



2018  
**GLOBAL  
TOURISM  
SUMMIT**

**HAWAII TOURISM**  
AUTHORITY

*Charting the  
Course*

#GTSHAWAII



**OCTOBER 1-3**  
HONOLULU, HAWAII

# *Korea Market Presentation*

**Irene Lee**

Korea Country Director

Hawai'i Tourism Korea

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



#GTSHAWAII





## *Korea Market Trends*

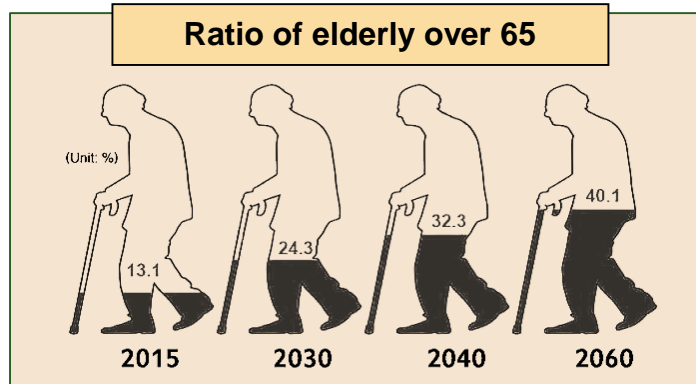


#GTSHAWAII



# Korea Facts & figures

- ◆ 51.8 M - Total Korea population
- ◆ 3% - Economic Growth forecast by 2018
- ◆ 1\$ = 1,120 KRW (as date of Sept)
- ◆ US \$ 29,891, GDP per Capita
- ◆ World's 12<sup>th</sup> largest economy
- ◆ Aged Society



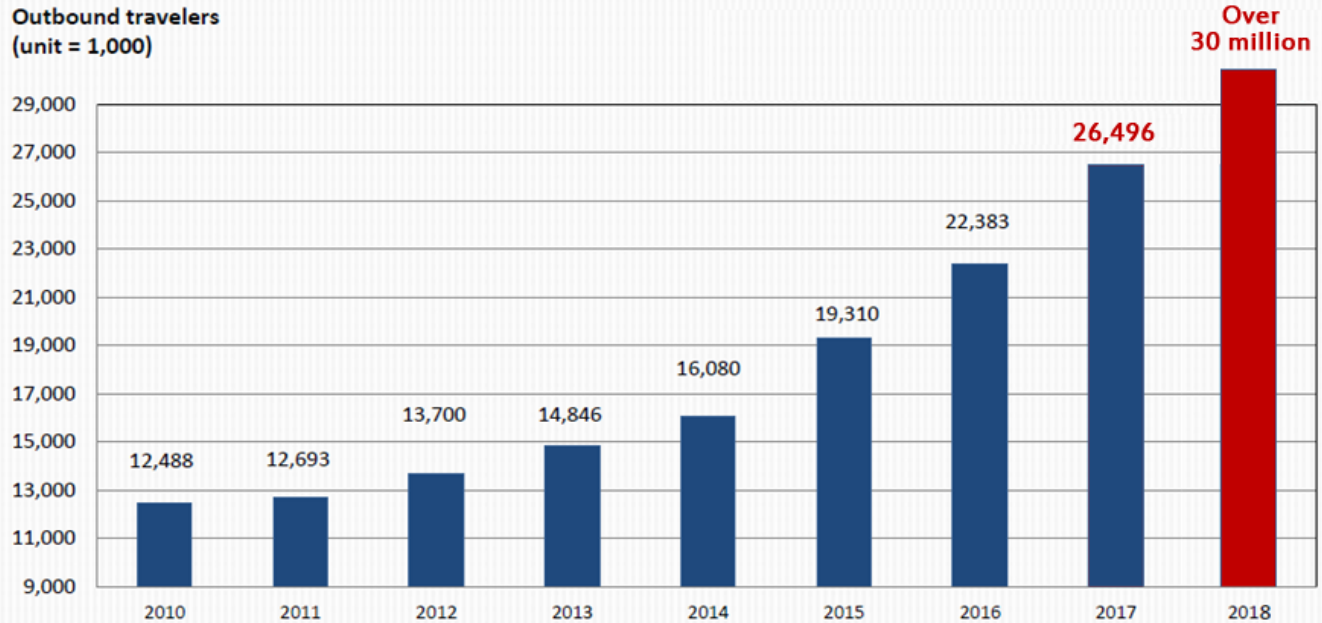
- ◆ 2018 - Declaration of end of Korean War



# Korea Outbound Trips

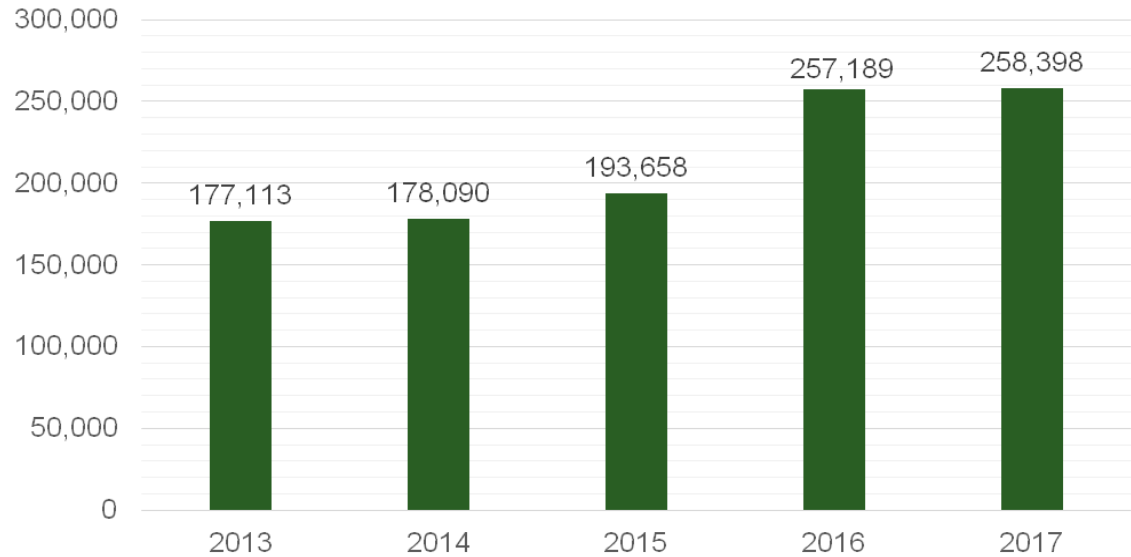
- ◆ 26 million trips abroad, 18.5% year-on-year growth in 2017
- ◆ 30 million trips expected in 2018

Outbound travelers  
(unit = 1,000)



# Korean Arrivals to Hawai'i

- ◆ From Jan to Aug in 2018, a total of 160,195pax (+3%) visited Hawai'i
- ◆ PPPD: \$292.1 per person (+5.6%)
- ◆ Visitor Expenditure: \$354.6M (+11.5%)
- ◆ Average Length of stay: 7.58 days (+2.5%)





## *2019 Korea Strategy*



#GTSHAWAII



# 2019 Korea Strategic Pillars



## **PREMIUM**

Differentiate Hawai'i by positioning the islands as the most premium destination in the world, increasing visitor expenditures by attracting high-spending visitors



## **INTEGRATION**

Expand its integrated marketing activities by combining travel trade promotions, PR, digital and consumer promotions to bring maximized results





# 2019 Korea Key Strategy



**Premium destination promotion**

**New market development**

**Lifestyle tourism promotion**





**Cultural authenticity emphasis**

**Neighbor island promotions**

**Social media focus with KOLs**



# 2019 ICN - HNL Airlift

Airlines	Frequency	Seats/Aircraft	Target Market
 <b>(KE053)</b>	Daily	291 seats (B747)	Luxury/Family/ Education
 <b>(OZ232)</b>	5 flights per week	300 seat (B777)	Romance
 <b>(HA460)</b>	5 flights per week * Daily from Jan 14 – Feb 6	277 seats (A330)	FIT/SIT/MICE
 <b>(LJ601)</b>	5 flights per week * Suspension from Mar 6 – Jul 20 & Oct 27 – Dec 27	393 seats (B772)	FIT/SIT/Family



*The*  
HAWAIIAN™  
ISLANDS

The logo for The Hawaiian Islands is centered on a yellow background. It features the word "The" in a cursive script above the word "HAWAIIAN" in a bold, blue, sans-serif font. A horizontal rainbow brushstroke underline is positioned below "HAWAIIAN", extending slightly beyond the left and right edges of the letters. Below the underline, the word "ISLANDS" is written in a smaller, blue, sans-serif font.

# Dual city travel campaign



- ◆ Generate incremental arrivals
- ◆ Distribute Korean arrivals to neighbor islands
- ◆ Target Korean travelers who consider visiting the US mainland to add Hawai‘i to their itineraries
- ◆ Collaborate U.S. destination DMOs, U.S.-based carriers and travel partners to launch dual city package
- ◆ Proposed KPI
  - 6,000 pax / 12,000 RNs
  - \$200,000 PR Value



# Hawai'i activation in 2nd tier cities



- ◆ 7 Metropolitan Cities in Korea including Seoul
- ◆ Stimulate travel demands from Korea's second-tier cities and educate local residents with travel information to Hawai'i
- ◆ Programs - Road show, <Hawai'i Lifestyle Week> consumer expo and advertising campaign in collaboration with travel agency associations based in each city
- ◆ Proposed KPI
  - 8,000 pax / 14,000 RNs
  - \$300,000 PR Value
  - 2,500,000 Digital engagement



# Mother & daughter campaign



- ◆ Growing influence of women's spending power – “sheconomy”
- ◆ 12.45 million Korean women traveled abroad last year, accounting for 47% of total outbound visitors
- ◆ Launch ‘mother & daughter’ travel campaign in partnership with tourism industry and media/KOLs
- ◆ Proposed KPI
  - 2,000pax / 10,000 RNs
  - \$500,000 PR value
  - 500,000 Digital engagement



# TV filming



- ◆ TV - the most direct and influential media channel in Korea
- ◆ Highlight distinctive culture, history and lifestyle of Hawai‘i
- ◆ Invite major TV channels to maximize the reach of information targeting appropriate audiences.
- ◆ Proposed KPI
  - 6,600 pax / 33,000 RNs
  - \$3M PR Value
  - 500,000 Digital engagement

# Aloha TV (YouTube) & Social media focus



- ◆ Reflecting the popularity of video contents in Korea, HTK will launch its new YouTube channel, *Aloha TV* to share real-time video content on its own channel.
- ◆ Influencers collaboration
- ◆ Responsible tourism
- ◆ Live broadcasting
- ◆ Proposed KPI
  - 1M Digital engagement





# *Edu/Eco tourism promotion*



- ◆ Create edu-tour programs with local partners targeting Korean families who actively seek opportunities for their kinds to learn English and the Hawaiian culture.
- ◆ Proposed KPI
  - 1,300 pax / 6,600 RNs
  - \$170,000 PR Value
  - 180,000 Digital engagement



# 2019 Travel mission – “Connect to Aloha”



- ◆ Host 2019 Hawai‘i travel mission - ‘Connect to Aloha’ in the nation's metropolitan cities in June.
- ◆ B2B - Trade events
- ◆ B2C- Consumer expo
- ◆ Proposed KPI
  - 6,600 pax / 33,000 RNs
  - \$120,000 PR Value
  - 220 Digital engagement



# Key MCI Marketing programs

Meet Hawai'i  
corporate event  
(Mar, Jeju)



Global  
MCI FAM  
(Nov)



MCI  
Educational/  
Training  
seminar  
(Year Around)



Meet Hawai'i  
VIP reception  
(Dec)



# Responsible Tourism



- ◆ Emphasize ‘Responsible Tourism’ during hosted media/agents FAMs by involving community and also by including environmental conservation activities.
- ◆ Utilize its own social media channels to educate Korean visitors about responsible tourism
- ◆ HTK will produce series of social media updates to cover how Korean visitors should perceive local culture of Hawai‘i and also preserve environment of Hawai‘i.



# Questions?

**Irene Lee**

Korea Country Director

Hawai'i Tourism Korea

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



#GTSHAWAII





2018  
**GLOBAL  
TOURISM  
SUMMIT**

**HAWAII TOURISM**  
AUTHORITY

*Charting the  
Course*

#GTSHAWAII



**OCTOBER 1-3**  
HONOLULU, HAWAII