

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	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,129,057.41
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
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 (\$)	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	45,391,763.99
% OF TOTAL	10.08	15.00	10.40	8.61	15.39	20.96	12.97	6.60	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	-	-	-	-	-	-	-	-	0	20,370
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
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 (\$)	2,002	3,433	2,158	1,716	3,179	4,625	3,461	1,397	21,971	240,997
% OF TOTAL	9.11	15.63	9.82	7.81	14.47	21.05	15.75	6.36	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	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	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	232.05	201.34	222.16	231.21	223.07	208.90	172.70	217.86	188.35

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

	<b>ALAMO</b>			<b>AVIS</b>			<b>BUDGET</b>			<b>DOLLAR</b>			<b>ENTERPRISE</b>		
	<b>2010</b>	<b>2011</b>	<b>% Change</b>	<b>2010</b>	<b>2011</b>	<b>% Change</b>	<b>2010</b>	<b>2011</b>	<b>% Change</b>	<b>2010</b>	<b>2011</b>	<b>% Change</b>	<b>2010</b>	<b>2011</b>	<b>% Change</b>
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	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
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	449,628	464,564	3.32%	715,878	691,185	-3.45%	462,830	479,420	3.58%	302,991	396,755	30.95%	490,015	709,154	44.72%

	<b>HERTZ</b>			<b>NATIONAL</b>			<b>THRIFTY</b>			<b>TOTALS</b>		
	<b>2010</b>	<b>2011</b>	<b>% Change</b>	<b>2010</b>	<b>2011</b>	<b>% Change</b>	<b>2010</b>	<b>2011</b>	<b>% Change</b>	<b>2010</b>	<b>2011</b>	<b>% Change</b>
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	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
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	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%

## Deplanements and Market Share

	DEPLANEMENTS			MARKET SHARE	
	2010	2011			
July	156,410	156,245	-0.11%	ALAMO	10.08%
August	-	-	0.00%	AVIS	15.00%
September	-	-	0.00%	BUDGET	10.40%
October	-	-	0.00%	DOLLAR	8.61%
November	-	-	0.00%	ENTERPRISE	15.39%
December	-	-	0.00%	HERTZ	20.96%
January	-	-	0.00%	NATIONAL	12.97%
February	-	-	0.00%	THRIFTY	6.60%
March	-	-	0.00%	<b>Totals</b>	<b>100.00%</b>
April	-	-	0.00%		
May	-	-	0.00%		
June	-	-	0.00%		
<b>Totals</b>	<b>156,410</b>	<b>156,245</b>	<b>-0.11%</b>		

### CAR RENTAL MARKET SHARE

