# **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

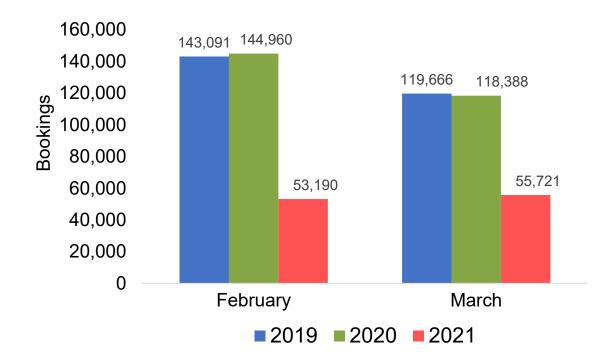
- Travel Agency associated with the ticket is doing business (DBA)

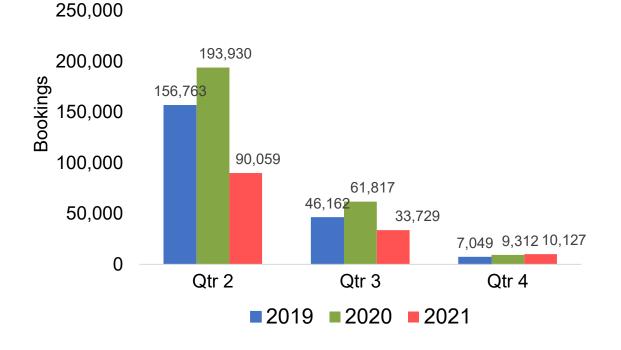


US

#### Travel Agency Booking Pace for Future Arrivals, by Month

### Travel Agency Booking Pace for Future Arrivals, by Quarter





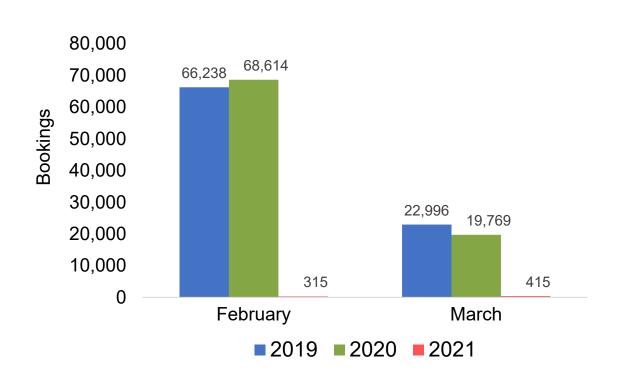


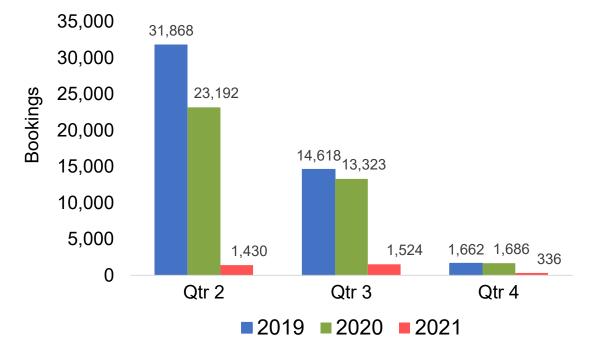
Source: Global Agency Pro as of 02/06/21



#### Travel Agency Booking Pace for Future Arrivals, by Month

### Travel Agency Booking Pace for Future Arrivals, by Quarter





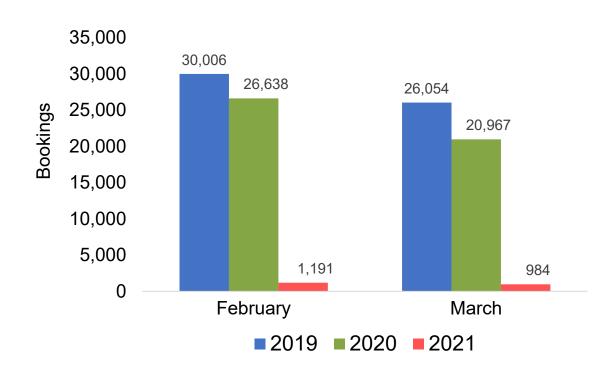


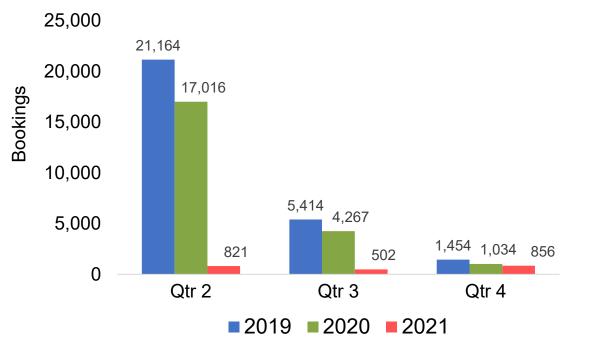
Source: Global Agency Pro as of 02/06/21

## CANADA

### Travel Agency Booking Pace for Future Arrivals, by Month

### Travel Agency Booking Pace for Future Arrivals, by Quarter

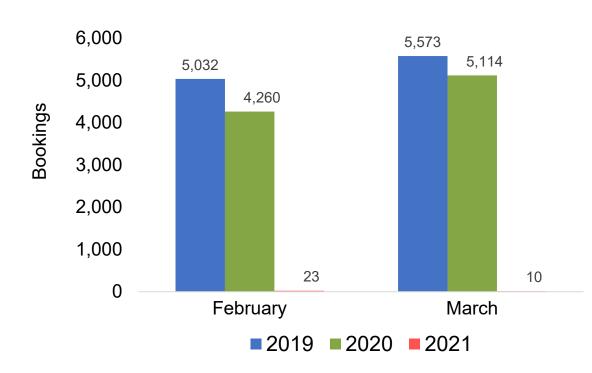




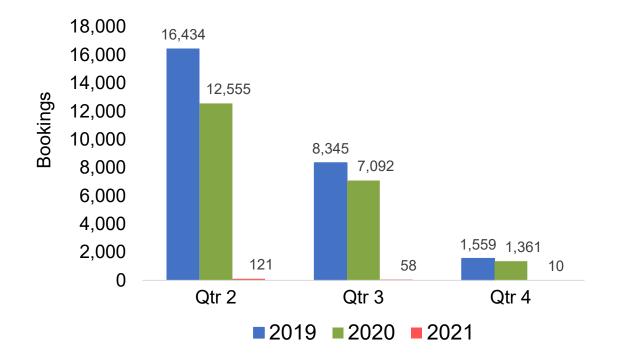
Source: Global Agency Pro as of 02/06/21

## AUSTRALIA

Travel Agency Booking Pace for Future Arrivals, by Month



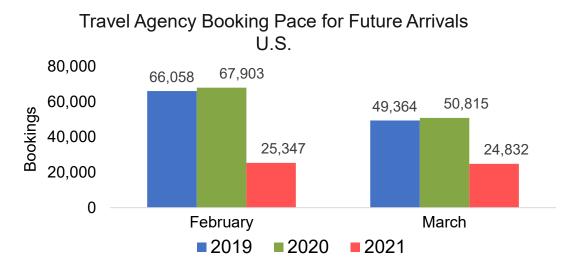
### Travel Agency Booking Pace for Future Arrivals, by Quarter



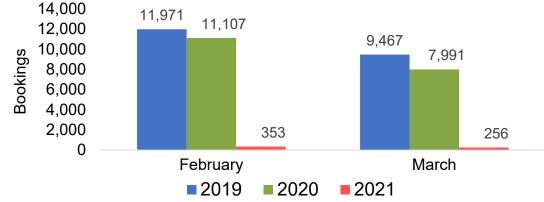


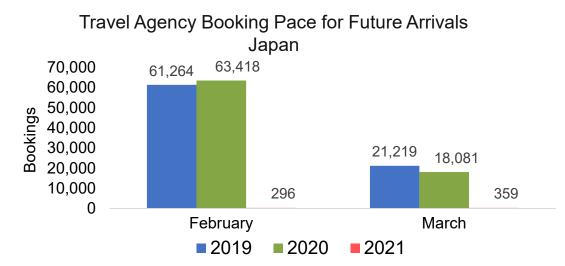
Source: Global Agency Pro as of 02/06/21

# O'ahu by Month 2021

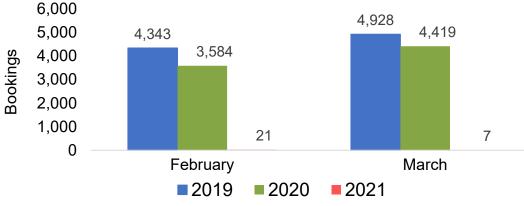








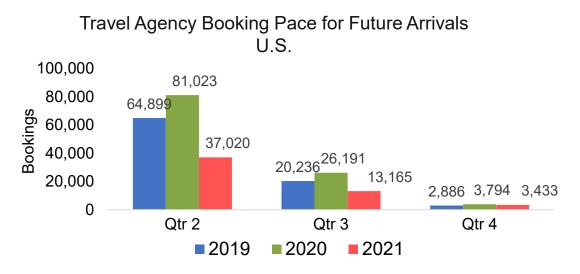
Travel Agency Booking Pace for Future Arrivals Australia

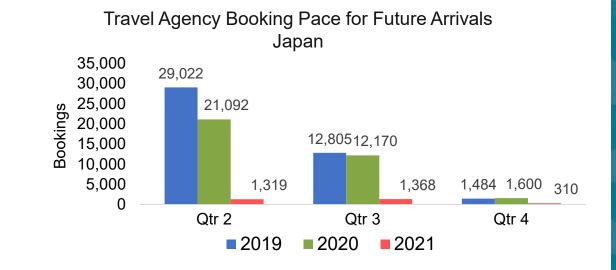




Source: Global Agency Pro as of 02/06/21

# O'ahu by Quarter 2021





Travel Agency Booking Pace for Future Arrivals Australia



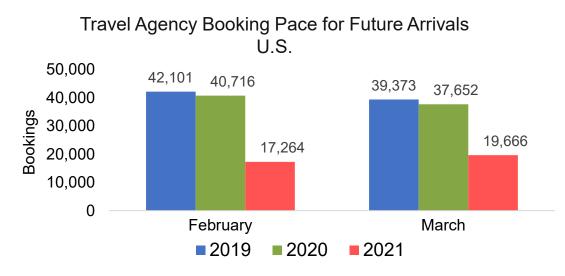
HAWAI'I TOURISM

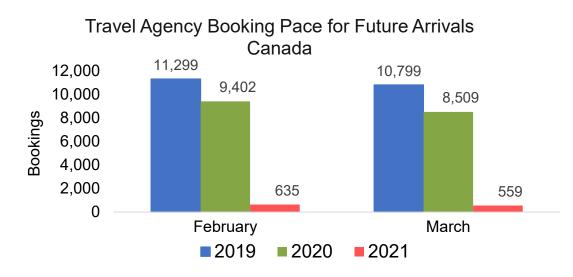
Canada 12,000 10,000 9,840 7,870 5,000 4,000 2,508 2,010 4,000 2,000 4,000 2,000 4,000 2,000 4,000 4,000 2,000 4,000 

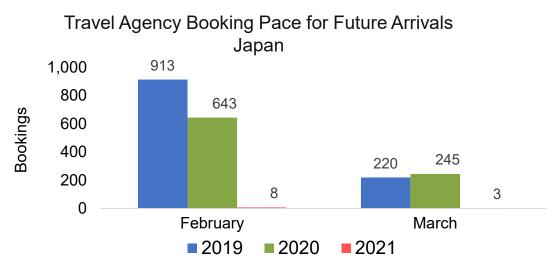
Travel Agency Booking Pace for Future Arrivals

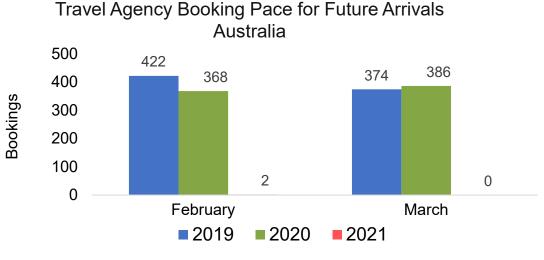
2,000 2,000 321 230 452 266 148 Qtr 2 Qtr 3 Qtr 4 2019 2020 2021

# Maui by Month 2021





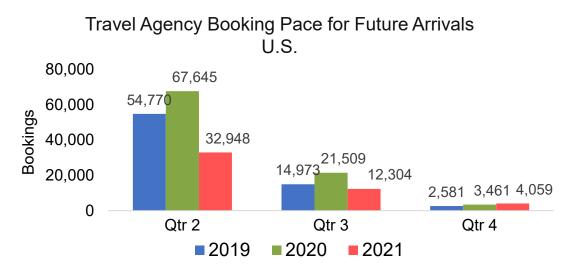


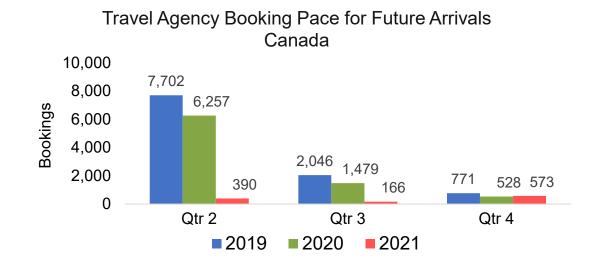


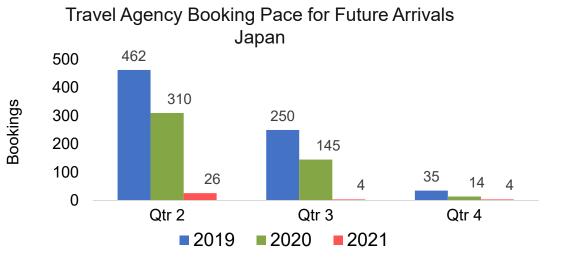


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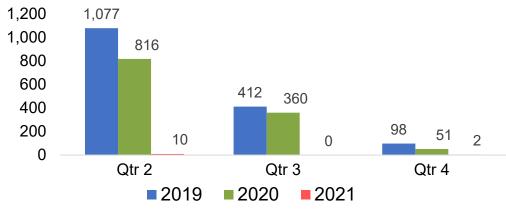
## Maui by Quarter 2021







Travel Agency Booking Pace for Future Arrivals Australia

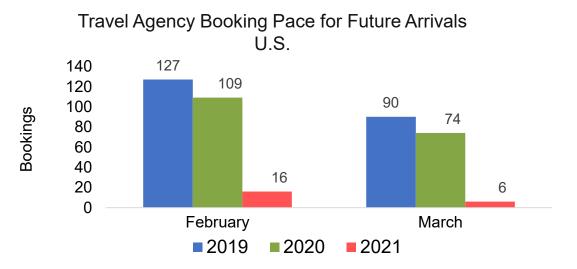


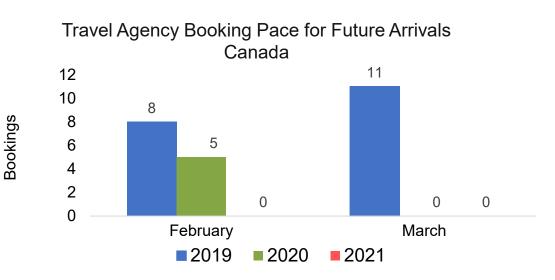
Bookings

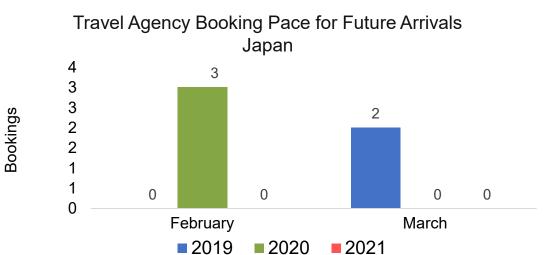


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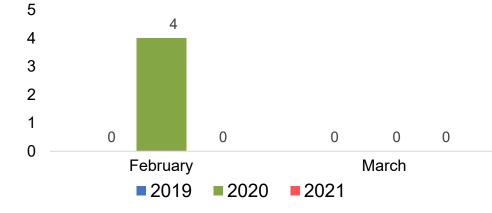
# Moloka'i by Month 2021







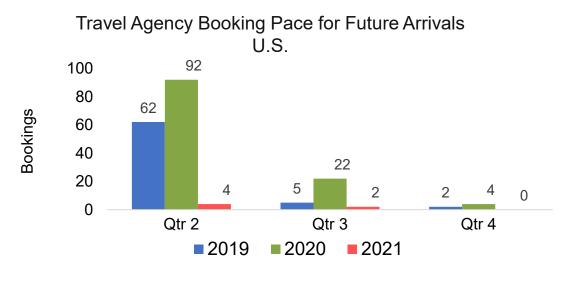
Travel Agency Booking Pace for Future Arrivals Australia

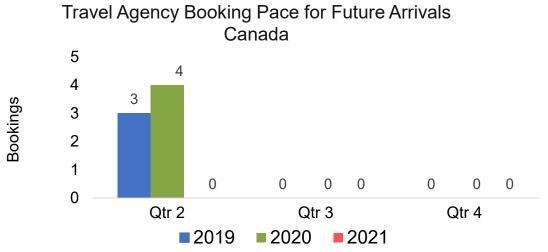


Bookings



# Moloka'i by Quarter 2021

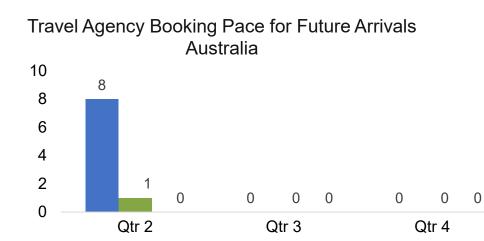




Travel Agency Booking Pace for Future Arrivals Japan 1.2 1 0.8 0.6 0.4 0.2 0 0 0 0 0 0 0 0 0 Qtr 2 Qtr 3 Qtr 4 2020 2021 2019

Bookings

Bookings



**2019 2020 2021** 

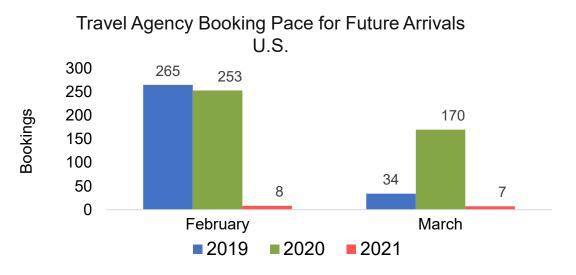


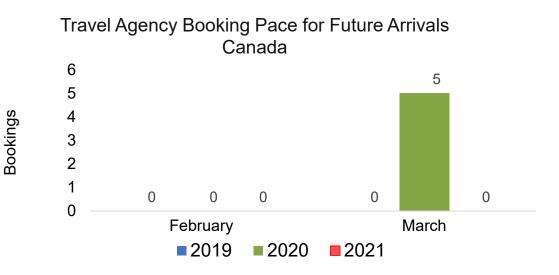
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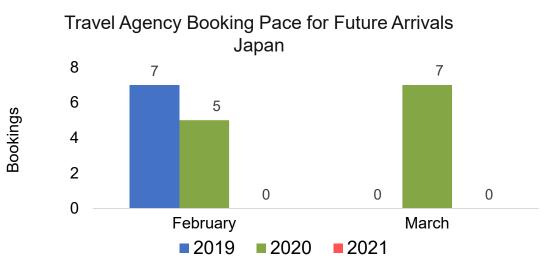
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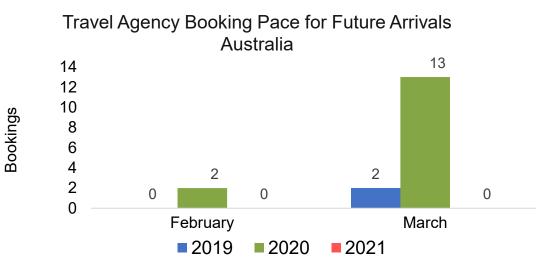
2/8/2021

# Lāna'i by Month 2021



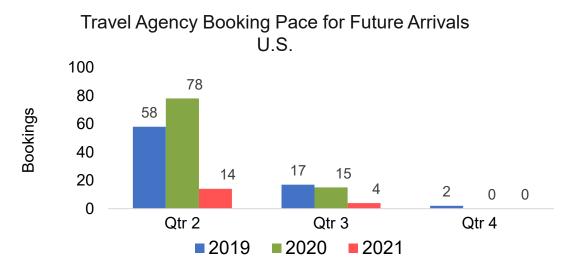


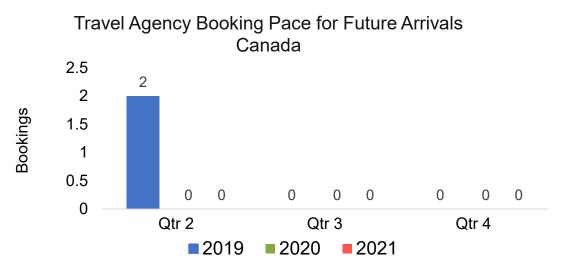






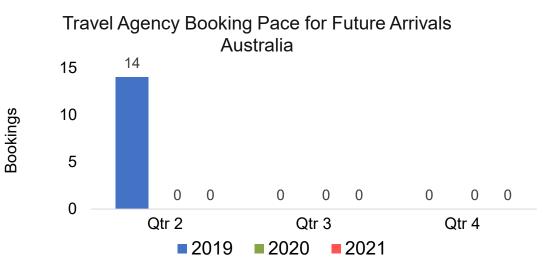
## Lāna'i by Quarter 2021





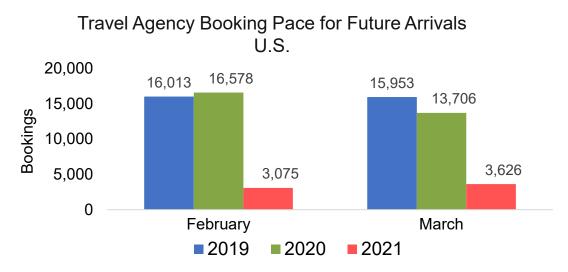
Travel Agency Booking Pace for Future Arrivals Japan 20 15 15 9 10 4 5 2 0 0 0 0 0 0 Qtr 2 Qtr 3 Qtr 4 2019 2020 2021

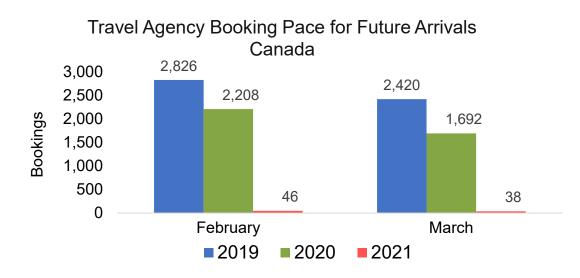
Bookings

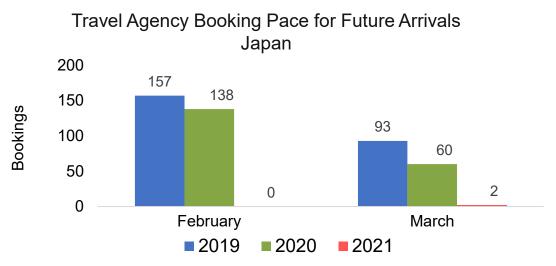


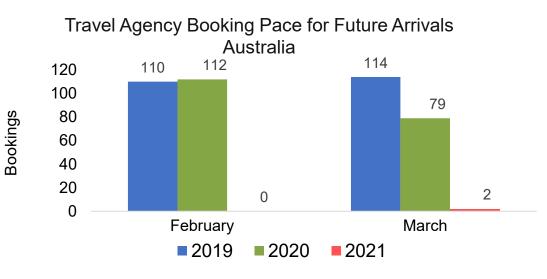


# Kaua'i by Month 2021





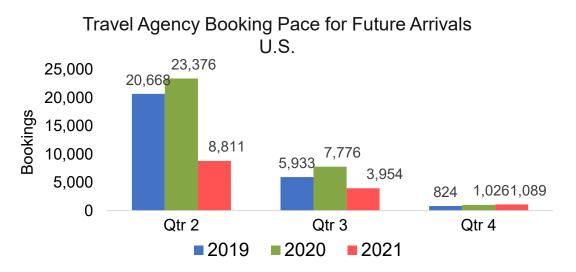


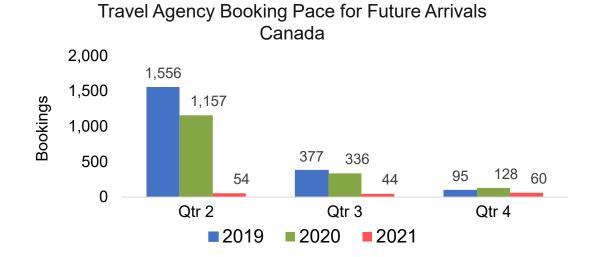




Source: Global Agency Pro as of 02/06/21

# Kaua'i by Quarter 2021



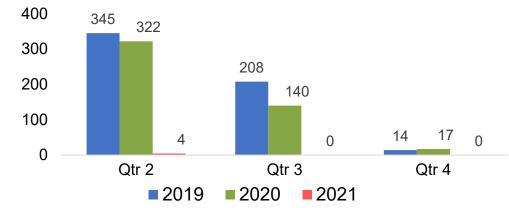


Travel Agency Booking Pace for Future Arrivals Japan Qtr 2 Qtr 3 Qtr 4 

Bookings

Bookings

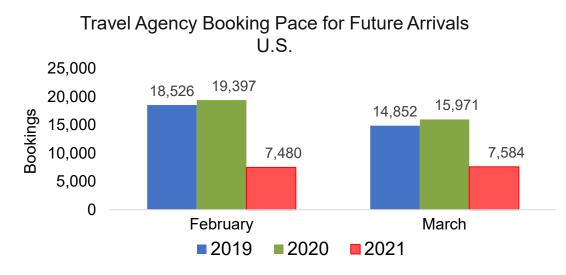
Travel Agency Booking Pace for Future Arrivals Australia



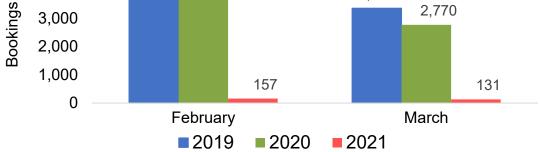


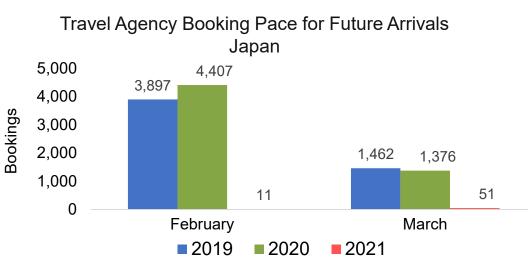
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# Hawai'i Island by Month 2021



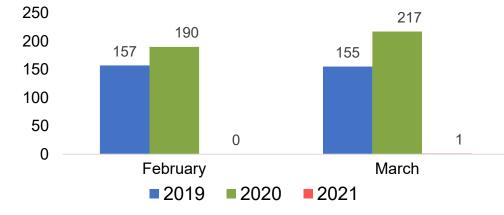






Travel Agency Booking Pace for Future Arrivals Australia

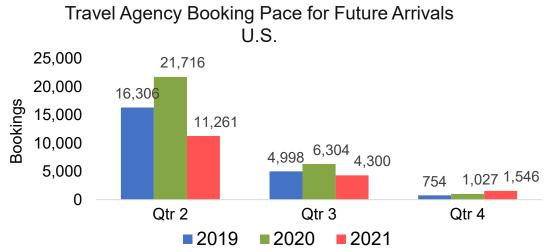
Bookings

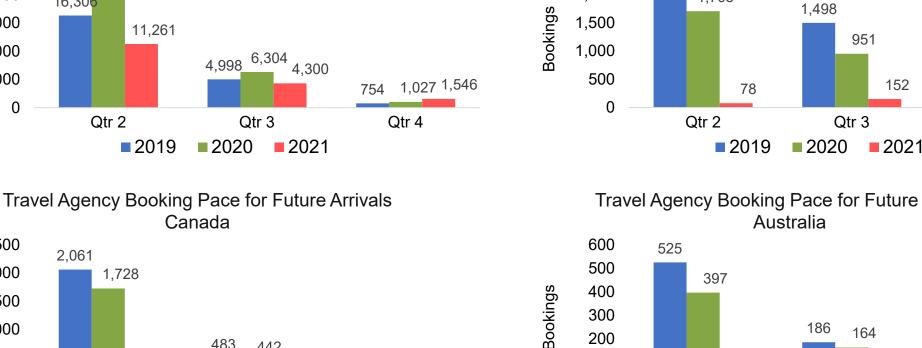


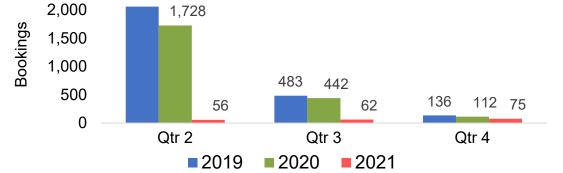


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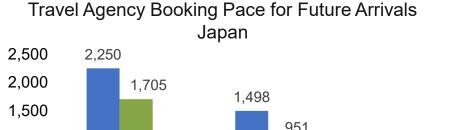
# Hawai'i Island by Quarter 2021



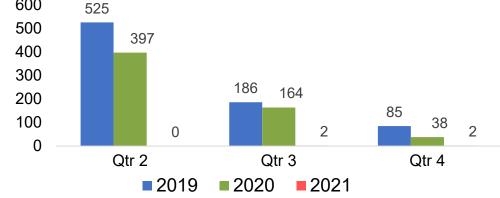




Canada



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