



# Korea Fact Sheet

## Korea Overview

AVIAREPS Marketing Garden Holdings Ltd. is contracted by the Hawai'i Tourism Authority (HTA) for Brand Marketing and Management Services in Korea. 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 2024, HTK continues to focus on promoting Hawai'i's unique attributes and mindful travel, driving travel demand and booking pace in collaboration with travel trade, media, and influencers, and developing marketing co-ops with key airlines to stimulate growth in air services to Hawai'i.

## January 2024 Quick Facts<sup>1/</sup>

Visitor Expenditures:	\$49.4 million
Primary Purpose of Stay:	Pleasure (16,614) vs. MCI (652)
Average Length of Stay:	9.10 days
First Time Visitors:	69.0%
Repeat Visitors:	31.0%

Korea (by Air)	2019	2020	2021	2022	2023P	2023 Annual Forecast*	Jan. 2024P	Jan. 2023P	% Change
Visitor Expenditures (\$ Millions)	497.9	NA	41.6	283.5	436.7	447.8	49.4	49.8	-0.7%
Visitor Days	1,745,666	404,206	149,496	967,259	1,381,513	1,426,361	159,691	161,556	-1.2%
Arrivals	229,056	46,884	10,652	111,863	164,005	166,264	17,556	17,243	1.8%
Average Daily Census	4,783	1,104	410	2,650	3,785	3,908	5,151	5,211	-1.2%
Per Person Per Day Spending (\$)	285.2	NA	278.0	293.1	316.1	314.0	309.5	308.1	0.5%
Per Person Per Trip Spending (\$)	2,173.7	NA	3,901.5	2,534.7	2,662.8	2,693.4	2,815.3	2,886.7	-2.5%
Length of Stay (days)	7.62	8.62	14.03	8.65	8.42	8.58	9.10	9.37	-2.9%

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 4, 2023).

## 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  
[ilee@aviareps.com](mailto:ilee@aviareps.com)

<sup>1/</sup> 2023 and 2024 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 January 2024, there were 17,556 visitors from Korea, compared to 17,243 visitors in January 2023 and 27,907 visitors in pre-pandemic January 2019.
- Visitors from Korea spent \$49.4 million in January 2024, compared to \$49.8 million in January 2023 and \$60.1 million in January 2019. Daily visitor spending in January 2024 was \$310 per person, higher than January 2023 (\$308 per person) and January 2019 (\$256 per person).
- There were 91 scheduled flights with 29,112 seats from Seoul in January 2024, compared to 84 flights (+8.3%) with 26,879 seats (+8.3%) in January 2023 and 102 flights (-10.8%) with 33,610 seats (-13.4%) in January 2019.
- In 2023, there were 164,005 visitors from Korea, compared to 111,863 visitors in 2022. There were 229,056 visitors in 2019.
- Visitors from Korea spent \$436.7 million in 2023, compared to \$283.5 million in 2022 and \$497.9 million in 2019. Daily visitor spending in 2023 was \$316 per person, higher than 2022 (\$293 per person) and 2019 (\$285 per person).
- There were 906 scheduled flights with 278,670 seats from Seoul in 2023, compared to 689 flights (+31.5%) with 217,245 seats (+28.3%) in 2022 and 1,027 flights (-11.8%) with 326,398 seats (-14.6%) in 2019.

## Market Conditions

---

- Korea's exports grew 18 percent year-on-year in January 2024 to US\$54.8 billion.
- In January 2024, the South Korean exchange rate was 1327.75 (KRW/USD), depreciated from 1,306.60 (KRW/USD) in December 2023.
- The legislative election for the National Assembly of Korea will be held on April 10, 2024, and is expected to influence the national political and economic landscape.
- The number of Korean outbound travelers in 2023 recorded 22,715,841, which showed a 79 percent recovery compared to the 2019 numbers. In particular, the number of outbound departures in December 2023 marked a 73.4 percent year-over-year increase and 3.1 percent increase compared to 2019, indicating a full recovery led by travelers in their 30s and 20s.
- Seollal, or the Lunar New Year holidays are relatively shorter this year - February 9 to 12, 2024, - but nevertheless, there has been an increase in demand for overseas travel. Major travel agencies reported an increase in advance bookings for the holiday season compared to the same period last year. Hana Tour experienced a 48 percent rise, Yellow Balloon saw a 50 percent increase, and Mode Tour observed a remarkable 107 percent increase in reservations for overseas travel products. This number reflects a continuity of strong travel demand among the Koreans.
- Air Premia launched its special all-route discount price promotion called 'Promise' in mid-January 2024, an event it holds twice a year. Lower prices are offered on short-distance and long-distance routes in the first half of this year. From January 22-28, 2024, short-distance routes such as Narita and Bangkok are eligible, and from January 29 to February 4, 2024, services on long-distance routes such as LA, New York, and Honolulu can be booked at a promotional price. The board routes or short-distance routes is from March 1 to October 26, 2024, and for long-distance routes it is from January 29 to October 26, 2024.

- In January 2024, Korean Air operated daily flights; Asiana Airlines operated 5 weekly flights; Hawaiian Airlines operated 5 weekly flights; Air Premia operated 4 weekly flights.

## Distribution by Island

Korea (by Air)	2019	2020	2021	2022	2023P	Jan. 2024P	Jan. 2023P	% Change
O'ahu	225,488	46,133	9,678	109,509	162,039	17,218	17,124	0.5%
Maui County	29,619	4,711	1,299	11,035	11,329	586	1,476	-60.3%
Maui	29,303	4,668	1,268	10,953	10,911	586	1,306	-55.2%
Moloka'i	846	71	31	152	279	0	62	-100.0%
Lāna'i	499	105	14	173	542	0	170	-100.0%
Kaua'i	7,191	1,361	332	2,291	4,621	894	658	35.9%
Island of Hawai'i	25,273	6,923	1,215	15,244	27,050	3,642	3,764	-3.2%

## Airlift: Scheduled Seats and Flights

Scheduled seats	2024					2023					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
Seoul	78,871	62,777	63,632	68,226	273,506	75,354	67,645	65,167	70,504	278,670	4.7	-7.2	-2.4	-3.2	-1.9

Scheduled flights	2024					2023					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
Seoul	258	221	224	241	944	235	220	225	226	906	9.8	0.5	-0.4	6.6	4.2

Source: DBEDT analysis based on scheduled flights and seats from Diio Mi flight schedules as of January 25, 2024, subject to change.

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

Korea (by Air)	2019	2020*	2021	2022	2023P	Jan. 2024P	Jan. 2023P	% Change
Group vs True Independent (Net)								
Group Tour	35,289	NA	801	10,494	19,366	2,464	2,335	5.5%
True Independent (Net)	134,413	NA	7,747	73,398	113,023	12,541	12,045	4.1%
Leisure vs Business								
Pleasure (Net)	218,691	44,623	8,533	104,308	154,238	16,614	16,390	1.4%
MCI (Net)	5,574	840	299	3,915	5,040	652	760	-14.1%
Convention/Conf.	3,184	331	110	1,600	2,589	384	316	21.2%
Corp. Meetings	232	23	86	97	253	94	143	-34.0%
Incentive	2,183	487	111	2,242	2,205	175	300	-41.6%

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	2022	2023P	Jan. 2024P	Jan. 2023P	% Change
First Time Visitors (%)	73.7	NA	49.4	74.8	72.1	69.0	68.3	0.6
Repeat Visitors (%)	26.3	NA	50.6	25.2	27.9	31.0	31.7	-0.6

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	2022	2023P	Jan. 2024P	Jan. 2023P	% Change
State tax revenue generated (\$ Millions) <sup>2/</sup>	58.12	NA	4.85	32.89	50.66	5.73	5.77	-0.7%

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