

LOUISVILLE REGIONAL AIRPORT AUTHORITY
 RENTAL CAR CONCESSIONS
 SHARE OF MARKET
 FISCAL YEAR 2009

	<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, 08	424,772.88	916,447.00	566,160.71	405,109.36	526,064.87	1,167,867.85	601,514.24	363,785.00	4,971,721.91	4,787,044.39
% OF TOTAL	8.54	18.43	11.39	8.15	10.58	23.49	12.10	7.32	100.00	
AUGUST	396,343.07	921,264.61	542,727.37	399,885.98	520,674.06	1,119,449.79	533,590.34	422,220.01	4,856,155.23	5,157,381.21
% OF TOTAL	8.16	18.97	11.18	8.23	10.72	23.05	10.99	8.69	100.00	
SEPTEMBER	404,775.51	971,900.19	517,101.34	401,436.00	553,676.64	1,235,152.38	641,849.11	416,294.12	5,142,185.29	4,237,648.74
% OF TOTAL	7.87	18.90	10.06	7.81	10.77	24.02	12.48	8.10	100.00	
OCTOBER	341,887.24	971,755.17	522,226.71	319,370.81	573,204.40	1,190,293.52	557,561.72	365,190.31	4,841,489.88	5,320,354.83
% OF TOTAL	7.06	20.07	10.79	6.60	11.84	24.59	11.52	7.54	100.00	
NOVEMBER	279,380.26	735,692.15	417,764.68	285,419.63	385,350.71	788,517.92	421,788.25	321,220.14	3,635,133.74	4,458,550.63
% OF TOTAL	7.69	20.24	11.49	7.85	10.60	21.69	11.60	8.84	100.00	
DECEMBER	255,747.67	666,905.83	367,301.19	257,327.55	401,668.35	728,568.56	390,545.82	269,458.74	3,337,523.71	3,382,786.78
% OF TOTAL	7.66	19.98	11.01	7.71	12.03	21.83	11.70	8.07	100.00	
JANUARY, 09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,213,243.75
% OF TOTAL	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	3,918,072.07
% OF TOTAL	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	4,552,037.12
% OF TOTAL	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	4,517,426.24
% OF TOTAL	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	5,672,668.75
% OF TOTAL	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	5,067,618.65
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
YTD (\$)	2,102,906.63	5,183,964.95	2,933,282.00	2,068,549.33	2,960,639.03	6,229,850.02	3,146,849.48	2,158,168.32	26,784,209.76	54,284,833.16
% OF TOTAL	7.85	19.35	10.95	7.72	11.05	23.26	11.75	8.06	100.00	100.00

LOUISVILLE REGIONAL AIRPORT AUTHORITY
RENTAL CAR CONCESSIONS
NUMBER OF TRANSACTIONS
FISCAL YEAR 2009

	<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, 08	2,369	4,649	2,508	1,803	2,538	5,954	3,298	1,674	24,793	25,252
% OF TOTAL	9.56	18.75	10.12	7.27	10.24	24.01	13.30	6.75	100.00	
AUGUST	2,246	4,628	2,570	1,862	2,399	5,780	3,317	2,122	24,924	27,904
% OF TOTAL	9.01	18.57	10.31	7.47	9.63	23.19	13.31	8.51	100.00	
SEPTEMBER	2,004	4,574	2,331	1,851	2,810	5,801	3,252	2,086	24,709	25,340
% OF TOTAL	8.11	18.51	9.43	7.49	11.37	23.48	13.16	8.44	100.00	
OCTOBER	2,057	4,884	2,693	1,694	2,891	6,145	3,646	2,011	26,021	29,700
% OF TOTAL	7.91	18.77	10.35	6.51	11.11	23.62	14.01	7.73	100.00	
NOVEMBER	1,695	3,671	1,942	1,702	2,435	4,094	2,684	1,998	20,221	24,820
% OF TOTAL	8.38	18.15	9.60	8.42	12.04	20.25	13.27	9.88	100.00	
DECEMBER	1,493	3,272	1,685	1,370	2,182	3,616	2,440	1,408	17,466	19,026
% OF TOTAL	8.55	18.73	9.65	7.84	12.49	20.70	13.97	8.06	100.00	
JANUARY, 09	0	0	0	0	0	0	0	0	0	19,066
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
FEBRUARY	0	0	0	0	0	0	0	0	0	21,556
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
MARCH	0	0	0	0	0	0	0	0	0	24,177
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
APRIL	0	0	0	0	0	0	0	0	0	25,369
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
MAY	0	0	0	0	0	0	0	0	0	28,911
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
JUNE	0	0	0	0	0	0	0	0	0	25,372
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
YTD (\$)	11,864	25,678	13,729	10,282	15,255	31,390	18,637	11,299	138,134	296,493
% OF TOTAL	8.59	18.59	9.94	7.44	11.04	22.72	13.49	8.18	100.00	

LOUISVILLE REGIONAL AIRPORT AUTHORITY
 RENTAL CAR CONCESSIONS
 REVENUE PER TRANSACTION
 FISCAL YEAR 2009

	<u>ALAMO</u>	<u>AVIS</u>	<u>BUDGET</u>	<u>DOLLAR</u>	<u>ENTERPRISE</u>	<u>HERTZ</u>	<u>VANGUARD</u>	<u>THRIFTY</u>	<u>PRIOR YEAR</u>
JULY, 08	179.30	197.13	225.74	224.69	207.28	196.15	182.39	217.31	189.57
AUGUST	176.47	199.06	211.18	214.76	217.04	193.68	160.87	198.97	184.83
SEPTEMBER	201.98	212.48	221.84	216.88	197.04	212.92	197.37	199.57	167.23
OCTOBER	166.21	198.97	193.92	188.53	198.27	193.70	152.92	181.60	179.14
NOVEMBER	164.83	200.41	215.12	167.70	158.25	192.60	157.15	160.77	179.64
DECEMBER	171.30	203.82	217.98	187.83	184.08	201.48	160.06	191.38	177.80
JANUARY, 09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	168.53
FEBRUARY	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	181.76
MARCH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	188.28
APRIL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	178.07
MAY	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	196.21
JUNE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	199.73
YTD	177.25	201.88	213.66	201.18	194.08	198.47	168.85	191.01	183.09

**LOUISVILLE REGIONAL AIRPORT AUTHORITY
FISCAL 2009 CAR RENTAL MARKET SHARE REPORT**

	ALAMO			AVIS			BUDGET			DOLLAR			ENTERPRISE		
	2008	2009	% Change	2008	2009	% Change	2008	2009	% Change	2008	2009	% Change	2008	2009	% Change
July	407,448	424,773	4.25%	795,275	916,447	15.24%	599,783	566,161	-5.61%	429,944	405,109	-5.78%	539,265	526,065	-2.45%
August	386,000	396,343	2.68%	1,003,689	921,265	-8.21%	568,316	542,727	-4.50%	413,443	399,886	-3.28%	537,270	520,674	-3.09%
September	324,202	404,776	24.85%	793,333	971,900	22.51%	449,217	517,101	15.11%	335,498	401,436	19.65%	459,337	553,677	20.54%
October	442,512	341,887	-22.74%	971,909	971,755	-0.02%	572,099	522,227	-8.72%	426,998	319,371	-25.21%	574,988	573,204	-0.31%
November	401,725	279,380	-30.45%	849,730	735,692	-13.42%	435,079	417,765	-3.98%	366,123	285,420	-22.04%	540,739	385,351	-28.74%
December	349,995	255,748	-26.93%	618,411	666,906	7.84%	332,819	367,301	10.36%	220,793	257,328	16.55%	413,578	401,668	-2.88%
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	2,311,882	2,102,907	-9.04%	5,032,347	5,183,965	3.01%	2,957,313	2,933,282	-0.81%	2,192,799	2,068,549	-5.67%	3,067,185	2,960,639	-3.47%

	HERTZ			NATIONAL			THRIFTY			TOTALS		
	2008	2009	% Change	2008	2009	% Change	2008	2009	% Change	2008	2009	% Change
July	1,213,717	1,167,868	-3.78%	480,671	601,514	25.14%	320,941	363,785	13.35%	4,787,044	4,971,722	3.86%
August	1,368,982	1,119,450	-18.23%	517,755	533,590	3.06%	361,927	422,220	16.66%	5,157,381	4,856,155	-5.84%
September	1,093,854	1,235,152	12.92%	479,685	641,849	33.81%	302,522	416,294	37.61%	4,237,649	5,142,185	21.35%
October	1,395,523	1,190,294	-14.71%	597,686	557,562	-6.71%	338,641	365,190	7.84%	5,320,355	4,841,490	-9.00%
November	1,103,070	788,518	-28.52%	482,991	421,788	-12.67%	279,094	321,220	15.09%	4,458,551	3,635,134	-18.47%
December	902,948	728,569	-19.31%	386,427	390,546	1.07%	157,816	269,459	70.74%	3,382,787	3,337,524	-1.34%
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	7,078,093	6,229,850	-11.98%	2,945,214	3,146,849	6.85%	1,760,941	2,158,168	22.56%	27,343,767	26,784,210	-2.05%

Deplanements and Market Share

	DEPLANEMENTS			MARKET SHARE	
	2008	2009			
July	176,527	172,062	-2.53%	ALAMO	7.85%
August	166,069	155,406	-6.42%	AVIS	19.35%
September	155,170	139,627	-10.02%	BUDGET	10.95%
October	189,602	157,233	-17.07%	DOLLAR	7.72%
November	160,263	131,512	-17.94%	ENTERPRISE	11.05%
December	140,408	125,772	-10.42%	HERTZ	23.26%
January			0.00%	VANGUARD	11.75%
February			0.00%	THRIFTY	8.06%
March			0.00%	Totals	100.00%
April			0.00%		
May			0.00%		
June			0.00%		
Totals	988,039	881,612	-10.77%		

CAR RENTAL MARKET SHARE

