TRAVEL AGENCY BOOKING TRENDS

JULY 26, 2021
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

Travel Agency Booking Pace for Future Arrivals, by Quarter

Source: Global Agency Pro as of 07/24/21
JAPAN

Travel Agency Booking Pace for Future Arrivals, by Month

Source: Global Agency Pro as of 07/24/21
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 07/24/21
Travel Agency Booking Pace for Future Arrivals, by Month

- August: 6,738 bookings
  - 2019: 629
  - 2020: 412
  - 2021: 256

- September: 8,046 bookings
  - 2019: 1,842
  - 2020: 583
  - 2021: 308
  - 2022: 49

Travel Agency Booking Pace for Future Arrivals, by Quarter

- Qtr 4: 22,329 bookings
  - 2019: 5,000
  - 2020: 5,159
  - 2021: 308
  - 2022: 49

- Qtr 1: 2,639 bookings
  - 2019: 583
  - 2020: 520
  - 2021: 30

- Qtr 2: 583 bookings
  - 2019: 5
  - 2020: 4

Source: Global Agency Pro as of 07/24/21
Travel Agency Booking Pace for Future Arrivals, by Month

August
- 2019: 8,767
- 2020: 1,862
- 2021: 14

September
- 2019: 11,840
- 2020: 3,541
- 2021: 14

Travel Agency Booking Pace for Future Arrivals, by Quarter

Qtr 4
- 2019: 13,730
- 2020: 4,749
- 2021: 63

Qtr 1
- 2019: 3,208
- 2020: 419
- 2021: 40

Qtr 2
- 2019: 183
- 2020: 12
- 2021: 7

Source: Global Agency Pro as of 07/24/21
O‘ahu by Month 2021

Travel Agency Booking Pace for Future Arrivals

- **U.S.**
  - August 2019: 96,524
  - August 2020: 29,706
  - August 2021: 102,625
  - September 2019: 43,183
  - September 2020: 20,308
  - September 2021: 58,848

- **Japan**
  - August 2019: 80,553
  - August 2020: 24,007
  - August 2021: 773
  - September 2019: 2,983
  - September 2020: 3,658
  - September 2021: 325

- **Canada**
  - August 2019: 7,581
  - August 2020: 1,428
  - August 2021: 1,078
  - September 2019: 4,286
  - September 2020: 989
  - September 2021: 748

- **Korea**
  - August 2019: 6,017
  - August 2020: 569
  - August 2021: 1,707
  - September 2019: 7,128
  - September 2020: 350
  - September 2021: 222

Source: Global Agency Pro as of 07/24/21
Travel Agency Booking Pace for Future Arrivals

Australia

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Source: Global Agency Pro as of 07/24/21
O‘ahu by Quarter 2021

Travel Agency Booking Pace for Future Arrivals

U.S.

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Korea

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Source: Global Agency Pro as of 07/24/21
O‘ahu by Quarter 2021 (cont.)

Travel Agency Booking Pace for Future Arrivals
Australia

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Source: Global Agency Pro as of 07/24/21
Maui by Month 2021

Travel Agency Booking Pace for Future Arrivals

- **U.S.**
  - August: 1,141
  - September: 754

Travel Agency Booking Pace for Future Arrivals

- **Japan**
  - August: 52
  - September: 51

Travel Agency Booking Pace for Future Arrivals

- **Canada**
  - August: 1,141
  - September: 754

Travel Agency Booking Pace for Future Arrivals

- **Korea**
  - August: 353

Source: Global Agency Pro as of 07/24/21
Maui by Month 2021 (cont.)

Travel Agency Booking Pace for Future Arrivals
Australia

August  | Bookings | September  | Bookings
--------|----------|-----------|----------
2019    | 545      | 2020      | 1        
2021    |          | 2020      | 141      | 0

Source: Global Agency Pro as of 07/24/21
Maui by Quarter 2021

Travel Agency Booking Pace for Future Arrivals
U.S.

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Source: Global Agency Pro as of 07/24/21
Maui by Quarter 2021 (cont.)

Travel Agency Booking Pace for Future Arrivals
Australia

Source: Global Agency Pro as of 07/24/21
Molokaʻi by Month 2021

Travel Agency Booking Pace for Future Arrivals

U.S.

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Source: Global Agency Pro as of 07/24/21

Travel Agency Booking Pace for Future Arrivals

Japan

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Travel Agency Booking Pace for Future Arrivals

Canada

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Travel Agency Booking Pace for Future Arrivals

Korea

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<tbody>
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Source: Global Agency Pro as of 07/24/21
Molokaʻi by Month 2021 (cont.)

Travel Agency Booking Pace for Future Arrivals
Australia

Source: Global Agency Pro as of 07/24/21
Molokaʻi by Quarter 2021

Travel Agency Booking Pace for Future Arrivals

U.S.

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Japan

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Korea

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Source: Global Agency Pro as of 07/24/21
Travel Agency Booking Pace for Future Arrivals
Australia

Bookings

Qtr 4 Qtr 1 Qtr 2

2019 2020 2021 2022

Source: Global Agency Pro as of 07/24/21
Lānaʻi by Month 2021

Travel Agency Booking Pace for Future Arrivals

**U.S.**

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**Japan**

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**Canada**

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<tr>
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**Korea**

<table>
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<tr>
<th>Month</th>
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<th>2020</th>
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</tr>
<tr>
<td>September</td>
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Source: Global Agency Pro as of 07/24/21
Source: Global Agency Pro as of 07/24/21
Lānaʻi by Quarter 2021

Travel Agency Booking Pace for Future Arrivals
U.S.

Source: Global Agency Pro as of 07/24/21
Lānaʻi by Quarter 2021 (cont.)

Travel Agency Booking Pace for Future Arrivals
Australia

Source: Global Agency Pro as of 07/24/21
Kaua‘i by Month 2021

Travel Agency Booking Pace for Future Arrivals

- **Japan**
  - August: 291
  - September: 25

- **Canada**
  - August: 986
  - September: 575

- **Korea**
  - August: 40
  - September: 15

Source: Global Agency Pro as of 07/24/21
Kauaʻi by Month 2021 (cont.)

Travel Agency Booking Pace for Future Arrivals
Australia

- August
  - 2019: 217
  - 2020: 60
  - 2021: 0

- September
  - 2019: 277
  - 2020: 72
  - 2021: 0

Source: Global Agency Pro as of 07/24/21
Kaua‘i by Quarter 2021

Travel Agency Booking Pace for Future Arrivals

**U.S.**

<table>
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<th>Quarter</th>
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**Japan**

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**Canada**

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**Korea**

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Source: Global Agency Pro as of 07/24/21
Kaua‘i by Quarter 2021 (cont.)

Travel Agency Booking Pace for Future Arrivals
Australia

Source: Global Agency Pro as of 07/24/21
Hawai‘i Island by Month 2021

Travel Agency Booking Pace for Future Arrivals

**U.S.**
- August: 30,781
- September: 26,432

**Japan**
- August: 6,349
- September: 2,361

**Canada**
- August: 1,369
- September: 793

**Korea**
- August: 322
- September: 270

Source: Global Agency Pro as of 07/24/21
Hawai‘i Island by Month 2021 (cont.)

Travel Agency Booking Pace for Future Arrivals
Australia

Bookings

Source: Global Agency Pro as of 07/24/21
Hawai‘i Island by Quarter 2021

Travel Agency Booking Pace for Future Arrivals

U.S.

<table>
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<tr>
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<tr>
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Source: Global Agency Pro as of 07/24/21
Hawai‘i Island by Quarter 2021 (cont.)

Travel Agency Booking Pace for Future Arrivals
Australia

Source: Global Agency Pro as of 07/24/21