

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	4,572,727.12
% 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	153,325.04	461,439.27	282,514.90	362,900.84	566,683.64	610,934.67	457,981.30	2,895,779.66	2,835,914.46
% OF TOTAL	5.29	15.93	9.76	12.53	19.57	21.10	15.82	100.00	
FEBRUARY, 12	137,192.32	622,925.53	313,250.70	427,088.17	586,135.89	783,499.77	573,478.09	3,443,570.47	3,011,503.30
% OF TOTAL	3.98	18.09	9.10	12.40	17.02	22.75	16.65	100.00	
MARCH, 12	186,805.06	783,157.99	379,358.20	461,230.46	799,329.93	999,437.59	702,789.61	4,312,108.84	3,877,756.23
% OF TOTAL	4.33	18.16	8.80	10.70	18.54	23.18	16.30	100.00	
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 (\$)	2,156,835.89	5,867,889.49	3,267,886.50	4,691,473.43	7,139,678.20	7,855,111.28	5,329,850.84	36,308,725.63	49,159,911.17
% OF TOTAL	5.94	16.16	9.00	12.92	19.66	21.63	14.68	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	893	2,726	1,650	2,157	3,049	3,554	3,040	17,069	15,900
% OF TOTAL	5.23	15.97	9.67	12.64	17.86	20.82	17.81	100.00	
FEBRUARY, 12	748	3,470	1,758	2,397	3,264	4,806	3,611	20,054	17,197
% OF TOTAL	3.73	17.30	8.77	11.95	16.28	23.97	18.01	100.00	
MARCH, 12	1,013	4,328	2,177	2,350	3,922	5,580	4,172	23,542	21,822
% OF TOTAL	4.30	18.38	9.25	9.98	16.66	23.70	17.72	100.00	
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 (\$)	13,096	31,524	17,092	23,963	36,096	44,158	32,067	197,996	257,042
% OF TOTAL	6.61	15.92	8.63	12.10	18.23	22.30	16.20	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	208.13
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	171.70	169.27	171.22	168.24	185.86	171.90	150.65	169.65	178.36
FEBRUARY, 12	183.41	179.52	178.19	178.18	179.58	163.03	158.81	171.71	175.12
MARCH, 12	184.41	180.95	174.26	196.27	203.81	179.11	168.45	183.17	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	164.69	186.14	191.19	195.78	197.80	177.89	166.21	183.38	191.25

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	427,992	284,190	-33.60%	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	142,141	153,325	7.87%	452,663	461,439	1.94%	225,260	282,515	25.42%	382,358	362,901	-5.09%	565,022	566,684	0.29%
February	144,771	137,192	-5.23%	561,240	622,926	10.99%	280,586	313,251	11.64%	392,620	427,088	8.78%	455,197	586,136	28.77%
March	222,202	186,805	-15.93%	656,919	783,158	19.22%	375,205	379,358	1.11%	439,638	461,230	4.91%	751,144	799,330	6.41%
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	2,433,119	2,156,836	-11.36%	5,753,443	5,867,889	1.99%	3,289,854	3,267,887	-0.67%	4,828,068	4,691,473	-2.83%	6,674,789	7,139,678	6.96%

	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%	4,572,727	4,799,689	4.96%
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	646,418	610,935	-5.49%	422,053	457,981	8.51%	2,835,914	2,895,780	2.11%
February	756,450	783,500	3.58%	433,762	573,478	32.21%	3,024,625	3,443,570	13.85%
March	860,766	999,438	16.11%	571,883	702,790	22.89%	3,877,756	4,312,109	11.20%
April	-	-	0.00%	-	-	0.00%	-	-	0.00%
May	-	-	0.00%	-	-	0.00%	-	-	0.00%
June	-	-	0.00%	-	-	0.00%	-	-	0.00%
Totals	7,727,808	7,855,111	1.65%	4,896,650	5,329,851	8.85%	35,603,731	36,308,726	1.98%

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	5.94%
August	140,132	141,502	0.98%	AVIS	16.16%
September	138,567	143,394	3.48%	BUDGET	9.00%
October	159,662	159,498	-0.10%	DOLLAR / THRIFTY	12.92%
November	140,296	139,943	-0.25%	ENTERPRISE	19.66%
December	129,131	125,854	-2.54%	HERTZ / ADVANTAGE	21.63%
January	112,820	111,229	-1.41%	NATIONAL	14.68%
February	111,612	115,198	3.21%	Totals	100.00%
March	144,666	139,842	-3.33%		
April			0.00%		
May			0.00%		
June			0.00%		
Totals	1,233,131	1,236,972	0.31%		

