



Korea Fact Sheet

Korea Overview

AVIAREPS Marketing Garden Holdings Ltd. is contracted by the Hawai'i Tourism Authority (HTA) for Brand Marketing and Management Services in Korea. Affluent travelers from high-end market segments are primarily from the Seoul and Busan regions. Hawai'i continues to be a favored romance destination for Koreans. In 2024, HTK continues to focus on promoting Hawai'i's unique attributes and mindful travel, driving travel demand and booking pace in collaboration with travel trade, media, and influencers, and developing marketing co-ops with key airlines to stimulate growth in air services to Hawai'i.

Year-to-Date February 2024 Quick Facts^{1/}

Visitor Expenditures:	\$92.3 million
Primary Purpose of Stay:	Pleasure (31,720) vs. MCI (873)
Average Length of Stay:	8.98 days
First Time Visitors:	67.7%
Repeat Visitors:	32.3%

Korea (by Air)	2019	2020	2021	2022	2023P	2024 Annual Forecast*	YTD Feb. 2024P	YTD Feb. 2023P	% Change
Visitor Expenditures (\$ Millions)	497.9	NA	41.6	283.5	436.7	431.9	92.3	86.8	6.3%
Visitor Days	1,745,666	404,206	149,496	967,259	1,381,513	1,339,495	298,950	285,799	4.6%
Arrivals	229,056	46,884	10,652	111,863	164,005	167,437	33,293	31,013	7.4%
Average Daily Census	4,783	1,104	410	2,650	3,785	3,660	4,983	4,844	2.9%
Per Person Per Day Spending (\$)	285.2	NA	278.0	293.1	316.1	322.4	308.6	303.8	1.6%
Per Person Per Trip Spending (\$)	2,173.7	NA	3,901.5	2,534.7	2,662.8	2,579.4	2,771.3	2,799.9	-1.0%
Length of Stay (days)	7.62	8.62	14.03	8.65	8.42	8.00	8.98	9.22	-2.6%

NA= Comparative annual 2020 visitor spending statistics were not available, as the Departure Survey could not be conducted between April to October 2020 due to COVID-19 restrictions.

*Dept. of Business, Economic Development & Tourism (DBEDT) 2024 annual forecast (Quarter 1, 2024).

Contact Information

Hawai'i Tourism Authority: Jadie Goo, Sr. Brand Manager
 Tel: (808) 973-2252
jadie@gohta.net

Hawai'i Tourism Korea: Irene Lee, Korea Country Director
 Tel: 82 (2) 777-0033
ilee@aviareps.com

^{1/} 2023 and 2024 visitor data are preliminary. 2019 – 2022 visitor data are the final numbers and reflect updated airfare statistics from DIIO Mi Airline database, data from the National Travel and Tourism Office, and final passenger counts from Airline Traffic Summary reports.

Market Summary

- In the first two months of 2024, 33,293 visitors arrived from Korea and visitor spending was \$92.3 million. There were 31,013 visitors in the first two months of 2023 and visitor spending was \$86.8 million. In the first two months of pre-pandemic 2019, 49,778 visitors arrived from this market and visitor spending was \$105.7 million.
- In the first two months of 2024, 176 scheduled flights with 55,085 seats serviced Hawai'i from Korea. In the first two months of 2023, there were 160 scheduled flights with 51,191 seats. In the first two months of 2019 there were 194 scheduled flights with 63,972 seats.
- In 2023, there were 164,005 visitors from Korea, compared to 111,863 visitors in 2022. There were 229,056 visitors in 2019.
- Visitors from Korea spent \$436.7 million in 2023, compared to \$283.5 million in 2022 and \$497.9 million in 2019. Daily visitor spending in 2023 was \$316 per person, higher than 2022 (\$293 per person) and 2019 (\$285 per person).
- There were 906 scheduled flights with 278,670 seats from Seoul in 2023, compared to 689 flights (+31.5%) with 217,245 seats (+28.3%) in 2022 and 1,027 flights (-11.8%) with 326,398 seats (-14.6%) in 2019.

Market Conditions

- In February 2024, the South Korean exchange rate was 1,333.61 (KRW/USD), up from 1,327.75 (KRW/USD) in January 2024.
- The legislative election for the National Assembly of Korea will be held on April 10, 2024, and is expected to influence the national political and economic landscape.
- The number of Korean outbound travelers in January 2024 was 2,770,866, a 55.5 percent year-on-year increase from January 2023. This figure surpassed the previous month's count by approximately 360,000, representing a recovery to about 95 percent of January 2019 levels.
- As the volume of outbound travelers continues to rise, Korean consumers' expenditure through overseas credit cards reached a record high of US\$19 billion in 2023, marking a notable 32.2 percent surge from the preceding year. This substantial increase was bolstered by the growing number of consumers engaging in overseas purchases. Despite domestic spending experiencing a slowdown due to factors such as inflation and high interest rates, Korean consumers are showing a propensity for increased generosity and indulgence while abroad. In response to this spending behavior, several travel agencies and credit card companies are launching credit cards with exclusive benefits for overseas spending.
- Sports-themed travel experiences are becoming popular. Hana Tour, for example, has introduced innovative packages like the "Similan Liveaboard 6 Days" diving excursion in Phuket, Thailand. It generated significant buzz among diving enthusiasts, and quickly sold out. Boosted by this trend, the "Bohol Scuba Diving" and "Free Diving" packages have consistently achieved early bookings, reflecting strong traveler interest. Additionally, the special package from Interpark triple for the Doosan Bears vs. Softbank Hawks match in Fukuoka, Japan, had all 100 seats sold out within a single day of its release. This underscores the growing demand for travel experiences that offer a blend of adventure and sports.
- In light of shifting traveler preferences, home shopping channels have witnessed a notable transformation in the range of products offered. Previously dominated by budget deals, they now

feature a variety of options, including premium trips costing up to US\$22,000. This shift reflects a growing demand for quality experiences over mere affordability, prompting travel companies to align with the evolving preferences of travelers who prioritize quality over cost considerations.

- Airlift: In February 2024, Korean Air operated daily flights; Asiana Airlines operated 5 weekly flights; Hawaiian Airlines operated 5 weekly flights; Air Premia operated 4 weekly flights.

Distribution by Island

Korea (by Air)	2019	2020	2021	2022	2023P	YTD Feb. 2024P	YTD Feb. 2023P	% Change
O'ahu	225,488	46,133	9,678	109,509	162,039	32,494	30,762	5.6%
Maui County	29,619	4,711	1,299	11,035	11,329	1,297	2,552	-49.2%
Maui	29,303	4,668	1,268	10,953	10,911	1,150	2,340	-50.9%
Moloka'i	846	71	31	152	279	145	62	134.9%
Lāna'i	499	105	14	173	542	2	213	-98.9%
Kaua'i	7,191	1,361	332	2,291	4,621	1,339	1,126	18.9%
Island of Hawai'i	25,273	6,923	1,215	15,244	27,050	7,004	6,243	12.2%

Airlift: Scheduled Seats and Flights

Scheduled seats	2024					2023					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
Seoul	78,871	62,777	63,632	68,226	273,506	75,354	67,645	65,167	70,504	278,670	4.7	-7.2	-2.4	-3.2	-1.9

Scheduled flights	2024					2023					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
Seoul	258	221	224	241	944	235	220	225	226	906	9.8	0.5	-0.4	6.6	4.2

Source: DBEDT analysis based on scheduled flights and seats from Diio Mi flight schedules as of January 25, 2024, subject to change.

Group vs. True Independent; Leisure vs. Business

Korea (by Air)	2019	2020*	2021	2022	2023P	YTD Feb. 2024P	YTD Feb. 2023P	% Change
Group vs True Independent (Net)								
Group Tour	35,289	NA	801	10,494	19,366	4,918	4,025	22.2%
True Independent (Net)	134,413	NA	7,747	73,398	113,023	23,864	22,251	7.2%
Leisure vs Business								
Pleasure (Net)	218,691	44,623	8,533	104,308	154,238	31,720	29,375	8.0%
MCI (Net)	5,574	840	299	3,915	5,040	873	1,145	-23.8%
Convention/Conf.	3,184	331	110	1,600	2,589	449	466	-3.6%
Corp. Meetings	232	23	86	97	253	151	145	3.6%
Incentive	2,183	487	111	2,242	2,205	274	534	-48.7%

NA = Visit Status/Travel Method data statistics were not available from May – October 2020 as a result of limited fielding due to COVID-19 restrictions.

First Timers vs. Repeat Visitors

Korea (by Air)	2019	2020*	2021	2022	2023P	YTD Feb. 2024P	YTD Feb. 2023P	% Change
First Time Visitors (%)	73.7	NA	49.4	74.8	72.1	67.7	66.9	0.7
Repeat Visitors (%)	26.3	NA	50.6	25.2	27.9	32.3	33.1	-0.7

NA = Visit Status/Travel Method data statistics were not available from May – October 2020 as a result of limited fielding due to COVID-19 restrictions.

Tax Revenue

Korea (by Air)	2019	2020*	2021	2022	2023P	YTD Feb. 2024P	YTD Feb. 2023P	% Change
State tax revenue generated (\$ Millions) ^{2/}	58.12	NA	4.85	32.89	50.66	10.70	10.07	6.3%

^{2/}State government tax revenue generated (direct, indirect, and induced).