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.

Year-to-date July 2023 Quick Facts

Visitor Expenditures: $256.4 million
Primary Purpose of Stay: Pleasure (90,536) vs. MCI (3,192)
Average Length of Stay: 8.58 days
First Time Visitors: 71.3%
Repeat Visitors: 28.7%

<table>
<thead>
<tr>
<th>Korea (by Air)</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>2023 Annual Forecast</th>
<th>YTD July 2023P</th>
<th>YTD July 2022</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor Expenditures ($ Millions)</td>
<td>497.9</td>
<td>NA</td>
<td>41.6</td>
<td>283.5</td>
<td>550.1</td>
<td>256.4</td>
<td>122.1</td>
<td>109.9%</td>
</tr>
<tr>
<td>Visitor Days</td>
<td>1,745,666</td>
<td>404,206</td>
<td>149,496</td>
<td>967,259</td>
<td>1,802,736</td>
<td>824,181</td>
<td>425,830</td>
<td>93.5%</td>
</tr>
<tr>
<td>Arrivals</td>
<td>229,056</td>
<td>46,884</td>
<td>10,652</td>
<td>111,863</td>
<td>204,734</td>
<td>96,070</td>
<td>46,382</td>
<td>107.1%</td>
</tr>
<tr>
<td>Average Daily Census</td>
<td>4,783</td>
<td>1,104</td>
<td>410</td>
<td>2,650</td>
<td>4,939</td>
<td>3,888</td>
<td>2,009</td>
<td>93.5%</td>
</tr>
<tr>
<td>Per Person Per Day Spending ($)</td>
<td>285.2</td>
<td>NA</td>
<td>278.0</td>
<td>293.1</td>
<td>305.1</td>
<td>311.0</td>
<td>286.8</td>
<td>8.4%</td>
</tr>
<tr>
<td>Per Person Per Trip Spending ($)</td>
<td>2,173.7</td>
<td>NA</td>
<td>3,901.5</td>
<td>2,534.7</td>
<td>2,686.8</td>
<td>2,668.5</td>
<td>2,633.3</td>
<td>1.3%</td>
</tr>
<tr>
<td>Length of Stay (days)</td>
<td>7.62</td>
<td>8.62</td>
<td>14.03</td>
<td>8.65</td>
<td>8.81</td>
<td>8.58</td>
<td>9.18</td>
<td>-6.6%</td>
</tr>
</tbody>
</table>

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) 2023 annual forecast (Quarter 2, 2023).

Contact Information

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¹ 2023 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 seven months of 2023, there were 96,070 visitors from Korea, compared to 46,382 visitors in the first seven months of 2022 (+107.1%). There were 129,707 visitors (-25.9%) in the first seven months of 2019, prior to the COVID-19 pandemic.

- There were 531 scheduled flights with 165,050 seats from Seoul in the first seven months of 2023, compared to 320 flights (+65.9%) with 98,427 seats (+67.7%) in the first seven months of 2022, and 580 flights (-8.4%) with 185,663 seats (-11.1%) in the first seven months of 2019.

- In 2022, there were 111,863 visitors from Korea compared to 229,056 visitors (-51.2%) 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 with 39,160 seats from Korea in 2021, compared to 238 flights with 72,287 seats in 2020 and 1,027 flights with 326,398 seats in 2019.

Market Conditions

- Korea’s exports fell 16.5 percent from a year earlier to $50.3 billion in July 2023.

- In July 2023, the South Korean exchange rate was 1,285.42 (KRW/USD) and the previous month was 1,298.86 (KRW/USD).

- The number of Korean departures, according to Korea Tourism Organization, was 1,771,962 in June 2023. The figure represents a recovery of 329.3 percent compared to June 2022.

- Incheon International Airport's passenger traffic volume has recovered to about 70 percent of the pre-pandemic levels in 2019. During the first half of 2023, the airport recorded 24.4 million international passengers, a 69.2 percent recovery compared to the first half of 2019. It is also more than six times higher than the first half of 2022, which had 3.93 million passengers.

- Key regions contributing to the recovery included Southeast Asia (35%), Japan (24%), Americas (11%), Northeast Asia excluding Japan/China (8%), and China (6%). The number of international flights also showed a significant recovery, reaching 147,803, a 75 percent recovery compared to 2019, and 2.2 times higher than the first half of 2022.

- A recent survey by Good choice, a popular Korean travel app, indicates that nearly 9 out of 10 travelers who journeyed abroad in the first half of 2023 are eager to continue overseas travel in the second half. Out of 1,000 users surveyed, 40 percent had already traveled abroad in the first half of 2023, and a remarkable 86 percent of them plan to venture abroad again in the second half of 2023. In terms of the preferred number of international trips per year, 45 percent of respondents favored one trip, while 42 percent opted for two. On average, respondents considered 1.8 international trips adequate.

- In July 2023, Korean Air operated daily flights; Asiana Airlines operated 5 weekly flights; Hawaiian Airlines operated 5 weekly flights and plans to operate six weekly flights for two weeks between the 4th week of September and the 1st week of October 2023, to meet increased demand for South Korea's Chuseok holidays (September 28 - October 1).
### Distribution by Island

<table>
<thead>
<tr>
<th>Korea (by Air)</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>YTD July 2023P</th>
<th>YTD July 2022</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>O'ahu</td>
<td>225,488</td>
<td>46,133</td>
<td>9,678</td>
<td>109,509</td>
<td>94,874</td>
<td>45,201</td>
<td>109.9%</td>
</tr>
<tr>
<td>Maui County</td>
<td>29,619</td>
<td>4,711</td>
<td>1,299</td>
<td>11,035</td>
<td>9,071</td>
<td>4,230</td>
<td>114.4%</td>
</tr>
<tr>
<td>Maui</td>
<td>29,303</td>
<td>4,668</td>
<td>1,268</td>
<td>10,953</td>
<td>8,816</td>
<td>4,201</td>
<td>109.8%</td>
</tr>
<tr>
<td>Moloka'i</td>
<td>846</td>
<td>71</td>
<td>31</td>
<td>152</td>
<td>139</td>
<td>90</td>
<td>53.7%</td>
</tr>
<tr>
<td>Lāna'i</td>
<td>499</td>
<td>105</td>
<td>14</td>
<td>173</td>
<td>452</td>
<td>70</td>
<td>541.5%</td>
</tr>
<tr>
<td>Kaua'i</td>
<td>7,191</td>
<td>1,361</td>
<td>332</td>
<td>2,931</td>
<td>2,933</td>
<td>1,274</td>
<td>130.2%</td>
</tr>
<tr>
<td>Island of Hawai'i</td>
<td>25,273</td>
<td>6,923</td>
<td>1,215</td>
<td>15,244</td>
<td>15,521</td>
<td>5,672</td>
<td>173.7%</td>
</tr>
</tbody>
</table>

### Airlift: Scheduled Seats and Flights

<table>
<thead>
<tr>
<th>Scheduled seats</th>
<th>2023</th>
<th>2022</th>
<th>%CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seoul</td>
<td>75,384</td>
<td>58,439</td>
<td>29.3%</td>
</tr>
<tr>
<td>O'ahu</td>
<td>225,488</td>
<td>156,360</td>
<td>43.2%</td>
</tr>
<tr>
<td>Maui County</td>
<td>29,619</td>
<td>20,599</td>
<td>43.9%</td>
</tr>
<tr>
<td>Maui</td>
<td>29,303</td>
<td>21,237</td>
<td>30.8%</td>
</tr>
<tr>
<td>Moloka'i</td>
<td>846</td>
<td>645</td>
<td>30.7%</td>
</tr>
<tr>
<td>Lāna'i</td>
<td>499</td>
<td>377</td>
<td>29.7%</td>
</tr>
<tr>
<td>Kaua'i</td>
<td>7,191</td>
<td>5,413</td>
<td>33.8%</td>
</tr>
<tr>
<td>Island of Hawai'i</td>
<td>25,273</td>
<td>19,316</td>
<td>25.9%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Korea (by Air)</th>
<th>2019</th>
<th>2020*</th>
<th>2021</th>
<th>2022</th>
<th>YTD July 2023P</th>
<th>YTD July 2022</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group vs True Independent (Net)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group Tour</td>
<td>35,289</td>
<td>NA</td>
<td>801</td>
<td>10,494</td>
<td>11,531</td>
<td>4,847</td>
<td>137.9%</td>
</tr>
<tr>
<td>True Independent (Net)</td>
<td>134,413</td>
<td>NA</td>
<td>7,747</td>
<td>73,398</td>
<td>65,898</td>
<td>30,492</td>
<td>116.1%</td>
</tr>
<tr>
<td>Leisure vs Business</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pleasure (Net)</td>
<td>218,691</td>
<td>44,623</td>
<td>8,533</td>
<td>104,308</td>
<td>90,536</td>
<td>41,733</td>
<td>116.9%</td>
</tr>
<tr>
<td>MCI (Net)</td>
<td>5,574</td>
<td>840</td>
<td>299</td>
<td>3,915</td>
<td>3,192</td>
<td>2,747</td>
<td>16.2%</td>
</tr>
<tr>
<td>Convention/Conf.</td>
<td>3,184</td>
<td>331</td>
<td>110</td>
<td>1,600</td>
<td>1,561</td>
<td>1,268</td>
<td>23.1%</td>
</tr>
<tr>
<td>Corp. Meetings</td>
<td>232</td>
<td>23</td>
<td>86</td>
<td>97</td>
<td>224</td>
<td>43</td>
<td>421.7%</td>
</tr>
<tr>
<td>Incentive</td>
<td>2,183</td>
<td>487</td>
<td>111</td>
<td>2,242</td>
<td>1,412</td>
<td>1,459</td>
<td>-3.2%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Korea (by Air)</th>
<th>2019</th>
<th>2020*</th>
<th>2021</th>
<th>2022</th>
<th>YTD July 2023P</th>
<th>YTD July 2022</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Time Visitors (%)</td>
<td>73.7</td>
<td>NA</td>
<td>49.4</td>
<td>74.8</td>
<td>71.3</td>
<td>71.0</td>
<td>0.2</td>
</tr>
<tr>
<td>Repeat Visitors (%)</td>
<td>26.3</td>
<td>NA</td>
<td>50.6</td>
<td>25.2</td>
<td>28.7</td>
<td>29.0</td>
<td>-0.2</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Korea (by Air)</th>
<th>2019</th>
<th>2020*</th>
<th>2021</th>
<th>2022</th>
<th>YTD July 2023P</th>
<th>YTD July 2022</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>State tax revenue generated ($ Millions)</td>
<td>58.12</td>
<td>NA</td>
<td>4.85</td>
<td>32.89</td>
<td>29.74</td>
<td>14.26</td>
<td>108.6%</td>
</tr>
</tbody>
</table>

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