

RENTAL CAR CONCESSIONS
SHARE OF MARKET
FISCAL YEAR 2014

	<u>ADVANTAGE¹</u>	<u>ALAMO</u>	<u>AVIS</u>	<u>BUDGET</u>	<u>DOLLAR/THRIFTY</u>	<u>ENTERPRISE</u>	<u>HERTZ</u>	<u>NATIONAL</u>	<u>TOTAL</u>	<u>PRIOR YEAR</u>
JULY, 13	184,828.61	293,900.81	784,207.60	631,857.74	553,037.86	850,075.90	1,016,030.37	663,340.63	4,977,279.52	5,059,638.08
% OF TOTAL	3.71	5.90	15.76	12.69	11.11	17.08	20.41	13.33	100.00	
AUGUST, 13	151,247.66	236,213.37	789,172.00	498,696.14	587,530.20	854,521.78	992,905.01	751,078.59	4,861,364.75	4,943,083.51
% OF TOTAL	3.11	4.86	16.23	10.26	12.09	17.58	20.42	15.45	100.00	
SEPTEMBER, 13	106,922.62	210,283.20	678,877.17	433,836.10	524,897.99	707,275.62	868,463.89	661,266.15	4,191,822.74	3,974,742.46
% OF TOTAL	2.55	5.02	16.20	10.35	12.52	16.87	20.72	15.78	100.00	
OCTOBER, 13	118,754.75	243,223.26	866,290.81	516,153.15	570,851.59	883,495.46	1,045,067.58	873,709.18	5,117,545.78	4,805,548.56
% OF TOTAL	2.32	4.75	16.93	10.09	11.15	17.26	20.42	17.07	100.00	
NOVEMBER, 13	99,073.36	183,408.05	740,847.20	422,925.36	495,702.52	797,319.58	848,567.44	662,771.04	4,250,614.55	4,005,305.14
% OF TOTAL	2.33	4.31	17.43	9.95	11.66	18.76	19.96	15.59	100.00	
DECEMBER, 13	73,579.74	203,502.38	673,970.47	389,420.56	508,075.37	644,989.98	776,949.67	608,294.37	3,878,782.54	3,493,099.15
% OF TOTAL	1.90	5.25	17.38	10.04	13.10	16.63	20.03	15.68	100.00	
JANUARY, 14	61,769.05	168,229.30	645,519.62	352,068.38	448,439.01	552,800.01	771,661.98	622,700.96	3,623,188.31	3,318,061.01
% OF TOTAL	1.70	4.64	17.82	9.72	12.38	15.26	21.30	17.19	100.00	
FEBRUARY, 14	(243.33)	132,922.24	735,115.22	436,910.51	487,932.51	552,940.08	857,358.37	692,754.23	3,895,689.83	3,501,443.19
% OF TOTAL	-0.01	3.41	18.87	11.22	12.52	14.19	22.01	17.78	100.00	
MARCH, 14	-	-	-	-	-	-	-	-	-	-
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
APRIL, 14	-	-	-	-	-	-	-	-	-	-
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
MAY, 14	-	-	-	-	-	-	-	-	-	-
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
JUNE, 14	-	-	-	-	-	-	-	-	-	-
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
YTD (\$)	795,932.46	1,671,682.61	5,914,000.09	3,681,867.94	4,176,467.05	5,843,418.41	7,177,004.31	5,535,915.15	34,796,288.02	33,100,921.10
% OF TOTAL	2.29	4.80	17.00	10.58	12.00	16.79	20.63	15.91	100.00	

¹ Advantage filed bankruptcy Nov-2013. Ceased operations Jan-2014.

LOUISVILLE REGIONAL AIRPORT AUTHORITY
RENTAL CAR CONCESSIONS
NUMBER OF TRANSACTIONS
FISCAL YEAR 2014

	ADVANTAGE ¹	ALAMO	AVIS	BUDGET	DOLLAR/THRIFTY	ENTERPRISE	HERTZ	NATIONAL	TOTAL	PRIOR YEAR
JULY, 13	1,032	1,262	4,072	2,779	2,789	4,246	5,390	3,907	25,477	25,506
% OF TOTAL	4.05	4.95	15.98	10.91	10.95	16.67	21.16	15.34	100.00	
AUGUST, 13	941	1,205	4,305	2,358	3,316	4,983	5,372	4,608	27,088	27,306
% OF TOTAL	3.47	4.45	15.89	8.71	12.24	18.40	19.83	17.01	100.00	
SEPTEMBER, 13	745	1,349	4,086	2,454	3,178	4,642	5,426	4,320	26,200	25,533
% OF TOTAL	2.84	5.15	15.60	9.37	12.13	17.72	20.71	16.49	100.00	
OCTOBER, 13	847	1,499	5,006	2,597	3,144	5,016	6,380	5,300	29,789	28,936
% OF TOTAL	2.84	5.03	16.80	8.72	10.55	16.84	21.42	17.79	100.00	
NOVEMBER, 13	631	1,168	4,135	2,024	2,602	4,172	5,073	4,167	23,972	24,532
% OF TOTAL	2.63	4.87	17.25	8.44	10.85	17.40	21.16	17.38	100.00	
DECEMBER, 13	460	1,219	3,716	2,043	2,649	3,352	4,386	3,582	21,407	20,112
% OF TOTAL	2.15	5.69	17.36	9.54	12.37	15.66	20.49	16.73	100.00	
JANUARY, 14	336	794	3,509	1,779	2,350	2,731	4,118	3,645	19,262	19,739
% OF TOTAL	1.74	4.12	18.22	9.24	12.20	14.18	21.38	18.92	100.00	
FEBRUARY, 14	-	735	3,799	1,970	2,405	2,576	4,637	3,999	20,121	21,573
% OF TOTAL	0.00	3.65	18.88	9.79	11.95	12.80	23.05	19.87	100.00	
MARCH, 14	-	-	-	-	-	-	-	-	0	
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
APRIL, 14	-	-	-	-	-	-	-	-	0	
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
MAY, 14	-	-	-	-	-	-	-	-	0	
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
JUNE, 14	-	-	-	-	-	-	-	-	0	
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
YTD (\$)	4,992	9,231	32,628	18,004	22,433	31,718	40,782	33,528	193,316	193,237
% OF TOTAL	2.58	4.78	16.88	9.31	11.60	16.41	21.10	17.34	100.00	

¹ Advantage filed bankruptcy Nov-2013. Ceased operations Jan-2014.

LOUISVILLE REGIONAL AIRPORT AUTHORITY
 RENTAL CAR CONCESSIONS
 REVENUE PER TRANSACTION
 FISCAL YEAR 2014

	<u>ADVANTAGE¹</u>	<u>ALAMO</u>	<u>AVIS</u>	<u>BUDGET</u>	<u>DOLLAR/THRIFTY</u>	<u>ENTERPRISE</u>	<u>HERTZ</u>	<u>NATIONAL</u>	<u>TOTAL</u>	<u>PRIOR YEAR</u>
JULY, 13	179.10	232.88	192.59	227.37	198.29	200.21	188.50	169.78	195.36	198.37
AUGUST, 13	160.73	196.03	183.32	211.49	177.18	171.49	184.83	162.99	179.47	181.03
SEPTEMBER, 13	143.52	155.88	166.15	176.79	165.17	152.36	160.06	153.07	159.99	155.67
OCTOBER, 13	140.21	162.26	173.05	198.75	181.57	176.14	163.80	164.85	171.79	166.08
NOVEMBER, 13	157.01	157.03	179.16	208.96	190.51	191.11	167.27	159.05	177.32	163.27
DECEMBER, 13	159.96	166.94	181.37	190.61	191.80	192.42	177.14	169.82	181.19	173.68
JANUARY, 14	183.84	211.88	183.96	197.90	190.83	202.42	187.39	170.84	188.10	168.10
FEBRUARY, 14	0.00	180.85	193.50	221.78	202.88	214.65	184.90	173.23	193.61	162.31
MARCH, 14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	169.42
APRIL, 14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	164.40
MAY, 14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	173.59
JUNE, 14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	182.32
YTD	159.44	181.09	181.26	204.50	186.18	184.23	175.98	165.11	180.00	171.71

¹ Advantage filed bankruptcy Nov-2013. Ceased operations Jan-2014.

LOUISVILLE REGIONAL AIRPORT AUTHORITY
FISCAL 2014 CAR RENTAL MARKET SHARE REPORT

	ADVANTAGE¹			ALAMO			AVIS			BUDGET			DOLLAR/THRIFTY		
	2013	2014	% Change	2013	2014	% Change	2013	2014	% Change	2013	2014	% Change	2013	2014	% Change
July	242,250	184,829	-23.70%	329,968	293,901	-10.93%	715,232	784,208	9.64%	479,000	631,858	31.91%	622,289	553,038	-11.13%
August	201,112	151,248	-24.79%	255,018	236,213	-7.37%	774,986	789,172	1.83%	438,708	498,696	13.67%	545,184	587,530	7.77%
September	155,344	106,923	-31.17%	192,333	210,283	9.33%	605,709	678,877	12.08%	331,650	433,836	30.81%	457,710	524,898	14.68%
October	205,134	118,755	-42.11%	240,390	243,223	1.18%	783,197	866,291	10.61%	407,180	516,153	26.76%	512,429	570,852	11.40%
November	182,880	99,073	-45.83%	186,698	183,408	-1.76%	661,672	740,847	11.97%	346,606	422,925	22.02%	427,745	495,703	15.89%
December	128,735	73,580	-42.84%	159,006	203,502	27.98%	571,170	673,970	18.00%	304,601	389,421	27.85%	412,987	508,075	23.02%
January	87,025	61,769	-29.02%	134,649	168,229	24.94%	582,558	645,520	10.81%	297,885	352,068	18.19%	426,417	448,439	5.16%
February	136,632	(243)	-100.18%	139,535	132,922	-4.74%	637,814	735,115	15.26%	301,576	436,911	44.88%	389,573	487,933	25.25%
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	1,339,112	795,932	-40.56%	1,637,597	1,671,683	2.08%	5,332,338	5,914,000	10.91%	2,907,204	3,681,868	26.65%	3,794,335	4,176,467	10.07%

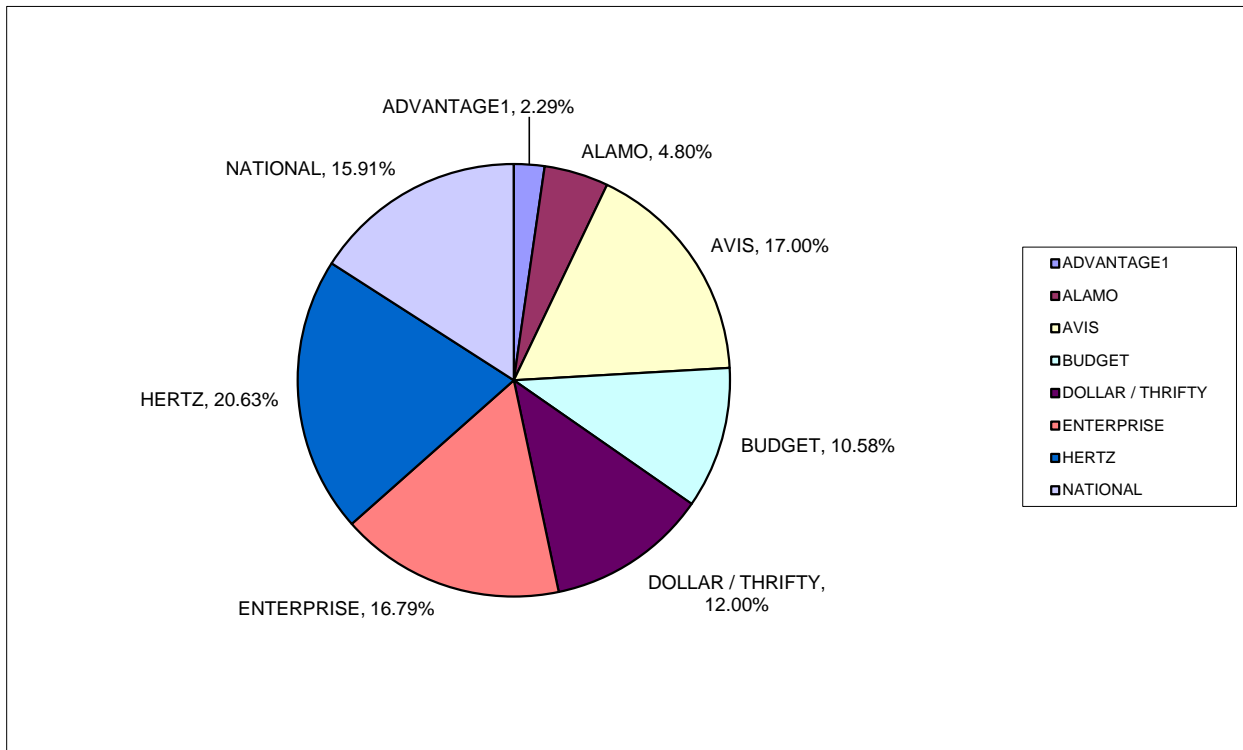
	ENTERPRISE			HERTZ			NATIONAL			TOTALS		
	2013	2014	% Change	2013	2014	% Change	2013	2014	% Change	2013	2014	% Change
July	1,020,689	850,076	-16.72%	980,699	1,016,030	3.60%	669,512	663,341	-0.92%	5,059,638	4,977,280	-1.63%
August	902,317	854,522	-5.30%	1,019,993	992,905	-2.66%	805,766	751,079	-6.79%	4,943,084	4,861,365	-1.65%
September	754,180	707,276	-6.22%	844,217	868,464	2.87%	633,601	661,266	4.37%	3,974,742	4,191,823	5.46%
October	892,212	883,495	-0.98%	988,824	1,045,068	5.69%	776,182	873,709	12.57%	4,805,549	5,117,546	6.49%
November	792,335	797,320	0.63%	768,321	848,567	10.44%	639,048	662,771	3.71%	4,005,305	4,250,615	6.12%
December	677,609	644,990	-4.81%	672,667	776,950	15.50%	566,324	608,294	7.41%	3,493,099	3,878,783	11.04%
January	590,306	552,800	-6.35%	645,592	771,662	19.53%	553,630	622,701	12.48%	3,318,061	3,623,188	9.20%
February	582,293	552,940	-5.04%	709,442	857,358	20.85%	604,577	692,754	14.58%	3,501,443	3,895,690	11.26%
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	6,211,942	5,843,418	-5.93%	6,629,755	7,177,004	8.25%	5,248,639	5,535,915	5.47%	33,100,921	34,796,288	5.12%

Notes:

¹ Advantage filed bankruptcy Nov-2013. Ceased operations Jan-2014.

Deplanements and Market Share

	DEPLANEMENTS			MARKET SHARE	
	2013	2014			
July	156,156	153,066	-1.98%	ADVANTAGE ¹	2.29%
August	148,368	137,602	-7.26%	ALAMO	4.80%
September	136,945	138,080	0.83%	AVIS	17.00%
October	161,791	167,273	3.39%	BUDGET	10.58%
November	138,086	133,265	-3.49%	DOLLAR / THRIFTY	12.00%
December	128,880	131,731	2.21%	ENTERPRISE	16.79%
January	121,554	114,706	-5.63%	HERTZ	20.63%
February	114,434	112,021	-2.11%	NATIONAL	15.91%
March	-	-	0.00%	Totals	100.00%
April	-	-	0.00%		
May	-	-	0.00%		
June	-	-	0.00%		
Totals	1,106,214	1,087,744	-1.67%		



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