

# TRAVEL AGENCY BOOKING TRENDS

JANUARY 11, 2021

HAWAII TOURISM  
AUTHORITY

# Global Agency Pro

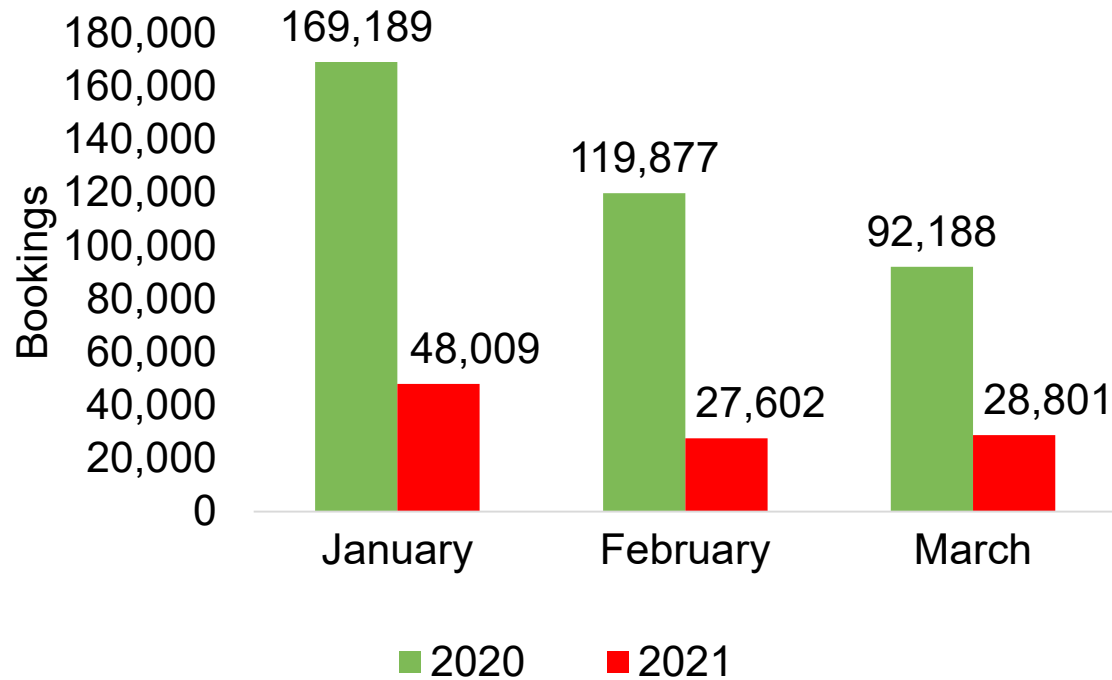
- HTA subscribes to Global Agency Pro, an online travel distribution system consisting of Travel Agency data
- Global Agency Pro provides access to over 90% of the world's Travel Agency airline transactions
- The database consists of five years of historical ticketing data and one year of advance purchase data
- The information is updated daily with a recency of two days prior to current date

# Global Agency Pro Index

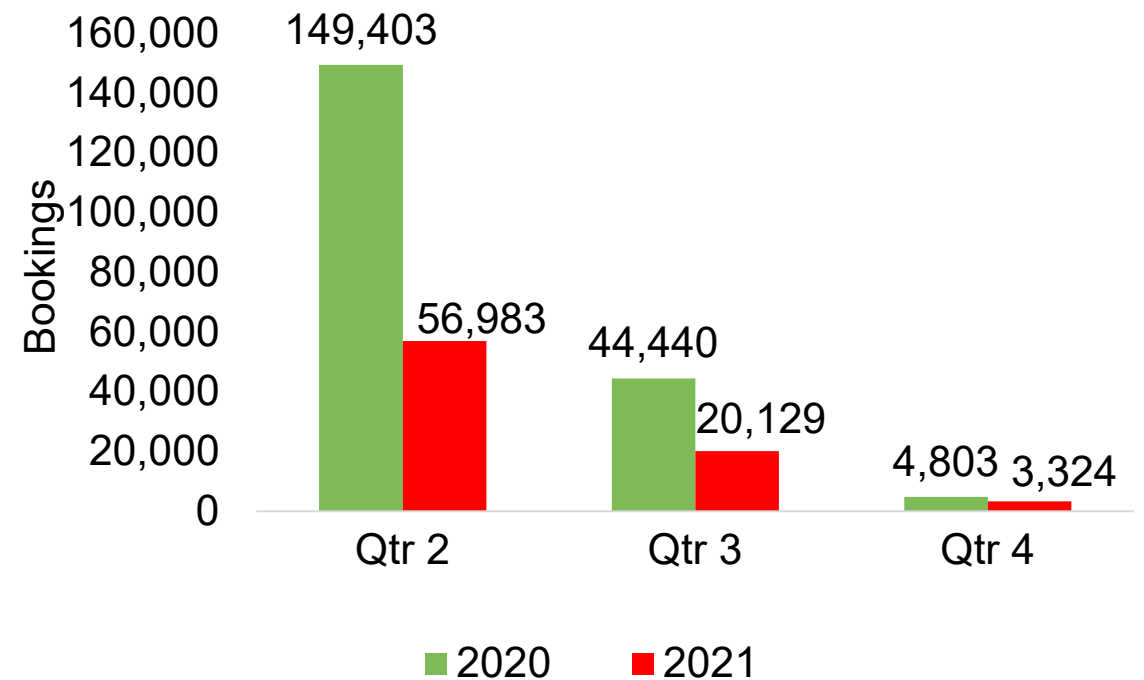
- **Bookings**
  - Net sum of the number of visitors (i.e., excluding Hawai'i residents and inter-island travelers) from Sales transactions counted, including Exchanges and Refunds.
  - Booking Date
  - The date on which the ticket was purchased by the passenger. Also known as the Sales Date
- **Travel 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)

# US

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



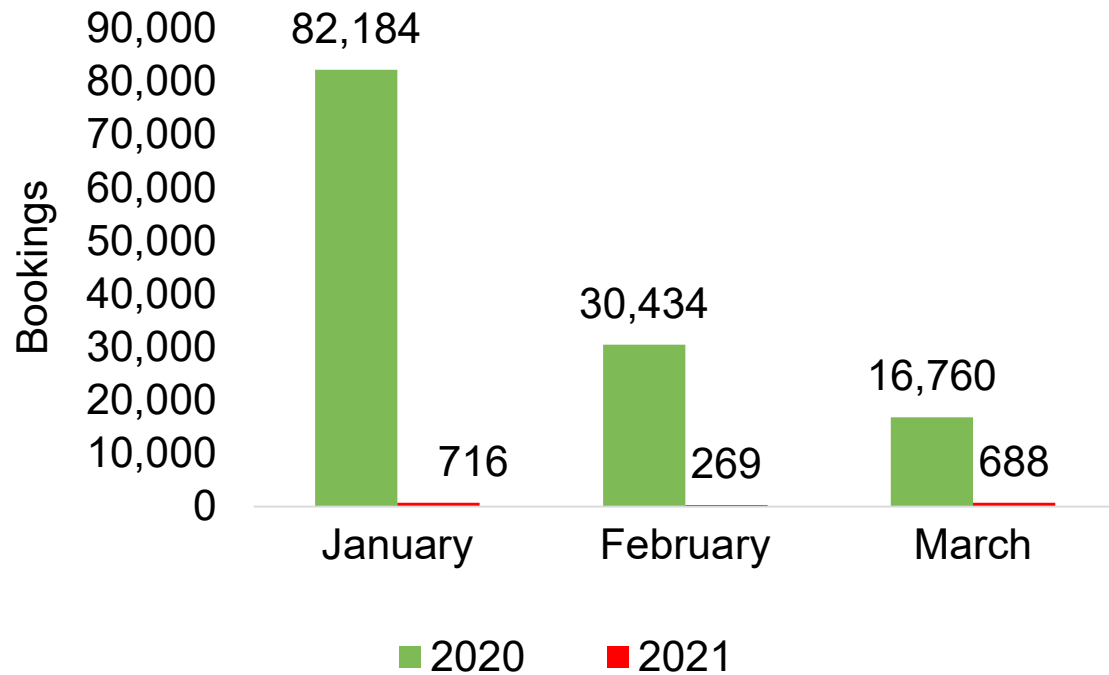
### Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 by Quarter



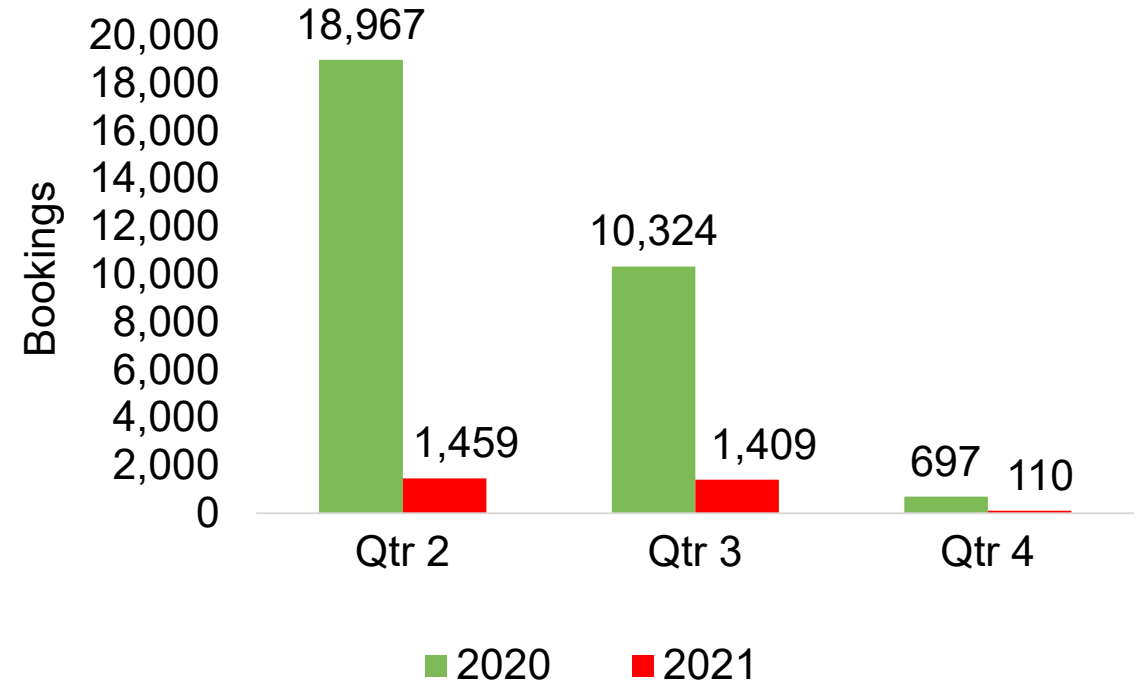
Source: Global Agency Pro as of 01/09/21

# JAPAN

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



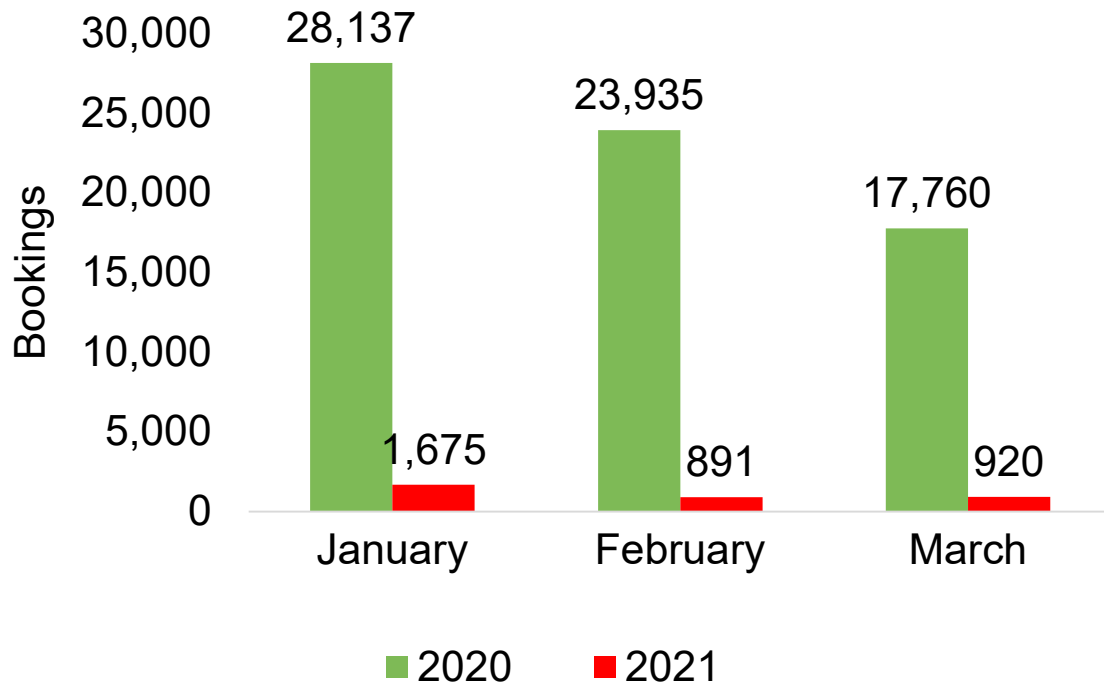
Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 by Quarter



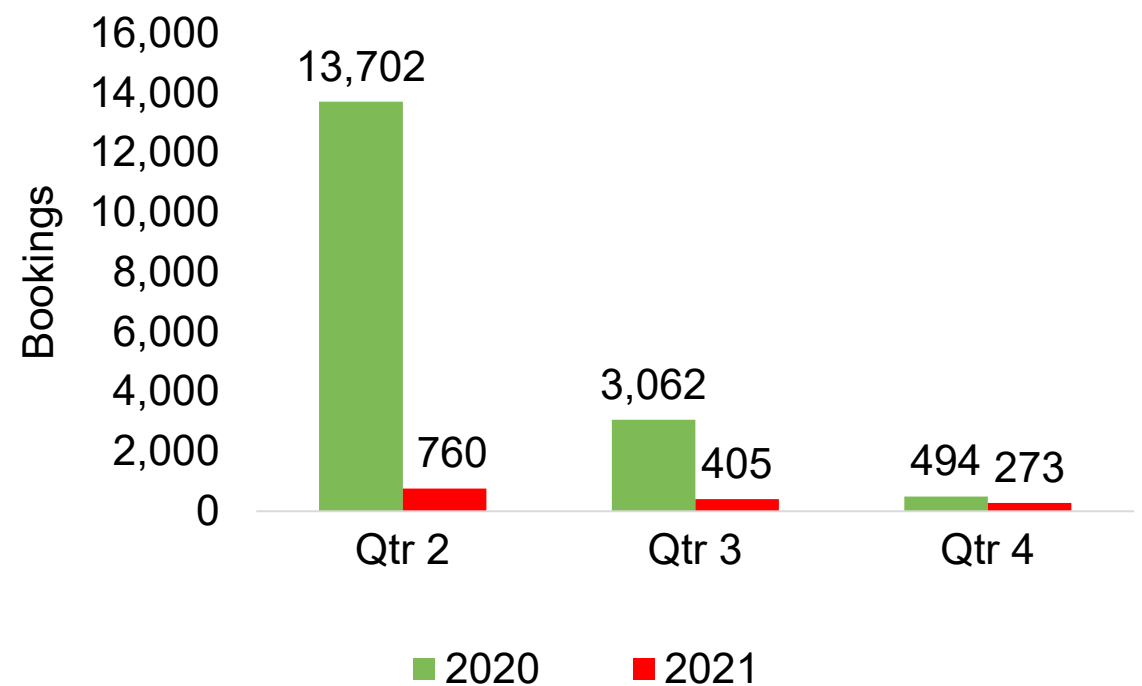
Source: Global Agency Pro as of 01/09/21

# CANADA

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



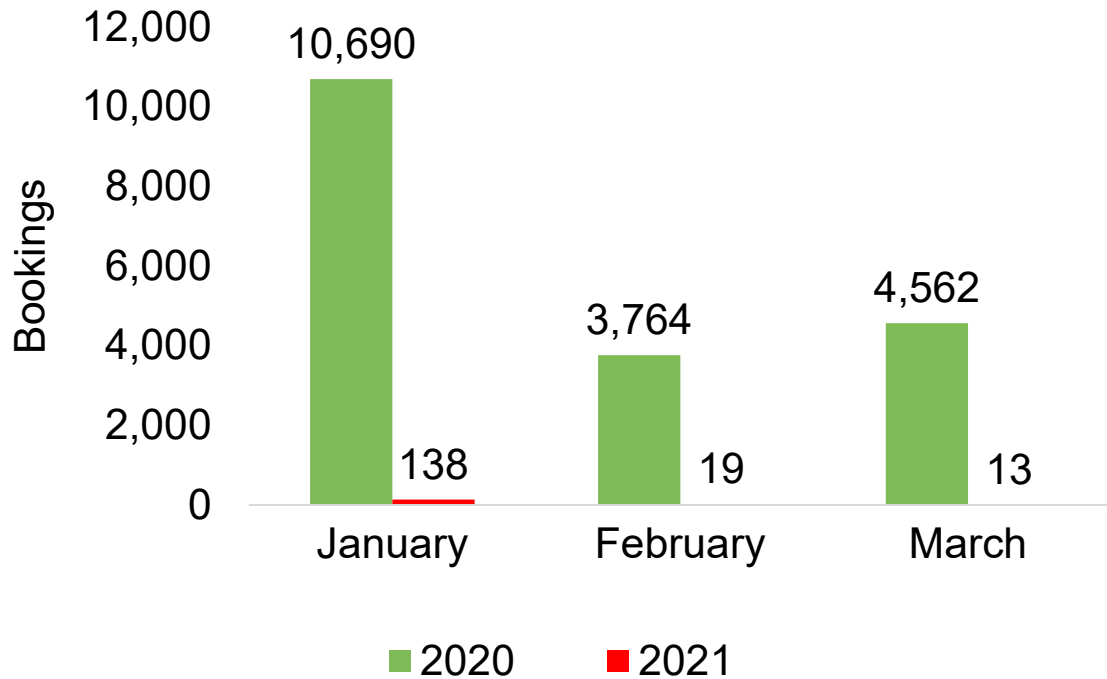
Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 by Quarter



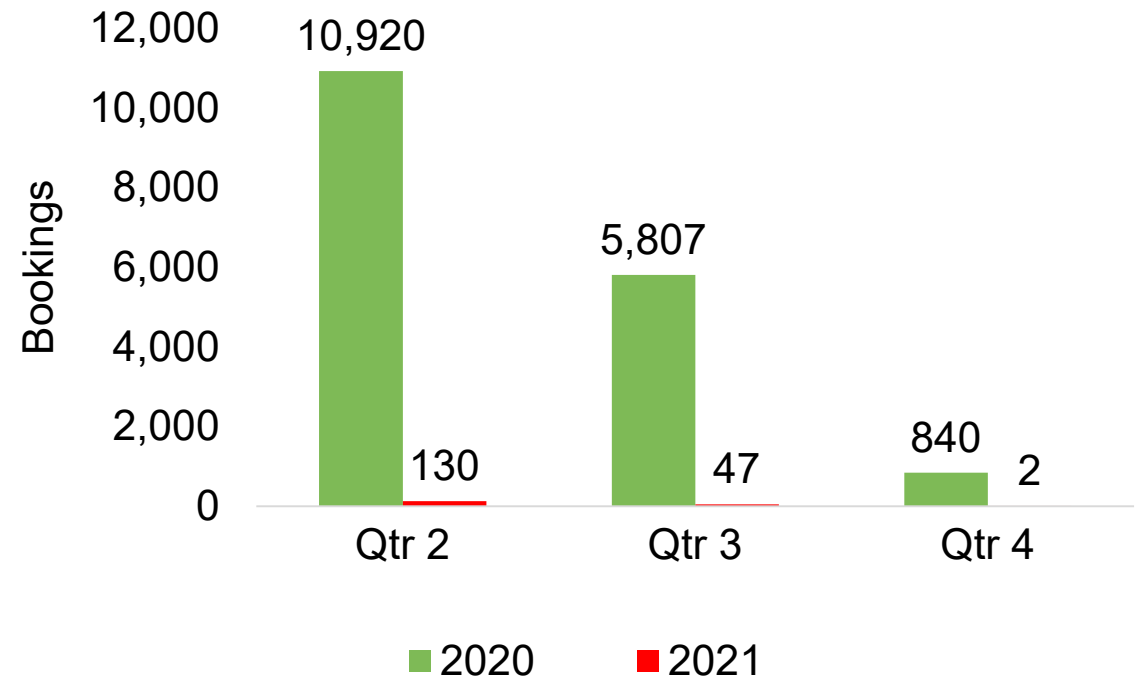
Source: Global Agency Pro as of 01/09/21

# AUSTRALIA

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



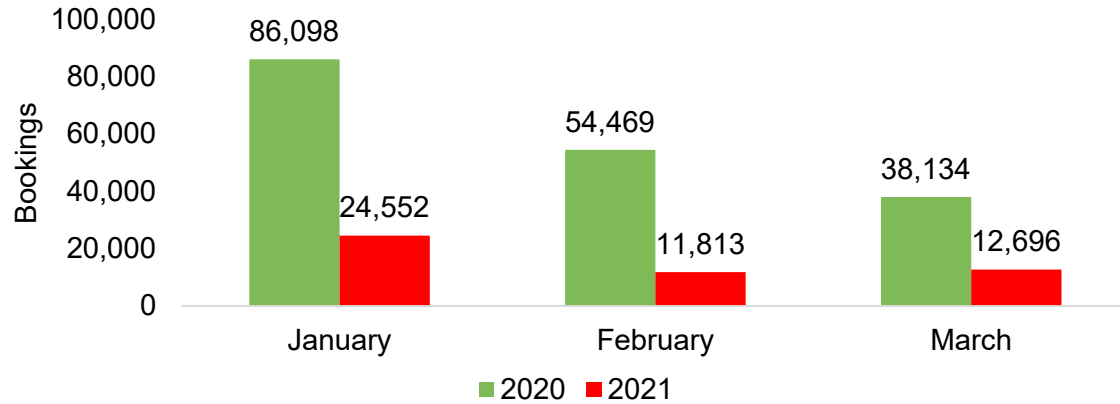
Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 by Quarter



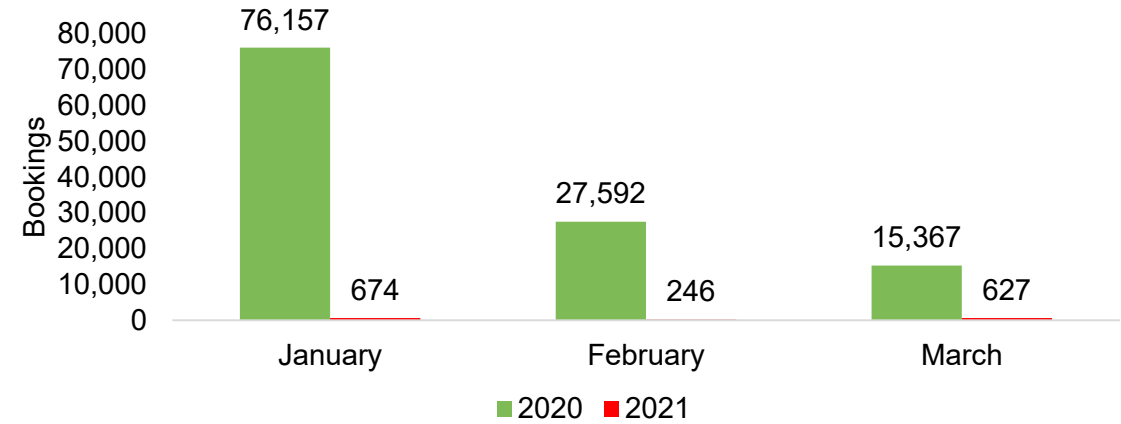
Source: Global Agency Pro as of 01/09/21

# O'ahu by Month 2021

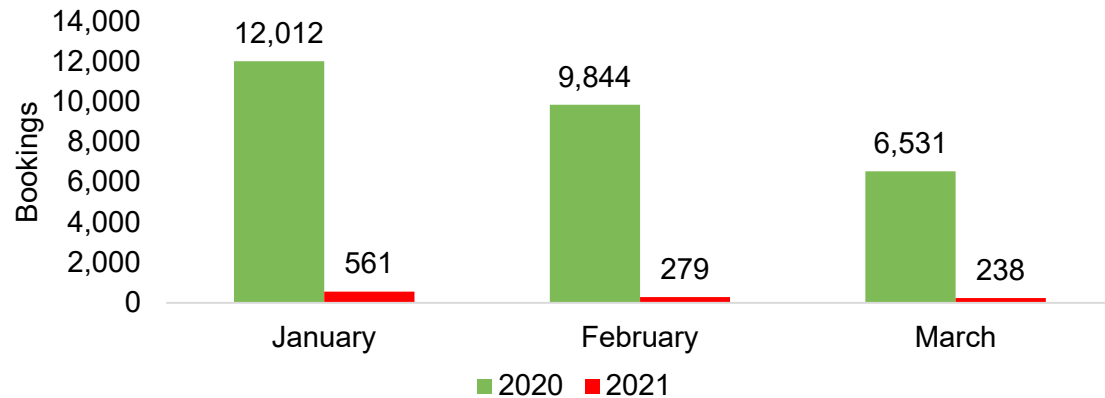
Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - U.S.



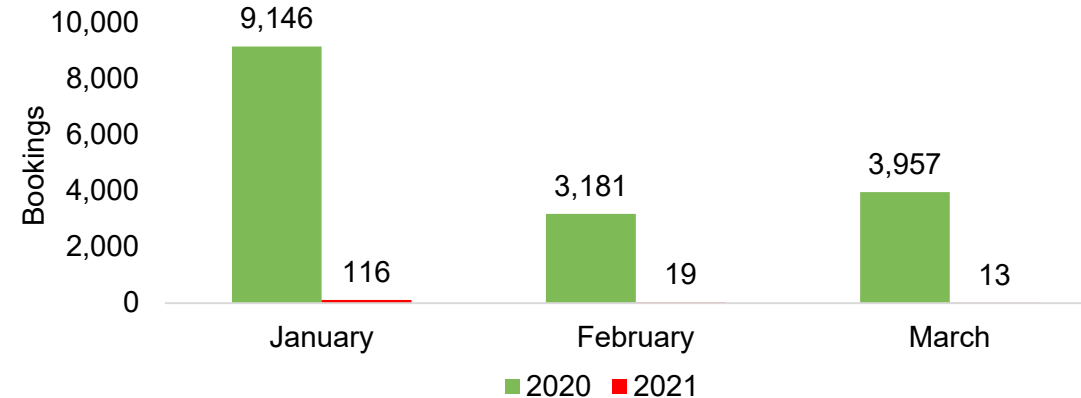
Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Japan



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



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

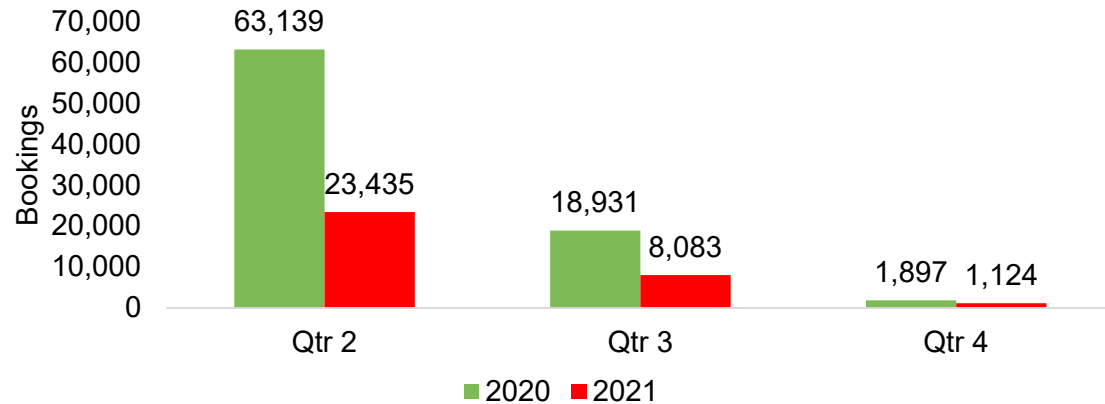


Source: Global Agency Pro as of 01/09/21

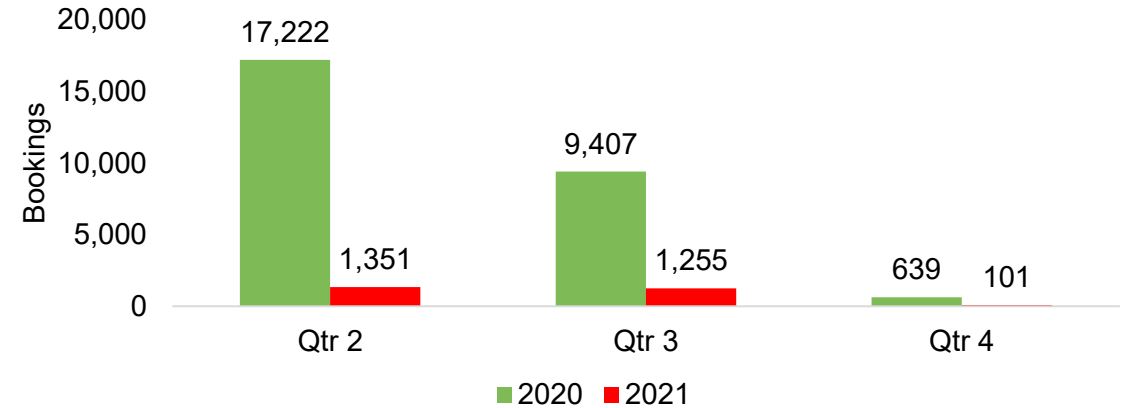


# O'ahu by Quarter 2021

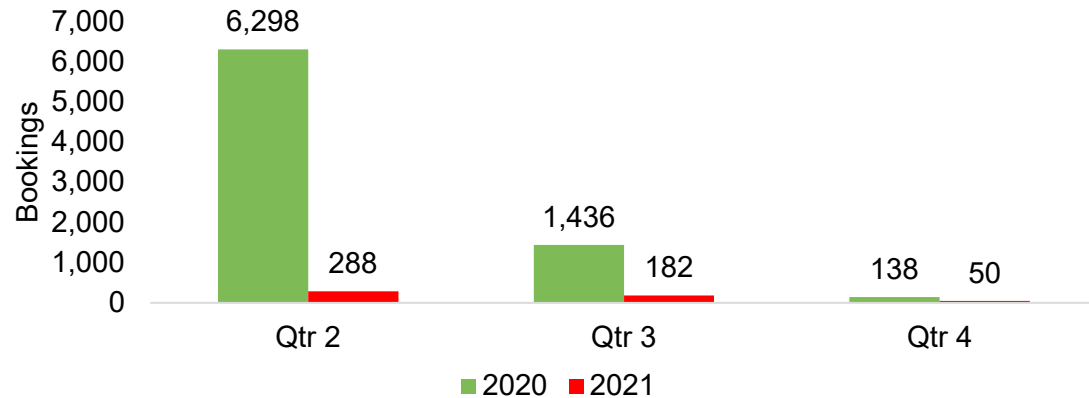
Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - U.S.



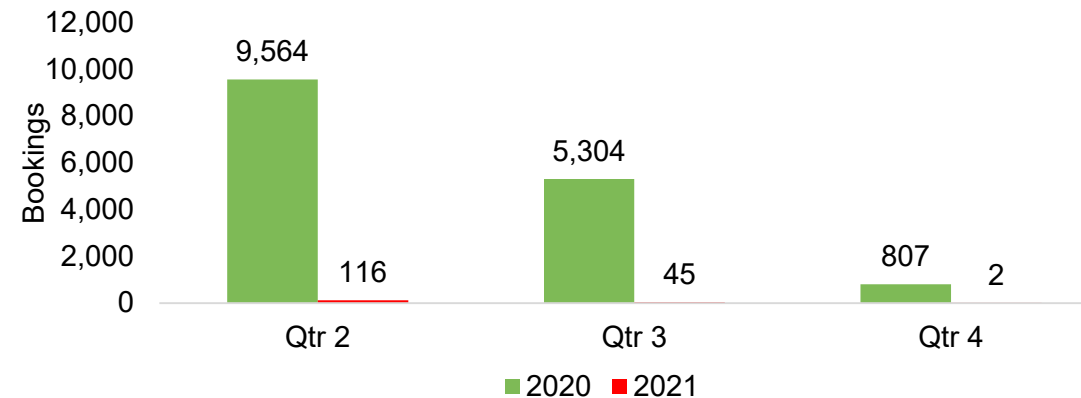
Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Japan



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



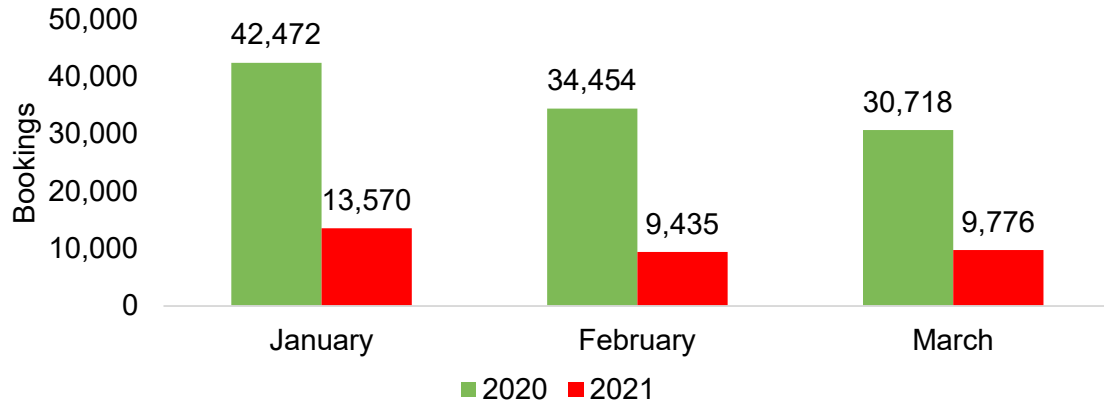
Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Australia



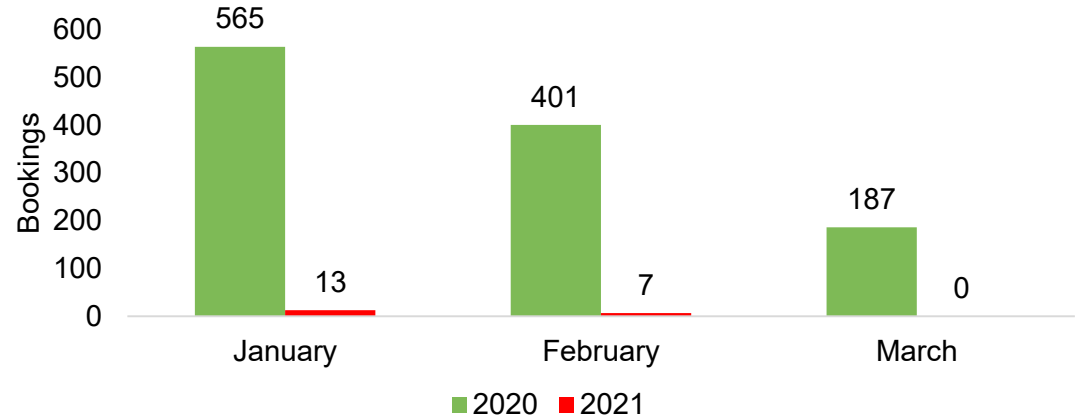
Source: Global Agency Pro as of 01/09/21

# Maui by Month 2021

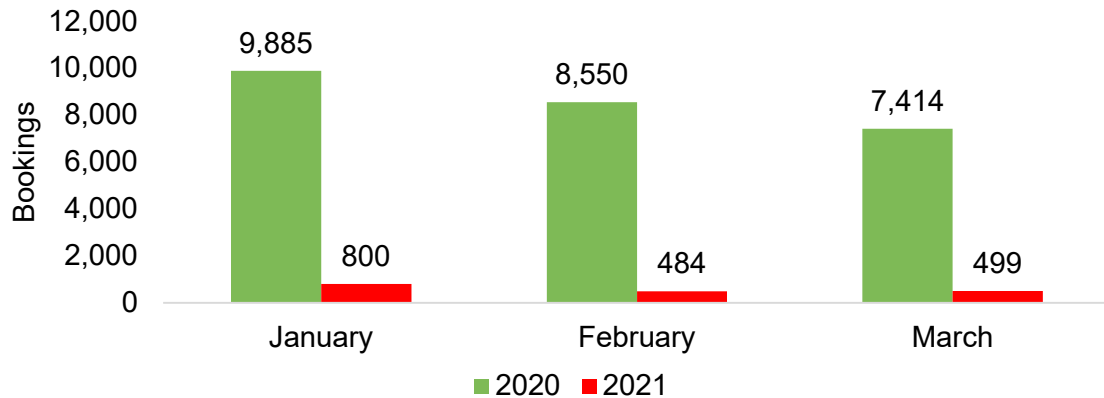
Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - U.S.



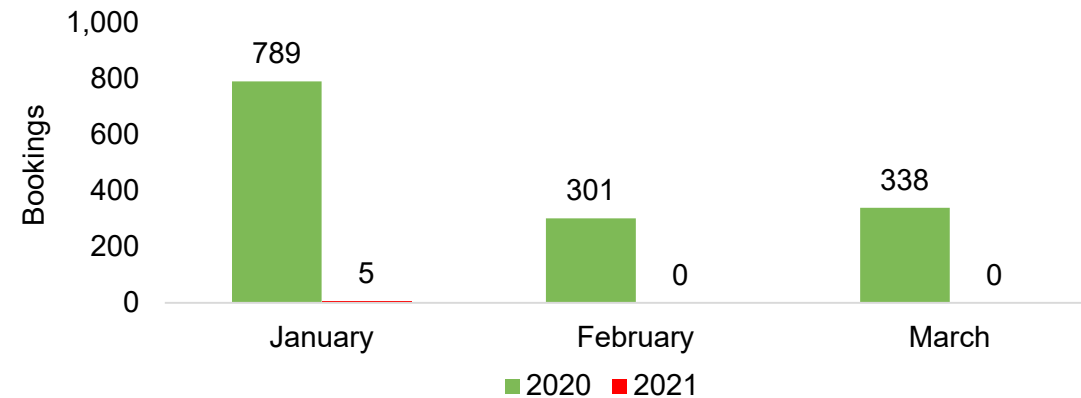
Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Japan



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



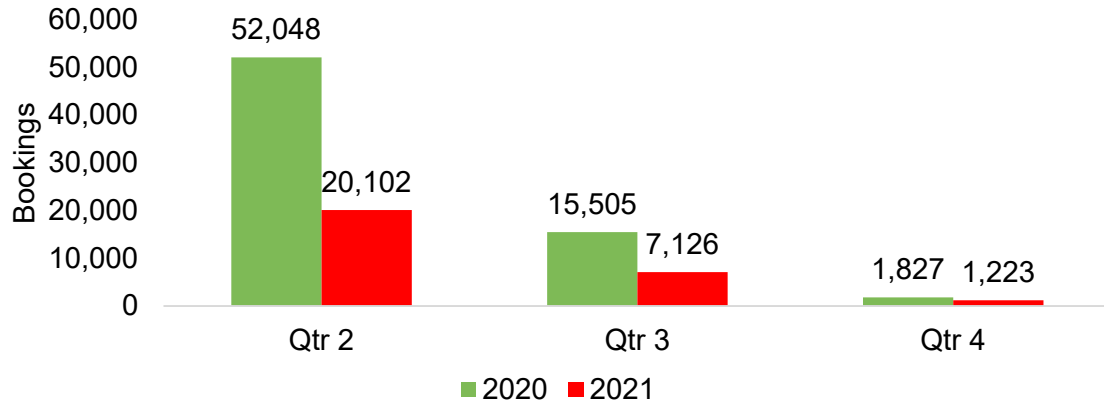
Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Australia



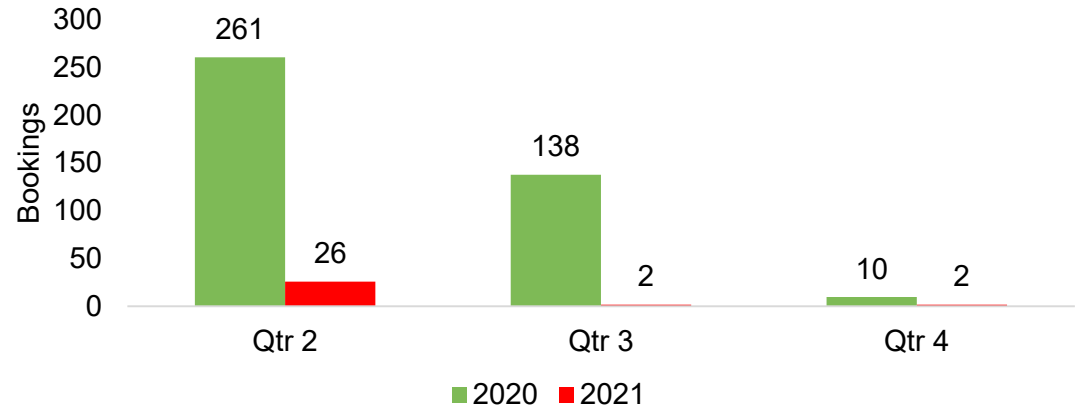
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# Maui by Quarter 2021

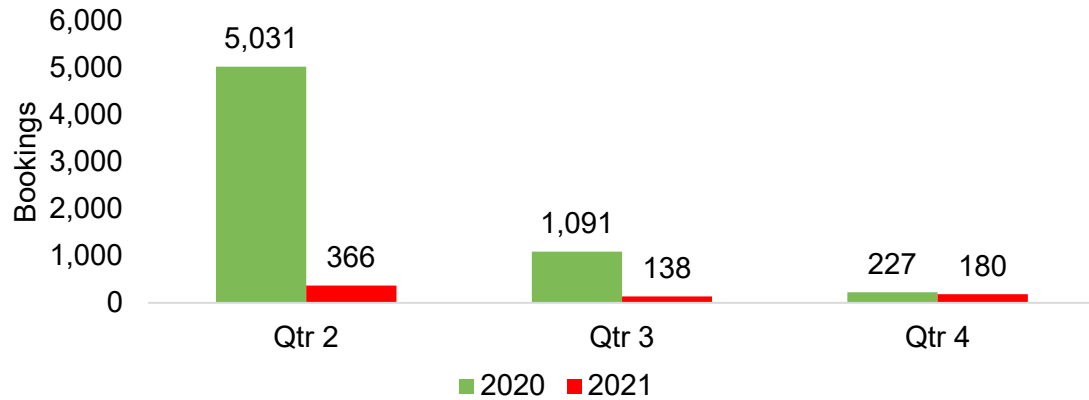
Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - U.S.



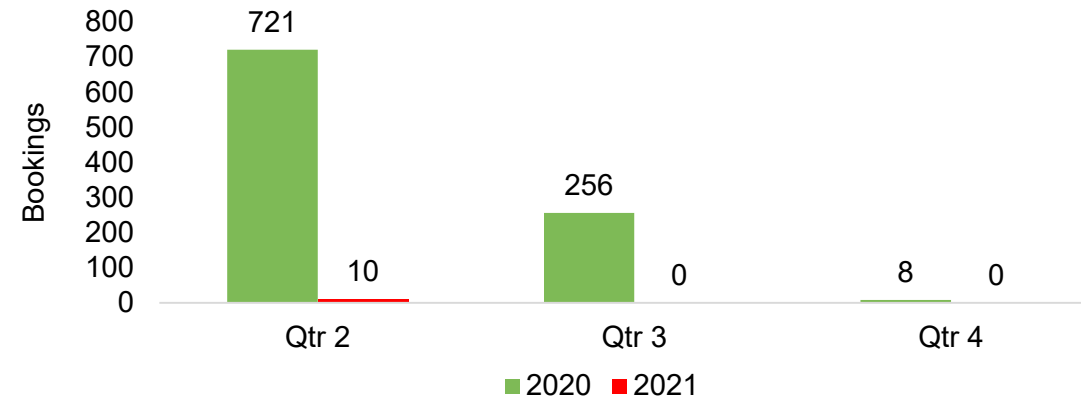
Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Japan



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



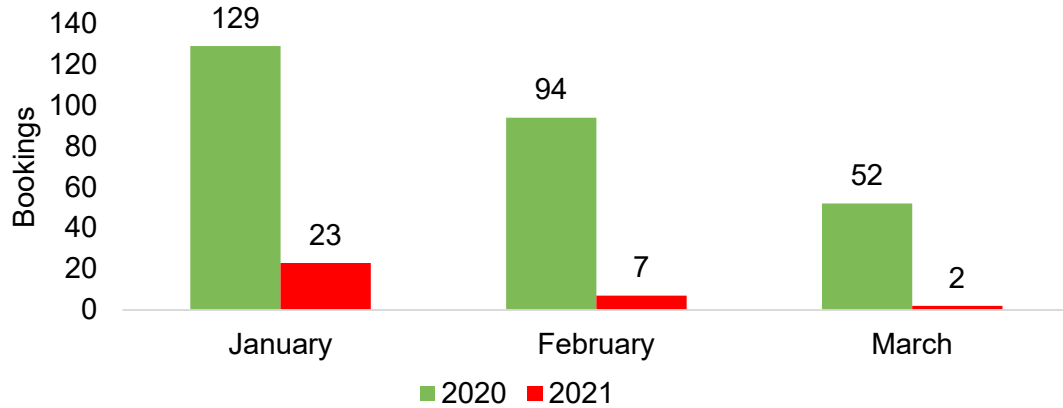
Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Australia



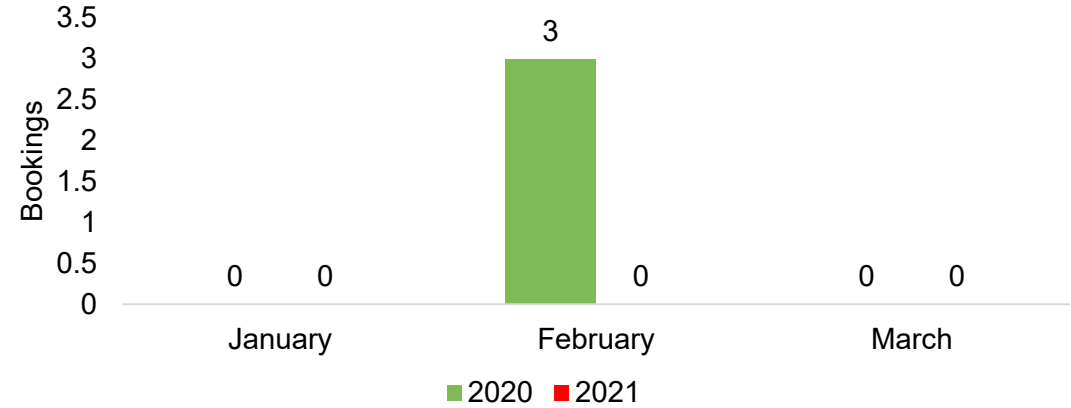
Source: Global Agency Pro as of 01/09/21

# Moloka'i by Month 2021

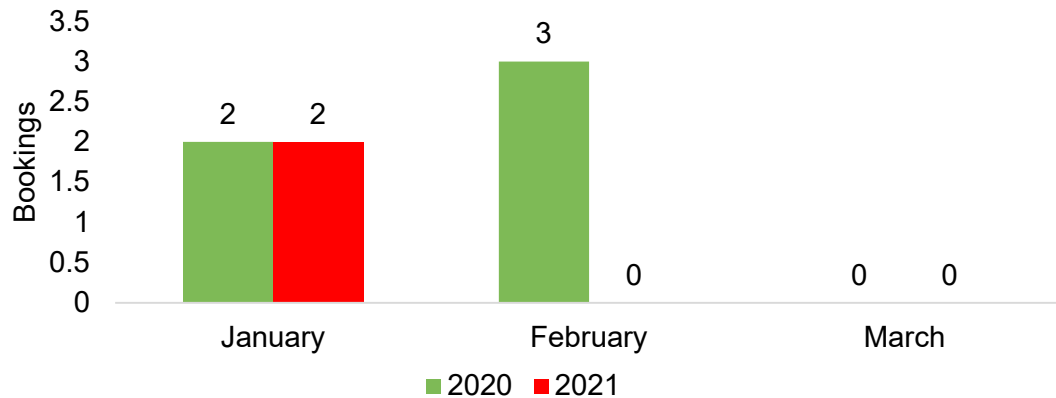
Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - U.S.



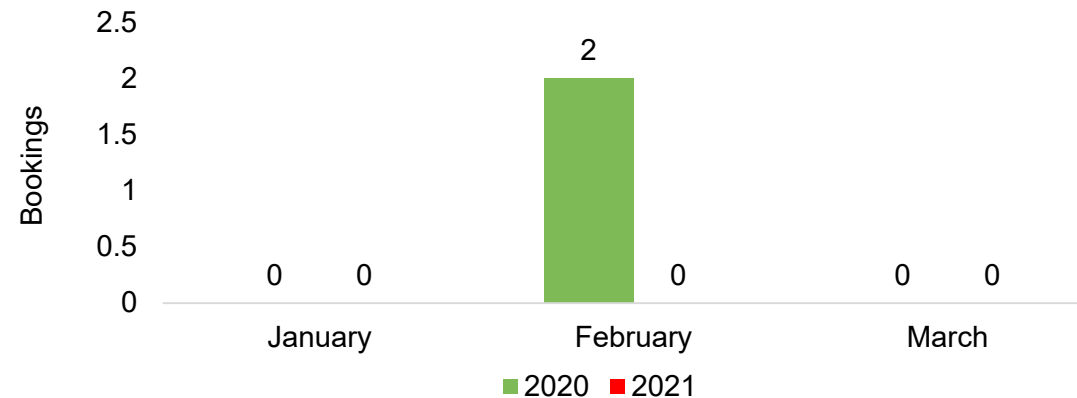
Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Japan



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



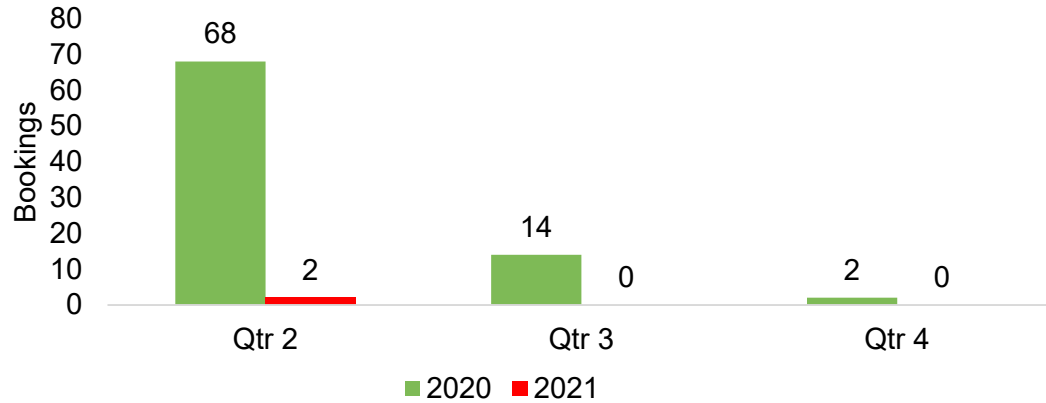
Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Australia



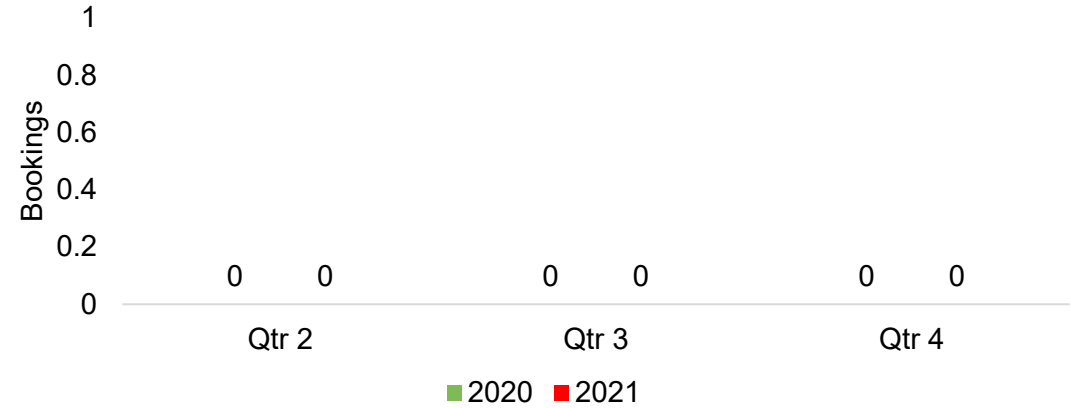
Source: Global Agency Pro as of 01/09/21

# Moloka'i by Quarter 2021

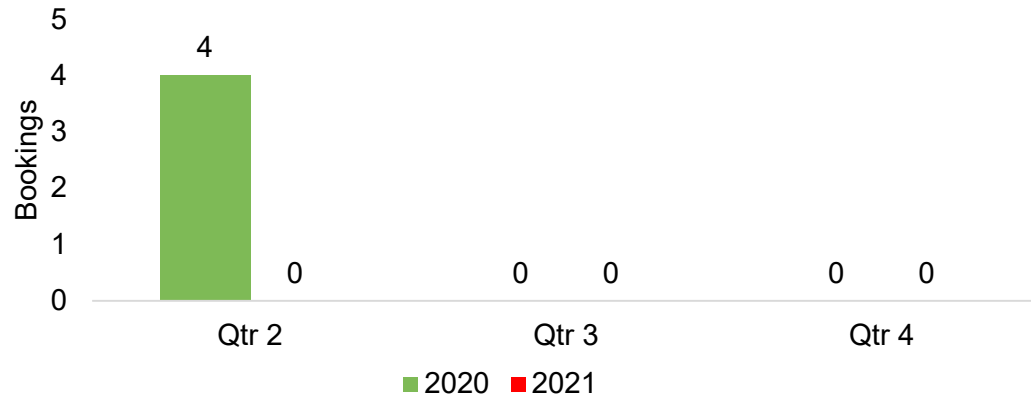
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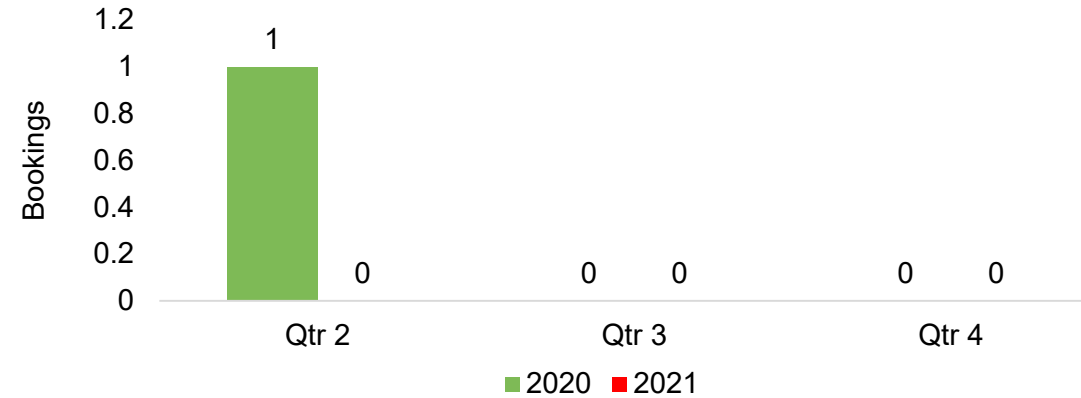
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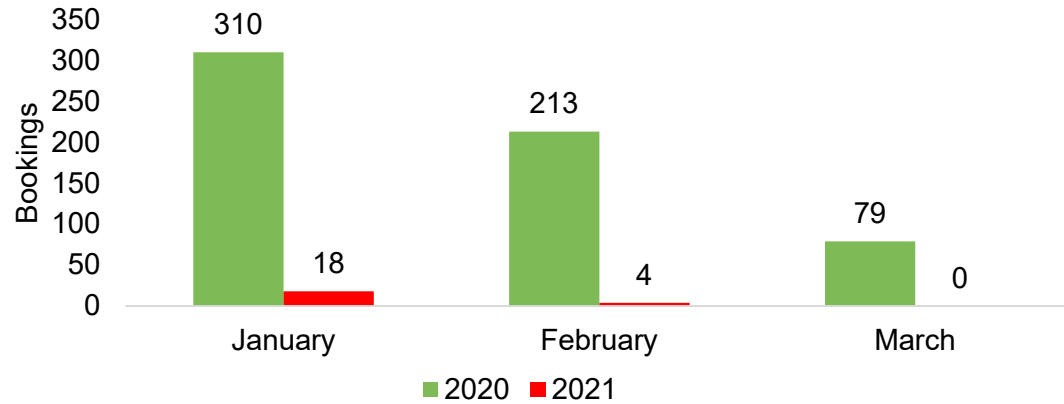
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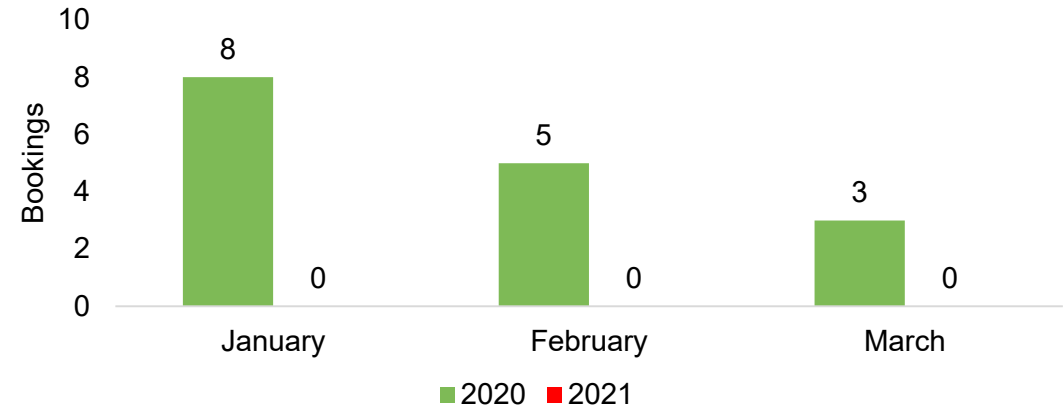
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# Lānaʻi by Month 2021

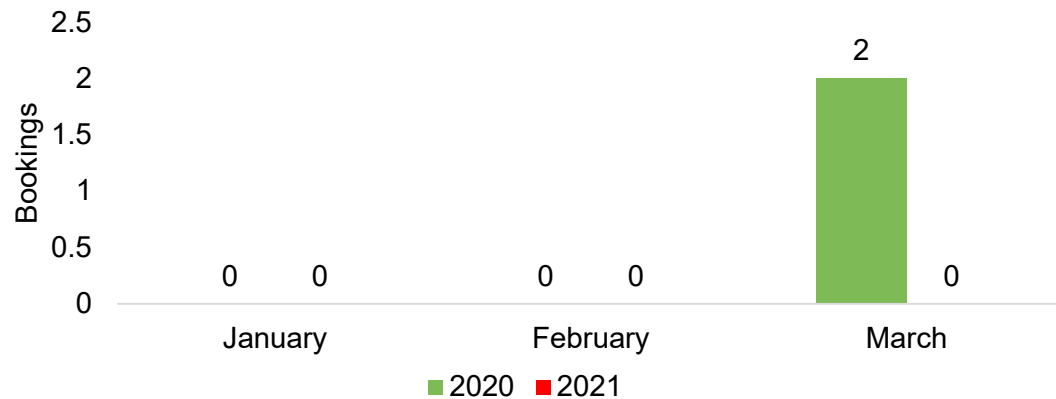
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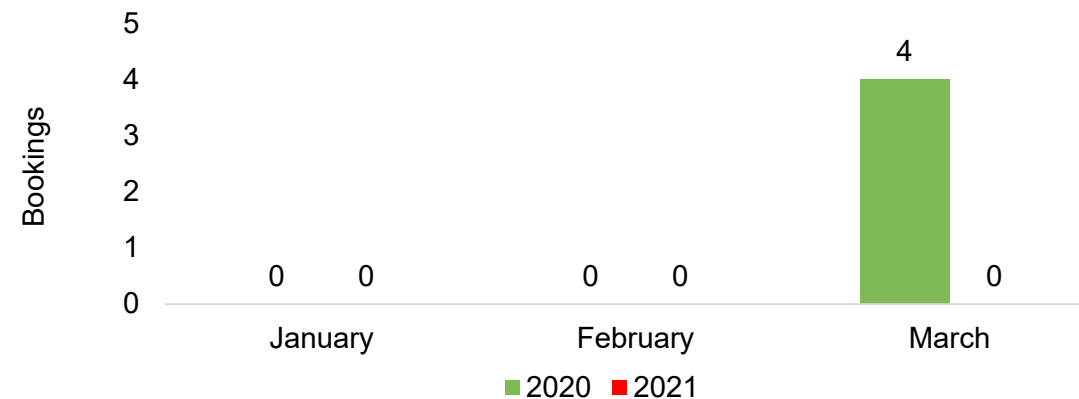
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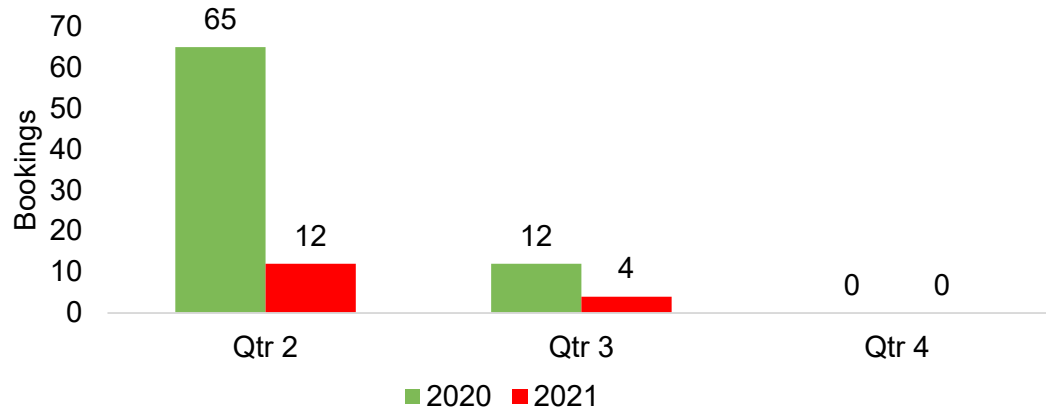
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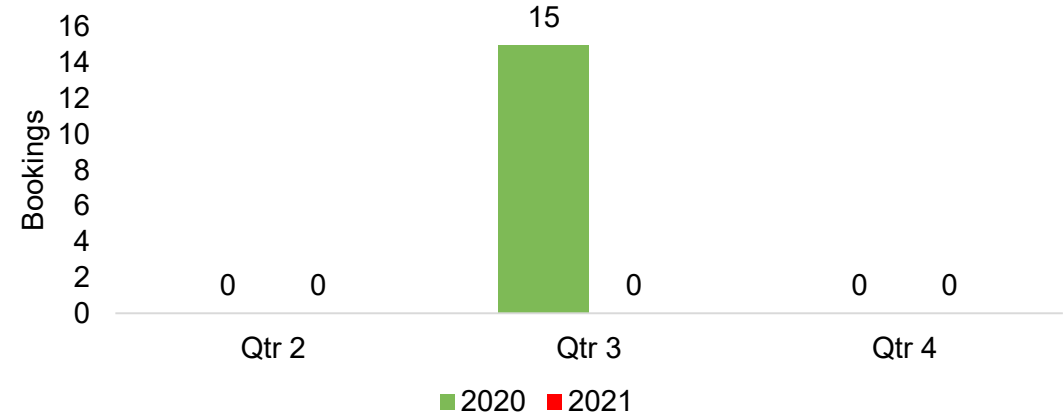
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# Lānaʻi by Quarter 2021

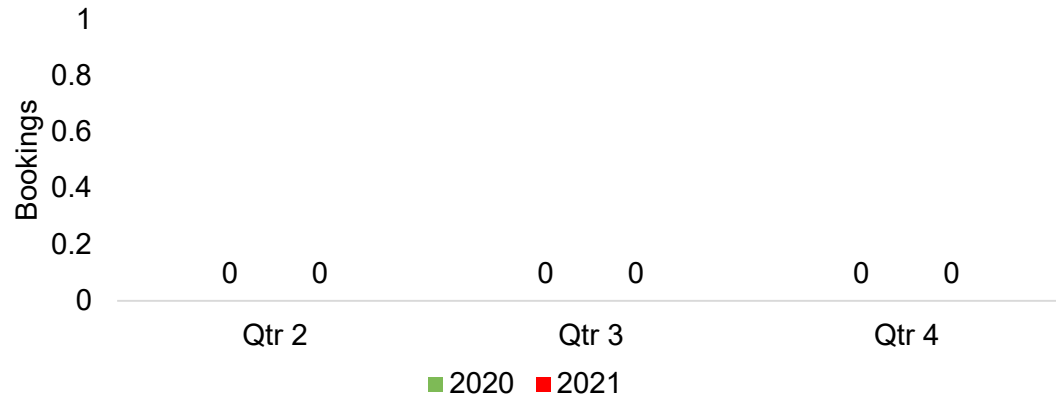
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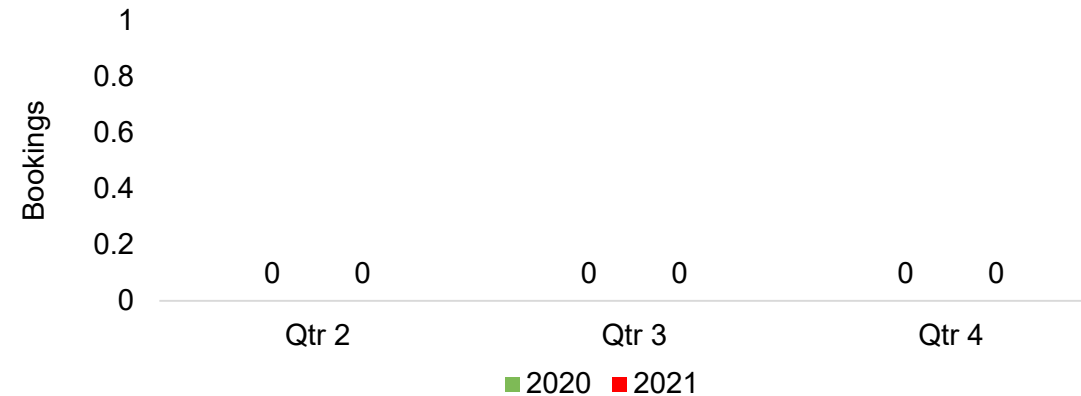
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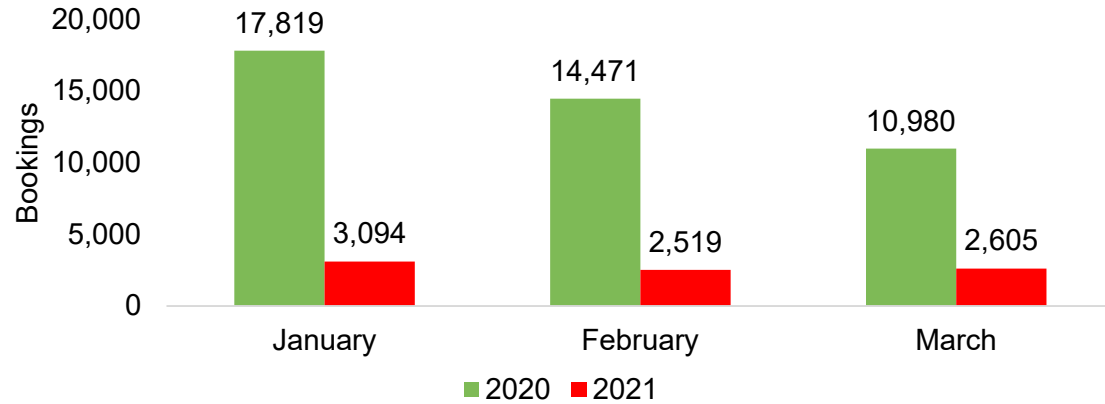
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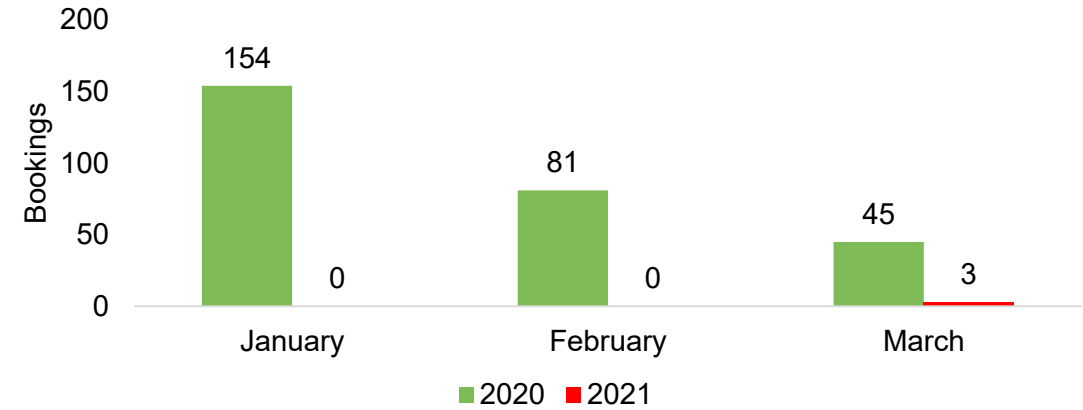
Source: Global Agency Pro as of 01/09/21

# Kaua'i by Month 2021

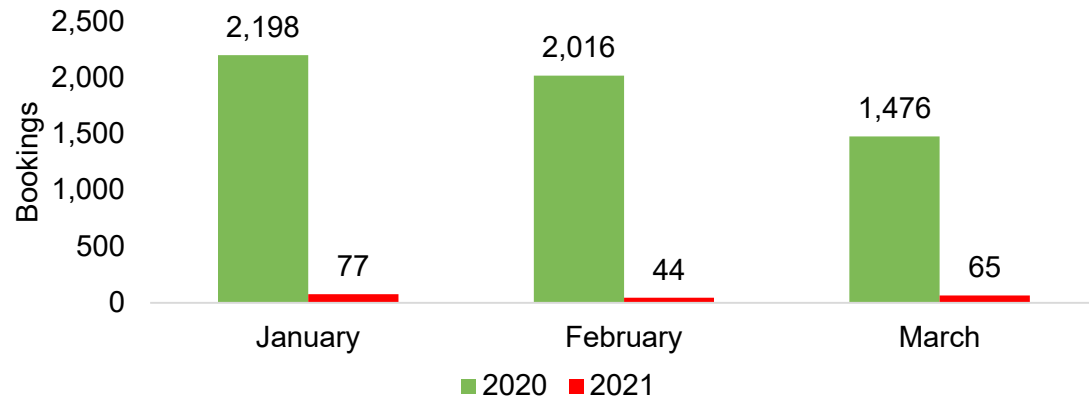
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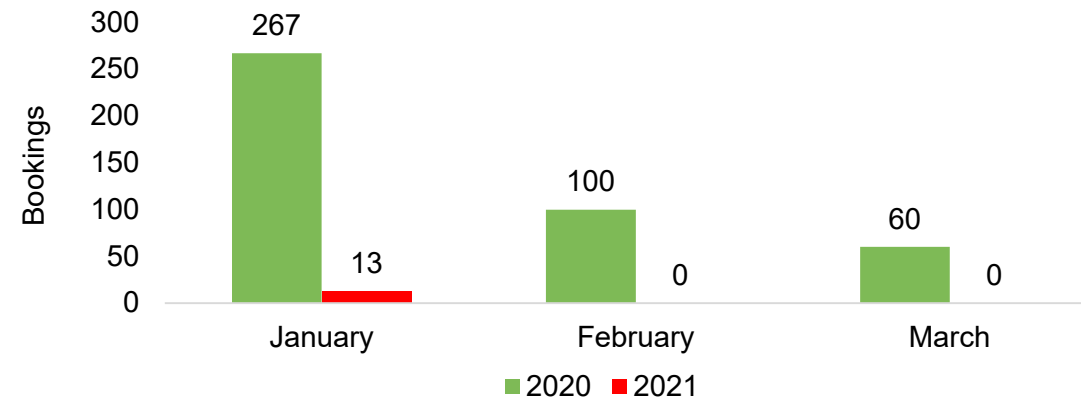
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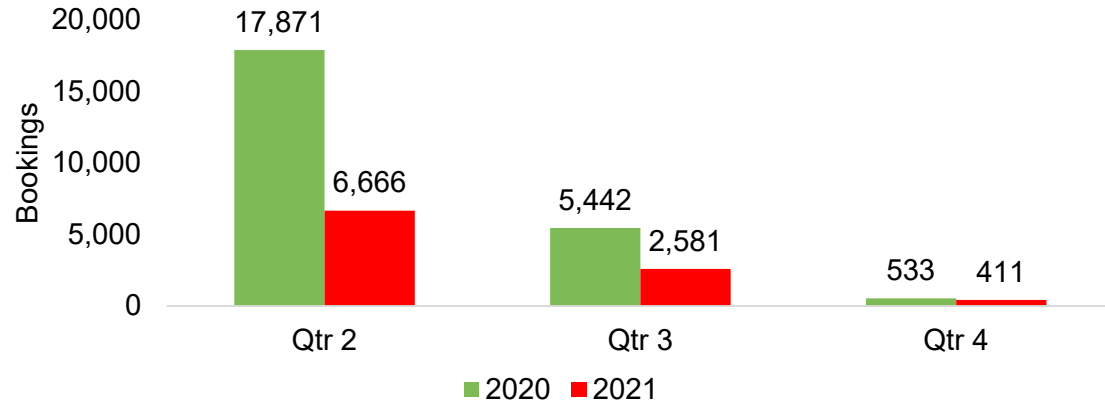


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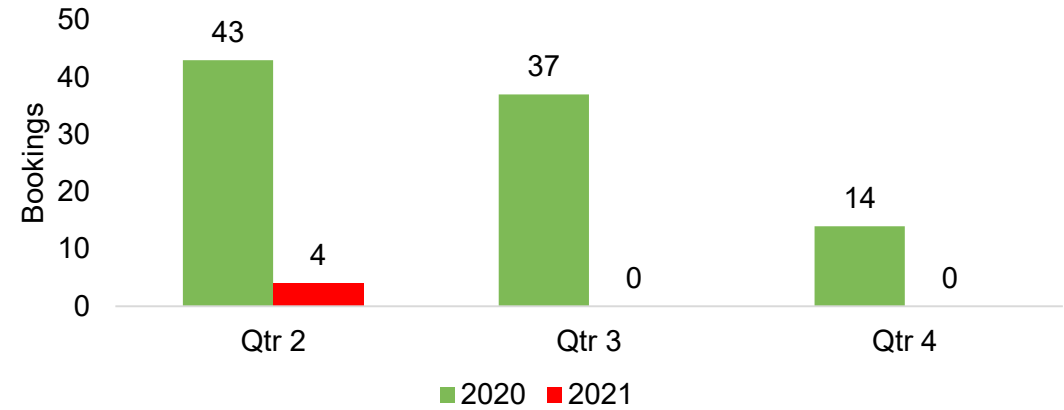


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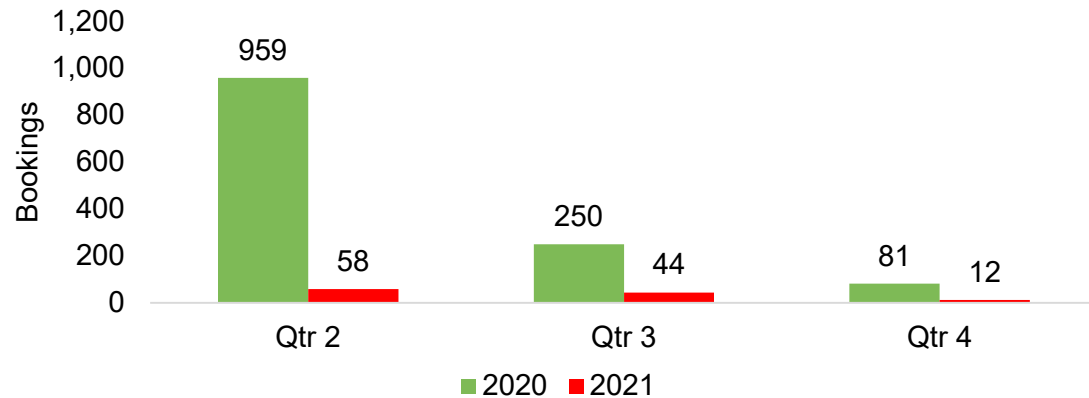
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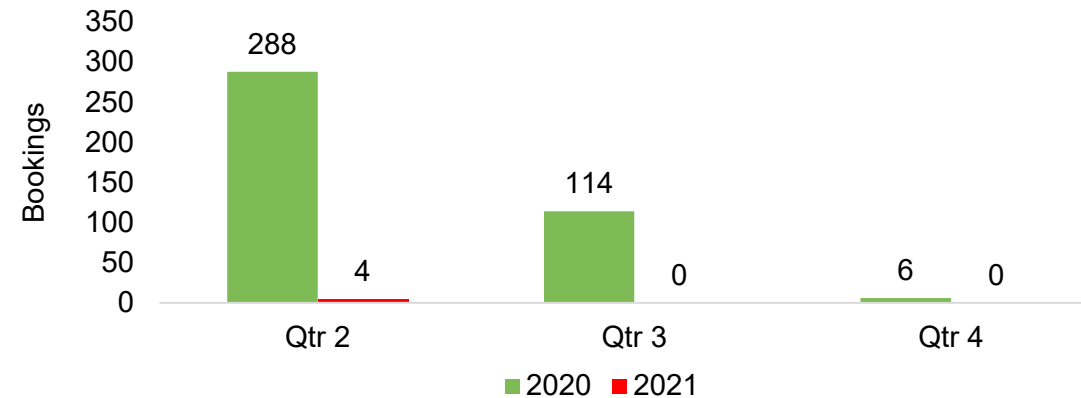
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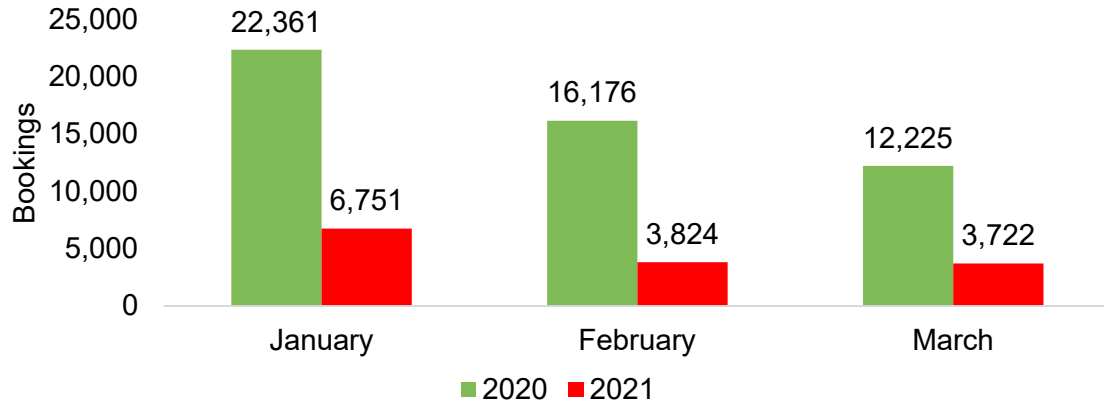
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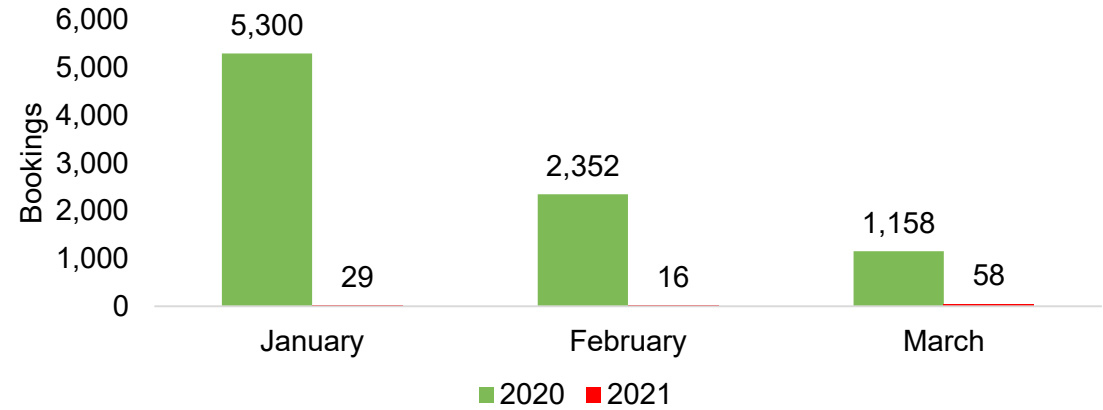
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# Hawai'i Island by Month 2021

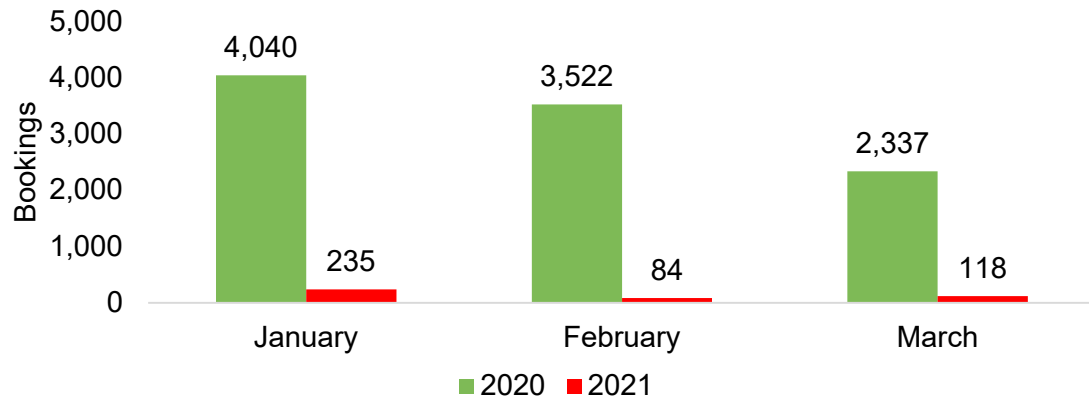
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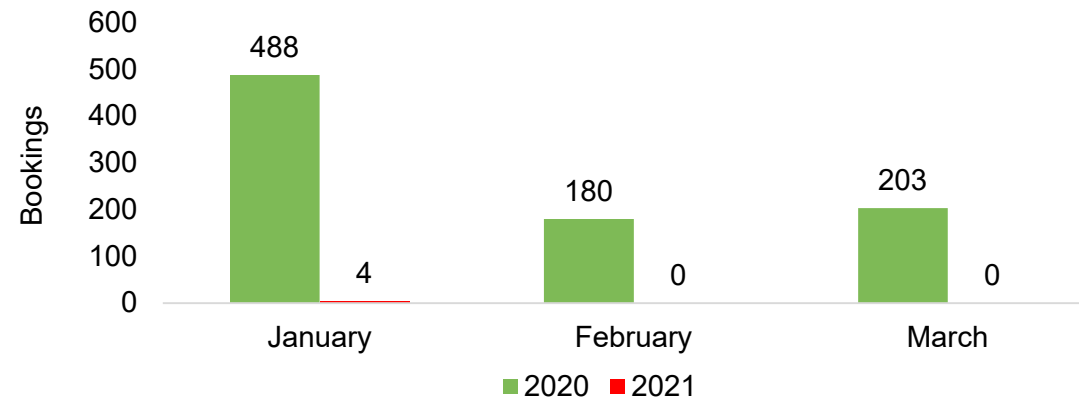
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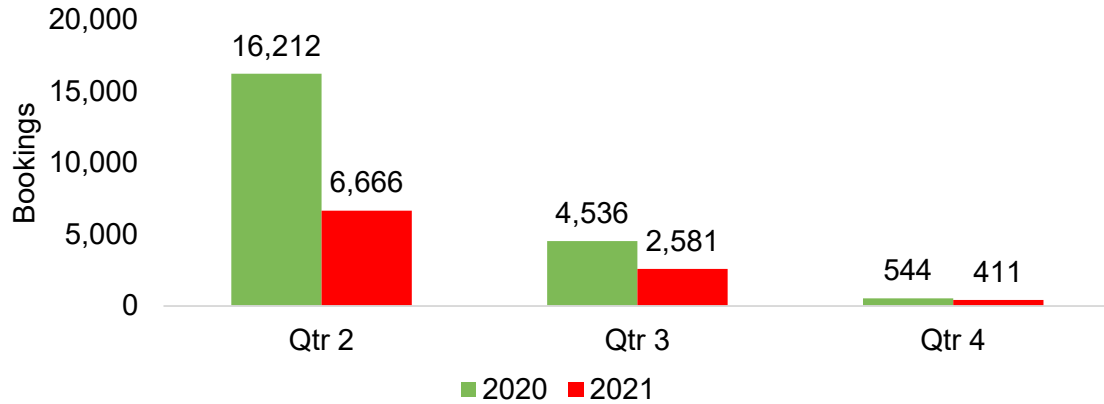
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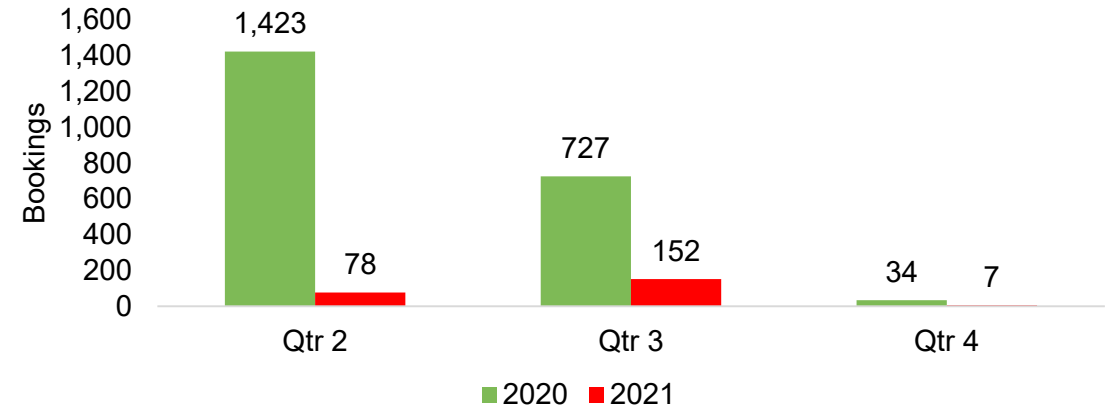
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# Hawai'i Island by Quarter 2021

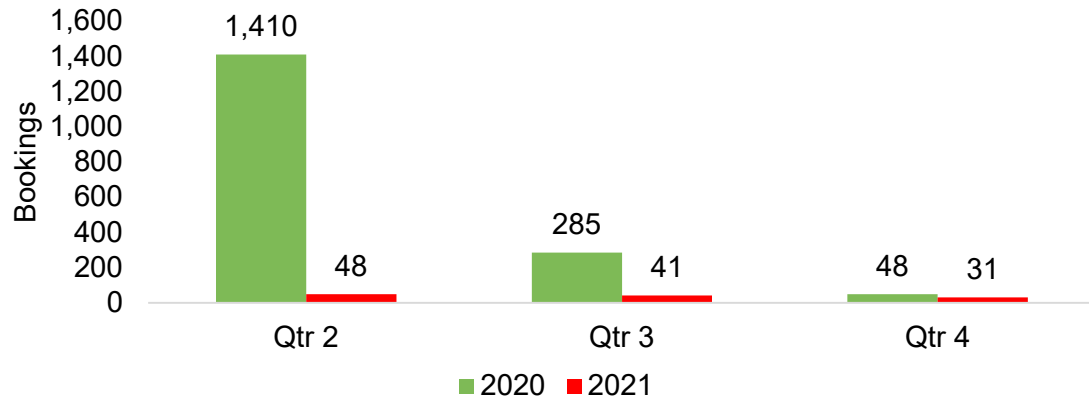
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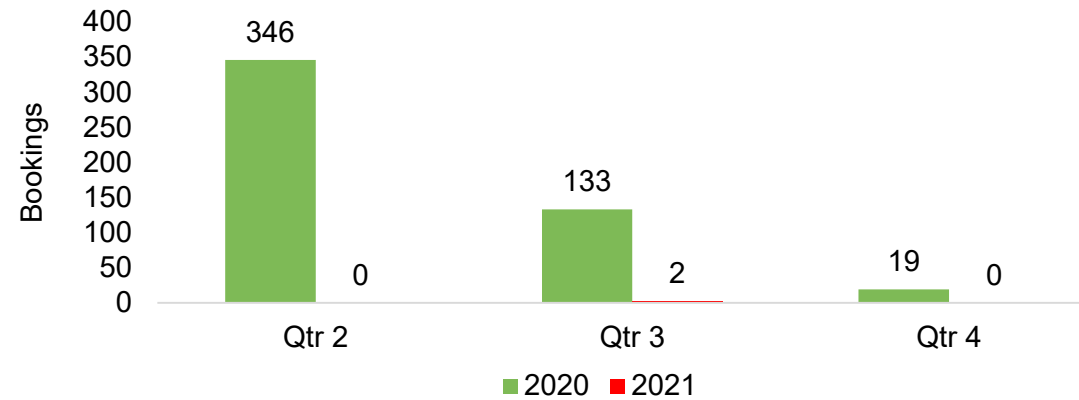
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