

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	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 (\$)	1,888,186.15	3,414,880.32	2,029,009.80	1,569,018.58	2,530,188.96	4,369,438.78	2,584,612.07	1,422,657.60	19,807,992.26	48,937,638.24
% OF TOTAL	9.53	17.24	10.24	7.92	12.77	22.06	13.05	7.18	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	-	-	-	-	-	-	-	-	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 (\$)	11,192	17,351	9,655	7,421	12,885	21,750	15,659	7,367	103,280	254,945
% OF TOTAL	10.84	16.80	9.35	7.19	12.48	21.06	15.16	7.13	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	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	168.71	196.81	210.15	211.43	196.37	200.89	165.06	193.11	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	-	-	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	1,847,159	1,888,186	2.22%	4,517,059	3,414,880	-24.40%	2,565,981	2,029,010	-20.93%	1,811,222	1,569,019	-13.37%	2,560,980	2,530,189	-1.20%

	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	-	-	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	5,501,281	4,369,439	-20.57%	2,756,304	2,584,612	-6.23%	1,888,710	1,422,658	-24.68%	23,446,686	19,807,992	-15.52%

Deplanements and Market Share

	DEPLANEMENTS			MARKET SHARE	
	2009	2010			
July	172,062	156,410	-9.10%	ALAMO	9.53%
August	155,470	139,767	-10.10%	AVIS	17.24%
September	141,792	133,069	-6.15%	BUDGET	10.24%
October	157,233	151,106	-3.90%	DOLLAR	7.92%
November	131,512	134,325	2.14%	ENTERPRISE	12.77%
December	-	-	0.00%	HERTZ	22.06%
January	-	-	0.00%	NATIONAL	13.05%
February	-	-	0.00%	THRIFTY	7.18%
March	-	-	0.00%	Totals	100.00%
April	-	-	0.00%		
May	-	-	0.00%		
June	-	-	0.00%		
Totals	758,069	714,677	-5.72%		

CAR RENTAL MARKET SHARE

