DIRECT AND TRAVEL AGENCY AIR BOOKING TRENDS

JUNE 13, 2023
Forward Keys

• DBEDT/HTA subscribes to Forward Keys, an online travel distribution system consisting of bookings ticketed through GDSs.

• Passenger air traffic information is based on Forward Keys Actual Air Tickets (AAT) data, which is specific to air travel sold by a travel agency. This dataset registers an estimated global coverage of around 96% of all indirect commercial airline tickets sold through travel agencies, equating to an estimated 60%–65% global coverage of commercial airline tickets sold through travel agencies accredited by ARC and IATA.

• Forward Keys AAT historical data coverage starts from 2017 but can be monitored from 2018 onwards as tickets are technically available for travel up to one year in the future. The analysis period used specifically in this report consists of the last 12 months of historical ticketing data (not including pre-pandemic) and six months of advance purchase data.

• Forward Keys AAT data are updated every Saturday covering the period up to the preceding Sunday. Data from previous updates may be modified as airlines may provide tickets at different paces and in some cases may provide ticketing information several weeks after the trip has taken place. This only affects a small portion of the total tickets.
Forward Keys Index

• Bookings
  – Net sum of the number of visitors from Sales transactions counted, including Exchanges and Refunds.

• Current Year / Previous Year / Pre-pandemic
  – In the analysis results, "Current Year" refers to the period being analyzed. "Previous Year" refers to the time unit in the previous year equivalent to the "Current Year" (for year-on-year comparison purposes). "Pre-pandemic" refers to the equivalent period in 2019 to the Current period, using only 2019 data as a reference.

• Direct
  – Refers to tickets purchased directly through the airline, typically via an airline’s website.

• Travel Agency
  – Refers to associated with an ARC/IATA number (or otherwise retail).
Direct and Travel Agency Bookings to Hawaii
Current vs. Prior vs. Pre-Pandemic Periods
June 2023

Current Yr - TA  Current Yr - Direct  Prior Yr - TA  Prior Yr - Direct  Pre-Pandemic - TA  Pre-Pandemic - Direct

June 144,965 148,634 148,842 149,749 148,701 148,955
July 194,978 181,096 180,000 180,972 184,307 181,124
August 254,431 265,824 291,021 254,372 255,172 255,172
September 99,655 116,752 116,752 117,033 117,033 117,033
October 93,700 90,321 90,321 90,321 90,321 90,321
November 52,790 59,748 59,748 59,748 59,748 59,748

Source: ForwardKeys as of 6/4/23

U.S.
Direct and Travel Agency Bookings to Hawaii
Current vs. Prior vs. Pre-Pandemic Periods
June 2023

Source: ForwardKeys as of 6/4/23
CANADA

Direct and Travel Agency Bookings to Hawaii
Current vs. Prior vs. Pre-Pandemic Periods
June 2023

Source: ForwardKeys as of 6/4/23
Direct and Travel Agency Bookings to Hawaii
Current vs. Prior vs. Pre-Pandemic Periods

June 2023

Source: ForwardKeys as of 6/4/23
Direct and Travel Agency Bookings to Hawaii
Current vs. Prior vs. Pre-Pandemic Periods
June 2023

Source: ForwardKeys as of 6/4/23
June 2023 Direct and Travel Agency Bookings to Hawai‘i

| Source: ForwardKeys as of 6/4/23 |

### Current Month

- **June**: 4,527
- **July**: 3,444
- **August**: 3,437
- **September**: 2,921
- **October**: 2,109
- **November**: 2,151

### Future Bookings

- **June**: 8,951
- **July**: 8,390
- **August**: 6,323
- **September**: 7,692
- **October**: 6,003
- **November**: 3,229

| Source: ForwardKeys as of 6/4/23 |
June 2023 Direct and Travel Agency Bookings to Hawai‘i

Source: ForwardKeys as of 6/4/23

June 2023 Direct and Travel Agency Bookings to Hawai‘i

Source: ForwardKeys as of 6/4/23
Maui (continued)

June 2023 Direct and Travel Agency Bookings to Hawai’i

CANADA

KOREA

Source: ForwardKeys as of 6/4/23
Kaua‘i (continued)

June 2023 Direct and Travel Agency Bookings to Hawai‘i

Source: ForwardKeys as of 6/4/23

KOREA

June 2023 Direct and Travel Agency Bookings to Hawai‘i

Source: ForwardKeys as of 6/4/23
June 2023 Direct and Travel Agency Bookings to Hawai'i

Source: ForwardKeys as of 6/4/23

**Kaua’i (continued)**
Hawai‘i Island (continued)

June 2023 Direct and Travel Agency Bookings to Hawai‘i

**CANADA**

June 2023 Direct and Travel Agency Bookings to Hawai‘i

<table>
<thead>
<tr>
<th>Month</th>
<th>Current Yr - TA</th>
<th>Current Yr - Direct</th>
<th>Prior Yr - TA</th>
<th>Prior Yr - Direct</th>
<th>Pre-Pandemic - TA</th>
<th>Pre-Pandemic - Direct</th>
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<td>575</td>
<td>376</td>
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<td>1,015</td>
<td>694</td>
<td>676</td>
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**KOREA**

June 2023 Direct and Travel Agency Bookings to Hawai‘i

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<td>October</td>
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