TRAVEL AGENCY BOOKING TRENDS

NOVEMBER 16, 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

- Qtr 1: 188,307 (2021), 50,450 (2020)
- Qtr 2: 69,950 (2021), 30,751 (2020)
- Qtr 3: 15,645 (2021), 7,714 (2020)

Source: Global Agency Pro as of 11/14/20
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: 42,291 (2021), 2,099 (2020)
- Qtr 2: 6,669 (2021), 518 (2020)
- Qtr 3: 1,113 (2021), 171 (2020)

Source: Global Agency Pro as of 11/14/20
AUSTRALIA

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

- November 2019: 8,714
- November 2020: 738
- December 2019: 9,482
- December 2020: 555

Source: Global Agency Pro as of 11/14/20

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

- Qtr 1 2020: 13,641
- Qtr 1 2021: 320
- Qtr 2 2020: 7,341
- Qtr 2 2021: 119
- Qtr 3 2020: 2,737
- Qtr 3 2021: 18

Source: Global Agency Pro as of 11/14/20
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 11/14/20
Maui 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 11/14/20
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 11/14/20
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 11/14/20

11/16/2020
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 11/14/20
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 11/14/20

HAWAIʻI TOURISM AUTHORITY
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 11/14/20
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 11/14/20
Kaua‘i by Quarter 2021

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

- Qtr 1: 23,878 (2020) vs 6,144 (2021)
- Qtr 2: 7,808 (2020) vs 3,794 (2021)
- Qtr 3: 1607 (2020) vs 1036 (2021)

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

- Qtr 1: 124 (2020) vs 2 (2021)
- Qtr 2: 21 (2020) vs 3 (2021)
- Qtr 3: 20 (2020) vs 0 (2021)

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

- Qtr 1: 3,809 (2020) vs 153 (2021)
- Qtr 2: 487 (2020) vs 47 (2021)
- Qtr 3: 102 (2020) vs 21 (2021)

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

- Qtr 1: 300 (2020) vs 16 (2021)
- Qtr 3: 73 (2020) vs 0 (2021)

Source: Global Agency Pro as of 11/14/20
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 11/14/20
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 11/14/20