TRAVEL AGENCY BOOKING TRENDS

NOVEMBER 9, 2020
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, 2020 vs 2019 by Month

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 by Quarter

Source: Global Agency Pro as of 11/07/20
Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 by Month

<table>
<thead>
<tr>
<th>Month</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>November</td>
<td>94,556</td>
<td>658</td>
</tr>
<tr>
<td>December</td>
<td>37,177</td>
<td>2,949</td>
</tr>
</tbody>
</table>

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 by Quarter

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr 1</td>
<td>32,382</td>
<td>1,649</td>
</tr>
<tr>
<td>Qtr 2</td>
<td>9,368</td>
<td>1,265</td>
</tr>
<tr>
<td>Qtr 3</td>
<td>4,526</td>
<td>935</td>
</tr>
</tbody>
</table>

Source: Global Agency Pro as of 11/07/20
Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 by Month


Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 by Quarter

- Qtr 1: 38,549 (2021), 5,059 (2020)
- Qtr 2: 5,958 (2021), 514 (2020)
- Qtr 3: 967 (2021), 163 (2020)

Source: Global Agency Pro as of 11/07/20
AUSTRALIA

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 by Month

<table>
<thead>
<tr>
<th>Month</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>November</td>
<td>8,536</td>
<td>743</td>
</tr>
<tr>
<td>December</td>
<td>9,185</td>
<td>563</td>
</tr>
</tbody>
</table>

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 by Quarter

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr 1</td>
<td>13,044</td>
<td>296</td>
</tr>
<tr>
<td>Qtr 2</td>
<td>6,939</td>
<td>117</td>
</tr>
<tr>
<td>Qtr 3</td>
<td>2,418</td>
<td>16</td>
</tr>
</tbody>
</table>

Source: Global Agency Pro as of 11/07/20
O‘ahu by Month 2020

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - U.S.

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Japan

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Canada

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Australia

Source: Global Agency Pro as of 11/07/20
O‘ahu by Quarter 2021

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - U.S.

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Japan

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Canada

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Australia

Source: Global Agency Pro as of 11/07/20

Nov 09, 2020
Maui by Month 2020

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - U.S.

- **November 2019**: 47,424 bookings
- **December 2019**: 43,817 bookings
- **November 2020**: 17,376 bookings
- **December 2020**: 16,243 bookings

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Japan

- **November 2019**: 726 bookings
- **December 2019**: 6 bookings
- **November 2020**: 602 bookings
- **December 2020**: 37 bookings

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Canada

- **November 2019**: 9,236 bookings
- **December 2019**: 1,243 bookings
- **November 2020**: 10,064 bookings
- **December 2020**: 1,512 bookings

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Australia

- **November 2019**: 506 bookings
- **December 2019**: 41 bookings
- **November 2020**: 645 bookings
- **December 2020**: 54 bookings

Source: Global Agency Pro as of 11/07/20
Maui by Quarter 2021

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - U.S.

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Japan

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Canada

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Australia

Source: Global Agency Pro as of 11/07/20
Moloka‘i by Month 2020

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - U.S.

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Japan

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Canada

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Australia

Source: Global Agency Pro as of 11/07/20

Nov 09, 2020
Moloka‘i by Quarter 2021

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - U.S.

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Japan

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Canada

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Australia

Source: Global Agency Pro as of 11/07/20

Nov 09, 2020
Lānaʻi by Month 2020

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - U.S.

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Japan

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Canada

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Australia

Source: Global Agency Pro as of 11/07/20
Lānaʻi by Quarter 2021

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - U.S.

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Japan

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Canada

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Australia

Source: Global Agency Pro as of 11/07/20
Kaua‘i by Month 2020

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - U.S.

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Japan

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Canada

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Australia

Source: Global Agency Pro as of 11/07/20
Kaua‘i by Quarter 2021

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - U.S.

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Japan

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Canada

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Australia

Source: Global Agency Pro as of 11/07/20
Hawai‘i Island by Month 2020

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - U.S.

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Japan

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Canada

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Australia

Source: Global Agency Pro as of 11/07/20

Nov 09, 2020
Hawai‘i Island by Quarter 2021

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - U.S.

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2020 Bookings</th>
<th>2021 Bookings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr 1</td>
<td>23,016</td>
<td>5,678</td>
</tr>
<tr>
<td>Qtr 2</td>
<td>6,054</td>
<td>3,534</td>
</tr>
<tr>
<td>Qtr 3</td>
<td>1,108</td>
<td>958</td>
</tr>
</tbody>
</table>

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Japan

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2020 Bookings</th>
<th>2021 Bookings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr 1</td>
<td>2,517</td>
<td>133</td>
</tr>
<tr>
<td>Qtr 2</td>
<td>690</td>
<td>58</td>
</tr>
<tr>
<td>Qtr 3</td>
<td>230</td>
<td>69</td>
</tr>
</tbody>
</table>

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Canada

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2020 Bookings</th>
<th>2021 Bookings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr 1</td>
<td>6,058</td>
<td>252</td>
</tr>
<tr>
<td>Qtr 2</td>
<td>637</td>
<td>31</td>
</tr>
<tr>
<td>Qtr 3</td>
<td>101</td>
<td>19</td>
</tr>
</tbody>
</table>

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Australia

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2020 Bookings</th>
<th>2021 Bookings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr 1</td>
<td>621</td>
<td>2</td>
</tr>
<tr>
<td>Qtr 2</td>
<td>204</td>
<td>0</td>
</tr>
<tr>
<td>Qtr 3</td>
<td>51</td>
<td>0</td>
</tr>
</tbody>
</table>

Source: Global Agency Pro as of 11/07/20