

LOUISVILLE REGIONAL AIRPORT AUTHORITY  
RENTAL CAR CONCESSIONS  
SHARE OF MARKET  
FISCAL YEAR 2008

	<u>ALAMO</u>	<u>AVIS</u>	<u>BUDGET</u>	<u>COOK &amp; REEVES</u>	<u>DOLLAR</u>	<u>ENTERPRISE</u>	<u>HERTZ</u>	<u>NATIONAL</u>	<u>THRIFTY</u>	<u>TOTAL</u>	<u>PRIOR YEAR</u>
JULY, 07	407,448.33	795,274.50	599,782.63	-	429,944.41	539,264.91	1,213,717.21	480,671.26	320,941.14	4,787,044.39	4,178,319.22
% OF TOTAL	8.51	16.61	12.53	0.00	8.98	11.27	25.35	10.04	6.70	100.00	100.00
AUGUST	385,999.76	1,003,689.06	568,316.21	-	413,442.98	537,269.83	1,368,982.02	517,754.50	361,926.85	5,157,381.21	4,164,814.80
% OF TOTAL	7.48	19.46	11.02	0.00	8.02	10.42	26.54	10.04	7.02	100.00	100.00
SEPTEMBER	324,202.32	793,333.19	449,216.89	-	335,498.10	459,336.84	1,093,854.28	479,684.95	302,522.17	4,237,648.74	3,778,248.35
% OF TOTAL	7.65	18.72	10.60	0.00	7.92	10.84	25.81	11.32	7.14	100.00	100.00
OCTOBER	442,511.61	971,909.36	572,098.83	-	426,997.91	574,987.75	1,395,522.52	597,685.59	338,641.26	5,320,354.83	4,539,480.23
% OF TOTAL	8.32	18.27	10.75	0.00	8.03	10.81	26.23	11.23	6.37	100.00	100.00
NOVEMBER	401,724.81	849,730.04	435,078.93	-	366,122.55	540,739.35	1,103,069.80	482,991.02	279,094.13	4,458,550.63	4,191,084.09
% OF TOTAL	9.01	19.06	9.76	0.00	8.21	12.13	24.74	10.83	6.26	100.00	100.00
DECEMBER	349,994.95	618,411.19	332,819.15	-	220,793.17	413,578.24	902,947.62	386,426.59	157,815.87	3,382,786.78	3,249,464.32
% OF TOTAL	10.35	18.28	9.84	0.00	6.53	12.23	26.69	11.42	4.67	100.00	100.00
JANUARY, 08	275,335.03	597,651.73	306,706.23	-	210,701.64	373,504.33	880,473.08	419,131.18	149,740.53	3,213,243.75	3,001,090.75
% OF TOTAL	8.57	18.60	9.55	0.00	6.56	11.62	27.40	13.04	4.66	100.00	100.00
FEBRUARY	282,820.42	773,269.58	379,649.10	-	323,622.22	375,692.54	1,012,139.05	534,648.39	236,230.77	3,918,072.07	3,190,790.33
% OF TOTAL	7.22	19.74	9.69	0.00	8.26	9.59	25.83	13.65	6.03	100.00	100.00
MARCH	284,447.97	880,684.38	502,028.63	-	419,166.71	462,071.51	1,142,061.66	589,682.42	271,893.84	4,552,037.12	4,104,072.86
% OF TOTAL	6.25	19.35	11.03	0.00	9.21	10.15	25.09	12.95	5.97	100.00	100.00
APRIL				-						0.00	3,921,037.40
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00
MAY				-						0.00	4,981,127.33
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00
JUNE				-						0.00	4,586,580.21
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00
YTD (\$)	3,154,485.20	7,283,953.03	4,145,696.60	0.00	3,146,289.69	4,276,445.30	10,112,767.24	4,488,675.90	2,418,806.56	39,027,119.52	47,886,109.89
% OF TOTAL	8.08	18.66	10.62	0.00	8.06	10.96	25.91	11.50	6.20	100.00	100.00

LOUISVILLE REGIONAL AIRPORT AUTHORITY  
 RENTAL CAR CONCESSIONS  
 NUMBER OF TRANSACTIONS  
 FISCAL YEAR 2008

	<u>ALAMO</u>	<u>AVIS</u>	<u>BUDGET</u>	<u>COOK &amp; REEVES</u>	<u>DOLLAR</u>	<u>ENTERPRISE</u>	<u>HERTZ</u>	<u>NATIONAL</u>	<u>THRIFTY</u>	<u>TOTAL</u>
JULY, 07	2,024	4,384	2,961	-	2,037	2,786	6,635	2,682	1,743	25,252
% OF TOTAL	8.02	17.36	11.73	0.00	8.07	11.03	26.28	10.62	6.90	100.00
AUGUST	2,111	5,510	2,812	-	2,113	2,765	7,262	3,291	2,040	27,904
% OF TOTAL	7.57	19.75	10.08	0.00	7.57	9.91	26.02	11.79	7.31	100.00
SEPTEMBER	2,001	4,820	2,496	-	1,904	2,745	6,420	3,138	1,816	25,340
% OF TOTAL	7.90	19.02	9.85	0.00	7.51	10.83	25.34	12.38	7.17	100.00
OCTOBER	2,570	5,695	3,123	-	2,138	3,135	7,694	3,462	1,883	29,700
% OF TOTAL	8.65	19.18	10.52	0.00	7.20	10.56	25.91	11.66	6.34	100.00
NOVEMBER	2,362	4,745	2,395	-	1,880	2,891	5,965	3,094	1,488	24,820
% OF TOTAL	9.52	19.12	9.65	0.00	7.57	11.65	24.03	12.47	6.00	100.00
DECEMBER	1,906	3,451	1,871	-	1,226	2,224	4,951	2,489	908	19,026
% OF TOTAL	10.02	18.14	9.83	0.00	6.44	11.69	26.02	13.08	4.77	100.00
JANUARY, 08	1,769	3,683	1,691	-	1,185	2,039	5,097	2,683	919	19,066
% OF TOTAL	9.28	19.32	8.87	0.00	6.22	10.69	26.73	14.07	4.82	100.00
FEBRUARY	1,564	4,474	2,006	-	1,617	1,915	5,479	3,193	1,308	21,556
% OF TOTAL	7.26	20.76	9.31	0.00	7.50	8.88	25.42	14.81	6.07	100.00
MARCH	1,616	4,971	2,633	-	2,002	2,277	5,858	3,323	1,497	24,177
% OF TOTAL	6.68	20.56	10.89	0.00	8.28	9.42	24.23	13.74	6.19	100.00
APRIL										0
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
MAY										0
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
JUNE										0
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
YTD (\$)	17,923	41,733	21,988	-	16,102	22,777	55,361	27,355	13,602	216,841
% OF TOTAL	8.27	19.25	10.14	0.00	7.43	10.50	25.53	12.62	6.27	100.00

LOUISVILLE REGIONAL AIRPORT AUTHORITY  
 RENTAL CAR CONCESSIONS  
 REVENUE PER TRANSACTION  
 FISCAL YEAR 2008

	<u>ALAMO</u>	<u>AVIS</u>	<u>BUDGET</u>	<u>COOK &amp; REEVES</u>	<u>DOLLAR</u>	<u>ENTERPRISE</u>	<u>HERTZ</u>	<u>VANGUARD</u>	<u>THRIFTY</u>
JULY, 07	201.31	181.40	202.56	0.00	211.07	193.56	182.93	179.22	184.13
AUGUST	182.85	182.16	202.10	0.00	195.67	194.31	188.51	157.32	177.42
SEPTEMBER	162.02	164.59	179.97	0.00	176.21	167.34	170.38	152.86	166.59
OCTOBER	172.18	170.66	183.19	0.00	199.72	183.41	181.38	172.64	179.84
NOVEMBER	170.08	179.08	181.66	0.00	194.75	187.04	184.92	156.11	187.56
DECEMBER	183.63	179.20	177.88	0.00	180.09	185.96	182.38	155.25	173.81
JANUARY, 08	155.64	162.27	181.38	0.00	177.81	183.18	172.74	156.22	162.94
FEBRUARY	180.83	172.84	189.26	0.00	200.14	196.18	184.73	167.44	180.60
MARCH	176.02	177.16	190.67	0.00	209.37	202.93	194.96	177.45	181.63
APRIL	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
JUNE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
YTD	176.00	174.54	188.54	0.00	195.40	187.75	182.67	164.09	177.83

**LOUISVILLE REGIONAL AIRPORT AUTHORITY**  
**FISCAL 2008 CAR RENTAL MARKET SHARE REPORT**

	ALAMO			AVIS			BUDGET			DOLLAR			ENTERPRISE		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
July	396,934	407,448	2.65%	733,081	795,275	8.48%	534,337	599,783	12.25%	481,346	429,944	-10.68%	450,315	539,265	19.75%
August	379,151	386,000	1.81%	760,957	1,003,689	31.90%	470,421	568,316	20.81%	415,080	413,443	-0.39%	444,924	537,270	20.76%
September	358,503	324,202	-9.57%	719,055	793,333	10.33%	407,793	449,217	10.16%	310,419	335,498	8.08%	405,926	459,337	13.16%
October	414,288	442,512	6.81%	824,464	971,909	17.88%	501,570	572,099	14.06%	373,614	426,998	14.29%	491,203	574,988	17.06%
November	394,414	401,725	1.85%	795,207	849,730	6.86%	461,428	435,079	-5.71%	328,738	366,123	11.37%	471,551	540,739	14.67%
December	258,075	349,995	35.62%	642,243	618,411	-3.71%	345,555	332,819	-3.69%	240,358	220,793	-8.14%	383,038	413,578	7.97%
January	177,295	275,335	55.30%	570,613	597,652	4.74%	309,509	306,706	-0.91%	220,791	210,702	-4.57%	372,893	373,504	0.16%
February	179,119	282,820	57.89%	621,891	773,270	24.34%	314,186	379,649	20.84%	262,856	323,622	23.12%	330,251	375,693	13.76%
March	234,230	284,448	21.44%	901,418	880,684	-2.30%	465,864	502,029	7.76%	382,179	419,167	9.68%	411,128	462,072	12.39%
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	2,792,009	3,154,485	12.98%	6,568,930	7,283,953	10.88%	3,810,663	4,145,697	8.79%	3,015,380	3,146,290	4.34%	3,763,235	4,276,445	13.64%

	HERTZ			NATIONAL			THRIFTY			TOTALS		
	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change	2007	2008	% Change
July	1,027,692	1,213,717	18.10%	387,818	480,671	23.94%	166,796	320,941	92.42%	4,178,319	4,787,044	14.57%
August	1,122,931	1,368,982	21.91%	399,927	517,755	29.46%	171,423	361,927	111.13%	4,164,815	5,157,381	23.83%
September	1,041,490	1,093,854	5.03%	386,722	479,685	24.04%	148,340	302,522	103.94%	3,778,248	4,237,649	12.16%
October	1,268,710	1,395,523	10.00%	458,541	597,686	30.35%	207,091	338,641	63.52%	4,539,480	5,320,355	17.20%
November	1,135,126	1,103,070	-2.82%	415,781	482,991	16.16%	188,840	279,094	47.79%	4,191,084	4,458,551	6.38%
December	929,164	902,948	-2.82%	310,157	386,427	24.59%	140,874	157,816	12.03%	3,249,464	3,382,787	4.10%
January	851,985	880,473	3.34%	372,981	419,131	12.37%	125,024	149,741	19.77%	3,001,091	3,213,244	7.07%
February	974,381	1,012,139	3.88%	381,638	534,648	40.09%	126,467	236,231	86.79%	3,190,790	3,918,072	22.79%
March	1,140,074	1,142,062	0.17%	435,185	589,682	35.50%	133,995	271,894	102.91%	4,104,073	4,552,037	10.92%
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	9,491,554	10,112,767	6.54%	3,548,751	4,488,676	26.49%	1,408,850	2,418,807	71.69%	34,397,365	39,027,120	13.46%

## Deplanements and Market Share

	DEPLANEMENTS			MARKET SHARE	
	2007	2008			
July	165,682	176,527	6.55%	ALAMO	8.08%
August	153,579	166,069	8.13%	AVIS	18.66%
September	142,466	155,170	8.92%	BUDGET	10.62%
October	163,690	189,602	15.83%	DOLLAR	8.06%
November	151,569	160,263	5.74%	ENTERPRISE	10.96%
December	133,988	140,408	4.79%	HERTZ	25.91%
January	132,589	139,124	4.93%	VANGUARD	11.50%
February	123,758	138,640	12.03%	THRIFTY	6.20%
March	152,755	159,099	4.15%	<b>Totals</b>	<b>100.00%</b>
April			0.00%		
May			0.00%		
June			0.00%		
<b>Totals</b>	<b>1,320,076</b>	<b>1,424,902</b>	<b>7.94%</b>		

### CAR RENTAL MARKET SHARE

