

RENTAL CAR CONCESSIONS
SHARE OF MARKET
FISCAL YEAR 2013

	<u>ADVANTAGE^{1,2}</u>	<u>ALAMO</u>	<u>AVIS</u>	<u>BUDGET</u>	<u>DOLLAR/THRIFTY</u>	<u>ENTERPRISE</u>	<u>HERTZ^{1,2}</u>	<u>NATIONAL</u>	<u>TOTAL</u>	<u>PRIOR YEAR</u>
JULY, 12	242,249.83	329,967.71	715,231.99	478,999.96	622,288.97	1,020,688.58	980,698.85	669,512.19	5,059,638.08	4,799,689.47
% OF TOTAL	4.79	6.52	14.14	9.47	12.30	20.17	19.38	13.23	100.00	
AUGUST, 12	201,111.52	255,017.99	774,985.88	438,707.57	545,184.39	902,317.27	1,019,993.29	805,765.60	4,943,083.51	4,335,737.88
% OF TOTAL	4.07	5.16	15.68	8.88	11.03	18.25	20.63	16.30	100.00	
SEPTEMBER, 12	155,343.71	192,333.38	605,708.66	331,649.73	457,709.89	754,179.83	844,216.57	633,600.69	3,974,742.46	4,257,931.82
% OF TOTAL	3.91	4.84	15.24	8.34	11.52	18.97	21.24	15.94	100.00	
OCTOBER, 12	205,133.81	240,390.26	783,197.26	407,180.15	512,428.53	892,212.48	988,824.43	776,181.64	4,805,548.56	4,892,274.09
% OF TOTAL	4.27	5.00	16.30	8.47	10.66	18.57	20.58	16.15	100.00	
NOVEMBER, 12	182,880.06	186,697.97	661,671.86	346,605.53	427,745.42	792,335.20	768,320.96	639,048.14	4,005,305.14	3,988,057.87
% OF TOTAL	4.57	4.66	16.52	8.65	10.68	19.78	19.18	15.96	100.00	
DECEMBER, 12	128,735.27	159,005.62	571,170.27	304,600.52	412,987.15	677,609.25	672,666.98	566,324.09	3,493,099.15	3,383,575.53
% OF TOTAL	3.69	4.55	16.35	8.72	11.82	19.40	19.26	16.21	100.00	
JANUARY, 13	87,025.25	134,648.54	582,557.63	297,884.56	426,417.16	590,305.79	645,592.44	553,629.64	3,318,061.01	2,895,779.66
% OF TOTAL	2.62	4.06	17.56	8.98	12.85	17.79	19.46	16.69	100.00	
FEBRUARY, 13	136,632.20	139,535.47	637,814.44	301,575.66	389,573.17	582,293.40	709,441.67	604,577.18	3,501,443.19	3,443,570.47
% OF TOTAL	3.90	3.99	18.22	8.61	11.13	16.63	20.26	17.27	100.00	
MARCH, 13	192,739.68	230,304.56	756,399.62	420,030.14	476,953.93	725,876.54	866,115.24	741,821.80	4,410,241.51	4,312,108.84
% OF TOTAL	4.37	5.22	17.15	9.52	10.81	16.46	19.64	16.82	100.00	
APRIL, 13	168,569.06	201,373.12	725,456.68	408,738.91	463,605.00	795,915.58	947,759.42	688,627.78	4,400,045.55	4,066,866.31
% OF TOTAL	3.83	4.58	16.49	9.29	10.54	18.09	21.54	15.65	100.00	
MAY, 13	181,954.62	238,012.79	856,457.51	509,980.59	511,247.07	854,140.10	1,082,379.24	783,223.46	5,017,395.38	4,955,083.04
% OF TOTAL	3.63	4.74	17.07	10.16	10.19	17.02	21.57	15.61	100.00	
JUNE, 13	202,403.10	216,158.61	800,748.11	613,211.83	507,814.04	772,563.04	1,036,310.72	691,721.31	4,840,930.76	4,937,900.41
% OF TOTAL	4.18	4.47	16.54	12.67	10.49	15.96	21.41	14.29	100.00	
YTD (\$)	2,084,778.11	2,523,446.02	8,471,399.91	4,859,165.15	5,753,954.72	9,360,437.06	10,562,319.81	8,154,033.52	51,769,534.30	50,268,575.39
% OF TOTAL	4.03	4.87	16.36	9.39	11.11	18.08	20.40	15.75	100.00	

¹ Hertz/Advantage is a separate concession effective April 1, 2012

² Hertz sale of Advantage effective December 2012.

LOUISVILLE REGIONAL AIRPORT AUTHORITY
RENTAL CAR CONCESSIONS
NUMBER OF TRANSACTIONS
FISCAL YEAR 2013

	ADVANTAGE ^{1,2}	ALAMO	AVIS	BUDGET	DOLLAR/THRIFTY	ENTERPRISE	HERTZ ^{1,2}	NATIONAL	TOTAL	PRIOR YEAR
JULY, 12	1,284	1,482	3,668	2,392	2,854	4,706	5,467	3,653	25,506	23,520
% OF TOTAL	5.03	5.81	14.38	9.38	11.19	18.45	21.43	14.32	100.00	
AUGUST, 12	1,272	1,309	4,263	2,306	2,896	4,793	5,880	4,587	27,306	23,262
% OF TOTAL	4.66	4.79	15.61	8.45	10.61	17.55	21.53	16.80	100.00	
SEPTEMBER, 12	1,159	1,358	3,641	2,045	2,915	5,218	5,062	4,135	25,533	23,696
% OF TOTAL	4.54	5.32	14.26	8.01	11.42	20.44	19.83	16.19	100.00	
OCTOBER, 12	1,366	1,691	4,410	2,478	3,017	5,325	5,764	4,885	28,936	26,224
% OF TOTAL	4.72	5.84	15.24	8.56	10.43	18.40	19.92	16.88	100.00	
NOVEMBER, 12	1,456	1,271	3,756	1,839	2,660	4,936	4,607	4,007	24,532	21,740
% OF TOTAL	5.94	5.18	15.31	7.50	10.84	20.12	18.78	16.33	100.00	
DECEMBER, 12	924	1,040	3,128	1,702	2,599	3,555	3,824	3,340	20,112	18,889
% OF TOTAL	4.59	5.17	15.55	8.46	12.92	17.68	19.01	16.61	100.00	
JANUARY, 13	771	870	3,362	1,568	2,580	2,970	4,034	3,584	19,739	17,069
% OF TOTAL	3.91	4.41	17.03	7.94	13.07	15.05	20.44	18.16	100.00	
FEBRUARY, 13	1,048	1,147	3,637	1,653	2,350	3,357	4,416	3,965	21,573	20,054
% OF TOTAL	4.86	5.32	16.86	7.66	10.89	15.56	20.47	18.38	100.00	
MARCH, 13	1,326	1,554	4,176	2,195	2,682	4,296	5,143	4,660	26,032	23,542
% OF TOTAL	5.09	5.97	16.04	8.43	10.30	16.50	19.76	17.90	100.00	
APRIL, 13	1,293	1,298	4,242	2,120	2,829	4,918	5,635	4,429	26,764	22,960
% OF TOTAL	4.83	4.85	15.85	7.92	10.57	18.38	21.05	16.55	100.00	
MAY, 13	1,374	1,243	4,842	2,638	3,046	4,887	6,058	4,815	28,903	27,304
% OF TOTAL	4.75	4.30	16.75	9.13	10.54	16.91	20.96	16.66	100.00	
JUNE, 13	1,412	1,050	4,539	2,990	2,743	4,182	5,614	4,022	26,552	25,697
% OF TOTAL	5.32	3.95	17.09	11.26	10.33	15.75	21.14	15.15	100.00	
YTD (\$)	14,685	15,313	47,664	25,926	33,171	53,143	61,504	50,082	301,488	273,957
% OF TOTAL	4.87	5.08	15.81	8.60	11.00	17.63	20.40	16.61	100.00	

¹ Hertz/Advantage is a separate concession effective April 1, 2012

² Hertz sale of Advantage effective December 2012.

LOUISVILLE REGIONAL AIRPORT AUTHORITY
 RENTAL CAR CONCESSIONS
 REVENUE PER TRANSACTION
 FISCAL YEAR 2013

	<u>ADVANTAGE^{1,2}</u>	<u>ALAMO</u>	<u>AVIS</u>	<u>BUDGET</u>	<u>DOLLAR/THRIFTY</u>	<u>ENTERPRISE</u>	<u>HERTZ^{1,2}</u>	<u>NATIONAL</u>	<u>CURRENT YEAR</u>	<u>PRIOR YEAR</u>
JULY, 12	188.67	222.65	194.99	200.25	218.04	216.89	179.39	183.28	198.37	204.07
AUGUST, 12	158.11	194.82	181.79	190.25	188.25	188.26	173.47	175.66	181.03	186.39
SEPTEMBER, 12	134.03	141.63	166.36	162.18	157.02	144.53	166.78	153.23	155.67	179.69
OCTOBER, 12	150.17	142.16	177.60	164.32	169.85	167.55	171.55	158.89	166.08	186.56
NOVEMBER, 12	125.60	146.89	176.16	188.48	160.81	160.52	166.77	159.48	163.27	183.44
DECEMBER, 12	139.32	152.89	182.60	178.97	158.90	190.61	175.91	169.56	173.68	179.13
JANUARY, 13	112.87	154.77	173.28	189.98	165.28	198.76	160.04	154.47	168.10	169.65
FEBRUARY, 13	130.37	121.65	175.37	182.44	165.78	173.46	160.65	152.48	162.31	171.71
MARCH, 13	145.35	148.20	181.13	191.36	177.84	168.97	168.41	159.19	169.42	183.17
APRIL, 13	130.37	155.14	171.02	192.80	163.88	161.84	168.19	155.48	164.40	177.13
MAY, 13	132.43	191.48	176.88	193.32	167.84	174.78	178.67	162.66	173.59	181.48
JUNE, 13	143.34	205.87	176.42	205.09	185.13	184.74	184.59	171.98	182.32	192.16
YTD	141.97	164.79	177.73	187.42	173.46	176.14	171.73	162.81	171.71	183.49

¹ Hertz/Advantage is a separate concession effective April 1, 2012

² Hertz sale of Advantage effective December 2012.

LOUISVILLE REGIONAL AIRPORT AUTHORITY
FISCAL 2013 CAR RENTAL MARKET SHARE REPORT

	ADVANTAGE ^{1,2}			ALAMO			AVIS			BUDGET			DOLLAR/THRIFTY		
	2012	2013	% Change	2012	2013	% Change	2012	2013	% Change	2012	2013	% Change	2012	2013	% Change
July	-	242,250	0.00%	284,190	329,968	16.11%	729,431	715,232	-1.95%	442,481	479,000	8.25%	790,990	622,289	-21.33%
August	-	201,112	0.00%	236,815	255,018	7.69%	695,756	774,986	11.39%	347,901	438,708	26.10%	606,249	545,184	-10.07%
September	-	155,344	0.00%	254,221	192,333	-24.34%	649,939	605,709	-6.81%	357,055	331,650	-7.12%	567,921	457,710	-19.41%
October	-	205,134	0.00%	334,548	240,390	-28.14%	763,088	783,197	2.64%	477,331	407,180	-14.70%	595,144	512,429	-13.90%
November	-	182,880	0.00%	337,144	186,698	-44.62%	629,803	661,672	5.06%	336,297	346,606	3.07%	464,118	427,745	-7.84%
December	-	128,735	0.00%	232,596	159,006	-31.64%	532,350	571,170	7.29%	331,698	304,601	-8.17%	415,831	412,987	-0.68%
January	-	87,025	0.00%	153,325	134,649	-12.18%	461,439	582,558	26.25%	282,515	297,885	5.44%	362,901	426,417	17.50%
February	-	136,632	0.00%	137,192	139,535	1.71%	622,926	637,814	2.39%	313,251	301,576	-3.73%	427,088	389,573	-8.78%
March	-	192,740	0.00%	186,805	230,305	23.29%	783,158	756,400	-3.42%	379,358	420,030	10.72%	461,230	476,954	3.41%
April	146,853	168,569	14.79%	236,483	201,373	-14.85%	671,830	725,457	7.98%	363,474	408,739	12.45%	435,605	463,605	6.43%
May	156,244	181,955	16.46%	245,462	238,013	-3.03%	846,200	856,458	1.21%	456,729	509,981	11.66%	554,677	511,247	-7.83%
June	218,911	202,403	-7.54%	264,778	216,159	-18.36%	790,121	800,748	1.35%	577,355	613,212	6.21%	581,691	507,814	-12.70%
Totals	522,008	2,084,778	299.38%	2,903,559	2,523,446	-13.09%	8,176,040	8,471,400	3.61%	4,665,444	4,859,165	4.15%	6,263,445	5,753,955	-8.13%

	ENTERPRISE			HERTZ ^{1,2}			NATIONAL			TOTALS		
	2012	2013	% Change	2012	2013	% Change	2012	2013	% Change	2012	2013	% Change
July	987,760	1,020,689	3.33%	978,496	980,699	0.23%	586,343	669,512	14.18%	4,799,689	5,059,638	5.42%
August	920,428	902,317	-1.97%	936,239	1,019,993	8.95%	592,350	805,766	36.03%	4,335,738	4,943,084	14.01%
September	834,475	754,180	-9.62%	980,758	844,217	-13.92%	613,562	633,601	3.27%	4,257,932	3,974,742	-6.65%
October	979,828	892,212	-8.94%	1,038,409	988,824	-4.78%	703,926	776,182	10.26%	4,892,274	4,805,549	-1.77%
November	795,802	792,335	-0.44%	829,968	768,321	-7.43%	594,926	639,048	7.42%	3,988,058	4,005,305	0.43%
December	669,236	677,609	1.25%	697,369	672,667	-3.54%	504,495	566,324	12.26%	3,383,576	3,493,099	3.24%
January	566,684	590,306	4.17%	610,935	645,592	5.67%	457,981	553,630	20.88%	2,895,780	3,318,061	14.58%
February	586,136	582,293	-0.66%	783,500	709,442	-9.45%	573,478	604,577	5.42%	3,443,570	3,501,443	1.68%
March	799,330	725,877	-9.19%	999,438	866,115	-13.34%	702,790	741,822	5.55%	4,312,109	4,410,242	2.28%
April	794,768	795,916	0.14%	816,532	947,759	16.07%	601,322	688,628	14.52%	4,066,866	4,400,046	8.19%
May	926,931	854,140	-7.85%	1,007,061	1,082,379	7.48%	761,781	783,223	2.81%	4,955,083	5,017,395	1.26%
June	883,354	772,563	-12.54%	910,814	1,036,311	13.78%	710,877	691,721	-2.69%	4,937,900	4,840,931	-1.96%
Totals	9,744,731	9,360,437	-3.94%	10,589,517	10,562,320	-0.26%	7,403,831	8,154,034	10.13%	50,268,575	51,769,534	2.99%

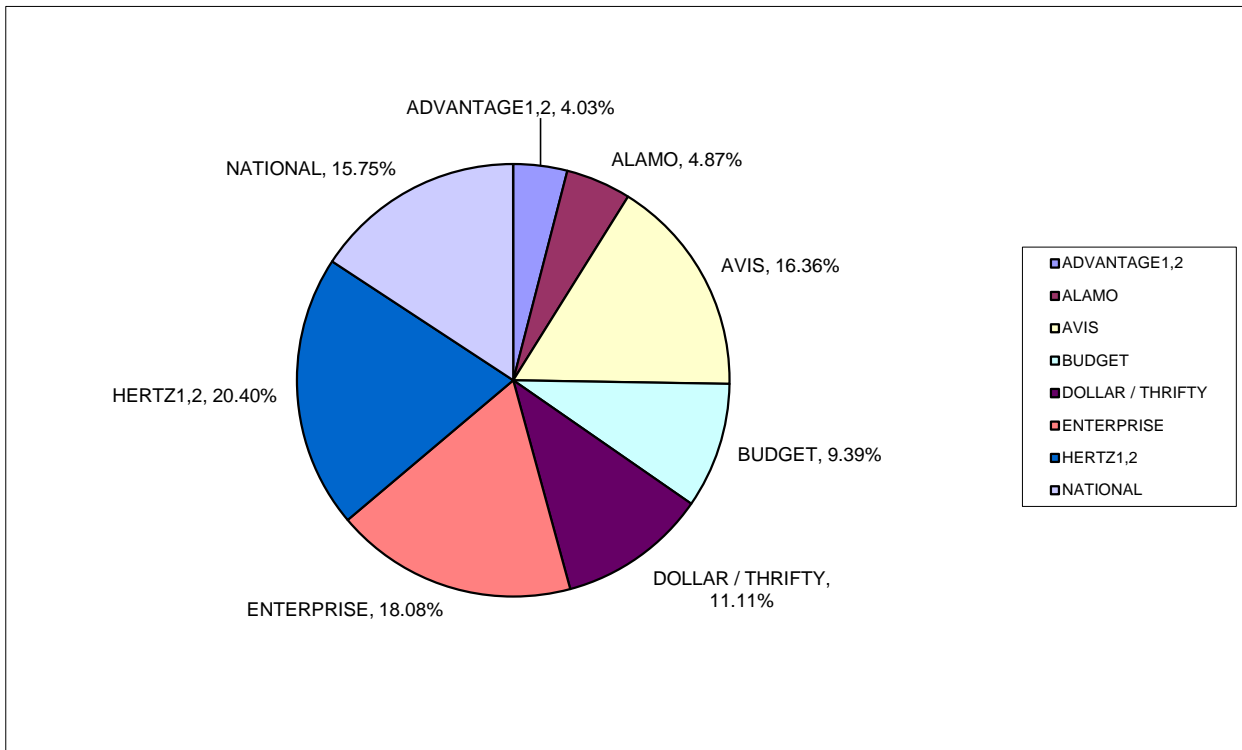
Notes:

¹ Hertz/Advantage is a separate concession effective April 1, 2012

² Hertz sale of Advantage effective December 2012.

Deplanements and Market Share

	DEPLANEMENTS			MARKET SHARE	
	2012	2013			
July	160,512	156,156	-2.71%	ADVANTAGE ^{1,2}	4.03%
August	141,502	148,368	4.85%	ALAMO	4.87%
September	143,394	136,945	-4.50%	AVIS	16.36%
October	159,498	161,791	1.44%	BUDGET	9.39%
November	139,943	138,086	-1.33%	DOLLAR / THRIFTY	11.11%
December	125,854	128,880	2.40%	ENTERPRISE	18.08%
January	111,229	121,554	9.28%	HERTZ ^{1,2}	20.40%
February	115,198	114,434	-0.66%	NATIONAL	15.75%
March	139,842	143,887	2.89%	Totals	100.00%
April	139,280	147,368	5.81%		
May	150,026	155,554	3.68%		
June	153,341	158,165	3.15%		
Totals	1,679,619	1,711,188	1.88%		



¹ Hertz/Advantage is a separate concession effective April 1, 2012

² Hertz sale of Advantage effective December 2012.

