188.02	196.56	200.11	189.04	193.97	157.70	176.57	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	171.64	199.55	217.41	215.71	198.38	207.20	167.29	194.19	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	396,343	362,190	-8.62%	921,265	690,052	-25.10%	542,727	449,665	-17.15%	399,886	330,990	-17.23%	520,674	558,158	7.20%
September	404,776	337,998	-16.50%	971,900	623,270	-35.87%	517,101	387,612	-25.04%	401,436	287,962	-28.27%	553,677	515,509	-6.89%
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	1,225,891	1,149,815	-6.21%	2,809,612	2,029,199	-27.78%	1,625,989	1,300,107	-20.04%	1,206,431	921,943	-23.58%	1,602,425	1,561,671	-2.54%

	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	1,119,450	846,351	-24.40%	533,590	545,661	2.26%	422,220	345,991	-18.05%	4,856,155	4,129,057	-14.97%
September	1,235,152	827,678	-32.99%	641,849	469,778	-26.81%	416,294	244,025	-41.38%	5,142,185	3,693,831	-28.17%
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	3,522,470	2,576,752	-26.85%	1,776,954	1,539,871	-13.34%	1,202,299	922,619	-23.26%	14,970,062	12,001,978	-19.83%

Deplanements and Market Share

	DEPLANEMENTS			MARKET SHARE	
	2009	2010			
July	172,062	156,410	-9.10%	ALAMO	9.58%
August	155,406	139,767	-10.06%	AVIS	16.91%
September	139,627	133,069	-4.70%	BUDGET	10.83%
October	-	-	0.00%	DOLLAR	7.68%
November	-	-	0.00%	ENTERPRISE	13.01%
December	-	-	0.00%	HERTZ	21.47%
January	-	-	0.00%	NATIONAL	12.83%
February	-	-	0.00%	THRIFTY	7.69%
March	-	-	0.00%	Totals	100.00%
April	-	-	0.00%		
May	-	-	0.00%		
June	-	-	0.00%		
Totals	467,095	429,246	-8.10%		

CAR RENTAL MARKET SHARE

