

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.

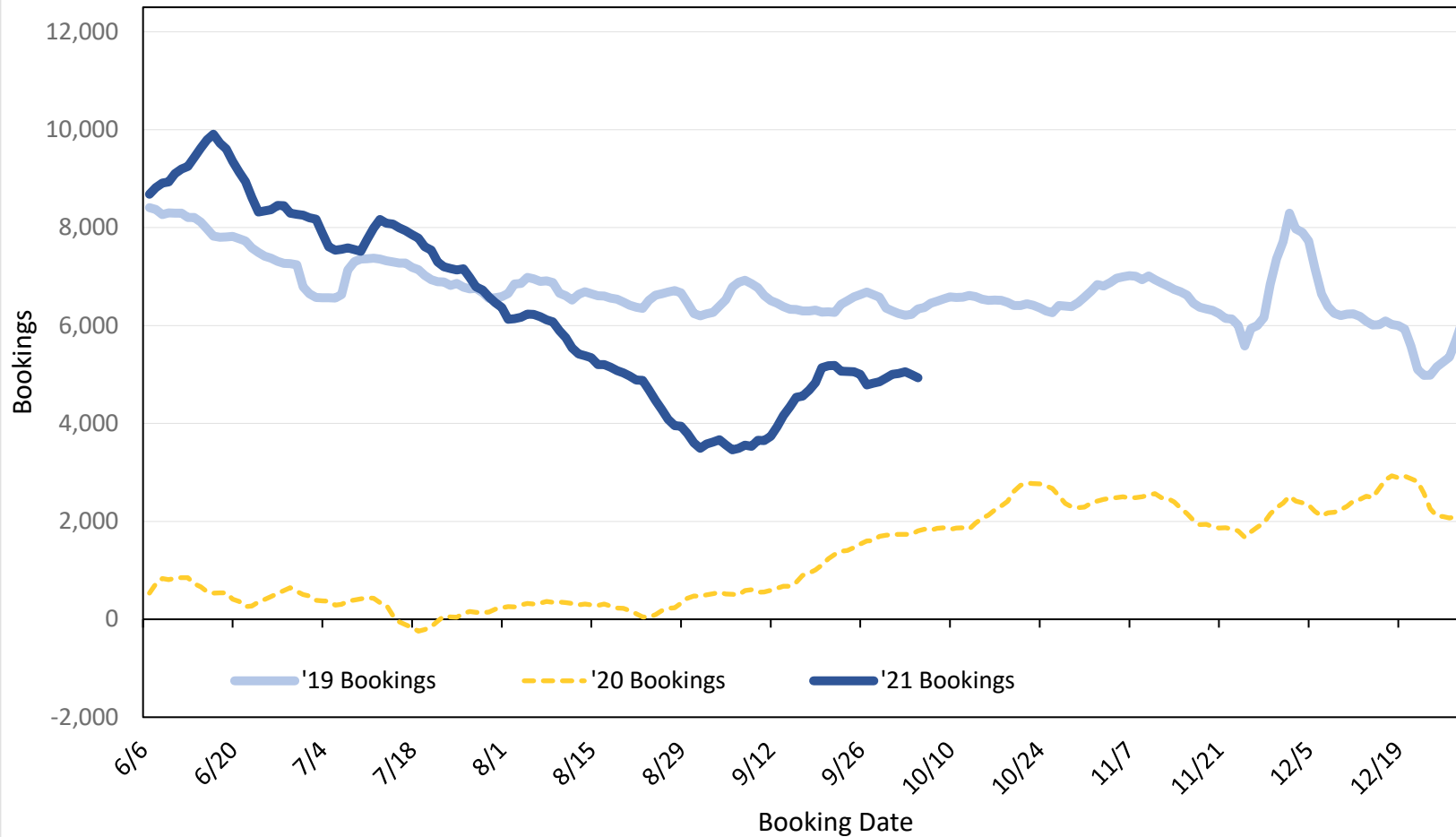
Global Agency Pro Index

- **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*

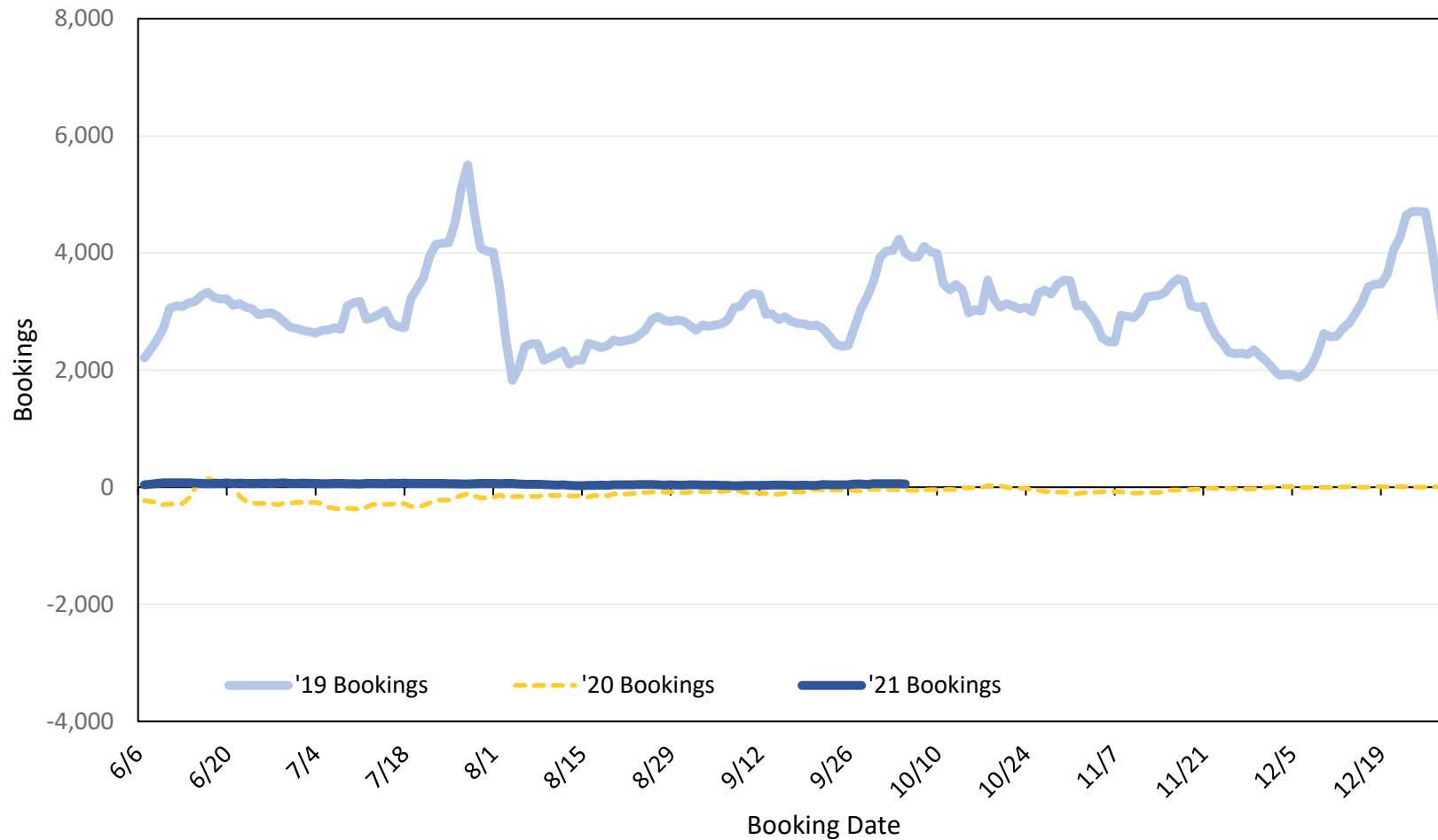
Based on a 7-day Moving Average as of October 9, 2021

U.S.



*Future Arrivals refers to all 'future' arrivals relative to a given Booking Date.
 Source: Global Agency Pro

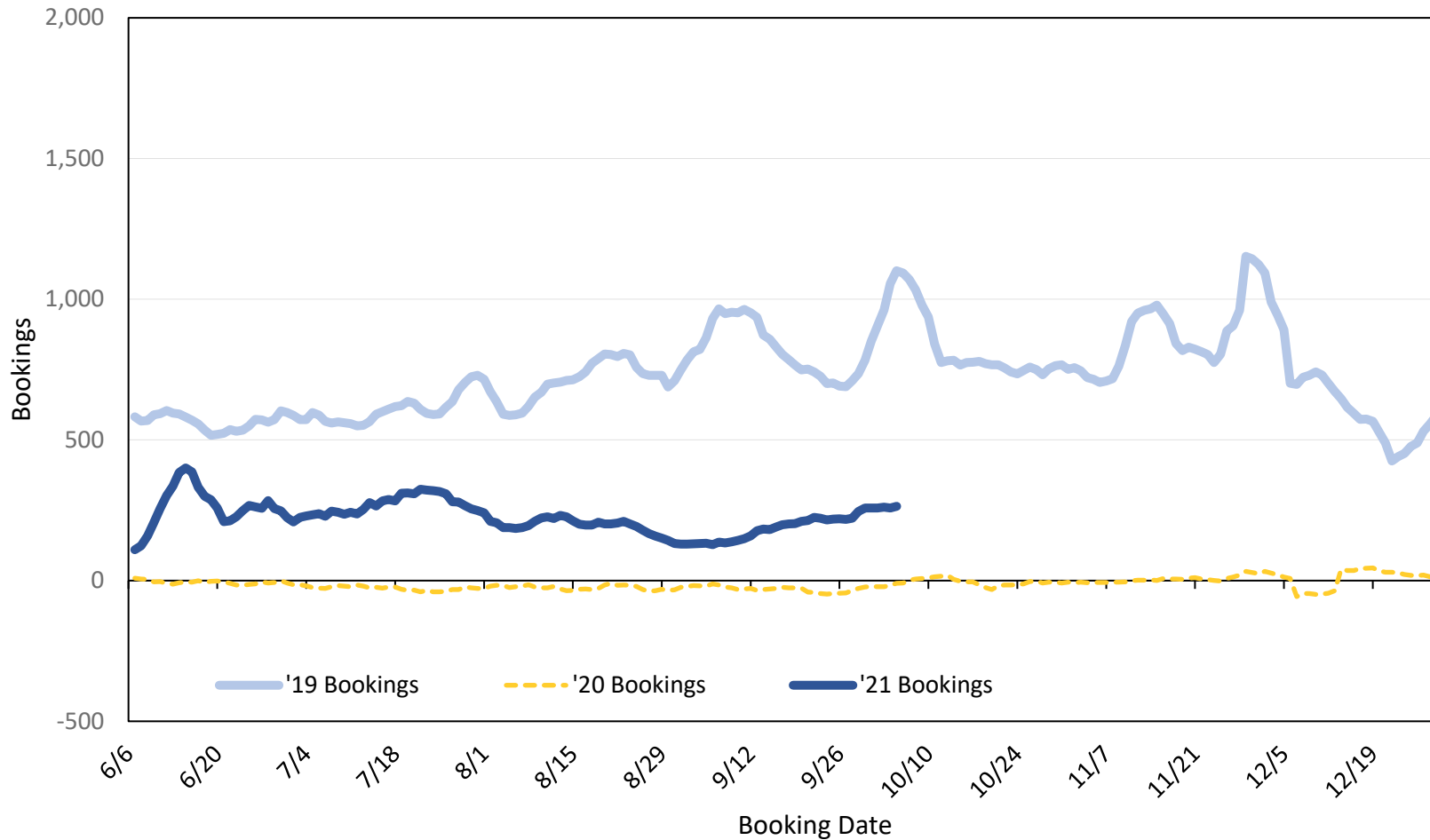
Travel Agency Bookings to Hawaii for Future Arrivals* Based on a 7-day Moving Average as of October 9, 2021 Japan



*Future Arrivals refers to all 'future' arrivals relative to a given Booking Date.
Source: Global Agency Pro

Update: Oct 9, 2021

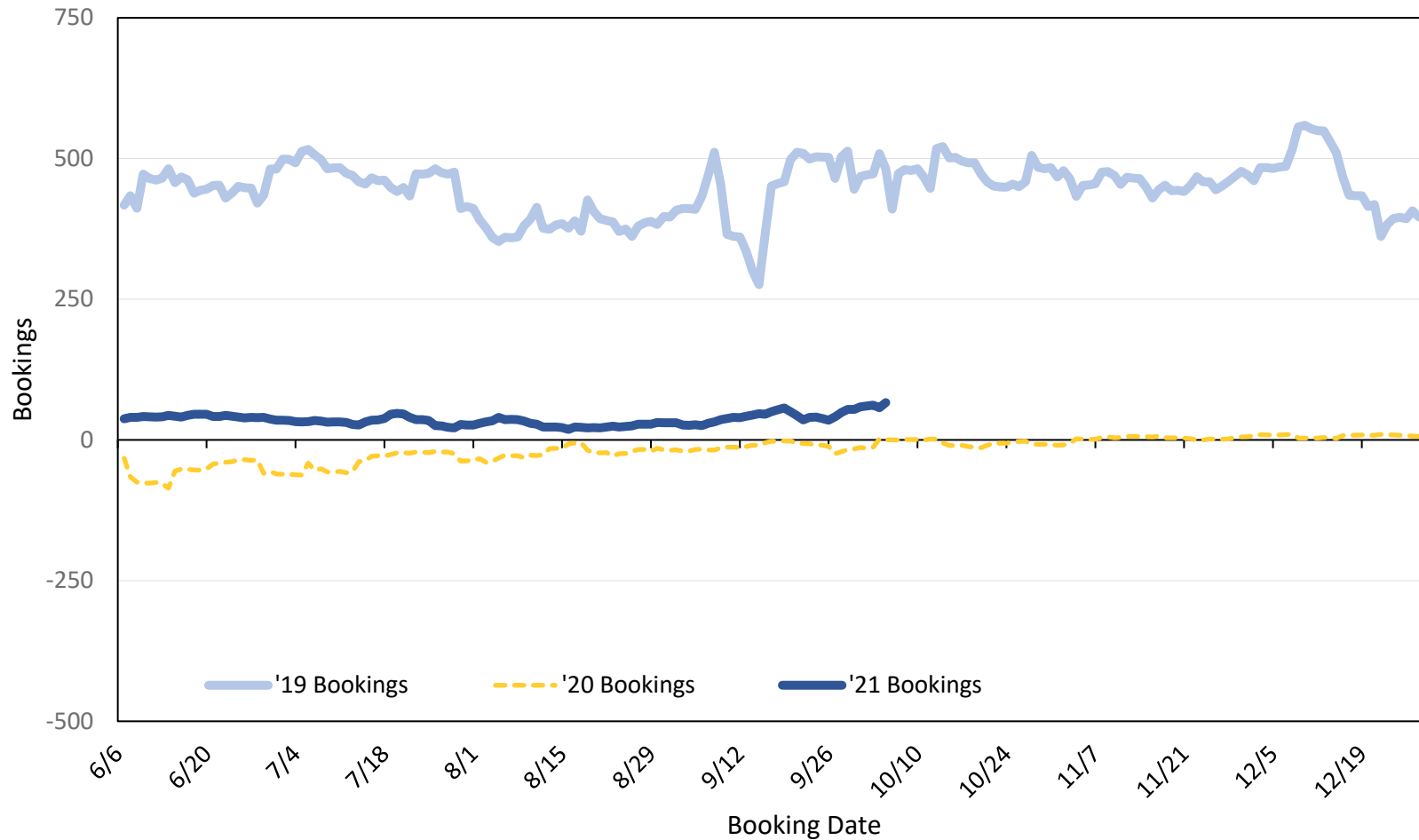
Travel Agency Bookings to Hawaii for Future Arrivals* Based on a 7-day Moving Average as of October 9, 2021 Canada



*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 Korea



*Future Arrivals refers to all 'future' arrivals relative to a given Booking Date.
Source: Global Agency Pro

Update: Oct 9, 2021