TRAVEL AGENCY BOOKING TRENDS

APRIL 5, 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).



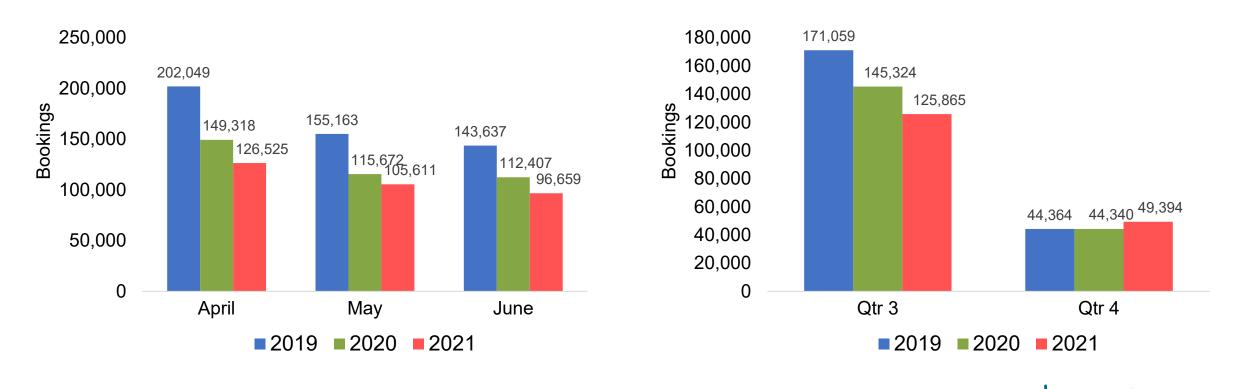
US

Travel Agency Booking Pace for Future Arrivals, by Month

Travel Agency Booking Pace for Future Arrivals, by Quarter

OURISM.

AUTHORITY

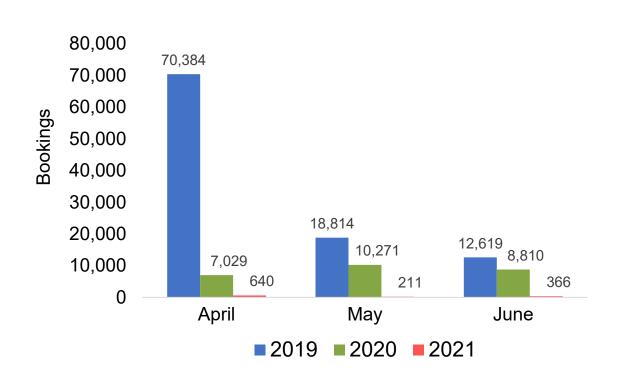


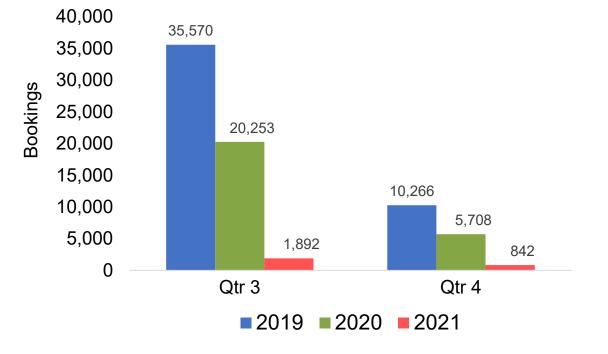
Source: Global Agency Pro as of 04/03/21



Travel Agency Booking Pace for Future Arrivals, by Month

Travel Agency Booking Pace for Future Arrivals, by Quarter



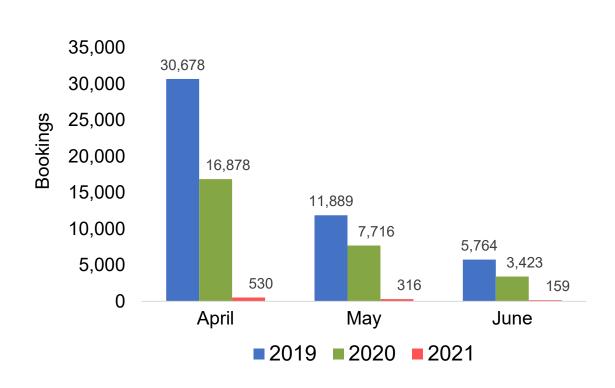




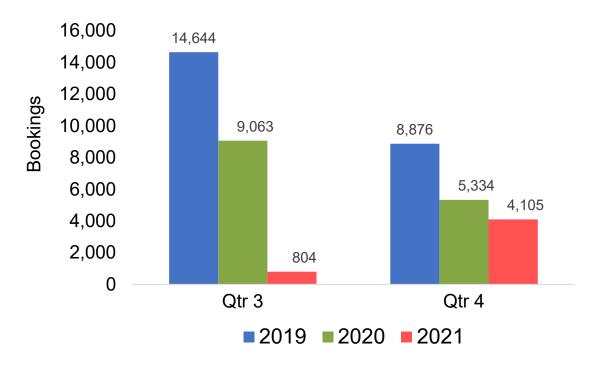
Source: Global Agency Pro as of 04/03/21

CANADA

Travel Agency Booking Pace for Future Arrivals, by Month



Travel Agency Booking Pace for Future Arrivals, by Quarter

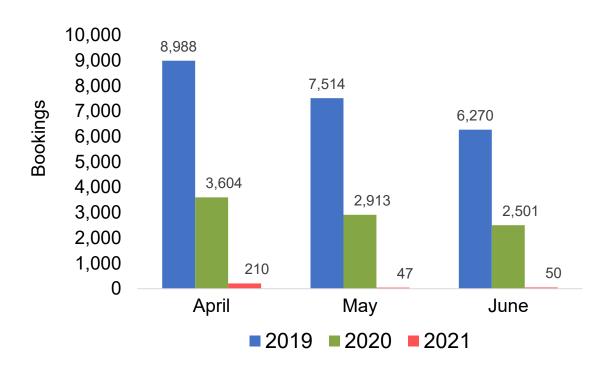




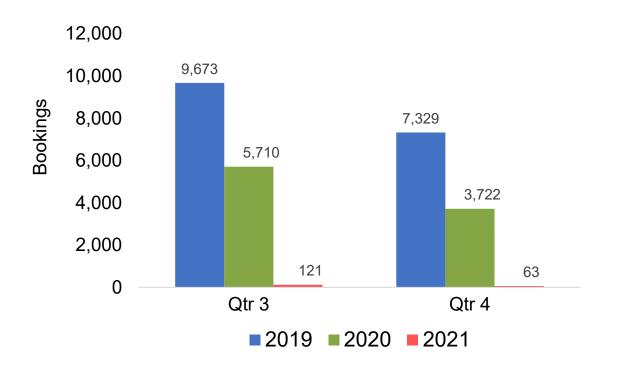
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KOREA

Travel Agency Booking Pace for Future Arrivals, by Month



Travel Agency Booking Pace for Future Arrivals, by Quarter

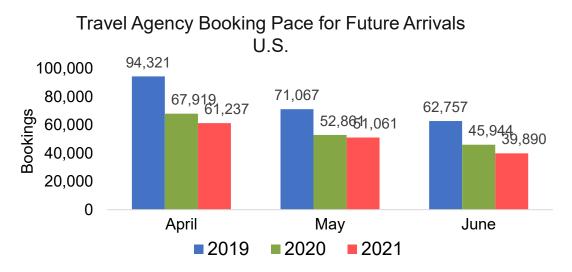


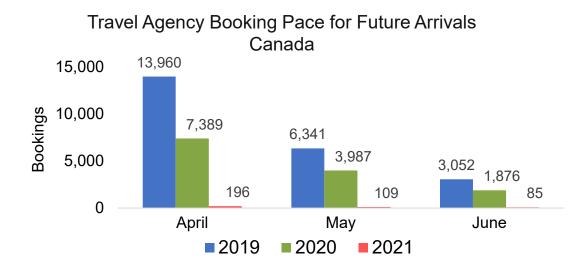


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4/5/2021

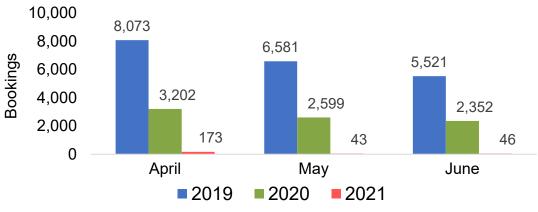
O'ahu by Month 2021





Travel Agency Booking Pace for Future Arrivals Japan 65,686 70,000 60,000 50,000 Bookings 40,000 30,000 17,167 20,000 11,225 _{8,094} 6,342 583 9,383 10,000 330 192 0 April May June 2019 2020 2021

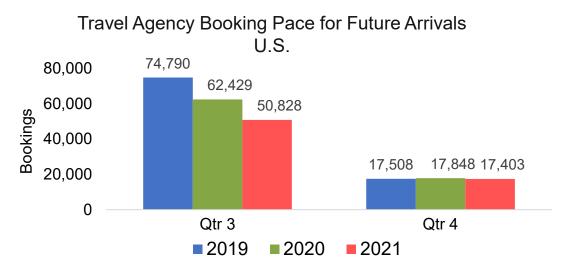
> Travel Agency Booking Pace for Future Arrivals Korea

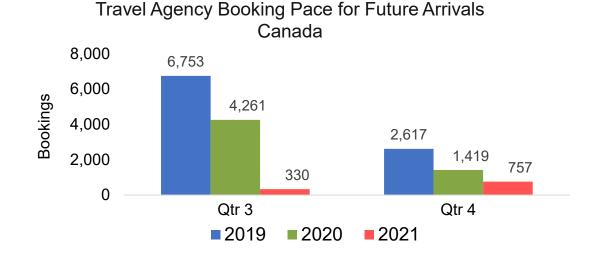


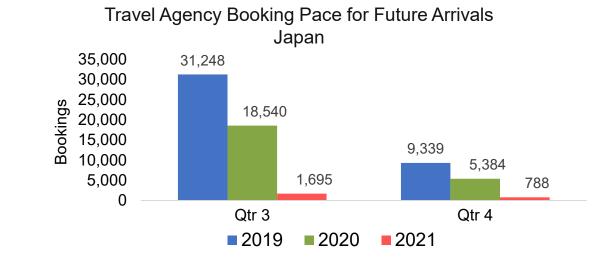


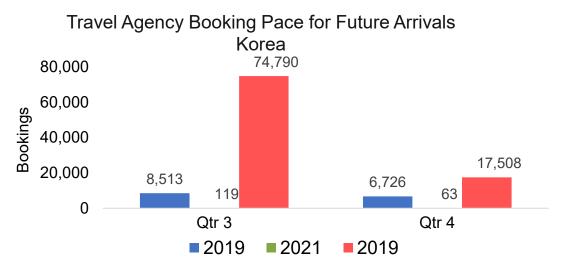
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O'ahu by Quarter 2021





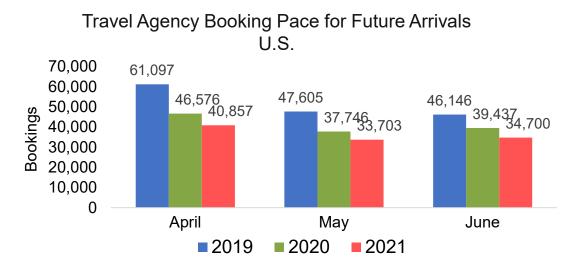


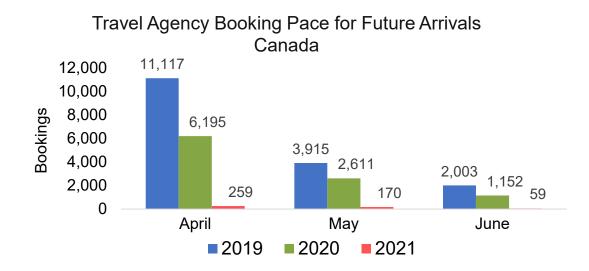


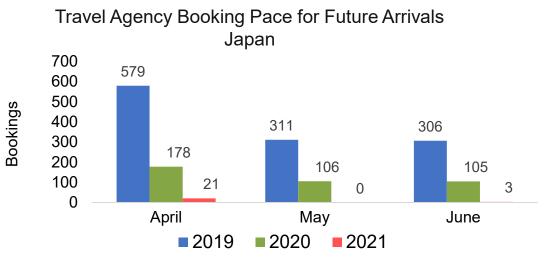


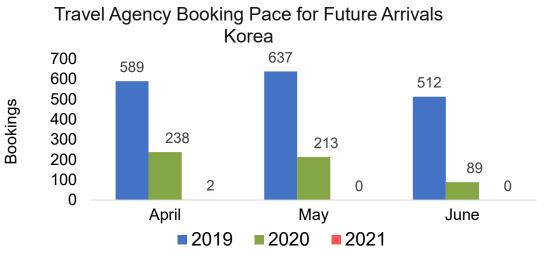
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Maui by Month 2021





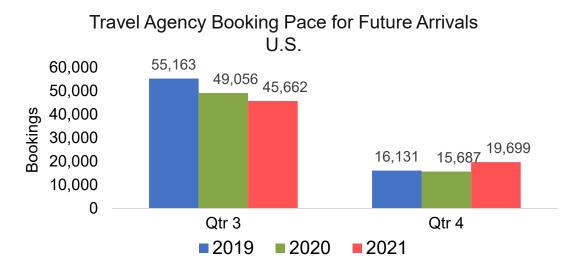






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Maui by Quarter 2021







Travel Agency Booking Pace for Future Arrivals Japan 600 537 500 400 300 246 200 131 70 100 14 6 0 Qtr 3 Qtr 4

Bookings

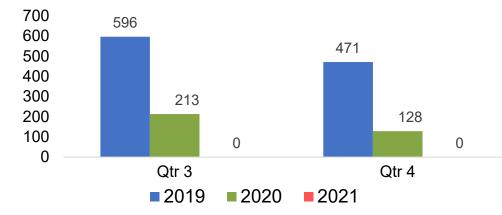
Bookings

Travel Agency Booking Pace for Future Arrivals Korea

2020

2021

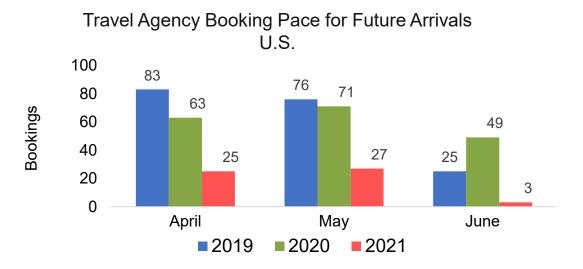
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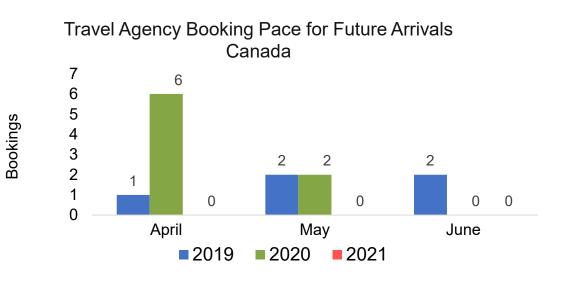


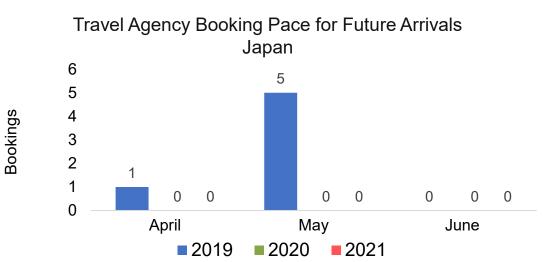


Source: Global Agency Pro as of 04/03/21

Moloka'i by Month 2021

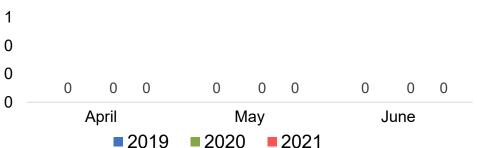








Bookings





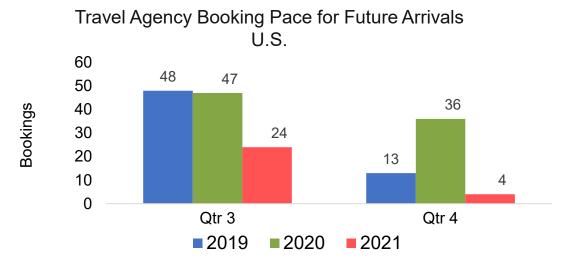
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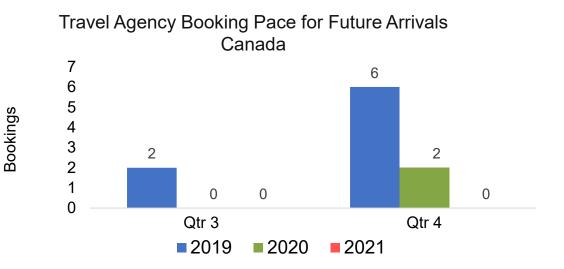
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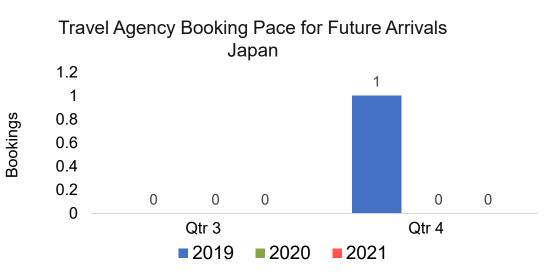
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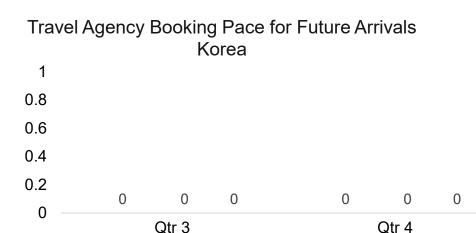
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Moloka'i by Quarter 2021









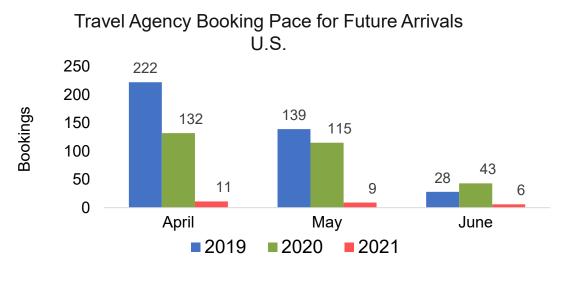
Bookings

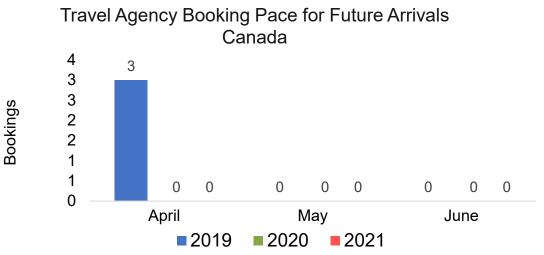
■ 2019 ■ 2020 ■ 2021

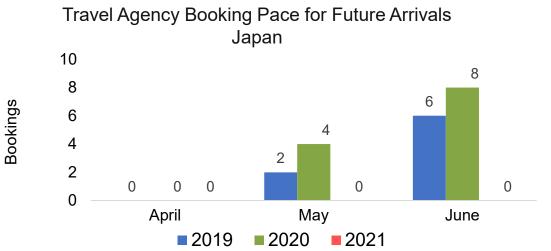


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Lāna'i by Month 2021

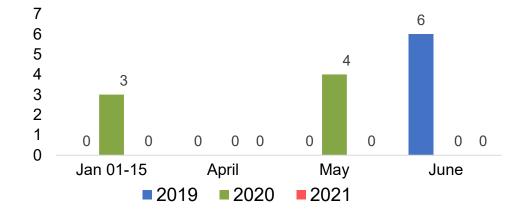






Travel Agency Booking Pace for Future Arrivals Korea

Bookings



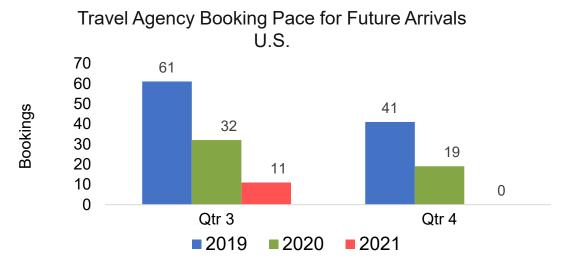
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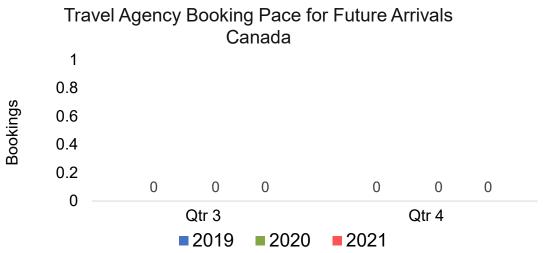
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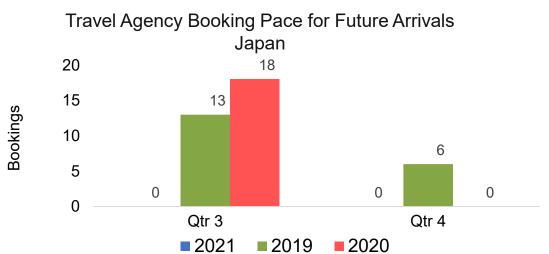


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Lāna'i by Quarter 2021

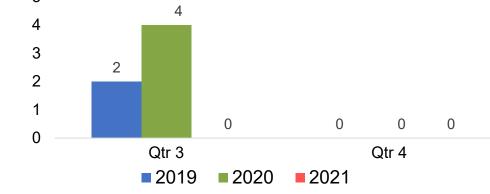






Travel Agency Booking Pace for Future Arrivals Korea

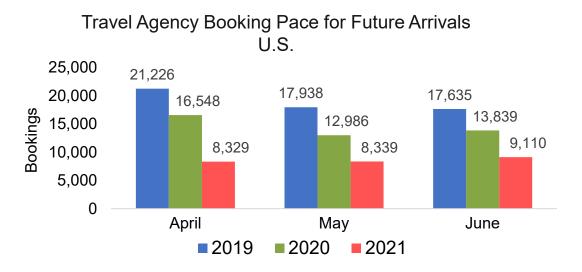
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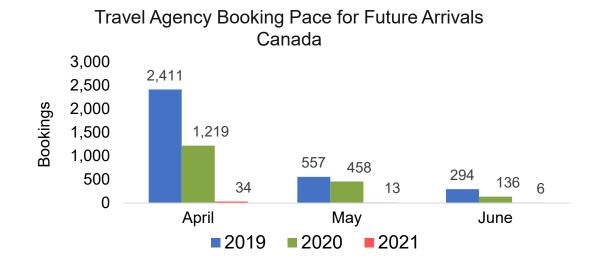




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Kaua'i by Month 2021

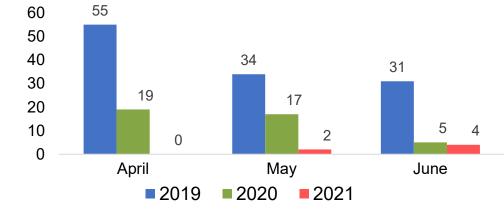




Travel Agency Booking Pace for Future Arrivals Japan 200 156 150 130 Bookings 100 69 43 50 30 16 4 6 6 0 April May June 2019 2020 2021

> Travel Agency Booking Pace for Future Arrivals Korea

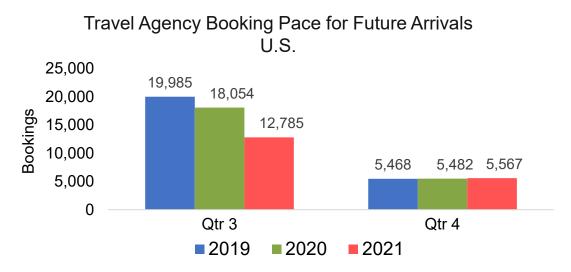
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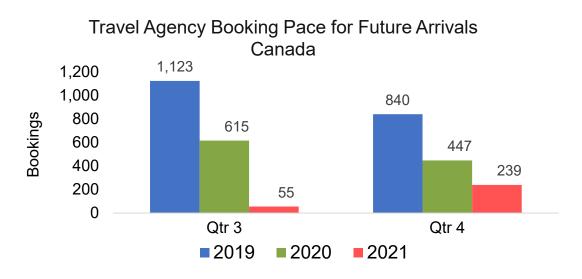


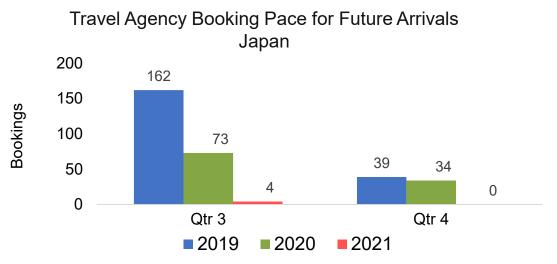
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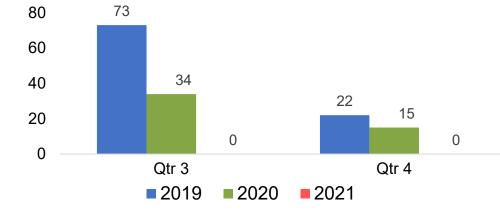
Kaua'i by Quarter 2021







Travel Agency Booking Pace for Future Arrivals Korea

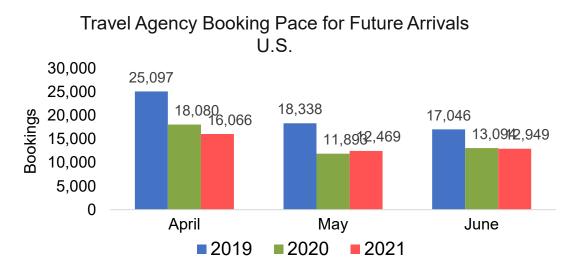


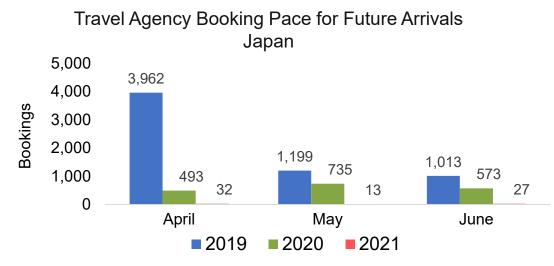
Bookings

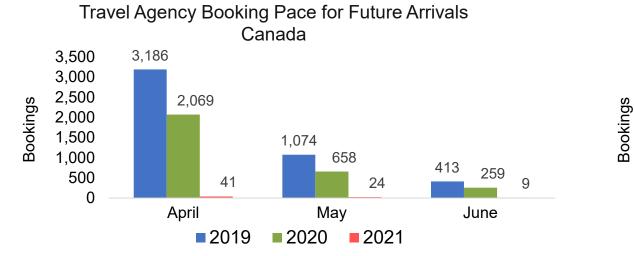


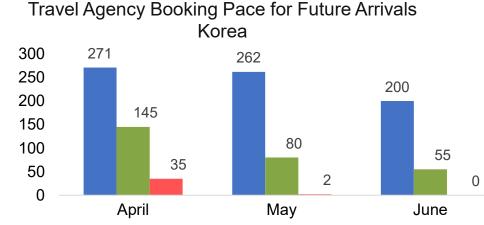
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Hawai'i Island by Month 2021







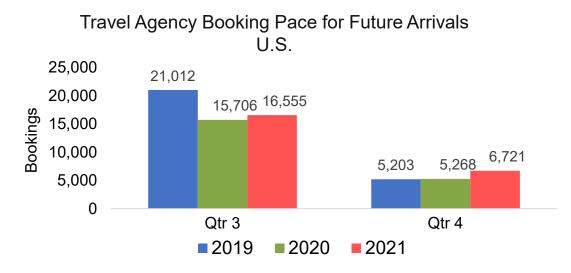


2019 2020 2021



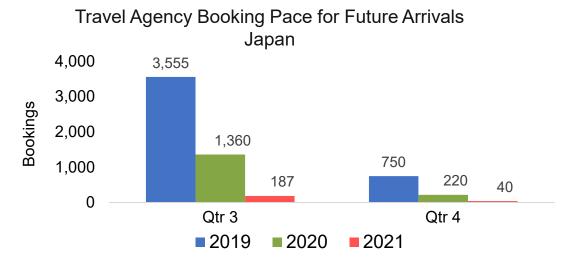
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Hawai'i Island by Quarter 2021



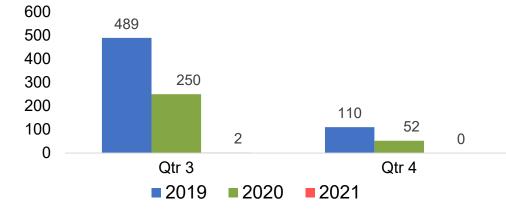






Travel Agency Booking Pace for Future Arrivals Korea

Bookings



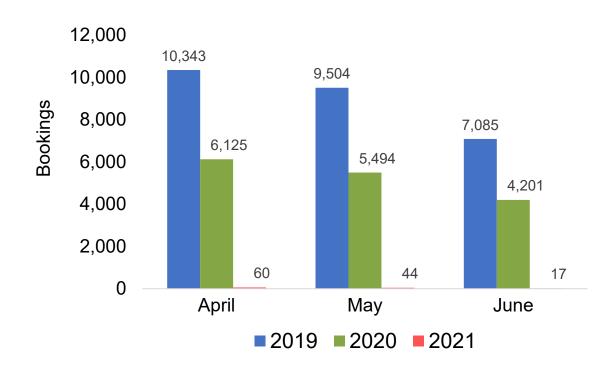


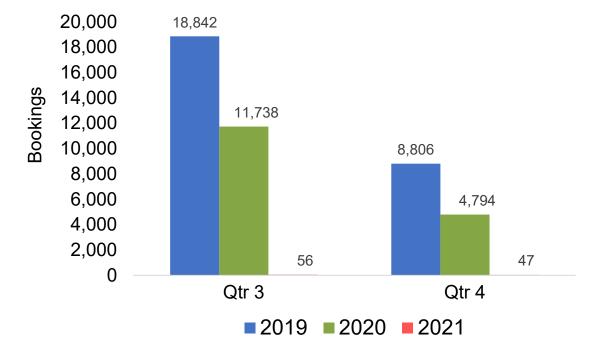
Source: Global Agency Pro as of 04/03/21

AUSTRALIA

Travel Agency Booking Pace for Future Arrivals, by Month

Travel Agency Booking Pace for Future Arrivals, by Quarter

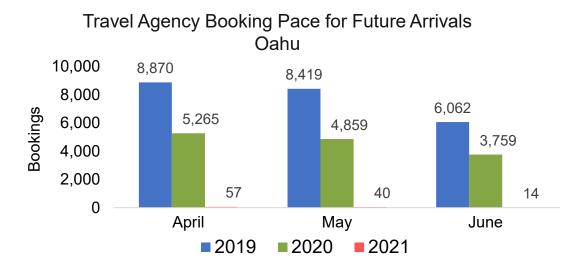


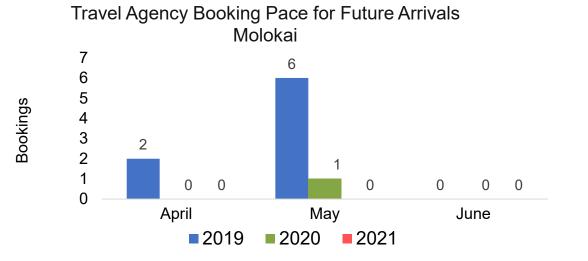


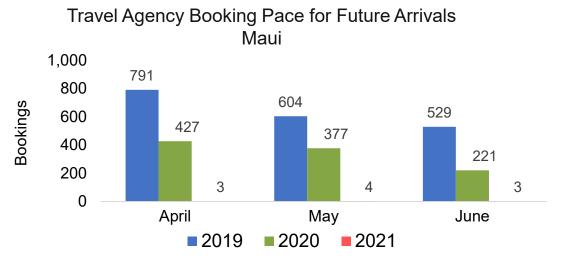


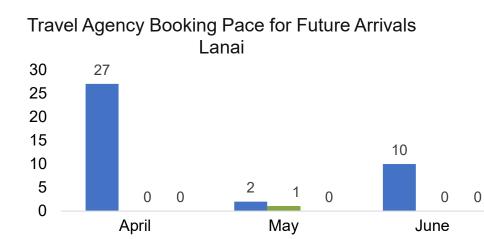
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Australia by Month 2021









Bookings

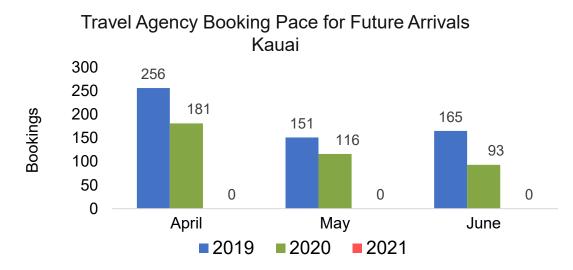
2019 2020 2021

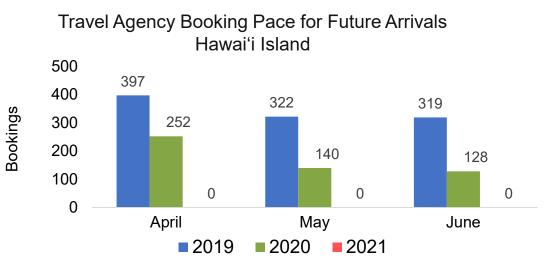


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4/5/2021

Australia by Month 2021 (cont.)

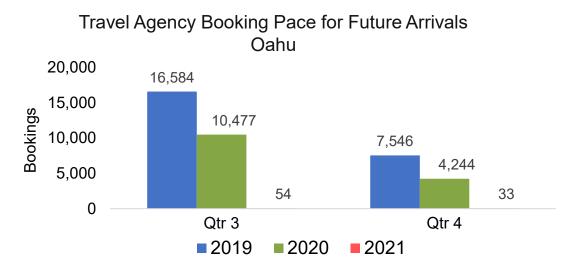


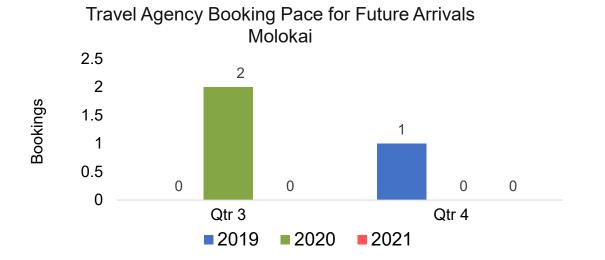


HAWAII TOURISM.

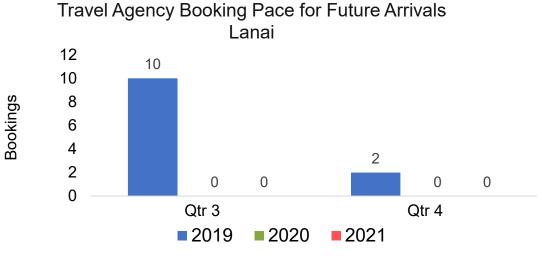
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Australia by Quarter 2021





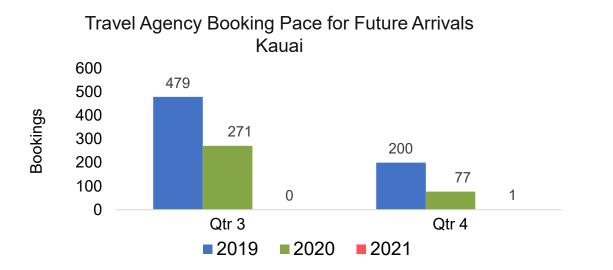
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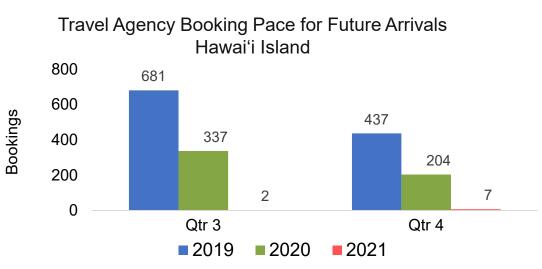




Source: Global Agency Pro as of 04/03/21

Australia by Quarter 2021 (cont.)







Source: Global Agency Pro as of 04/03/21