



# Korea Fact Sheet

## Korea Overview

AVIAREPS Marketing Garden Holdings Ltd. is contracted by HTA for Brand Marketing and Management Services in Korea. Korea is an important source market from Asia for Hawai'i. 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 2022, the core branding message is Mālama Hawai'i and the marketing strategy to recover the Hawai'i travel market from the COVID-19 pandemic is to revitalize travel demand in collaboration with industry partners, accelerate booking pace in partnership with online booking platforms, and develop marketing co-ops with key airlines to stimulate resumption and growth in air services to Hawai'i.

## Year-to-date December 2022 Quick Facts<sup>1/</sup>

|                          |                                    |
|--------------------------|------------------------------------|
| Visitor Expenditures:    | \$285.4 million                    |
| Primary Purpose of Stay: | Pleasure (103,688) vs. MCI (4,060) |
| Average Length of Stay:  | 8.74 days                          |
| First Time Visitors:     | 74.1%                              |
| Repeat Visitors:         | 25.9%                              |

| Korea (by Air)                     | 2019      | 2020    | 2021    | 2022 Annual Forecast* | YTD Dec. 2022P | YTD Dec. 2021 | % Change YTD |
|------------------------------------|-----------|---------|---------|-----------------------|----------------|---------------|--------------|
| Visitor Expenditures (\$ Millions) | 497.9     | NA      | 41.6    | 252.0                 | 285.4          | 39.8          | 616.3%       |
| Visitor Days                       | 1,745,666 | 404,206 | 149,496 | 872,630               | 972,209        | 149,496       | 550.3%       |
| Arrivals                           | 229,056   | 46,884  | 10,652  | 94,014                | 111,298        | 10,652        | 944.8%       |
| Average Daily Census               | 4,783     | 1,104   | 410     | 2,391                 | 2,664          | 410           | 550.3%       |
| Per Person Per Day Spending (\$)   | 285.2     | NA      | 278.0   | 288.7                 | 293.55         | 266.5         | 10.1%        |
| Per Person Per Trip Spending (\$)  | 2,173.7   | NA      | 3,901.5 | 2,680.1               | 2,564.2        | 3,740.5       | -31.4%       |
| Length of Stay (days)              | 7.62      | 8.62    | 14.03   | 9.28                  | 8.74           | 14.03         | -37.8%       |

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) 2022 annual forecast (Quarter 1, 2022).

## Contact Information

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

**Hawai'i Tourism Korea:** Irene Lee, Korea Country Director  
 Tel: 82 (2) 777-0033  
[llee@aviareps.com](mailto:llee@aviareps.com)

<sup>1/</sup> 2022 visitor data are preliminary. 2021, 2020 and 2019 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

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Prior to the pandemic, Hawai'i achieved record-level visitor expenditures and arrivals in 2019 through February 2020. On March 26, 2020, the state implemented mandatory quarantine and travel restrictions. Subsequently, nearly all trans-Pacific and interisland flights were canceled, cruise ship activities were suspended and tourism to the islands all but shut down. In October 2020, the state initiated the Safe Travels program, which allowed travelers to bypass quarantine if they had a valid negative COVID test. Through March 25, 2022, domestic passengers could bypass the state's mandatory self-quarantine if they were vaccinated or had a negative COVID pre-travel test. The Safe Travels Program ended on March 25, 2022, and domestic pre-travel requirements ceased as of March 26, 2022. Passengers arriving on direct international flights through June 11, 2022 were subjected to federal U.S. entry requirements which included proof of an up-to-date vaccination document and negative COVID-19 test result taken within one day of travel. This requirement was lifted on June 12, 2022.

- For all of 2022, there were 111,298 visitors from Korea compared to 229,056 visitors (-51.4%) in 2019.
- There were 689 scheduled flights with 217,245 seats in 2022, compared to 1,027 flights (-32.9%) with 326,398 seats (-33.4%) in 2019.
- In 2021, 10,652 visitors arrived from Korea. In comparison, there were 46,884 visitors (-77.3%) from Korea in 2020, and 229,056 visitors (-95.3%) in 2019.
- There were 140 scheduled flights and 39,160 seats from Korea in 2021 compared to 238 flights and 72,287 seats in 2020, and 1,027 flights and 326,398 seats in 2019.

## Market Conditions

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- Korea's exports fell 9.5 percent from a year earlier to \$54.99 billion in December 2022.
- In December 2022, the South Korean exchange rate was 1,269.05 (KRW/USD), appreciated slightly from the previous month's 1,359.45(KRW/USD).
- Korea recorded 90.0 percent vaccination rate and 71.6 percent booster rate as of December 30. The rate of 4th shots is 16.1 percent. The only remaining compulsory measures for COVID-19 control consist of indoor masks and 7-day self-quarantine of confirmed patients.
- According the Korea Tourism Organization, the number of arrivals and departures increased by 519.7 percent year-on-year to 1,501,337 in November 2022. The number of outbound Koreans exceeded 1 million at 1,041,431 boosting the growth of overseas travelers. It is about half of November 2019.
- Korea Culture & Tourism Institute published a report on tourism trends analysis and prospects for 2023-2025. It selected NEW ERA TRIP as a keyword term. Since the pandemic, structural changes in the overall social economy have led to the concept of 'working from home' and 'workcation' in the new normal era that has arrived. Demand for nature-oriented travel, such as camping trips, walking trips, and bicycle trips which avoid crowded places, has also increased significantly.

- Travel Times' examination of the prospects and strategies of Korean travel agencies indicates they will focus on differentiated package products. Travel agencies have announced they will adopt a two-track strategy by targeting the middle-aged and the MZ generation, the main consumers of existing package tours, For example:
  - Hana Tour: 'Hana Pack 2.0', a new tour package that reflects the needs of its customers.
  - Mode Tour: 'Concept Tour' which involves a trip with influencers; it also plans to launch an 'order-made' tour.
  - Yellow Balloon Tour: A tour product that collaborates with the TV show "Battle Trip."
  - Kyowon Tour: 'MZ Pick', a product tailored to the tastes of the MZ generation; it also launched a package product in collaboration with the TV show "Travel Designers".
- Airlift to Hawai'i: Korean Air operates daily flights in December. Asiana Airlines operates daily flights starting December 22. Hawaiian Airlines operates 5 weekly flights in December.

## Distribution by Island

| Korea (by Air)    | 2019    | 2020   | 2021  | YTD Dec. 2022P | YTD Dec. 2021 | % Change YTD |
|-------------------|---------|--------|-------|----------------|---------------|--------------|
| O'ahu             | 225,488 | 46,133 | 9,678 | 108,927        | 9,678         | 1025.5%      |
| Maui County       | 29,619  | 4,711  | 1,299 | 10,871         | 1,299         | 736.8%       |
| Maui              | 29,303  | 4,668  | 1,268 | 10,798         | 1,268         | 751.4%       |
| Moloka'i          | 846     | 71     | 31    | 161            | 31            | 418.6%       |
| Lāna'i            | 499     | 105    | 14    | 164            | 14            | 1093.9%      |
| Kaua'i            | 7,191   | 1,361  | 332   | 2,460          | 332           | 640.9%       |
| Island of Hawai'i | 25,273  | 6,923  | 1,215 | 15,228         | 1,215         | 1153.5%      |

## Airlift: Scheduled Seats and Flights

| Scheduled seats | 2022   |        |        |        |         | 2022  |       |        |        |        | %CHANGE |       |       |       |        |
|-----------------|--------|--------|--------|--------|---------|-------|-------|--------|--------|--------|---------|-------|-------|-------|--------|
|                 | Q1     | Q2     | Q3     | Q4     | Annual  | Q1    | Q2    | Q3     | Q4     | Annual | Q1      | Q2    | Q3    | Q4    | Annual |
| Seoul           | 25,636 | 48,135 | 70,482 | 72,992 | 217,245 | 3,614 | 6,950 | 10,008 | 18,588 | 39,160 | 609.4   | 592.6 | 604.3 | 292.7 | 454.8  |

Source: DBEDT analysis based on scheduled seats from Diio Mi flight schedules as of December 22, 2022, subject to change.

| Scheduled flights | 2022 |     |     |     |        | 2022 |    |    |    |        | %CHANGE |       |       |       |        |
|-------------------|------|-----|-----|-----|--------|------|----|----|----|--------|---------|-------|-------|-------|--------|
|                   | Q1   | Q2  | Q3  | Q4  | Annual | Q1   | Q2 | Q3 | Q4 | Annual | Q1      | Q2    | Q3    | Q4    | Annual |
| Seoul             | 91   | 152 | 219 | 227 | 689    | 13   | 25 | 36 | 66 | 140    | 600.0   | 508.0 | 508.3 | 243.9 | 392.1  |

Source: DBEDT analysis based on scheduled flights from Diio Mi flight schedules as of December 22, subject to change.

## Group vs. True Independent; Leisure vs. Business

| Korea (by Air)                  | 2019    | 2020*  | 2021  | YTD Dec. 2022P | YTD Dec. 2021 | % Change YTD |
|---------------------------------|---------|--------|-------|----------------|---------------|--------------|
| Group vs True Independent (Net) |         |        |       |                |               |              |
| Group Tour                      | 35,289  | NA     | 801   | 10,484         | 801           | 1208.9%      |
| True Independent (Net)          | 134,413 | NA     | 7,747 | 73,382         | 7,747         | 847.2%       |
| Leisure vs Business             |         |        |       |                |               |              |
| Pleasure (Net)                  | 218,691 | 44,623 | 8,533 | 103,688        | 8,533         | 1115.2%      |
| MCI (Net)                       | 5,574   | 840    | 299   | 4,060          | 299           | 1257.4%      |
| Convention/Conf.                | 3,184   | 331    | 110   | 1,769          | 110           | 1512.4%      |
| Corp. Meetings                  | 232     | 23     | 86    | 93             | 86            | 8.0%         |
| Incentive                       | 2,183   | 487    | 111   | 2,225          | 111           | 1912.1%      |

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 | YTD Dec.<br>2022P | YTD Dec.<br>2021 | % Change<br>YTD |
|-------------------------|------|-------|------|-------------------|------------------|-----------------|
| First Time Visitors (%) | 73.7 | NA    | 49.4 | 74.1              | 49.4             | 24.7            |
| Repeat Visitors (%)     | 26.3 | NA    | 50.6 | 25.9              | 50.6             | -24.7           |

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 | YTD Dec.<br>2022P | YTD Dec.<br>2021 | % Change<br>YTD |
|---|-------|-------|------|-------------------|------------------|-----------------|
| State tax revenue generated (\$ Millions) <sup>2/</sup> | 58.12 | NA    | 4.85 | 33.11             | 4.65             | 611.8%          |

<sup>2/</sup>State government tax revenue generated (direct, indirect, and induced).