



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 March 2024 Quick Facts^{1/}

Visitor Expenditures:	\$124.5 million
Primary Purpose of Stay:	Pleasure (43,416) vs. MCI (1,303)
Average Length of Stay:	8.78 days
First Time Visitors:	69.2%
Repeat Visitors:	30.8%

Korea (by Air)	2019	2020	2021	2022	2023P	2024 Annual Forecast*	YTD Mar. 2024P	YTD Mar. 2023P	% Change
Visitor Expenditures (\$ Millions)	497.9	NA	41.6	283.5	436.7	431.9	124.5	121.0	2.9%
Visitor Days	1,745,666	404,206	149,496	967,259	1,381,513	1,339,495	401,056	398,267	0.7%
Arrivals	229,056	46,884	10,652	111,863	164,005	167,437	45,697	44,145	3.5%
Average Daily Census	4,783	1,104	410	2,650	3,785	3,660	4,407	4,425	-0.4%
Per Person Per Day Spending (\$)	285.2	NA	278.0	293.1	316.1	322.4	310.5	303.9	2.2%
Per Person Per Trip Spending (\$)	2,173.7	NA	3,901.5	2,534.7	2,662.8	2,579.4	2,725.0	2,742.0	-0.6%
Length of Stay (days)	7.62	8.62	14.03	8.65	8.42	8.00	8.78	9.02	-2.7%

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
llee@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 quarter of 2024, 45,697 visitors arrived from Korea and visitor spending was \$124.5 million. There were 44,145 visitors (+3.5%) in the first quarter of 2023 and visitor spending was \$121.0 million (+2.9%). In the first quarter of pre-pandemic 2019, 63,131 visitors (-27.6%) arrived from this market and visitor spending was \$135.8 million (-8.3%).
- In the first quarter of 2024, 256 scheduled flights with 78,350 seats serviced Hawai'i from Korea. In the first quarter of 2023, there were 235 scheduled flights (+8.9%) with 75,354 seats (+4.0%). In the first quarter of 2019 there were 271 scheduled flights (-5.5%) with 88,217 seats (-11.2%).
- 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

- South Korea's exports increased 3.1 percent from a year earlier to a three-month high of US\$56.5 billion in March 2024. Exchange rate in March was 1,333.78 (KRW/USD), slightly down from 1,333.97 (KRW/USD) in February 2024.
- The Composite Consumer Sentiment Index (CCSI) fell to 100.7 points in March 2024, down from 101.9 in February 2024, which was the highest reading since August 2023.
- There were 2,512,109 Korean outbound travelers in February 2024, marking a 45.6 percent year-over-year increase from the 1,724,880 departures in the same month last year. This figure represents a recovery of 96 percent compared to February 2019.
- Up to 4,528 round-trip flights across 231 international routes planned to operate during the 2024 summer season (March 31 to October 26) by South Korea's Ministry of Land, Infrastructure, and Transport. The initiative signifies a notable surge, with an increase of 520 flights per week compared to the previous summer, and 228 flights per week compared to the winter season, reaching nearly 98 percent of the 2019 average (4,619 flights per week). Remarkably, there is a significant rebound in flights to the U.S.A. and Oceania. Projections indicate that Oceania routes are set to recover to 122 percent, mainland American routes to 119 percent of their 2019 levels, while Europe stands at 99 percent and Southeast Asia at 98 percent.
- In 2023, travel agencies and airlines reported remarkable results, indicating a robust recovery from the challenges posed by COVID-19. The airlines experienced a notable uptick in performance, driven by expansion of international networks and increased passenger demand. According to consolidated financial statements, Korean Air, Asiana Airlines, Air Busan, Air Seoul, Jeju Air, Jin Air, and T'way Air all achieved record-breaking performances. The performance of travel agencies also significantly improved, with a focus on Korean travelers' overseas trips as a major business sector. Hana Tour emerged as the largest among the travel agencies, with a revenue of US\$356.2 million, nearing its 2019 levels.
- Mode Tour, Interpark Tour, and Yanolja are collaborating to boost their sales of package travel products. The companies signed a tripartite agreement on March 12 to develop a product range and to do joint marketing. The agreement is designed to maximize the synergies from Mode Tour's expertise in planning and operating package travel products with the platform capabilities of Interpark Tour and Yanolja. Interpark has been focusing on theme travel instead of basic package travel since reorganizing its travel business unit last year. Under the agreement, Interpark Tour and Yanolja are expected to get access to

Mode Tour's package travel products, while Mode Tour gains expanded access to sales channels to enhance competitiveness.

- In March 2024, Korean Air operated daily flights; Asiana Airlines operated five weekly flights; Hawaiian Airlines operated five weekly flights.

Distribution by Island

Korea (by Air)	2019	2020	2021	2022	2023P	YTD Mar. 2024P	YTD Mar. 2023P	% Change
O'ahu	225,488	46,133	9,678	109,509	162,039	44,743	43,711	2.4%
Maui County	29,619	4,711	1,299	11,035	11,329	2,021	4,178	-51.6%
Maui	29,303	4,668	1,268	10,953	10,911	1,849	3,964	-53.4%
Moloka'i	846	71	31	152	279	145	65	122.8%
Lāna'i	499	105	14	173	542	27	231	-88.4%
Kaua'i	7,191	1,361	332	2,291	4,621	1,949	1,466	32.9%
Island of Hawai'i	25,273	6,923	1,215	15,244	27,050	8,875	8,097	9.6%

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 Mar. 2024P	YTD Mar. 2023P	% Change
Group vs True Independent (Net)								
Group Tour	35,289	NA	801	10,494	19,366	6,801	5,472	24.3%
True Independent (Net)	134,413	NA	7,747	73,398	113,023	32,180	30,542	5.4%
Leisure vs Business								
Pleasure (Net)	218,691	44,623	8,533	104,308	154,238	43,416	41,726	4.0%
MCI (Net)	5,574	840	299	3,915	5,040	1,303	1,315	-0.9%
Convention/Conf.	3,184	331	110	1,600	2,589	512	514	-0.5%
Corp. Meetings	232	23	86	97	253	189	149	26.8%
Incentive	2,183	487	111	2,242	2,205	604	654	-7.7%

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 Mar. 2024P	YTD Mar. 2023P	% Change
First Time Visitors (%)	73.7	NA	49.4	74.8	72.1	69.2	69.0	0.2
Repeat Visitors (%)	26.3	NA	50.6	25.2	27.9	30.8	31.0	-0.2

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 Mar. 2024P	YTD Mar. 2023P	% Change
State tax revenue generated (\$ Millions) ^{2/}	58.12	NA	4.85	32.89	50.66	14.44	14.04	2.9%

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