

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	336,319.45	651,469.99	344,228.25	317,881.30	559,056.13	855,042.89	549,365.72	250,513.73	3,863,877.46	3,693,830.65
% OF TOTAL	8.70	16.86	8.91	8.23	14.47	22.13	14.22	6.48	100.00	
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	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	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	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	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	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	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	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	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	0.00
YTD (\$)	1,152,714.38	2,040,346.80	1,239,665.41	1,079,490.94	1,869,678.29	2,724,389.86	1,726,719.46	860,554.59	12,693,559.73	45,391,763.99
% OF TOTAL	9.08	16.07	9.77	8.50	14.73	21.46	13.60	6.78	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	3,770	1,706	2,835	4,434	3,778	1,456	23,431	20,370
% OF TOTAL	7.85	15.42	16.09	7.28	12.10	18.92	16.12	6.21	100.00	
SEPTEMBER, 10	1,886	3,715	1,803	1,593	2,941	4,508	3,631	1,341	21,418	20,244
% OF TOTAL	8.81	17.35	8.42	7.44	13.73	21.05	16.95	6.26	100.00	
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 (\$)	5,728	10,760	7,731	5,015	8,955	13,567	10,870	4,194	66,820	240,997
% OF TOTAL	8.57	16.10	11.57	7.51	13.40	20.30	16.27	6.28	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	110.35	213.87	212.16	203.69	153.43	209.96	202.70
SEPTEMBER, 10	178.32	175.36	190.92	199.55	190.09	189.67	151.30	186.81	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	201.24	189.62	160.35	215.25	208.79	200.81	158.85	205.19	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	337,998	336,319	-0.50%	623,270	651,470	4.52%	387,612	344,228	-11.19%	287,962	317,881	10.39%	515,509	559,056	8.45%
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	1,149,815	1,152,714	0.25%	2,029,199	2,040,347	0.55%	1,300,107	1,239,665	-4.65%	921,943	1,079,491	17.09%	1,563,681	1,869,678	19.57%

	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	855,043	3.31%	469,778	549,366	16.94%	244,025	250,514	2.66%	3,693,831	3,863,877	4.60%
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	2,576,752	2,724,390	5.73%	1,539,871	1,726,719	12.13%	922,619	860,555	-6.73%	12,001,978	12,693,560	5.76%

Deplanements and Market Share

	DEPLANEMENTS			MARKET SHARE	
	2010	2011			
July	156,410	156,245	-0.11%	ALAMO	9.08%
August	139,767	140,132	0.26%	AVIS	16.07%
September	133,069	138,567	4.13%	BUDGET	9.77%
October	-	-	0.00%	DOLLAR	8.50%
November	-	-	0.00%	ENTERPRISE	14.73%
December	-	-	0.00%	HERTZ	21.46%
January	-	-	0.00%	NATIONAL	13.60%
February	-	-	0.00%	THRIFTY	6.78%
March	-	-	0.00%	Totals	100.00%
April	-	-	0.00%		
May	-	-	0.00%		
June	-	-	0.00%		
Totals	429,246	434,944	1.33%		

CAR RENTAL MARKET SHARE

