

What Does the Average Operator Look Like?

80% of you are males.

You are 44 years old.

You have been in this business for over 13 years.

You have 8 vehicles.

You have 20 employees, including full and p/t.

How Big Is Our Industry Today?

There are 8,000 owners/presidents – a 30% attrition year over year.

There are 80,000 full-time and part time office employees.
There are another 80,000 full-time and part-time chauffeurs.

Chauffeured service generates \$2.17 billion per year in gross revenues.

There are 112,000 vehicles in service today.

Have Your Business Revenues Bottomed Out Yet?

Yes.

In our summer survey, our industry reported that revenue turn around began in September 2009.

Where Is Your Source of Revenue Coming From?

50% of all industry revenue comes from business/corporate/airport work.

11% goes to hotels, cruises, resorts

25% of your money is made doing weddings, proms, leisure travel and nights out.

14% of gross revenues are being derived from bus tours, charters and group events.

What Negatively Impacts Your Bottom Line?

Labor costs. Overtime laws have changed the face of compensation. Lawsuits are more common and more costly than ever. And what if we fall prey to being unionized?

Pricing pressures. Gypsies are on the rise and so is competition for premium service.

Taxation. States are desperate for money and looking to make a buck off of small industries.

What Can Help You Be More Efficient in the Future?

You are processing more than 12 reservations per day per reservationists and averaging more than 100 trips per vehicle per week.

So what?

If You're Not Automated, You are Spending too
much on Human Capital.

That's what.

What Kind of Technology Do You Need?

Online Reservations capabilities. 77% of travel managers now use online booking tools, up from 70% in 2005.

PDA's. 67% of you already know the importance of driver communication to reduce pick up errors.

FAA tracking software. 61% of you use real-time flight tracking to avoid vehicle down time at airports.

Reservations and Dispatching software. 45% of you know this type of software reduces staffing needs and helps expedite billing/receiving management.

Equipment that reduces accidents and lowers insurance costs. 39% of you use GPS tracking and 34% are using DriveCam and other safety equipment.

What Is Changing That Will Impact My Future Business?

Lack of available credit from gun shy banks.

The Green Movement.

The Town Car is forever retiring.

The car rental industry has arrived.

Are limo budgets improving in 2010?

Yes.

But not by much.

Across all markets including weddings and business travel, there will be a 2% increase in budget/limo spend for 2010.

What Do We Do Now?

Sell Like Hell. That's what.





AP / Hadi Mizban

"As the world begins to show signs of emerging from the recession, businesses are adapting to a fundamental shift in thinking focused on proving the VALUE of travel and every employee connection.

Heading into 2010, companies will need to consider the impact of these changes in mindset, particularly as projected rate increases in key travel categories gain momentum."

Global Business Travel Forecast

North America - 2010 Forecast

Region	Airlines		Hotel Rates		Car Rental
	Domestic/ Short-Haul (Economy Class)	International/ Long-Haul (Business Class)	Mid-Range	Upper-Range	
United States	2% to 7%	3% to 8%	(-4%) to (-1%)	(-6%) to (-3%)	(-1%) to 2%
Canada	2% to 6%	0% to 5%	(-3%) to (-1%)	(-4%) to (-2%)	(-1%) to 2%
North America	2% to 7%	1% to 8%	(-4%) to (1%)	(-6%) to (-3%)	(-1%) to 2%



Market Summary

Weddings

Estimated Weddings

This is the estimated number of weddings for this market per year listed.

	Weddings
2008	2,162,000
2009	2,215,714
2010	2,232,615
2012	2,266,416
2014	2,342,469



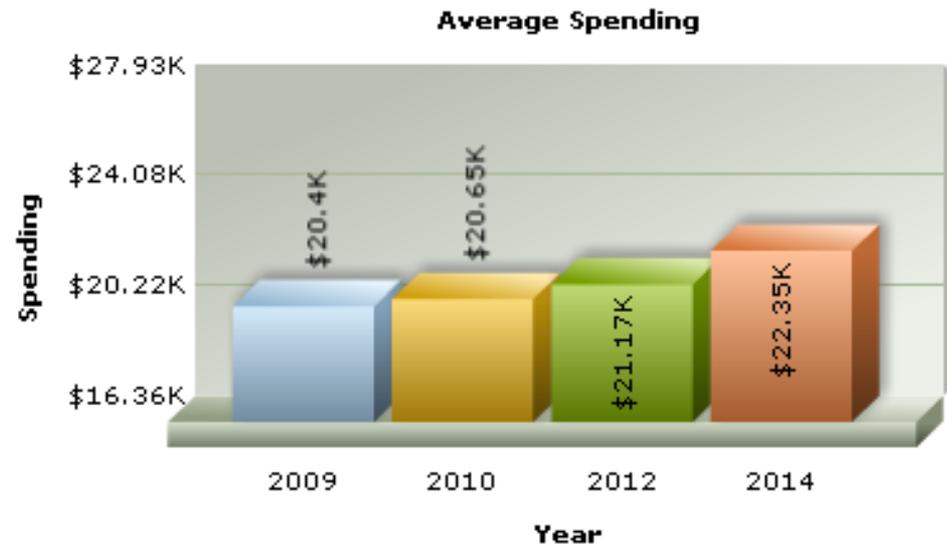
Market Summary

Spending

Average Spending

This is the average amount spent on a single wedding for all items tracked and included in the average wedding cost. See the [Methodology](#) page for details.

	Avg. Spending
2008	\$21,814
2009	\$20,398
2010	\$20,654
2012	\$21,166
2014	\$22,347



Market Summary

Market Value

Estimated Market Value

This is the estimated total amount spent in this market for all items and all weddings.

2008	\$59,599,378,360
2009	\$56,825,774,403
2010	\$57,778,033,741
2012	\$59,682,552,418
2014	\$64,098,314,456



Transportation Average Spending

This is the average amount spent on the listed item for a single wedding.

	2008	2009	2010	2012	2014
Antique Car Rental	\$485	\$454	\$460	\$472	\$500
Horse & Carriage Rental	\$469	\$439	\$445	\$457	\$483
Limo Rental	\$506	\$474	\$480	\$493	\$522
Motorcycle Rental	\$333	\$312	\$316	\$325	\$344
Regular Car Rental	\$309	\$289	\$293	\$301	\$318

Transportation

Estimated Market Value

This is the estimated total amount spent in this market for the listed item for all weddings.

	2008	2009	2010	2012	2014
Antique Car Rental	\$104,857,000	\$100,593,416	\$102,720,556	\$106,974,835	\$117,123,450
Horse & Carriage Rental	\$111,537,580	\$106,996,829	\$109,308,797	\$113,932,732	\$124,455,378
Limo Rental	\$579,805,160	\$556,631,671	\$568,485,060	\$592,191,837	\$648,067,474
Motorcycle Rental	\$35,997,300	\$34,565,138	\$35,319,845	\$36,829,260	\$40,290,467
Regular Car Rental	\$66,805,800	\$64,034,135	\$65,429,131	\$68,219,122	\$74,490,514

Global Business Travel Forecast

Region	Airlines		Hotel Rates	
	Domestic/Short-Haul (Economy Class)	International/Long-Haul (Business Class)	Mid-Range	Upper-Range
North America	2% to 7%	1% to 6%	(-4%) to (-1%)	(-6%) to (-3%)
Europe	0% to 2%	5% to 7%	(-2%) to 2.5%	(-2.5%) to 2%
Latin America	(-3%) to 2%	(-1%) to 2%	(-2%) to 2%	(-6%) to 0%
Asia-Pacific	3% to 8%	1% to 6%	1% to 2%	1% to 6%
Global	0% to 5%	1% to 6%	(-3%) to 2%	(-4%) to 1%