



HA Distribution Modernization

November 1st, 2021



What's Changing?

Effective April 1, 2022 Hawaiian Airlines will implement two significant modifications for those Travel Agents who choose to continue using legacy technology in the US point of sale only.

Fares for travel wholly within the Hawaiian Islands ("Neighbor Island" fares) will **no longer be available** in Legacy Channels.

Hawaiian will recover its costs from Travel Agencies choosing to use Legacy Channels via a Distribution Cost Recovery Surcharge.

All of HA's fares will continue to be available without a surcharge through HA Channel+

Introducing HA Channel+



A content program between HA and qualifying Travel Agencies



Includes all HA published fares, including Neighbor Island Fares













Includes all air ancillaries and personalized, dynamic content



Available via 1) HA Connect, 2) the Hawaiian Airlines Partner Portal or 3) HA Connect Approved Partners

Benefits of HA Channel+

FEATURES	Other Indirect Channels	HA Channel+
Neighbor Island Fares		
Fare parity with HawaiianAirlines.com		
HawaiianMiles personalization		
Dynamic fares and air ancillaries		
No Distribution Cost Recovery Surcharge		

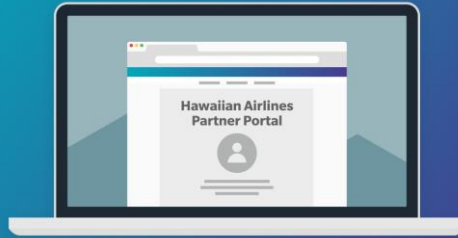
Interested in HA Channel+?

Three Ways to Access HA Channel+

HA Connect



Hawaiian Airlines Partner Portal



HA Connect Approved Partners



Introducing HA Connect

The modern technology behind our reimagined distribution platform

Improves the customer experience by offering more personalized products

Enriches agent offer and order management

Provided through Farelogix using their NDC 17.2 API



Hawaiian Airlines Partner Portal



Online portal to access HA Channel+

Shop, price, book & ticket

Easily service bookings

Available to both accredited and unaccredited agencies

HA Connect Approved Partners



Note: Further HA Connect Approved Partners may be added over time, including the GDS.

Timeline

United States Point of Sale

**Nov 1st
2021**

**Dec 15th
2021**

**Jan 18th
2022**

**Apr 1st
2022**

Announcement

HA Channel+ announced to the public.

Development Access

Registration for HA Connect opens.

Production Access

HA Connect and Hawaiian Airlines Partner Portal Go Live.

Legacy Changes Occur

Neighbor Island fares no longer available in Legacy Channels.

Distribution Cost Recovery
Surcharge implemented for
Legacy Channels.

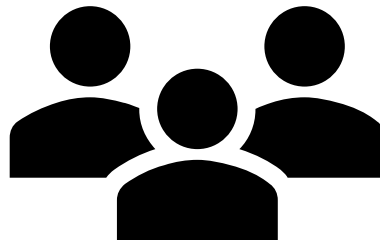
Where to learn more...



HA Connect Website



Email



Hawaiian Airlines Sales
Team



HA Travel Agency
Website

Appendix

Neighbor Island Fares

As of November 1st, 2021. Subject to Change without notice.

The following origin and destination airport codes would be considered Neighbor Island Fares and will be excluded from Legacy Channels beginning on April 1st, 2022.

Itineraries commencing from Lihue, Kauai (LIH)

- LIH-HNL
- LIH-OGG
- LIH-KOA
- LIH-ITO

Itineraries commencing from Honolulu, Oahu (HNL)

- HNL-LIH
- HNL-OGG
- HNL-KOA
- HNL-ITO

Itineraries commencing from Kahului, Maui (OGG)

- OGG-LIH
- OGG-HNL
- OGG-KOA
- OGG-ITO

Itineraries commencing from Kona , Hawaii Island (KOA)

- KOA-LIH
- KOA-HNL
- KOA-OGG
- KOA-ITO

Itineraries commencing from Hilo, Hawaii Island (ITO)

- ITO-LIH
- ITO-HNL
- ITO-OGG
- ITO-KOA



Mahalo

