



NEIL ABERCROMBIE
Governor

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NEWS RELEASE

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ASIANA AIRLINES TO LAUNCH FLIGHTS TO HAWAI'I IN SEPTEMBER

HONOLULU—The Hawai'i Tourism Authority (HTA), the state's tourism agency, is pleased that Asiana Airlines will begin flight service between Incheon, South Korea and Honolulu, Hawai'i from Sept. 18 to Dec. 8, 2011. The charter flights will run twice weekly, Thursday and Sunday, with 269 seats.

“Since the visa waiver program in 2008, Hawai'i has seen a tremendous increase in visitors from Korea. In the first five months of 2011 there were 37,615 Korean visitors to our islands, a 12.9 percent increase over the same period last year,” said Mike McCartney, president and CEO of the HTA. “With the increasing interest from Korea, it is essential that we have the air access to support that demand. These flights are great news for Hawai'i and our visitor industry and we are hopeful they will become regularly-scheduled flights in the future.”

The HTA, together with our marketing partner Hawai'i Tourism Korea, will continue to focus on supporting communications between industry partners including airlines and travel agents as an effort to support increased air seat capacity to Hawai'i from Korea. Various promotions for the new Asiana Airlines flights will specifically target the honeymoon, family, FIT and package markets.

“The new flights to Hawai'i represent the great interest by Asiana Airlines in Hawai'i,” said Seok-Won Song, general manager of Asiana Airlines' International Routes and Sales Division. “We will work closely with the Hawai'i Tourism Authority and Hawai'i Tourism Korea, as well as participating agents, to implement various public relations and marketing programs to aggressively promote the new charter flights.”

The HTA projects that approximately 127,750 visitors from Korea will arrive in 2011, an increase of 47.1 percent with an average daily spending of \$253. This new flight is estimated to provide \$5.76 million in visitor expenditures.

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Established in 1998, the Hawai'i Tourism Authority, the state's tourism agency, is responsible for strategically managing tourism to optimize benefits for Hawai'i that integrates the interest of visitors, the community and visitor industry. Tourism is our state's leading economic driver and largest employer and the HTA continually works to ensure its sustainability well into the future. For more information on the HTA, please visit www.hawaiitourismauthority.org, find us on [Facebook](#) or follow us on [Twitter](#) (@HawaiiHTA).

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