

RENTAL CAR CONCESSIONS
SHARE OF MARKET
FISCAL YEAR 2014

	ADVANTAGE ¹	ALAMO	AVIS	BUDGET	DOLLAR/THRIFTY	ENTERPRISE	HERTZ	NATIONAL	PAYLESS ²	TOTAL	PRIOR YEAR
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	0.00	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	0.00	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	0.00	100.00	
OCTOBER, 13	118,754.75	243,223.26	866,290.81	516,153.15	570,851.59	883,495.46	1,046,233.28	873,709.18	-	5,118,711.48	4,805,548.56
% OF TOTAL	2.32	4.75	16.92	10.08	11.15	17.26	20.44	17.07	0.00	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	0.00	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	0.00	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	0.00	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	0.00	100.00	
MARCH, 14	-	201,940.10	819,231.94	457,974.46	591,130.50	766,033.68	980,097.08	808,682.32	-	4,625,090.08	4,410,241.51
% OF TOTAL	0.00	4.37	17.71	9.90	12.78	16.56	21.19	17.48	0.00	100.00	
APRIL, 14	-	236,422.88	829,249.86	528,902.85	568,116.82	806,154.42	1,000,450.40	796,725.12	-	4,766,022.35	4,400,045.55
% OF TOTAL	0.00	4.96	17.40	11.10	11.92	16.91	20.99	16.72	0.00	100.00	
MAY, 14	-	265,121.58	995,540.11	632,659.95	649,821.55	931,327.60	1,228,665.86	921,964.61	-	5,625,101.26	5,017,395.38
% OF TOTAL	0.00	4.71	17.70	11.25	11.55	16.56	21.84	16.39	0.00	100.00	
JUNE, 14	-	318,086.97	881,574.01	802,046.58	594,664.74	728,171.04	1,060,759.87	797,053.13	65,270.79	5,247,627.13	4,840,930.76
% OF TOTAL	0.00	6.06	16.80	15.28	11.33	13.88	20.21	15.19	1.24	100.00	
YTD (\$)	795,932.46	2,693,254.14	9,439,596.01	6,103,451.78	6,580,200.66	9,075,105.15	11,448,143.22	8,860,340.33	65,270.79	55,061,294.54	51,769,534.30
% OF TOTAL	1.45	4.89	17.14	11.08	11.95	16.48	20.79	16.09	0.12	100.00	

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

² Payless Car Rental began operations 06/2014

LOUISVILLE REGIONAL AIRPORT AUTHORITY
 RENTAL CAR CONCESSIONS
 NUMBER OF TRANSACTIONS
 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>PAYLESS²</u>	<u>TOTAL</u>	<u>PRIOR YEAR</u>
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	0.00	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	0.00	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	0.00	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	0.00	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	0.00	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	0.00	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	0.00	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	0.00	100.00	
MARCH, 14	-	1,229	4,335	2,211	2,891	3,589	5,193	4,690	-	24,138	26,032
% OF TOTAL	0.00	5.09	17.96	9.16	11.98	14.87	21.51	19.43	0.00	100.00	
APRIL, 14	-	1,247	4,220	2,350	2,893	3,804	5,347	4,660	-	24,521	26,764
% OF TOTAL	0.00	5.09	17.21	9.58	11.80	15.51	21.81	19.00	0.00	100.00	
MAY, 14	-	1,390	4,963	2,864	3,346	4,380	6,105	5,238	-	28,286	28,903
% OF TOTAL	0.00	4.91	17.55	10.13	11.83	15.48	21.58	18.52	0.00	100.00	
JUNE, 14	-	1,647	4,547	3,759	2,906	3,570	5,606	4,546	282	26,863	26,552
% OF TOTAL	0.00	6.13	16.93	13.99	10.82	13.29	20.87	16.92	1.05	100.00	
YTD (\$)	4,992	14,744	50,693	29,188	34,469	47,061	63,033	52,662	282	297,124	301,488
% OF TOTAL	1.68	4.96	17.06	9.82	11.60	15.84	21.21	17.72	0.09	100.00	

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

² Payless Car Rental began operations 06/2014

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>PAYLESS²</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	0.00	195.36	198.37
AUGUST, 13	160.73	196.03	183.32	211.49	177.18	171.49	184.83	162.99	0.00	179.47	181.03
SEPTEMBER, 13	143.52	155.88	166.15	176.79	165.17	152.36	160.06	153.07	0.00	159.99	155.67
OCTOBER, 13	140.21	162.26	173.05	198.75	181.57	176.14	163.99	164.85	0.00	171.83	166.08
NOVEMBER, 13	157.01	157.03	179.16	208.96	190.51	191.11	167.27	159.05	0.00	177.32	163.27
DECEMBER, 13	159.96	166.94	181.37	190.61	191.80	192.42	177.14	169.82	0.00	181.19	173.68
JANUARY, 14	183.84	211.88	183.96	197.90	190.83	202.42	187.39	170.84	0.00	188.10	168.10
FEBRUARY, 14	0.00	180.85	193.50	221.78	202.88	214.65	184.90	173.23	0.00	193.61	162.31
MARCH, 14	0.00	164.31	188.98	207.13	204.47	213.44	188.73	172.43	0.00	191.61	169.42
APRIL, 14	0.00	189.59	196.50	225.07	196.38	211.92	187.10	170.97	0.00	194.36	164.40
MAY, 14	0.00	190.73	200.59	220.90	194.21	212.63	201.26	176.01	0.00	198.87	173.59
JUNE, 14	0.00	193.13	193.88	213.37	204.63	203.97	189.22	175.33	231.46	195.35	182.32
YTD	159.44	182.67	186.21	209.11	190.90	192.84	181.62	168.25	231.46	185.31	171.71

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

² Payless Car Rental began operations 06/2014

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	192,740	-	-100.00%	230,305	201,940	-12.32%	756,400	819,232	8.31%	420,030	457,974	9.03%	476,954	591,131	23.94%
April	168,569	-	-100.00%	201,373	236,423	17.41%	725,457	829,250	14.31%	408,739	528,903	29.40%	463,605	568,117	22.54%
May	181,955	-	-100.00%	238,013	265,122	11.39%	856,458	995,540	16.24%	509,981	632,660	24.06%	511,247	649,822	27.11%
June	202,403	-	-100.00%	216,159	318,087	47.15%	800,748	881,574	10.09%	613,212	802,047	30.79%	507,814	594,665	17.10%
Totals	2,084,778	795,932	-61.82%	2,523,446	2,693,254	6.73%	8,471,400	9,439,596	11.43%	4,859,165	6,103,452	25.61%	5,753,955	6,580,201	14.36%

	ENTERPRISE			HERTZ			NATIONAL			PAYLESS²			TOTALS		
	2013	2014	% Change	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%	-	-	0.00%	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%	-	-	0.00%	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%	-	-	0.00%	3,974,742	4,191,823	5.46%
October	892,212	883,495	-0.98%	988,824	1,046,233	5.81%	776,182	873,709	12.57%	-	-	0.00%	4,805,549	5,118,711	6.52%
November	792,335	797,320	0.63%	768,321	848,567	10.44%	639,048	662,771	3.71%	-	-	0.00%	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%	-	-	0.00%	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%	-	-	0.00%	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%	-	-	0.00%	3,501,443	3,895,690	11.26%
March	725,877	766,034	5.53%	866,115	980,097	13.16%	741,822	808,682	9.01%	-	-	0.00%	4,410,242	4,625,090	4.87%
April	795,916	806,154	1.29%	947,759	1,000,450	5.56%	688,628	796,725	15.70%	-	-	0.00%	4,400,046	4,766,022	8.32%
May	854,140	931,328	9.04%	1,082,379	1,228,666	13.52%	783,223	921,965	17.71%	-	-	0.00%	5,017,395	5,625,101	12.11%
June	772,563	728,171	-5.75%	1,036,311	1,060,760	2.36%	691,721	797,053	15.23%	-	65,271	0.00%	4,840,931	5,247,627	8.40%
Totals	9,360,437	9,075,105	-3.05%	10,562,320	11,448,143	8.39%	8,154,034	8,860,340	8.66%	-	65,271	0.00%	51,769,534	55,061,295	6.36%

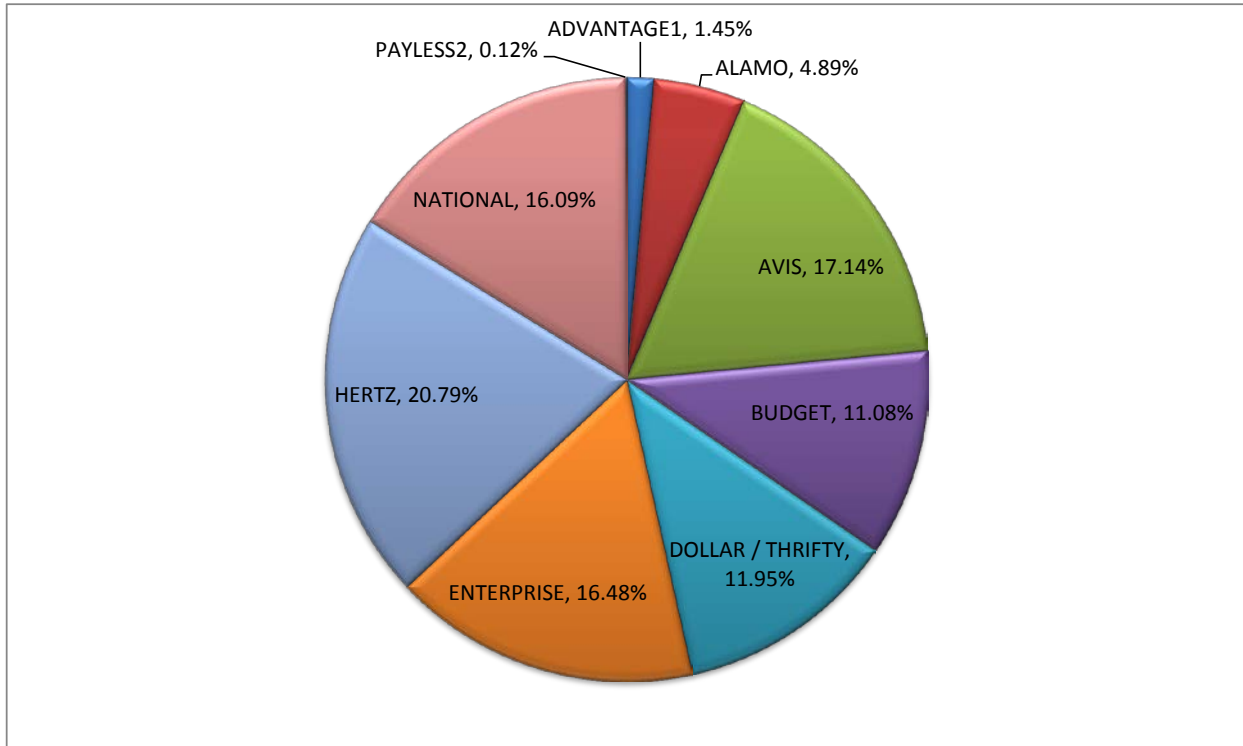
Notes:

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

² Payless Car Rental began operations 06/2014

Deplanements and Market Share

	DEPLANEMENTS			MARKET SHARE	
	2013	2014			
July	156,156	153,066	-1.98%	ADVANTAGE ¹	1.45%
August	148,368	137,602	-7.26%	ALAMO	4.89%
September	136,945	138,080	0.83%	AVIS	17.14%
October	161,791	167,273	3.39%	BUDGET	11.08%
November	138,086	133,265	-3.49%	DOLLAR / THRIFTY	11.95%
December	128,880	131,731	2.21%	ENTERPRISE	16.48%
January	121,554	114,706	-5.63%	HERTZ	20.79%
February	114,434	112,021	-2.11%	NATIONAL	16.09%
March	143,887	142,439	-1.01%	PAYLESS ²	0.12%
April	147,368	143,116	-2.89%	Totals	100.00%
May	155,554	156,206	0.42%		
June	158,165	159,486	0.84%		
Totals	1,711,188	1,688,991	-1.30%		



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