

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	873,314.14	549,365.72	250,513.73	3,882,148.71	3,693,830.65
% OF TOTAL	8.66	16.78	8.87	8.19	14.40	22.50	14.15	6.45	100.00	
OCTOBER, 10	383,649.48	814,072.35	489,501.56	387,557.90	1,196,443.44	1,111,336.18	669,212.80	293,115.63	5,344,889.34	4,392,975.79
% OF TOTAL	7.18	15.23	9.16	7.25	22.38	20.79	12.52	5.48	100.00	
NOVEMBER, 10	248,945.13	645,685.29	382,185.41	262,704.89	1,048,308.73	861,497.99	580,049.11	342,494.47	4,371,871.02	3,413,038.44
% OF TOTAL	5.69	14.77	8.74	6.01	23.98	19.71	13.27	7.83	100.00	
DECEMBER, 10	175,269.47	582,517.18	297,450.17	251,598.37	788,995.11	751,365.49	492,971.02	187,262.06	3,527,428.87	3,172,510.50
% OF TOTAL	4.97	16.51	8.43	7.13	22.37	21.30	13.98	5.31	100.00	
JANUARY, 11	142,140.55	452,662.95	225,260.08	215,395.05	565,021.59	646,418.27	422,052.86	166,963.11	2,835,914.46	2,730,577.39
% OF TOTAL	5.01	15.96	7.94	7.60	19.92	22.79	14.88	5.89	100.00	
FEBRUARY, 11	144,770.79	561,239.53	280,586.00	229,579.99	455,197.37	756,449.83	433,761.52	162,740.42	3,024,325.45	3,218,648.56
% OF TOTAL	4.79	18.56	9.28	7.59	15.05	25.01	14.34	5.38	100.00	
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	
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	
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	
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	
YTD (\$)	2,247,489.80	5,096,524.10	2,914,648.63	2,426,327.14	5,923,644.53	6,869,728.87	4,324,766.77	2,013,130.28	31,816,260.12	45,391,763.99
% OF TOTAL	7.06	16.02	9.16	7.63	18.62	21.59	13.59	6.33	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	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	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	1,741	4,197	2,283	1,691	4,134	5,360	3,994	1,351	24,751	23,331
% OF TOTAL	7.03	16.96	9.22	6.83	16.70	21.66	16.14	5.46	100.00	
NOVEMBER, 10	1,314	3,379	1,873	1,263	3,999	4,571	3,489	1,056	20,944	18,563
% OF TOTAL	6.27	16.13	8.94	6.03	19.09	21.82	16.66	5.04	100.00	
DECEMBER, 10	994	2,983	1,563	1,249	3,542	4,020	3,077	988	18,416	16,665
% OF TOTAL	5.40	16.20	8.49	6.78	19.23	21.83	16.71	5.36	100.00	
JANUARY, 11	941	2,548	1,129	1,187	2,647	3,790	2,704	954	15,900	15,296
% OF TOTAL	5.92	16.03	7.10	7.47	16.65	23.84	17.01	6.00	100.00	
FEBRUARY, 11	871	3,084	1,576	1,280	2,430	4,254	2,756	946	17,197	17,006
% OF TOTAL	5.06	17.93	9.16	7.44	14.13	24.74	16.03	5.50	100.00	
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 (\$)	11,589	26,951	14,387	11,685	25,707	35,562	26,890	9,489	162,260	240,997
% OF TOTAL	7.14	16.61	8.87	7.20	15.84	21.92	16.57	5.85	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>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	199.55	190.09	193.73	151.30	186.81	181.26	182.47
OCTOBER, 10	220.36	193.97	214.41	229.19	289.42	207.34	167.55	216.96	215.95	188.29
NOVEMBER, 10	189.46	191.09	204.05	208.00	262.14	188.47	166.25	324.33	208.74	183.86
DECEMBER, 10	176.33	195.28	190.31	201.44	222.75	186.91	160.21	189.54	191.54	190.37
JANUARY, 11	151.05	177.65	199.52	181.46	213.46	170.56	156.08	175.01	178.36	178.52
FEBRUARY, 11	166.21	181.98	178.04	179.36	187.32	177.82	157.39	172.03	175.86	189.27
MARCH, 11	0.00	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	0.00	183.56
MAY, 11	0.00	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	0.00	193.23
YTD	193.93	189.10	202.59	207.64	230.43	193.18	160.83	212.15	196.08	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	405,762	383,649	-5.45%	756,278	814,072	7.64%	397,098	489,502	23.27%	368,611	387,558	5.14%	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%	278,464	262,705	-5.66%	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%	249,033	251,598	1.03%	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%	235,388	215,395	-8.49%	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%	283,591	229,580	-19.05%	416,141	455,197	9.39%
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	2,714,971	2,247,490	-17.22%	5,056,605	5,096,524	0.79%	2,838,360	2,914,649	2.69%	2,337,031	2,426,327	3.82%	3,656,656	5,923,645	62.00%

	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%	244,025	250,514	2.66%	3,693,831	3,882,149	5.10%
October	1,020,748	1,111,336	8.87%	613,364	669,213	9.11%	287,707	293,116	1.88%	4,392,976	5,344,889	21.67%
November	771,938	861,498	11.60%	431,377	580,049	34.46%	212,332	342,494	61.30%	3,413,038	4,371,871	28.09%
December	733,087	751,365	2.49%	427,359	492,971	15.35%	209,410	187,262	-10.58%	3,172,511	3,527,429	11.19%
January	639,978	646,418	1.01%	374,838	422,053	12.60%	178,930	166,963	-6.69%	2,730,577	2,835,914	3.86%
February	733,017	756,450	3.20%	448,550	433,762	-3.30%	206,238	162,740	-21.09%	3,218,649	3,024,325	-6.04%
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	6,475,521	6,869,729	6.09%	3,835,359	4,324,767	12.76%	2,017,236	2,013,130	-0.20%	28,929,729	31,816,260	9.98%

## Deplanements and Market Share

	DEPLANEMENTS			MARKET SHARE	
	2010	2011			
July	156,410	156,245	-0.11%	ALAMO	7.06%
August	139,767	140,132	0.26%	AVIS	16.02%
September	133,069	138,567	4.13%	BUDGET	9.16%
October	151,106	159,662	5.66%	DOLLAR	7.63%
November	134,325	140,296	4.45%	ENTERPRISE	18.62%
December	121,275	129,131	6.48%	HERTZ	21.59%
January	111,731	112,820	0.97%	NATIONAL	13.59%
February	110,844	111,612	0.69%	THRIFTY	6.33%
March	-	-	0.00%	<b>Totals</b>	<b>100.00%</b>
April	-	-	0.00%		
May	-	-	0.00%		
June	-	-	0.00%		
<b>Totals</b>	<b>1,058,527</b>	<b>1,088,465</b>	<b>2.83%</b>		

### CAR RENTAL MARKET SHARE

