TRAVEL AGENCY BOOKING TRENDS

JUNE 21, 2021

HAWAIʻI 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).
Travel Agency Booking Pace for Future Arrivals, by Month

Source: Global Agency Pro as of 06/19/21
Travel Agency Booking Pace for Future Arrivals, by Month

<table>
<thead>
<tr>
<th>Month</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>65,529</td>
<td>3,758</td>
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<tr>
<td>August</td>
<td>35,925</td>
<td>8,611</td>
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<tr>
<td>September</td>
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<td>271</td>
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</table>

Source: Global Agency Pro as of 06/19/21

Travel Agency Booking Pace for Future Arrivals, by Quarter

<table>
<thead>
<tr>
<th>Quarter</th>
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<th>2022</th>
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<tbody>
<tr>
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<td>746</td>
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<td>Qtr 2</td>
<td>737</td>
<td>188</td>
<td>154</td>
<td>164</td>
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Source: Global Agency Pro as of 06/19/21
Travel Agency Booking Pace for Future Arrivals, by Month

Travel Agency Booking Pace for Future Arrivals, by Quarter

Source: Global Agency Pro as of 06/19/21
KOREA

Travel Agency Booking Pace for Future Arrivals, by Month

<table>
<thead>
<tr>
<th>Month</th>
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<th>2021</th>
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<tbody>
<tr>
<td>July</td>
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<td>1,068</td>
<td>333</td>
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<tr>
<td>August</td>
<td>4,723</td>
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<td>6,504</td>
<td>135</td>
<td>135</td>
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Source: Global Agency Pro as of 06/19/21

Travel Agency Booking Pace for Future Arrivals, by Quarter

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<thead>
<tr>
<th>Quarter</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
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</thead>
<tbody>
<tr>
<td>Qtr 1</td>
<td>17,266</td>
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<td>Qtr 4</td>
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Source: Global Agency Pro as of 06/19/21
AUSTRALIA

Travel Agency Booking Pace for Future Arrivals, by Month

<table>
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<th>Month</th>
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<tbody>
<tr>
<td>July</td>
<td>9,962</td>
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<td>August</td>
<td>7,251</td>
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<td>4,795</td>
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Travel Agency Booking Pace for Future Arrivals, by Quarter

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Source: Global Agency Pro as of 06/19/21
O‘ahu by Month 2021

Travel Agency Booking Pace for Future Arrivals

U.S.

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<tr>
<th>Month</th>
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<tbody>
<tr>
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Travel Agency Booking Pace for Future Arrivals

Japan

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<th>2021</th>
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</thead>
<tbody>
<tr>
<td>July</td>
<td>60,272</td>
<td>31,585</td>
<td>16,733</td>
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<td>3,432</td>
<td>7,841</td>
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<td>September</td>
<td>730</td>
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<td>579</td>
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<tr>
<td>2021</td>
<td>5,430</td>
<td>245</td>
<td>120</td>
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Travel Agency Booking Pace for Future Arrivals

Canada

<table>
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<th>Month</th>
<th>2019</th>
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<th>2021</th>
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</thead>
<tbody>
<tr>
<td>July</td>
<td>6,449</td>
<td>5,546</td>
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<td>August</td>
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Travel Agency Booking Pace for Future Arrivals

Korea

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<th>Month</th>
<th>2019</th>
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<th>2021</th>
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<tbody>
<tr>
<td>July</td>
<td>7,059</td>
<td>954</td>
<td>304</td>
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<tr>
<td>August</td>
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<tr>
<td>September</td>
<td>5,763</td>
<td>1,980</td>
<td>120</td>
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Source: Global Agency Pro as of 06/19/21
O‘ahu by Month 2021 (cont.)

Travel Agency Booking Pace for Future Arrivals
Australia

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<tr>
<th>Month</th>
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<th>2020</th>
<th>2021</th>
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<tbody>
<tr>
<td>July</td>
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<td>6,273</td>
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<tr>
<td>September</td>
<td>9,022</td>
<td>4,347</td>
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Source: Global Agency Pro as of 06/19/21
O‘ahu by Quarter 2021

Travel Agency Booking Pace for Future Arrivals

U.S.

<table>
<thead>
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<th>Quarter</th>
<th>2019</th>
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<th>2022</th>
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<td>Qtr 2</td>
<td>716</td>
<td>738</td>
<td>1,072</td>
<td>9,599</td>
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Source: Global Agency Pro as of 06/19/21
Travel Agency Booking Pace for Future Arrivals

Australia

Source: Global Agency Pro as of 06/19/21
Maui by Month 2021

Travel Agency Booking Pace for Future Arrivals

**U.S.**

<table>
<thead>
<tr>
<th>Month</th>
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<th>2020</th>
<th>2021</th>
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<tbody>
<tr>
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<td>September</td>
<td>24,065</td>
<td>15,079</td>
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**Japan**

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<th>2020</th>
<th>2021</th>
</tr>
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<tbody>
<tr>
<td>July</td>
<td>593</td>
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<td>61</td>
</tr>
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<tr>
<td>September</td>
<td>275</td>
<td>1</td>
<td>2</td>
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**Canada**

<table>
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<th>2021</th>
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<tbody>
<tr>
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<td>August</td>
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<tr>
<td>September</td>
<td>1,624</td>
<td>582</td>
<td>244</td>
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**Korea**

<table>
<thead>
<tr>
<th>Month</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
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<tr>
<td>July</td>
<td>329</td>
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<tr>
<td>September</td>
<td>500</td>
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Source: Global Agency Pro as of 06/19/21
Maui by Month 2021 (cont.)

Travel Agency Booking Pace for Future Arrivals
Australia

<table>
<thead>
<tr>
<th></th>
<th>July</th>
<th>August</th>
<th>September</th>
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<tbody>
<tr>
<td>2019</td>
<td>569</td>
<td>457</td>
<td>651</td>
</tr>
<tr>
<td>2020</td>
<td>170</td>
<td>134</td>
<td>237</td>
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Source: Global Agency Pro as of 06/19/21
Maui by Quarter 2021

Travel Agency Booking Pace for Future Arrivals

U.S.

<table>
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<tr>
<th>Quarter</th>
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<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
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<tbody>
<tr>
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<td>634</td>
</tr>
<tr>
<td>Qtr 1</td>
<td>7,133</td>
<td>4,802</td>
<td>3,990</td>
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<td>Qtr 2</td>
<td>634</td>
<td>585</td>
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Source: Global Agency Pro as of 06/19/21
Maui by Quarter 2021 (cont.)

Travel Agency Booking Pace for Future Arrivals
Australia

Source: Global Agency Pro as of 06/19/21
Moloka‘i by Month 2021

Travel Agency Booking Pace for Future Arrivals

**U.S.**

<table>
<thead>
<tr>
<th></th>
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<th>August 2020</th>
<th>September 2020</th>
<th>September 2021</th>
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<td><strong>2020</strong></td>
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<td>10</td>
<td>8</td>
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<tr>
<td><strong>2021</strong></td>
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<td>15</td>
<td>10</td>
<td>8</td>
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**Japan**

<table>
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<th>September 2021</th>
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**Canada**

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<th>August 2020</th>
<th>September 2020</th>
<th>September 2021</th>
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<tr>
<td><strong>2021</strong></td>
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<td>0</td>
<td>1</td>
<td>2</td>
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**Korea**

<table>
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<tr>
<th></th>
<th>July 2019</th>
<th>August 2020</th>
<th>September 2020</th>
<th>September 2021</th>
</tr>
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Source: Global Agency Pro as of 06/19/21
Moloka‘i by Month 2021 (cont.)

Travel Agency Booking Pace for Future Arrivals
Australia

Bookings

<table>
<thead>
<tr>
<th>Month</th>
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<th>2020</th>
<th>2021</th>
</tr>
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<tbody>
<tr>
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<tr>
<td>September</td>
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Source: Global Agency Pro as of 06/19/21
Moloka‘i by Quarter 2021

Travel Agency Booking Pace for Future Arrivals

U.S.

<table>
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<tr>
<th>Quarter</th>
<th>2019</th>
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<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
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Japan

<table>
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<th>2022</th>
</tr>
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<td>0</td>
</tr>
<tr>
<td>Qtr 1</td>
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<tr>
<td>Qtr 2</td>
<td>0</td>
<td>0</td>
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<td>0</td>
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Canada

<table>
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<tr>
<th>Quarter</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
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<td>Qtr 4</td>
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<td>0</td>
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<td>Qtr 1</td>
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</tr>
<tr>
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<td>0</td>
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Korea

<table>
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<tr>
<th>Quarter</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
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</thead>
<tbody>
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<td>Qtr 1</td>
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<tr>
<td>Qtr 2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Source: Global Agency Pro as of 06/19/21
Moloka‘i by Quarter 2021 (cont.)

Travel Agency Booking Pace for Future Arrivals
Australia

Source: Global Agency Pro as of 06/19/21
Lānaʻi by Month 2021

Travel Agency Booking Pace for Future Arrivals

**U.S.**

<table>
<thead>
<tr>
<th>Month</th>
<th>2019</th>
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<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
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<td>August</td>
<td>40</td>
<td>5</td>
<td>18</td>
</tr>
<tr>
<td>September</td>
<td>24</td>
<td>16</td>
<td>9</td>
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**Japan**

<table>
<thead>
<tr>
<th>Month</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
<tr>
<td>August</td>
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<td>0</td>
</tr>
<tr>
<td>September</td>
<td>0</td>
<td>0</td>
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**Canada**

<table>
<thead>
<tr>
<th>Month</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
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<td>0</td>
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<td>August</td>
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<td>0</td>
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</tr>
<tr>
<td>September</td>
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<td>0</td>
</tr>
</tbody>
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**Korea**

<table>
<thead>
<tr>
<th>Month</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
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<td>0</td>
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</tr>
<tr>
<td>August</td>
<td>4</td>
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</tr>
<tr>
<td>September</td>
<td>2</td>
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</tr>
</tbody>
</table>

Source: Global Agency Pro as of 06/19/21
Lānaʻi by Month 2021 (cont.)

Travel Agency Booking Pace for Future Arrivals
Australia

Source: Global Agency Pro as of 06/19/21
Lānaʻi by Quarter 2021 (cont.)

Travel Agency Booking Pace for Future Arrivals
Australia

Source: Global Agency Pro as of 06/19/21
Kaua‘i by Month 2021

Travel Agency Booking Pace for Future Arrivals

**U.S.**

- **July** 2019: 24,266
- **August** 2019: 14,562
- **September** 2019: 7,899
- **July** 2020: 9,411
- **August** 2020: 7,305
- **September** 2020: 5,726
- **July** 2021: 19,285
- **August** 2021: 13,230
- **September** 2021: 9,099

**Japan**

- **July** 2019: 160
- **August** 2019: 15
- **September** 2019: 0
- **July** 2020: 177
- **August** 2020: 33
- **September** 2020: 21
- **July** 2021: 84
- **August** 2021: 21
- **September** 2021: 0

**Canada**

- **July** 2019: 943
- **August** 2019: 760
- **September** 2019: 421
- **July** 2020: 301
- **August** 2020: 221
- **September** 2020: 92
- **July** 2021: 46
- **August** 2021: 47
- **September** 2021: 49

**Korea**

- **July** 2019: 76
- **August** 2019: 4
- **September** 2019: 0
- **July** 2020: 29
- **August** 2020: 16
- **September** 2020: 2
- **July** 2021: 54
- **August** 2021: 15
- **September** 2021: 1

Source: Global Agency Pro as of 06/19/21
Travel Agency Booking Pace for Future Arrivals

Kaua‘i by Month 2021 (cont.)

Source: Global Agency Pro as of 06/19/21
Travel Agency Booking Pace for Future Arrivals

**U.S.**

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2019</th>
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<th>2021</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Qtr 4</td>
<td>16,783</td>
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</tr>
<tr>
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<tr>
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<td>2,521</td>
<td>1,580</td>
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**Japan**

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<tr>
<th>Quarter</th>
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<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr 4</td>
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<td>2</td>
<td>105</td>
<td>2</td>
</tr>
<tr>
<td>Qtr 1</td>
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<tr>
<td>Qtr 2</td>
<td>12</td>
<td>3</td>
<td>12</td>
<td>3</td>
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**Canada**

<table>
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<tr>
<th>Quarter</th>
<th>2019</th>
<th>2020</th>
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<th>2022</th>
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<tbody>
<tr>
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<td>1,801</td>
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<tr>
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<td>526</td>
<td>682</td>
<td>526</td>
<td>682</td>
</tr>
<tr>
<td>Qtr 2</td>
<td>685</td>
<td>7</td>
<td>685</td>
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</tr>
</tbody>
</table>

**Korea**

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr 4</td>
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<td>9</td>
<td>65</td>
<td>9</td>
</tr>
<tr>
<td>Qtr 1</td>
<td>11</td>
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</tr>
<tr>
<td>Qtr 2</td>
<td>11</td>
<td>0</td>
<td>11</td>
<td>0</td>
</tr>
</tbody>
</table>

Source: Global Agency Pro as of 06/19/21
Travel Agency Booking Pace for Future Arrivals
Australia

Source: Global Agency Pro as of 06/19/21
Hawaiʻi Island by Month 2021

Travel Agency Booking Pace for Future Arrivals

**U.S.**

- **July 2019**: 28,237
- **August 2019**: 21,984
- **September 2019**: 7,003

- **July 2020**: 9,022
- **August 2020**: 6,520
- **September 2020**: 4,371

- **July 2021**: 29,259
- **August 2021**: 17,444
- **September 2021**: 9,754

**Japan**

- **July 2019**: 4,484
- **August 2019**: 3,508
- **September 2019**: 1,692

- **July 2020**: 250
- **August 2020**: 616
- **September 2020**: 412

- **July 2021**: 0
- **August 2021**: 51
- **September 2021**: 24

**Canada**

- **July 2019**: 1,513
- **August 2019**: 991
- **September 2019**: 565

- **July 2020**: 401
- **August 2020**: 332
- **September 2020**: 154

- **July 2021**: 90
- **August 2021**: 89
- **September 2021**: 86

**Korea**

- **July 2019**: 487
- **August 2019**: 267
- **September 2019**: 187

- **July 2020**: 81
- **August 2020**: 29
- **September 2020**: 78

- **July 2021**: 8
- **August 2021**: 15
- **September 2021**: 8

Source: Global Agency Pro as of 06/19/21
Hawai‘i Island by Month 2021 (cont.)

Travel Agency Booking Pace for Future Arrivals
Australia

Bookings

<table>
<thead>
<tr>
<th>Month</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>337</td>
<td>70</td>
<td>1</td>
</tr>
<tr>
<td>August</td>
<td>342</td>
<td>90</td>
<td>2</td>
</tr>
<tr>
<td>September</td>
<td>413</td>
<td>114</td>
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Source: Global Agency Pro as of 06/19/21