TRAVEL AGENCY BOOKING TRENDS

FEBRUARY 8, 2021



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

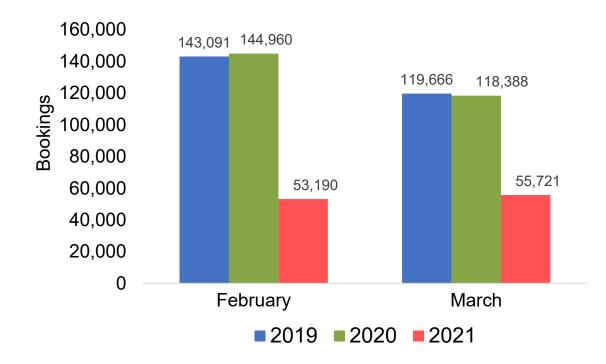
- Travel Agency associated with the ticket is doing business (DBA)

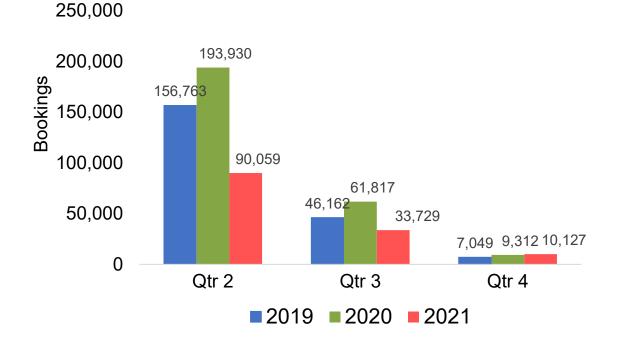


US

Travel Agency Booking Pace for Future Arrivals, by Month

Travel Agency Booking Pace for Future Arrivals, by Quarter





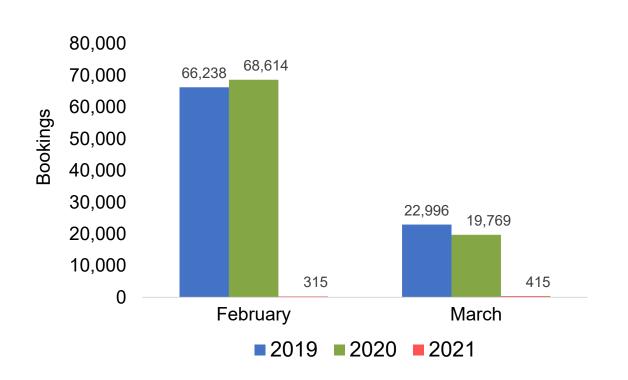


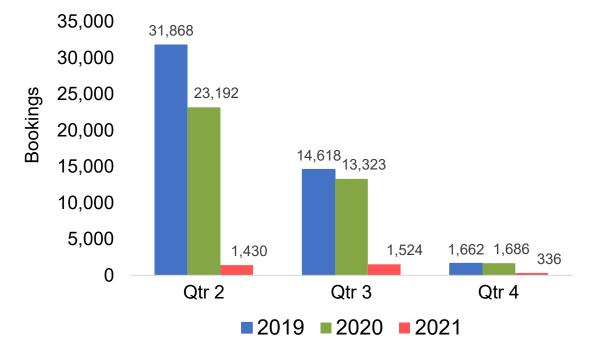
Source: Global Agency Pro as of 02/06/21



Travel Agency Booking Pace for Future Arrivals, by Month

Travel Agency Booking Pace for Future Arrivals, by Quarter





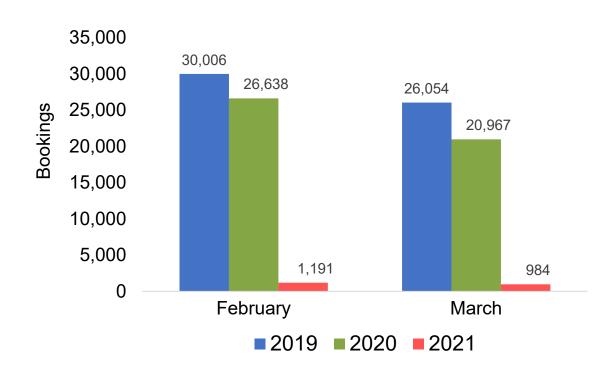


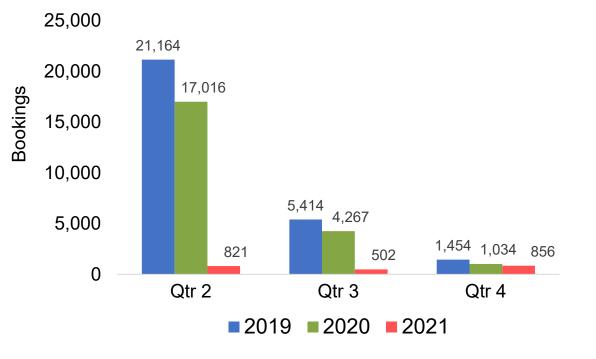
Source: Global Agency Pro as of 02/06/21

CANADA

Travel Agency Booking Pace for Future Arrivals, by Month

Travel Agency Booking Pace for Future Arrivals, by Quarter

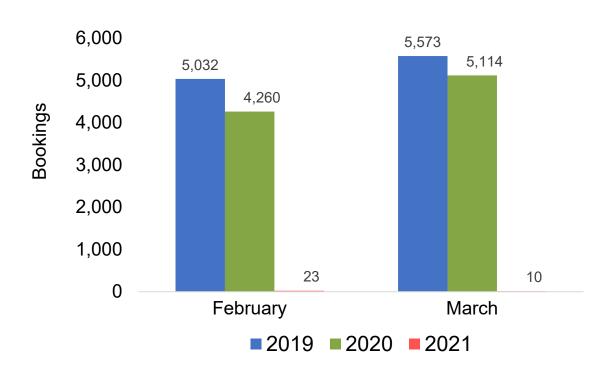




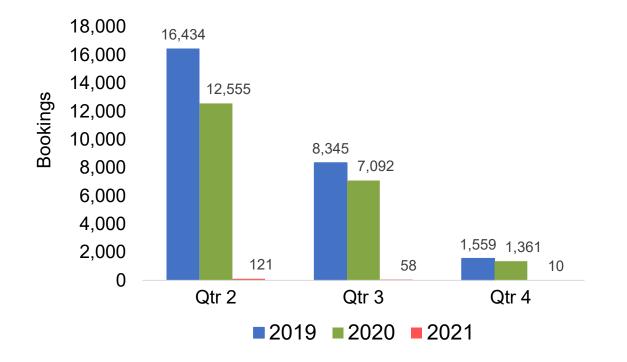
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AUSTRALIA

Travel Agency Booking Pace for Future Arrivals, by Month



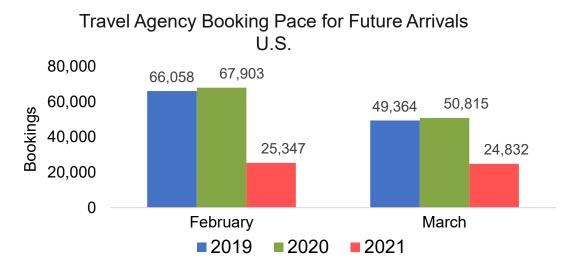
Travel Agency Booking Pace for Future Arrivals, by Quarter



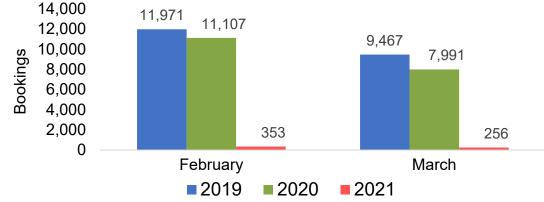


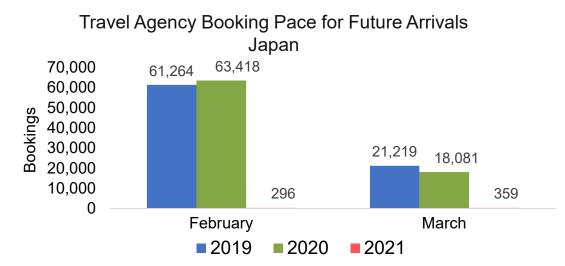
Source: Global Agency Pro as of 02/06/21

O'ahu by Month 2021

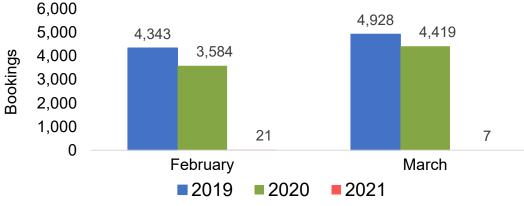








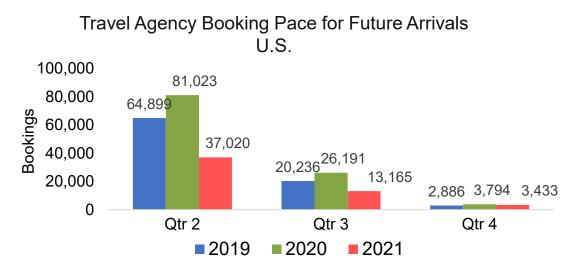
Travel Agency Booking Pace for Future Arrivals Australia

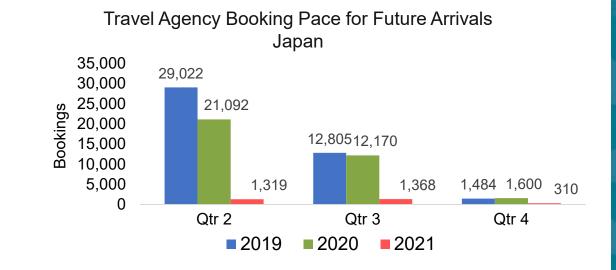




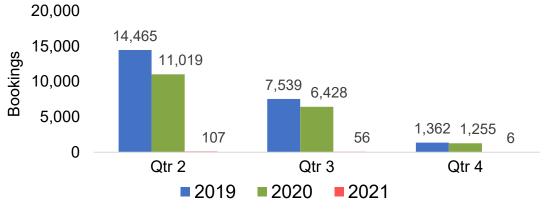
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O'ahu by Quarter 2021





Travel Agency Booking Pace for Future Arrivals Australia



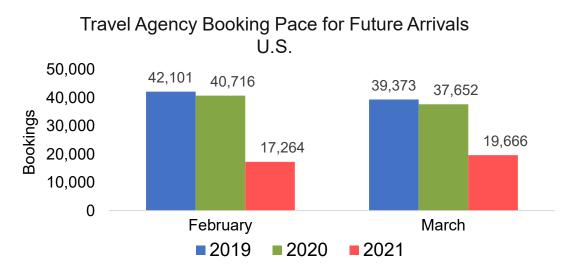
HAWAI'I TOURISM

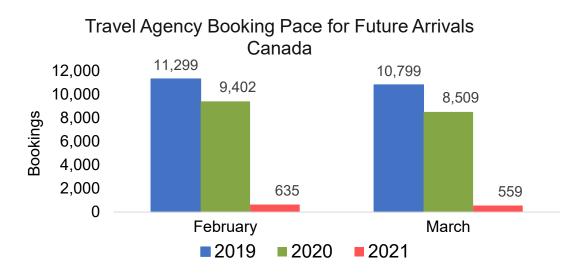
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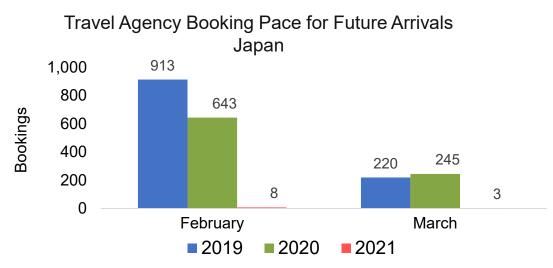
Travel Agency Booking Pace for Future Arrivals

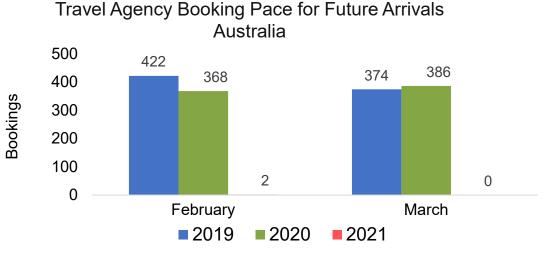
2,000 2,000 321 230 452 266 148 Qtr 2 Qtr 3 Qtr 4 2019 2020 2021

Maui by Month 2021





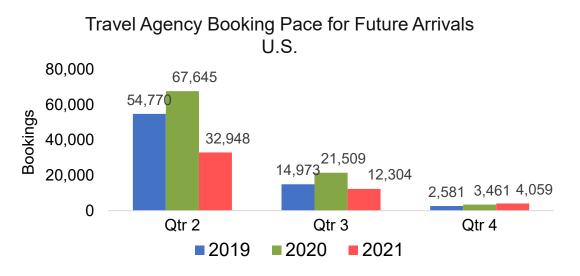


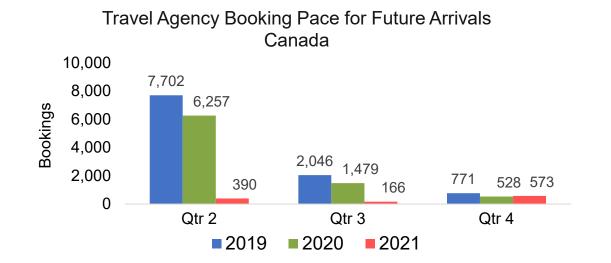


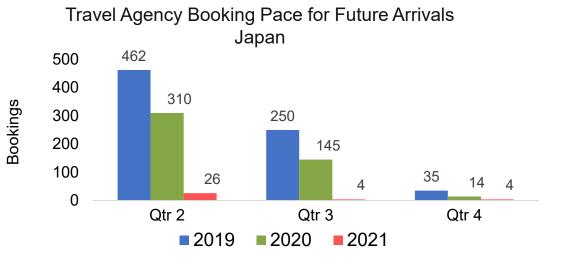


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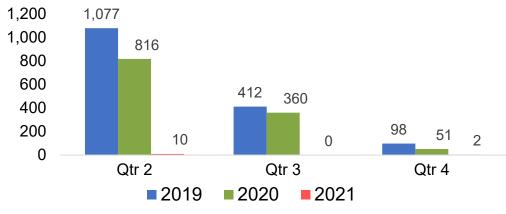
Maui by Quarter 2021







Travel Agency Booking Pace for Future Arrivals Australia

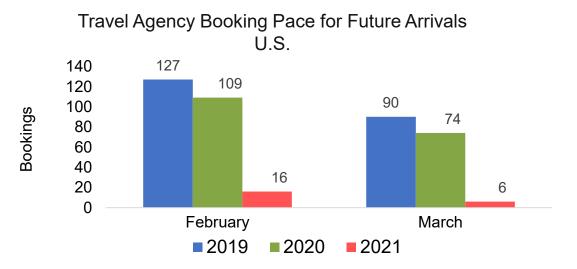


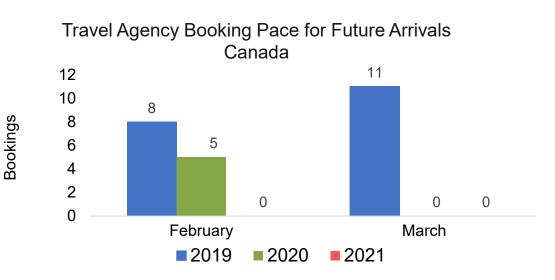
Bookings

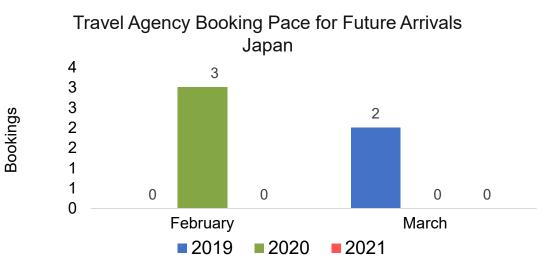


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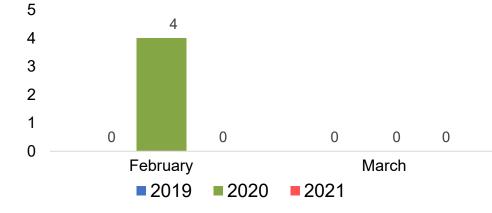
Moloka'i by Month 2021







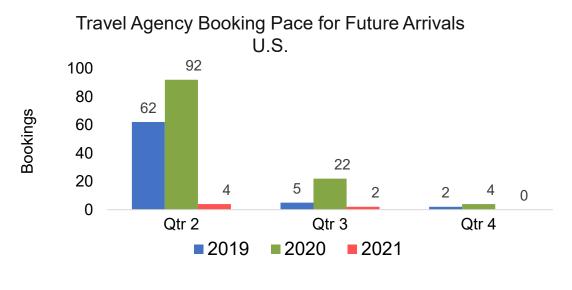
Travel Agency Booking Pace for Future Arrivals Australia

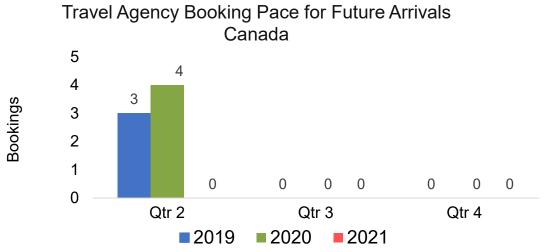


Bookings



Moloka'i by Quarter 2021

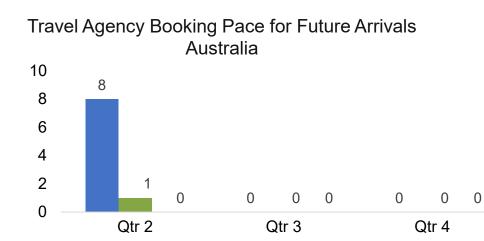




Travel Agency Booking Pace for Future Arrivals Japan 1.2 1 0.8 0.6 0.4 0.2 0 0 0 0 0 0 0 0 0 Qtr 2 Qtr 3 Qtr 4 2020 2021 2019

Bookings

Bookings



2019 2020 2021

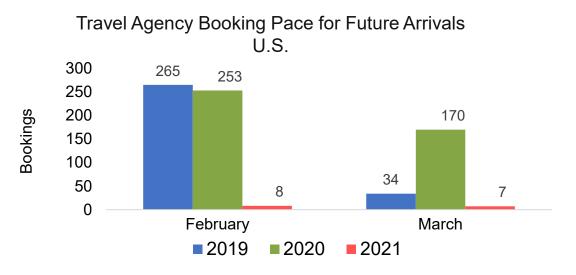


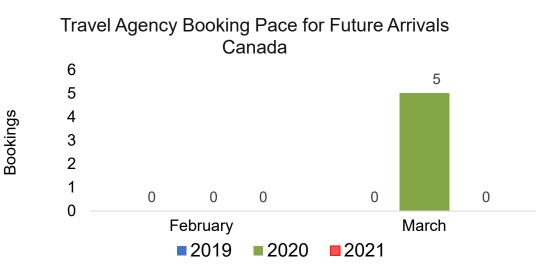
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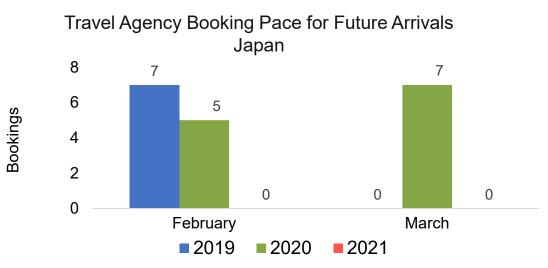
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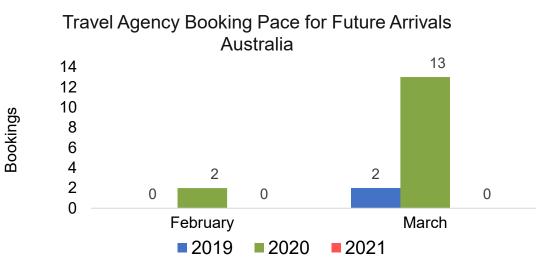
2/8/2021

Lāna'i by Month 2021



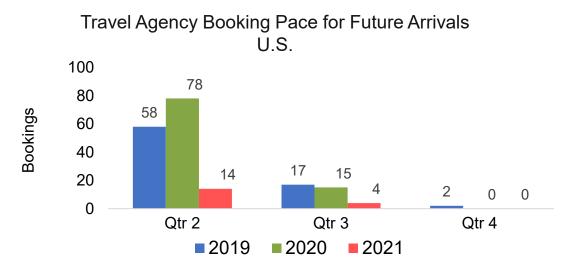


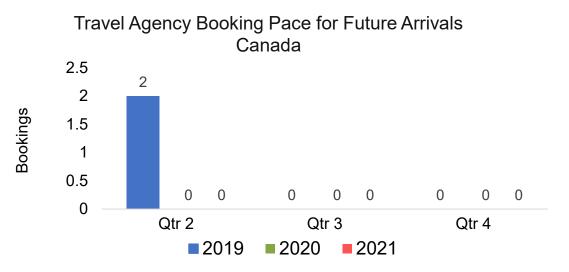






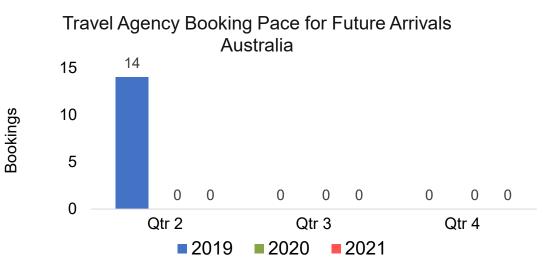
Lāna'i by Quarter 2021





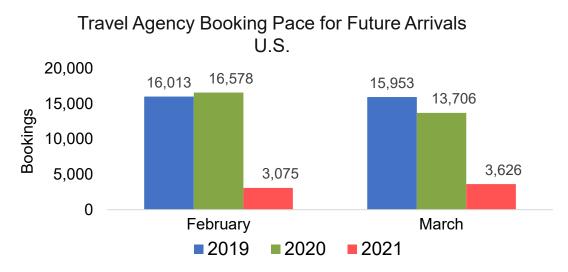
Travel Agency Booking Pace for Future Arrivals Japan 20 15 15 9 10 4 5 2 0 0 0 0 0 0 Qtr 2 Qtr 3 Qtr 4 2019 2020 2021

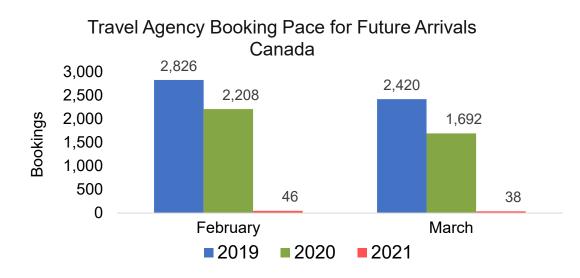
Bookings

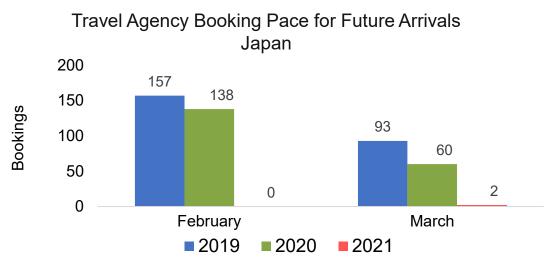


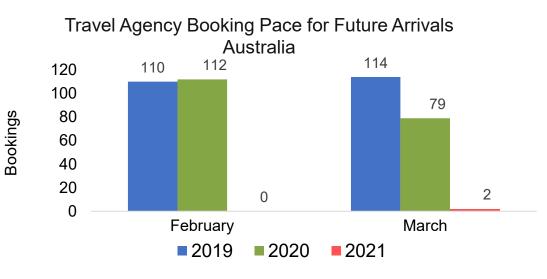


Kaua'i by Month 2021





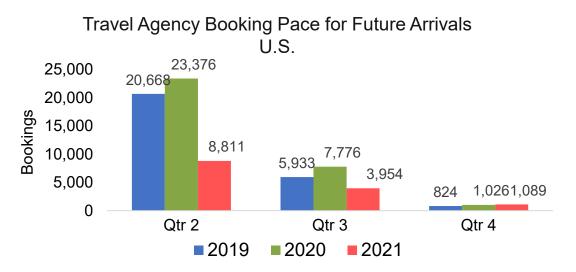


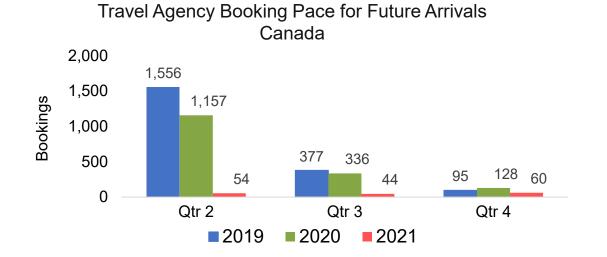




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Kaua'i by Quarter 2021



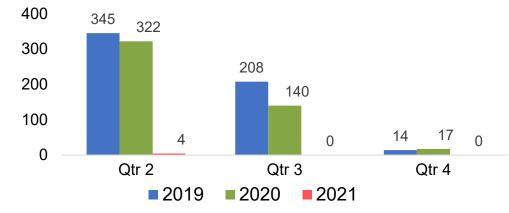


Travel Agency Booking Pace for Future Arrivals Japan Qtr 2 Qtr 3 Qtr 4

Bookings

Bookings

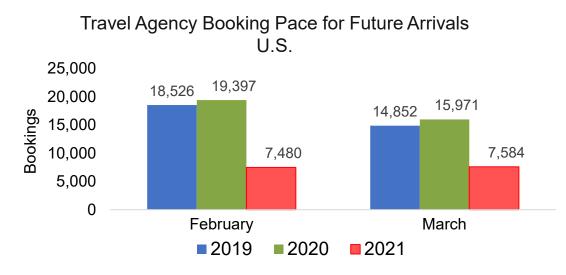
Travel Agency Booking Pace for Future Arrivals Australia



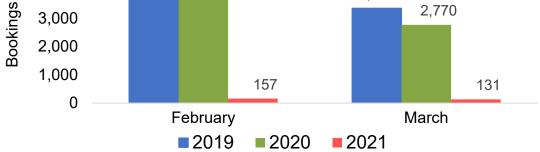


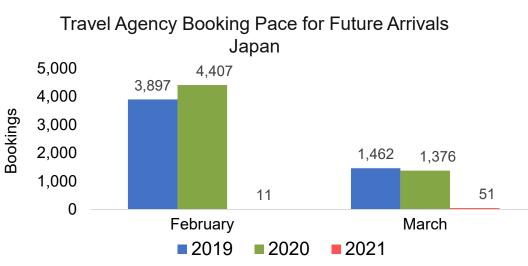
Source: Global Agency Pro as of 02/06/21

Hawai'i Island by Month 2021



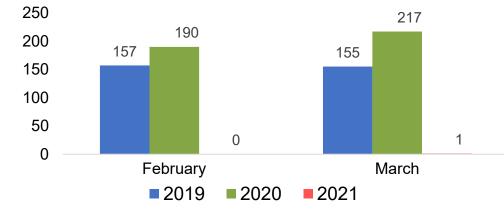






Travel Agency Booking Pace for Future Arrivals Australia

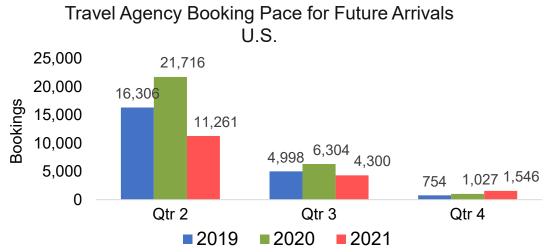
Bookings

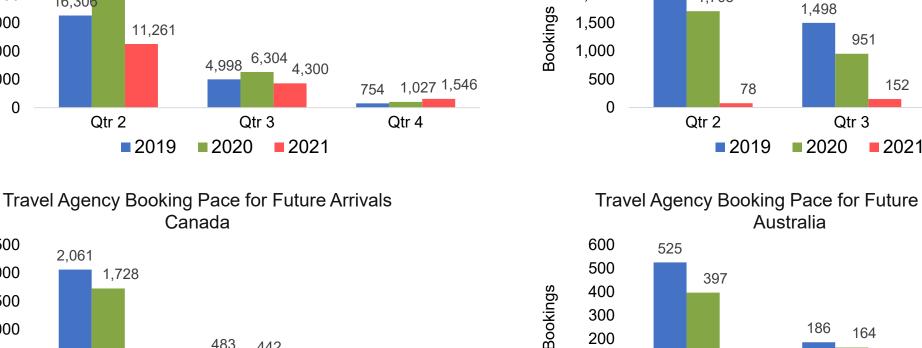


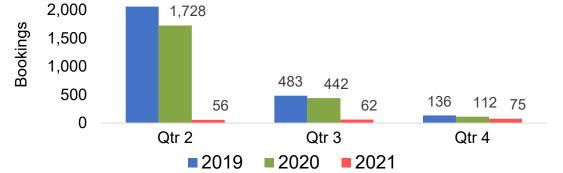


Source: Global Agency Pro as of 02/06/21

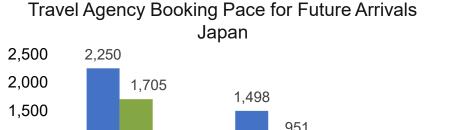
Hawai'i Island by Quarter 2021



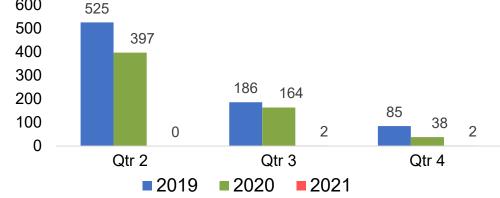




Canada



Travel Agency Booking Pace for Future Arrivals



DURISM AUTHORITY

128

56

Qtr 4

22

Source: Global Agency Pro as of 02/06/21

2,061

2,500