### **TRAVEL AGENCY BOOKING TRENDS**

NOVEMBER 22, 2021





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.





# **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

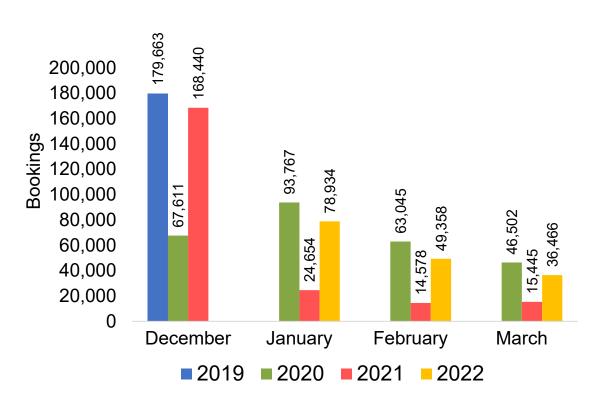
- Travel Agency associated with the ticket is doing business (DBA).



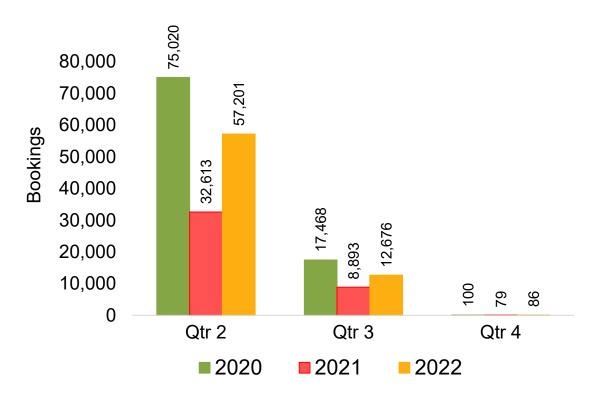


US

#### Travel Agency Booking Pace for Future Arrivals, by Month



#### Travel Agency Booking Pace for Future Arrivals, by Quarter



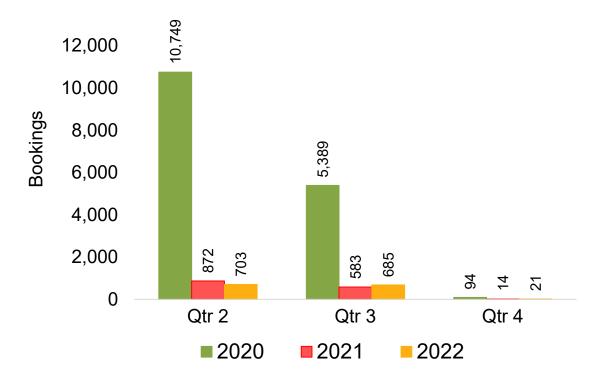
Source: Global Agency Pro as of 11/20/21



#### Travel Agency Booking Pace for Future Arrivals, by Month

#### 66,986 80,000 70,000 60,000 Bookings 50,000 40,000 15,899 30,000 11,146 10,201 20,000 ,449 ,817 10,000 329 486 249 408 425 481 0 December February March January 2019 2020 **2021 2022**

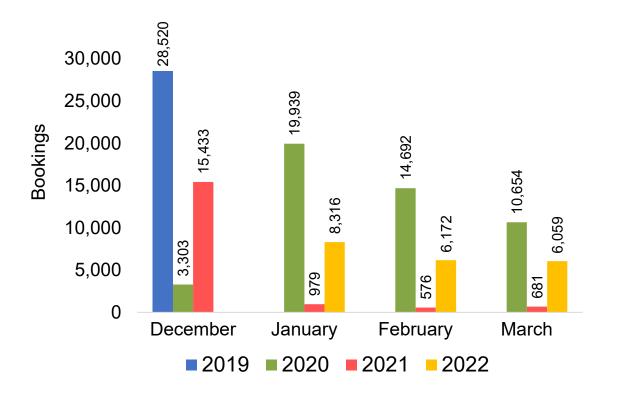
#### Travel Agency Booking Pace for Future Arrivals, by Quarter



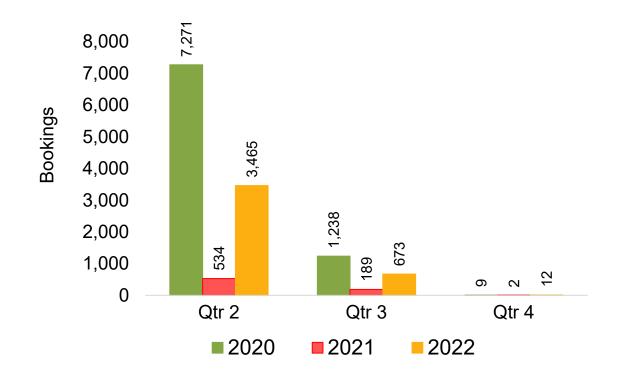
Source: Global Agency Pro as of 11/20/21

#### CANADA

#### Travel Agency Booking Pace for Future Arrivals, by Month



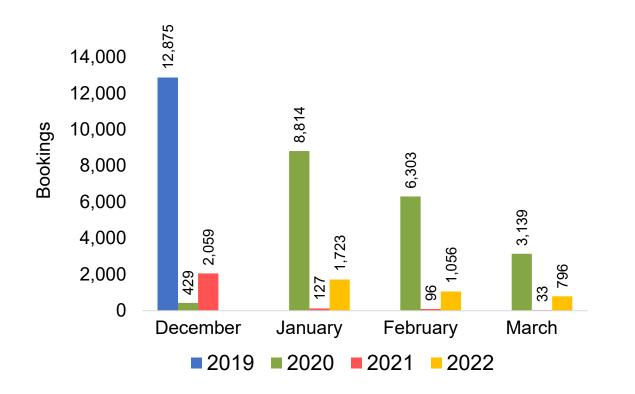
#### Travel Agency Booking Pace for Future Arrivals, by Quarter

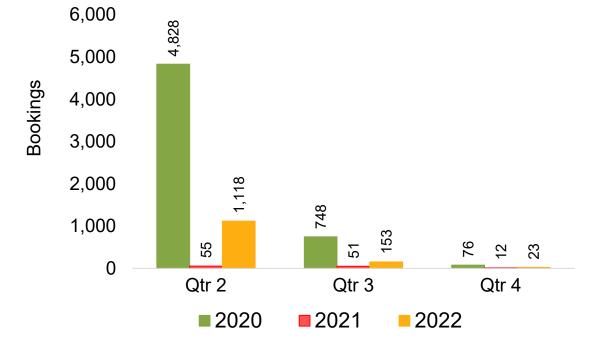


#### **KOREA**

#### Travel Agency Booking Pace for Future Arrivals, by Month

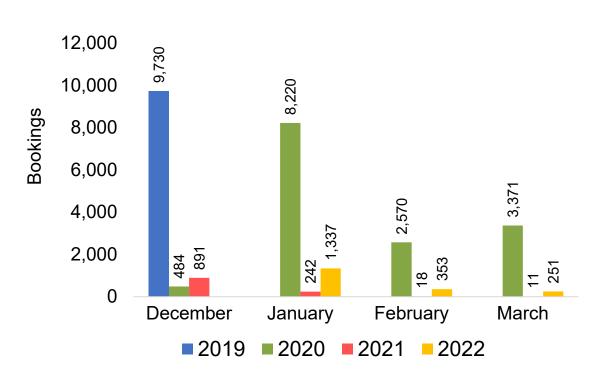
#### Travel Agency Booking Pace for Future Arrivals, by Quarter



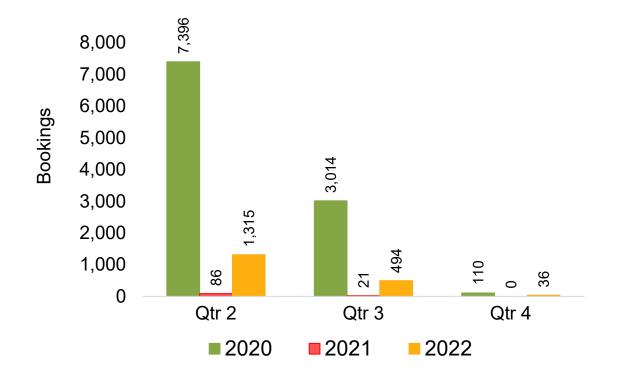


#### AUSTRALIA

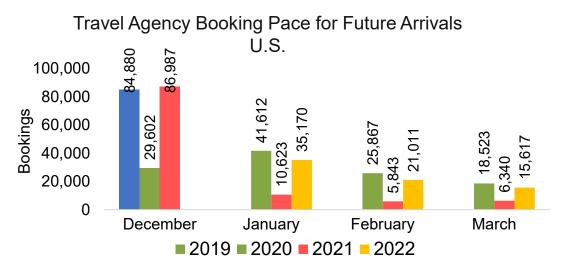
Travel Agency Booking Pace for Future Arrivals, by Month

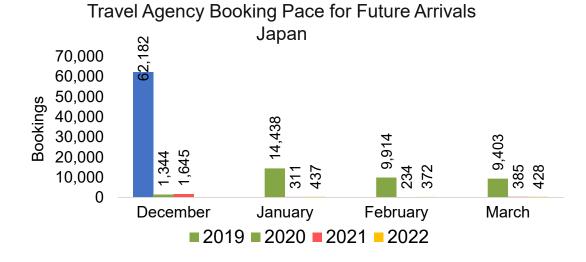


#### Travel Agency Booking Pace for Future Arrivals, by Quarter



## O'ahu by Month 2022





5,755

929

86

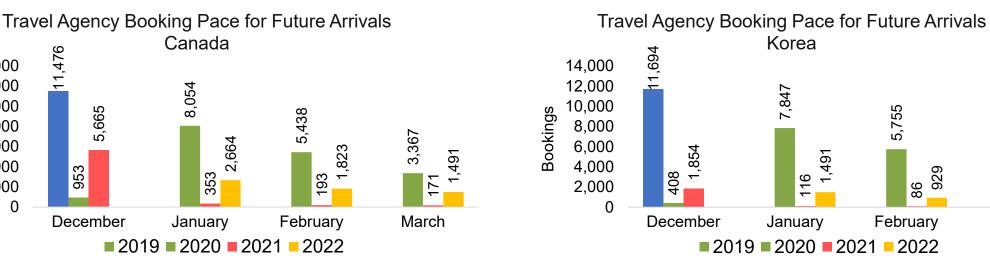
February

2,929

697

31

March



Source: Global Agency Pro as of 11/20/21

11,476

5,665

953

14.000

12,000

10,000

8,000

6,000

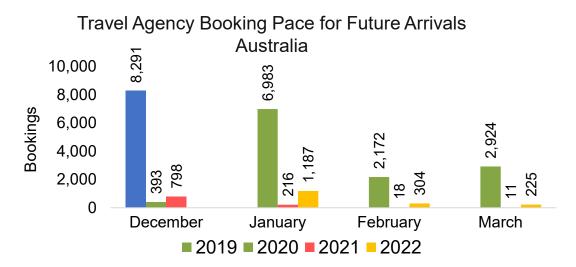
4,000

2,000

0

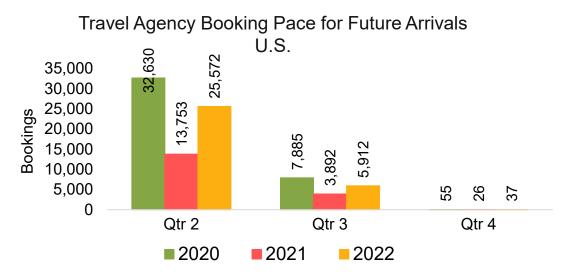
Bookings

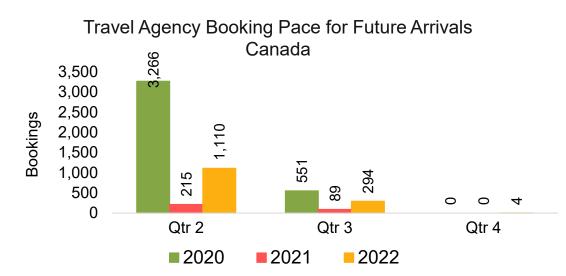
## O'ahu by Month 2022 (cont.)

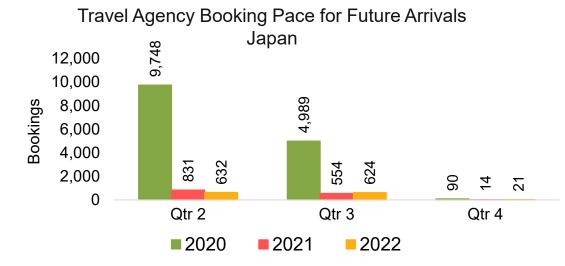


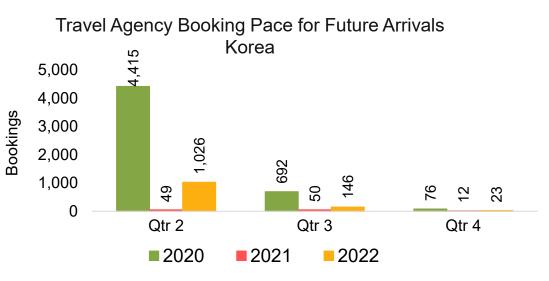
Source: Global Agency Pro as of 11/20/21

### O'ahu by Quarter 2022



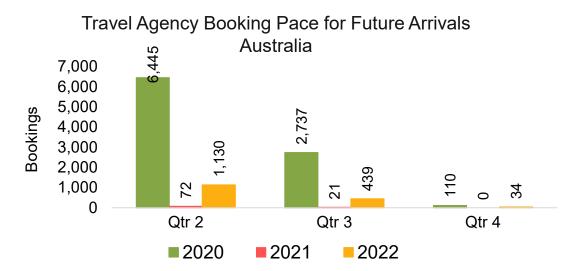






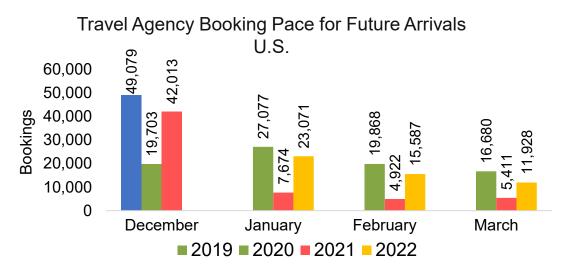
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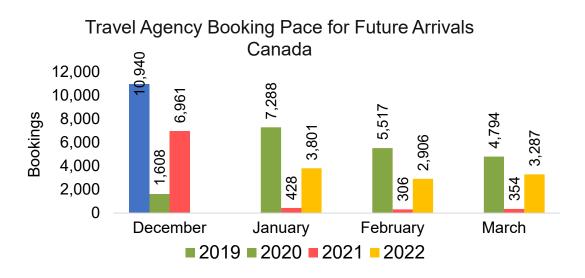
#### O'ahu by Quarter 2022 (cont.)

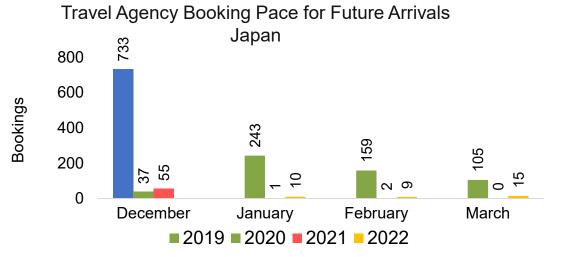


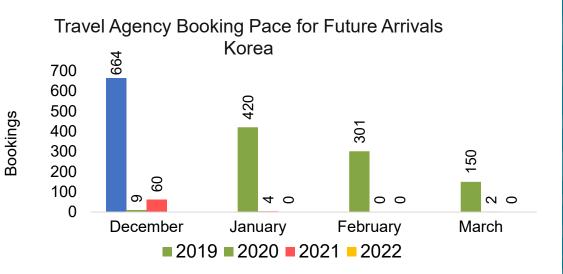
Source: Global Agency Pro as of 11/20/21

### Maui by Month 2022

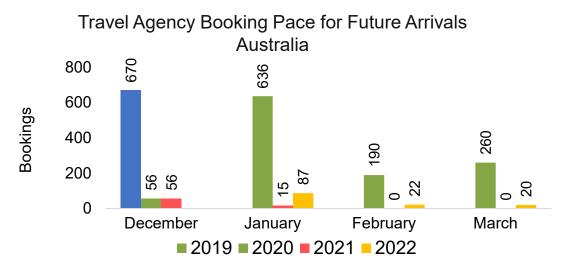






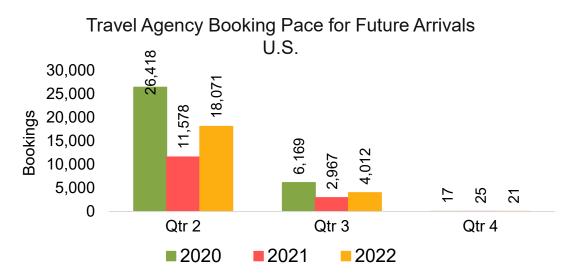


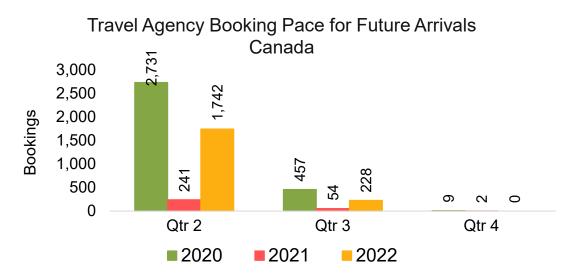
# Maui by Month 2022 (cont.)

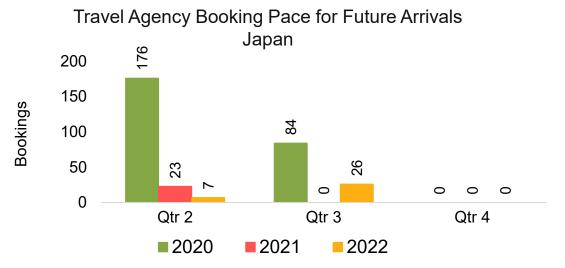


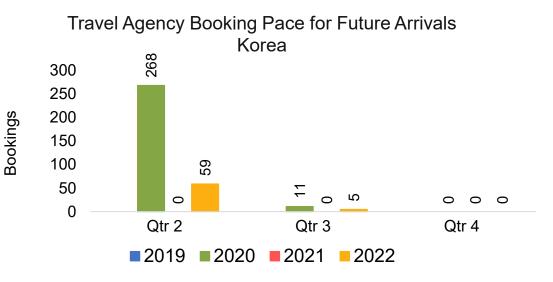
Source: Global Agency Pro as of 11/20/21

#### Maui by Quarter 2022

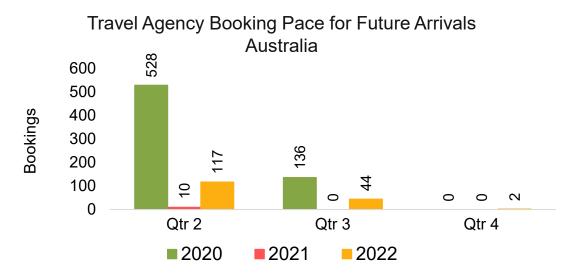






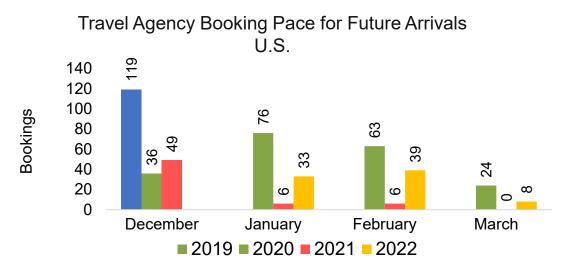


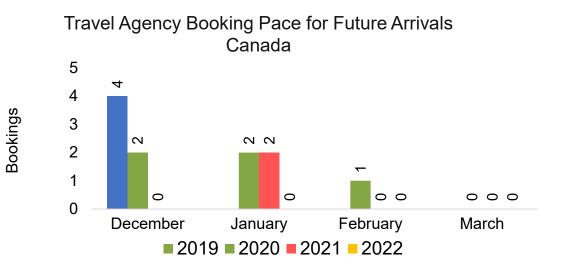
#### Maui by Quarter 2022 (cont.)

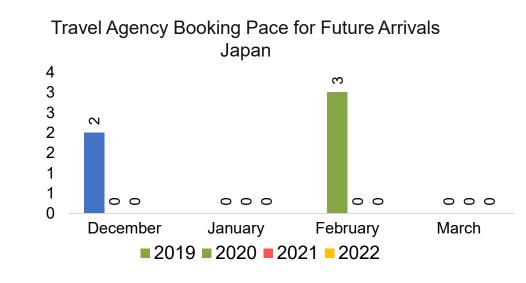




## Moloka'i by Month 2022

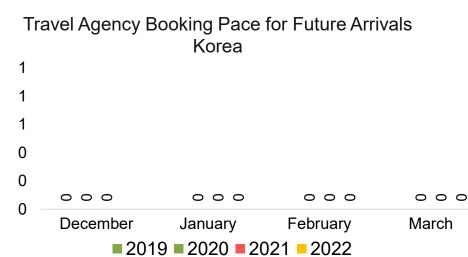




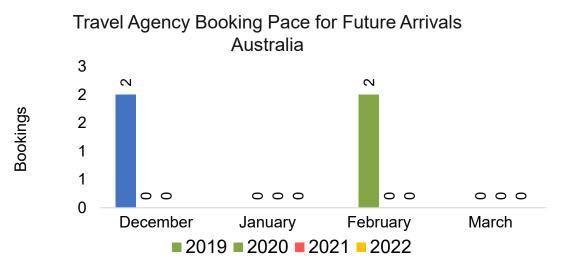


Bookings

Bookings

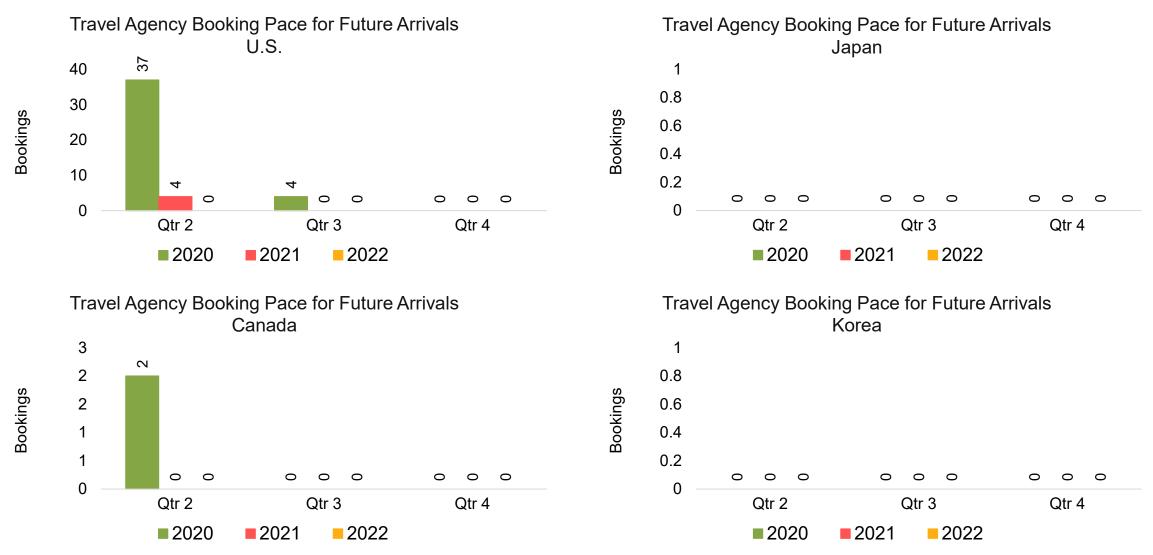


## Moloka'i by Month 2022 (cont.)

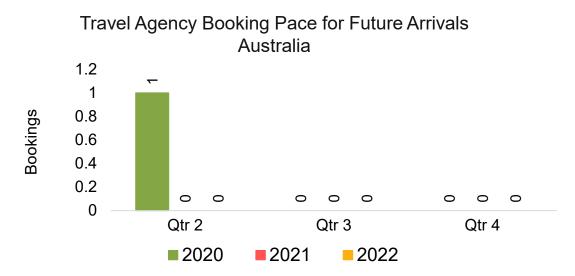


Source: Global Agency Pro as of 11/20/21

### Moloka'i by Quarter 2022

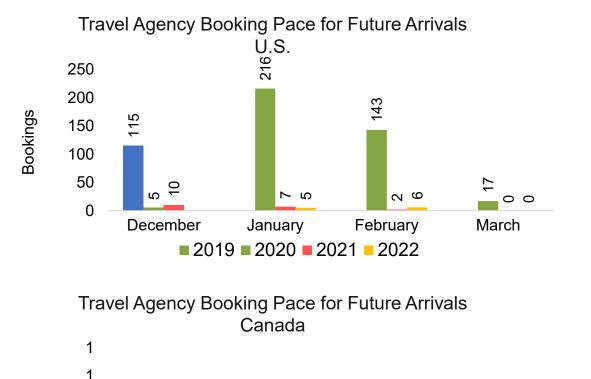


#### Moloka'i by Quarter 2022 (cont.)



Source: Global Agency Pro as of 11/20/21

### Lāna'i by Month 2022



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2019 2020 2021 2022

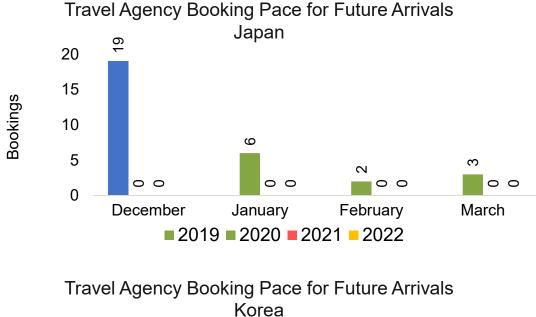
January

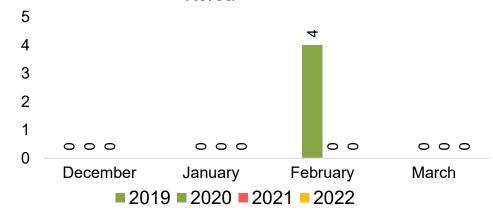
000

February

000

March





Bookings

Bookings

1

0

0

0

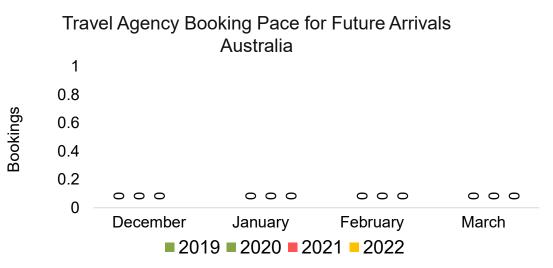
#### Source: Global Agency Pro as of 11/20/21

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December

### Lāna'i by Month 2022 (cont.)

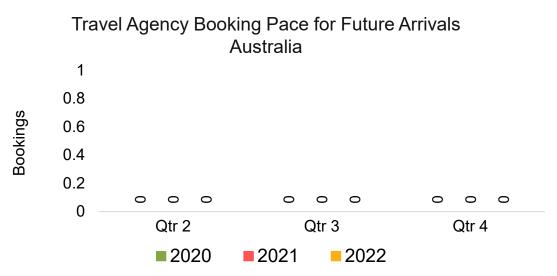


Source: Global Agency Pro as of 11/20/21

#### Lāna'i by Quarter 2022

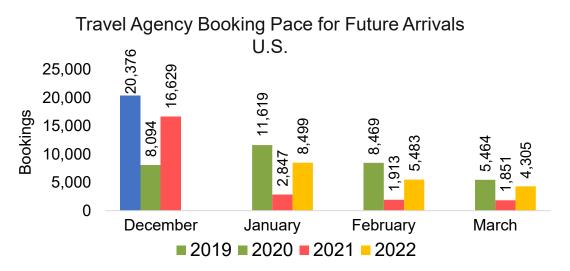


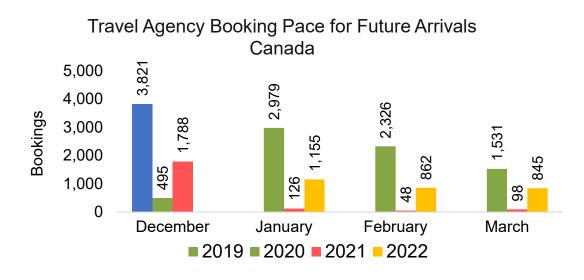
#### Lāna'i by Quarter 2022 (cont.)

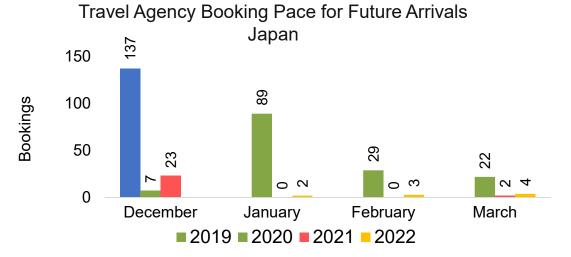


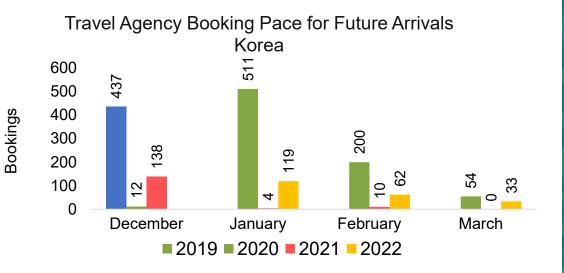
Source: Global Agency Pro as of 11/20/21

## Kaua'i by Month 2022

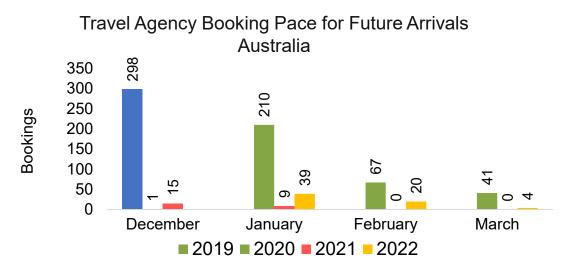






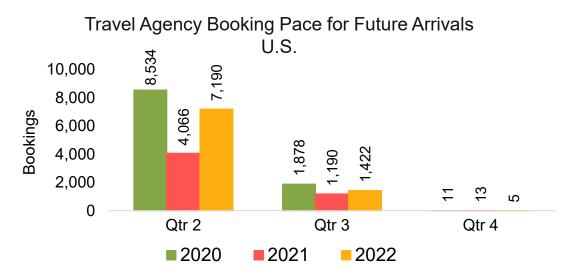


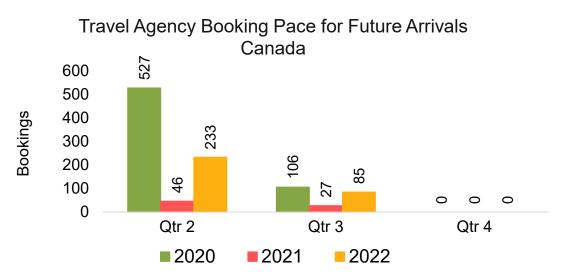
## Kaua'i by Month 2022 (cont.)

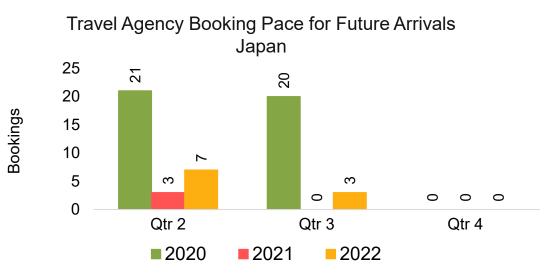


Source: Global Agency Pro as of 11/20/21

### Kaua'i by Quarter 2022

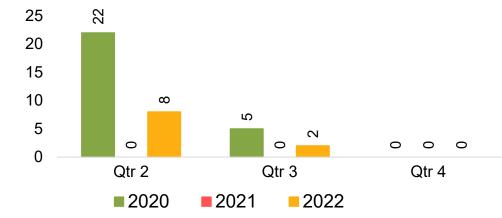




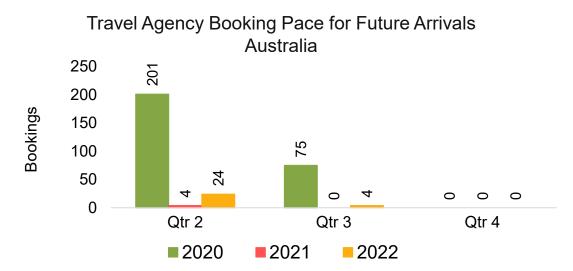


Travel Agency Booking Pace for Future Arrivals Korea

Bookings

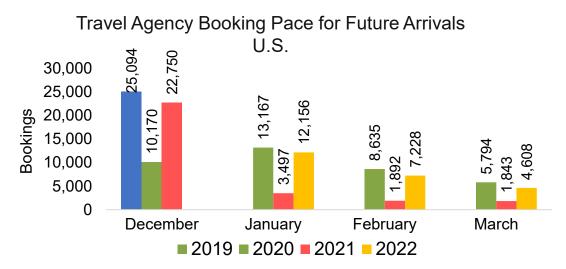


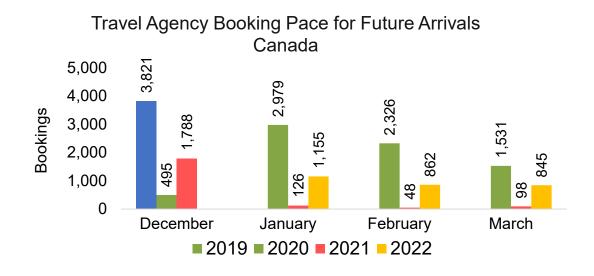
### Kaua'i by Quarter 2022 (cont.)

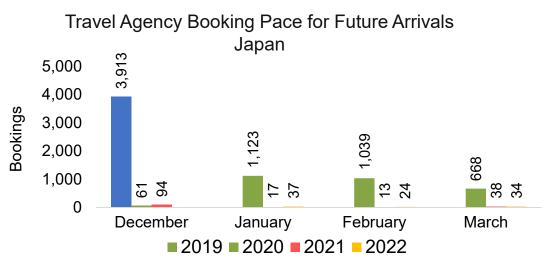


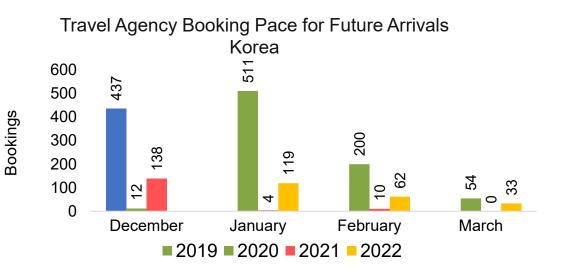
Source: Global Agency Pro as of 11/20/21

## Hawai'i Island by Month 2022

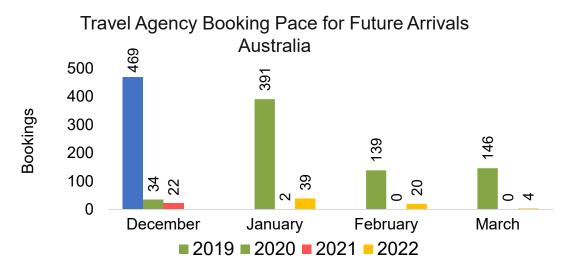






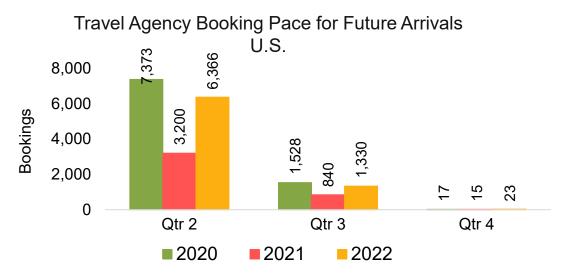


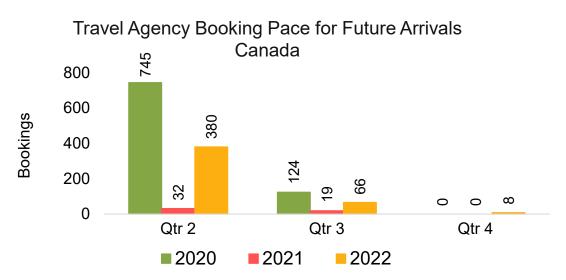
## Hawai'i Island by Month 2022 (cont.)

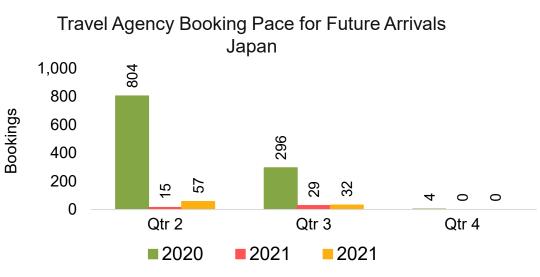


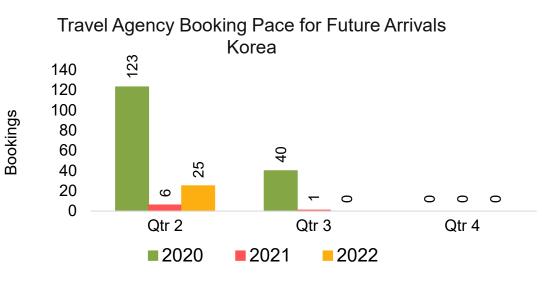
Source: Global Agency Pro as of 11/20/21

## Hawai'i Island by Quarter 2022

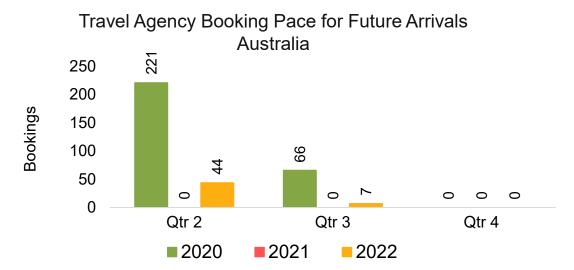








## Hawai'i Island by Quarter 2022 (cont.)



Source: Global Agency Pro as of 11/20/21