TRAVEL AGENCY BOOKING TRENDS

NOVEMBER 2, 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

- November
  - 2019: 158,183
  - 2020: 143,968
- December
  - 2019: 52,119
  - 2020: 48,471

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

- Qtr 1
  - 2020: 155,221
  - 2021: 43,591
- Qtr 2
  - 2020: 56,860
  - 2021: 27,627
- Qtr 3
  - 2020: 11,109
  - 2021: 6,189

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

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

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

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>23,059</td>
<td>24,755</td>
</tr>
<tr>
<td>December</td>
<td>2,190</td>
<td>3,065</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr 1</td>
<td>36,089</td>
<td>1,990</td>
</tr>
<tr>
<td>Qtr 2</td>
<td>5,479</td>
<td>510</td>
</tr>
<tr>
<td>Qtr 3</td>
<td>817</td>
<td>155</td>
</tr>
</tbody>
</table>

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

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

- November: 8,289 (2019), 8,872 (2020)
- December: 746 (2019), 558 (2020)

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

- Qtr 1: 12,554 (2021), 308 (2020)
- Qtr 2: 6,585 (2021), 117 (2020)
- Qtr 3: 2,108 (2021), 14 (2020)

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

November December

Bookings

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.

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr 1</td>
<td>63,952</td>
<td>18,088</td>
</tr>
<tr>
<td>Qtr 2</td>
<td>25,066</td>
<td>11,752</td>
</tr>
<tr>
<td>Qtr 3</td>
<td>5,212</td>
<td>2,805</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr 1</td>
<td>27,113</td>
<td>1,555</td>
</tr>
<tr>
<td>Qtr 2</td>
<td>7,988</td>
<td>1,143</td>
</tr>
<tr>
<td>Qtr 3</td>
<td>3,749</td>
<td>809</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr 1</td>
<td>12,827</td>
<td>642</td>
</tr>
<tr>
<td>Qtr 2</td>
<td>2,419</td>
<td>205</td>
</tr>
<tr>
<td>Qtr 3</td>
<td>369</td>
<td>70</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr 1</td>
<td>10,703</td>
<td>264</td>
</tr>
<tr>
<td>Qtr 2</td>
<td>5,726</td>
<td>103</td>
</tr>
<tr>
<td>Qtr 3</td>
<td>1,891</td>
<td>14</td>
</tr>
</tbody>
</table>

Source: Global Agency Pro as of 11/07/20
Maui by Month 2020

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

<table>
<thead>
<tr>
<th>Month</th>
<th>2019 Bookings</th>
<th>2020 Bookings</th>
</tr>
</thead>
<tbody>
<tr>
<td>November</td>
<td>45,361</td>
<td>41,063</td>
</tr>
<tr>
<td>December</td>
<td>16,083</td>
<td>14,718</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Month</th>
<th>2019 Bookings</th>
<th>2020 Bookings</th>
</tr>
</thead>
<tbody>
<tr>
<td>November</td>
<td>691</td>
<td>7</td>
</tr>
<tr>
<td>December</td>
<td>557</td>
<td>35</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Month</th>
<th>2019 Bookings</th>
<th>2020 Bookings</th>
</tr>
</thead>
<tbody>
<tr>
<td>November</td>
<td>9,009</td>
<td>9,691</td>
</tr>
<tr>
<td>December</td>
<td>1,235</td>
<td>1,484</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Month</th>
<th>2019 Bookings</th>
<th>2020 Bookings</th>
</tr>
</thead>
<tbody>
<tr>
<td>November</td>
<td>496</td>
<td>40</td>
</tr>
<tr>
<td>December</td>
<td>619</td>
<td>54</td>
</tr>
</tbody>
</table>

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
Molokaʻi 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
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
Lāna‘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

HAWAII TOURISM AUTHORITY
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
Kauaʻi by Quarter 2021

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

- Qtr 1: 19,640 (2020), 5,295 (2021)

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

- Qtr 1: 90 (2020), 2 (2021)
- Qtr 3: 11 (2020), 0 (2021)

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

- Qtr 3: 79 (2020), 17 (2021)

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

- Qtr 1: 272 (2020), 18 (2021)
- Qtr 3: 60 (2020), 0 (2021)

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.

<table>
<thead>
<tr>
<th>Month</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>November</td>
<td>19,232</td>
<td>6,854</td>
</tr>
<tr>
<td>December</td>
<td>20,593</td>
<td>7,557</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Month</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>November</td>
<td>5,771</td>
<td>1,943</td>
</tr>
<tr>
<td>December</td>
<td>43</td>
<td>188</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Month</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>November</td>
<td>3,025</td>
<td>260</td>
</tr>
<tr>
<td>December</td>
<td>3,375</td>
<td>483</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Month</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>November</td>
<td>350</td>
<td>18</td>
</tr>
<tr>
<td>December</td>
<td>420</td>
<td>42</td>
</tr>
</tbody>
</table>

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