

LOUISVILLE REGIONAL AIRPORT AUTHORITY
RENTAL CAR CONCESSIONS
SHARE OF MARKET
FISCAL YEAR 2012

	ALAMO	AVIS	BUDGET	DOLLAR/THRIFTY	ENTERPRISE	HERTZ/ADVANTAGE	NATIONAL	TOTAL	PRIOR YEAR
JULY, 11	284,189.90	729,430.59	442,480.85	790,990.03	987,759.63	978,495.58	586,342.89	4,799,689.47	4,609,299.56
% OF TOTAL	5.92	15.20	9.22	16.48	20.58	20.39	12.22	100.00	
AUGUST, 11	236,814.74	695,756.06	347,900.50	606,249.22	920,428.43	936,239.16	592,349.77	4,335,737.88	4,220,382.71
% OF TOTAL	5.46	16.05	8.02	13.98	21.23	21.59	13.66	100.00	
SEPTEMBER, 11	254,221.19	649,939.38	357,054.81	567,921.33	834,474.94	980,758.35	613,561.82	4,257,931.82	3,913,746.60
% OF TOTAL	5.97	15.26	8.39	13.34	19.60	23.03	14.41	100.00	
OCTOBER, 11	334,547.73	763,087.94	477,331.21	595,144.17	979,827.56	1,038,409.07	703,926.41	4,892,274.09	5,379,223.48
% OF TOTAL	6.84	15.60	9.76	12.17	20.03	21.23	14.39	100.00	
NOVEMBER, 11	337,143.91	629,803.23	336,296.86	464,117.81	795,801.89	829,967.85	594,926.32	3,988,057.87	4,251,925.68
% OF TOTAL	8.45	15.79	8.43	11.64	19.95	20.81	14.92	100.00	
DECEMBER, 11	232,596.00	532,349.50	331,698.47	415,831.40	669,236.29	697,369.24	504,494.63	3,383,575.53	3,527,428.87
% OF TOTAL	6.87	15.73	9.80	12.29	19.78	20.61	14.91	100.00	
JANUARY, 12								0.00	2,835,914.46
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
FEBRUARY, 12								0.00	3,024,625.45
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
MARCH, 12								0.00	3,877,756.23
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
APRIL, 12								0.00	4,112,553.26
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
MAY, 12								0.00	4,978,824.31
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
JUNE, 12								0.00	4,477,925.15
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
YTD (\$)	1,679,513.47	4,000,366.70	2,292,762.70	3,440,253.96	5,187,528.74	5,461,239.25	3,595,601.84	25,657,266.66	49,209,605.76
% OF TOTAL	6.55	15.59	8.94	13.41	20.22	21.29	14.01	100.00	

LOUISVILLE REGIONAL AIRPORT AUTHORITY
 RENTAL CAR CONCESSIONS
 NUMBER OF TRANSACTIONS
 FISCAL YEAR 2012

	<u>ALAMO</u>	<u>AVIS</u>	<u>BUDGET</u>	<u>DOLLAR/THRIFTY</u>	<u>ENTERPRISE</u>	<u>HERTZ/ADVANTAGE</u>	<u>NATIONAL</u>	<u>TOTAL</u>	<u>PRIOR YEAR</u>
JULY, 11	1,673	3,571	1,985	3,511	4,470	5,072	3,238	23,520	21,971
% OF TOTAL	7.11	15.18	8.44	14.93	19.01	21.56	13.77	100.00	
AUGUST, 11	1,551	3,598	1,643	3,027	4,659	5,129	3,655	23,262	21,663
% OF TOTAL	6.67	15.47	7.06	13.01	20.03	22.05	15.71	100.00	
SEPTEMBER, 11	1,627	3,505	1,901	2,948	4,400	5,584	3,731	23,696	21,502
% OF TOTAL	6.87	14.79	8.02	12.44	18.57	23.57	15.75	100.00	
OCTOBER, 11	2,121	4,094	2,430	3,061	4,648	5,815	4,055	26,224	24,751
% OF TOTAL	8.09	15.61	9.27	11.67	17.72	22.17	15.46	100.00	
NOVEMBER, 11	2,097	3,348	1,826	2,221	4,176	4,582	3,490	21,740	20,944
% OF TOTAL	9.65	15.40	8.40	10.22	19.21	21.08	16.05	100.00	
DECEMBER, 11	1,373	2,884	1,722	2,291	3,508	4,036	3,075	18,889	18,416
% OF TOTAL	7.27	15.27	9.12	12.13	18.57	21.37	16.28	100.00	
JANUARY, 12								0	15,900
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
FEBRUARY, 12								0	17,197
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
MARCH, 12								0	21,822
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
APRIL, 12								0	22,886
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
MAY, 12								0	26,241
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
JUNE, 12								0	23,749
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
YTD (\$)	10,442	21,000	11,507	17,059	25,861	30,218	21,244	137,331	257,042
% OF TOTAL	7.60	15.29	8.38	12.42	18.83	22.00	15.47	100.00	

LOUISVILLE REGIONAL AIRPORT AUTHORITY
 RENTAL CAR CONCESSIONS
 REVENUE PER TRANSACTION
 FISCAL YEAR 2012

	<u>ALAMO</u>	<u>AVIS</u>	<u>BUDGET</u>	<u>DOLLAR/THRIFTY</u>	<u>ENTERPRISE</u>	<u>HERTZ/ADVANTAGE</u>	<u>NATIONAL</u>	<u>CURRENT YEAR</u>	<u>PRIOR YEAR</u>
JULY, 11	169.87	204.27	222.91	225.29	220.98	192.92	181.08	204.07	209.79
AUGUST, 11	152.69	193.37	211.75	200.28	197.56	182.54	162.07	186.39	194.82
SEPTEMBER, 11	156.25	185.43	187.82	192.65	189.65	175.64	164.45	179.69	182.02
OCTOBER, 11	157.73	186.39	196.43	194.43	210.81	178.57	173.59	186.56	217.33
NOVEMBER, 11	160.77	188.11	184.17	208.97	190.57	181.14	170.47	183.44	203.01
DECEMBER, 11	169.41	184.59	192.62	181.51	190.77	172.79	164.06	179.13	191.54
JANUARY, 12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	178.36
FEBRUARY, 12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	175.88
MARCH, 12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	177.70
APRIL, 12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	179.70
MAY, 12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	189.73
JUNE, 12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	188.55
YTD	160.84	190.49	199.25	201.67	200.59	180.73	169.25	186.83	191.45

LOUISVILLE REGIONAL AIRPORT AUTHORITY
FISCAL 2012 CAR RENTAL MARKET SHARE REPORT

	ALAMO			AVIS			BUDGET			DOLLAR/THRIFTY			ENTERPRISE		
	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
July	464,564	284,190	-38.83%	691,185	729,431	5.53%	479,420	442,481	-7.70%	701,100	790,990	12.82%	709,154	987,760	39.29%
August	351,831	236,815	-32.69%	697,692	695,756	-0.28%	416,017	347,901	-16.37%	670,550	606,249	-9.59%	601,468	920,428	53.03%
September	336,319	254,221	-24.41%	651,470	649,939	-0.23%	344,228	357,055	3.73%	602,679	567,921	-5.77%	559,056	834,475	49.26%
October	383,649	334,548	-12.80%	814,072	763,088	-6.26%	489,502	477,331	-2.49%	715,008	595,144	-16.76%	1,196,443	979,828	-18.10%
November	248,945	337,144	35.43%	645,685	629,803	-2.46%	382,185	336,297	-12.01%	485,254	464,118	-4.36%	1,048,309	795,802	-24.09%
December	175,269	232,596	32.71%	582,517	532,350	-8.61%	297,450	331,698	11.51%	438,860	415,831	-5.25%	788,995	669,236	-15.18%
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	1,960,578	1,679,513	-14.34%	4,082,622	4,000,367	-2.01%	2,408,803	2,292,763	-4.82%	3,613,452	3,440,254	-4.79%	4,905,437	5,187,529	5.75%

	HERTZ			NATIONAL			TOTALS		
	2011	2012	% Change	2011	2012	% Change	2011	2012	% Change
July	966,178	978,496	1.27%	597,698	586,343	-1.90%	4,609,300	4,799,689	4.13%
August	903,168	936,239	3.66%	579,656	592,350	2.19%	4,220,383	4,335,738	2.73%
September	870,628	980,758	12.65%	549,366	613,562	11.69%	3,913,747	4,257,932	8.79%
October	1,111,336	1,038,409	-6.56%	669,213	703,926	5.19%	5,379,223	4,892,274	-9.05%
November	861,498	829,968	-3.66%	580,049	594,926	2.56%	4,251,926	3,988,058	-6.21%
December	751,365	697,369	-7.19%	492,971	504,495	2.34%	3,527,429	3,383,576	-4.08%
January	-	-	0.00%	-	-	0.00%	-	-	0.00%
February	-	-	0.00%	-	-	0.00%	-	-	0.00%
March	-	-	0.00%	-	-	0.00%	-	-	0.00%
April	-	-	0.00%	-	-	0.00%	-	-	0.00%
May	-	-	0.00%	-	-	0.00%	-	-	0.00%
June	-	-	0.00%	-	-	0.00%	-	-	0.00%
Totals	5,464,175	5,461,239	-0.05%	3,468,952	3,595,602	3.65%	25,902,007	25,657,267	-0.94%

Note: New Rental Car Concession Agreement effective September 1, 2011
Dollar/Thrifty is a single concession effective September 1, 2010
Hertz/Advantage is a single concession effective September 1, 2010

Deplanements and Market Share

	DEPLANEMENTS			MARKET SHARE	
	2011	2012			
July	156,245	160,512	2.73%	ALAMO	6.55%
August	140,132	141,502	0.98%	AVIS	15.59%
September	138,567	143,394	3.48%	BUDGET	8.94%
October	159,662	159,498	-0.10%	DOLLAR / THRIFTY	13.41%
November	140,296	139,943	-0.25%	ENTERPRISE	20.22%
December	129,131	125,874	-2.52%	HERTZ / ADVANTAGE	21.29%
January			0.00%	NATIONAL	14.01%
February			0.00%	Totals	100.00%
March			0.00%		
April			0.00%		
May			0.00%		
June			0.00%		
Totals	864,033	870,723	0.77%		

