TRAVEL AGENCY BOOKING TRENDS

DECEMBER 7, 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

- December 2019: 208,464
- December 2020: 78,042

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

- Qtr 1 2020: 249,858
- Qtr 1 2021: 62,645
- Qtr 2 2020: 92,938
- Qtr 2 2021: 36,922
- Qtr 3 2020: 24,121
- Qtr 3 2021: 11,026

Source: Global Agency Pro as of 12/05/20
JAPAN

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>December</td>
<td>85,158</td>
<td>1,581</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>49,821</td>
<td>1,518</td>
</tr>
<tr>
<td>Qtr 2</td>
<td>12,690</td>
<td>1,373</td>
</tr>
<tr>
<td>Qtr 3</td>
<td>6,658</td>
<td>1,197</td>
</tr>
</tbody>
</table>

Source: Global Agency Pro as of 12/05/20
Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 by Month

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

Source: Global Agency Pro as of 12/05/20
AUSTRALIA

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

- December Bookings:
  - 2019: 10,425
  - 2020: 529

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

- Qtr 1 Bookings:
  - 2020: 15,864
  - 2021: 276
- Qtr 2 Bookings:
  - 2020: 8,689
  - 2021: 128
- Qtr 3 Bookings:
  - 2020: 4,036
  - 2021: 39

Source: Global Agency Pro as of 12/05/20
O‘ahu by Month 2020

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

- December Bookings 2019: 103,138
- December Bookings 2020: 35,836

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

- December Bookings 2019: 79,447
- December Bookings 2020: 1,424

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

- December Bookings 2019: 12,689
- December Bookings 2020: 1,046

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

- December Bookings 2019: 8,887
- December Bookings 2020: 426

Source: Global Agency Pro as of 12/05/2020
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 12/05/20
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 12/05/20

12/7/2020
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 12/05/20
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 12/05/20
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 12/05/2020
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 12/05/20
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 12/05/20
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 12/05/20

HAWAII TOURISM AUTHORITY
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 12/05/20

12/7/2020
Hawaiʻi Island by Month 2020

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

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>December</td>
<td>28,182</td>
<td>11,746</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>December</td>
<td>4,709</td>
<td>79</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>December</td>
<td>4,077</td>
<td>457</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>December</td>
<td>515</td>
<td>41</td>
</tr>
</tbody>
</table>

Source: Global Agency Pro as of 12/05/20
Hawaiʻi 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 12/05/20