

LOUISVILLE REGIONAL AIRPORT AUTHORITY
 RENTAL CAR CONCESSIONS
 SHARE OF MARKET
 FISCAL YEAR 2010

	<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, 09	449,627.65	715,877.85	462,830.08	302,991.38	488,005.15	902,722.60	524,431.72	332,603.54	4,179,089.97	4,971,721.91
% OF TOTAL	10.76	17.13	11.07	7.25	11.68	21.60	12.55	7.96	100.00	
AUGUST	362,189.89	690,051.72	449,665.17	330,989.76	558,157.58	846,351.45	545,660.89	345,990.95	4,129,057.41	4,856,155.23
% OF TOTAL	8.77	16.71	10.89	8.02	13.52	20.50	13.22	8.38	100.00	
SEPTEMBER	337,997.53	623,269.81	387,611.99	287,961.62	515,508.61	827,678.16	469,778.21	244,024.72	3,693,830.65	5,142,185.29
% OF TOTAL	9.15	16.87	10.49	7.80	13.96	22.41	12.72	6.61	100.00	
OCTOBER	405,762.22	756,278.07	397,097.79	368,611.34	543,407.30	1,020,748.22	613,364.16	287,706.69	4,392,975.79	4,841,489.88
% OF TOTAL	9.24	17.22	9.04	8.39	12.37	23.24	13.96	6.55	100.00	
NOVEMBER	332,608.86	629,402.87	331,804.77	278,464.48	425,110.32	771,938.35	431,377.09	212,331.70	3,413,038.44	3,635,133.74
% OF TOTAL	9.75	18.44	9.72	8.16	12.46	22.62	12.64	6.22	100.00	
DECEMBER	296,043.37	572,330.11	296,481.37	249,032.79	388,767.25	733,087.42	427,358.56	209,409.63	3,172,510.50	3,337,523.71
% OF TOTAL	9.33	18.04	9.35	7.85	12.25	23.11	13.47	6.60	100.00	
JANUARY, 10	241,807.77	495,541.37	244,544.47	235,388.13	319,548.68	639,978.42	374,838.25	178,930.30	2,730,577.39	2,922,126.97
% OF TOTAL	8.86	18.15	8.96	8.62	11.70	23.44	13.73	6.55	100.00	
FEBRUARY	288,933.61	573,853.50	268,324.56	283,591.44	416,141.16	733,016.57	448,549.71	206,238.01	3,218,648.56	3,306,802.30
% OF TOTAL	8.98	17.83	8.34	8.81	12.93	22.77	13.94	6.41	100.00	
MARCH	308,629.92	669,943.17	367,956.40	292,659.80	465,546.78	821,991.79	530,143.66	232,295.63	3,689,167.15	3,701,678.90
% OF TOTAL	8.37	18.16	9.97	7.93	12.62	22.28	14.37	6.30	100.00	
APRIL	385,134.41	704,917.59	390,855.64	311,471.72	589,855.67	856,343.84	503,487.69	234,322.60	3,976,389.16	3,736,357.96
% OF TOTAL	9.69	17.73	9.83	7.83	14.83	21.54	12.66	5.89	100.00	
MAY	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,268,969.99
% OF TOTAL	0.00	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	4,217,492.36
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
YTD (\$)	3,408,735.23	6,431,466.06	3,597,172.24	2,941,162.46	4,710,048.50	8,153,856.82	4,868,989.94	2,483,853.77	36,595,285.02	48,937,638.24
% OF TOTAL	9.31	17.57	9.83	8.04	12.87	22.28	13.31	6.79	100.00	100.00

LOUISVILLE REGIONAL AIRPORT AUTHORITY
RENTAL CAR CONCESSIONS
NUMBER OF TRANSACTIONS
FISCAL YEAR 2010

	<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, 09	2,375	3,466	2,050	1,326	2,366	4,306	3,233	1,650	20,772	24,793
% OF TOTAL	11.43	16.69	9.87	6.38	11.39	20.73	15.56	7.94	100.00	
AUGUST	2,161	3,388	1,958	1,509	2,779	3,863	2,993	1,719	20,370	24,924
% OF TOTAL	10.61	16.63	9.61	7.41	13.64	18.96	14.69	8.44	100.00	
SEPTEMBER	2,163	3,315	1,972	1,439	2,727	4,267	2,979	1,382	20,244	24,709
% OF TOTAL	10.68	16.38	9.74	7.11	13.47	21.08	14.72	6.83	100.00	
OCTOBER	2,449	3,915	1,977	1,701	2,856	5,249	3,722	1,462	23,331	26,021
% OF TOTAL	10.50	16.78	8.47	7.29	12.24	22.50	15.95	6.27	100.00	
NOVEMBER	2,044	3,267	1,698	1,446	2,157	4,065	2,732	1,154	18,563	20,221
% OF TOTAL	11.01	17.60	9.15	7.79	11.62	21.90	14.72	6.22	100.00	
DECEMBER	1,667	2,922	1,460	1,239	1,849	3,779	2,702	1,047	16,665	17,466
% OF TOTAL	10.00	17.53	8.76	7.43	11.10	22.68	16.21	6.28	100.00	
JANUARY, 10	1,446	2,585	1,259	1,281	1,826	3,453	2,451	995	15,296	15,708
% OF TOTAL	9.45	16.90	8.23	8.37	11.94	22.57	16.02	6.51	100.00	
FEBRUARY	1,660	2,978	1,208	1,316	2,085	3,848	2,834	1,077	17,006	17,363
% OF TOTAL	9.76	17.51	7.10	7.74	12.26	22.63	16.66	6.33	100.00	
MARCH	1,784	3,726	1,877	1,440	2,233	4,494	3,490	1,203	20,247	19,501
% OF TOTAL	8.81	18.40	9.27	7.11	11.03	22.20	17.24	5.94	100.00	
APRIL	2,032	3,766	2,160	1,635	2,989	4,515	3,230	1,336	21,663	20,449
% OF TOTAL	9.38	17.38	9.97	7.55	13.80	20.84	14.91	6.17	100.00	
MAY	-	-	-	-	-	-	-	-	0	22,682
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
JUNE	-	-	-	-	-	-	-	-	0	21,108
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
YTD (\$)	19,781	33,328	17,619	14,332	23,867	41,839	30,366	13,025	194,157	254,945
% OF TOTAL	10.19	17.17	9.07	7.38	12.29	21.55	15.64	6.71	100.00	

LOUISVILLE REGIONAL AIRPORT AUTHORITY
 RENTAL CAR CONCESSIONS
 REVENUE PER TRANSACTION
 FISCAL YEAR 2010

	<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, 09	189.32	206.54	225.77	228.50	206.26	209.64	162.21	201.58	200.53
AUGUST	167.60	203.68	229.66	219.34	200.85	219.09	182.31	201.27	194.84
SEPTEMBER	156.26	188.02	196.56	200.11	189.04	193.97	157.70	176.57	208.11
OCTOBER	165.68	193.17	200.86	216.70	190.27	194.47	164.79	196.79	186.06
NOVEMBER	162.72	192.65	195.41	192.58	197.08	189.90	157.90	184.00	179.77
DECEMBER	177.59	195.87	203.07	200.99	210.26	193.99	158.16	200.01	191.09
JANUARY, 10	167.23	191.70	194.24	183.75	175.00	185.34	152.93	179.83	186.03
FEBRUARY	174.06	192.70	222.12	215.50	199.59	190.49	158.27	191.49	190.45
MARCH	173.00	179.80	196.03	203.24	208.48	182.91	151.90	193.10	189.82
APRIL	189.53	187.18	180.95	190.50	197.34	189.67	155.88	175.39	182.72
MAY	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	188.21
JUNE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	199.81
YTD	172.32	192.97	204.16	205.22	197.35	194.89	160.34	190.70	191.95

LOUISVILLE REGIONAL AIRPORT AUTHORITY
FISCAL 2010 CAR RENTAL MARKET SHARE REPORT

	ALAMO			AVIS			BUDGET			DOLLAR			ENTERPRISE		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
July	424,773	449,628	5.85%	916,447	715,878	-21.89%	566,161	462,830	-18.25%	405,109	302,991	-25.21%	526,065	488,005	-7.23%
August	396,343	362,190	-8.62%	921,265	690,052	-25.10%	542,727	449,665	-17.15%	399,886	330,990	-17.23%	520,674	558,158	7.20%
September	404,776	337,998	-16.50%	971,900	623,270	-35.87%	517,101	387,612	-25.04%	401,436	287,962	-28.27%	553,677	515,509	-6.89%
October	341,887	405,762	18.68%	971,755	756,278	-22.17%	522,227	397,098	-23.96%	319,371	368,611	15.42%	573,204	543,407	-5.20%
November	279,380	332,609	19.05%	735,692	629,403	-14.45%	417,765	331,805	-20.58%	285,420	278,464	-2.44%	385,351	425,110	10.32%
December	255,748	296,043	15.76%	666,906	572,330	-14.18%	367,301	296,481	-19.28%	257,328	249,033	-3.22%	401,668	388,767	-3.21%
January	202,568	241,808	19.37%	575,323	495,541	-13.87%	308,617	244,544	-20.76%	225,065	235,388	4.59%	308,446	319,549	3.60%
February	251,795	288,934	14.75%	620,890	573,854	-7.58%	367,859	268,325	-27.06%	301,291	283,591	-5.87%	289,883	416,141	43.55%
March	299,605	308,630	3.01%	719,331	669,943	-6.87%	386,473	367,956	-4.79%	291,958	292,660	0.24%	401,327	465,547	16.00%
April	336,800	385,134	14.35%	726,500	704,918	-2.97%	447,938	390,856	-12.74%	263,292	311,472	18.30%	399,820	589,856	47.53%
May	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
June	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
Totals	3,193,674	3,408,735	6.73%	7,826,008	6,431,466	-17.82%	4,444,168	3,597,172	-19.06%	3,150,155	2,941,162	-6.63%	4,362,123	4,710,049	7.98%

	HERTZ			NATIONAL			THRIFTY			TOTALS		
	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change	2009	2010	% Change
July	1,167,868	902,723	-22.70%	601,514	524,432	-12.81%	363,785	332,604	-8.57%	4,971,722	4,179,090	-15.94%
August	1,119,450	846,351	-24.40%	533,590	545,661	2.26%	422,220	345,991	-18.05%	4,856,155	4,129,057	-14.97%
September	1,235,152	827,678	-32.99%	641,849	469,778	-26.81%	416,294	244,025	-41.38%	5,142,185	3,693,831	-28.17%
October	1,190,294	1,020,748	-14.24%	557,562	613,364	10.01%	365,190	287,707	-21.22%	4,841,490	4,392,976	-9.26%
November	788,518	771,938	-2.10%	421,788	431,377	2.27%	321,220	212,332	-33.90%	3,635,134	3,413,038	-6.11%
December	728,569	733,087	0.62%	390,546	427,359	9.43%	269,459	209,410	-22.29%	3,337,524	3,172,511	-4.94%
January	686,643	639,978	-6.80%	380,041	374,838	-1.37%	235,425	178,930	-24.00%	2,922,127	2,730,577	-6.56%
February	738,998	733,017	-0.81%	453,072	448,550	-1.00%	283,016	206,238	-27.13%	3,306,802	3,218,649	-2.67%
March	804,975	821,992	2.11%	483,812	530,144	9.58%	314,200	232,296	-26.07%	3,701,679	3,689,167	-0.34%
April	820,775	856,344	4.33%	467,314	503,488	7.74%	273,919	234,323	-14.46%	3,736,358	3,976,389	6.42%
May	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
June	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
Totals	9,281,241	8,153,857	-12.15%	4,931,089	4,868,990	-1.26%	3,264,728	2,483,854	-23.92%	40,451,176	36,595,285	-9.53%

Deplanements and Market Share

	DEPLANEMENTS			MARKET SHARE	
	2009	2010			
July	172,062	156,410	-9.10%	ALAMO	9.31%
August	155,470	139,767	-10.10%	AVIS	17.57%
September	141,792	133,069	-6.15%	BUDGET	9.83%
October	157,233	151,106	-3.90%	DOLLAR	8.04%
November	131,512	134,325	2.14%	ENTERPRISE	12.87%
December	125,772	121,275	-3.58%	HERTZ	22.28%
January	112,629	111,731	-0.80%	NATIONAL	13.30%
February	114,868	110,844	-3.50%	THRIFTY	6.79%
March	133,019	136,968	2.97%	Totals	100.00%
April	140,078	-	-100.00%		
May	-	-	0.00%		
June	-	-	0.00%		
Totals	1,384,435	1,195,495	-13.65%		

