



SPRING TOURISM UPDATE

Irene Lee
Korea Country Director

OVERVIEW- MARKET CONDITIONS



- **GDP per Capita :**
\$29,742
- **Unemployment rate:**
4.5%
- **FX rate:**
1,125 KRW = 1\$
- **Political Landscape:**
Expansion of Korean
Peninsula





* Source: The Bank of Korea

COMPETITION AND BRANDING

- **Competitors Activity Highlights:**
 - **Europe** - Italy & Spain, an increase of honeymooners in 2018
 - **Cancun** – Dual-city promotion through NY or LAS
 - **Maldives** – Multi-island ‘CrossRoad’ Development Project
- **Branding/Position of Hawai‘i among competitors:**
 - High-value
 - Family-friendly
 - Culturally Abundant
 - Full of Outdoor & Activities

AIRLIFT

- Total 445,638 seats by 4 air carriers

Airlines	Frequency
 KOREAN AIR (KE001/KE053/KE8053)	Daily *Additional charter flights: Feb 1 & 5 and Chuseok (2 nd week of Sep)
 ASIANA AIRLINES (OZ232)	5 flights per week *Daily flights: Apr 30 – May 18, Aug 14 – Oct 31
 HAWAIIAN AIRLINES. (HA460)	5 flights per week *Temporary daily flights: Jan 14 – Feb 6
 JINAIR (LJ601)	5 flights per week *Temporary Suspension: Mar-Jul & Oct – Dec

RESPONSIBLE TOURISM

- **Marketing:** Eco-tourism products launch by travel agencies
- **PR:** Green Hawai'i Media FAM organization & Advertorial placements for responsible tourism
- **Consumer:** Integration of responsible tourism components in Hawai'i festivals/events
- **Digital:** Pre-arrival campaign to educate visitors about how to travel in a sensitive matter



SHORT-TERM OPPORTUNITIES

Mother & Daughter Campaign

- Growing of women's spending power – “sheconomy”
- 47% of total outbound visitors in 2018 were women
- Launch ‘mother & daughter’ travel campaign in partnership with tourism industry and media/KOLs
- Co-op with Hana Tour, premium brands and tier 1 media/publication



SHORT-TERM OPPORTUNITIES



TV/Drama Filming

- TV - the most influential media channel in Korea
- Highlight distinctive culture, history and lifestyle of Hawai'i
- Maximize the reach of information targeting appropriate audiences
- Key KPIs: \$8 million PR value and tour product development

SHORT-TERM OPPORTUNITIES



2019 Korea Sales Mission

“Connect to Aloha”



- Integrated marketing for core target segments - romance, family and FIT markets
- June 10 – 11, 2019 (Seoul & Busan)
- Key KPIs: new tour product development through series of travel marts and meetings



HAWAI'I ISLAND

- **Korean arrival status:** total 24,597 pax (-12.3%) (vs. 2017: 27,554 pax)
- **Continued efforts & ROIs:**
 - Celebrity visit to Hawai'i Island generated 102,500 reach through integrated social media channels
 - Over 15 golf tour products from recent Busan FAM (via JAL's NRT-KOA route) and more MCI leads coming
 - Hana Tour's branch office in Kona re-activated
 - Celebrity golf FAM (Aug) - generate extensive media buzz from future celebrity projects
 - Advertorial placements in leading media

MCI OVERVIEW

- **Korea MCI Market Landscape:**
increasing demand of VIP groups and seeking for long-haul destinations
- **New MCI Initiatives:**
 - Extra incentives to groups that use HCC and visit the neighbor islands
 - Target high-yield industries (finance, insurance, education, and entertainment)
 - Corporate FAM, MCI family workshop and VIP reception



MCI OVERVIEW

- **MCI Opportunities for 2019:**

- Insurance/Finance
- Entertainment
- Edu/eco tourism from schools/universities
- LPGA/golf promotion
- Government: extended short-term training or site inspections

- **Upcoming MCI leads in the next 6 months**

- Lotte's affiliated corporates (250 pax / Apr) – for LPGA Championship attendance
- AFRO Financial (400 pax / Apr): an invitee from 2018 Meet Hawaii corporate event



MAHALO!