

TRAVEL AGENCY BOOKING TRENDS

MAY 17, 2021

HAWAII TOURISM

AUTHORITY

Global Agency Pro

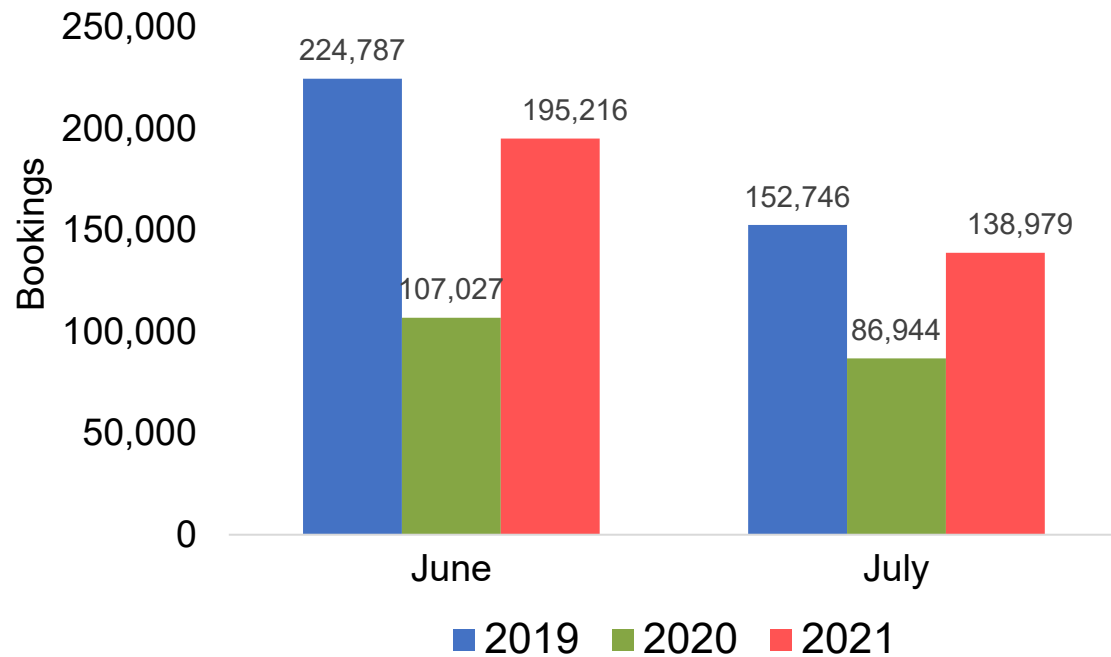
- HTA subscribes to Global Agency Pro, an online travel distribution system consisting of Travel Agency data.
- Global Agency Pro provides access to over 90% of the world's Travel Agency airline transactions.
- The database consists of five years of historical ticketing data and one year of advance purchase data.
- The information is updated daily with a recency of two days prior to current date.

Global Agency Pro Index

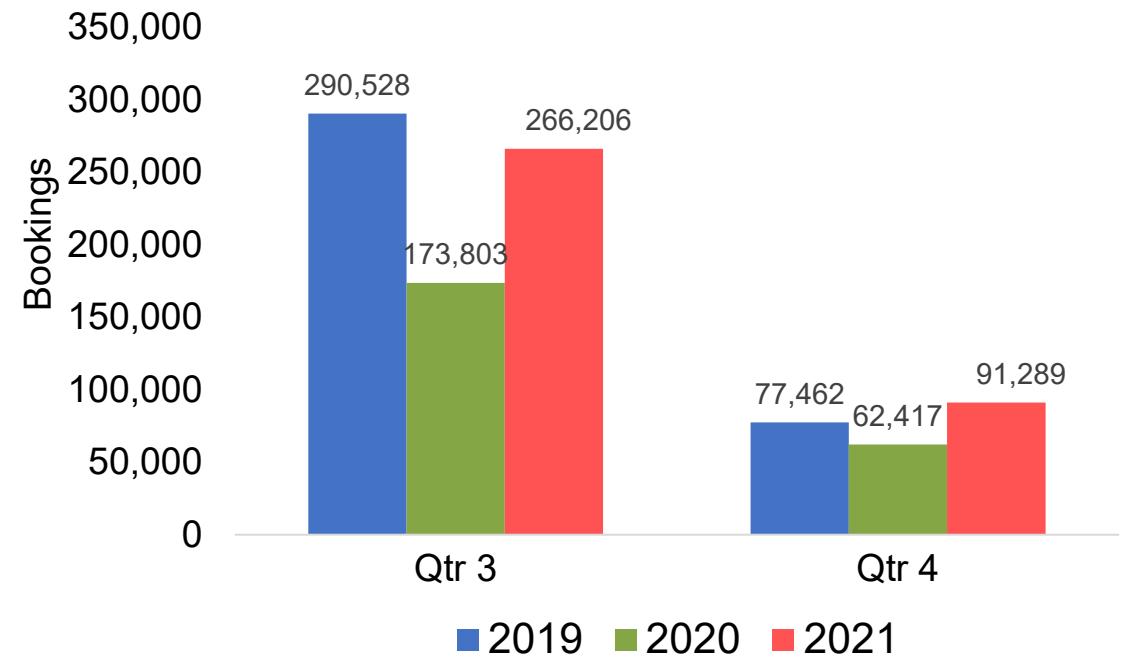
- **Bookings**
 - Net sum of the number of visitors (i.e., excluding Hawai'i residents and inter-island travelers) from Sales transactions counted, including Exchanges and Refunds.
- **Booking Date**
 - The date on which the ticket was purchased by the passenger. Also known as the Sales Date.
- **Travel 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



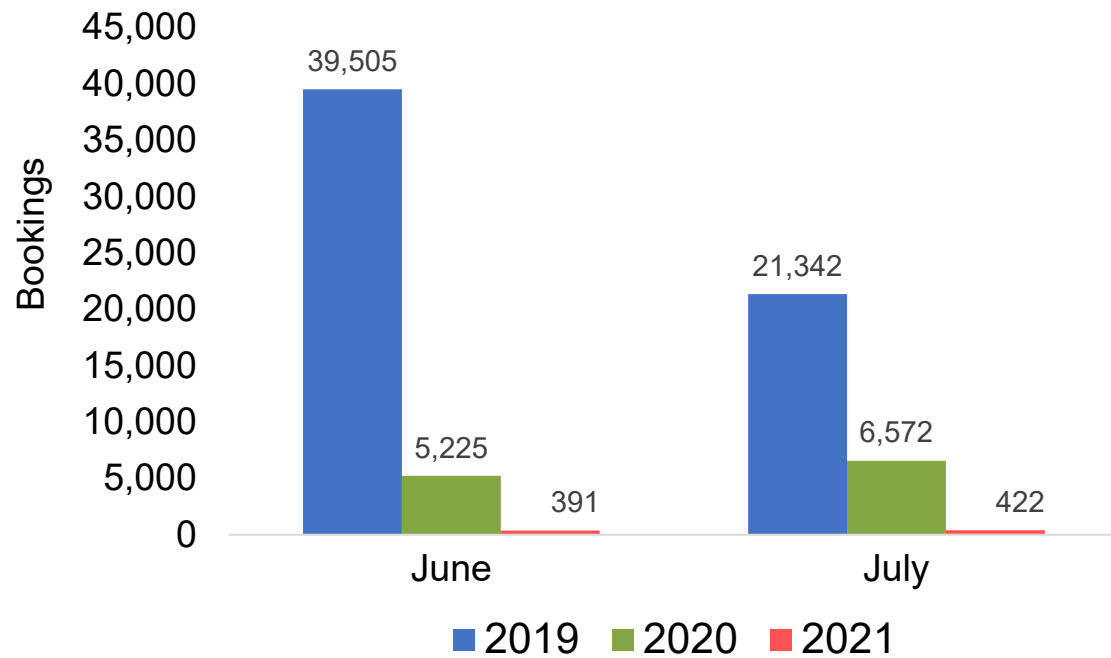
Travel Agency Booking Pace for Future Arrivals, by Quarter



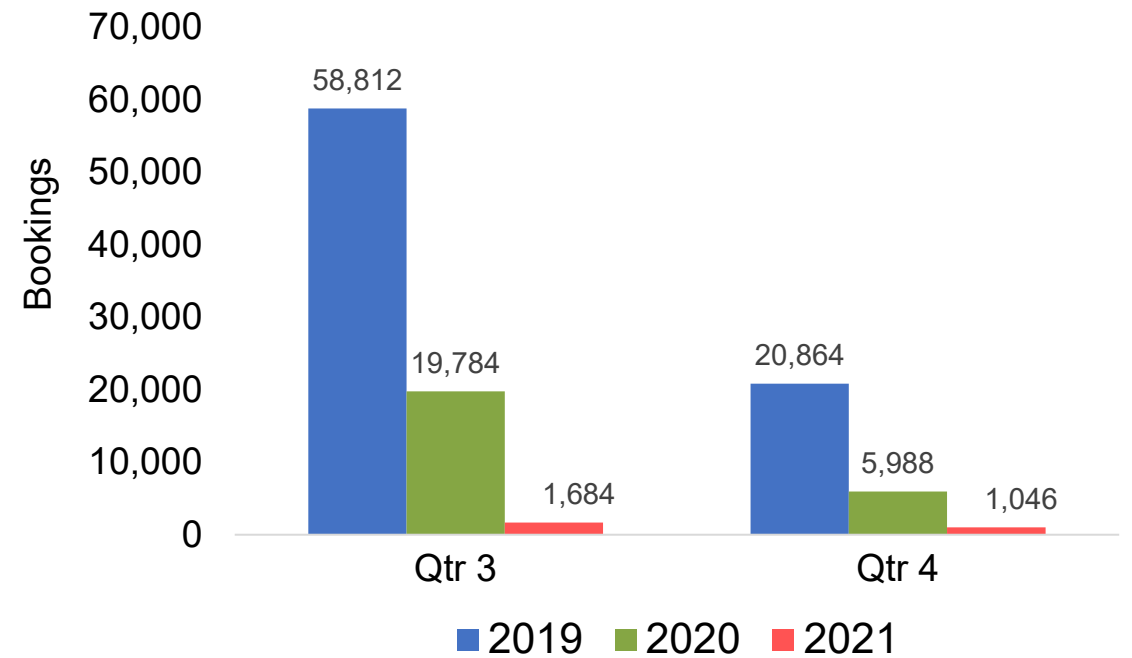
Source: Global Agency Pro as of 05/15/21

JAPAN

Travel Agency Booking Pace for Future Arrivals, by Month



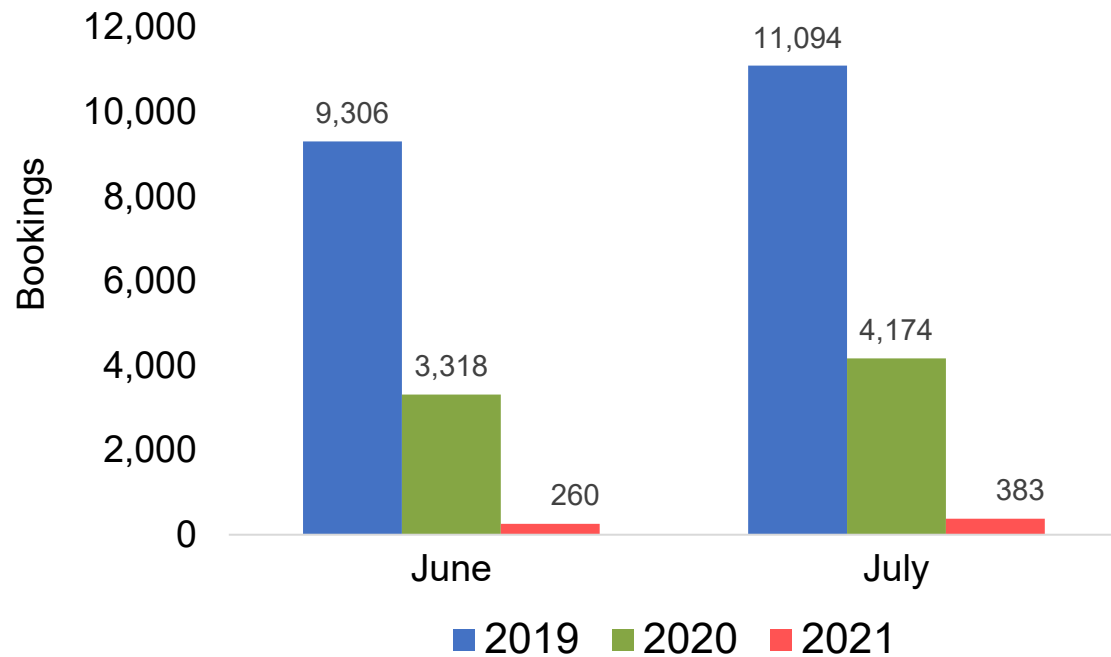
Travel Agency Booking Pace for Future Arrivals, by Quarter



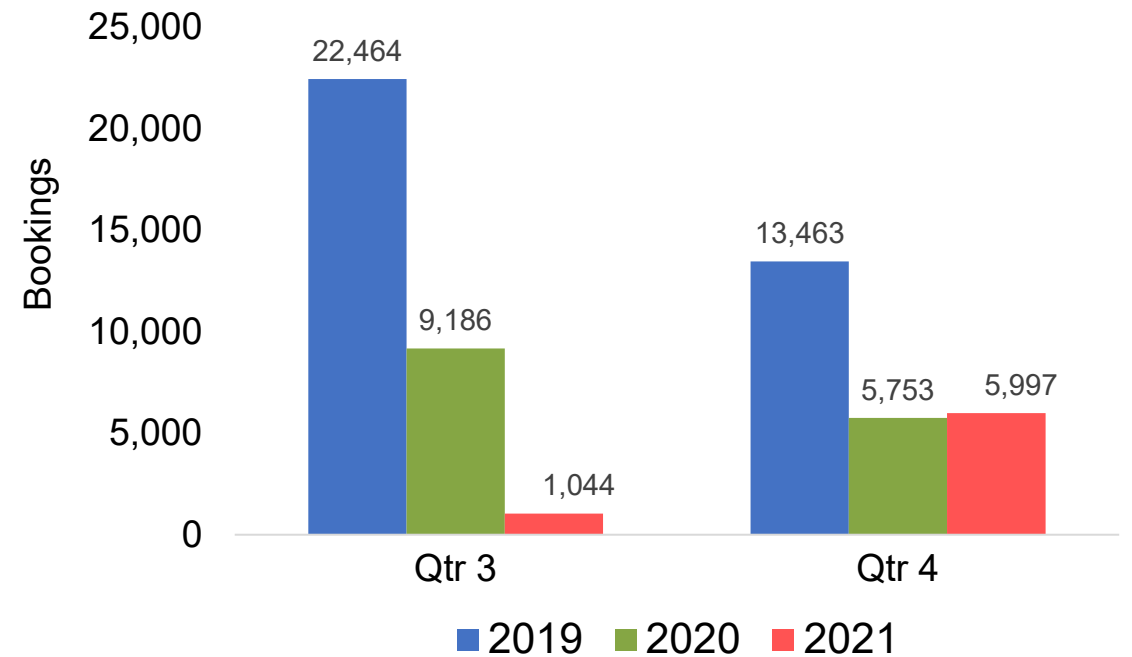
Source: Global Agency Pro as of 05/15/21

CANADA

Travel Agency Booking Pace for Future Arrivals, by Month



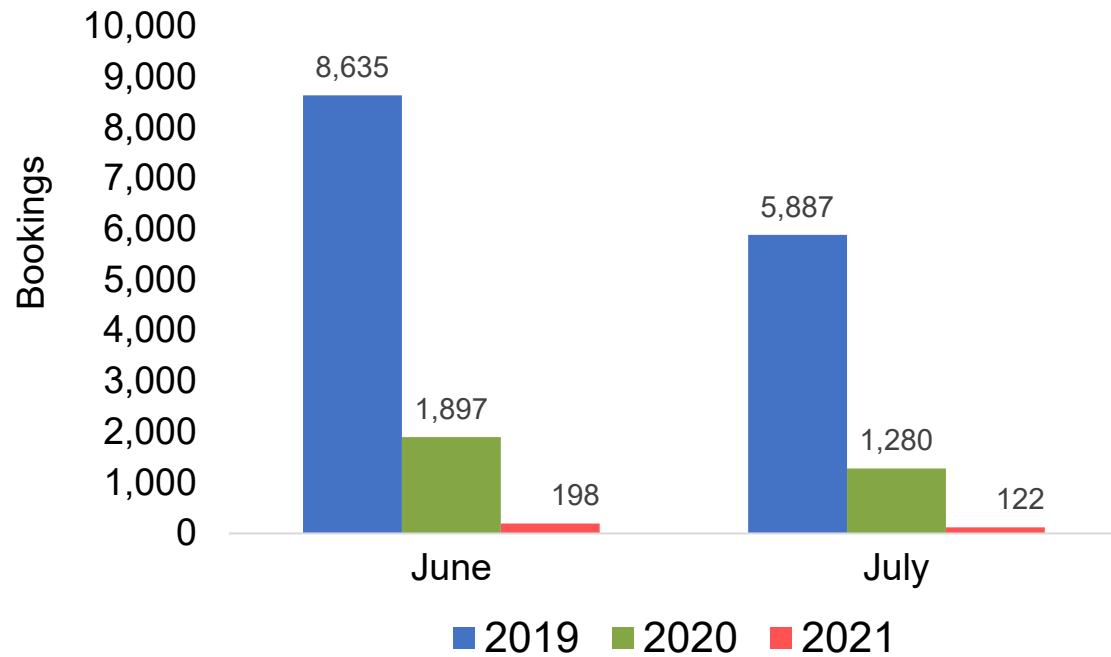
Travel Agency Booking Pace for Future Arrivals, by Quarter



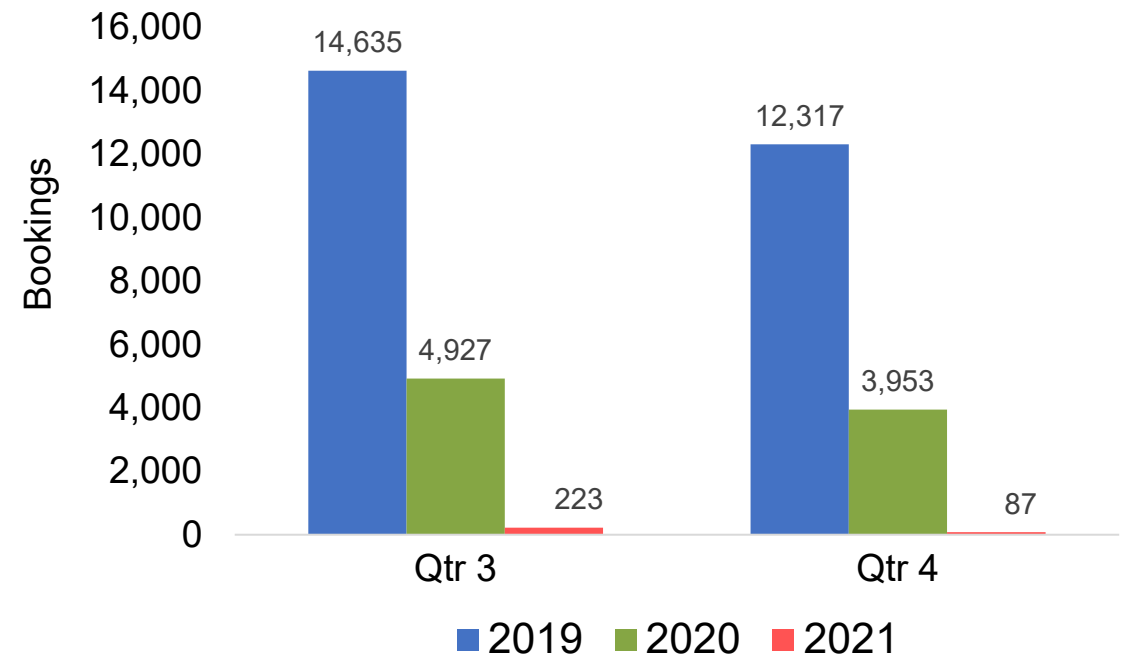
Source: Global Agency Pro as of 05/15/21

KOREA

Travel Agency Booking Pace for Future Arrivals, by Month



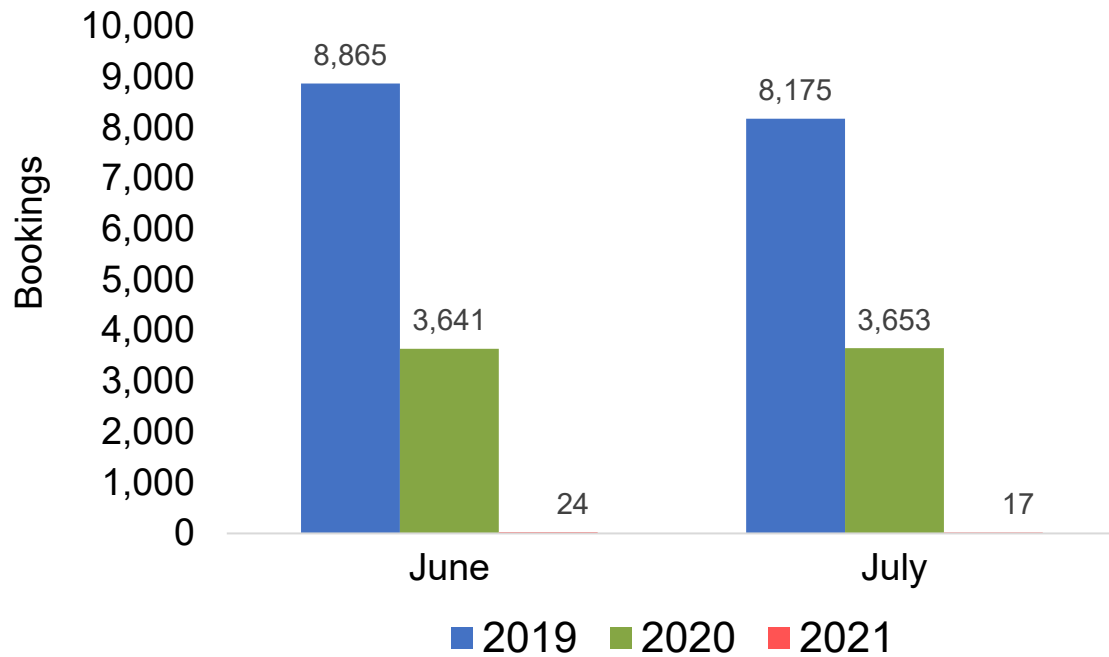
Travel Agency Booking Pace for Future Arrivals, by Quarter



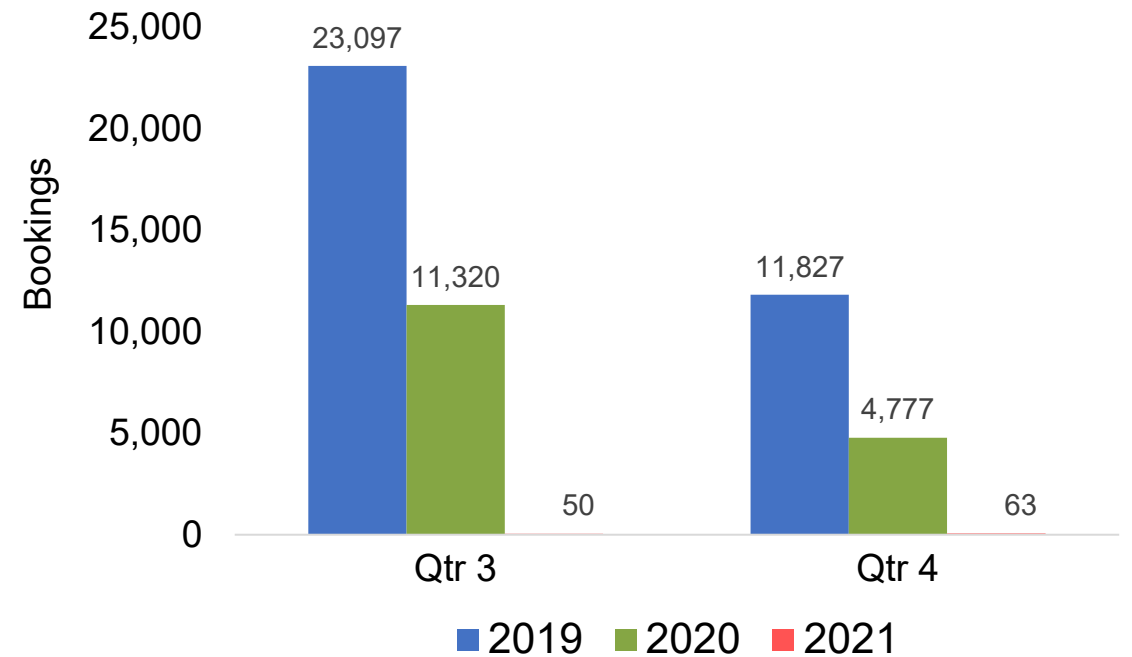
Source: Global Agency Pro as of 05/15/21

AUSTRALIA

Travel Agency Booking Pace for Future Arrivals, by Month



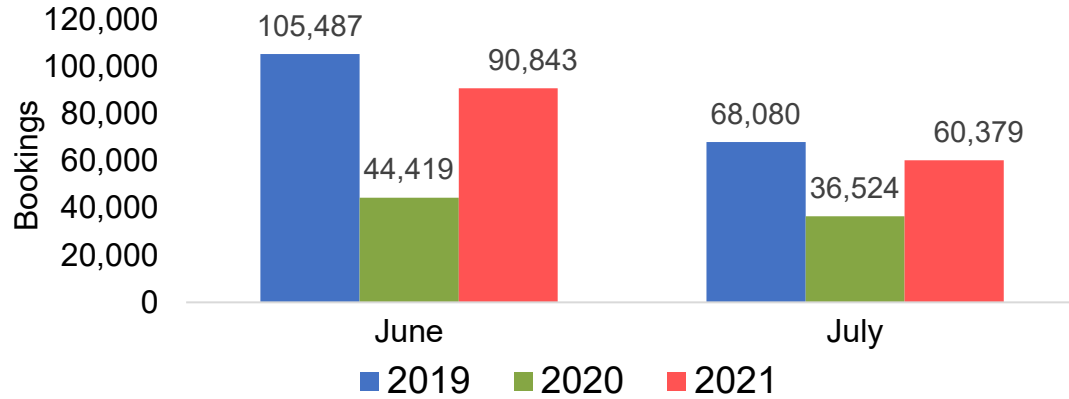
Travel Agency Booking Pace for Future Arrivals, by Quarter



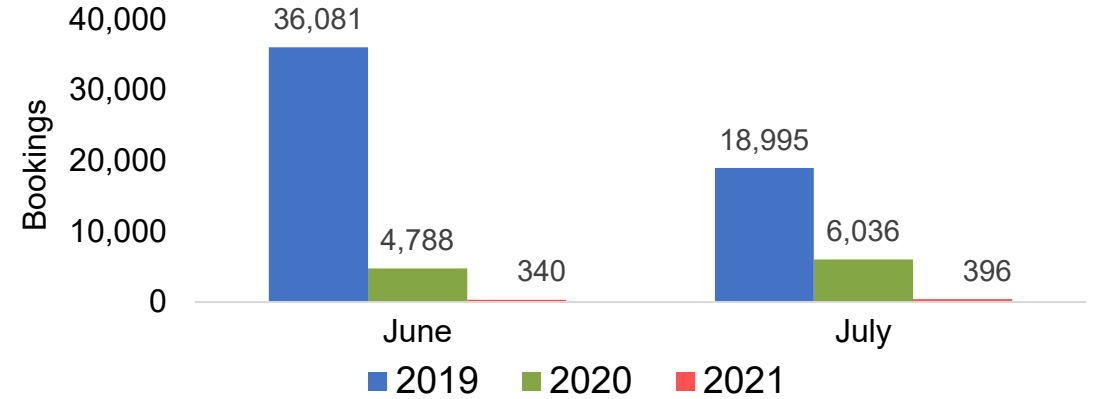
Source: Global Agency Pro as of 05/15/21

O'ahu by Month 2021

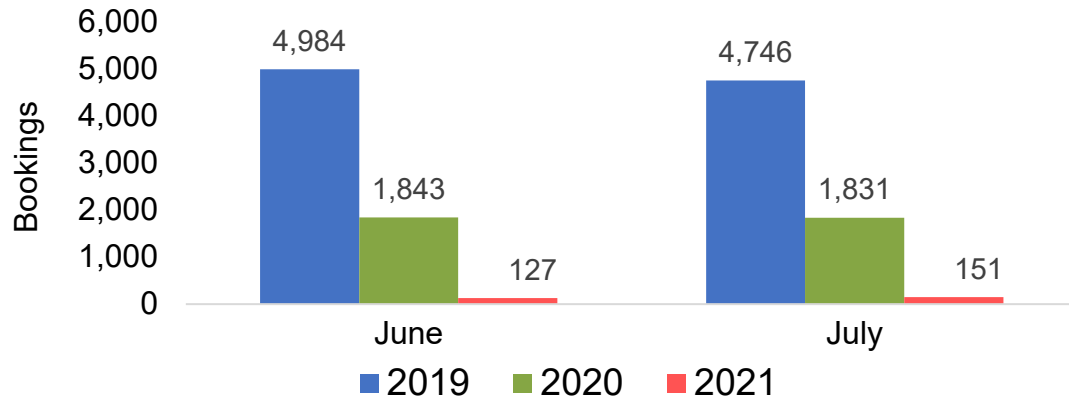
Travel Agency Booking Pace for Future Arrivals
U.S.



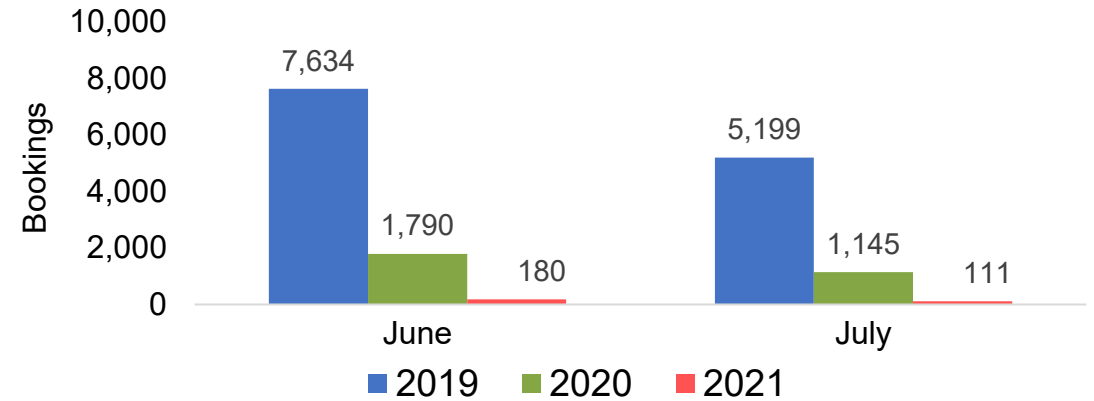
Travel Agency Booking Pace for Future Arrivals
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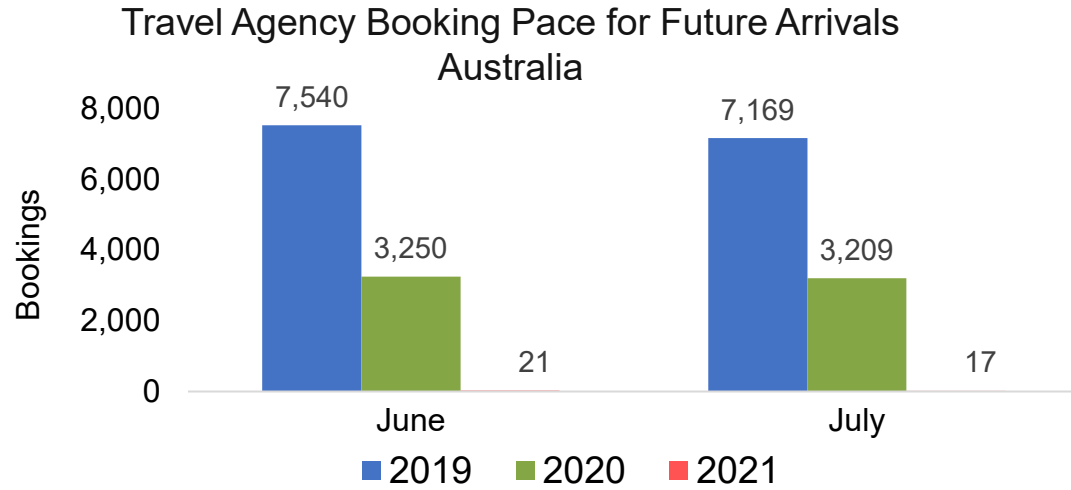
Travel Agency Booking Pace for Future Arrivals
Canada



Travel Agency Booking Pace for Future Arrivals
Korea



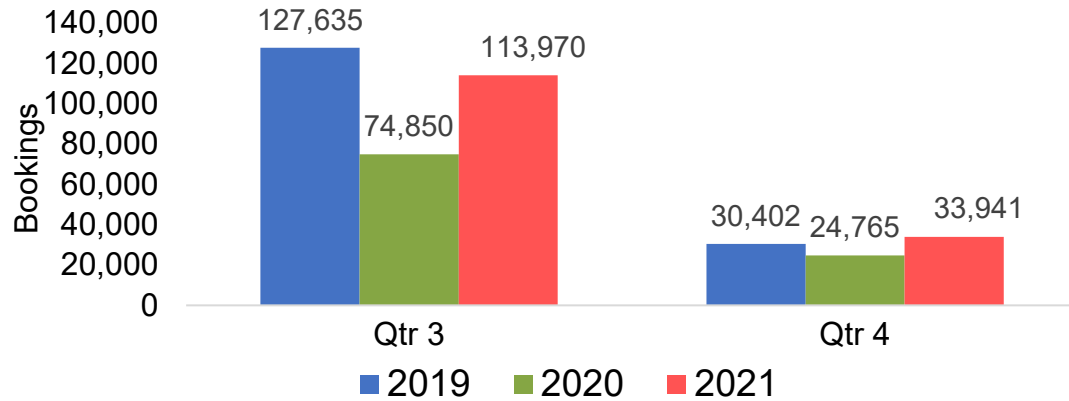
O'ahu by Month 2021 (cont.)



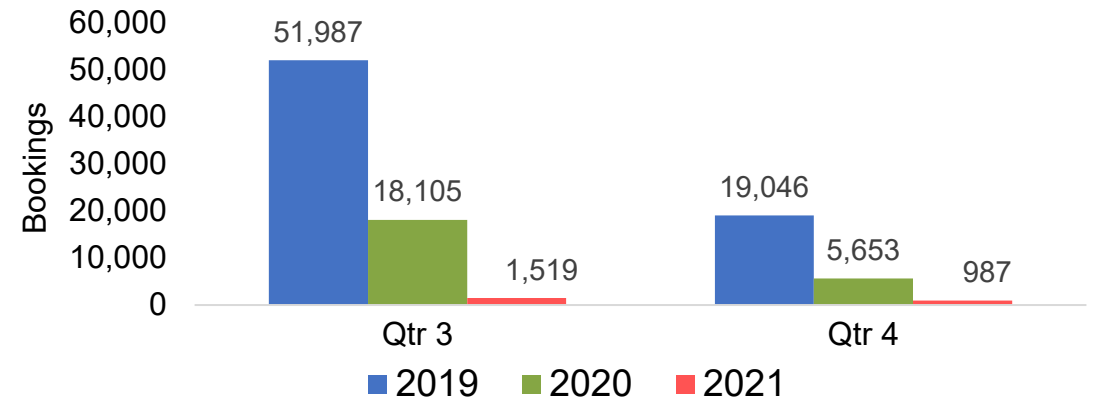
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O'ahu by Quarter 2021

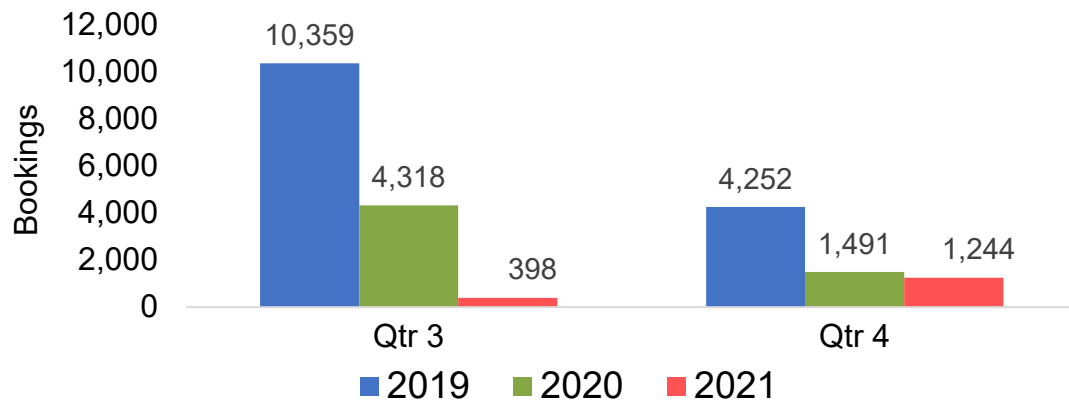
Travel Agency Booking Pace for Future Arrivals
U.S.



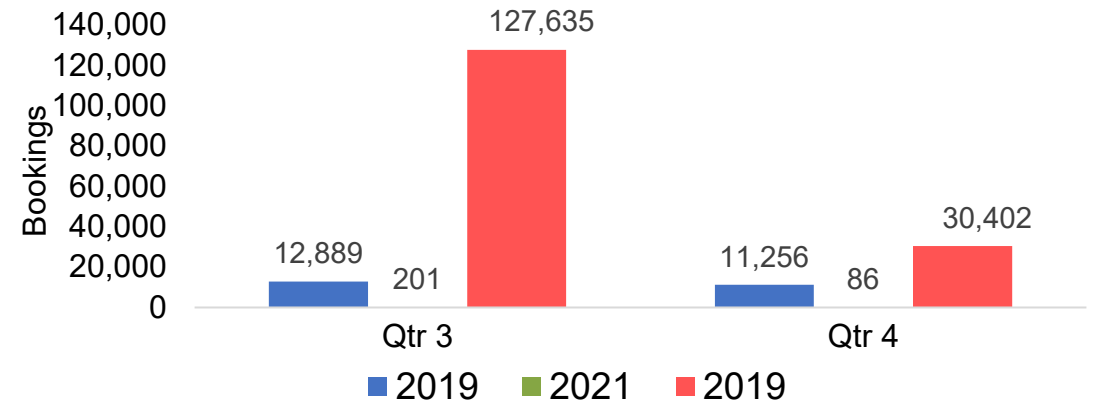
Travel Agency Booking Pace for Future Arrivals
Japan



Travel Agency Booking Pace for Future Arrivals
Canada

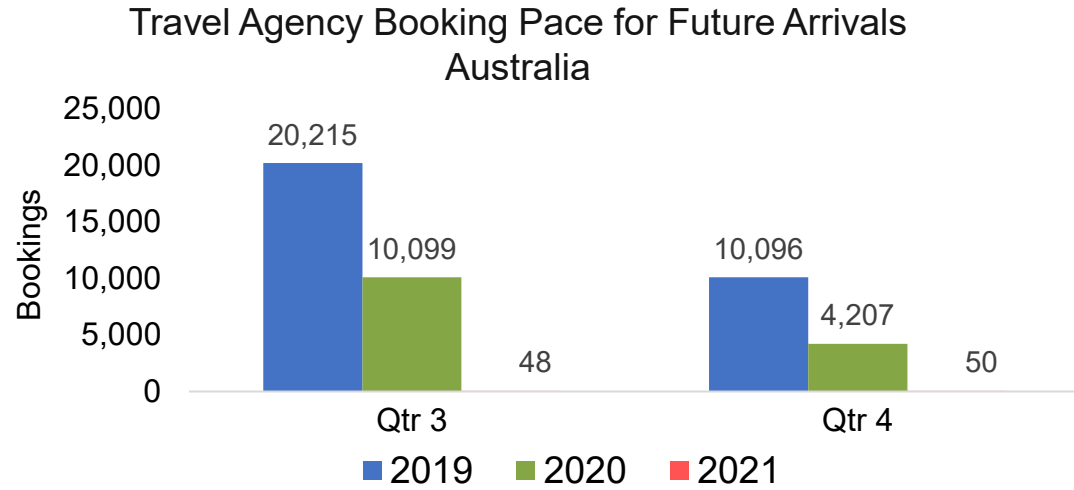


Travel Agency Booking Pace for Future Arrivals
Korea



Source: Global Agency Pro as of 05/15/21

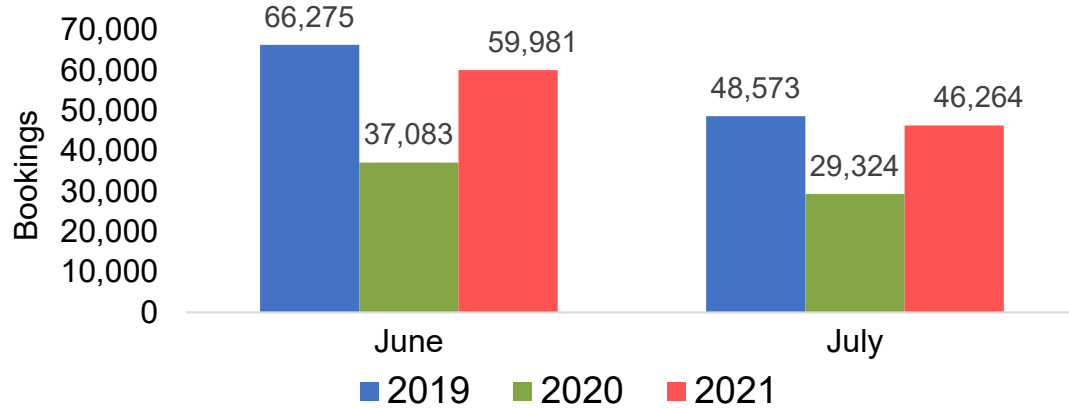
O'ahu by Quarter 2021 (cont.)



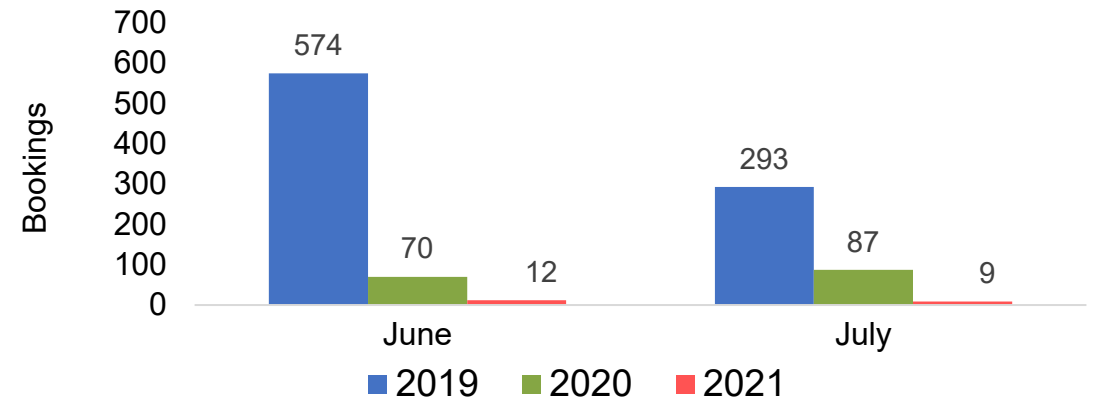
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Maui by Month 2021

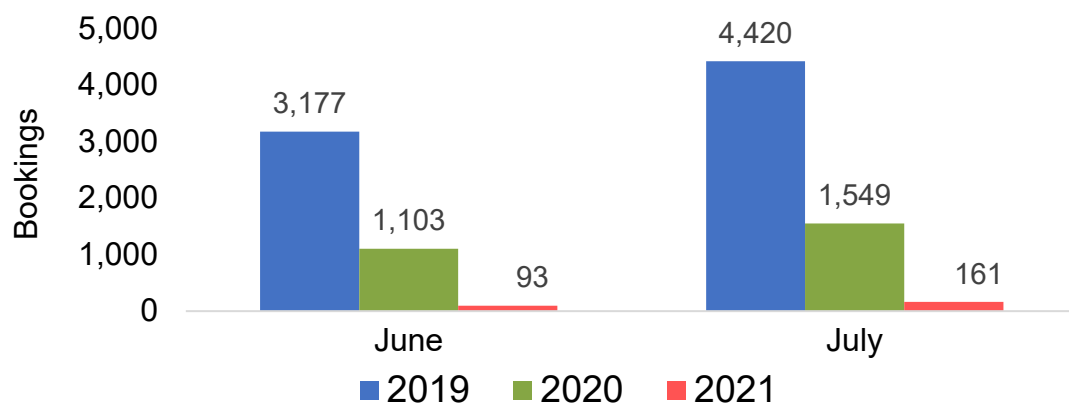
Travel Agency Booking Pace for Future Arrivals
U.S.



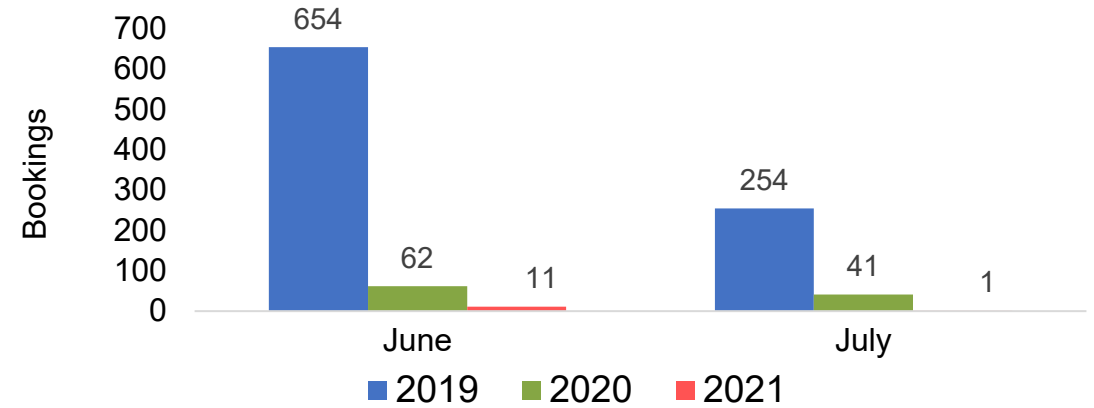
Travel Agency Booking Pace for Future Arrivals
Japan



Travel Agency Booking Pace for Future Arrivals
Canada

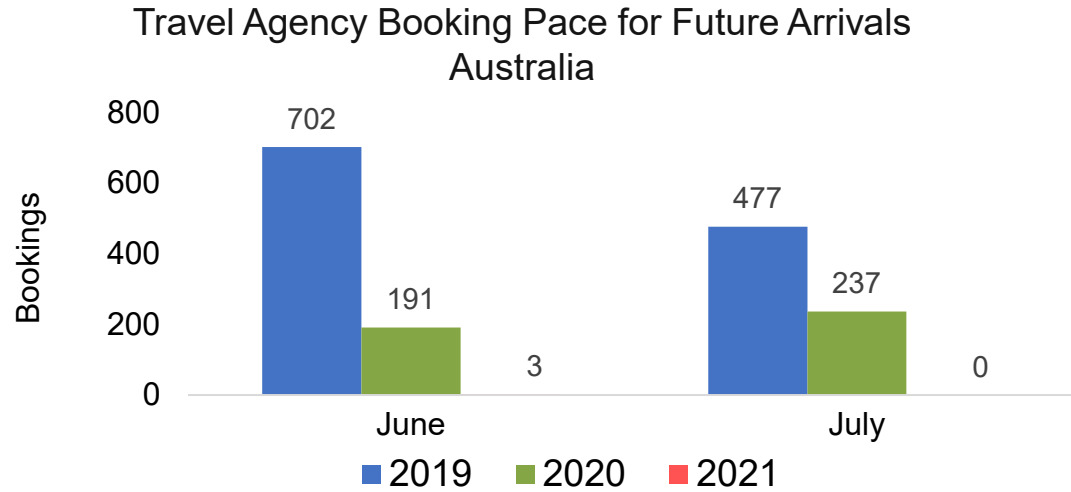


Travel Agency Booking Pace for Future Arrivals
Korea



Source: Global Agency Pro as of 05/15/21

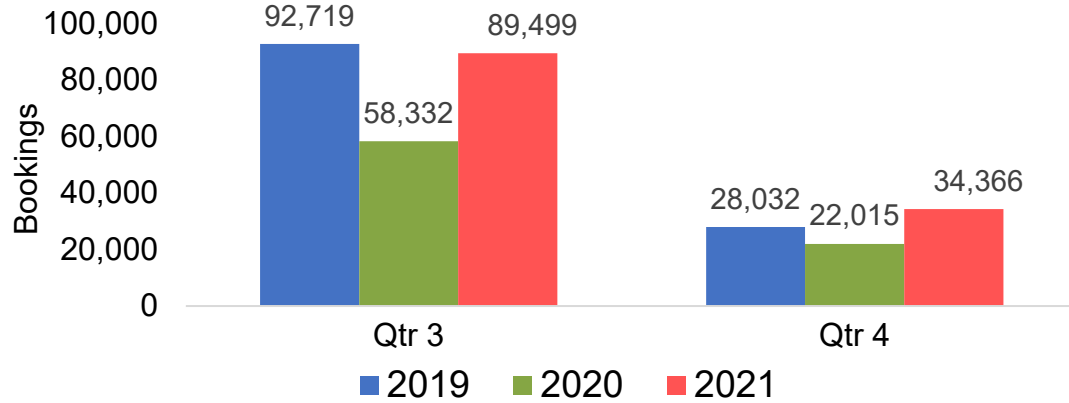
Maui by Month 2021 (cont.)



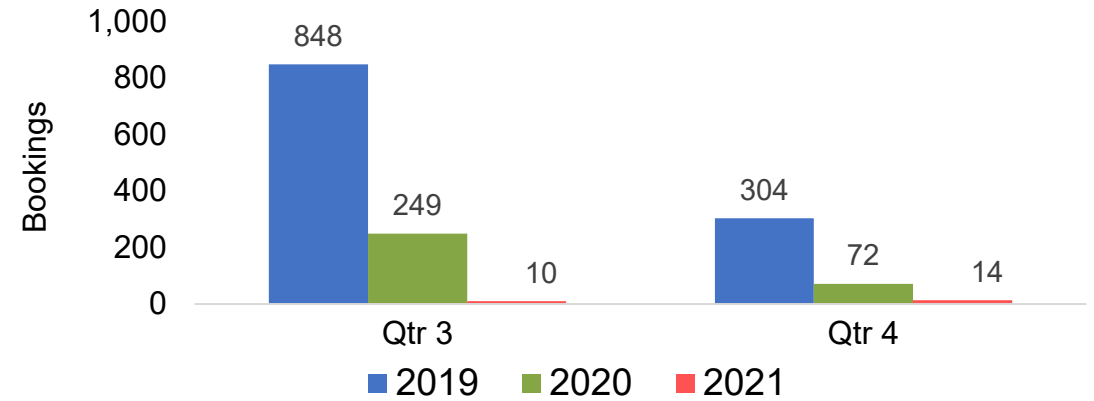
Source: Global Agency Pro as of 05/15/21

Maui by Quarter 2021

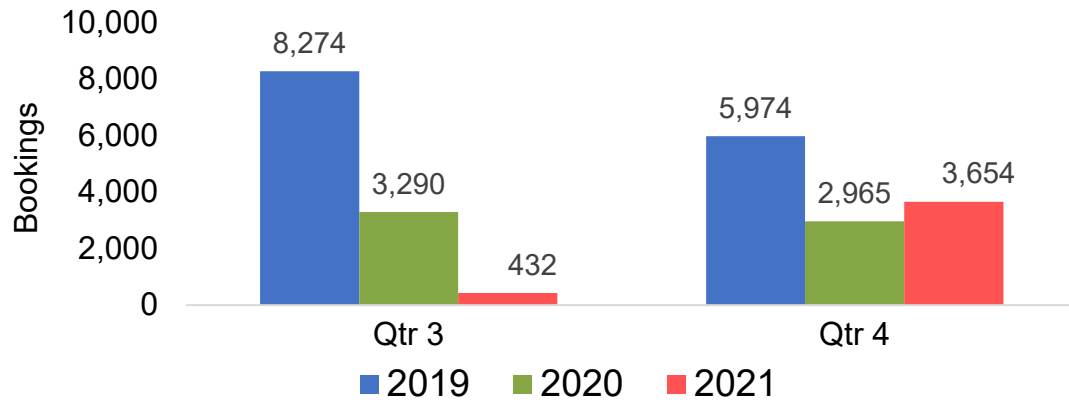
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U.S.



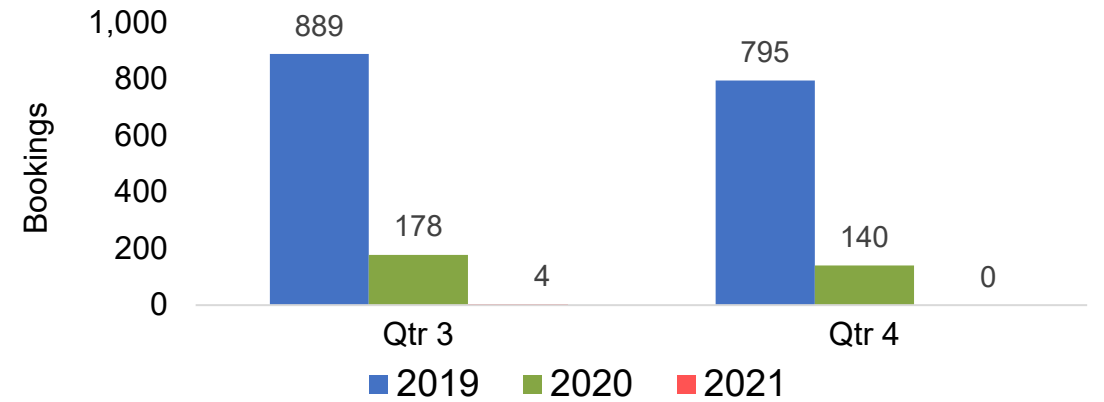
Travel Agency Booking Pace for Future Arrivals
Japan



Travel Agency Booking Pace for Future Arrivals
Canada

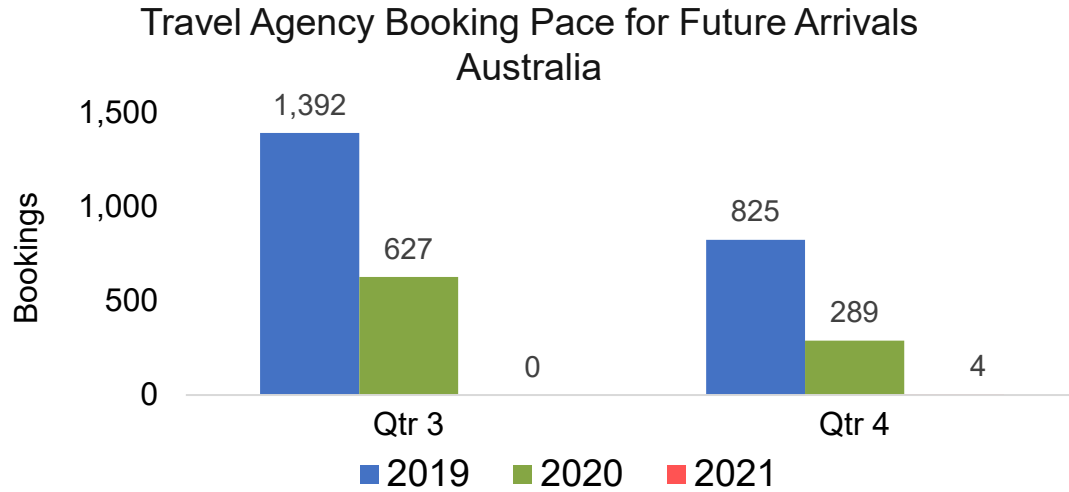


Travel Agency Booking Pace for Future Arrivals
Korea



Source: Global Agency Pro as of 05/15/21

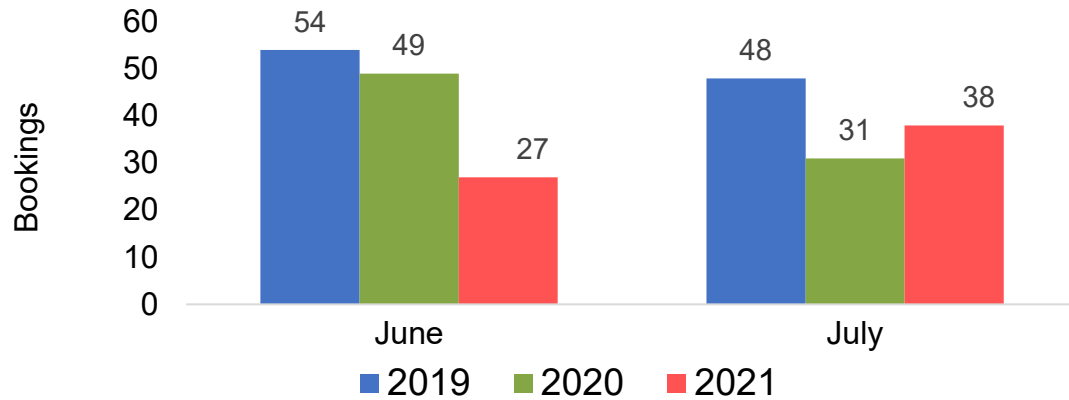
Maui by Quarter 2021 (cont.)



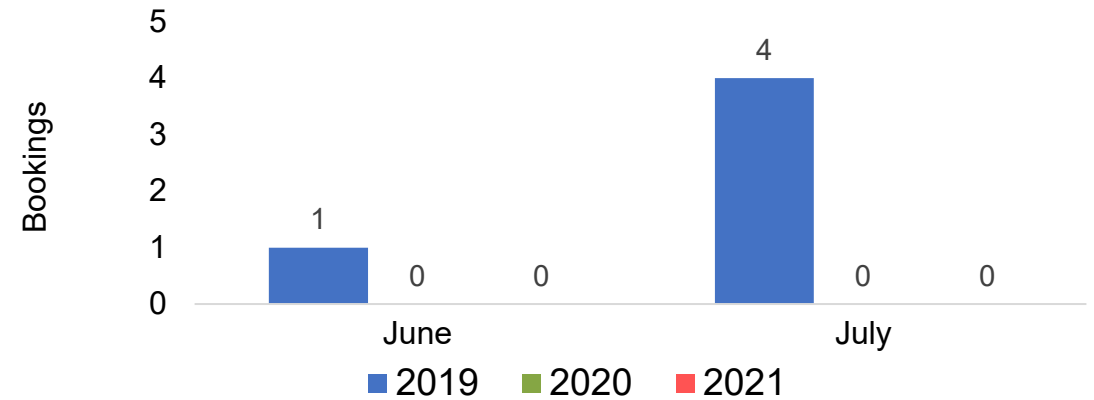
Source: Global Agency Pro as of 05/15/21

Moloka'i by Month 2021

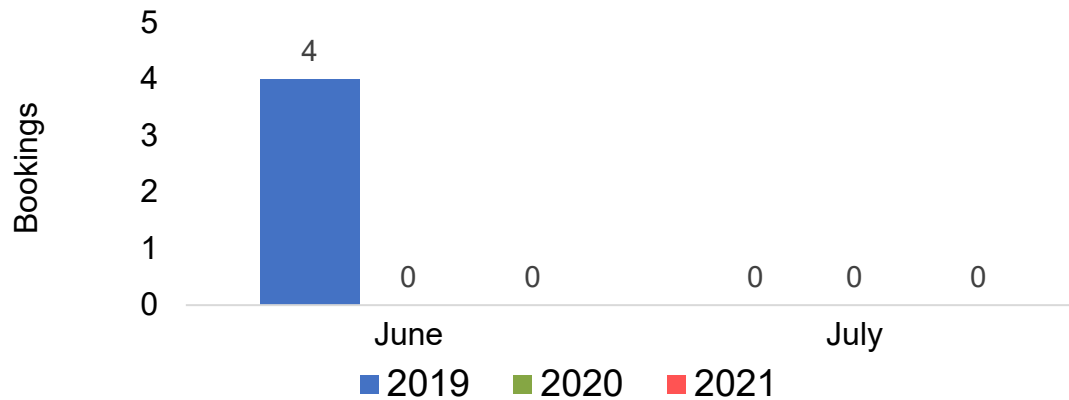
Travel Agency Booking Pace for Future Arrivals
U.S.



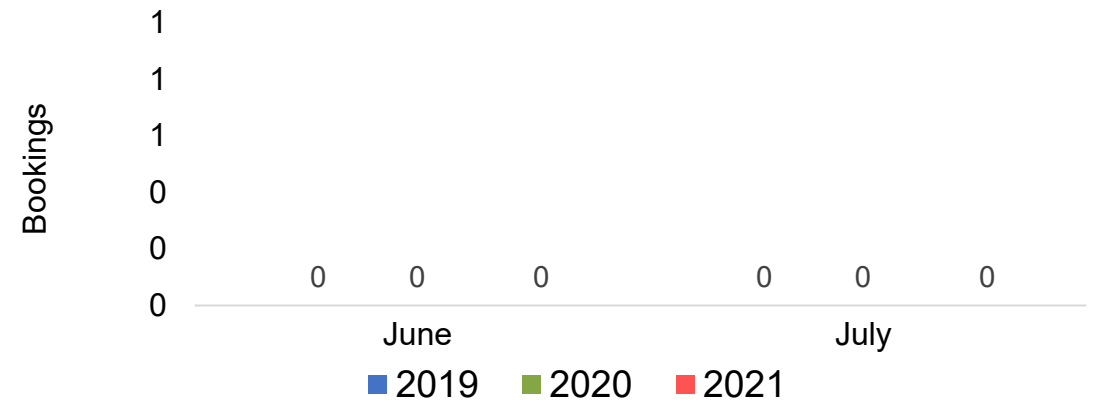
Travel Agency Booking Pace for Future Arrivals
Japan



Travel Agency Booking Pace for Future Arrivals
Canada



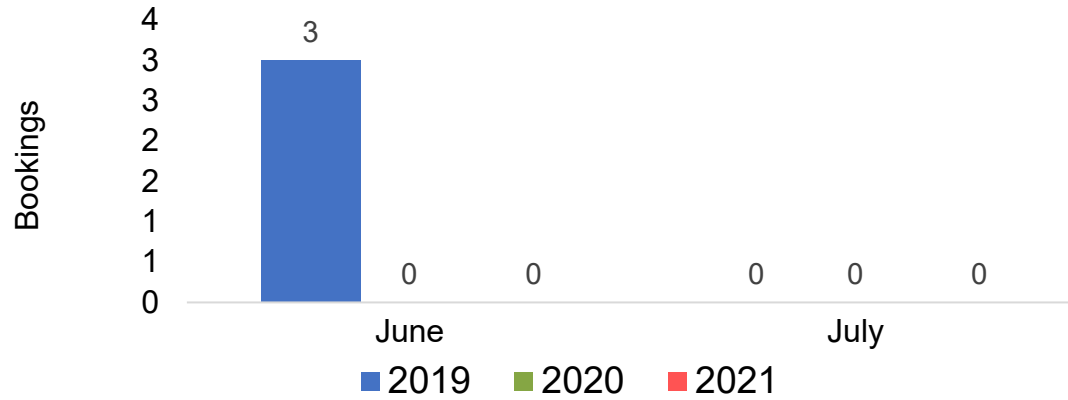
Travel Agency Booking Pace for Future Arrivals
Korea



Source: Global Agency Pro as of 05/15/21

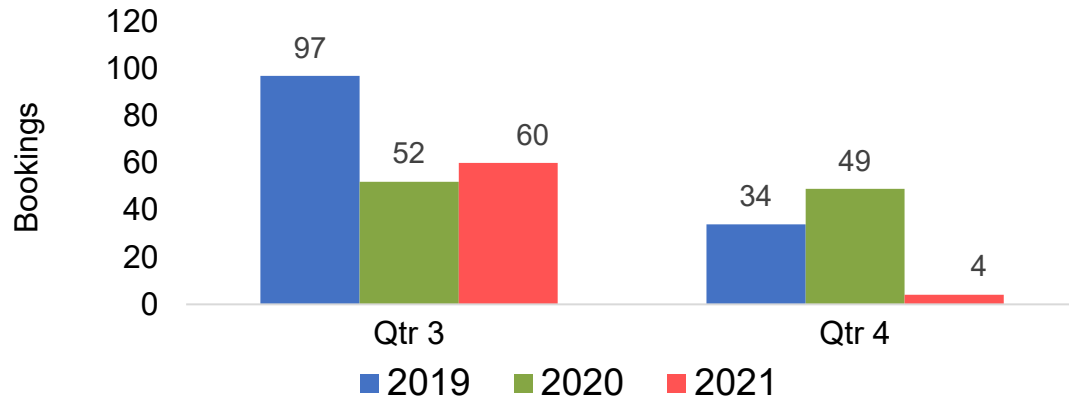
Moloka'i by Month 2021 (cont.)

Travel Agency Booking Pace for Future Arrivals
Australia

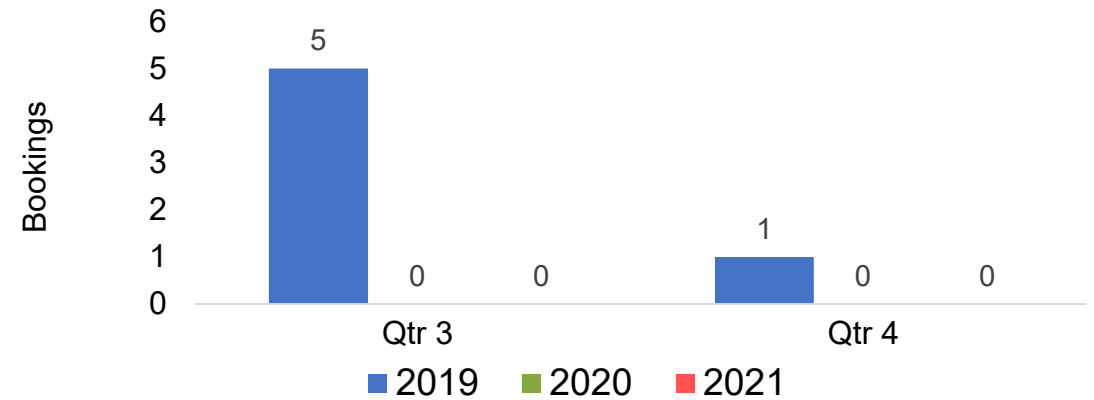


Moloka'i by Quarter 2021

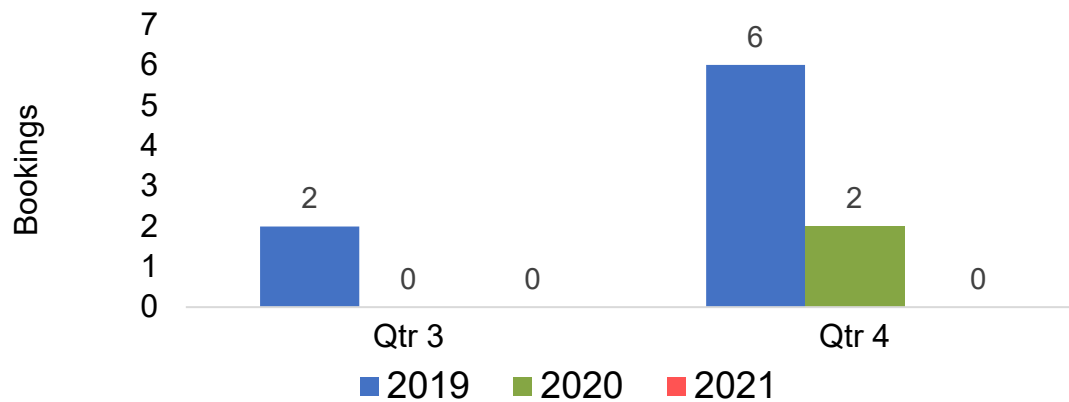
Travel Agency Booking Pace for Future Arrivals
U.S.



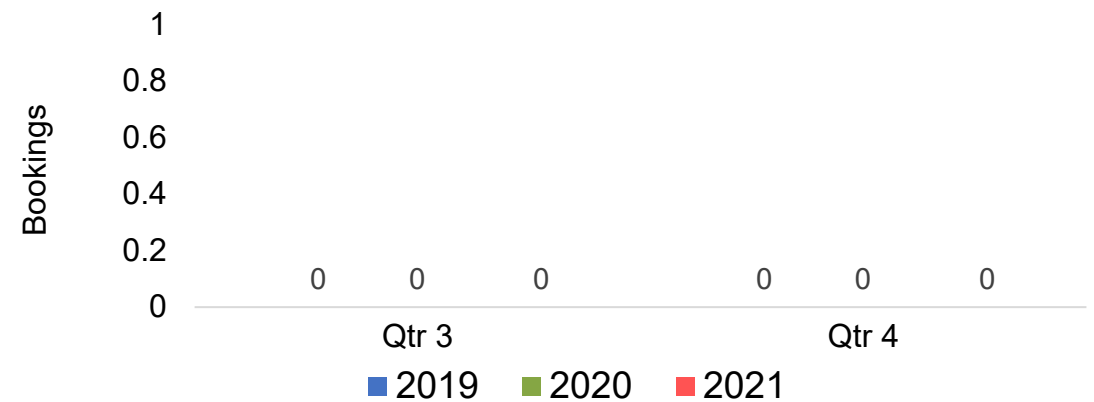
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Japan



Travel Agency Booking Pace for Future Arrivals
Canada



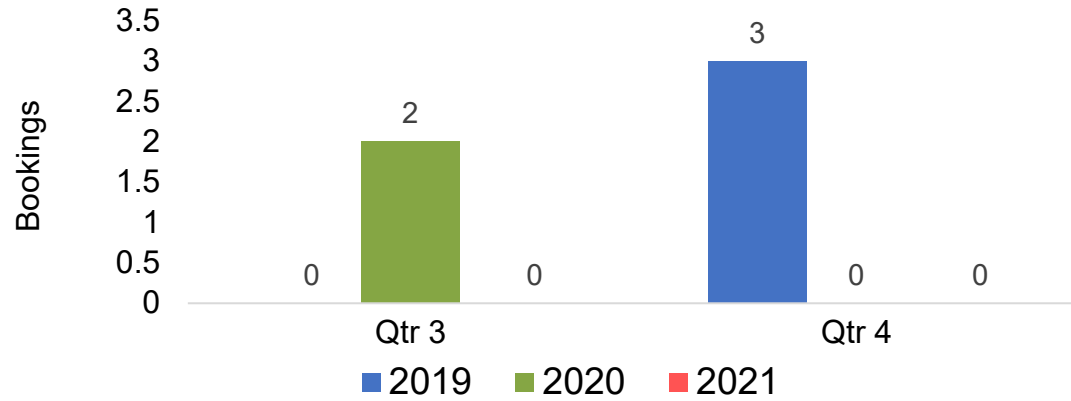
Travel Agency Booking Pace for Future Arrivals
Korea



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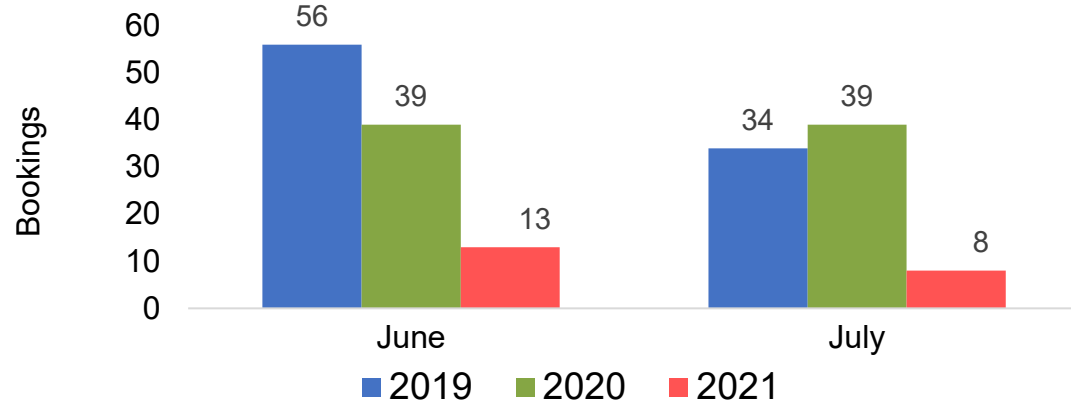
Moloka'i by Quarter 2021 (cont.)

Travel Agency Booking Pace for Future Arrivals
Australia

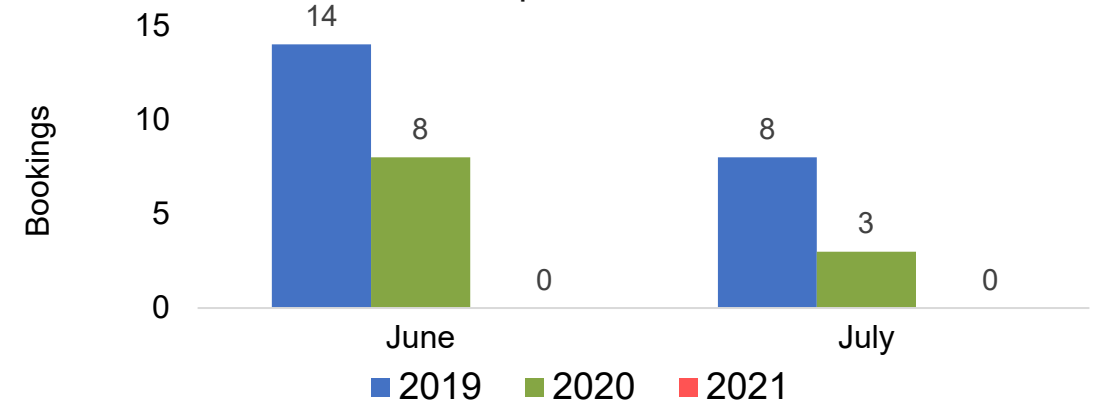


Lānaʻi by Month 2021

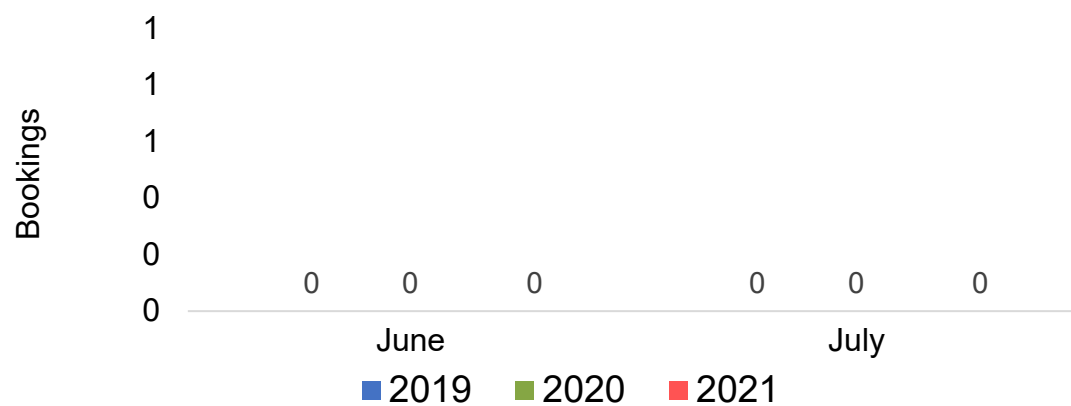
Travel Agency Booking Pace for Future Arrivals
U.S.



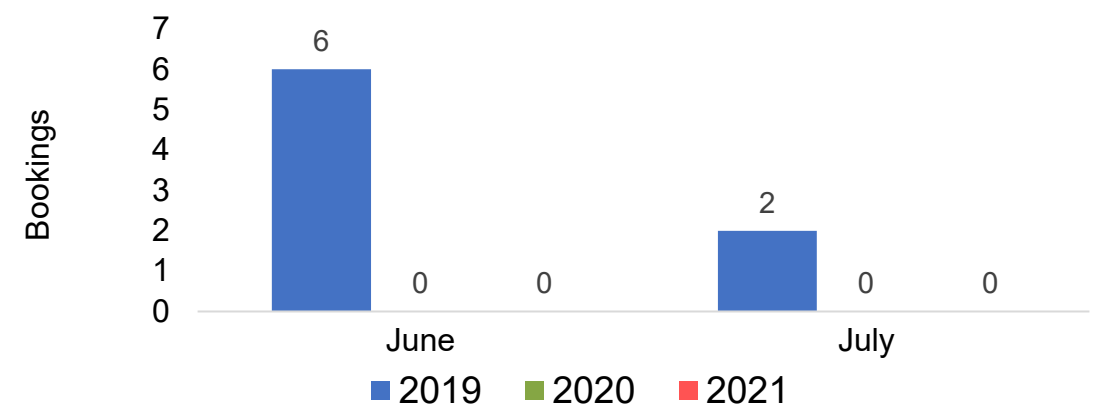
Travel Agency Booking Pace for Future Arrivals
Japan



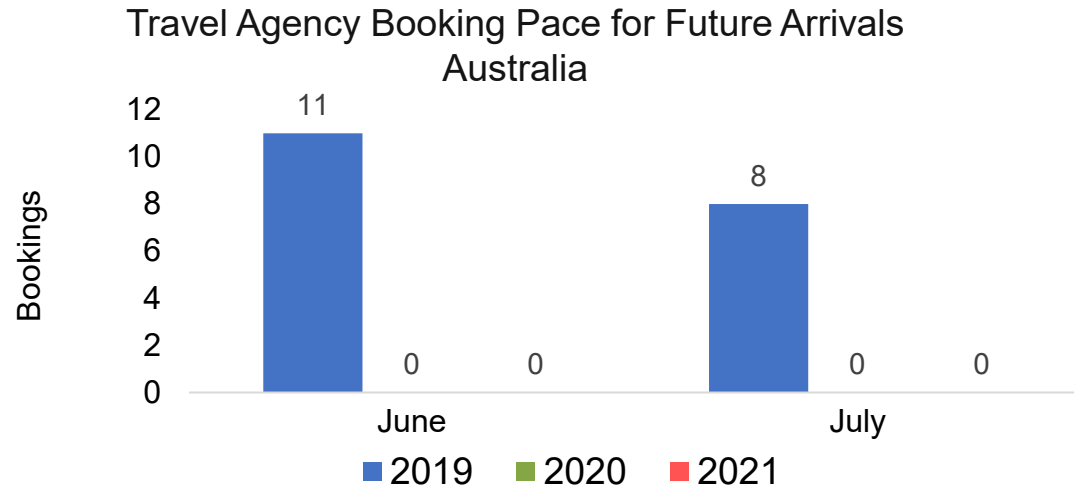
Travel Agency Booking Pace for Future Arrivals
Canada



Travel Agency Booking Pace for Future Arrivals
Korea



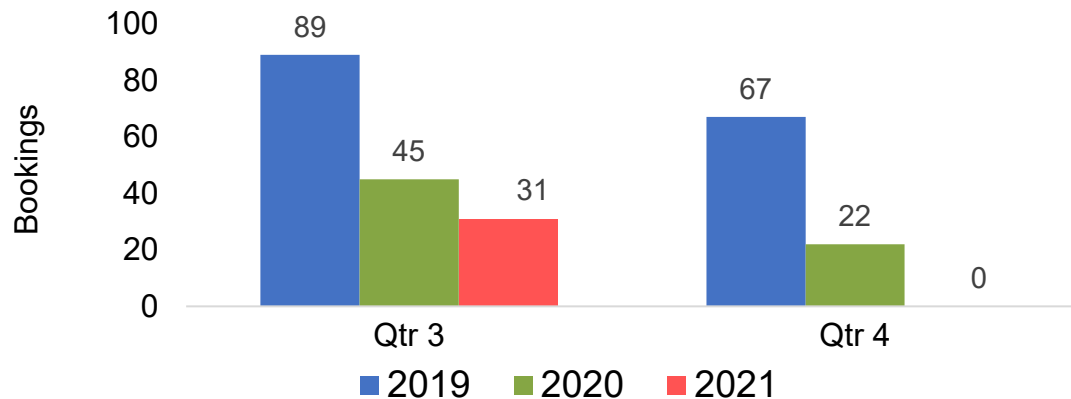
Lānaʻi by Month 2021 (cont.)



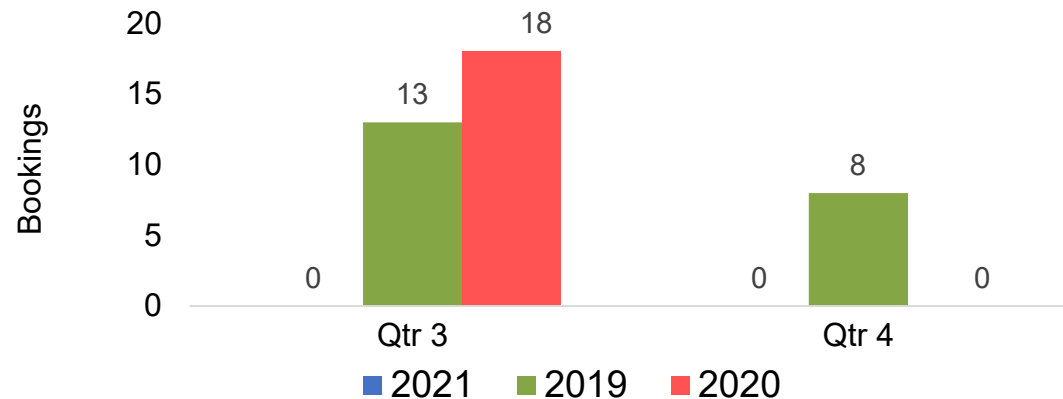
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Lānaʻi by Quarter 2021

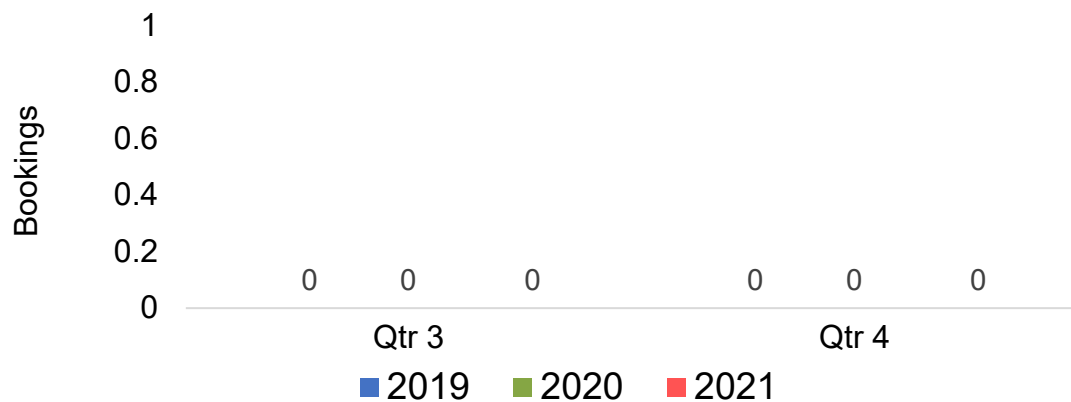
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U.S.



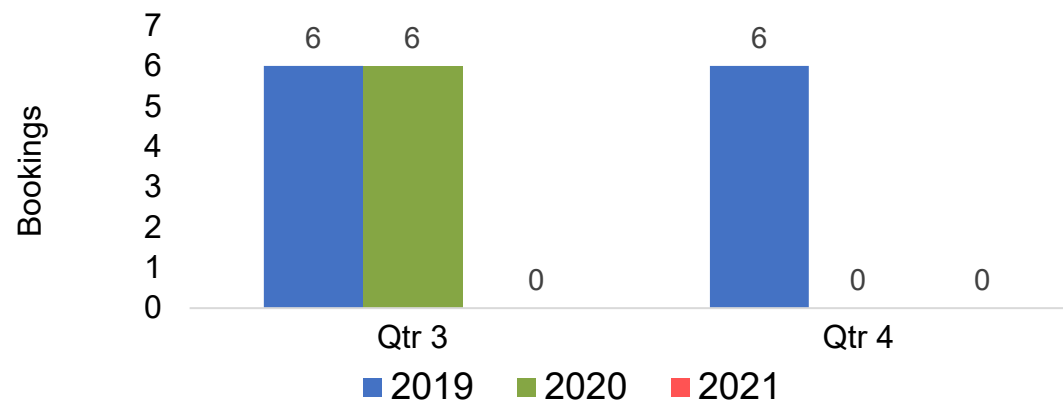
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Japan



Travel Agency Booking Pace for Future Arrivals
Canada



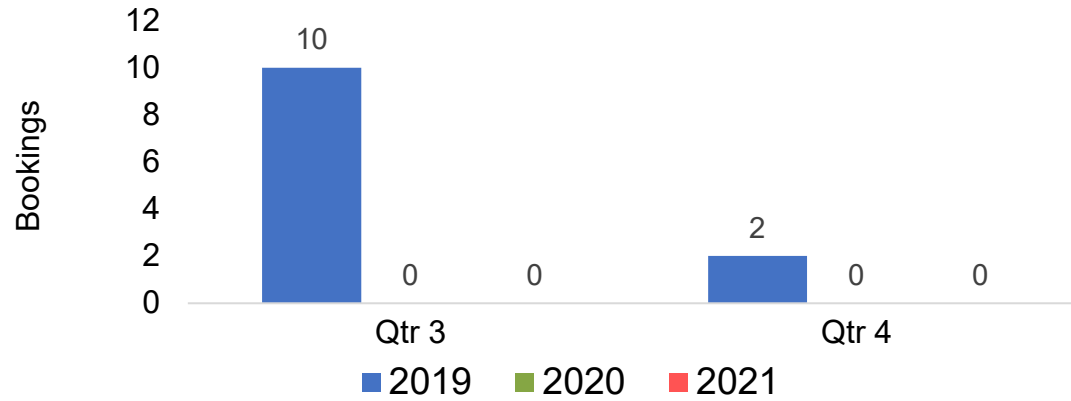
Travel Agency Booking Pace for Future Arrivals
Korea



Source: Global Agency Pro as of 05/15/21

Lānaʻi by Quarter 2021 (cont.)

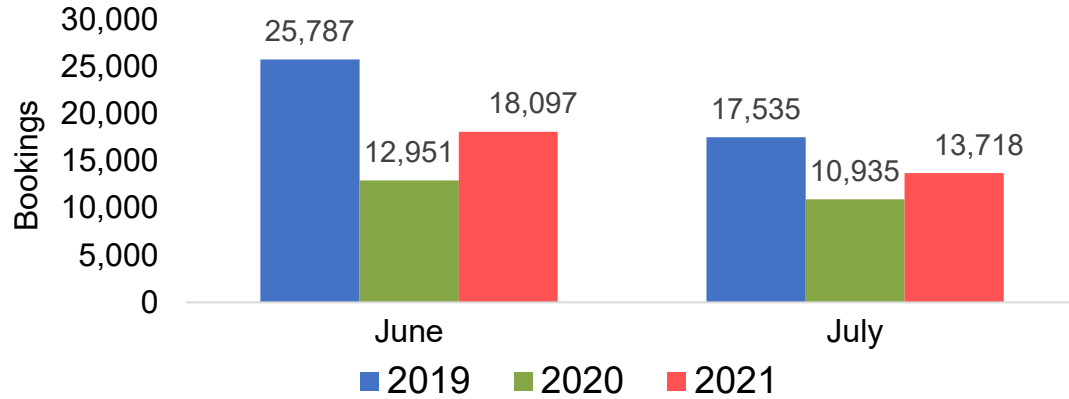
Travel Agency Booking Pace for Future Arrivals
Australia



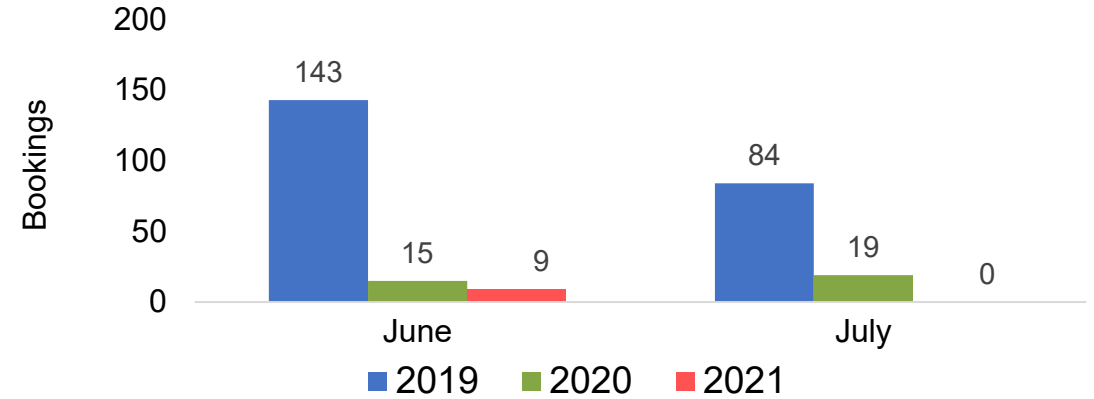
Source: Global Agency Pro as of 05/15/21

Kaua'i by Month 2021

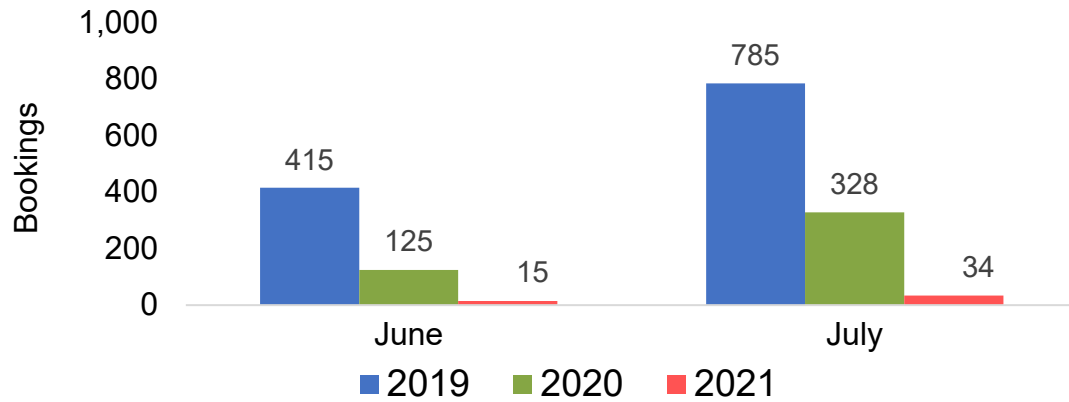
Travel Agency Booking Pace for Future Arrivals
U.S.



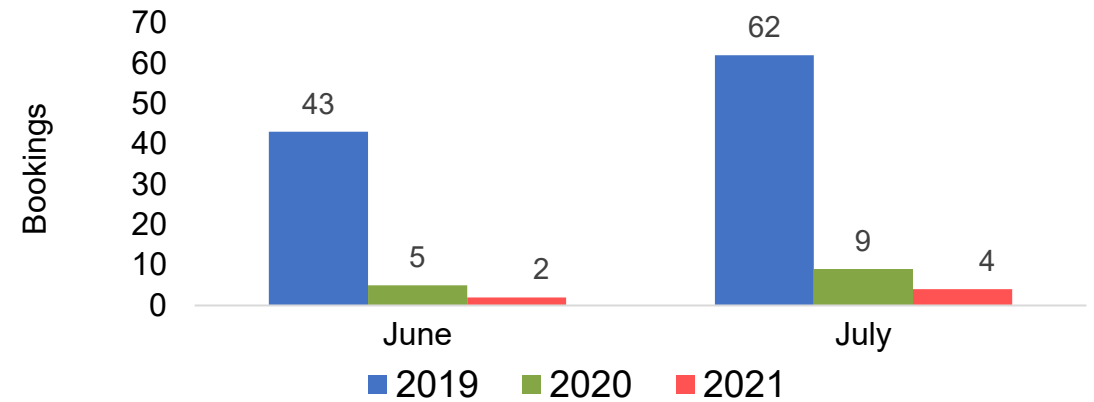
Travel Agency Booking Pace for Future Arrivals
Japan



Travel Agency Booking Pace for Future Arrivals
Canada



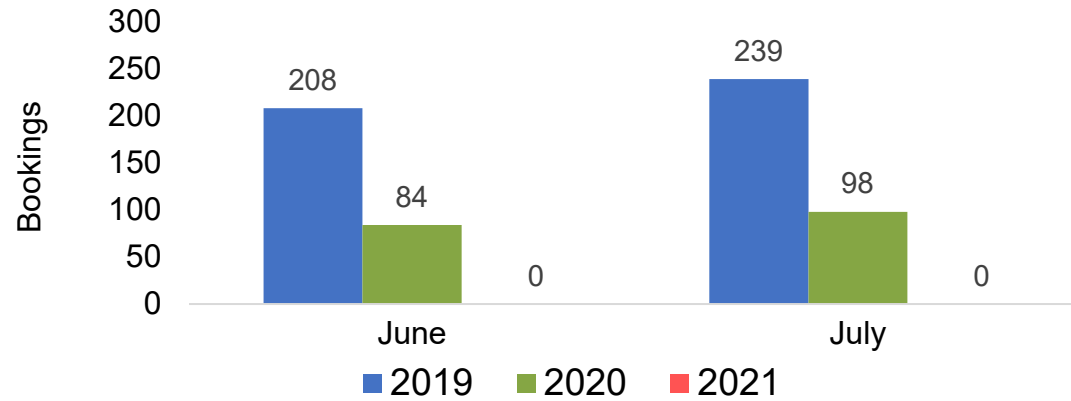
Travel Agency Booking Pace for Future Arrivals
Korea



Source: Global Agency Pro as of 05/15/21

Kaua'i by Month 2021 (cont.)

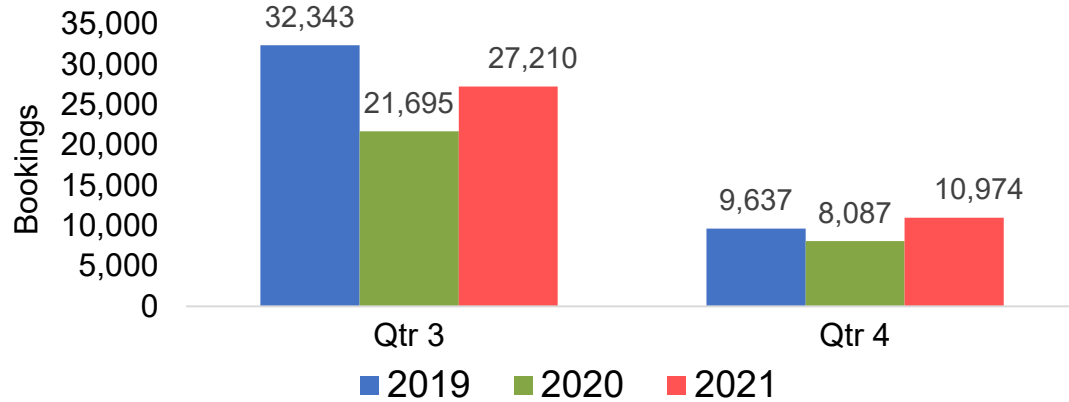
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Australia



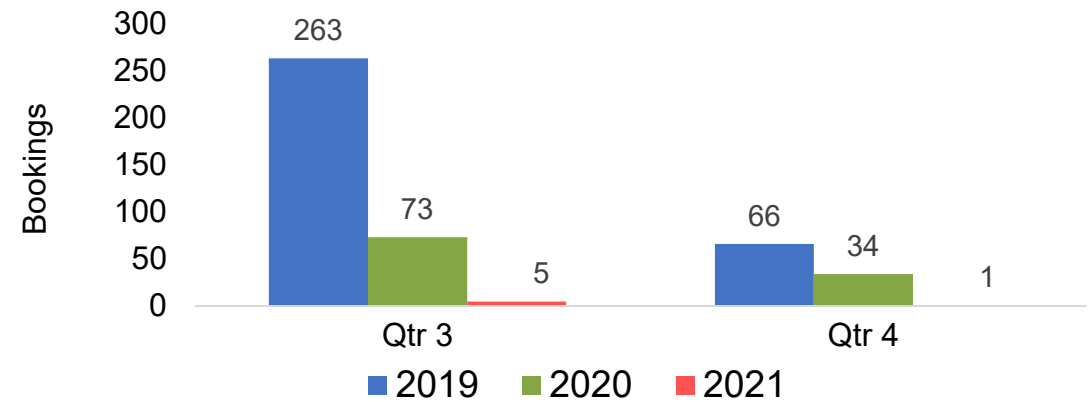
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Kaua'i by Quarter 2021

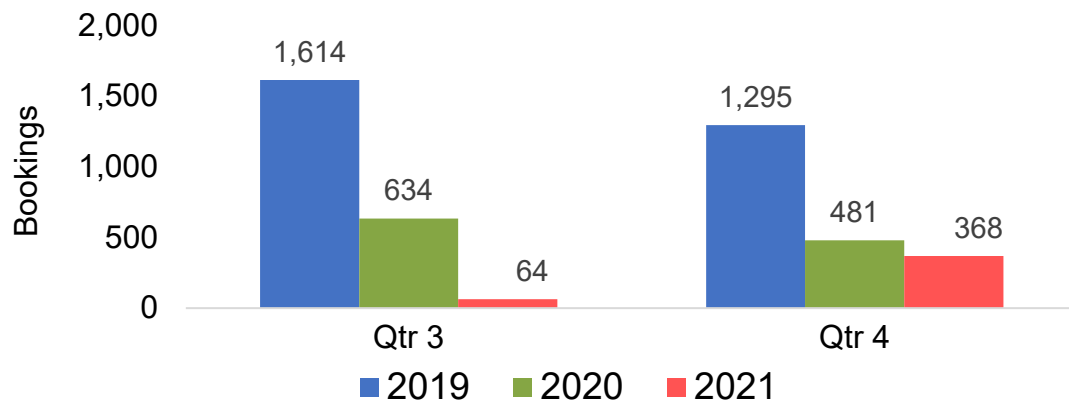
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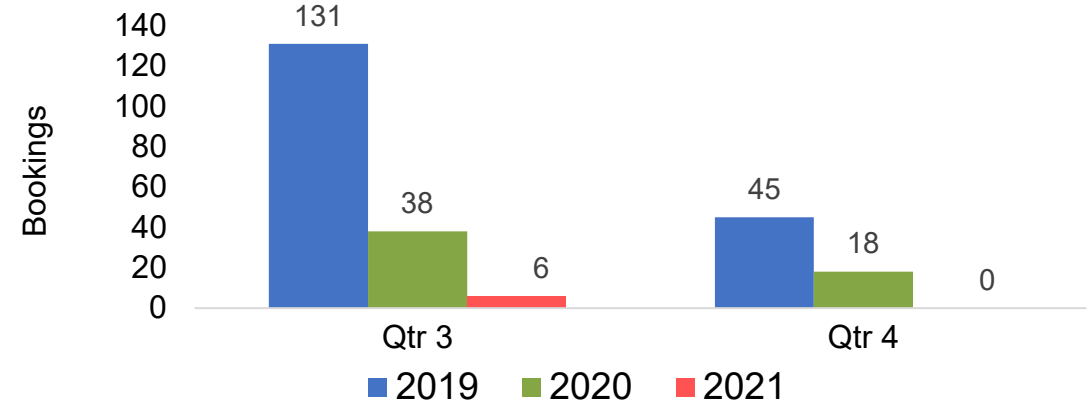
Travel Agency Booking Pace for Future Arrivals
Japan



Travel Agency Booking Pace for Future Arrivals
Canada

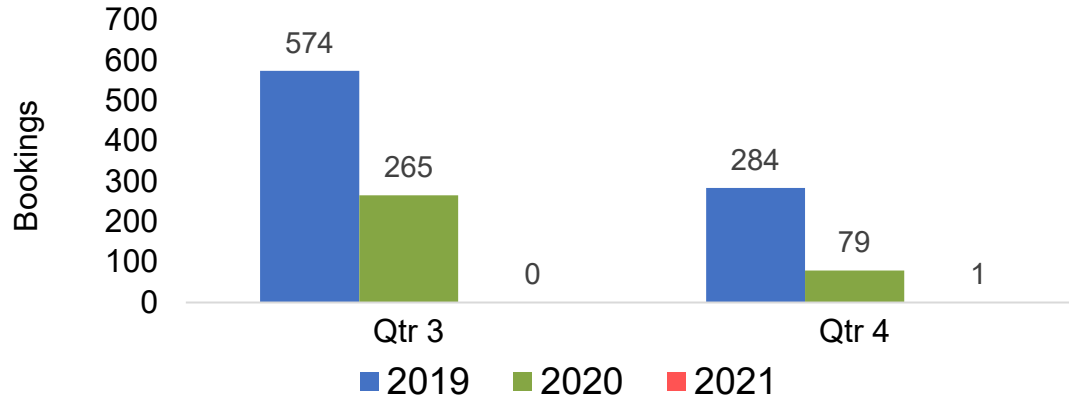


Travel Agency Booking Pace for Future Arrivals
Korea



Kaua'i by Quarter 2021 (cont.)

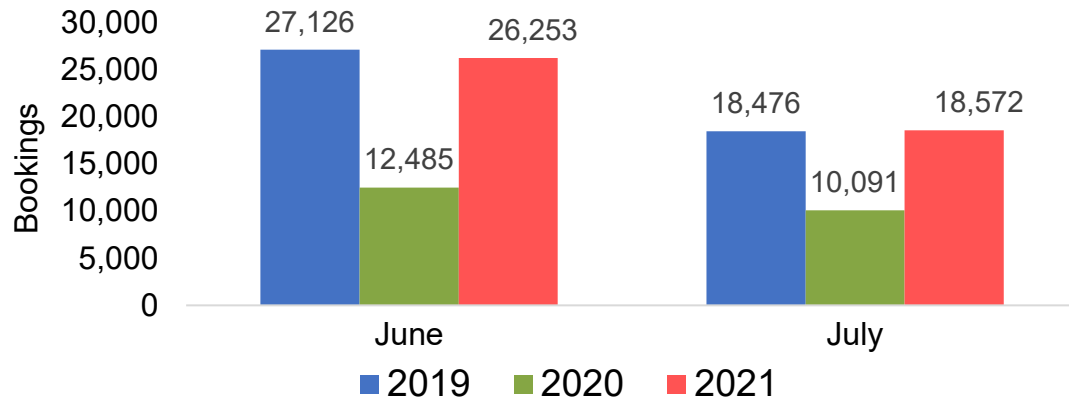
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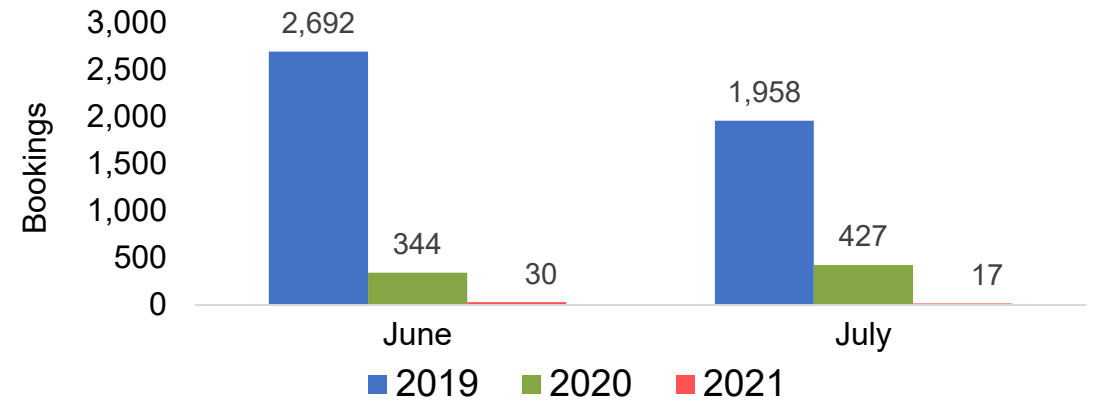
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Hawai'i Island by Month 2021

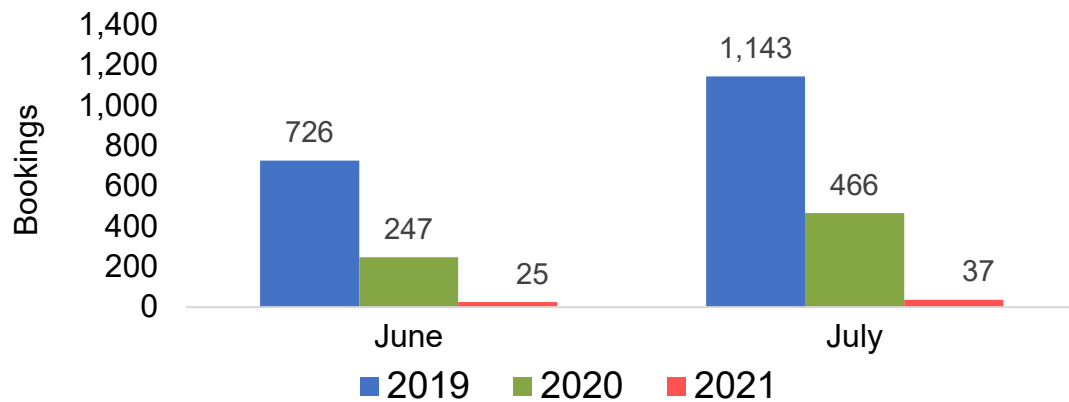
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U.S.



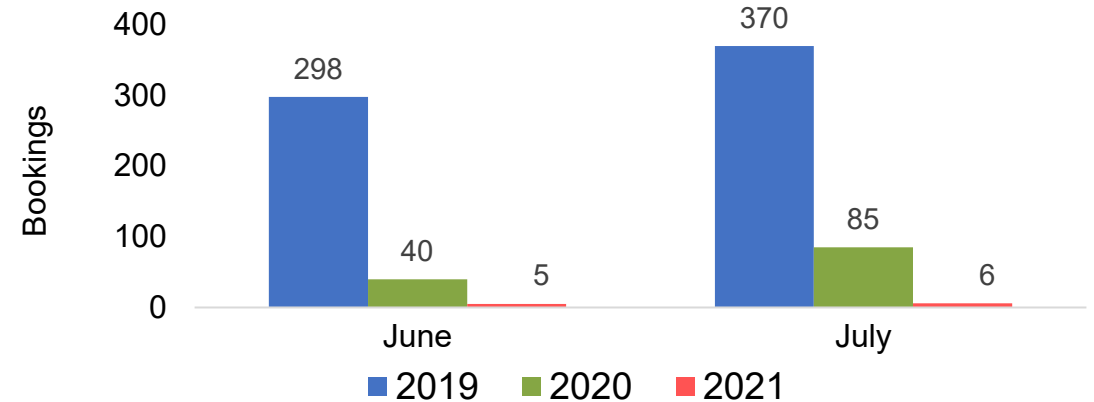
Travel Agency Booking Pace for Future Arrivals
Japan



Travel Agency Booking Pace for Future Arrivals
Canada

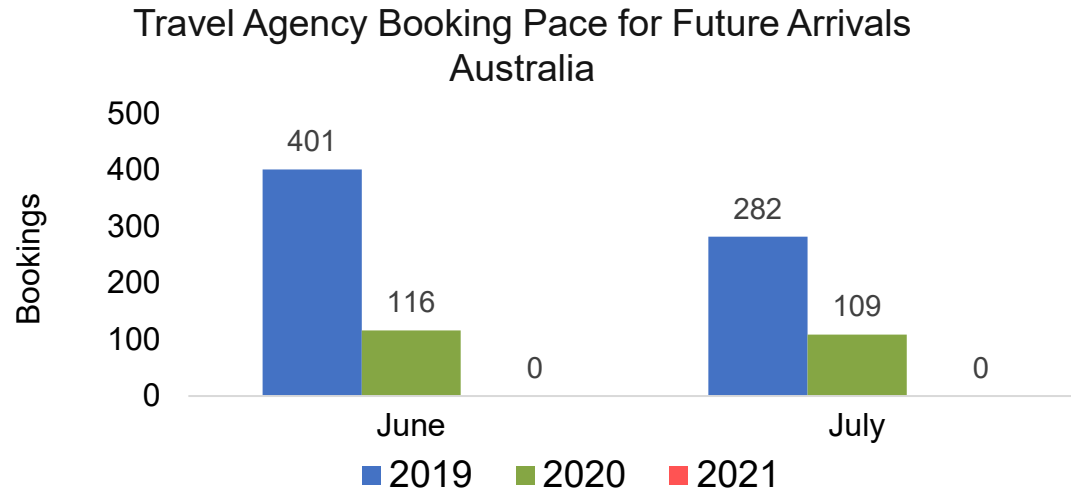


Travel Agency Booking Pace for Future Arrivals
Korea



Source: Global Agency Pro as of 05/15/21

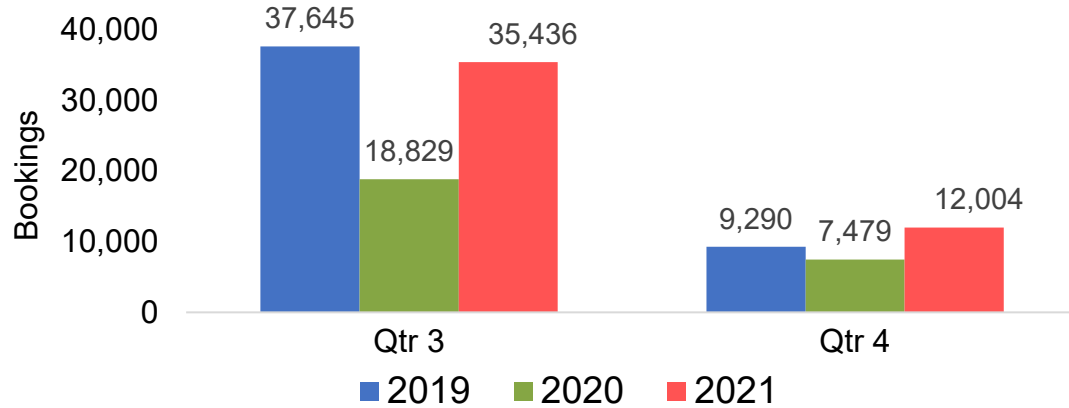
Hawai'i Island by Month 2021 (cont.)



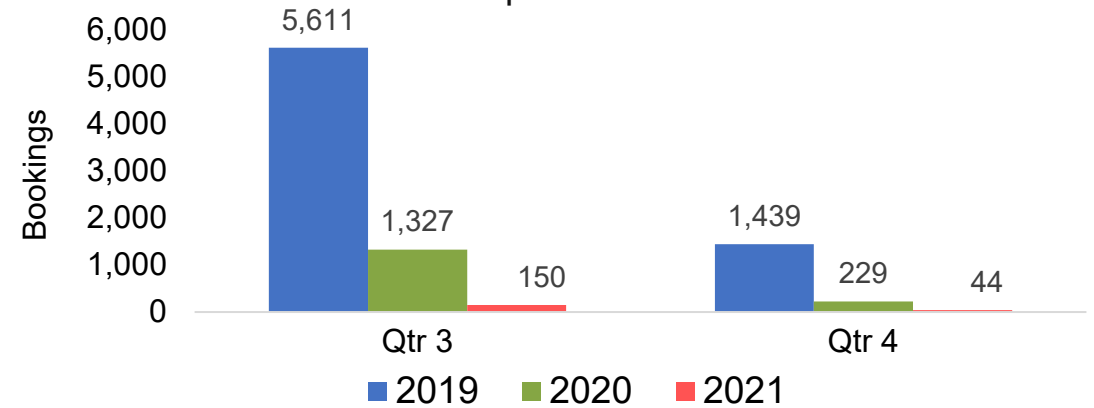
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Hawai'i Island by Quarter 2021

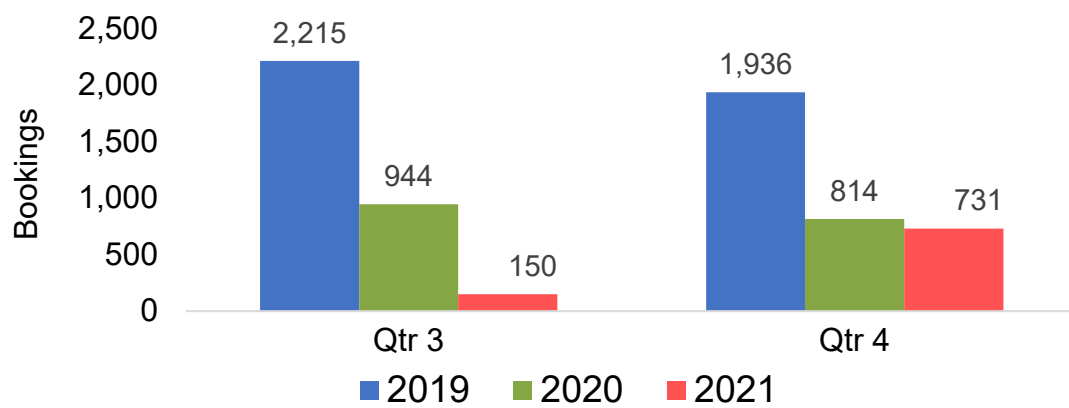
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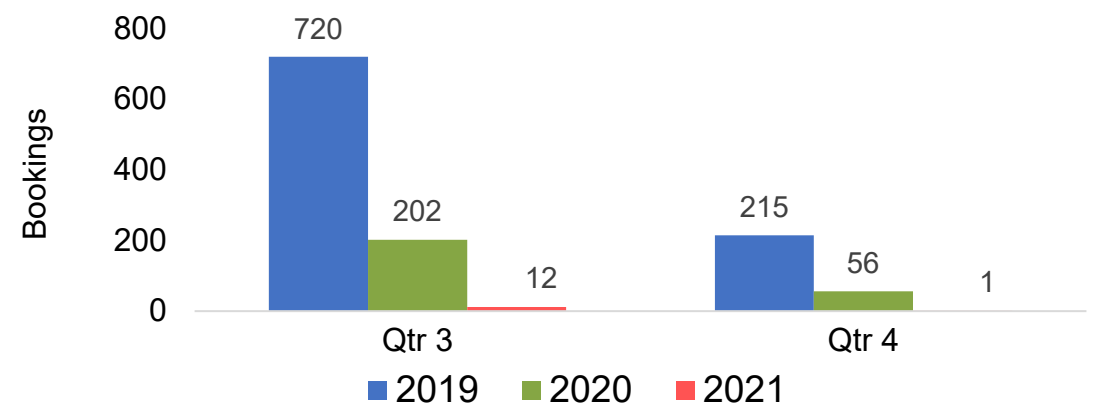
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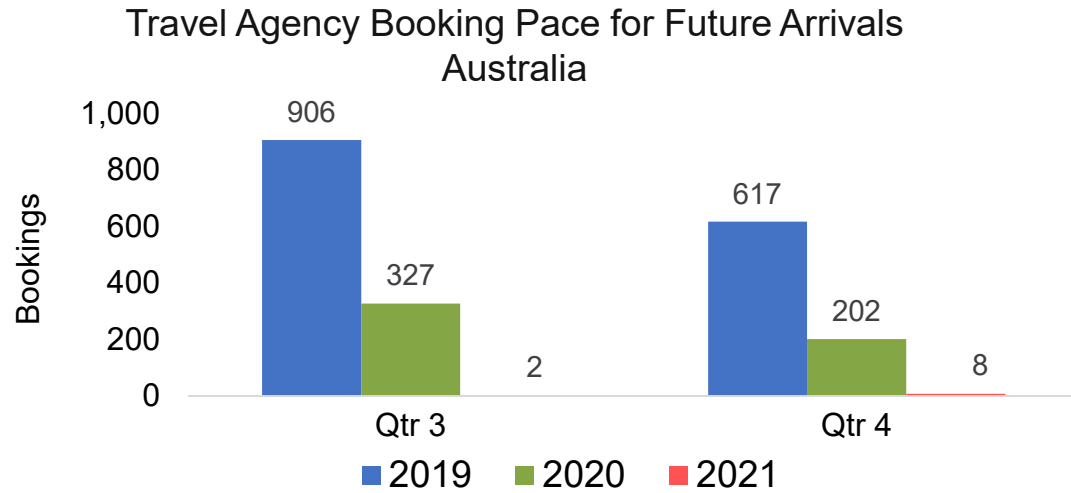


Travel Agency Booking Pace for Future Arrivals
Korea



Source: Global Agency Pro as of 05/15/21

Hawai'i Island by Quarter 2021 (cont.)



Source: Global Agency Pro as of 05/15/21