### **TRAVEL AGENCY BOOKING TRENDS**

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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.





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#### 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).











