TRAVEL AGENCY BOOKING TRENDS

OCTOBER 11, 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 Bookings to Hawaii for Future Arrivals*
Based on a 7-day Moving Average as of October 9, 2021
U.S.

*Future Arrivals refers to all ‘future’ arrivals relative to a given Booking Date.
Source: Global Agency Pro
Update: Oct 9, 2021
Travel Agency Bookings to Hawaii for Future Arrivals*
Based on a 7-day Moving Average as of October 9, 2021
Japan

*Future Arrivals refers to all ‘future’ arrivals relative to a given Booking Date.
Source: Global Agency Pro
Update: Oct 9, 2021
Travel Agency Bookings to Hawaii for Future Arrivals*
Based on a 7-day Moving Average as of October 9, 2021
Canada

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Source: Global Agency Pro
Update: Oct 9, 2021
Travel Agency Bookings to Hawaii for Future Arrivals*
Based on a 7-day Moving Average as of October 9, 2021
Korea

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Source: Global Agency Pro
Update: Oct 9, 2021