

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	202,567.72	575,322.71	308,616.66	225,065.41	308,445.79	686,642.60	380,041.10	235,424.98	2,922,126.97	3,213,243.75
% OF TOTAL	6.93	19.69	10.56	7.70	10.56	23.50	13.01	8.06	100.00	
FEBRUARY	251,794.58	620,889.56	367,858.61	301,290.69	289,882.84	738,998.08	453,072.28	283,015.66	3,306,802.30	3,918,072.07
% OF TOTAL	7.61	18.78	11.12	9.11	8.77	22.35	13.70	8.56	100.00	
MARCH	299,604.69	719,330.64	386,472.86	291,958.25	401,326.58	804,974.83	483,811.50	314,199.55	3,701,678.90	4,552,037.12
% OF TOTAL	8.09	19.43	10.44	7.89	10.84	21.75	13.07	8.49	100.00	
APRIL	336,800.27	726,499.64	447,937.58	263,291.51	399,820.06	820,775.38	467,314.37	273,919.15	3,736,357.96	4,517,426.24
% OF TOTAL	9.01	19.44	11.99	7.05	10.70	21.97	12.51	7.33	100.00	
MAY	402,696.64	814,464.75	487,148.72	303,880.70	489,369.24	979,110.37	501,351.97	290,947.60	4,268,969.99	5,672,668.75
% OF TOTAL	9.43	19.08	11.41	7.12	11.46	22.94	11.74	6.82	100.00	
JUNE	476,410.61	721,239.13	464,196.65	295,696.19	569,800.58	841,418.96	562,480.75	286,249.49	4,217,492.36	5,067,618.65
% OF TOTAL	11.30	17.10	11.01	7.01	13.51	19.95	13.34	6.79	100.00	
YTD (\$)	4,072,781.14	9,361,711.38	5,395,513.08	3,749,732.08	5,419,284.12	11,101,770.24	5,994,921.45	3,841,924.75	48,937,638.24	54,284,833.16
% OF TOTAL	8.32	19.13	11.03	7.66	11.07	22.69	12.25	7.85	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	1,409	2,905	1,623	1,143	1,630	3,599	2,233	1,166	15,708	19,066
% OF TOTAL	8.97	18.49	10.33	7.28	10.38	22.91	14.22	7.42	100.00	
FEBRUARY	1,403	3,188	1,740	1,521	1,526	3,870	2,582	1,533	17,363	21,556
% OF TOTAL	8.08	18.36	10.02	8.76	8.79	22.29	14.87	8.83	100.00	
MARCH	1,746	3,621	1,895	1,486	2,146	4,410	2,624	1,573	19,501	24,177
% OF TOTAL	8.95	18.57	9.72	7.62	11.00	22.61	13.46	8.07	100.00	
APRIL	1,948	3,872	2,295	1,357	2,178	4,520	2,832	1,447	20,449	25,369
% OF TOTAL	9.53	18.93	11.22	6.64	10.65	22.10	13.85	7.08	100.00	
MAY	2,454	4,143	2,518	1,531	2,483	4,868	3,096	1,589	22,682	28,911
% OF TOTAL	10.82	18.27	11.10	6.75	10.95	21.46	13.65	7.01	100.00	
JUNE	2,569	3,601	2,267	1,294	2,412	4,351	3,207	1,407	21,108	25,372
% OF TOTAL	12.17	17.06	10.74	6.13	11.43	20.61	15.19	6.67	100.00	
YTD (\$)	23,393	47,008	26,067	18,614	27,630	57,008	35,211	20,014	254,945	296,493
% OF TOTAL	9.18	18.44	10.22	7.30	10.84	22.36	13.81	7.85	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>NATIONAL</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	143.77	198.05	190.15	196.91	189.23	190.79	170.19	201.91	168.53
FEBRUARY	179.47	194.76	211.41	198.09	189.96	190.96	175.47	184.62	181.76
MARCH	171.59	198.66	203.94	196.47	187.01	182.53	184.38	199.75	188.28
APRIL	172.90	187.63	195.18	194.02	183.57	181.59	165.01	189.30	178.07
MAY	164.10	196.59	193.47	198.49	197.09	201.13	161.94	183.10	196.21
JUNE	185.45	200.29	204.76	228.51	236.24	193.39	175.39	203.45	199.73
YTD	174.10	199.15	206.99	201.45	196.14	194.74	170.26	191.96	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	275,335	202,568	-26.43%	597,652	575,323	-3.74%	306,706	308,617	0.62%	210,702	225,065	6.82%	373,504	308,446	-17.42%
February	282,820	251,795	-10.97%	773,270	620,890	-19.71%	379,649	367,859	-3.11%	323,622	301,291	-6.90%	375,693	289,883	-22.84%
March	284,448	299,605	5.33%	880,684	719,331	-18.32%	502,029	386,473	-23.02%	419,167	291,958	-30.35%	462,072	401,327	-13.15%
April	339,801	336,800	-0.88%	851,397	726,500	-14.67%	526,634	447,938	-14.94%	346,284	263,292	-23.97%	471,368	399,820	-15.18%
May	420,066	402,697	-4.14%	1,142,364	814,465	-28.70%	700,531	487,149	-30.46%	391,516	303,881	-22.38%	608,078	489,369	-19.52%
June	435,575	476,411	9.38%	910,901	721,239	-20.82%	638,833	464,197	-27.34%	360,950	295,696	-18.08%	552,819	569,801	3.07%
Totals	4,349,928	4,072,781	-6.37%	10,188,614	9,361,711	-8.12%	6,011,694	5,395,513	-10.25%	4,245,039	3,749,732	-11.67%	5,910,718	5,419,284	-8.31%

	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	880,473	686,643	-22.01%	419,131	380,041	-9.33%	149,741	235,425	57.22%	3,213,244	2,922,127	-9.06%
February	1,012,139	738,998	-26.99%	534,648	453,072	-15.26%	236,231	283,016	19.80%	3,918,072	3,306,802	-15.60%
March	1,142,062	804,975	-29.52%	589,682	483,812	-17.95%	271,894	314,200	15.56%	4,552,037	3,701,679	-18.68%
April	1,152,396	820,775	-28.78%	597,304	467,314	-21.76%	232,243	273,919	17.94%	4,517,426	3,736,358	-17.29%
May	1,479,058	979,110	-33.80%	625,709	501,352	-19.87%	305,348	290,948	-4.72%	5,672,669	4,268,970	-24.74%
June	1,277,352	841,419	-34.13%	580,495	562,481	-3.10%	310,693	286,249	-7.87%	5,067,619	4,217,492	-16.78%
Totals	14,021,573	11,101,770	-20.82%	6,292,184	5,994,921	-4.72%	3,267,091	3,841,925	17.59%	54,284,833	48,937,638	-9.85%

Deplanements and Market Share

	DEPLANEMENTS			MARKET SHARE	
	2008	2009			
July	176,527	172,062	-2.53%	ALAMO	8.32%
August	166,069	155,406	-6.42%	AVIS	19.13%
September	155,170	139,627	-10.02%	BUDGET	11.03%
October	189,602	157,233	-17.07%	DOLLAR	7.66%
November	160,263	131,512	-17.94%	ENTERPRISE	11.07%
December	140,408	125,772	-10.42%	HERTZ	22.69%
January	139,124	111,317	-19.99%	NATIONAL	12.25%
February	138,640	111,702	-19.43%	THRIFTY	7.85%
March	159,099	129,028	-18.90%	Totals	100.00%
April	168,388	140,078	-16.81%		
May	174,400	137,100	-21.39%		
June	178,024	152,833	-14.15%		
Totals	1,945,714	1,663,670	-14.50%		

CAR RENTAL MARKET SHARE

