



2024 Brand Marketing Plan

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HAWAI'I TOURISM KOREA TEAM

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MARKET SITUATION

GENERAL ECONOMY

GDP GROWTH



2023 Korea GDP
growth forecast:
1.4%

EXCHANGE RATE



August Korean
exchange rate:
1,322.93(KRW/US
D), depreciating
from 1,285.42
(KRW/USD)

FUEL SURCHARGE



Fuel surcharge to
increase to 14th
level in October
due to rising
global oil prices

UNEMPLOYMENT



Korean
unemployment
rate in July: 2.7%,
lowest since 1999,
nearly half the
OECD average
(4.8%)

OUTBOUND TRAVEL SENTIMENT



Golden Week 'Chuseok' Holidays

**Months of September and October have long holidays

Up to **12 days** of long vacation with Oct 2 designated as **temporary holiday**

93.3%

↑ Desire to travel after designation of temporary holiday

71.5%

Have actual plans to travel during the Chuseok holidays

11.7%

Plans to travel overseas

Source: traveltimes.co.kr

Korea Outbound Travel For Hawai'i/Maui

News headlines highlighting the severity of wildfires e.g. number of deaths



Concerns about Hawai'i due to the Maui wildfires



Some cancellations for Q3



30-40% decline in forward booking pace to Hawai'i for Q4 2023 YOY

AIR SEAT SYNOPSIS

Current flight operations as of September 2023

- Korean Air: daily flights to HNL
- Asiana Airlines: 5 weekly flights to HNL
- Hawaiian Airlines: 5 weekly flights to HNL (with 2 extra during Chuseok Holidays)

	2023 (OCT-NOV)	
Year	TOTAL AIR SEATS FROM KOREA	TOTAL FLIGHTS FROM KOREA
2019	52,692	167
2023	45,451	148
% Change	-13.7%	-11.4%

Upcoming new flight service: Air Premia



- Korean Hybrid-Service carrier
- Air Premia to operate seasonal flights from Incheon to Honolulu from December 31, 2023, to March 4, 2024
- Air Premia's int'l routes: Frankfurt, Barcelona, New York, Bangkok (BKK), Tokyo/Narita (NRT), Los Angeles, and Ho Chi Minh City

FLIGHT	AIRCRAFT	SEATS	SCHEDULE
HL8517	Boing 787-9	338 Seats	4 times a week

COMPETITIVE LANDSCAPE

Preferred long-haul travel destinations for 2023 Chuseok Holidays

Rank	Country
1	Spain
2	Italy
3	Türkiye
4	UK



Spain



Italy



Türkiye



UK

TARGET AUDIENCE

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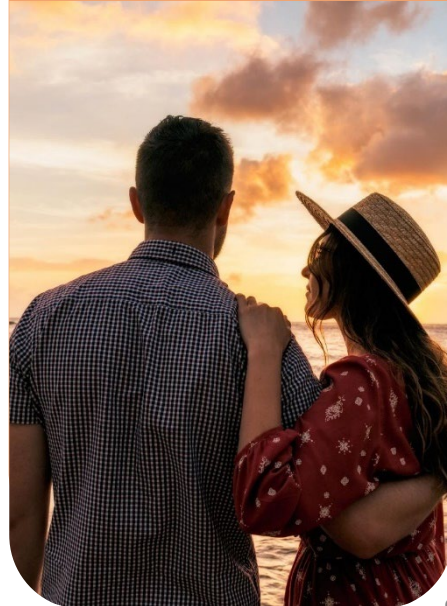
- **Target market size:** 7 million people
- **Key Geographic Area:** Seoul, Busan
- **Target households with income:** \$70,000 and double income over \$100,000

Mindful Travelers

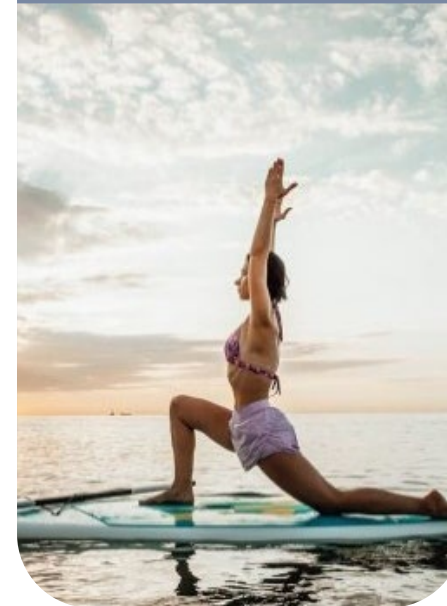
Avid Travelers 20s~50s



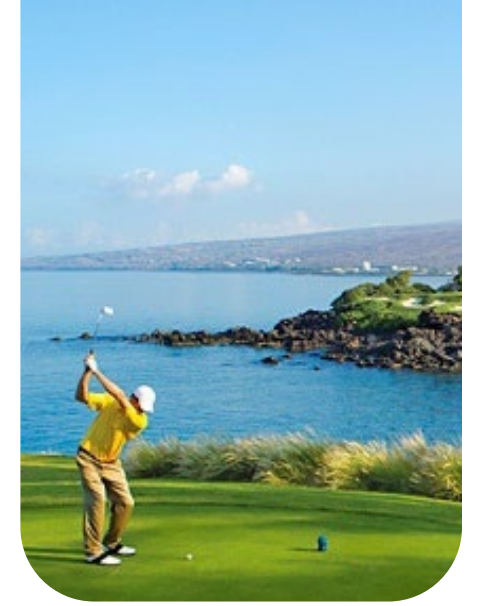
Romance 20s~40s



Wellness Seekers 20s~40s



Outdoor Goers 20s~60s



CORE BRANDING MESSAGE

말라마 하와이,
진짜 하와이를 만나다

Mālama Hawai‘i

CORE BRANDING MESSAGE

— *MĀLAMA* —
HAWAI‘I
하와이 배려여행

Mālama Hawai‘i

- Aiming to provide Korean visitors with a more meaningful and enriching travel experience, inspiring them to engage in purposeful activities during their trip and in their future stays in Hawai‘i
- Highlighting Maui's full opening, with the exception of Lahaina, while encouraging respectful and mindful travel that supports the well-being of the people of Maui. "**Mālama Maui**" is one of the branding messages included within the overarching "Mālama Hawai‘i" message

— *MĀLAMA* —
HAWAI‘I
HAWAII TOURISM
KOREA

STRATEGIES

STRATEGIES

TRAVEL TRADE

- Promote Hawai'i's unique identity, Hawaiian culture, and the **Mālama Hawai'i** initiative to trade partners
- Encourage travel agencies to align with the **Mālama Maui** initiatives in their Maui travel itineraries

CONSUMER

- Boost Hawai'i brand awareness through consumer events, emphasizing **Mālama Hawai'i**
- Highlight **Mālama Maui** in travel content, featuring hiking, surfing, festivals, cuisine, and eco-efforts for a unique Maui experience
- Implement a diverse advertising plan to brand the Hawaiian Islands

PUBLIC RELATIONS

- Highlight **Mālama Maui** through press releases and media partnerships
- Collaborate with media experts in culture, sustainability, and lifestyle to showcase Hawaiian culture and **Mālama Hawai'i** initiatives

MAJOR PROGRAMS

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Mālama Hawai'i Branding Campaign

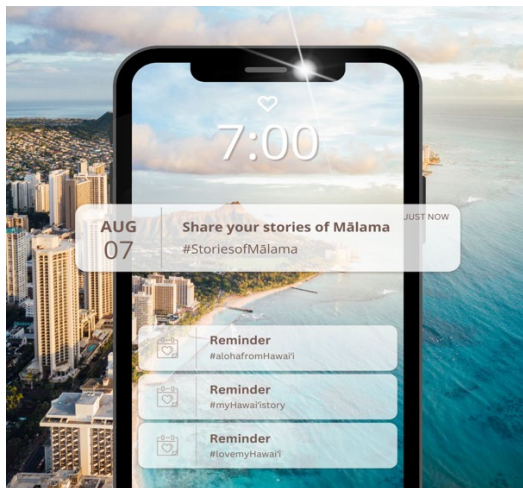
- ✓ Co-op ad campaign with credit card partners
- ✓ Co-op with travel agent to support Maui tour products
- ✓ Development of Mālama Maui 3D showroom



MAJOR PROGRAMS

My True Aloha Campaign

- ✓ Maui promotion with HA & OTA
- ✓ Trade FAM trip
- ✓ Consumer photo exhibition and talkshow
- ✓ #MyTrueAloha social campaign



MAJOR PROGRAMS

Made in Hawai'i Campaign

- ✓ 'Ono Hawai'i promotion with influencers and major retail company
- ✓ Made in Hawai'i gift promotion through trade partners
- ✓ Local food or farms itinerary inclusion in trade FAMs



MAJOR PROGRAMS

Hawai'i Outdoor Campaign

- ✓ Media campaign highlighting Maui's outdoor attractions and leisure activities
- ✓ Outdoor activity influencer FAM
- ✓ Golf promotion for the Lotte LPGA Tournament



LOTTE 2023 LPGA LOTTE Championship			
인기 LPGA 선수들의 감동적인 플레이를 직접 관전! 2023 LPGA LOTTE Championship 참가의 감동과 함께, 아름다운 하와이의 자연에서의 꿈에 라운딩으로 여러분을 초대합니다.			
대회명	2023 LPGA LOTTE Championship	참가선수	LPGA 프로 144명
대회기간	2023년 4월 9일(일)~4월 15일(토) -현지시간	주관방송	The Golf Channel (국외) JTBC Golf (국내)
대회장소	Hoakalei Country Club, Hawaii, USA		

MĀLAMA MAUI

CONSUMER

- Translated and disseminated travel advisories online
- Posted information on social media
- Utilized translated **Mālama Maui toolkit** and **social assets**

PUBLIC RELATIONS

- Real time crisis communication by distributing travel advisories and updated information on Maui
- Shared press updates on reopening of Maui and **Mālama Maui** initiatives
- Media monitoring on Korean travel sentiment for Hawai'i/ Maui and fact checking

TRAVEL TRADE

- Distributed newsletters and email blitz to trade partners
- Collaborated with Mode Tour to donate **1% of Hawai'i travel sales** (Sep. 11 – Oct. 11)
- Facilitated Korean travel industry to donate through #MauiStrong

MĀLAMA MAUI

Media/ Influencer FAM

Promote Maui's cultural and historical attractions through themed itineraries and content profiles

Hawai'i Outdoor Campaign

Showcase Maui's outdoor attractions to offer enjoyable experiences

Hawai'i Travel Mission

Highlight the reopening of West Maui and convey key messages like "Come with Compassion" and "#MauiStrong"

My True Aloha Campaign

Engaging influencers to promote Maui's diverse experiences

Mālama Hawai'i Branding Campaign

Develop Maui products with travel agent and enhance Maui-related content on the Mālama Hawai'i showroom platform

PARTNERSHIP OPPORTUNITIES

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ACTIVITY	DATE	POINT OF CONTACT
TRADE SHOWS		
Hawai'i Travel Mission	OCT/NOV	jinjang@aviareps.com
TRADE FAMILIARIZATION TRIPS (FAMS)		
Educational Trade FAM Tour	Q2	jinjang@aviareps.com
TRAVEL TRADE EDUCATION		
Mālama Hawai'i Educational Seminar	Mar, Jul	jinjang@aviareps.com
PUBLIC RELATIONS		
#MyTrueAloha Digital Campaign	Q2 - Q3	gaeunmoon@aviareps.com
Filming Hawai'i Travel Content FAM	Q3	gaeunmoon@aviareps.com
Hawai'i Outdoor Campaign Individual FAM	Q2	gaeunmoon@aviareps.com
Media/Influencer FAM	Q2	gaeunmoon@aviareps.com
CONSUMER PROMOTION		
Made in Hawai'i consumer event	Q2	gaeunmoon@aviareps.com
CONSUMER SHOWS		
My Ture Aloha photo exhibition	Q2	gaeunmoon@aviareps.com



MAHALO

KAMSA-HAPNIDA!