TRAVEL AGENCY BOOKING TRENDS

OCTOBER 31, 2022
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 Booking Pace for Future Arrivals, by Month

- November 2020: 47,802
- November 2021: 138,839
- November 2022: 136,350
- December 2020: 44,593
- December 2021: 115,957
- December 2022: 114,375

Travel Agency Booking Pace for Future Arrivals, by Quarter

- Qtr 1 2021: 41,103
- Qtr 1 2022: 112,147
- Qtr 1 2023: 119,321
- Qtr 2 2021: 26,492
- Qtr 2 2022: 41,814
- Qtr 2 2023: 36,016
- Qtr 3 2021: 6,888
- Qtr 3 2022: 5,671

Source: Global Agency Pro as of 10/29/22
Travel Agency Booking Pace for Future Arrivals, by Month

<table>
<thead>
<tr>
<th>Month</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
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<tbody>
<tr>
<td>November</td>
<td>408</td>
<td>599</td>
<td>9,973</td>
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<tr>
<td>December</td>
<td>3,247</td>
<td>1,089</td>
<td>8,001</td>
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Travel Agency Booking Pace for Future Arrivals, by Quarter

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2021</th>
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<th>2023</th>
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<tbody>
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<td>367</td>
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Source: Global Agency Pro as of 10/29/22
Travel Agency Booking Pace for Future Arrivals, by Month

- November 2020: 2,155
- November 2021: 8,814
- November 2022: 15,406
- December 2020: 2,975
- December 2021: 11,925
- December 2022: 17,521

Travel Agency Booking Pace for Future Arrivals, by Quarter

- Qtr 1 2021: 1,935
- Qtr 1 2022: 15,562
- Qtr 1 2023: 23,442
- Qtr 2 2021: 506
- Qtr 2 2022: 2,654
- Qtr 2 2023: 2,903
- Qtr 3 2021: 142
- Qtr 3 2022: 337
- Qtr 3 2023: 0

Source: Global Agency Pro as of 10/29/22
KOREA

Travel Agency Booking Pace for Future Arrivals, by Month

Travel Agency Booking Pace for Future Arrivals, by Quarter

Source: Global Agency Pro as of 10/29/22
AUSTRALIA

Travel Agency Booking Pace for Future Arrivals, by Month

November

- 2020: 681
- 2021: 40
- 2022: 4,822

December

- 2020: 496
- 2021: 316
- 2022: 5,783

Travel Agency Booking Pace for Future Arrivals, by Quarter

Qtr 1

- 2021: 285
- 2022: 747
- 2023: 8659

Qtr 2

- 2021: 84
- 2022: 598
- 2023: 3599

Qtr 3

- 2021: 6
- 2022: 115
- 2023: 0

Source: Global Agency Pro as of 10/29/22
O‘ahu by Month 2022

Travel Agency Booking Pace for Future Arrivals

U.S.

November: 20,098
December: 18,507

Travel Agency Booking Pace for Future Arrivals

Japan

November: 371
December: 3,102

Travel Agency Booking Pace for Future Arrivals

Canada

November: 500
December: 621

Travel Agency Booking Pace for Future Arrivals

Korea

November: 457
December: 847

Source: Global Agency Pro as of 10/29/22
O‘ahu by Month 2022 (cont.)

Travel Agency Booking Pace for Future Arrivals
Australia

Bookings

November
December

2020 2021 2022

Source: Global Agency Pro as of 10/29/22
O‘ahu by Quarter 2023

Travel Agency Booking Pace for Future Arrivals

U.S.

<table>
<thead>
<tr>
<th>Year</th>
<th>Qtr 1</th>
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<th>Qtr 3</th>
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<td>18,654</td>
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<td>54,042</td>
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Japan

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Canada

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Korea

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<td>1,082</td>
<td>277</td>
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<tr>
<td>2023</td>
<td>6586</td>
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Source: Global Agency Pro as of 10/29/22
O‘ahu by Quarter 2023 (cont.)

Travel Agency Booking Pace for Future Arrivals
Australia

Source: Global Agency Pro as of 10/29/22
Maui by Month 2022

Travel Agency Booking Pace for Future Arrivals

- **U.S.**
  - November: 15,033
  - December: 13,650

- **Canada**
  - November: 1,214
  - December: 1,438

- **Japan**
  - November: 5
  - December: 147

- **Korea**
  - November: 13
  - December: 22

Source: Global Agency Pro as of 10/29/22
Travel Agency Booking Pace for Future Arrivals
Australia

Bookings

November
December

2020 2021 2022

Source: Global Agency Pro as of 10/29/22
Maui by Quarter 2023

Travel Agency Booking Pace for Future Arrivals

U.S.

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
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<tr>
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<td>9,435</td>
<td>1,803</td>
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<td>8,037</td>
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<td>Qtr 3</td>
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Source: Global Agency Pro as of 10/29/22
Travel Agency Booking Pace for Future Arrivals
Australia

Bookings

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<tr>
<td>Qtr 3</td>
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<td>10</td>
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Source: Global Agency Pro as of 10/29/22
Moloka‘i by Month 2022

Travel Agency Booking Pace for Future Arrivals
U.S.

Source: Global Agency Pro as of 10/29/22
Moloka‘i by Month 2022 (cont.)

Travel Agency Booking Pace for Future Arrivals
Australia

Source: Global Agency Pro as of 10/29/22

Source: Global Agency Pro as of 10/29/22
Molokaʻi by Quarter 2023

Travel Agency Booking Pace for Future Arrivals
U.S.

<table>
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<th>2021</th>
<th>2022</th>
<th>2023</th>
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<tbody>
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Travel Agency Booking Pace for Future Arrivals
Japan

<table>
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<tr>
<th>Quarter</th>
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<th>2022</th>
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<tbody>
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<td>Qtr 1</td>
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<tr>
<td>Qtr 2</td>
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<td></td>
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<tr>
<td>Qtr 3</td>
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Travel Agency Booking Pace for Future Arrivals
Canada

<table>
<thead>
<tr>
<th>Quarter</th>
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<th>2022</th>
<th>2023</th>
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</thead>
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<tr>
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</tr>
<tr>
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<td>Qtr 3</td>
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Travel Agency Booking Pace for Future Arrivals
Korea

<table>
<thead>
<tr>
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<th>2023</th>
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<tr>
<td>Qtr 1</td>
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<tr>
<td>Qtr 3</td>
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Source: Global Agency Pro as of 10/29/22
Molokaʻi by Quarter 2023 (cont.)

Travel Agency Booking Pace for Future Arrivals
Australia

Source: Global Agency Pro as of 10/29/22
Lānaʻi by Month 2022

Travel Agency Booking Pace for Future Arrivals
U.S.

- November 2020: 20
- November 2021: 17
- December 2020: 1
- December 2021: 2
- December 2022: 9

Source: Global Agency Pro as of 10/29/22
Lānaʻi by Month 2022 (cont.)

Travel Agency Booking Pace for Future Arrivals
Australia

Source: Global Agency Pro as of 10/29/22
Lānaʻi by Quarter 2023

Travel Agency Booking Pace for Future Arrivals

U.S.

<table>
<thead>
<tr>
<th>Qtr 1</th>
<th>Qtr 2</th>
<th>Qtr 3</th>
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<tbody>
<tr>
<td>8</td>
<td>11</td>
<td>7</td>
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<tr>
<td>2021</td>
<td>2022</td>
<td>2023</td>
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Source: Global Agency Pro as of 10/29/22
Lānaʻi by Quarter 2023 (cont.)

Travel Agency Booking Pace for Future Arrivals
Australia

Bookings

2021
2022
2023

Source: Global Agency Pro as of 10/29/22
Kaua‘i by Month 2022

Travel Agency Booking Pace for Future Arrivals

U.S.

<table>
<thead>
<tr>
<th>Month</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov</td>
<td>6,329</td>
<td>15,082</td>
<td>13,290</td>
</tr>
<tr>
<td>Dec</td>
<td>5,479</td>
<td>12,692</td>
<td>12,520</td>
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Travel Agency Booking Pace for Future Arrivals

Japan

<table>
<thead>
<tr>
<th>Month</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov</td>
<td>5</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Dec</td>
<td>41</td>
<td>35</td>
<td>35</td>
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Travel Agency Booking Pace for Future Arrivals

Canada

<table>
<thead>
<tr>
<th>Month</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
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<tbody>
<tr>
<td>Nov</td>
<td>190</td>
<td>238</td>
<td>1,338</td>
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<tr>
<td>Dec</td>
<td>690</td>
<td>803</td>
<td>1,338</td>
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Travel Agency Booking Pace for Future Arrivals

Korea

<table>
<thead>
<tr>
<th>Month</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
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<tbody>
<tr>
<td>Nov</td>
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<tr>
<td>Dec</td>
<td>12</td>
<td>16</td>
<td>16</td>
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Source: Global Agency Pro as of 10/29/22
Travel Agency Booking Pace for Future Arrivals
Australia

Source: Global Agency Pro as of 10/29/22
Kaua‘i by Quarter 2023

**Travel Agency Booking Pace for Future Arrivals**

**U.S.**

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
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<td>4,950</td>
<td>12,606</td>
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<tr>
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<td>744</td>
<td>740</td>
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**Japan**

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<th>2023</th>
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</tr>
<tr>
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<td>3</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>Qtr 3</td>
<td>0</td>
<td>3</td>
<td>0</td>
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**Canada**

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr 1</td>
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<td>17</td>
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<tr>
<td>Qtr 2</td>
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<td>1,812</td>
<td>1,444</td>
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<tr>
<td>Qtr 3</td>
<td>17</td>
<td>55</td>
<td>0</td>
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**Korea**

<table>
<thead>
<tr>
<th>Quarter</th>
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<th>2022</th>
<th>2023</th>
</tr>
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<tbody>
<tr>
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<tr>
<td>Qtr 3</td>
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Source: Global Agency Pro as of 10/29/22
Travel Agency Booking Pace for Future Arrivals

<table>
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<tr>
<th>Quarter</th>
<th>2021</th>
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</table>

Source: Global Agency Pro as of 10/29/22
Hawai’i Island by Month 2022

Travel Agency Booking Pace for Future Arrivals

**U.S.**

- November 2022: 19,707
- December 2022: 16,607

**Japan**

- November 2022: 398
- December 2022: 358

**Canada**

- November 2022: 1,148
- December 2022: 2,042

**Korea**

- November 2022: 85
- December 2022: 76

Source: Global Agency Pro as of 10/29/22
Hawaiʻi Island by Month 2022 (cont.)

Travel Agency Booking Pace for Future Arrivals
Australia

Bookings

November  December

2020  2021  2022

Source: Global Agency Pro as of 10/29/22
Hawaiʻi Island by Quarter 2023 (cont.)

Travel Agency Booking Pace for Future Arrivals
Australia

Source: Global Agency Pro as of 10/29/22

Bookings