



# 2023 Jan – Jun Brand Marketing Plan (BMP) & Destination Management Support Plan (DMSP)

Irene Lee  
Korea Country Director

# HAWAII TOURISM KOREA TEAM

**Irene Lee**  
Country Director



**Caitlin Cho**  
PR & Digital Marketing  
Manager



**Jin Jang**  
Account Director



**Sunny Lee**  
Consumer Information  
Officer



**TBD**  
Marketing Assistant



**Jinny Choi**  
Trade Marketing  
Executive





# 2023 BMP

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# MARKET SITUATION

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# GENERAL ECONOMY

KRW1,262.24 in Jan, 2023  
KRW1,440.94 in Oct, 2022  
-14%



EXCHANGE  
RATE

\$99 in Jan, 2023  
ICN-HNL roundtrip  
26% ↓ from 2022\*\*



FUEL  
SURCHARGE

2.7% in 2022  
1.8% in 2023\*\*\*



GDP  
GROWTH

2.8% in 2022  
3.3% in 2023\*\*\*



UNEMPLOYMENT  
RATE

\* Source: oanda.com

\*\* Source: Korean Air, Asiana Airlines, Hawaiian Airlines websites

\*\*\*Source: Forecast From OECD Economic Outlook, Volume 2022 Issue 2

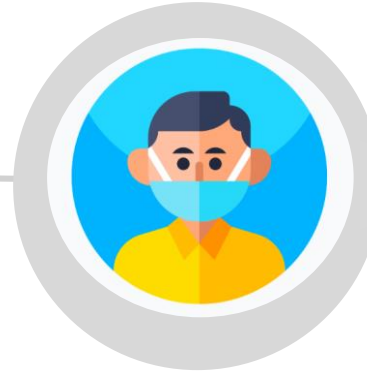
# OUTBOUND TRAVEL/BORDER RESTRICTIONS



**December, 2021**  
Omicron variant emerged,  
Private gatherings allowed for max 4



**April, 2022**  
“Post-Omicron”  
Travel quarantine lifted



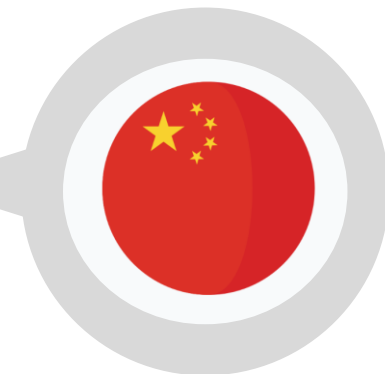
**May, 2022**  
Outdoor mask  
mandate lifted



**Oct, 2022**  
All PCR test  
requirements lifted



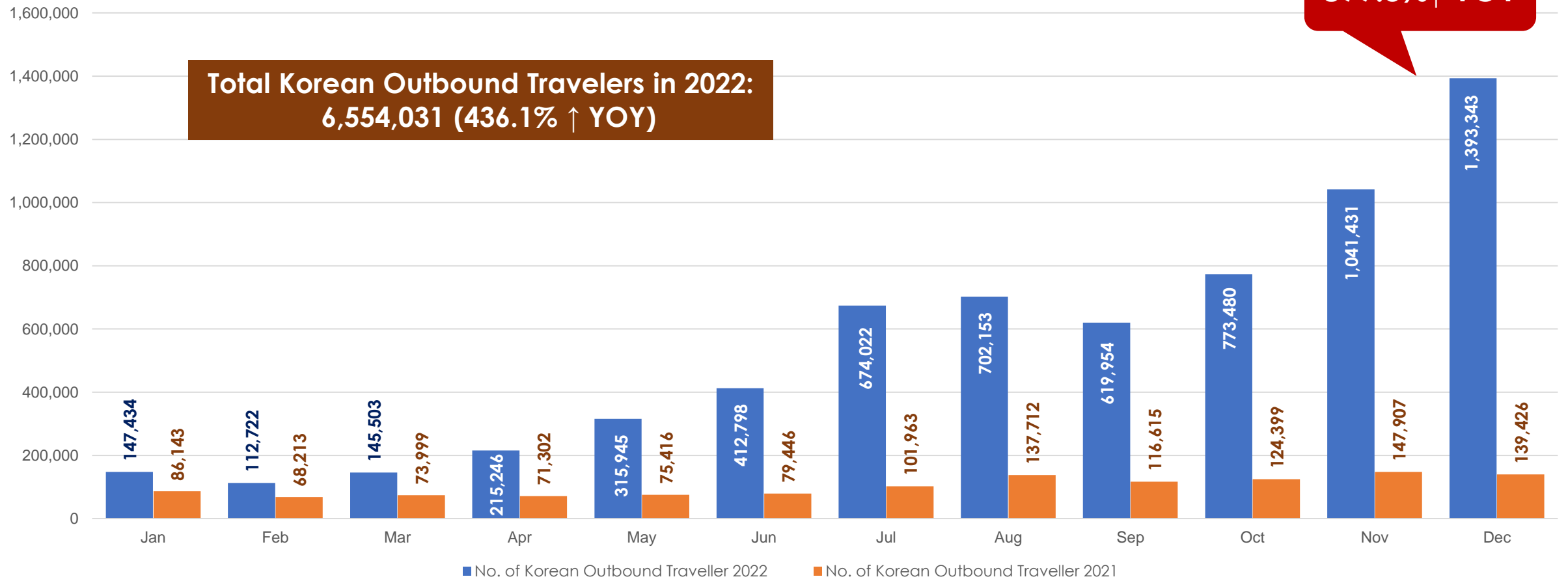
**Jan 30, 2023**  
Indoor mask lifted



**Jan 5, 2023**  
Visitors from China PCR test  
required

# GENERAL TRAVEL SENTIMENT

No. of Korean Outbound Traveler





# GENERAL TRAVEL SENTIMENT



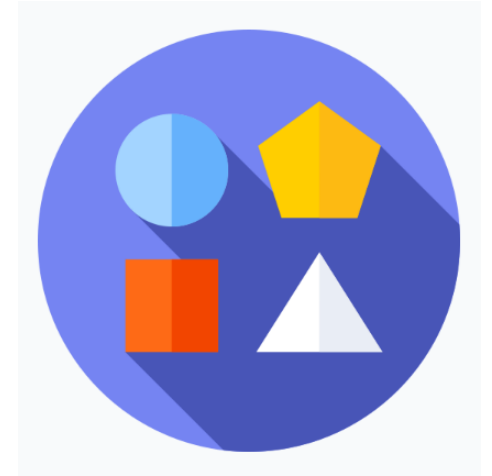
**Travel TV show**  
continues to have  
large influence  
despite shifting  
media landscape



**New Wave of  
Wellness;**  
New travel trend



**Workcations**  
becoming one  
of the main  
travel type after  
COVID-19



**No-Normal Trend**  
on the rise  
following the  
diversified market  
and consumer  
behavior



**\*Total air seats from Korea**

- 2019: 326,398
- 2022: 224,817 (69% of 2019)
- Jan-Jun 2019 vs. Jan-Jun 2023: -1.6%

Source: Hawai'i Visitors & Convention Bureau

# AIR SEAT SYNOPSIS



**Frequency**

.....

**daily**

.....

**Seats (Aircraft)**

.....

**368 seats** (B747-8i)

.....



**daily** in Dec. 22

.....

**300 seats** (B777)

.....



**5 x weekly**

.....

**278 seats** (A330)

.....

# COMPETITIVE LANDSCAPE

**Korean travel shoppers who searched for Hawai'i  
also searched for these destinations**



**GUAM**



**BALI**



**AUSTRALIA**



**EUROPE**

# TARGET AUDIENCE

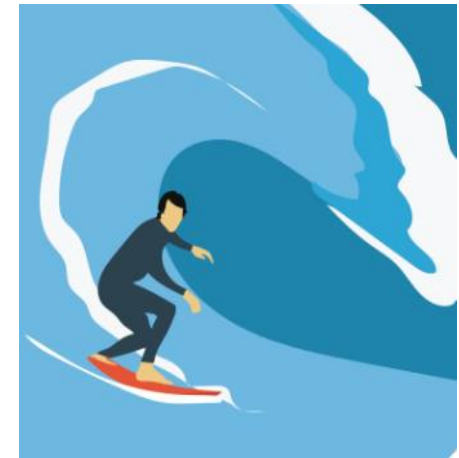
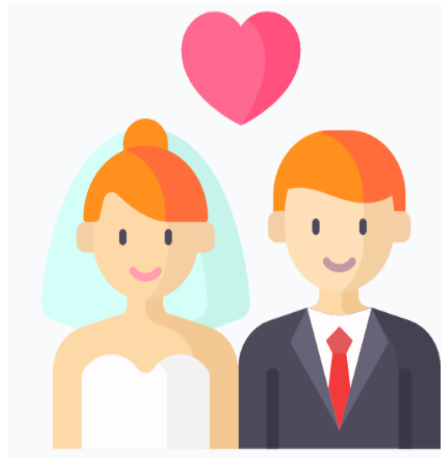
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# TARGET AUDIENCE

- **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			
Mainstreamers	Sweethearts	Wellness Seekers	Outdoor Goers
40s~60s	20s~40s	20s~40s	20s~60s



# 2023 STRATEGY

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# — *MĀLAMA* — HAWAI‘I

하와이 배려여행

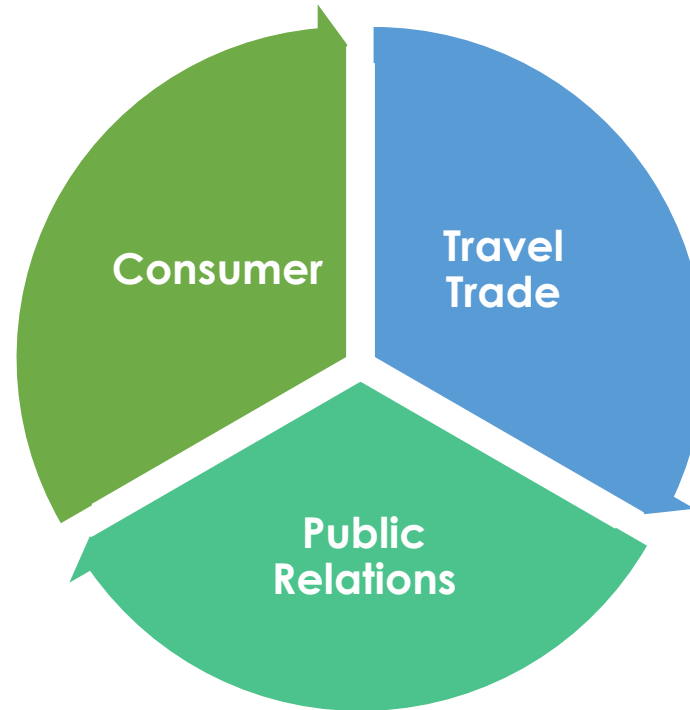
HTK core branding message for 2023 is **Mālama Hawai‘i**

The message will give Korean visitors a more meaningful and enriching travel experience, inspiring them to participate in more purposeful activities during their trip and future stays in Hawai‘i



# STRATEGY

- Position Hawai'i as a top-of-mind wellness travel destination to help experience the unique spirit of aloha and Mālama, targeting mindful travelers
- Leverage HTK-owned channels as the consumer communication platforms to deliver Hawai'i's four strategic pillars: Natural resources, Hawaiian culture, Community and Branding



- Organize education seminars with travel agents to provide in-depth training on the unique characteristics of each Hawaiian island, Hawaiian culture, and responsible travel/Mālama Hawai'i
- Develop large-scale promotions with travel trade partners and airlines to foster the design of new tour packages and increase market knowledge

- Instigate integrated paid media campaigns to educate consumers about responsible travel and the Hawaiian values of Aloha, Mālama, Ho'okipa and Kuleana
- Generate more specific travel stories on topics such as local festivals, culinary experience, and cultural experiences/events only available in Hawai'i as a way to support local community, businesses and promote Hawai'i-made products

# KEY CAMPAIGNS/PROGRAMS

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# MĀLAMA HAWAI'I BRANDING CAMPAIGN

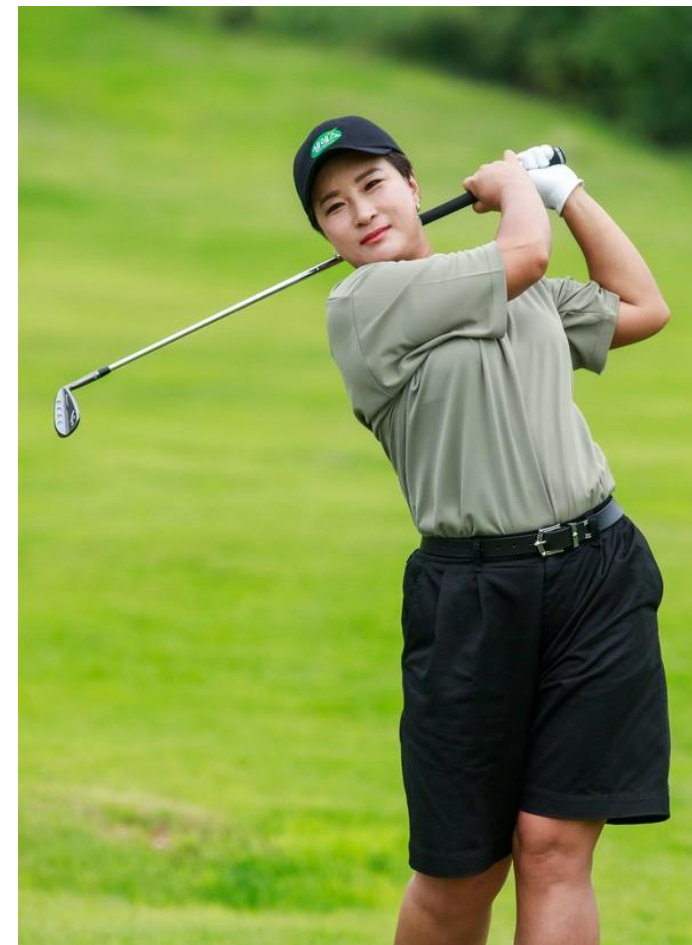
- **Target audience:** Mindful Travelers
- **Objectives:** Collaborate with leading trade partners and consumer brands to target the FIT travel market. Inspire Korean travelers with the key messages of the Mālama Hawai'i
- **Timeline:** February – June, 2023
- **Campaign components:** Advertising campaigns, consumer event, airline co-op, trade educational seminar, owned channel utilization, social media events
- **Projected outcomes:**
  - ✓ EAV \$220,000
  - ✓ Increased number of Hawai'i visitors who understand and support Mālama Hawai'i
  - ✓ Increased number of Hawai'i travelers who engage in local give-back activities





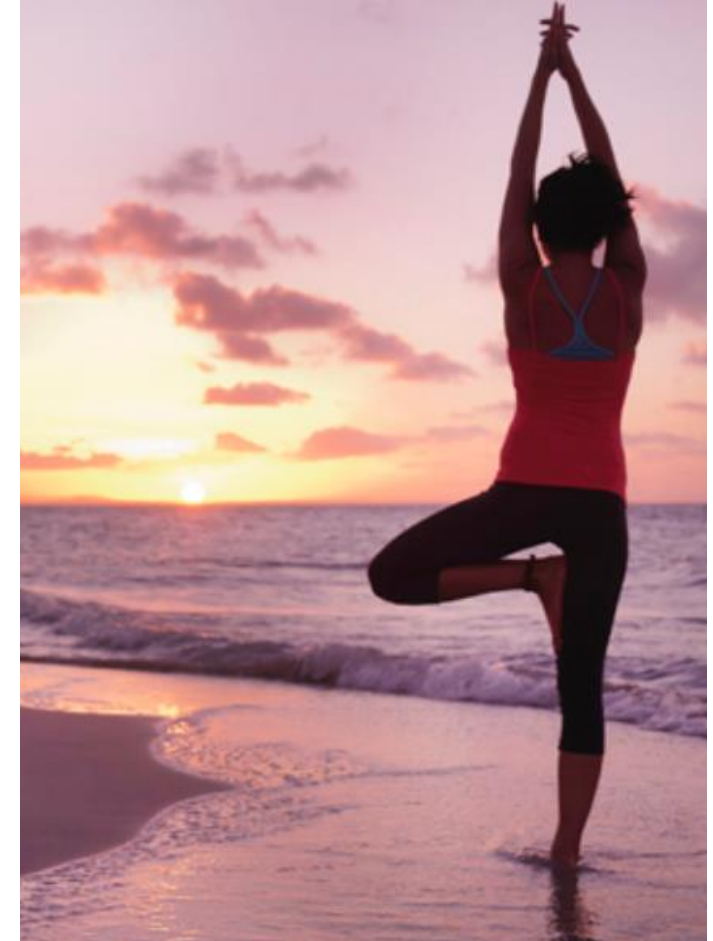
# HAWAI'I GOLF PROMOTION

- **Target audience:** FIT Travelers / Golf Enthusiasts
- **Objectives:** Pitch Hawai'i as a year-round premium golf destination and inspire audiences to stay longer and spend more
- **Timeline:** February – April, 2023
- **Campaign components:**
  - ✓ **PR/Consumer:**
    - Introduce Hawai'i golf courses through press releases and social channels
    - Develop a celebrity influencer collaboration with a golf media
  - ✓ **Trade:**
    - Support Lotte JTB in promoting Lotte LPGA by inviting key travel agents and KOLs to the event
    - Develop golf product packages
- **Projected outcomes:**
  - ✓ EAV \$50,000
  - ✓ Develop new Hawai'i golf products



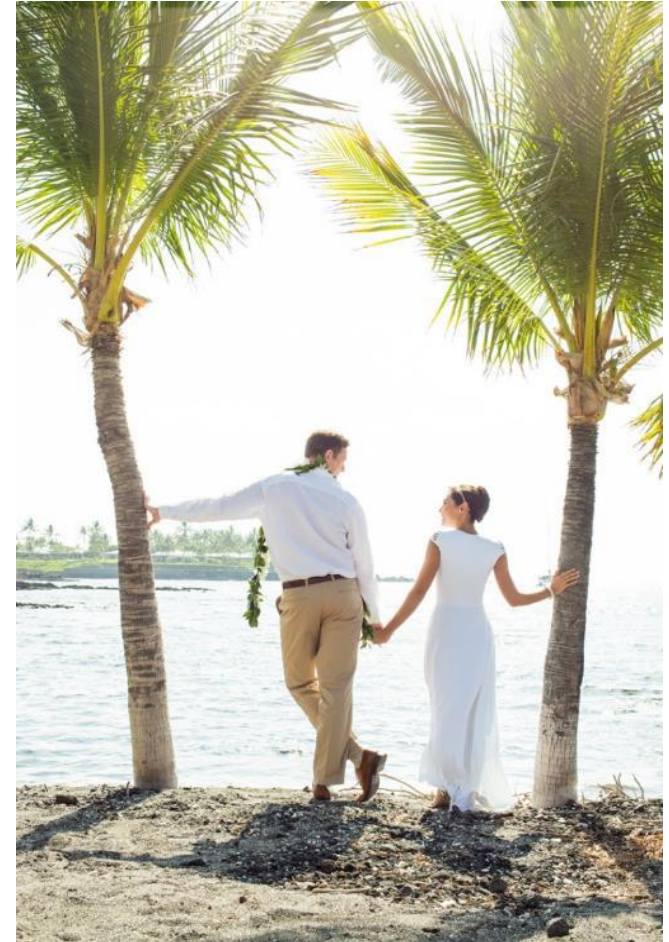
# WELLNESS HAWAI'I CAMPAIGN

- **Target audience:** Wellness Seekers
- **Objectives:** Position Hawai'i as an ultimate wellness travel destination
- **Timeline:** May – June, 2023
- **Campaign components:**
  - ✓ **PR:**
    - Promote exclusive wellness trips through leading media and influencers
    - Develop wellness themed itineraries and invite leading media to create Hawai'i content
  - ✓ **Consumer:**
    - A brand co-op campaign 'Carry on Mālama' in partnership with a leading consumer brand
    - An associated social media event will be conducted to maximize engagement
- **Projected outcomes:**
  - EAV \$200,000 and minimum 3K increase in HTK Instagram followers



# HAWAI'I SWEATHEARTS CAMPAIGN

- **Target audience:** Honeymooners
- **Objectives:** Position Hawai'i as a top honeymoon destination for honeymooners
- **Timeline:** March – June, 2023
- **Campaign components:**
  - ✓ **PR:**
    - Promote and introduce the honeymoon tourism attractions
    - Invite a celebrity influencer couple and a photographer to generate social buzz
  - ✓ **Trade:**
    - In coordination with travel agencies to develop new Hawai'i honeymoon itineraries and support their promotion
- **Projected outcomes:**
  - Advertorial coverages for EAV \$50,000 from digital and print
  - Develop Hawai'i honeymoon tour products





# HAWAI'I TRAVEL MISSION

- **Target audience:** Island Chapters, Hawai'i Industry Partners, Korea Travel Trade Partners and Trade Media
- **Objectives:** To provide multiple opportunities to connect Hawai'i partners with Korea's leading travel trade players through business meetings and networking
- **Timeline:** November 16-17, 2023  
*\*\*before the Japan Travel Mission (Nov 20-22)*
- **Campaign components:** Aloha educational seminar, 1:1 Hawai'i travel mart, Aloha VIP reception
- **Projected outcomes:**
  - 100+ travel partners will participate
  - 10+ travel mart meetings will be arranged



# 2023 DMSP

# 2023 STRATEGY

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HAWAII TOURISM  
KOREA



# PRE-ARRIVAL

- Carry out regenerative campaigns through both B2C and B2B campaigns showcasing Kuleana, Hawai'i travel tips (Travel Pono), voluntourism, Made in Hawai'i and Hawai'i culture
- Develop and promote regenerative travel products together with leading trade partners. The product will allow travelers to be familiarized with Hawai'i's authentic culture.
- Run various consumer campaigns focusing on developing visually attractive contents (photos and videos) to utilize on HTK's official social channels
- Develop and upload social contents on hidden local culinary gems to support local small businesses

**7월 매일 오전 7시 하와이 관광청과 함께하는**  
**하와이에서 만나는 진짜 하와이**

노선	항공	출발	도착	운행요일
인천-호놀룰루	KE053	21:05	19:55	매주
호놀룰루-인천	KE054	13:30	17:45	매주

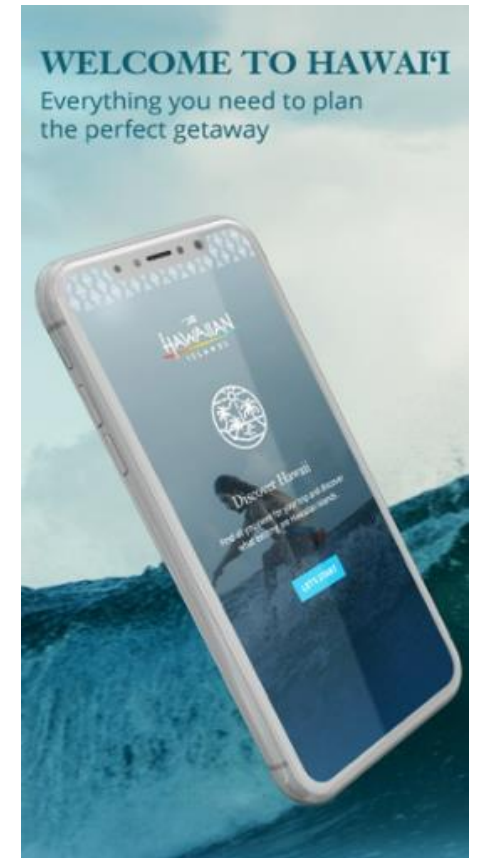
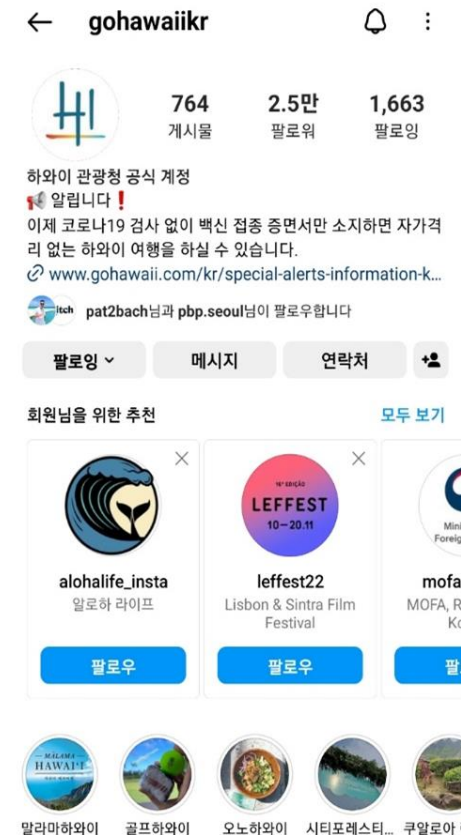
• 도착 시리아어 시트 서비스를 제공합니다.  
• 스케줄은 사전 공지없이 변경될 수 있으므로 예약 시 확인하시기 바랍니다.

**메이드 인 하와이 (Made in Hawaii)**  
하와이에서 생산된 알록달록한 과일 주스를 맛볼 수 있는 하와이 특산물 음료도 상점들 발견해보세요.  
하와이에서는 하와이 특산물인 아노니, 파파야, 파파야, 파파야를 맛볼 수 있습니다. 파파야는 파파야를 맛볼 수 있습니다.  
하와이 특산물인 파파야를 맛볼 수 있습니다. 파파야를 맛볼 수 있습니다. 파파야를 맛볼 수 있습니다.  
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• 하와이 관광청 사이트에서 하와이 특산물 정보를 확인하세요.

# POST-ARRIVAL

- Promote gohawaii mobile application to not only trade partners but also Korean consumers on trade co-op promotions by embedding the link to application download on promotion webpage, etc.
- Travelers will also be able to check HTK official social channels during their trip to check out options to experience regenerative tourism and other consumer-friendly information in align with DMAP.



# KEY CAMPAIGNS/PROGRAMS

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# REGENERATIVE TOURISM CO-OP PROMOTION WITH TRADE PARTNERS

- **Target audience:** Mindful Travelers
- **Objectives:** Position Hawai'i as a top of the mind destination for post pandemic period
- **Timeline:** February – June, 2023
- **Program components:**
  - ✓ Encourage major travel agencies to develop and sell Hawai'i tour products and support their promotion
  - ✓ Inspire Korean travelers to visit Hawai'i with responsibility
  - ✓ Implement online ad campaigns that feature various aspects of Hawai'i – safe & sustainable natural resources, cultural authenticity, unique culinary experience
- **Projected outcomes:**
  - Develop Hawai'i FIT & PKG tour products in market



# MADE IN HAWAI'I DIGITAL CAMPAIGN

- **Target audience:** FIT Travelers / Foodies
- **Objectives:** Activate PR and marketing promotion to increase awareness of Hawai'i food and support local businesses
- **Timeline:** February – June, 2023
- **Program components:** Brand co-op, Offline pop-up consumer event, Social campaign, Media and influencer Fam trip, E-newsletter, Ad Campaign
- **Projected outcomes:**
  - ✓ EAV \$100,000
  - ✓ Introduce a variety of Made in Hawai'i products
  - ✓ Familiarize Korea consumers with the Hawaiian word 'Ono through social content marketing



# NEIGHBOR ISLAND TRADE PROMOTION THROUGH TRADE FAM TOUR

- **Target audience:** Key Travel Agents
- **Objectives:** Encourage travel agents to learn about neighbor islands and promote local businesses
- **Timeline:** March – June, 2023
- **Program components:**
  - ✓ Organize Trade FAMs in collaboration with airlines and Hawaii industry partners
  - ✓ FAM itinerary includes volunteer opportunities, and buy and support made in Hawai'i products, foods, and others
  - ✓ Educate participating travel agencies about neighbor islands and encourage them to develop new products that incorporate regenerative tourism choices
- **Projected outcomes:**
  - ✓ Develop new tour products including neighbor islands and regenerative tourism elements





# KEY PERFORMANCE INDICATORS

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HAWAII TOURISM  
KOREA

# KEY PERFORMANCE INDICATORS

## BY THE END OF CALENDAR YEAR 2024

<b>Average Daily Visitor Spending</b>	1% growth over 2019
<b>Total Visitor Expenditures</b>	1.5% growth over 2019
<b>No. of Multi-Island Visitors</b>	2% increase over 2019
<b>Average Islands Visited (Per Person)</b>	2% increase over 2019
<b>Increase percentage of</b>	"visitors recall hearing or seeing information about safe and responsible travel prior to arrival" compared to the most recent study
	"visitors recall hearing or seeing information about caring for and respecting Hawai'i's culture, people, and environment prior to arrival" compared to the most recent study
	"visitors recall hearing or seeing information about ocean and hiking safety prior to arrival" compared to the most recent study
	"visitors recall hearing or seeing information about volunteer/giving back opportunities prior to arrival" compared to the most recent study
	"visitors recall hearing or seeing information about support local/shop local prior to arrival" compared to the most recent study
	"visitors recall hearing or seeing information about Mālama Hawai'i prior to arrival" compared to the most recent study
	consideration for visiting Hawai'i within the next 12 months compared to the most recent study

# PROGRAM PERFORMANCE MEASURES

Consumer Paid Media Measures	2023 Semi-Annual Target
TV Reach	5.0%
Digital Reach	1,000,000
TV Impressions	1,000,000
Digital Impressions	1,500,000
Public Relations Measures	2023 Semi-Annual Target
No. of Media/PR Calls	50
No. of Press Releases Issued	6
Print Publicity Value – Paid	\$380,000
Digital Publicity Value – Paid	\$1,100,000
Broadcast Publicity Value – Paid	\$2,500,000
Print Impressions – Paid	2,500,000
Digital Impressions – Paid	10,600,000
Broadcast Impressions – Paid	25,000,000
Print Publicity Value – Earned	\$150,000
Digital Publicity Value – Earned	\$500,000
Print Impressions – Earned	1,200,000
Digital Impressions – Earned	5,000,000
No. of Group Media FAMs	1
No of Articles Generated from Group Media FAMs	6
No. of Individual Press Trips	3
No of Articles Generated from Individual Press Trips	7
Consumer Shows	2023 Semi-Annual Target
No. of Shows	2
Show Attendance	1,000

Travel Trade	2023 Semi-Annual Target
No. of Meetings with Travel Trade Partners	50
No. of Travel Trade Partners Met With	60
No. of Travel Trade FAMs	2
No. of Travel Trade FAM Participants	12
No. of Trade Education Sessions	2
No. of Trade Education Participants	50
No. of Agents Completed Training Program	20
Social Media Metrics	2023 Semi-Annual Target
FACEBOOK	
Total Impressions Gained	75,000
Total Interactions Gained	4,000
Total Fan Count	10,000
Increase in Fans	50
Total Posts	50
INSTAGRAM	
Total Impressions Gained	100,000
Total Interactions Gained	10,000
Total Fan Count	12,500
Increase in Fans	2,000
Total Posts	50
DMAP Measures	
No. of DMAP Action Items Supported	40
No. of Initiatives to Promote Hawai'i Made Products	4
No. of Hawai'i Festivals & Events Promoted	10
No. of Voluntourism Programs Promoted	5



# PARTNERSHIP OPPORTUNITIES

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# PARTNERSHIP OPPORTUNITIES

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST	Contact Info
TRADE FAMILIARIZATION TRIPS (FAMS)					
<b>Neighbor Island Trade Promotion through trade FAM tour</b>	Q2	Invite selected participants from top agencies in Korea to the Hawaiian Islands to provide the opportunity to learn the destinations in deeper dive. HTK will hold the FAM tours twice in Mar and Jun.	O'ahu + Neighbor Islands	HTK welcomes any in-kind sponsorships as below; <ul style="list-style-type: none"> <li>• Accommodations</li> <li>• Hosted Meals</li> <li>• Activities</li> <li>• Transportation</li> <li>• Airfares</li> </ul>	Jin Jang Account director Email: jinjang@aviareps.com
TRAVEL TRADE EDUCATION					
<b>Mālama Hawai'i Educational Seminar</b>	Mar - Jun	The educational seminars will be designed to foster professional, knowledgeable and certified Korean travel agents who can better represent the Mālama Hawai'i and Kuleana travel in the market. HTK will hold the seminars twice in Mar and Jun.	Seoul, Busan	HTK also welcomes any in-kinds sponsorships for participant's prizes as below: <ul style="list-style-type: none"> <li>• Accommodations</li> <li>• Hosted Meals</li> <li>• Activities</li> <li>• Transportation</li> <li>• Airfares</li> <li>• Made in Hawai'i products</li> </ul>	Jin Jang Account director Email: jinjang@aviareps.com
PUBLIC RELATIONS					
<b>Mālama Hawai'i Branding Campaign</b>	Q1	Implement IMC advertising campaigns that feature various aspects of the Hawaiian Islands – natural resources, cultural authenticity, unique culinary experience, and once-in-a-lifetime adventure utilizing HTA assets.	Seoul	HTK welcomes any in-kind sponsorships as below; <ul style="list-style-type: none"> <li>• Accommodations</li> <li>• Hosted Meals</li> <li>• Activities</li> <li>• Transportation</li> <li>• Airfares</li> </ul>	Caitlin Cho PR & Digital Marketing Manager Email: caitlincho@aviareps.com
<b>Golf Hawai'i – Celebrity Endorsement Campaign</b>	Q2	Celebrity tie in with a golf product brand to efficiently and effectively reach out to appropriate target audiences and showcase Hawai'i as top-of-mind golf destination	O'ahu and 1 neighbor Island	HTK welcomes any in-kind sponsorships as below; <ul style="list-style-type: none"> <li>• Accommodations</li> <li>• Hosted Meals</li> <li>• Activities</li> <li>• Transportation</li> <li>• Airfares</li> </ul>	Caitlin Cho PR & Digital Marketing Manager Email: caitlincho@aviareps.com

# PARTNERSHIP OPPORTUNITIES

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST	Contact Info
CONSUMER PROMOTIONS					
TV Content Filming	Q2	Place Hawai'i in a popular entertainment show to introduce Mālama Hawai'i' messaging and Made in Hawai'i to mass public to refresh potential travelers with beautiful scenery, its unique culture and diversity	O'ahu and 1 neighbor Island	HTK welcomes any in-kind sponsorships as below; <ul style="list-style-type: none"><li>• Accommodations</li><li>• Hosted Meals</li><li>• Activities</li><li>• Transportation</li><li>• Airfares</li></ul>	Caitlin Cho PR & Digital Marketing Manager Email: caitlincho@aviareps.com
Wellness Group Media and/or Influencer FAM	May – Jun	Develop sustainable themed itinerary to travel the Hawaiian Islands and invite leading media and influencers to create high profile Hawai'i content which will be published on social channels and print magazine.	O'ahu and 1 neighbor Island	HTK welcomes any in-kind sponsorships as below; <ul style="list-style-type: none"><li>• Accommodations</li><li>• Hosted Meals</li><li>• Activities</li><li>• Transportation</li><li>• Airfares</li></ul>	Caitlin Cho PR & Digital Marketing Manager Email: caitlincho@aviareps.com
Made in Hawai'i Campaign	Jan - Jun	Activate PR and marketing promotion to increase awareness of Hawai'i food and support Hawai'i's local business following the explosive growth of Korean consumers' interest in F&B through brand co-op, offline event, social campaign, ad campaign, etc.	Seoul	HTK welcomes any in-kind sponsorships as below; <ul style="list-style-type: none"><li>• Accommodations</li><li>• Hosted Meals</li><li>• Activities</li><li>• Transportation</li><li>• Airfares</li></ul>	Caitlin Cho PR & Digital Marketing Manager Email: caitlincho@aviareps.com
CONSUMER SHOWS					
Mālama Hawai'i Consumer Event	Apr – Jun	Develop an offline consumer event, for instance, a photo exhibition to showcase the beauty of Hawai'i's natural resources and its unique culture.	Seoul	HTK welcomes any in-kind sponsorships as below; <ul style="list-style-type: none"><li>• Accommodations</li><li>• Hosted Meals</li><li>• Activities</li><li>• Transportation</li><li>• Airfares</li></ul>	Caitlin Cho PR & Digital Marketing Manager Email: caitlincho@aviareps.com



# MAHALO!

