

# TRAVEL AGENCY BOOKING TRENDS

APRIL 5, 2021

HAWAII TOURISM

AUTHORITY

# Global Agency Pro

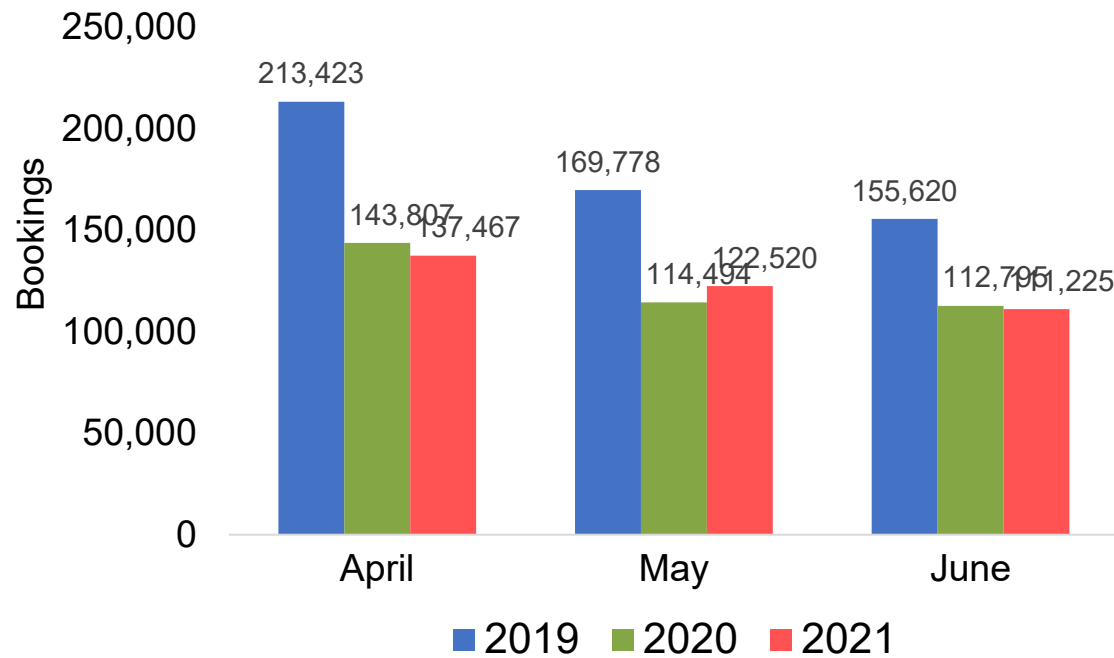
- HTA subscribes to Global Agency Pro, an online travel distribution system consisting of Travel Agency data.
- Global Agency Pro provides access to over 90% of the world's Travel Agency airline transactions.
- The database consists of five years of historical ticketing data and one year of advance purchase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

# Global Agency Pro Index

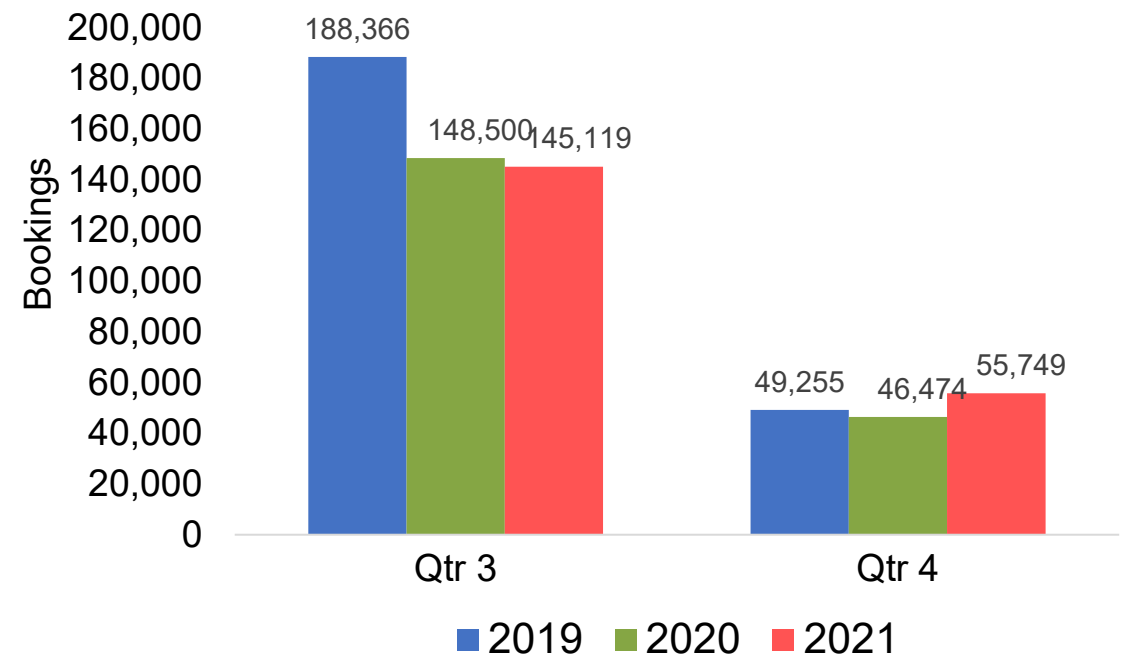
- **Bookings**
  - Net sum of the number of visitors (i.e., excluding Hawai'i residents and inter-island travelers) from Sales transactions counted, including Exchanges and Refunds.
- **Booking Date**
  - The date on which the ticket was purchased by the passenger. Also known as the Sales Date.
- **Travel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



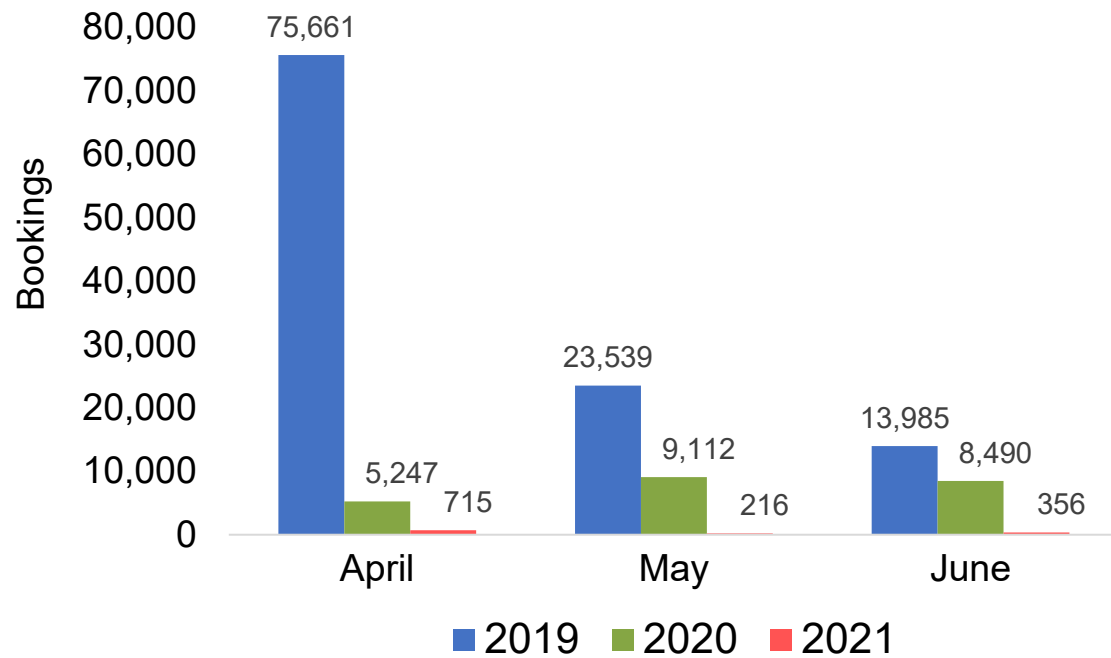
### Travel Agency Booking Pace for Future Arrivals, by Quarter



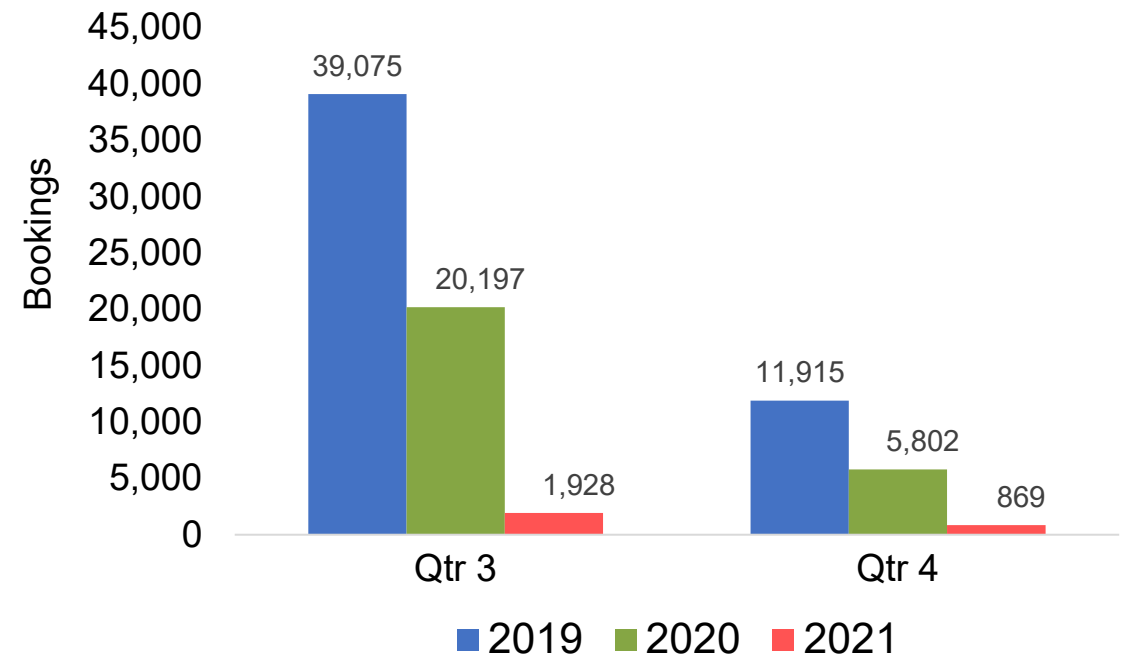
Source: Global Agency Pro as of 04/10/21

# JAPAN

Travel Agency Booking Pace for Future Arrivals, by Month



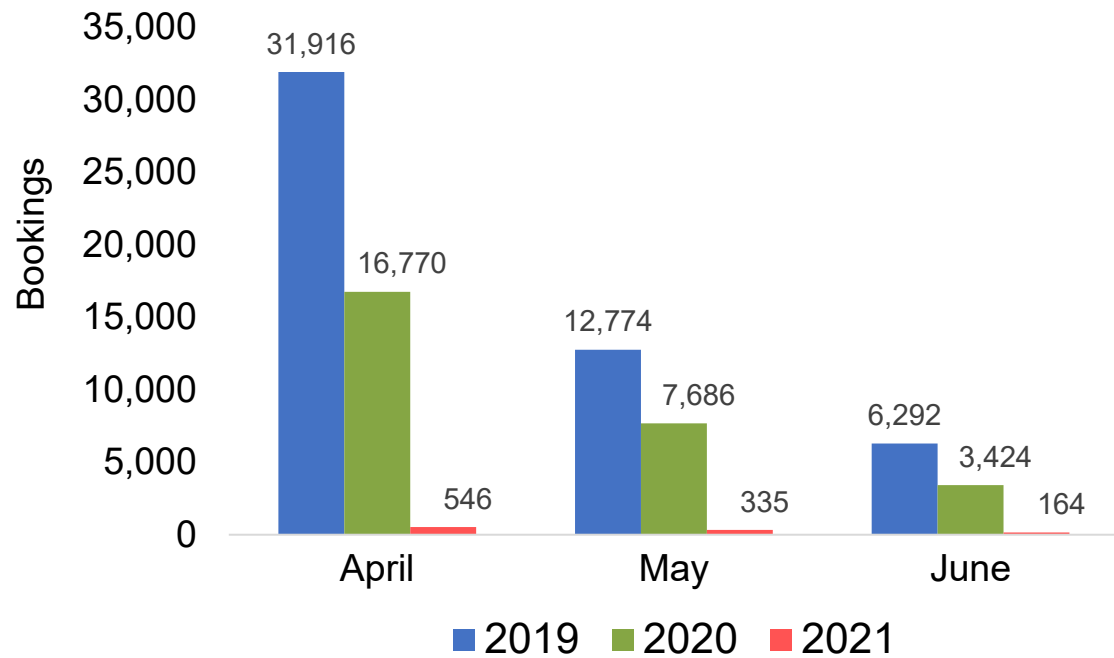
Travel Agency Booking Pace for Future Arrivals, by Quarter



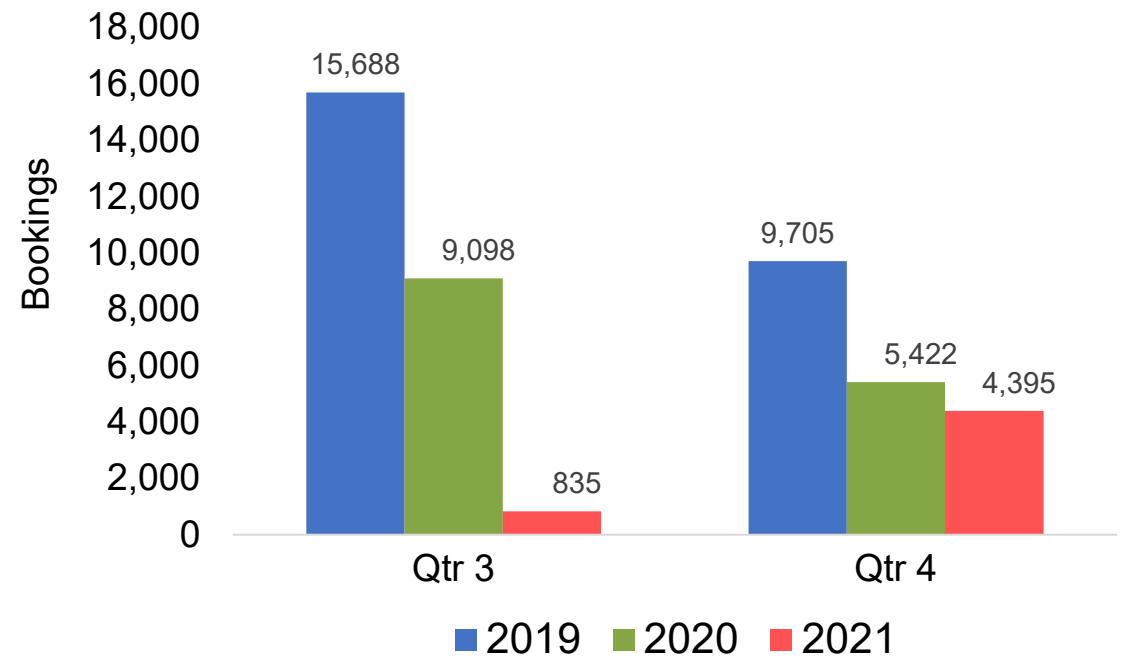
Source: Global Agency Pro as of 04/10/21

# CANADA

Travel Agency Booking Pace for Future Arrivals, by Month



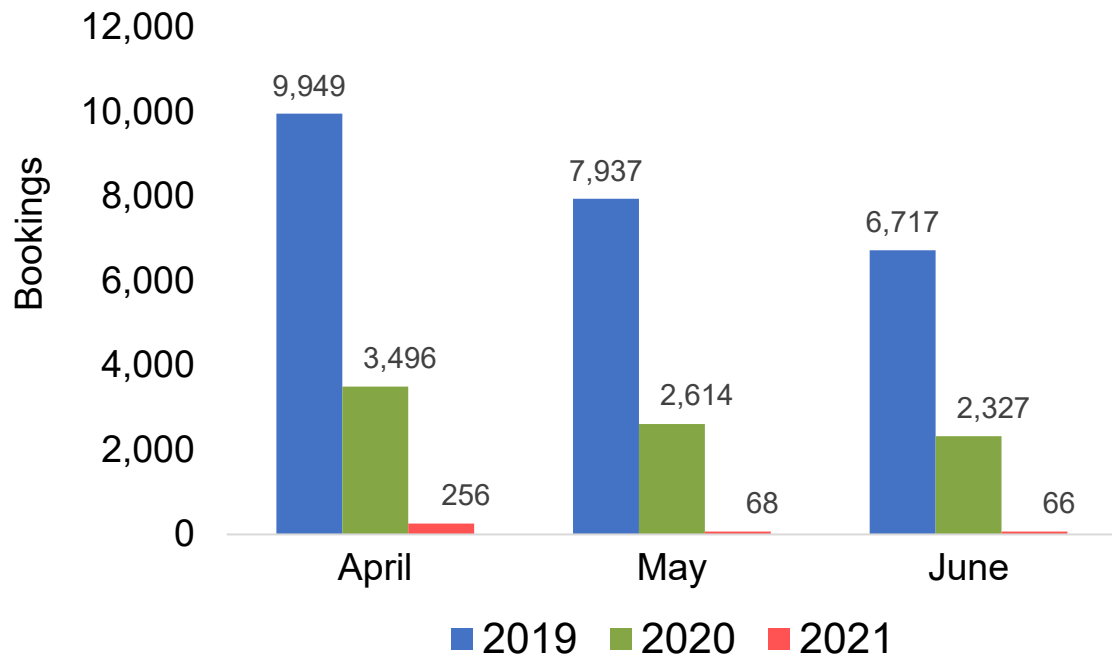
Travel Agency Booking Pace for Future Arrivals, by Quarter



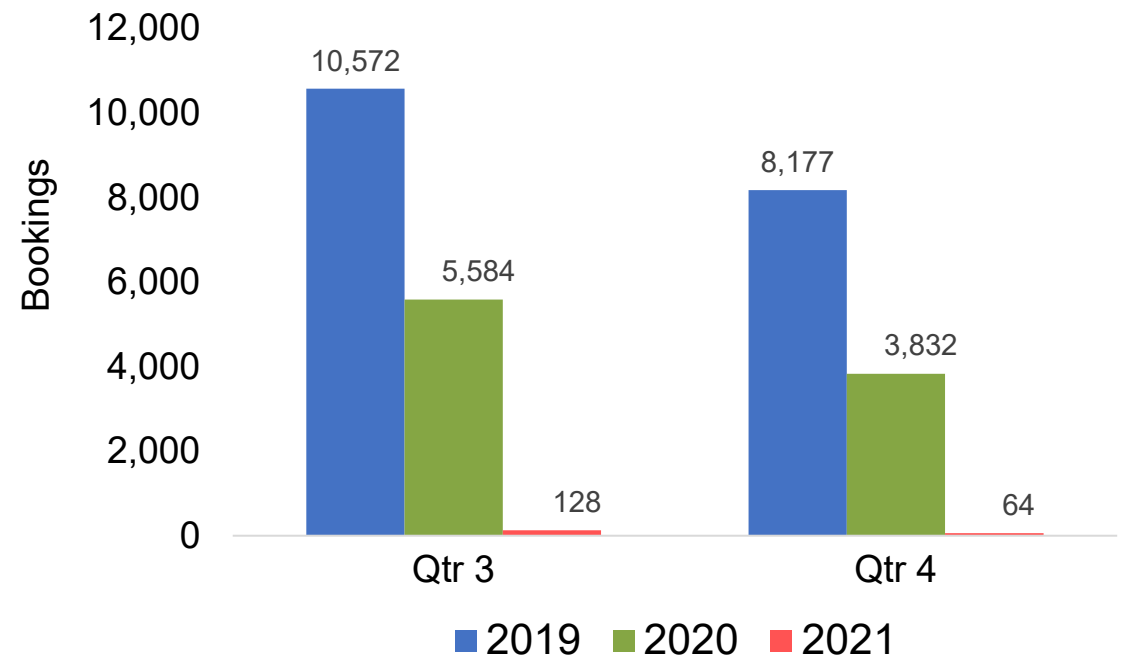
Source: Global Agency Pro as of 04/10/21

# KOREA

Travel Agency Booking Pace for Future Arrivals, by Month



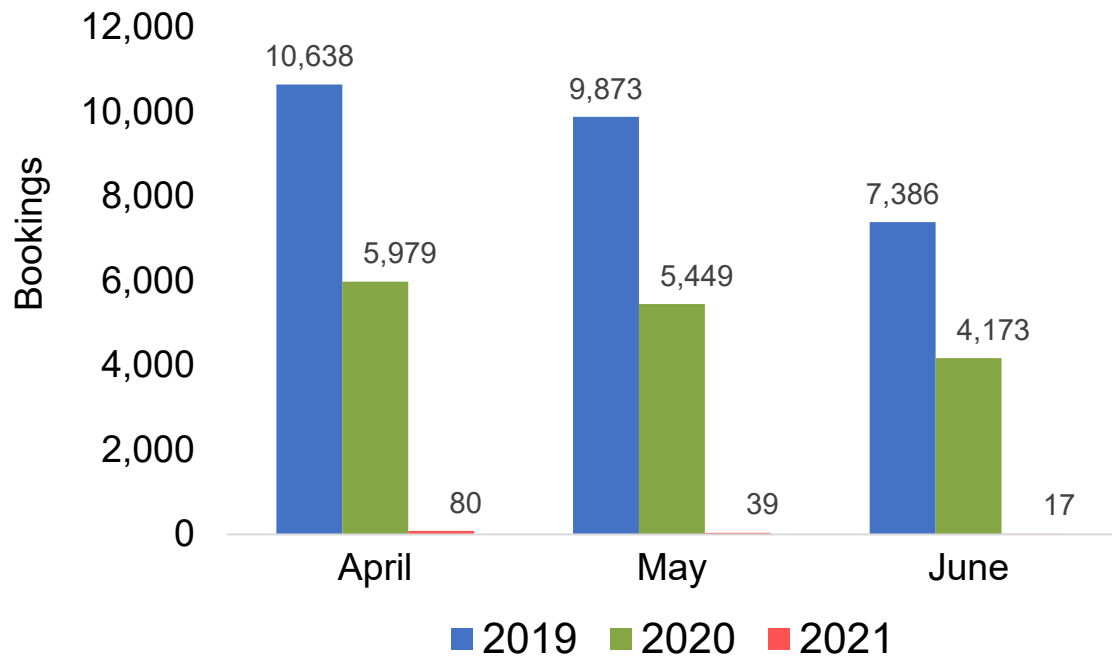
Travel Agency Booking Pace for Future Arrivals, by Quarter



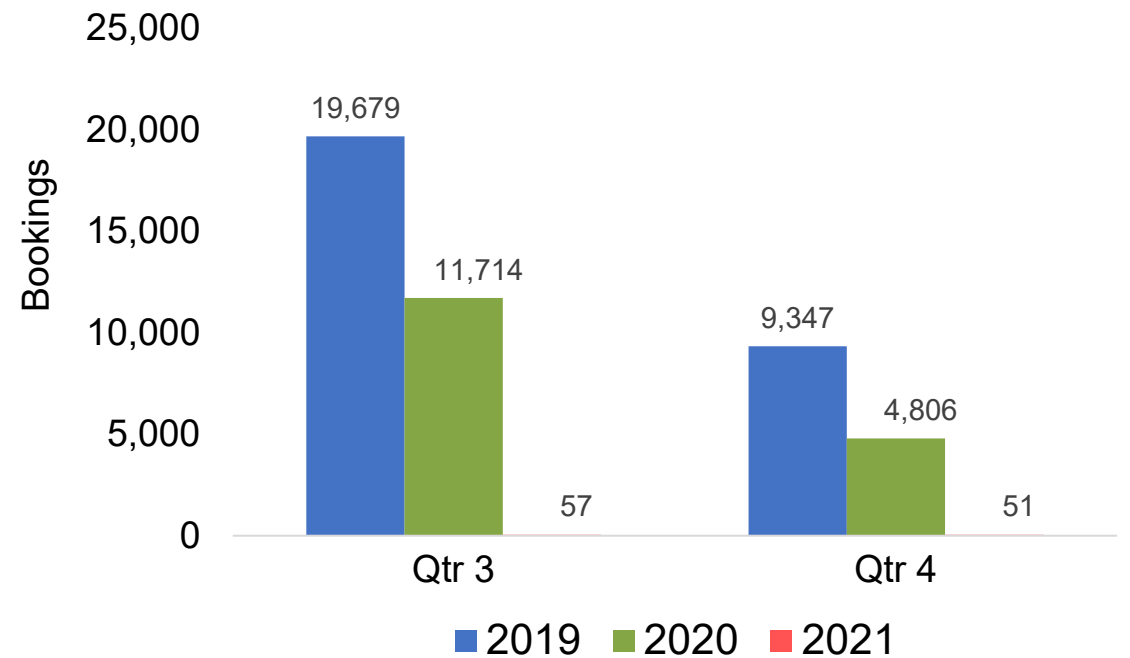
Source: Global Agency Pro as of 04/10/21

# AUSTRALIA

Travel Agency Booking Pace for Future Arrivals, by Month



Travel Agency Booking Pace for Future Arrivals, by Quarter

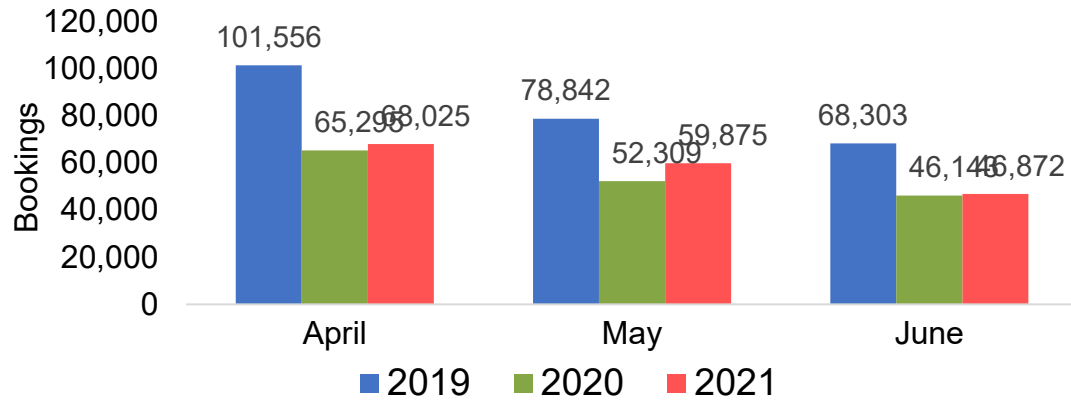


Source: Global Agency Pro as of 04/10/21

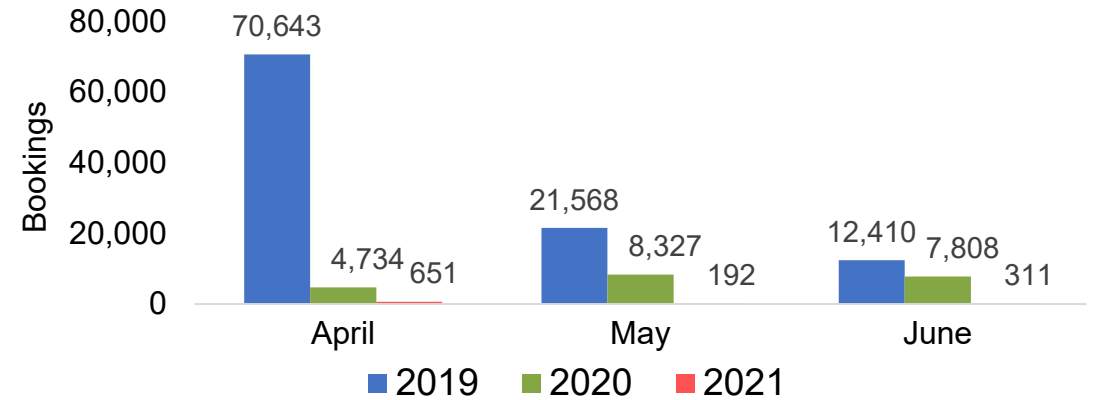


# O'ahu by Month 2021

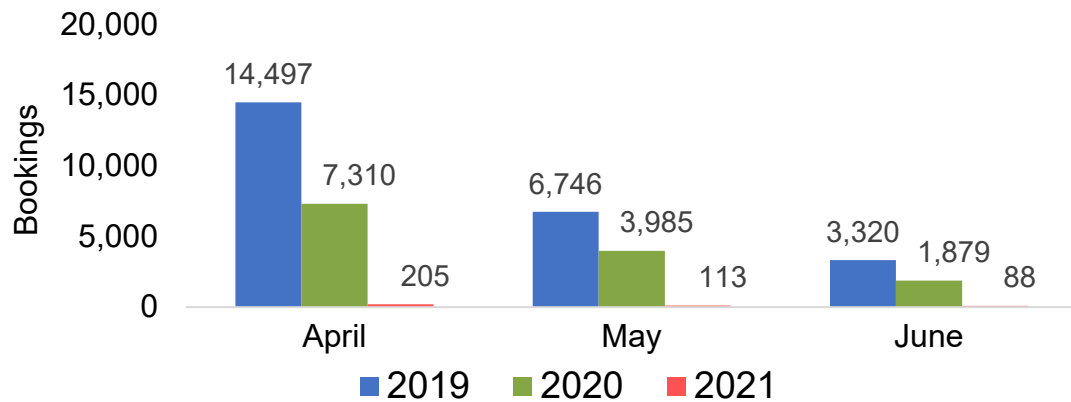
Travel Agency Booking Pace for Future Arrivals  
U.S.



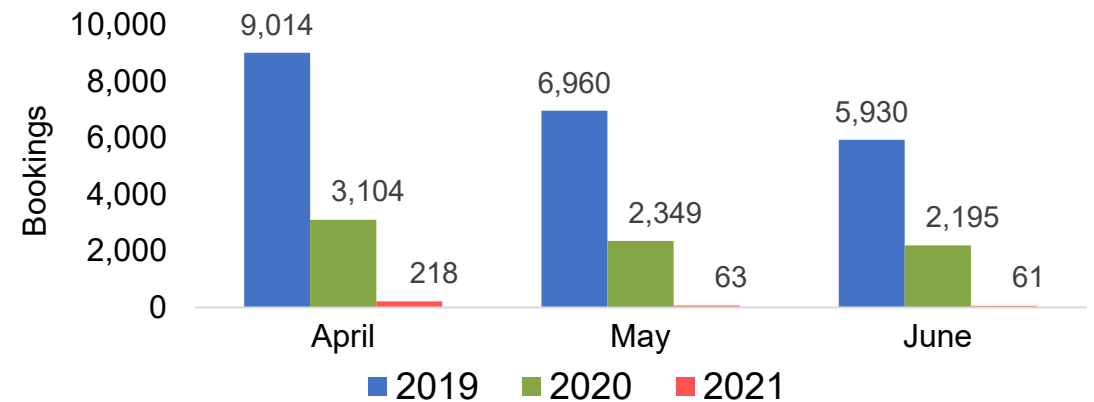
Travel Agency Booking Pace for Future Arrivals  
Japan



Travel Agency Booking Pace for Future Arrivals  
Canada

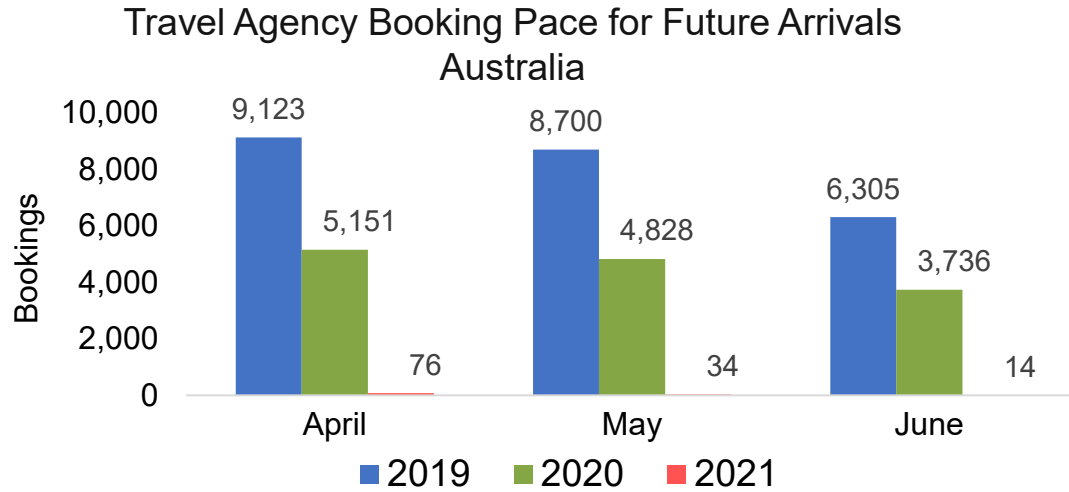


Travel Agency Booking Pace for Future Arrivals  
Korea



Source: Global Agency Pro as of 04/10/21

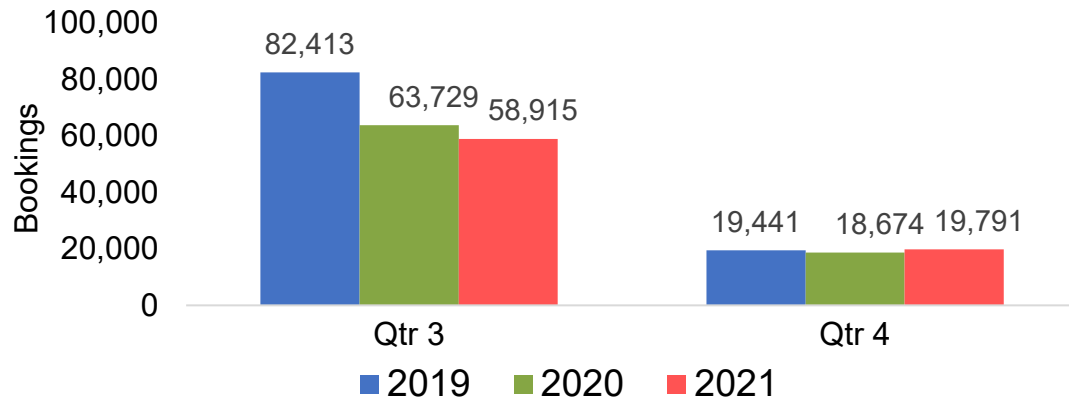
# O'ahu by Month 2021 (cont.)



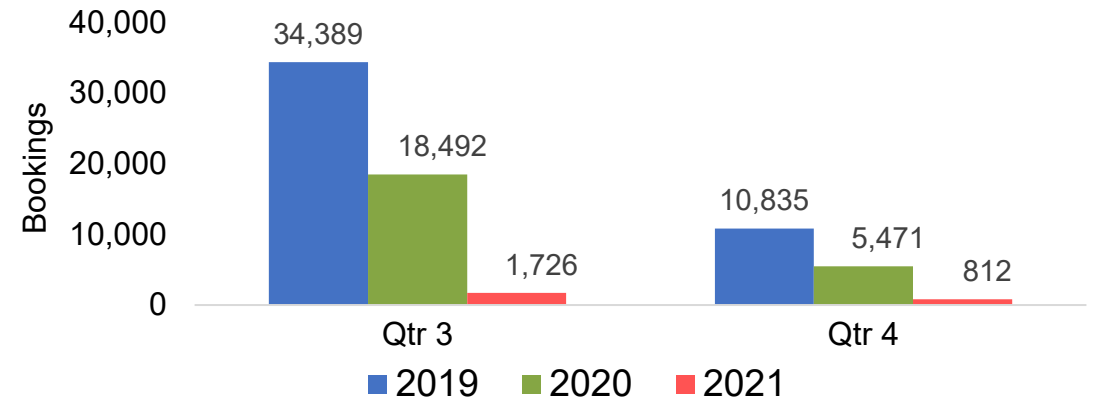
Source: Global Agency Pro as of 04/10/21

# O'ahu by Quarter 2021

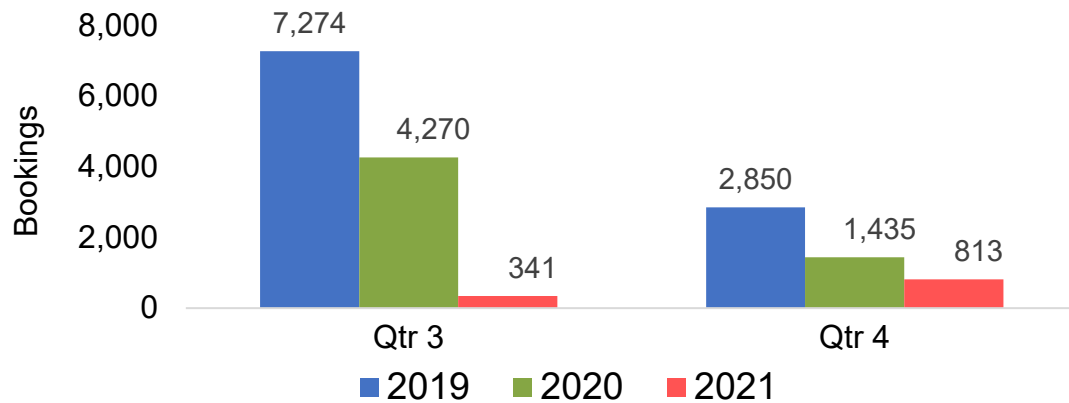
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U.S.



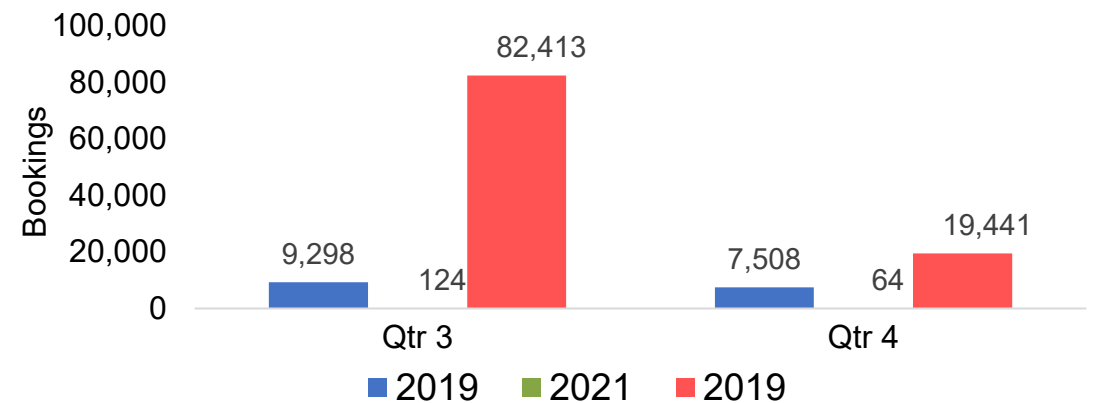
Travel Agency Booking Pace for Future Arrivals  
Japan



Travel Agency Booking Pace for Future Arrivals  
Canada

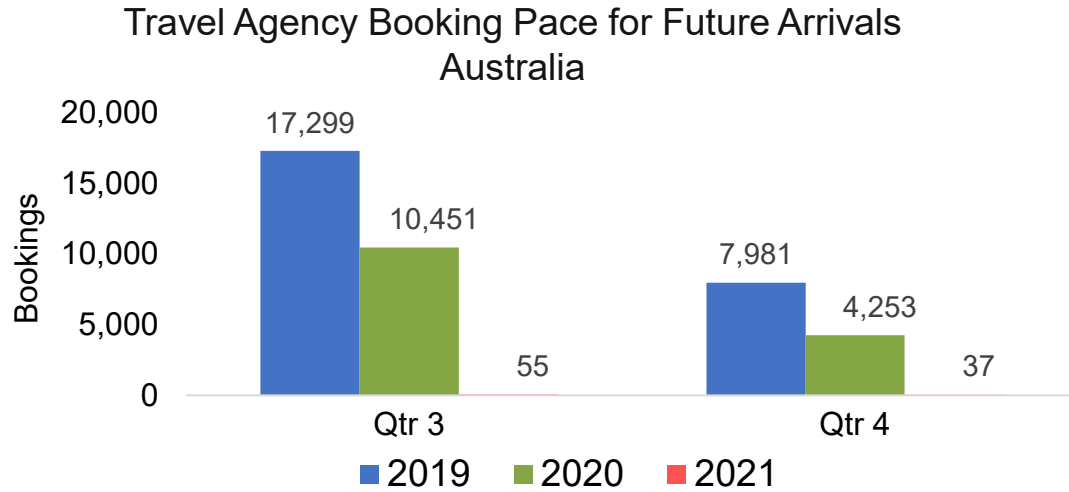


Travel Agency Booking Pace for Future Arrivals  
Korea



Source: Global Agency Pro as of 04/10/21

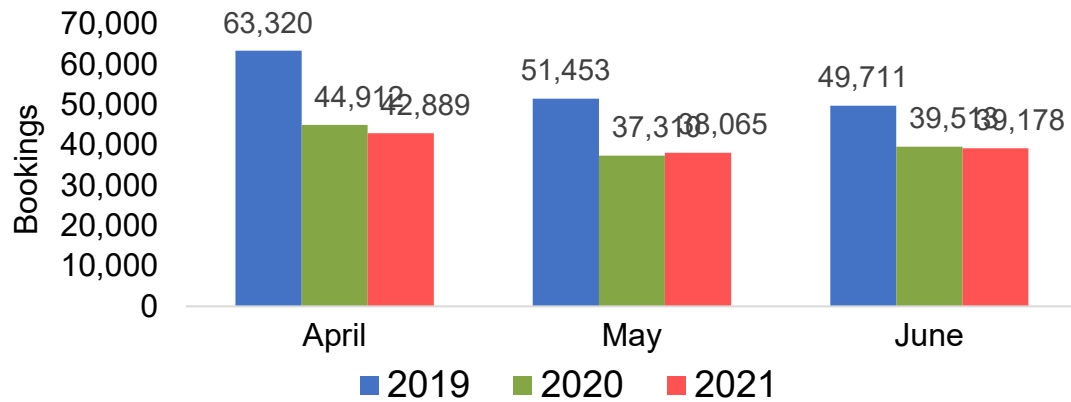
# O'ahu by Quarter 2021 (cont.)



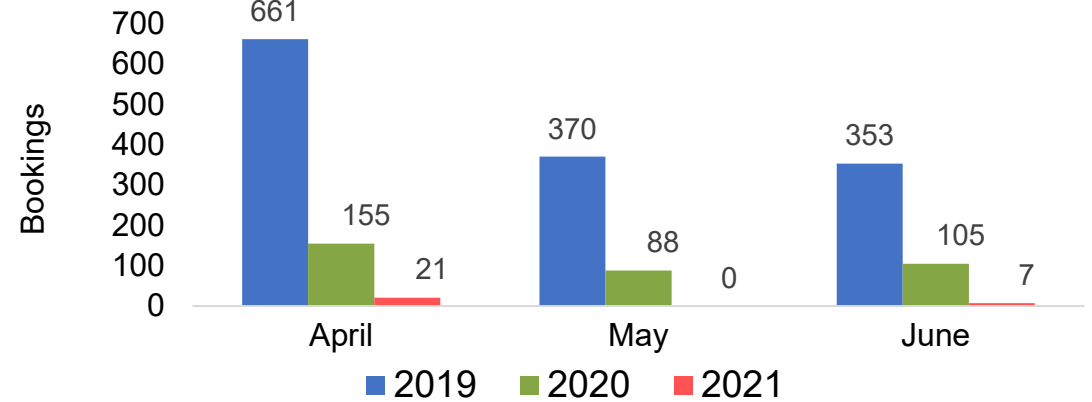
Source: Global Agency Pro as of 04/10/21

# Maui by Month 2021

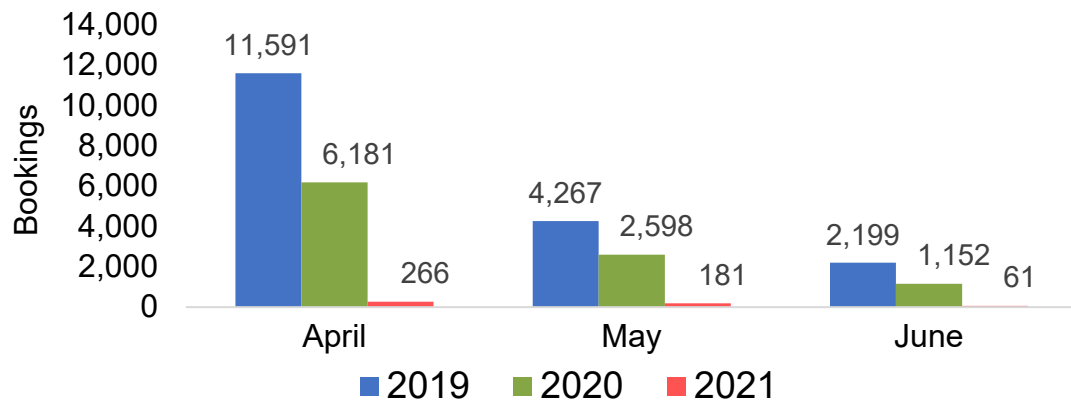
Travel Agency Booking Pace for Future Arrivals  
U.S.



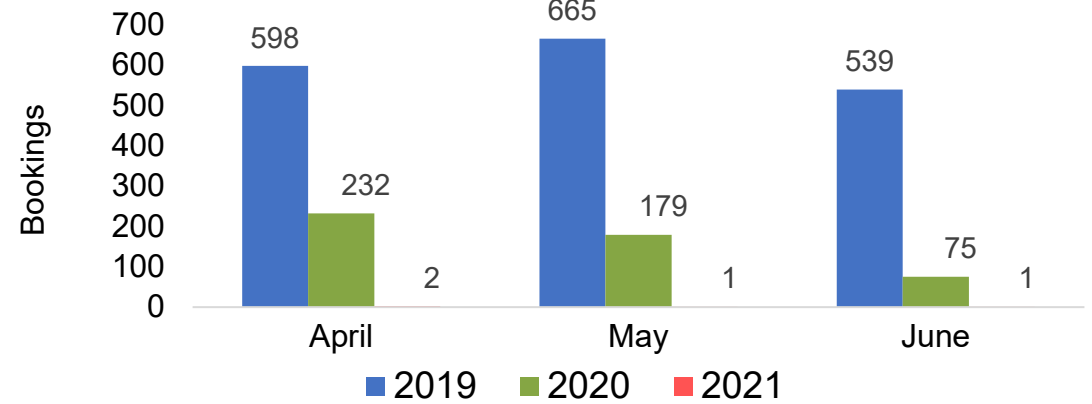
Travel Agency Booking Pace for Future Arrivals  
Japan



Travel Agency Booking Pace for Future Arrivals  
Canada



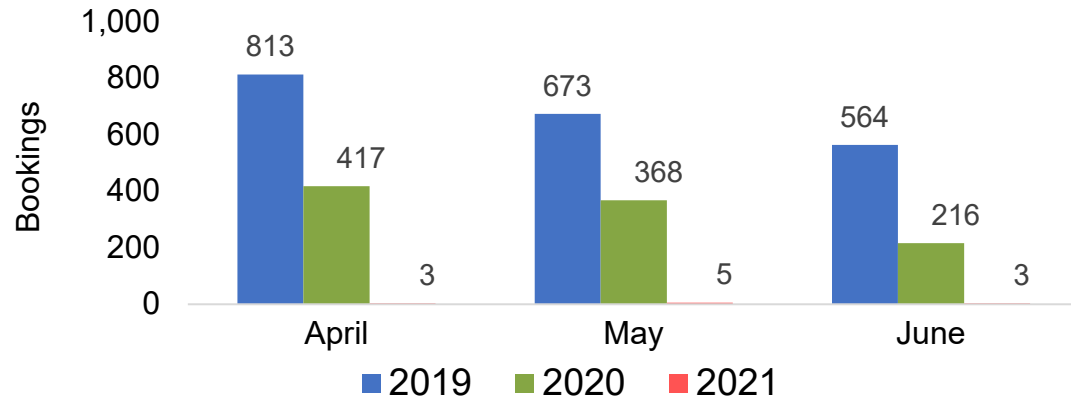
Travel Agency Booking Pace for Future Arrivals  
Korea



Source: Global Agency Pro as of 04/10/21

# Maui by Month 2021 (cont.)

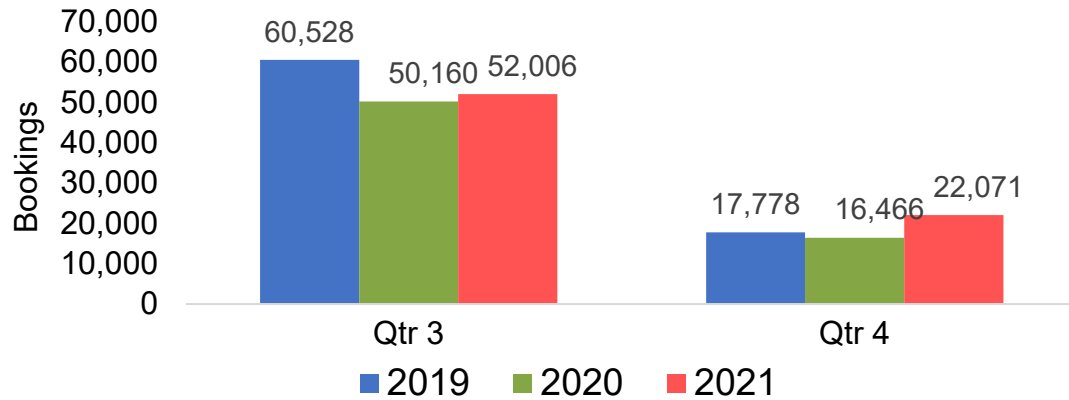
Travel Agency Booking Pace for Future Arrivals  
Australia



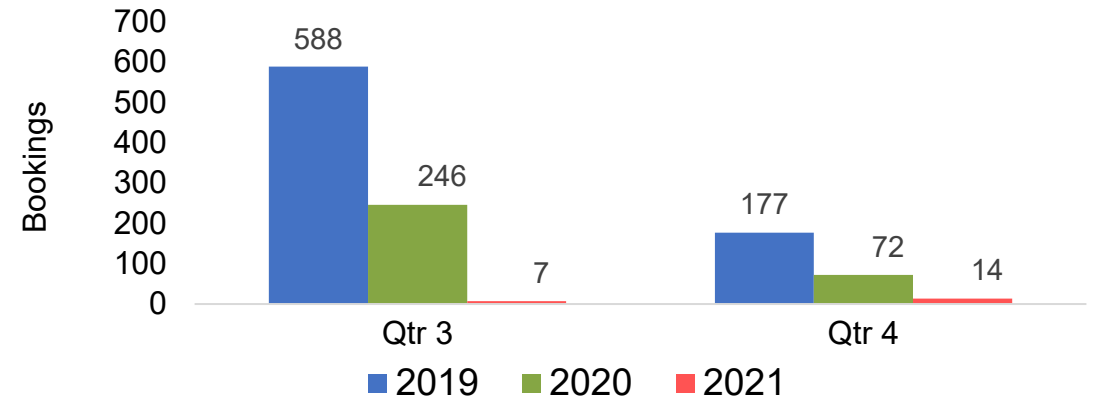
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# Maui by Quarter 2021

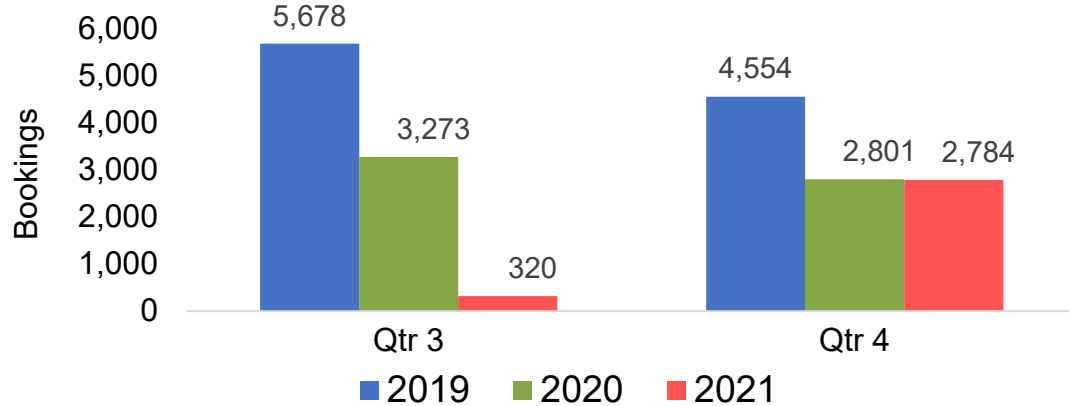
Travel Agency Booking Pace for Future Arrivals  
U.S.



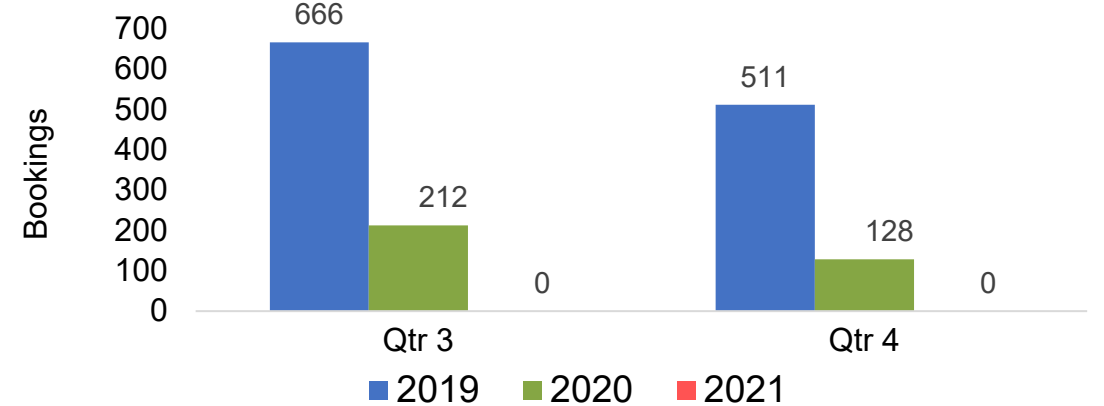
Travel Agency Booking Pace for Future Arrivals  
Japan



Travel Agency Booking Pace for Future Arrivals  
Canada

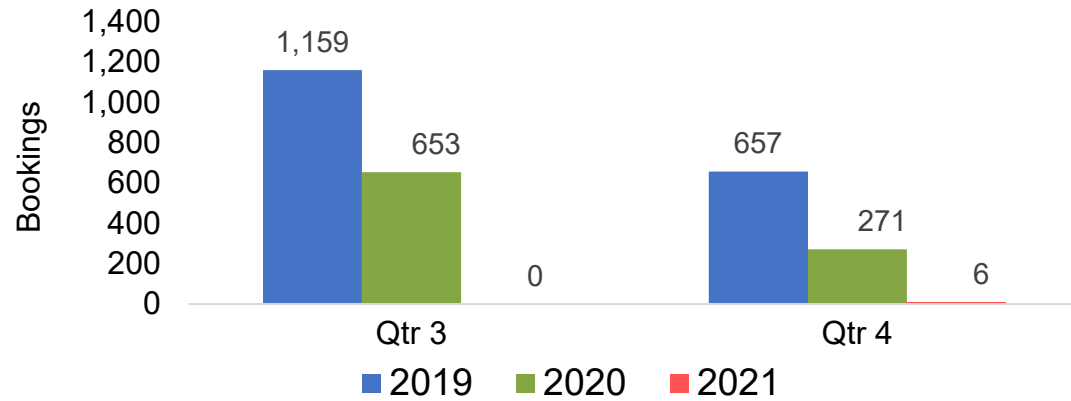


Travel Agency Booking Pace for Future Arrivals  
Korea



# Maui by Quarter 2021 (cont.)

Travel Agency Booking Pace for Future Arrivals  
Australia

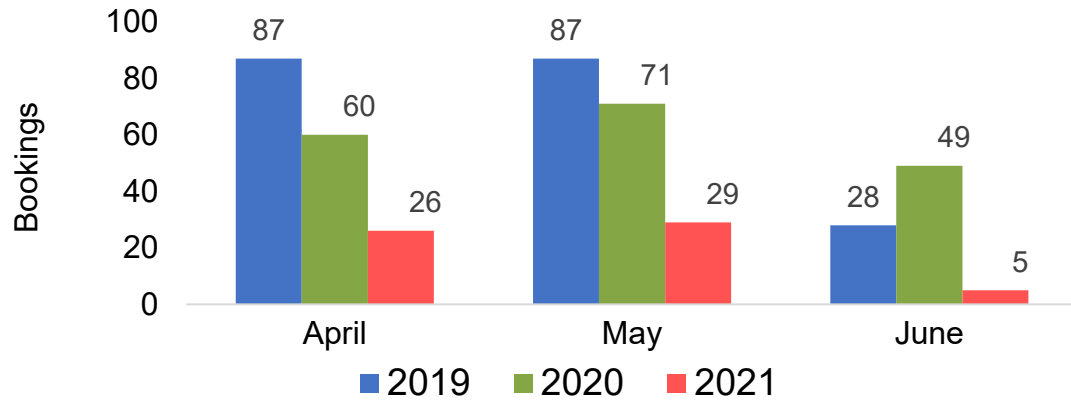


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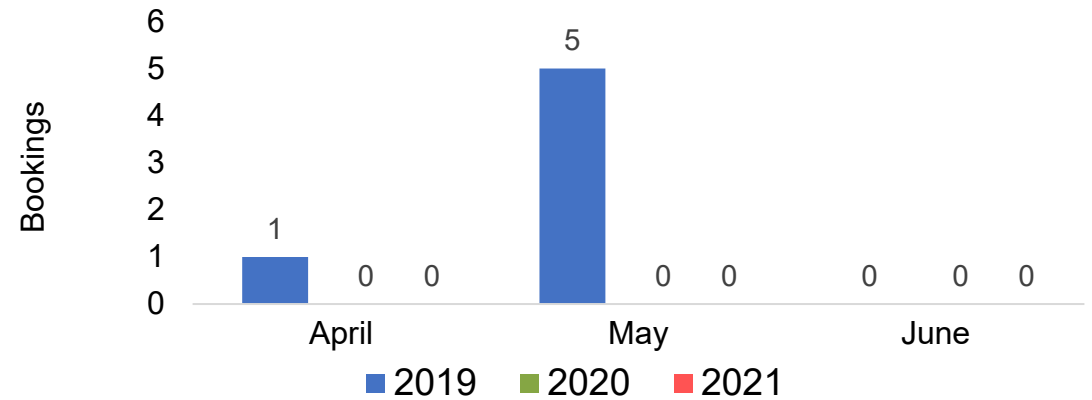


# Moloka'i by Month 2021

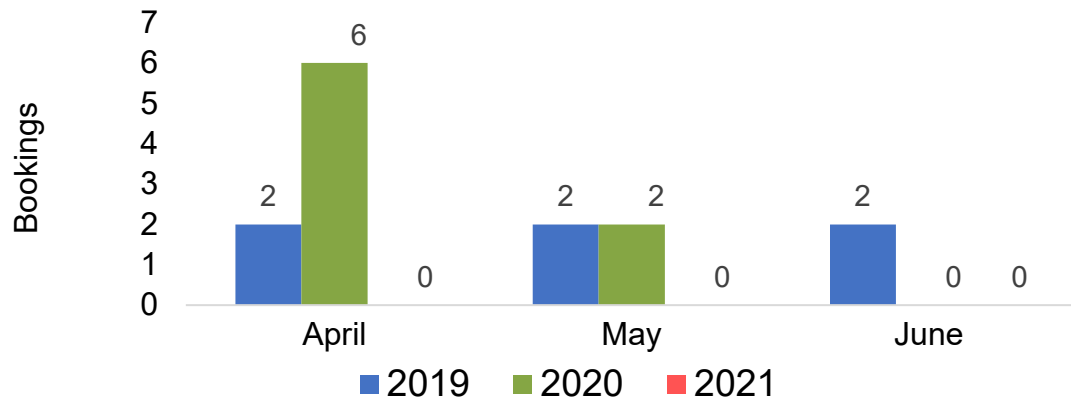
Travel Agency Booking Pace for Future Arrivals  
U.S.



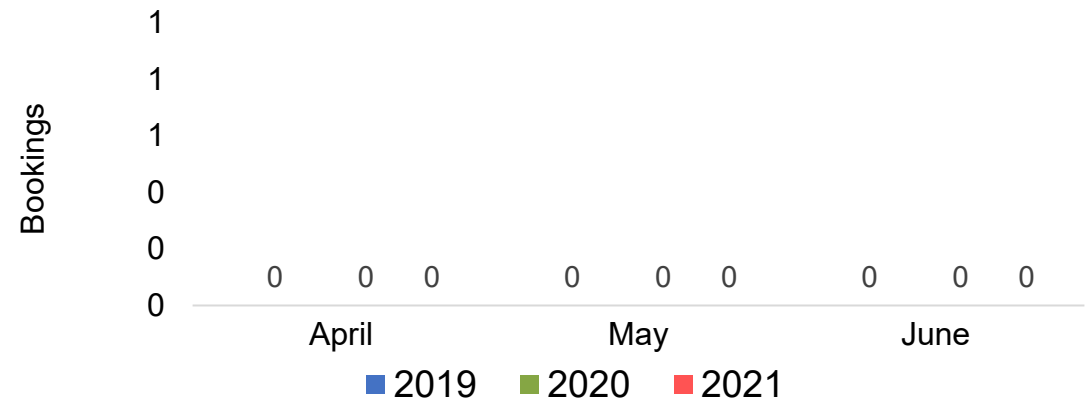
Travel Agency Booking Pace for Future Arrivals  
Japan



Travel Agency Booking Pace for Future Arrivals  
Canada



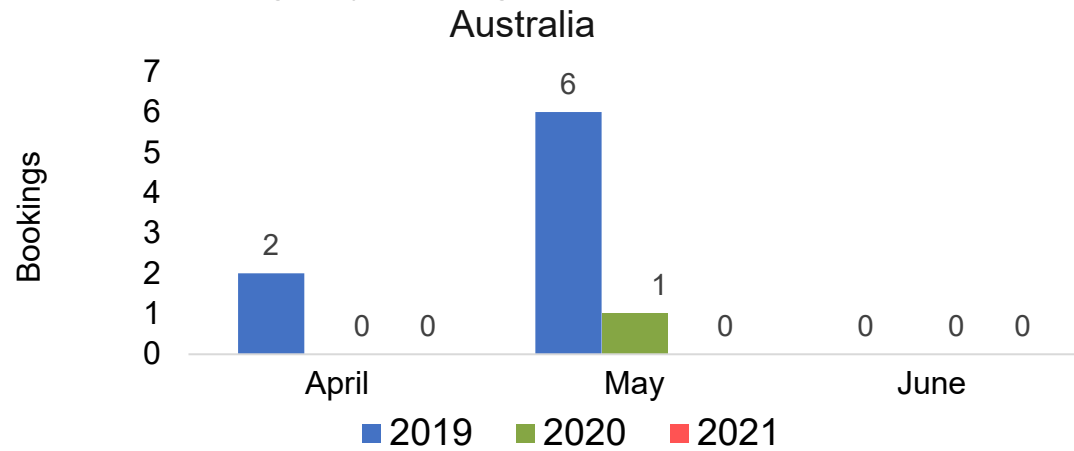
Travel Agency Booking Pace for Future Arrivals  
Korea



Source: Global Agency Pro as of 04/10/21

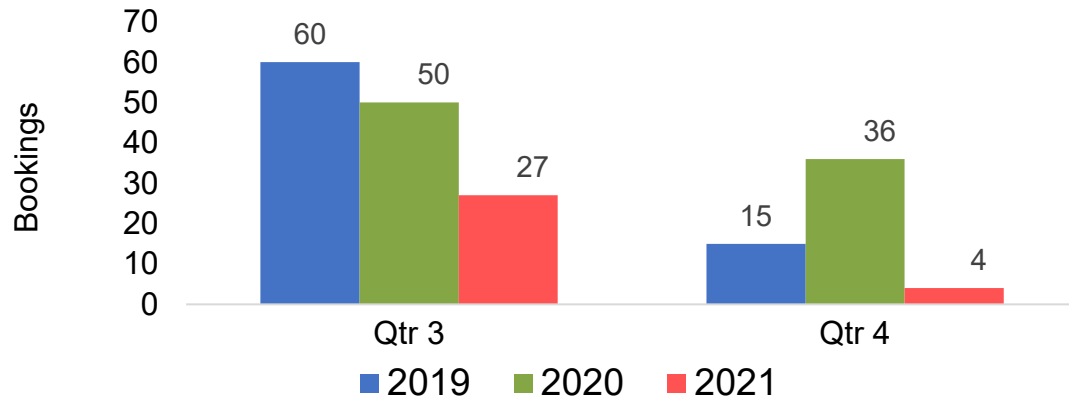
# Moloka'i by Month 2021 (cont.)

Travel Agency Booking Pace for Future Arrivals

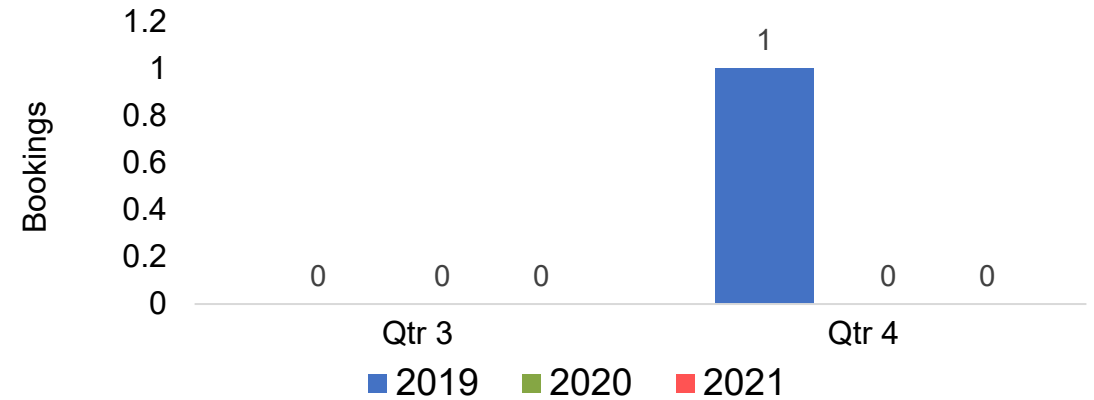


# Moloka'i by Quarter 2021

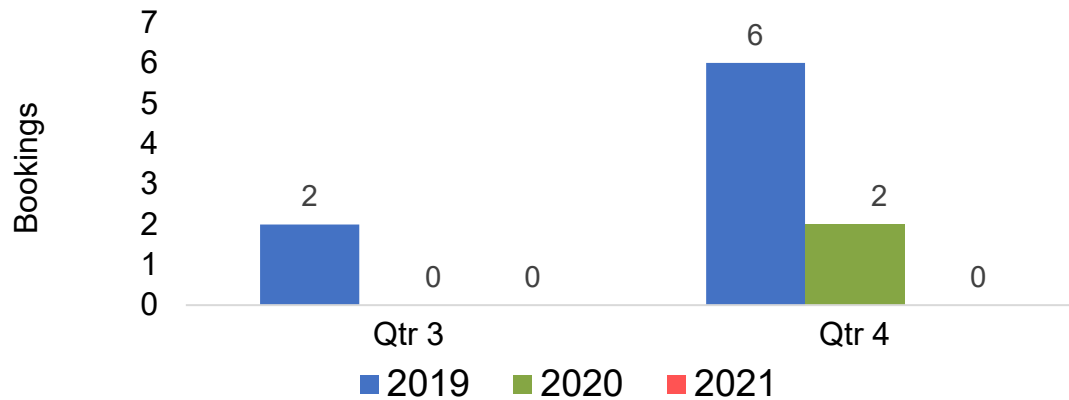
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U.S.



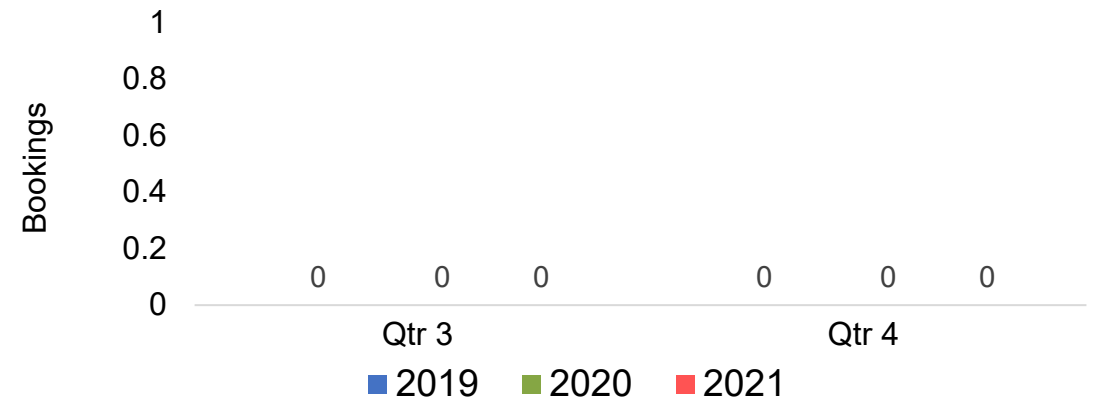
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Japan



Travel Agency Booking Pace for Future Arrivals  
Canada



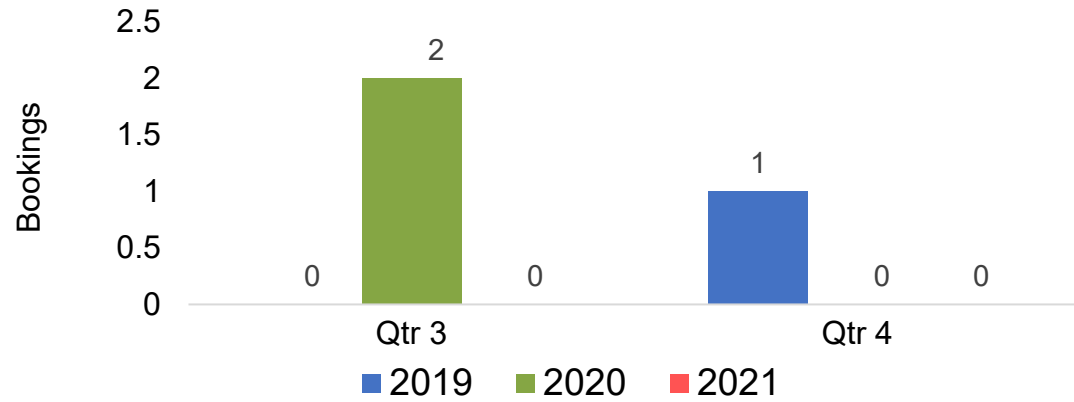
Travel Agency Booking Pace for Future Arrivals  
Korea



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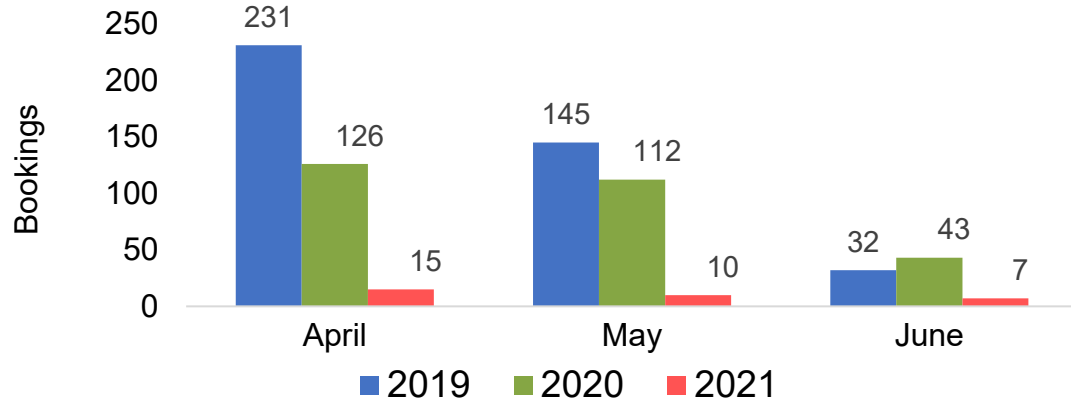
# Moloka'i by Quarter 2021 (cont.)

Travel Agency Booking Pace for Future Arrivals  
Australia

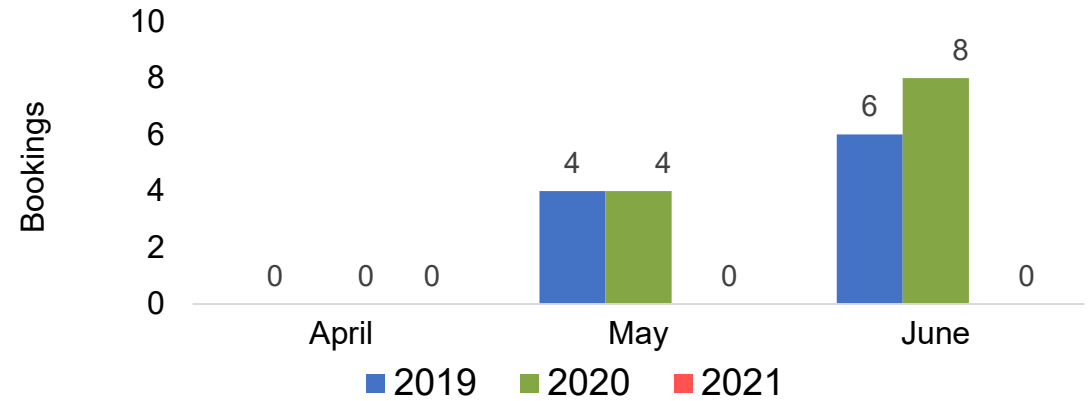


# Lānaʻi by Month 2021

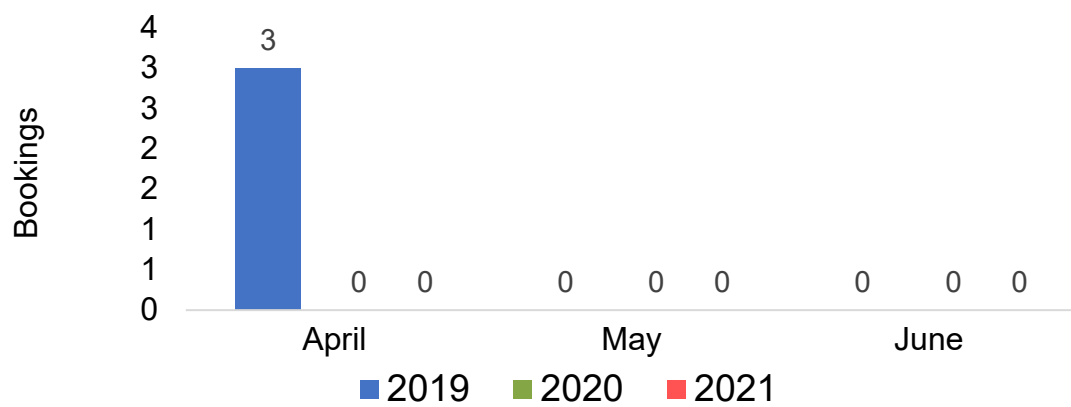
Travel Agency Booking Pace for Future Arrivals  
U.S.



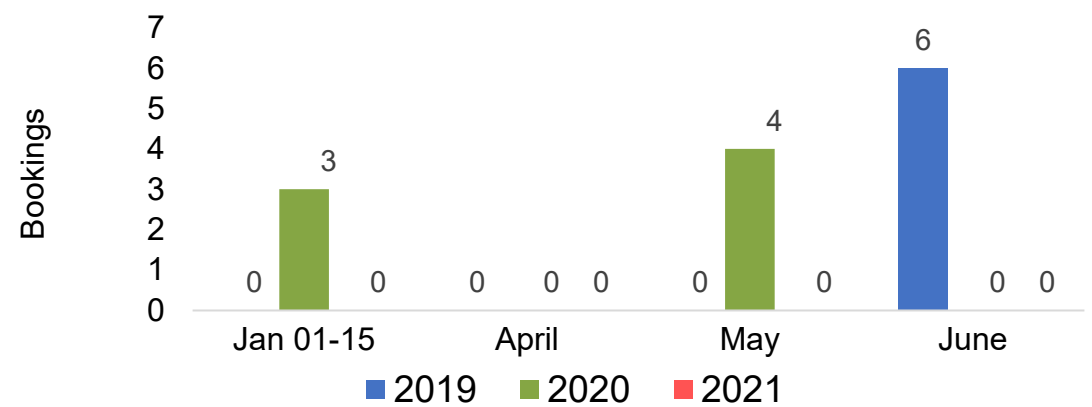
Travel Agency Booking Pace for Future Arrivals  
Japan



Travel Agency Booking Pace for Future Arrivals  
Canada



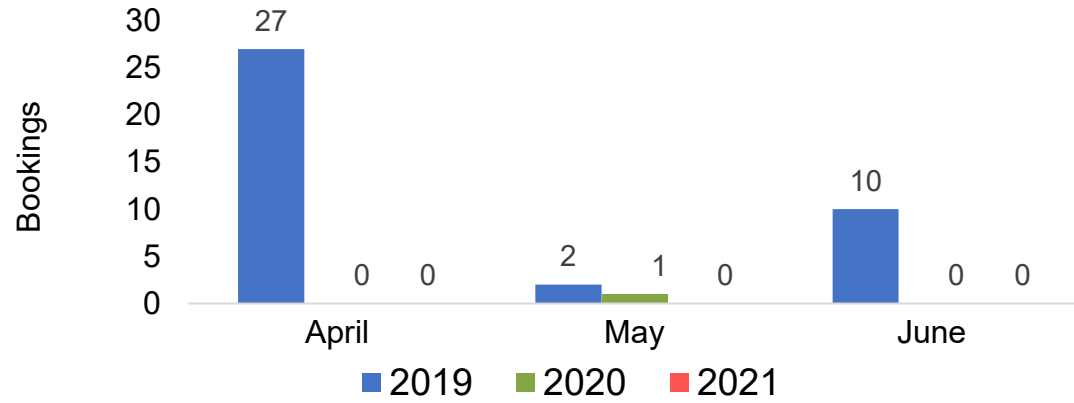
Travel Agency Booking Pace for Future Arrivals  
Korea



Source: Global Agency Pro as of 04/10/21

# Lānaʻi by Month 2021 (cont.)

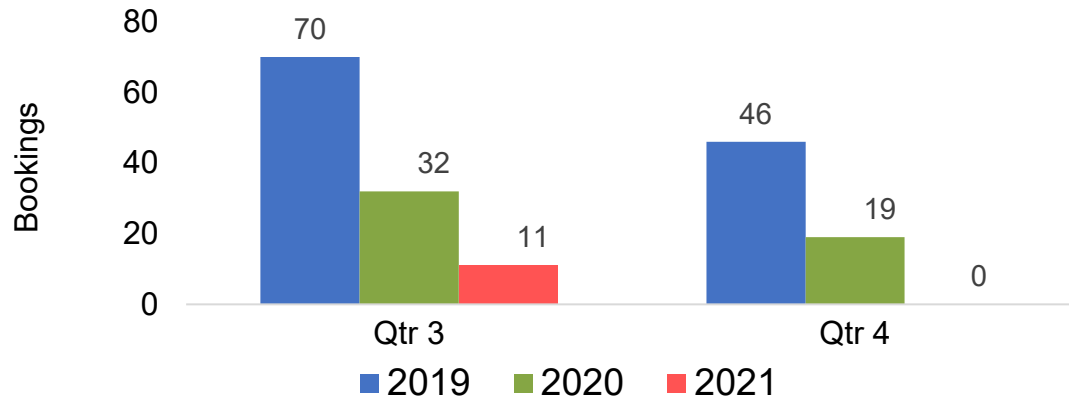
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Australia



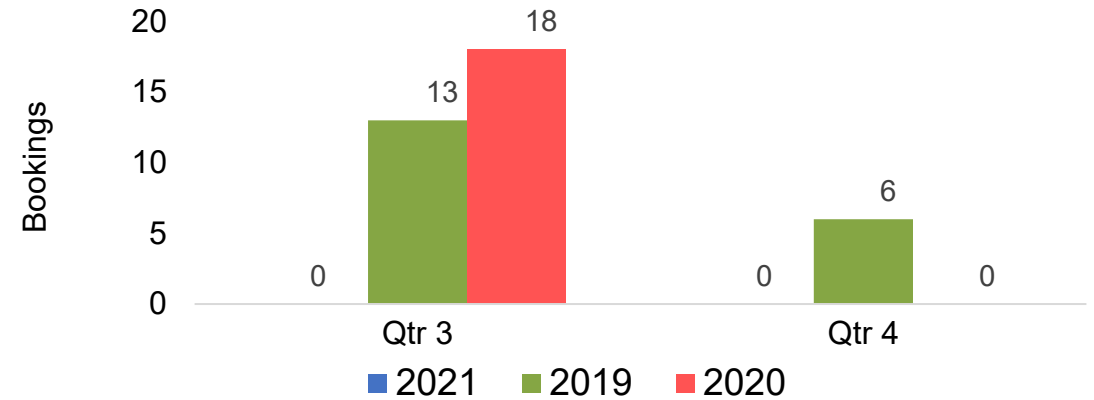
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# Lānaʻi by Quarter 2021

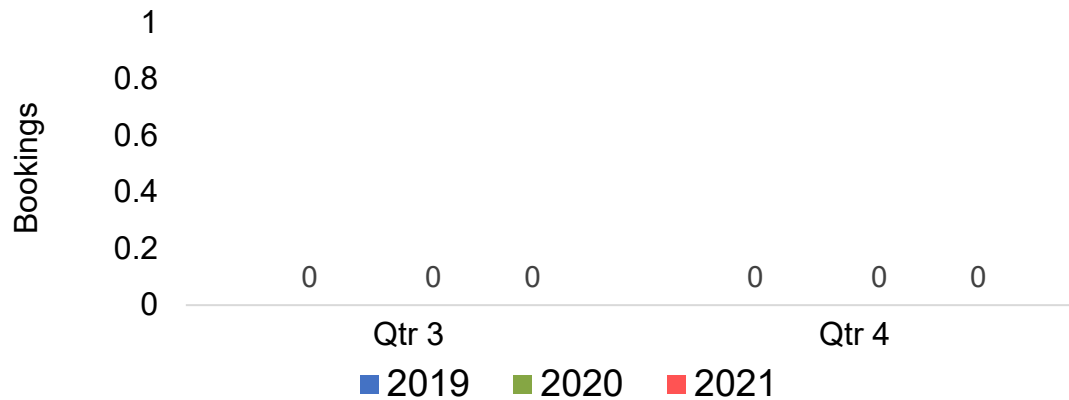
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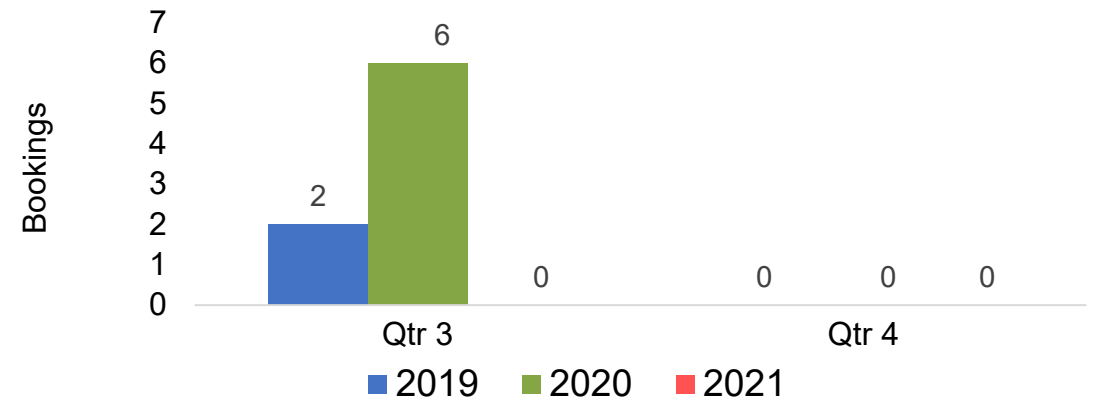
Travel Agency Booking Pace for Future Arrivals  
Japan



Travel Agency Booking Pace for Future Arrivals  
Canada



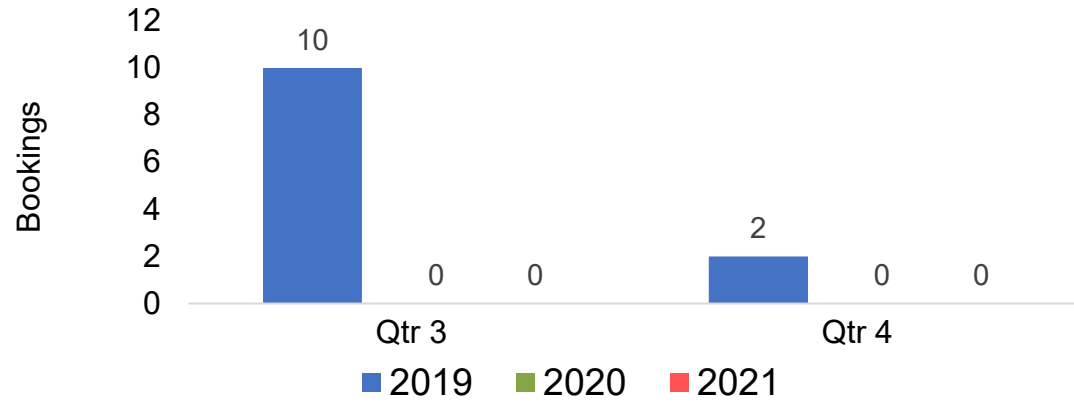
Travel Agency Booking Pace for Future Arrivals  
Korea



Source: Global Agency Pro as of 04/10/21

# Lānaʻi by Quarter 2021 (cont.)

Travel Agency Booking Pace for Future Arrivals  
Australia

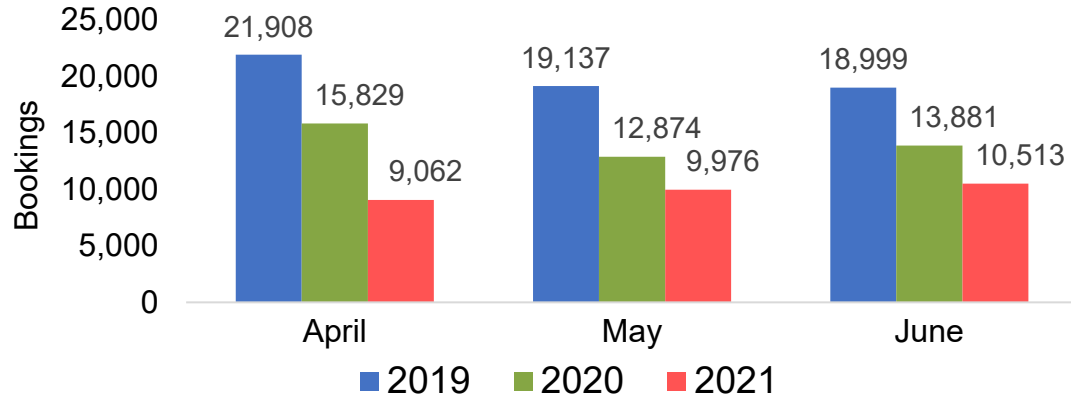


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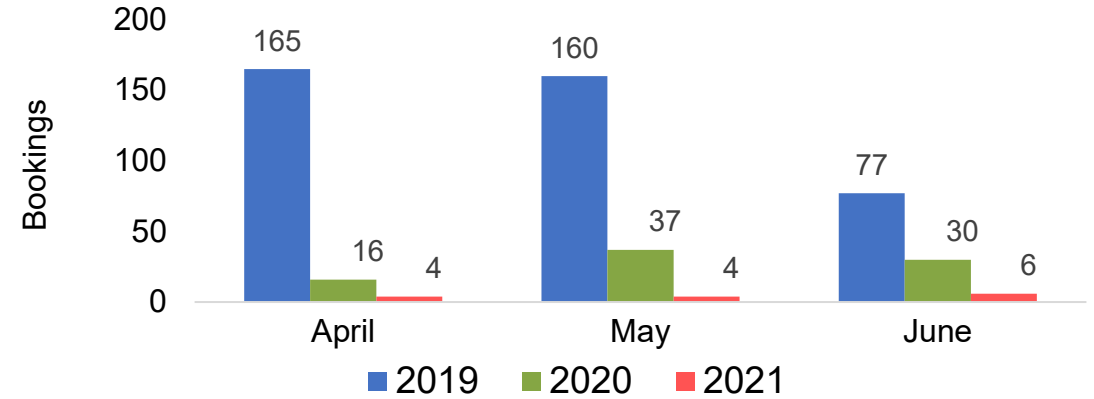


# Kaua'i by Month 2021

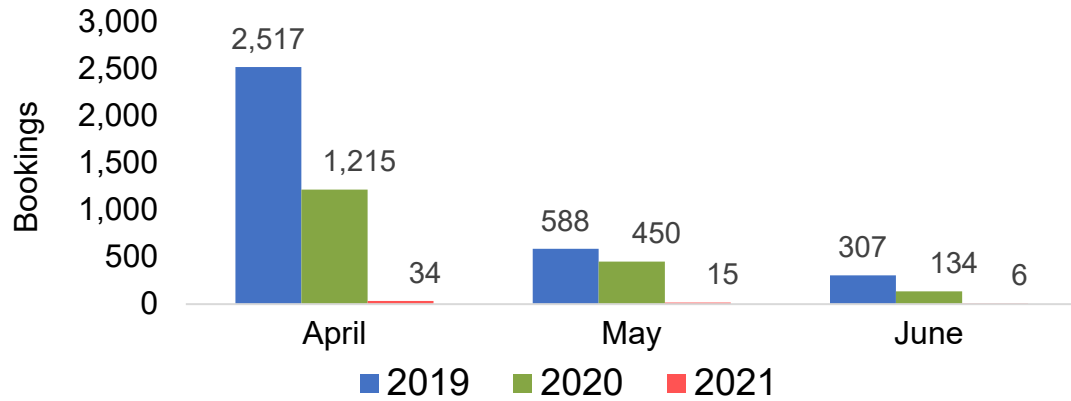
Travel Agency Booking Pace for Future Arrivals  
U.S.



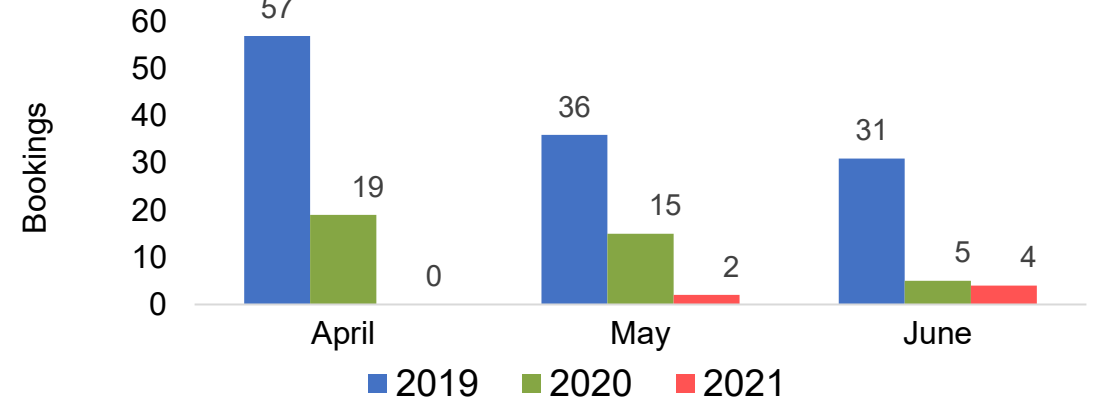
Travel Agency Booking Pace for Future Arrivals  
Japan



Travel Agency Booking Pace for Future Arrivals  
Canada



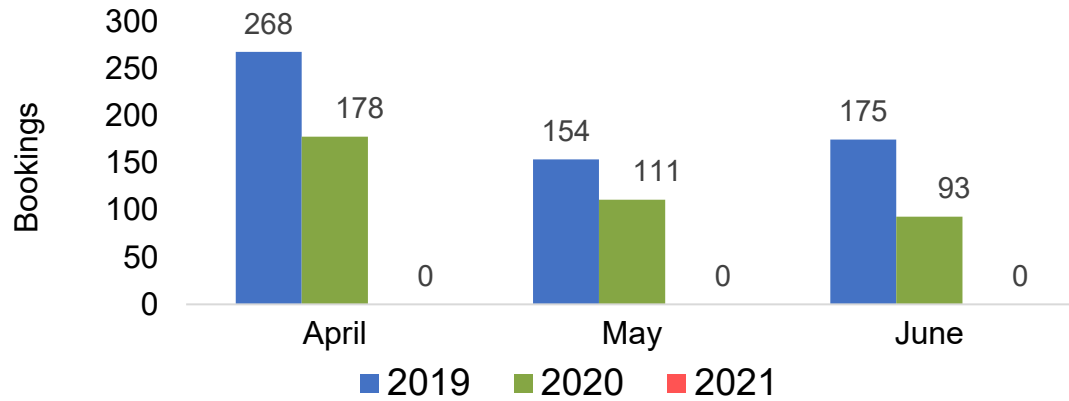
Travel Agency Booking Pace for Future Arrivals  
Korea



Source: Global Agency Pro as of 04/10/21

# Kaua'i by Month 2021 (cont.)

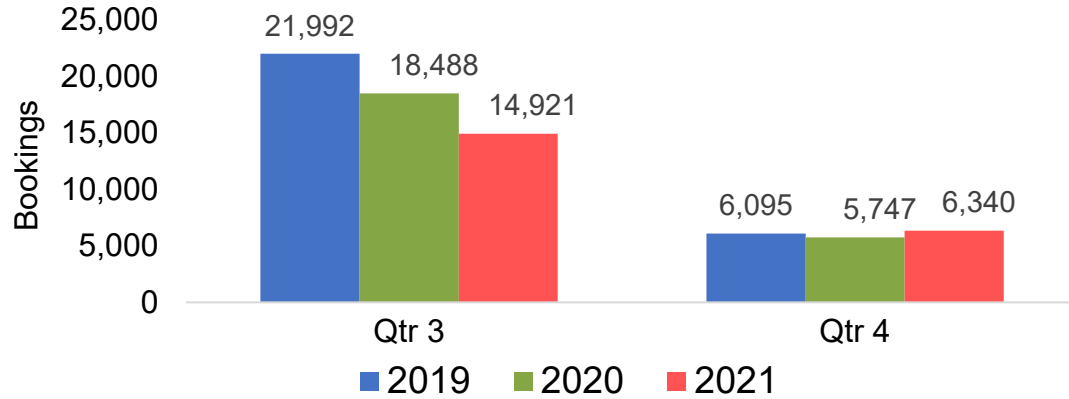
Travel Agency Booking Pace for Future Arrivals  
Australia



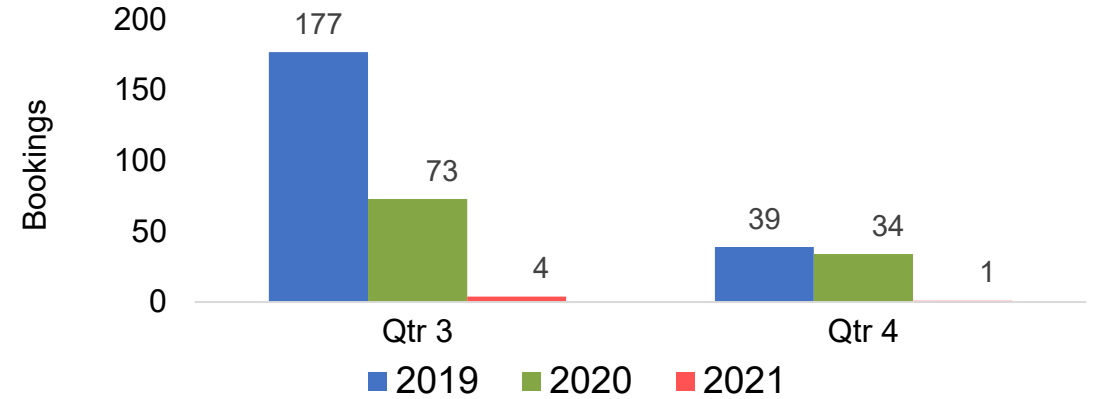
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# Kaua'i by Quarter 2021

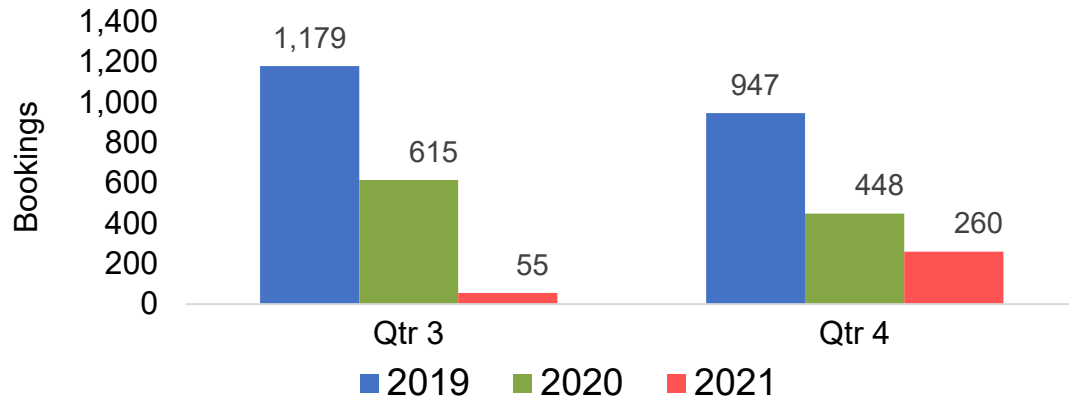
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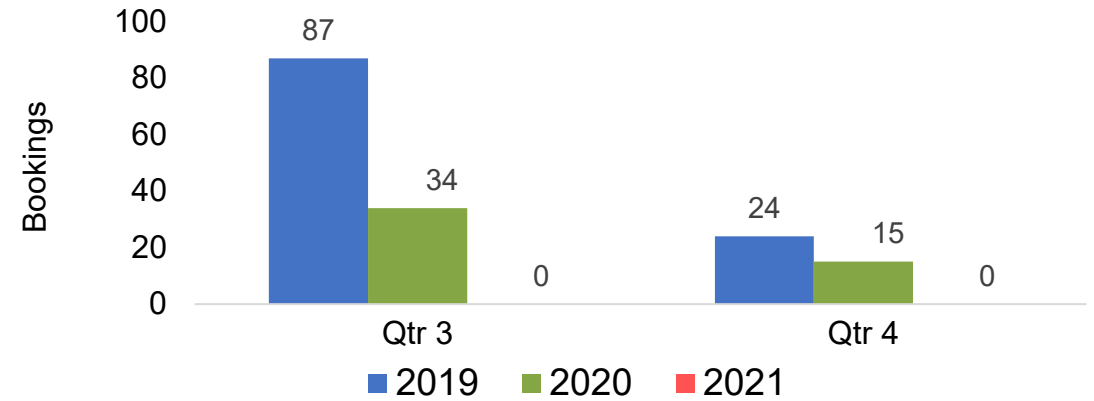
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Japan



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Canada

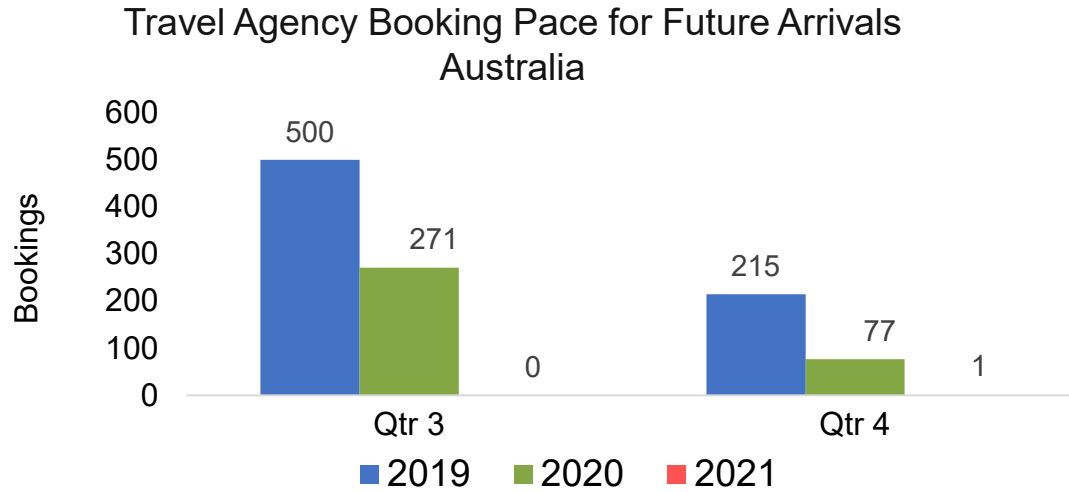


Travel Agency Booking Pace for Future Arrivals  
Korea



Source: Global Agency Pro as of 04/10/21

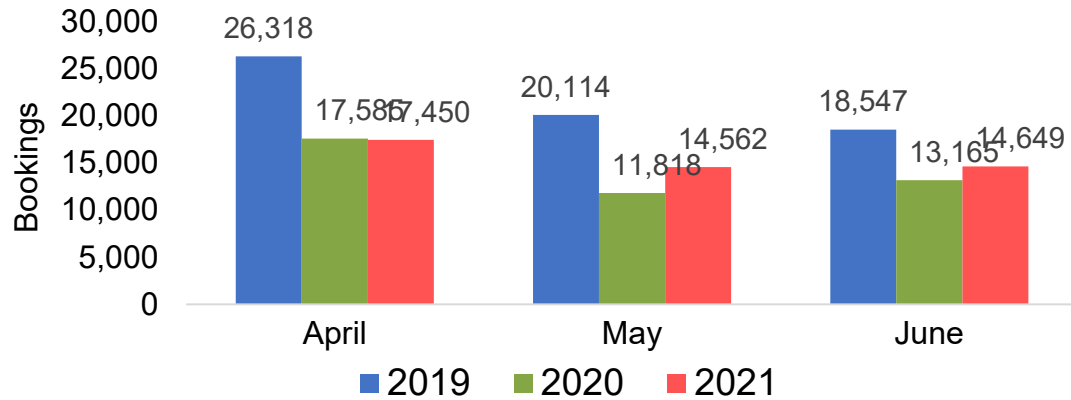
# Kaua'i by Quarter 2021 (cont.)



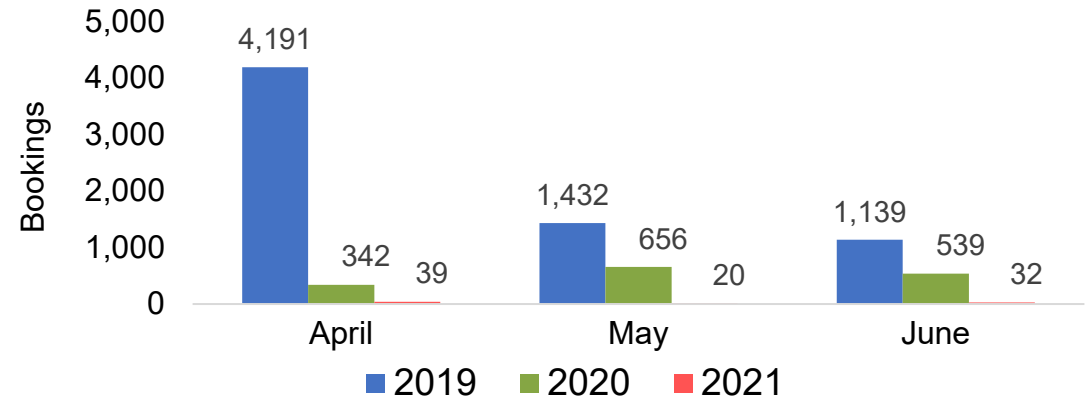
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# Hawai'i Island by Month 2021

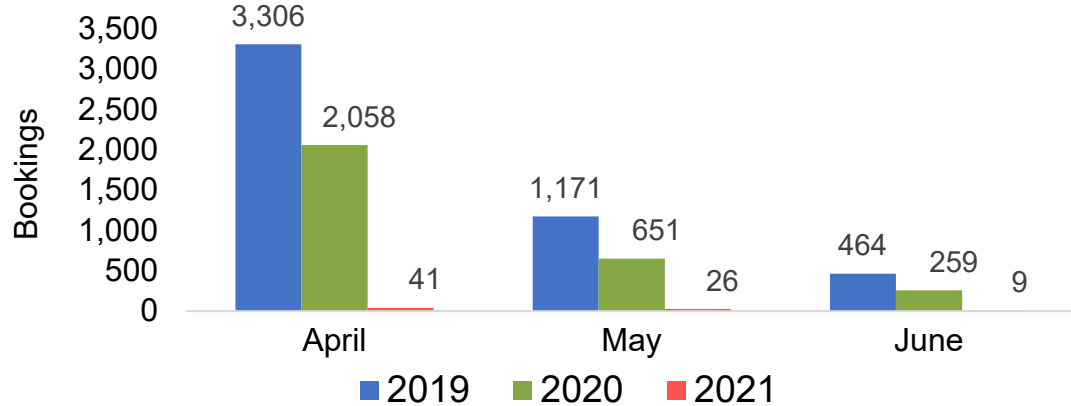
Travel Agency Booking Pace for Future Arrivals  
U.S.



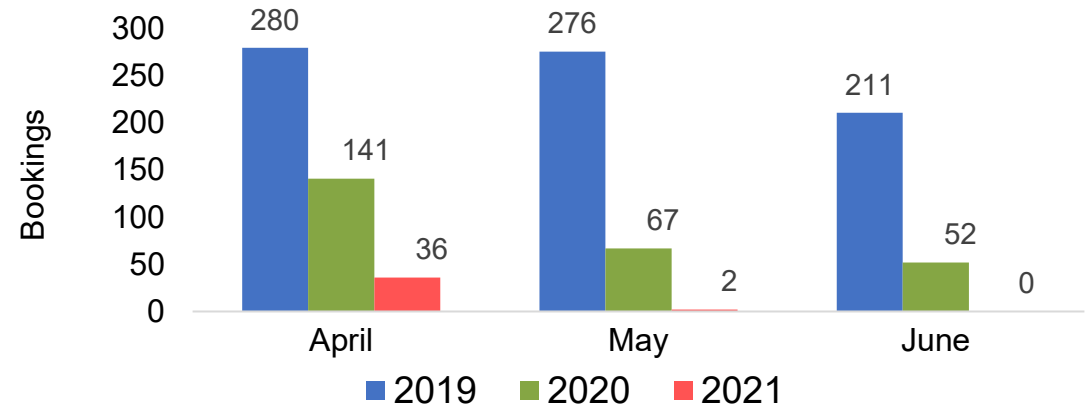
Travel Agency Booking Pace for Future Arrivals  
Japan



Travel Agency Booking Pace for Future Arrivals  
Canada



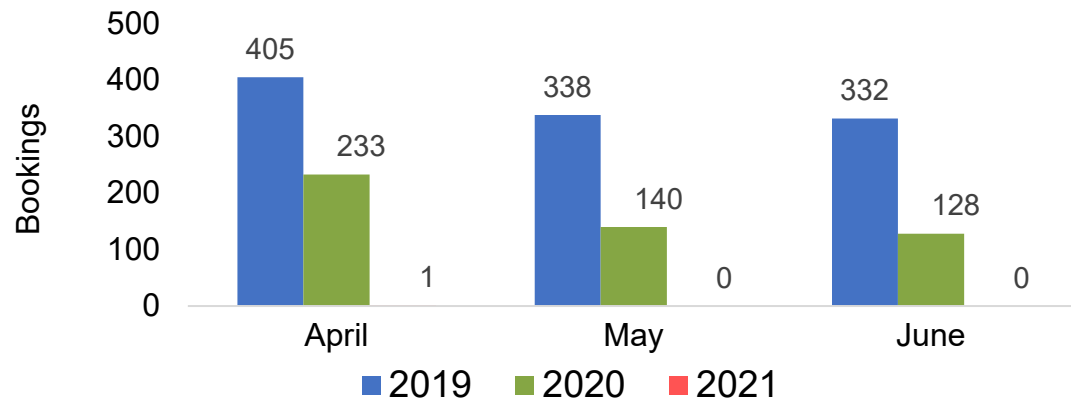
Travel Agency Booking Pace for Future Arrivals  
Korea



Source: Global Agency Pro as of 04/10/21

# Hawai'i Island by Month 2021 (cont.)

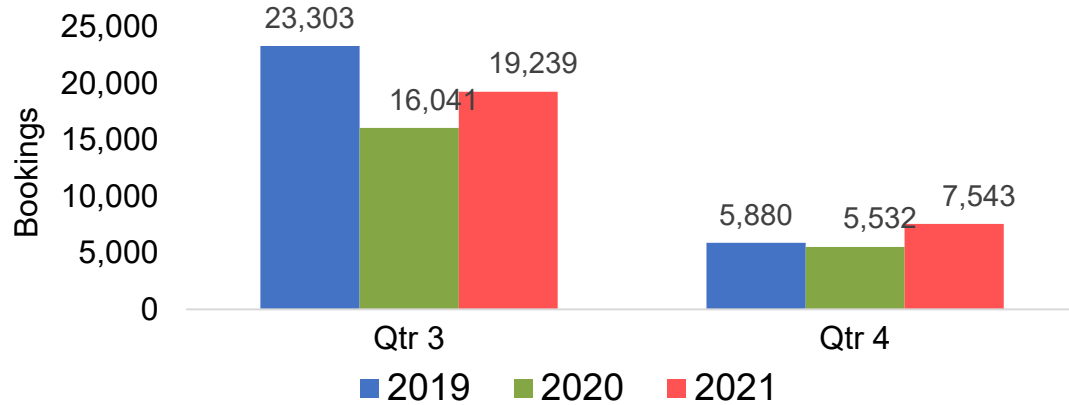
Travel Agency Booking Pace for Future Arrivals  
Australia



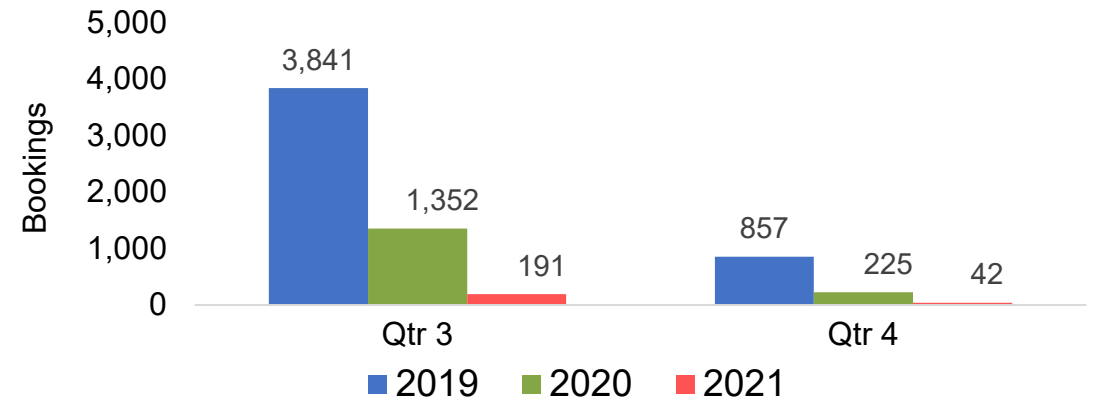
Source: Global Agency Pro as of 04/10/21

# Hawai'i Island by Quarter 2021

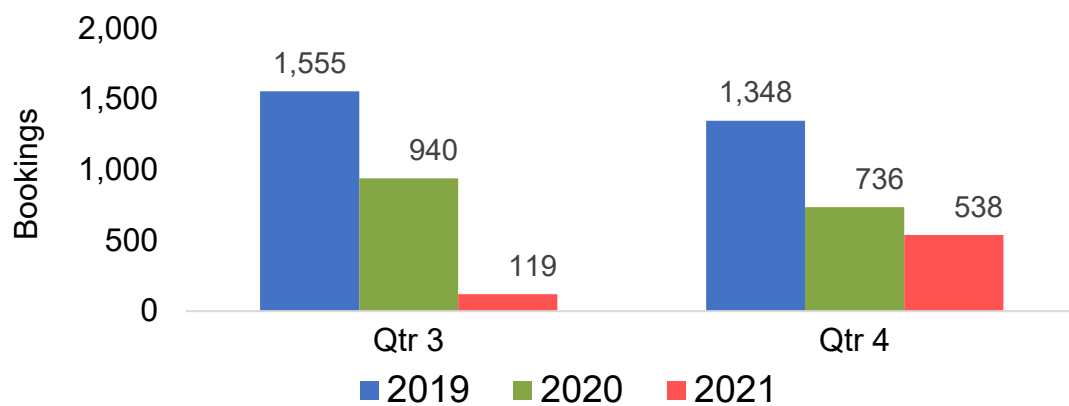
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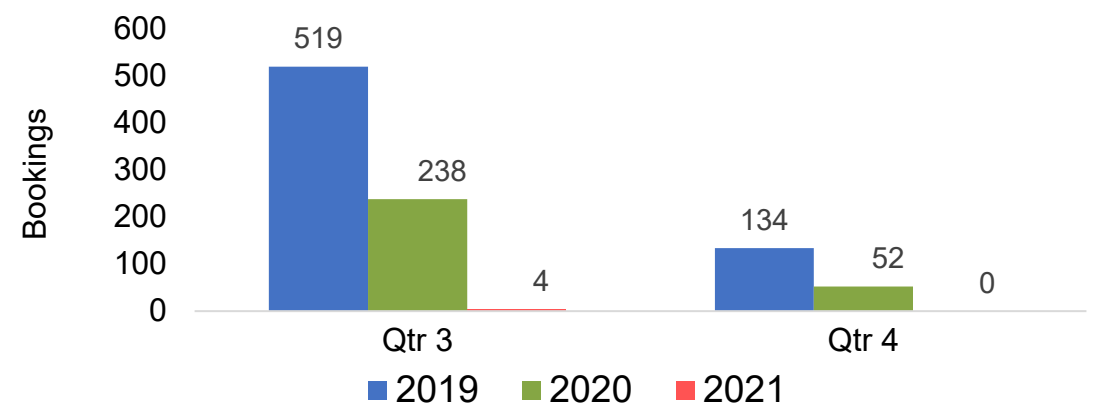
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Japan



Travel Agency Booking Pace for Future Arrivals  
Canada

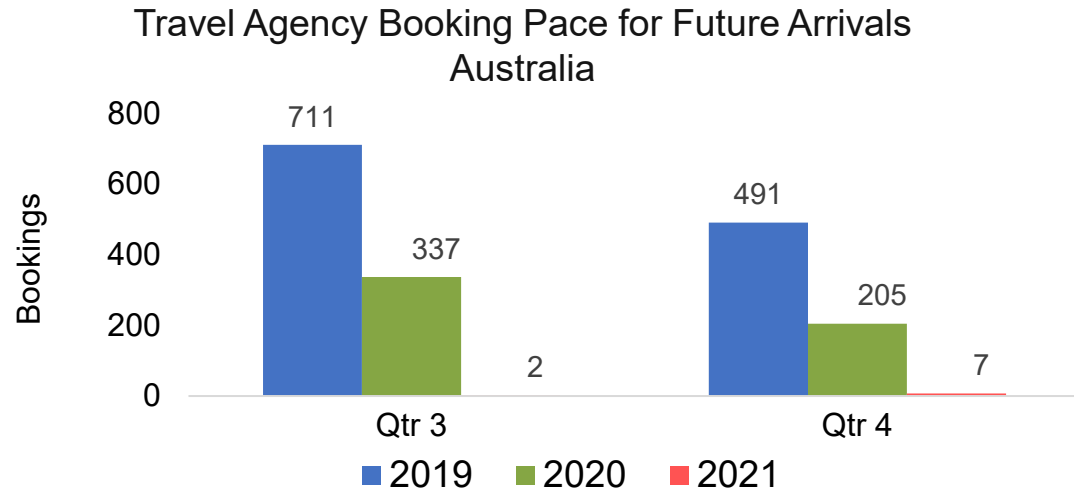


Travel Agency Booking Pace for Future Arrivals  
Korea



Source: Global Agency Pro as of 04/10/21

# Hawai'i Island by Quarter 2021 (cont.)



Source: Global Agency Pro as of 04/10/21