

LOUISVILLE REGIONAL AIRPORT AUTHORITY
RENTAL CAR CONCESSIONS
SHARE OF MARKET
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	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	3,916,432.87
% OF TOTAL	5.97	15.26	8.39	13.34	19.60	23.03	14.41	100.00	
OCTOBER, 11								0.00	5,379,223.48
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
NOVEMBER, 11								0.00	4,251,925.68
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
DECEMBER, 11								0.00	3,527,428.87
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
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 (\$)	775,225.83	2,075,126.03	1,147,436.16	1,965,160.58	2,742,663.00	2,895,493.09	1,792,254.48	13,393,359.17	49,212,292.03
% OF TOTAL	5.79	15.49	8.57	14.67	20.48	21.62	13.38	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	21,418
% OF TOTAL	6.87	14.79	8.02	12.44	18.57	23.57	15.75	100.00	
OCTOBER, 11								0	24,751
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
NOVEMBER, 11								0	20,944
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
DECEMBER, 11								0	18,416
% OF TOTAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
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 (\$)	4,851	10,674	5,529	9,486	13,529	15,785	10,624	70,478	256,958
% OF TOTAL	6.88	15.15	7.85	13.46	19.20	22.40	15.07	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	182.86
OCTOBER, 11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	217.33
NOVEMBER, 11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	203.01
DECEMBER, 11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	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	159.81	194.41	207.53	207.16	202.72	183.43	168.70	190.04	191.52

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		-	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	1,152,714	775,226	-32.75%	2,040,347	2,075,126	1.70%	1,239,665	1,147,436	-7.44%	1,974,330	1,965,161	-0.46%	1,871,689	2,742,663	46.53%

	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	873,314	980,758	12.30%	549,366	613,562	11.69%	3,916,433	4,257,932	8.72%
October		-	0.00%		-	0.00%		-	0.00%
November		-	0.00%		-	0.00%		-	0.00%
December		-	0.00%		-	0.00%		-	0.00%
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	2,742,661	2,895,493	5.57%	1,726,719	1,792,254	3.80%	12,746,115	13,393,359	5.08%

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	5.79%
August	140,132	141,502	0.98%	AVIS	15.49%
September	138,567	143,394	3.48%	BUDGET	8.57%
October			0.00%	DOLLAR / THRIFTY	14.67%
November			0.00%	ENTERPRISE	20.48%
December			0.00%	HERTZ / ADVANTAGE	21.62%
January			0.00%	NATIONAL	13.38%
February			0.00%	Totals	100.00%
March			0.00%		
April			0.00%		
May			0.00%		
June			0.00%		
Totals	434,944	445,408	2.41%		

CAR RENTAL MARKET SHARE

