TRAVEL AGENCY BOOKING TRENDS

NOVEMBER 16, 2020

HAWAI'I 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)
Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 by Month

- **November:**
  - 2019: 179,518
  - 2020: 63,826

- **December:**
  - 2019: 168,647
  - 2020: 61,264

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 by Quarter

- **Qtr 1:**
  - 2020: 188,307
  - 2021: 50,450

- **Qtr 2:**
  - 2020: 69,950
  - 2021: 30,751

- **Qtr 3:**
  - 2020: 15,645
  - 2021: 7,714

Source: Global Agency Pro as of 11/14/20
Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 by Month


Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 by Quarter

- Qtr 1: 42,291 (2021), 2,099 (2020)
- Qtr 2: 6,669 (2021), 518 (2020)
- Qtr 3: 1,113 (2021), 171 (2020)

Source: Global Agency Pro as of 11/14/20

11/16/2020
AUSTRALIA

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 by Month

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 by Quarter

Source: Global Agency Pro as of 11/14/20
O‘ahu by Month 2020

Travel Agency Booking Pace for Future Arrivals, 2021 vs 20 - U.S.

<table>
<thead>
<tr>
<th></th>
<th>November 2019</th>
<th>November 2020</th>
<th>December 2019</th>
<th>December 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>89,710</td>
<td>78,617</td>
<td>29,093</td>
<td>26,267</td>
</tr>
</tbody>
</table>

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Japan

<table>
<thead>
<tr>
<th></th>
<th>November 2019</th>
<th>November 2020</th>
<th>December 2019</th>
<th>December 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>90,467</td>
<td>638</td>
<td>47,489</td>
<td>1,946</td>
</tr>
</tbody>
</table>

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Canada

<table>
<thead>
<tr>
<th></th>
<th>November 2019</th>
<th>November 2020</th>
<th>December 2019</th>
<th>December 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>9,687</td>
<td>10,898</td>
<td>522</td>
<td>891</td>
</tr>
</tbody>
</table>

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Australia

<table>
<thead>
<tr>
<th></th>
<th>November 2019</th>
<th>November 2020</th>
<th>December 2019</th>
<th>December 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>7,605</td>
<td>8,059</td>
<td>658</td>
<td>458</td>
</tr>
</tbody>
</table>

Source: Global Agency Pro as of 11/14/20
## O‘ahu by Quarter 2021

### Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - U.S.

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr 1</td>
<td>78,838</td>
<td>20,947</td>
</tr>
<tr>
<td>Qtr 2</td>
<td>30,565</td>
<td>13,053</td>
</tr>
<tr>
<td>Qtr 3</td>
<td>7,157</td>
<td>3,426</td>
</tr>
</tbody>
</table>

### Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Japan

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr 1</td>
<td>31,517</td>
<td>1,442</td>
</tr>
<tr>
<td>Qtr 2</td>
<td>9,182</td>
<td>1,208</td>
</tr>
<tr>
<td>Qtr 3</td>
<td>4,636</td>
<td>934</td>
</tr>
</tbody>
</table>

### Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Canada

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr 1</td>
<td>15,570</td>
<td>678</td>
</tr>
<tr>
<td>Qtr 2</td>
<td>2,985</td>
<td>207</td>
</tr>
<tr>
<td>Qtr 3</td>
<td>497</td>
<td>78</td>
</tr>
</tbody>
</table>

### Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Australia

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr 1</td>
<td>11,634</td>
<td>278</td>
</tr>
<tr>
<td>Qtr 2</td>
<td>6,377</td>
<td>105</td>
</tr>
<tr>
<td>Qtr 3</td>
<td>2,480</td>
<td>18</td>
</tr>
</tbody>
</table>

Source: Global Agency Pro as of 11/14/20

8/16/2020
Maui by Month 2020

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - U.S.

- December: 18,545 (2019) vs 18,177 (2020)

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Japan


Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Canada

- December: 1,245 (2019) vs 1,536 (2020)

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Australia


Source: Global Agency Pro as of 11/14/20
Maui by Quarter 2021

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - U.S.

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Japan

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Canada

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Australia

Source: Global Agency Pro as of 11/14/20
Moloka‘i by Month 2020

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - U.S.

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Japan

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Canada

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Australia

Source: Global Agency Pro as of 11/14/20
Moloka‘i by Quarter 2021

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - U.S.

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Japan

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Canada

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Australia

Source: Global Agency Pro as of 11/14/20
Lānaʻi by Month 2020

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - U.S.

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Japan

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Canada

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Australia

Source: Global Agency Pro as of 11/14/20
Lānaʻi by Quarter 2021

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - U.S.

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Japan

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Canada

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Australia

Source: Global Agency Pro as of 11/14/20
Kaua‘i by Month 2020

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - U.S.

- November 2019: 19,208
- December 2019: 7,801
- November 2020: 19,382
- December 2020: 7,385

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Japan

- November 2019: 235
- November 2020: 5
- December 2019: 124
- December 2020: 9

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Canada

- November 2019: 2,018
- December 2019: 193
- November 2020: 2,227
- December 2020: 242

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Australia

- November 2019: 224
- November 2020: 21
- December 2019: 294
- December 2020: 0

Source: Global Agency Pro as of 11/14/20
Kaua‘i by Quarter 2021

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - U.S.

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Japan

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Canada

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Australia

Source: Global Agency Pro as of 11/14/20
Hawai‘i Island by Month 2020

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - U.S.

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Japan

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Canada

Travel Agency Booking Pace for Future Arrivals, 2020 vs 2019 - Australia

Source: Global Agency Pro as of 11/14/20
Hawai‘i Island by Quarter 2021

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - U.S.

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2020 Bookings</th>
<th>2021 Bookings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr 1</td>
<td>25,491</td>
<td>6,144</td>
</tr>
<tr>
<td>Qtr 2</td>
<td>6,772</td>
<td>3,794</td>
</tr>
<tr>
<td>Qtr 3</td>
<td>1333</td>
<td>1036</td>
</tr>
</tbody>
</table>

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Japan

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<thead>
<tr>
<th>Quarter</th>
<th>2020 Bookings</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Qtr 1</td>
<td>2,689</td>
<td>134</td>
</tr>
<tr>
<td>Qtr 2</td>
<td>752</td>
<td>58</td>
</tr>
<tr>
<td>Qtr 3</td>
<td>263</td>
<td>73</td>
</tr>
</tbody>
</table>

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Canada

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<tr>
<th>Quarter</th>
<th>2020 Bookings</th>
<th>2021 Bookings</th>
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<tbody>
<tr>
<td>Qtr 1</td>
<td>6,473</td>
<td>261</td>
</tr>
<tr>
<td>Qtr 2</td>
<td>705</td>
<td>31</td>
</tr>
<tr>
<td>Qtr 3</td>
<td>116</td>
<td>19</td>
</tr>
</tbody>
</table>

Travel Agency Booking Pace for Future Arrivals, 2021 vs 2020 - Australia

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2020 Bookings</th>
<th>2021 Bookings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qtr 1</td>
<td>645</td>
<td>2</td>
</tr>
<tr>
<td>Qtr 2</td>
<td>225</td>
<td>0</td>
</tr>
<tr>
<td>Qtr 3</td>
<td>58</td>
<td>0</td>
</tr>
</tbody>
</table>

Source: Global Agency Pro as of 11/14/20