TRAVEL AGENCY BOOKING TRENDS

OCTOBER 4, 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 Weekly Bookings for Future Travel to Hawai‘i as of October 2, 2021

U.S.

Source: Global Agency Pro, as of October 2, 2021
Travel Agency Weekly Bookings for Future Travel to Hawaiʻi as of October 2, 2021

Source: Global Agency Pro, as of October 2, 2021
Travel Agency Weekly Bookings for Future Travel to Hawai‘i as of October 2, 2021

Canada

Source: Global Agency Pro, as of October 2, 2021
Travel Agency Weekly Bookings for Future Travel to Hawai‘i as of October 2, 2021

Korea

Source: Global Agency Pro, as of October 2, 2021