

# TRAVEL AGENCY BOOKING TRENDS

SEPTEMBER 13, 2021



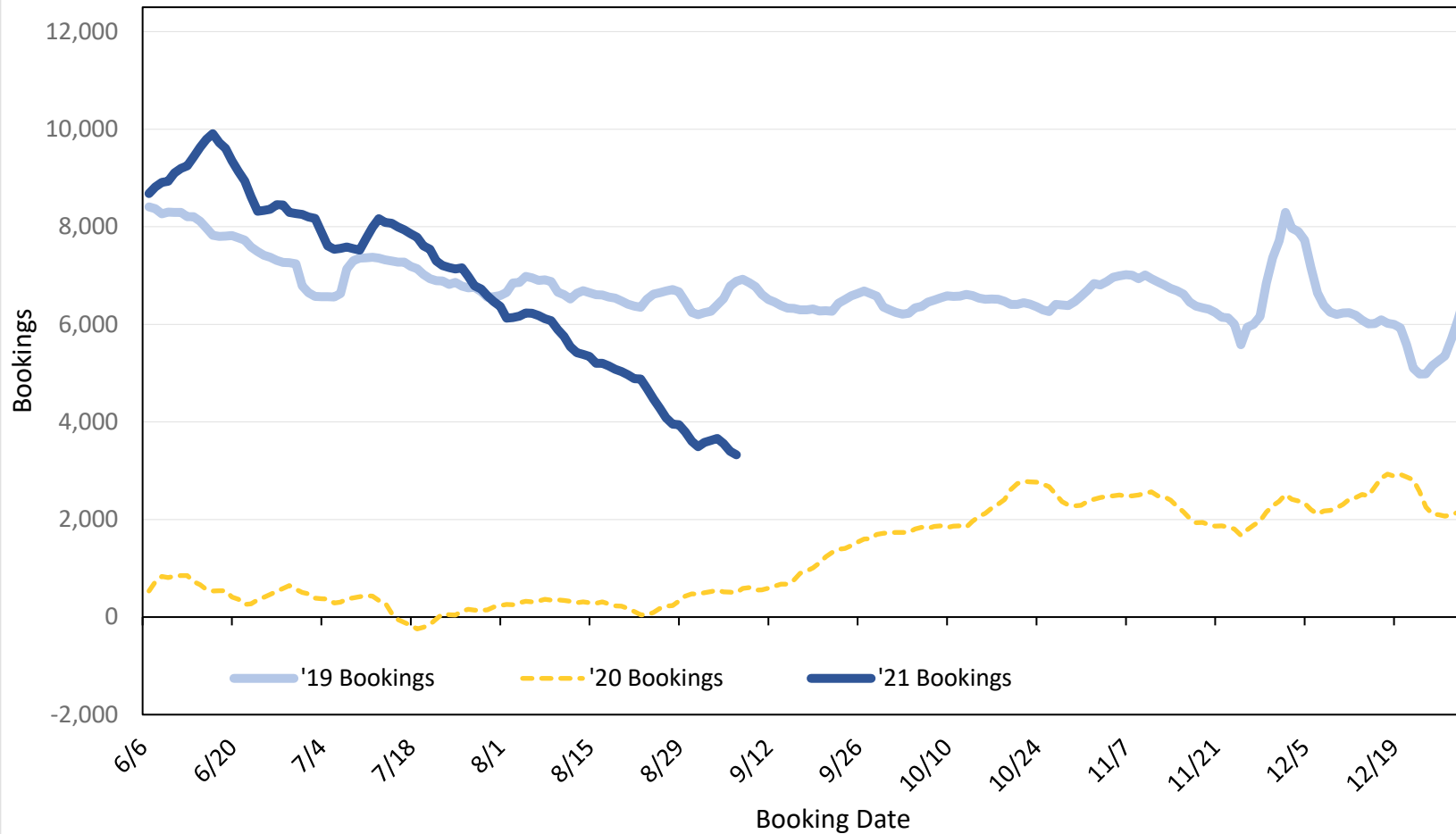
# Global Agency Pro

- HTA subscribes to Global Agency Pro, an online travel distribution system consisting of Travel Agency data.
- Global Agency Pro provides access to over 90% of the world's Travel Agency airline transactions.
- The database consists of five years of historical ticketing data and one year of advance purchase data.
- The information is updated daily with a recency of two days prior to current date.

# Global Agency Pro Index

- **Bookings**
  - Net sum of the number of visitors (i.e., excluding Hawai'i residents and inter-island travelers) from Sales transactions counted, including Exchanges and Refunds.
- **Booking Date**
  - The date on which the ticket was purchased by the passenger. Also known as the Sales Date.
- **Travel Date**
  - The date on which travel is expected to take place.
- **Point of Origin Country**
  - The country which contains the airport at which the ticket started.
- **Travel Agency**
  - Travel Agency associated with the ticket is doing business (DBA).

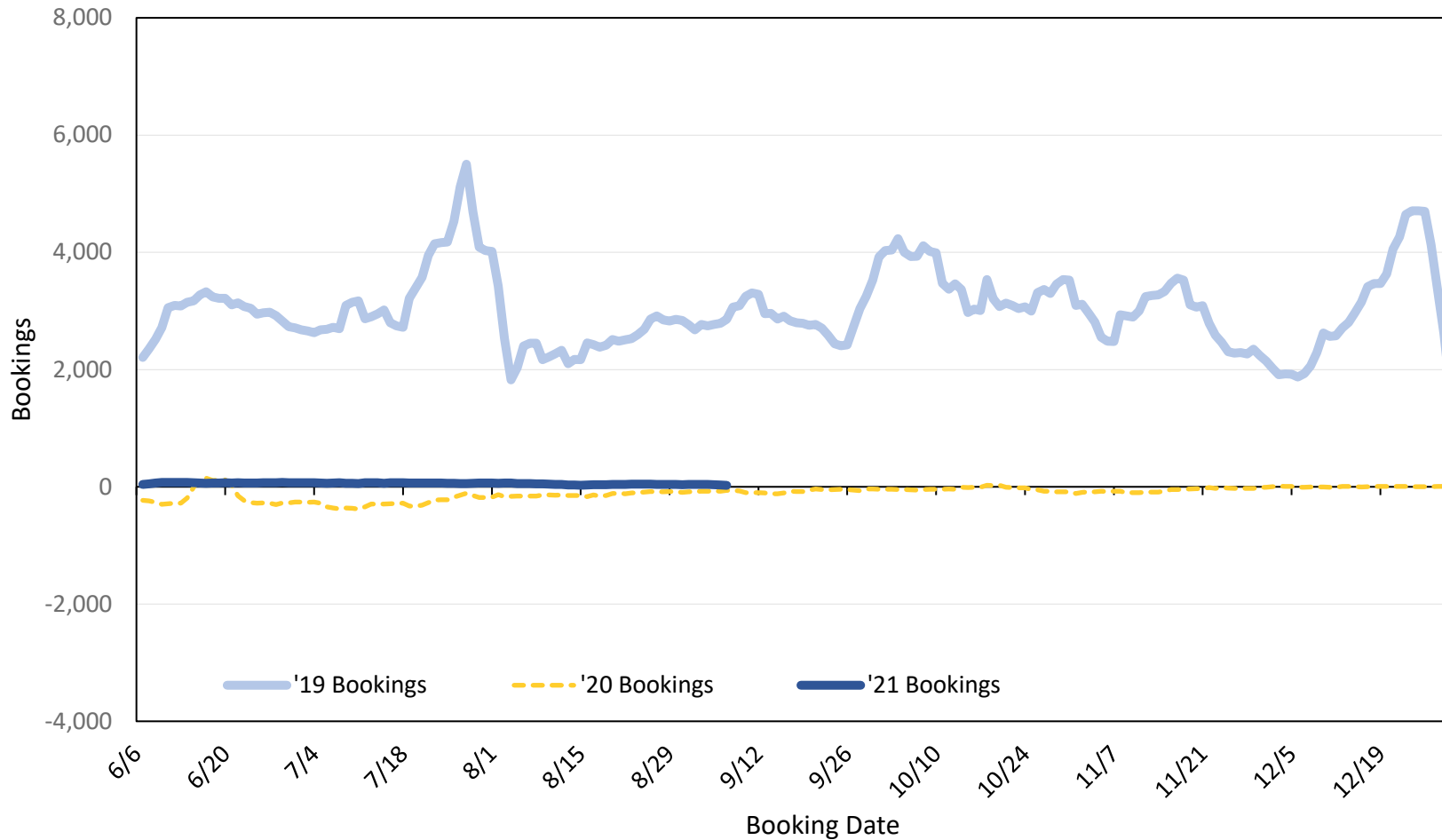
# Travel Agency Bookings to Hawaii for Future Arrivals\* Based on a 7-day Moving Average as of September 11, 2021 U.S.



\*Future Arrivals refers to all 'future' arrivals relative to a given Booking Date.  
Source: Global Agency Pro

Update: Sep 11, 2021

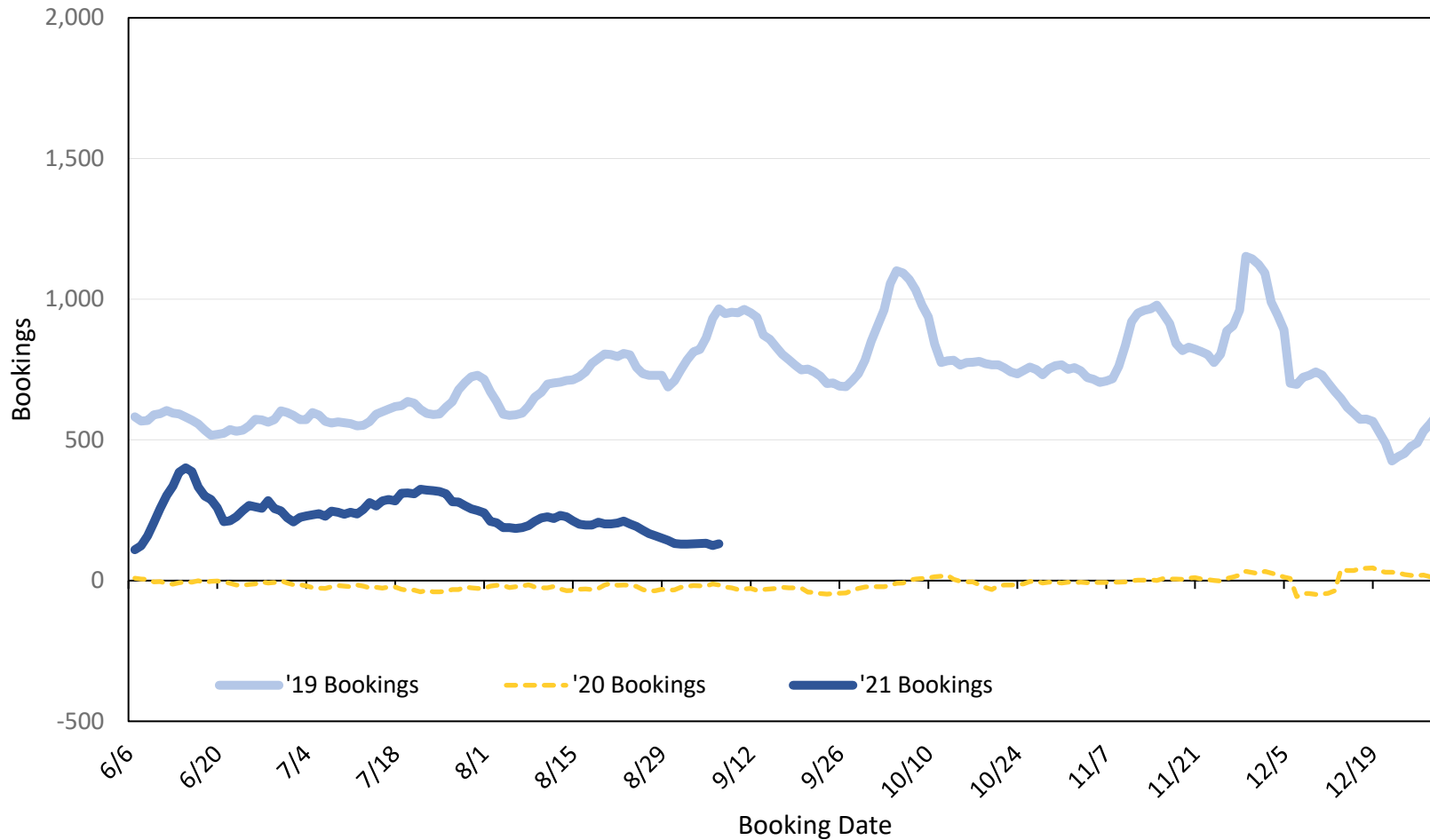
# Travel Agency Bookings to Hawaii for Future Arrivals\* Based on a 7-day Moving Average as of September 11, 2021 Japan



\*Future Arrivals refers to all 'future' arrivals relative to a given Booking Date.  
Source: Global Agency Pro

Update: Sep 11, 2021

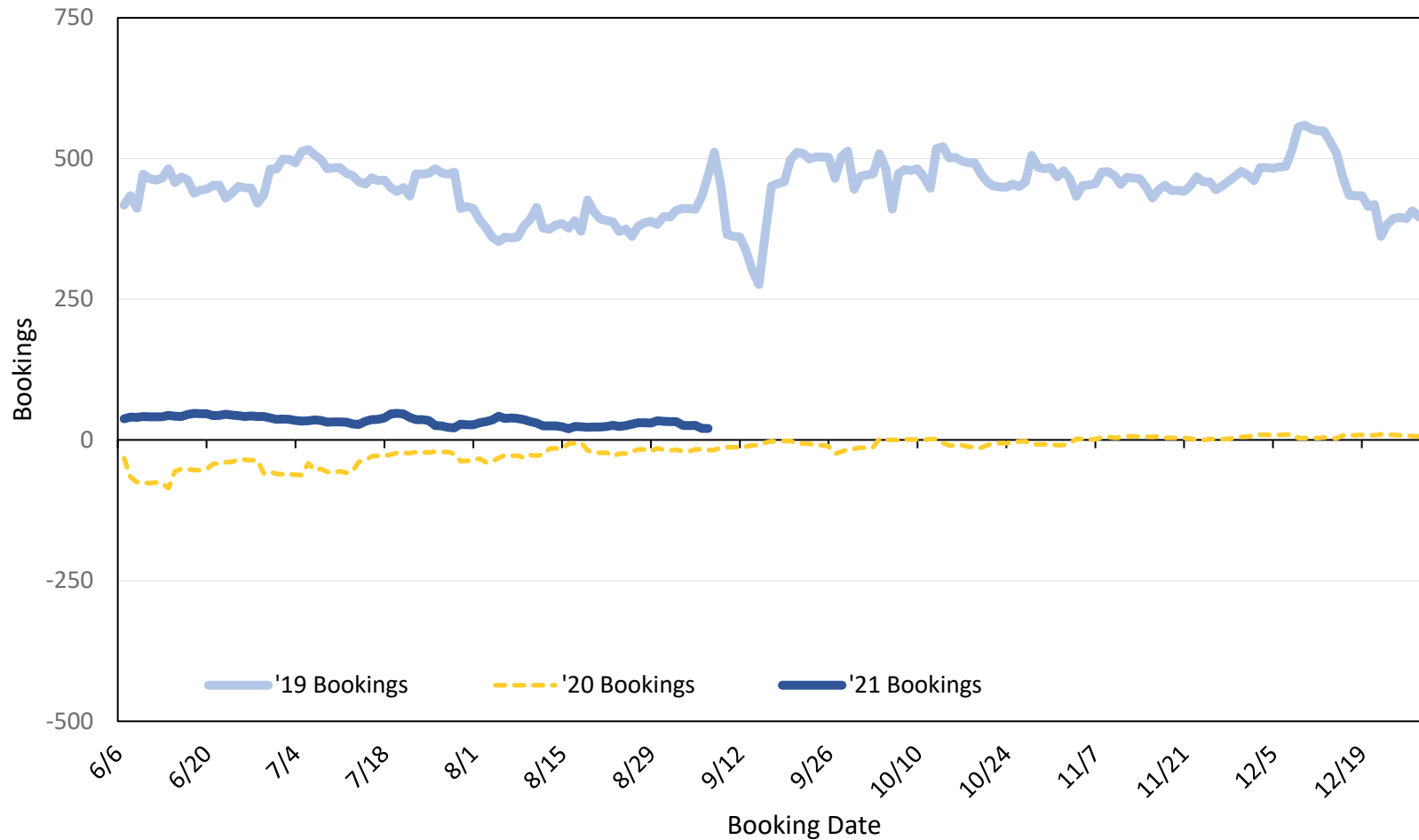
# Travel Agency Bookings to Hawaii for Future Arrivals\* Based on a 7-day Moving Average as of September 11, 2021 Canada



\*Future Arrivals refers to all 'future' arrivals relative to a given Booking Date.  
Source: Global Agency Pro

# Travel Agency Bookings to Hawaii for Future Arrivals\* Based on a 7-day Moving Average as of September 11, 2021

## Korea



\*Future Arrivals refers to all 'future' arrivals relative to a given Booking Date.  
Source: Global Agency Pro

Update: Sep 11, 2021