

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

	<u>ALAMO</u>	<u>AVIS</u>	<u>BUDGET</u>	<u>DOLLAR/THRIFTY</u>	<u>ENTERPRISE</u>	<u>HERTZ/ADVANTAGE</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	336,319.45	651,469.99	344,228.25	568,395.03	559,056.13	873,314.14	549,365.72		3,882,148.71	3,693,830.65
% OF TOTAL	8.66	16.78	8.87	14.64	14.40	22.50	14.15	0.00	100.00	
OCTOBER, 10	383,649.48	814,072.35	489,501.56	680,673.53	1,196,443.44	1,111,336.18	669,212.80		5,344,889.34	4,392,975.79
% OF TOTAL	7.18	15.23	9.16	12.74	22.38	20.79	12.52	0.00	100.00	
NOVEMBER, 10	248,945.13	645,685.29	382,185.41	605,199.36	1,048,308.73	861,497.99	580,049.11		4,371,871.02	3,413,038.44
% OF TOTAL	5.69	14.77	8.74	13.84	23.98	19.71	13.27	0.00	100.00	
DECEMBER, 10	175,269.47	582,517.18	297,450.17	438,860.43	788,995.11	751,365.49	492,971.02		3,527,428.87	3,172,510.50
% OF TOTAL	4.97	16.51	8.43	12.44	22.37	21.30	13.98	0.00	100.00	
JANUARY, 11	142,140.55	452,662.95	225,260.08	382,358.16	565,021.59	646,418.27	422,052.86		2,835,914.46	2,730,577.39
% OF TOTAL	5.01	15.96	7.94	13.48	19.92	22.79	14.88	0.00	100.00	
FEBRUARY, 11	144,770.79	561,239.53	280,586.00	392,320.41	455,197.37	756,449.83	433,761.52		3,024,325.45	3,218,648.56
% OF TOTAL	4.79	18.56	9.28	12.97	15.05	25.01	14.34	0.00	100.00	
MARCH, 11	222,201.82	656,918.66	375,205.26	439,637.63	751,144.07	860,765.78	571,883.01		3,877,756.23	3,689,167.15
% OF TOTAL	5.73	16.94	9.68	11.34	19.37	22.20	14.75	0.00	100.00	
APRIL, 11	239,659.28	679,984.87	436,792.12	451,139.01	813,189.81	875,480.74	616,307.43		4,112,553.26	3,976,389.16
% OF TOTAL	5.83	16.53	10.62	10.97	19.77	21.29	14.99	0.00	100.00	
MAY, 11	279,417.64	802,457.29	461,362.67	687,874.20	945,400.38	1,140,527.47	661,784.66		4,978,824.31	4,568,537.40
% OF TOTAL	5.61	16.12	9.27	13.82	18.99	22.91	13.29	0.00	100.00	
JUNE, 11	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 (\$)	2,988,768.54	7,235,884.92	4,188,008.68	5,408,067.40	8,433,378.79	9,746,502.86	6,174,741.87	610,040.86	44,785,393.92	45,391,763.99
% OF TOTAL	6.67	16.16	9.35	12.08	18.83	21.76	13.79	1.36	100.00	

Note: New Rental Car Concession Agreement effective September 1, 2010  
Dollar/Thrifty is a single concession effective September 1, 2010  
Hertz/Advantage is a single concession effective September 1, 2010

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

	<u>ALAMO</u>	<u>AVIS</u>	<u>BUDGET</u>	<u>DOLLAR/THRIFTY</u>	<u>ENTERPRISE</u>	<u>HERTZ/ADVANTAGE</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	1,886	3,715	1,803	2,934	2,941	4,508	3,631		21,418	20,244
% OF TOTAL	8.81	17.35	8.42	13.70	13.73	21.05	16.95	0.00	100.00	
OCTOBER, 10	1,741	4,197	2,283	3,042	4,134	5,360	3,994		24,751	23,331
% OF TOTAL	7.03	16.96	9.22	12.29	16.70	21.66	16.14	0.00	100.00	
NOVEMBER, 10	1,314	3,379	1,873	2,319	3,999	4,571	3,489		20,944	18,563
% OF TOTAL	6.27	16.13	8.94	11.07	19.09	21.82	16.66	0.00	100.00	
DECEMBER, 10	994	2,983	1,563	2,237	3,542	4,020	3,077		18,416	16,665
% OF TOTAL	5.40	16.20	8.49	12.15	19.23	21.83	16.71	0.00	100.00	
JANUARY, 11	941	2,548	1,129	2,141	2,647	3,790	2,704		15,900	15,296
% OF TOTAL	5.92	16.03	7.10	13.47	16.65	23.84	17.01	0.00	100.00	
FEBRUARY, 11	871	3,084	1,576	2,226	2,430	4,254	2,756		17,197	17,006
% OF TOTAL	5.06	17.93	9.16	12.94	14.13	24.74	16.03	0.00	100.00	
MARCH, 11	1,271	3,683	2,023	2,384	3,678	5,057	3,726		21,822	20,247
% OF TOTAL	5.82	16.88	9.27	10.92	16.85	23.17	17.07	0.00	100.00	
APRIL, 11	1,392	3,741	2,360	2,271	4,217	5,168	3,737	-	22,886	21,663
% OF TOTAL	6.08	16.35	10.31	9.92	18.43	22.58	16.33	0.00	100.00	
MAY, 11	1,561	4,166	2,490	3,536	4,819	5,915	3,754	-	26,241	24,960
% OF TOTAL	5.95	15.88	9.49	13.48	18.36	22.54	14.31	0.00	100.00	
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 (\$)	15,813	38,541	21,260	26,512	38,421	51,702	38,107	2,853	233,209	240,997
% OF TOTAL	6.78	16.53	9.12	11.37	16.47	22.17	16.34	1.22	100.00	

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

	<u>ALAMO</u>	<u>AVIS</u>	<u>BUDGET</u>	<u>DOLLAR/THRIFTY</u>	<u>ENTERPRISE</u>	<u>HERTZ/ADVANTAGE</u>	<u>NATIONAL</u>	<u>THRIFTY</u>	<u>CURRENT YEAR</u>	<u>PRIOR YEAR</u>
JULY, 10	232.05	201.34	222.16	231.21	223.07	208.90	172.70	217.86	209.79	201.19
AUGUST, 10	191.21	193.16	207.80	213.87	212.16	203.69	153.43	209.96	194.82	202.70
SEPTEMBER, 10	178.32	175.36	190.92	193.73	190.09	193.73	151.30	0.00	181.26	182.47
OCTOBER, 10	220.36	193.97	214.41	223.76	289.42	207.34	167.55	0.00	215.95	188.29
NOVEMBER, 10	189.46	191.09	204.05	260.97	262.14	188.47	166.25	0.00	208.74	183.86
DECEMBER, 10	176.33	195.28	190.31	196.18	222.75	186.91	160.21	0.00	191.54	190.37
JANUARY, 11	151.05	177.65	199.52	178.59	213.46	170.56	156.08	0.00	178.36	178.52
FEBRUARY, 11	166.21	181.98	178.04	176.24	187.32	177.82	157.39	0.00	175.86	189.27
MARCH, 11	174.82	178.37	185.47	184.41	204.23	170.21	153.48	0.00	177.70	182.21
APRIL, 11	172.17	181.77	185.08	198.65	192.84	169.40	164.92	0.00	179.70	183.56
MAY, 11	179.00	192.62	185.29	194.53	196.18	192.82	176.29	0.00	189.73	183.03
JUNE, 11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	193.23
YTD	189.01	187.75	196.99	203.99	219.50	188.51	162.04	213.82	192.04	188.35

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

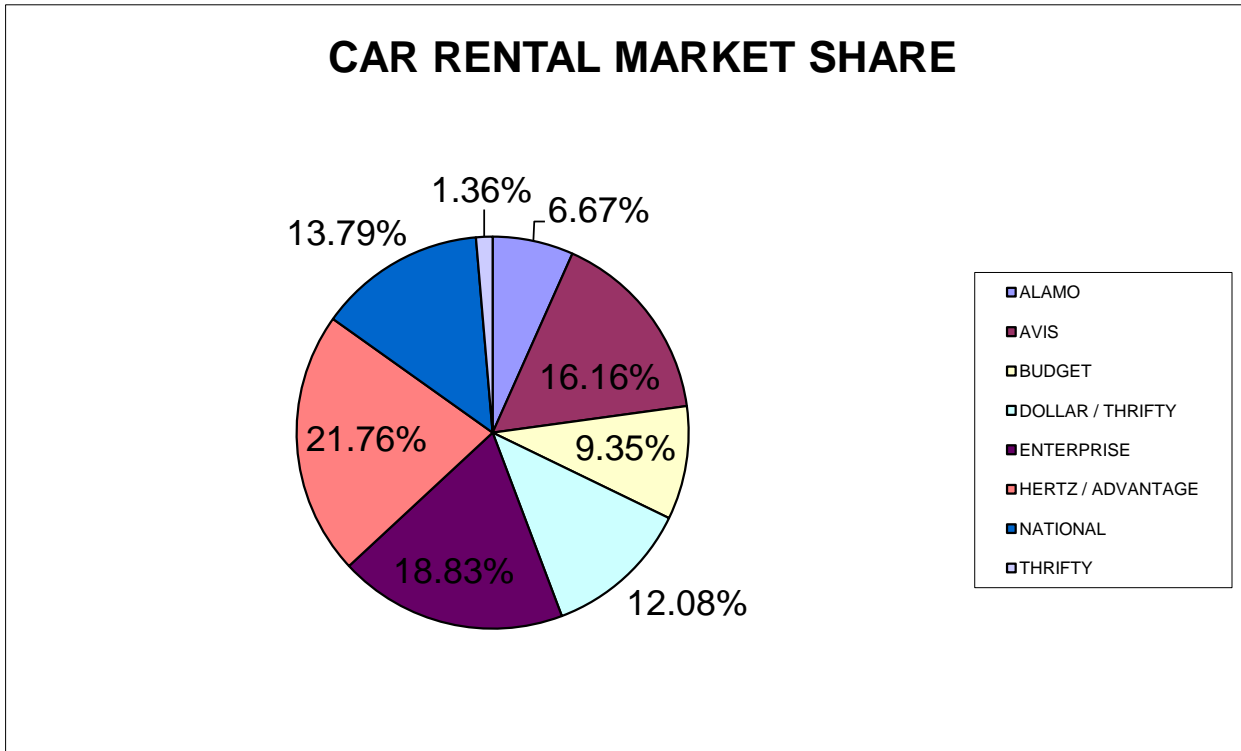
	ALAMO			AVIS			BUDGET			DOLLAR			ENTERPRISE		
	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change	2010	2011	% Change
July	449,628	464,564	3.32%	715,878	691,185	-3.45%	462,830	479,420	3.58%	302,991	396,755	30.95%	488,005	709,154	45.32%
August	362,190	351,831	-2.86%	690,052	697,692	1.11%	449,665	416,017	-7.48%	330,990	364,855	10.23%	558,158	601,468	7.76%
September	337,998	336,319	-0.50%	623,270	651,470	4.52%	387,612	344,228	-11.19%	531,986	568,395	6.84%	515,509	559,056	8.45%
October	405,762	383,649	-5.45%	756,278	814,072	7.64%	397,098	489,502	23.27%	656,318	680,674	3.71%	543,407	1,196,443	120.17%
November	332,609	248,945	-25.15%	629,403	645,685	2.59%	331,805	382,185	15.18%	490,796	605,199	23.31%	425,110	1,048,309	146.60%
December	296,043	175,269	-40.80%	572,330	582,517	1.78%	296,481	297,450	0.33%	458,442	438,860	-4.27%	388,767	788,995	102.95%
January	241,808	142,141	-41.22%	495,541	452,663	-8.65%	244,544	225,260	-7.89%	414,318	382,358	-7.71%	319,549	565,022	76.82%
February	288,934	144,771	-49.89%	573,854	561,240	-2.20%	268,325	280,586	4.57%	489,829	392,320	-19.91%	416,141	455,197	9.39%
March	308,630	222,202	-28.00%	669,943	656,919	-1.94%	367,956	375,205	1.97%	524,955	439,638	-16.25%	465,547	751,144	61.35%
April	385,134	239,659	-37.77%	704,918	679,985	-3.54%	390,856	436,792	11.75%	545,794	451,139	-17.34%	589,856	813,190	37.86%
May	429,450	279,418	-34.94%	762,607	802,457	5.23%	448,749	461,363	2.81%	658,114	687,874	4.52%	612,792	945,400	54.28%
June	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
Totals	3,838,185	2,988,769	-22.13%	7,194,073	7,235,885	0.58%	4,045,921	4,188,009	3.51%	5,404,536	5,408,067	0.07%	5,324,850	8,433,379	58.38%

	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	827,678	873,314	5.51%	469,778	549,366	16.94%	-	-	0.00%	3,693,831	3,882,149	5.10%
October	1,020,748	1,111,336	8.87%	613,364	669,213	9.11%	-	-	0.00%	4,392,976	5,344,889	21.67%
November	771,938	861,498	11.60%	431,377	580,049	34.46%	-	-	0.00%	3,413,038	4,371,871	28.09%
December	733,087	751,365	2.49%	427,359	492,971	15.35%	-	-	0.00%	3,172,511	3,527,429	11.19%
January	639,978	646,418	1.01%	374,838	422,053	12.60%	-	-	0.00%	2,730,577	2,835,914	3.86%
February	733,017	756,450	3.20%	448,550	433,762	-3.30%	-	-	0.00%	3,218,649	3,024,325	-6.04%
March	821,992	860,766	4.72%	530,144	571,883	7.87%	-	-	0.00%	3,689,167	3,877,756	5.11%
April	856,344	875,481	2.23%	503,488	616,307	22.41%	-	-	0.00%	3,976,389	4,112,553	3.42%
May	1,035,225	1,140,527	10.17%	621,602	661,785	6.46%	-	-	0.00%	4,568,537	4,978,824	8.98%
June	-	-	0.00%	-	-	0.00%	-	-	0.00%	-	-	0.00%
Totals	9,189,082	9,746,503	6.07%	5,490,591	6,174,742	12.46%	678,594	610,041	-10.10%	41,163,822	44,785,394	8.80%

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## Deplanements and Market Share

	DEPLANEMENTS			MARKET SHARE	
	2010	2011			
July	156,410	156,245	-0.11%	ALAMO	6.67%
August	139,767	140,132	0.26%	AVIS	16.16%
September	133,069	138,567	4.13%	BUDGET	9.35%
October	151,106	159,662	5.66%	DOLLAR / THRIFTY	12.08%
November	134,325	140,296	4.45%	ENTERPRISE	18.83%
December	121,275	129,131	6.48%	HERTZ / ADVANTAGE	21.76%
January	111,731	112,820	0.97%	NATIONAL	13.79%
February	110,844	111,612	0.69%	THRIFTY	1.36%
March	136,968	144,666	5.62%	<b>Totals</b>	<b>100.00%</b>
April	149,566	138,845	-7.17%		
May	141,744	160,295	13.09%		
June	-	-	0.00%		
<b>Totals</b>	<b>1,486,805</b>	<b>1,532,271</b>	<b>3.06%</b>		



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