

LOUISVILLE REGIONAL AIRPORT AUTHORITY
 RENTAL CAR CONCESSIONS
 SHARE OF MARKET
 FISCAL YEAR 2011

	<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, 10	464,564.33	691,184.82	479,419.89	396,754.97	709,153.81	966,178.48	597,698.17	304,345.09	4,609,299.56	4,179,089.97
% OF TOTAL	10.08	15.00	10.40	8.61	15.39	20.96	12.97	6.60	100.00	
AUGUST, 10	351,830.60	697,691.99	416,017.27	364,854.67	601,468.35	903,168.49	579,655.57	305,695.77	4,220,382.71	4,129,057.41
% OF TOTAL	8.34	16.53	9.86	8.65	14.25	21.40	13.73	7.24	100.00	
SEPTEMBER, 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,693,830.65
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
OCTOBER, 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,392,975.79
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
NOVEMBER, 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,413,038.44
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
DECEMBER, 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,172,510.50
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
JANUARY, 11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,730,577.39
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
FEBRUARY, 11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,218,648.56
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
MARCH, 11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,689,167.15
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
APRIL, 11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,976,389.16
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
MAY, 11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,568,537.40
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
JUNE, 11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,227,941.57
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
YTD (\$)	816,394.93	1,388,876.81	895,437.16	761,609.64	1,310,622.16	1,869,346.97	1,177,353.74	610,040.86	8,829,682.27	45,391,763.99
% OF TOTAL	9.25	15.73	10.14	8.63	14.84	21.17	13.33	6.91	100.00	

LOUISVILLE REGIONAL AIRPORT AUTHORITY
 RENTAL CAR CONCESSIONS
 NUMBER OF TRANSACTIONS
 FISCAL YEAR 2011

	<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, 10	2,002	3,433	2,158	1,716	3,179	4,625	3,461	1,397	21,971	20,772
% OF TOTAL	9.11	15.63	9.82	7.81	14.47	21.05	15.75	6.36	100.00	
AUGUST, 10	1,840	3,612	2,002	1,706	2,835	4,434	3,778	1,456	21,663	20,370
% OF TOTAL	8.49	16.67	9.24	7.88	13.09	20.47	17.44	6.72	100.00	
SEPTEMBER, 10	-	-	-	-	-	-	-	-	0	20,244
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
OCTOBER, 10	-	-	-	-	-	-	-	-	0	23,331
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
NOVEMBER, 10	-	-	-	-	-	-	-	-	0	18,563
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
DECEMBER, 10	-	-	-	-	-	-	-	-	0	16,665
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
JANUARY, 11	-	-	-	-	-	-	-	-	0	15,296
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
FEBRUARY, 11	-	-	-	-	-	-	-	-	0	17,006
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
MARCH, 11	-	-	-	-	-	-	-	-	0	20,247
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
APRIL, 11	-	-	-	-	-	-	-	-	0	21,663
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
MAY, 11	-	-	-	-	-	-	-	-	0	24,960
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
JUNE, 11	-	-	-	-	-	-	-	-	0	21,880
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
YTD (\$)	3,842	7,045	4,160	3,422	6,014	9,059	7,239	2,853	43,634	240,997
% OF TOTAL	8.81	16.15	9.53	7.84	13.78	20.76	16.59	6.54	100.00	

LOUISVILLE REGIONAL AIRPORT AUTHORITY
 RENTAL CAR CONCESSIONS
 REVENUE PER TRANSACTION
 FISCAL YEAR 2011

	<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, 10	232.05	201.34	222.16	231.21	223.07	208.90	172.70	217.86	201.19
AUGUST, 10	191.21	193.16	207.80	213.87	212.16	203.69	153.43	209.96	202.70
SEPTEMBER, 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	182.47
OCTOBER, 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	188.29
NOVEMBER, 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	183.86
DECEMBER, 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	190.37
JANUARY, 11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	178.52
FEBRUARY, 11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	189.27
MARCH, 11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	182.21
APRIL, 11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	183.56
MAY, 11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	183.03
JUNE, 11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	193.23
YTD	212.49	197.14	215.25	222.56	217.93	206.35	162.64	213.82	188.35

**LOUISVILLE REGIONAL AIRPORT AUTHORITY
FISCAL 2011 CAR RENTAL MARKET SHARE REPORT**

	ALAMO			AVIS			BUDGET			DOLLAR			ENTERPRISE		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
July	449,628	464,564	3.32%	715,878	691,185	-3.45%	462,830	479,420	3.58%	302,991	396,755	30.95%	488,005	709,154	45.32%
August	362,190	351,831	-2.86%	690,052	697,692	1.11%	449,665	416,017	-7.48%	330,990	364,855	10.23%	558,158	601,468	7.76%
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	811,818	816,395	0.56%	1,405,930	1,388,877	-1.21%	912,495	895,437	-1.87%	633,981	761,610	20.13%	1,048,173	1,310,622	25.04%

	HERTZ			NATIONAL			THRIFTY			TOTALS		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
July	902,723	966,178	7.03%	524,432	597,698	13.97%	332,604	304,345	-8.50%	4,179,090	4,609,300	10.29%
August	846,351	903,168	6.71%	545,661	579,656	6.23%	345,991	305,696	-11.65%	4,129,057	4,220,383	2.21%
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	1,749,074	1,869,347	6.88%	1,070,093	1,177,354	10.02%	678,594	610,041	-10.10%	8,308,147	8,829,682	6.28%

Deplanements and Market Share

	DEPLANEMENTS			MARKET SHARE	
	2010	2011			
July	156,410	156,245	-0.11%	ALAMO	9.25%
August	139,767	140,132	0.26%	AVIS	15.73%
September	-	-	0.00%	BUDGET	10.14%
October	-	-	0.00%	DOLLAR	8.63%
November	-	-	0.00%	ENTERPRISE	14.84%
December	-	-	0.00%	HERTZ	21.17%
January	-	-	0.00%	NATIONAL	13.33%
February	-	-	0.00%	THRIFTY	6.91%
March	-	-	0.00%	Totals	100.00%
April	-	-	0.00%		
May	-	-	0.00%		
June	-	-	0.00%		
Totals	296,177	296,377	0.07%		

CAR RENTAL MARKET SHARE

