



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 2023, the core branding message is Mālama Hawai'i and the marketing strategy is to continue revitalizing travel demand in collaboration with industry partners, , and developing marketing co-ops with key airlines to stimulate growth in air services to Hawai'i.

January 2023 Quick Facts^{1/}

Visitor Expenditures:	\$49.8 million
Primary Purpose of Stay:	Pleasure (16,390) vs. MCI (760)
Average Length of Stay:	8.74 days
First Time Visitors:	74.1%
Repeat Visitors:	25.9%

Korea (by Air)	2019	2020	2021	2022P	2022 Annual Forecast*	Jan. 2023P	Jan. 2022P	% Change
Visitor Expenditures (\$ Millions)	497.9	NA	41.6	285.4	252.0	49.8	9.3	434.3%
Visitor Days	1,745,666	404,206	149,496	972,209	872,630	161,556	33,507	382.2%
Arrivals	229,056	46,884	10,652	111,298	94,014	17,243	2,126	710.9%
Average Daily Census	4,783	1,104	410	2,664	2,391	5,211	92	5576.9%
Per Person Per Day Spending (\$)	285.2	NA	278.0	293.5	288.7	308.1	278.0	10.8%
Per Person Per Trip Spending (\$)	2,173.7	NA	3,901.5	2,564.2	2,680.1	2,886.7	4,380.6	-34.1%
Length of Stay (days)	7.62	8.62	14.03	8.74	9.28	9.37	15.76	-40.5%

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

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

^{1/} 2023 and 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

- In January 2023, there were 17,243 visitors from Korea, compared to 2,126 visitors in January 2022 (+710.9%), and 27,907 visitors (-38.2%) in January 2019, prior to the COVID-19 global pandemic.
- There were 84 scheduled flights with 26,879 seats from Seoul in January 2023, compared to 34 flights (+147.1%) with 11,071 seats (+142.8%) in January 2022, and 102 flights (-17.6%) with 33,610 seats (-20.0%) in January 2019.
- In 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

- In January 2023, the South Korean currency exchange rate was 1,247.45(KRW/USD). The previous month was 1,269.05(KRW/USD).
- Korea's exports fell 16.6 percent from a year earlier to \$46.27 billion in January 2023.
- Korea recorded 87.53 percent vaccination rate and 65.72 percent booster rate as of January 31, 2023.
- The number of Korean outbound travelers in December 2021 and for the whole year reached 1,393,343 and 6,554,031 respectively, recording year-over-year increase of 899.3 percent and 436.1 percent.
- Premium products are growing their presence in outbound package tour market in Korea compared to the past when low-price competition was prevalent in package product market. According to Hana Tour, the polarization of travel has become prominent after the COVID-19, and demand for premium products is recovering comparatively quickly. Demand for business class as well as 4 star and above hotel have increased. Also, preference for luxury cabins in cruise products has also increased. Following the trend, travel agencies are in the stage of steadily strengthening their premium brands. For instance, Hana Tour plans to focus on differentiation by promoting 'Zeus' and Hanjin Tourism is focusing on 'KALPAK.'
- Air service in January 2023: Korean Air operates daily flights. Asiana Airlines operates daily flights. Hawaiian Airlines operates 5 weekly flights.

Distribution by Island

Korea (by Air)	2019	2020	2021	2022P	Jan. 2023P	Jan. 2022P	% Change
O'ahu	225,488	46,133	9,678	108,927	17,124	2,032	742.6%
Maui County	29,619	4,711	1,299	10,871	1,476	327	351.5%
Maui	29,303	4,668	1,268	10,798	1,306	327	299.6%
Moloka'i	846	71	31	161	62	8	722.5%
Lāna'i	499	105	14	164	170	8	2161.8%
Kaua'i	7,191	1,361	332	2,460	658	131	401.9%
Island of Hawai'i	25,273	6,923	1,215	15,228	3,764	386	875.0%

Airlift: Scheduled Seats and Flights

Scheduled seats	2022					2021					%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					2021					%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	2022P	Jan. 2023P	Jan. 2022P	% Change
Group vs True Independent (Net)							
Group Tour	35,289	NA	801	10,484	2,335	17	13423.6%
True Independent (Net)	134,413	NA	7,747	73,382	12,045	1,666	623.0%
Leisure vs Business							
Pleasure (Net)	218,691	44,623	8,533	103,688	16,390	1,574	941.2%
MCI (Net)	5,574	840	299	4,060	760	169	348.9%
Convention/Conf.	3,184	331	110	1,769	316	101	214.7%
Corp. Meetings	232	23	86	93	143	4	3315.0%
Incentive	2,183	487	111	2,225	300	68	343.8%

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	2022P	Jan. 2023P	Jan. 2022P	% Change
First Time Visitors (%)	73.7	NA	49.4	74.1	68.3	55.1	13.2
Repeat Visitors (%)	26.3	NA	50.6	25.9	31.7	44.9	-13.2

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	2022P	Jan. 2023P	Jan. 2022P	% Change
State tax revenue generated (\$ Millions) ^{2/}	58.12	NA	4.85	33.11	5.77	1.09	431.0%

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