

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	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,142,185.29
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
OCTOBER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,841,489.88
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
NOVEMBER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,635,133.74
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
DECEMBER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,337,523.71
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
JANUARY, 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,922,126.97
% 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	3,306,802.30
% 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	3,701,678.90
% 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	3,736,357.96
% 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	4,268,969.99
% 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	4,217,492.36
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
YTD (\$)	811,817.54	1,405,929.57	912,495.25	633,981.14	1,046,162.73	1,749,074.05	1,070,092.61	678,594.49	8,308,147.38	48,937,638.24
% OF TOTAL	9.77	16.92	10.98	7.63	12.59	21.05	12.88	8.17	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	-	-	-	-	-	-	-	-	0	24,709
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
OCTOBER	-	-	-	-	-	-	-	-	0	26,021
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
NOVEMBER	-	-	-	-	-	-	-	-	0	20,221
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
DECEMBER	-	-	-	-	-	-	-	-	0	17,466
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
JANUARY, 10	-	-	-	-	-	-	-	-	0	15,708
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
FEBRUARY	-	-	-	-	-	-	-	-	0	17,363
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
MARCH	-	-	-	-	-	-	-	-	0	19,501
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
APRIL	-	-	-	-	-	-	-	-	0	20,449
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
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 (\$)	4,536	6,854	4,008	2,835	5,145	8,169	6,226	3,369	41,142	254,945
% OF TOTAL	11.03	16.66	9.74	6.89	12.51	19.86	15.13	8.19	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	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	208.11
OCTOBER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	186.06
NOVEMBER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	179.77
DECEMBER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	191.09
JANUARY, 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	186.03
FEBRUARY	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	190.45
MARCH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	189.82
APRIL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	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	178.97	205.13	227.67	223.63	203.34	214.11	171.87	201.42	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	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
October	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
November	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
December	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
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	821,116	811,818	-1.13%	1,837,712	1,405,930	-23.50%	1,108,888	912,495	-17.71%	804,995	633,981	-21.24%	1,048,748	1,046,163	-0.25%

	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	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
October	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
November	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
December	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
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	2,287,318	1,749,074	-23.53%	1,135,105	1,070,093	-5.73%	786,005	678,594	-13.67%	9,827,877	8,308,147	-15.46%

Deplanements and Market Share

	DEPLANEMENTS			MARKET SHARE	
	2009	2010			
July	172,062	156,410	-9.10%	ALAMO	9.77%
August	155,406	139,767	-10.06%	AVIS	16.92%
September	-	-	0.00%	BUDGET	10.98%
October	-	-	0.00%	DOLLAR	7.63%
November	-	-	0.00%	ENTERPRISE	12.59%
December	-	-	0.00%	HERTZ	21.05%
January	-	-	0.00%	NATIONAL	12.88%
February	-	-	0.00%	THRIFTY	8.17%
March	-	-	0.00%	Totals	100.00%
April	-	-	0.00%		
May	-	-	0.00%		
June	-	-	0.00%		
Totals	327,468	296,177	-9.56%		

CAR RENTAL MARKET SHARE

