



2021 BMP PRESENTATION

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MARKET CONDITIONS

MARKET CONDITIONS-1

Overall market condition

- Forecasted Korean economy growth in 2021: 3.2% (source: Bank of Korea)
- Currency exchange: KRW1,273 per USD as of Mar 24 (increased by KRW142.5 vs. 2020 ave.)
- Outbound stats in 2020: 4,276,006 pax (-85.1% YOY) (source: Korea Tourism Organization)
- Flight operation forecast as of March 24 (number of flights per week)

Airlines	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Seats Aircraft
Korean Air (KE001/KE053)	n/a	n/a	n/a	*3 flights / week	276 seats (A330) 368 seats (B747)
Hawaiian Airlines (HA460)	1 flight / week	2 flights / week from April	*3 flights / week	*3 flights / week	277 seats (A330)

*To Be Confirmed

MARKET CONDITIONS-2

Korea COVID-19 status (as of Mar 24, 2021)

- Total number of confirmed cases: 99,846
- Total number of recovery: 91,560 (92%)
- Total number of death: 1,707 (1.7%)
- ✓ maintain the social distancing measure to Level 2 until March 26
- ✓ **Special travel advisory** to avoid non-essential overseas trips **till April 17**
- ✓ Korea requires PCR test negative proof for all incoming foreign visitors and Korean nationals from February 24
- ✓ The gov't has confirmed US\$ 1.37billion annual budget for both inbound/outbound tourism in 2021, up 11.2% from 2020 in order to support the tourism industry which has been hard hit by COVID-19

MARKET CONDITIONS-3

Korea vaccination update (as of Mar 24, 2021)

- Vaccinations have begun for Korea's front-line workers at nursing homes and hospitals from February 26, and 703,612 people completed the vaccination as of Mar 24.
- About one half of Korean population is expected to be vaccinated by Q2.
- All vaccines to be provided free of charge
- List of Vaccines that Korea purchased:
 - ✓ AstraZeneca
 - ✓ Pfizer
 - ✓ Moderna
 - ✓ Johnson & Johnson's Janssen
 - ✓ COVAX
- Plans to intensively implement the vaccination during Q3 2021 to form a collective immunity

MARKET CONDITIONS-4

Korea pre-travel testing program

- Launched in Feb 5
- 4 Major hospitals in Korea made the agreement of trusted testing partner programs with the State of Hawai'i
 - ✓ Yonsei University Severance Hospital (owned by Yonsei University)
 - ✓ Kangbuk Samsung Hospital (owned by Samsung Group)
 - ✓ Inha University Hospital (owned by Inha University & Korean Air)
 - ✓ Seoul Asan Medical Center (owned by Hyundai Group)
- More trusted testing partners will be announced :
 - ✓ COVID-19 Test Center at ICN (operated by Inha University)
 - ✓ Korea University Hospitals (owned by Korea University)

TRAVEL TRENDS



TRAVEL TRENDS-1

- **Major travel agencies started to sell overseas travel products** departing from January 2021 targeting destinations where travelers do not require quarantine and also early-bird products departing after May including Hawai'i.
- Interpark Tour **resumed its sales for five-star hotels and resorts in Vietnam through home shopping** aired on January 22. Through a 70-min live broadcast, Interpark achieved US\$ 1.36 million in sales. Combined with flights and ground handling, the total estimated revenue generated by this is more than **US\$ 9.08 million with 15,000 bookings**.

TRAVEL TRENDS-2

- **Domestic travel sentiment is recovering** for the Lunar New Year holiday. During the holiday period, February 11 to 14, the booking rate for flights to Jeju Island is about 80%, and the booking rate for luxury hotels in Jeju Island reaches up to 70% of the rooms in operation although it was only about 20% early December in 2020.
- The travel industry is responding to market changes by easing the penalty. Korean Air and Asiana Airlines **exempt penalties for cancellation** of international flights due to COVID-19, and large hotels have also eased the period of full refund to "one day before checking-in." Travel agencies are also creating a new policy by releasing '**Penalty Exemption**' travel **products**.

TRAVEL TRENDS-3

- From a consumer research, **70.2% of Koreans would plan to travel abroad** after inoculation. The most desired leisure activity when COVID-19 ends is by far “Travel (69.6%)” followed by “cultural activity (13.3%)” and “social gathering (13.1%)” *(source: Seoul Tourism Foundation)*
- **Instagram marked as the most used social networking** service application by Koreans in 2020, surpassing Facebook. Its usage time topped 4.7 billion minutes followed by Facebook (3.9 billion) and Naver Café (2.4 billion). *(source: WiseApp, number of respondents 4,568 pax)*
- The cumulated number of **YouTube subscription in Korea** last year **increased by 67%**, compared to the previous year. In 2020, the number of clicks increased by 88% over the previous year. It is analyzed that YouTube traffic has grown together as COVID-19 has forced people to spend more time at home *(source: 2020 YouTube data report from Sand Box Network)*

TARGET AUDIENCE



TARGET AUDIENCE

- Hawai'i Tourism Korea will target **mindful visitors** under the COVID-19 recovery stage along with four key strategic pillars
- Key geographic Area: Seoul and Busan

Mindful visitors

Millennial-Minded

Independent, followers of special interest, adventurers keen to try various activities and new experiences, high-spending, romance

Mainstreamers

Conformist, conventional, favoring well-known brands, family travel, safety, High disposable income, romance

First-time visitors

Travelers who haven't visited Hawai'i yet, high-spending, romance

CONSUMER STRATEGY



2021 KEY RECOVERY STRATEGIES



Revitalize the market demand to have a powerful impact at the appropriate time with refined the strategies



Refresh the images of Hawai'i with its safe, sustainable and clean destination image in collaboration with HVCB to utilize assets/resources



Inspire the Korean travelers to the Hawaiian Islands and drive business to communities with media partners



Leverage the HTK owned channels as the consumer communication platform to deliver the mālama Hawai'i message

CONSUMER & SOCIAL MEDIA TACTICS

- Generate **more specific travel stories on topics** such as surfing, hiking, English education and cultural festivals, rather than general destination introductions, to meet each target audience's more sophisticated preferences
- **Promote Hawaiian culture and Mālama initiatives** as a unique experience to help understand the unique spirit of Aloha
- **Maintain its social media channels active** and conduct #StoriesofAloha consumer promotions with specific themes
- Ensure that **all major co-op promotions** with airlines, travel agents and brand partners include **a social media component**



CONSUMER MEDIA CO-OP

It's time - experience Hawai'i

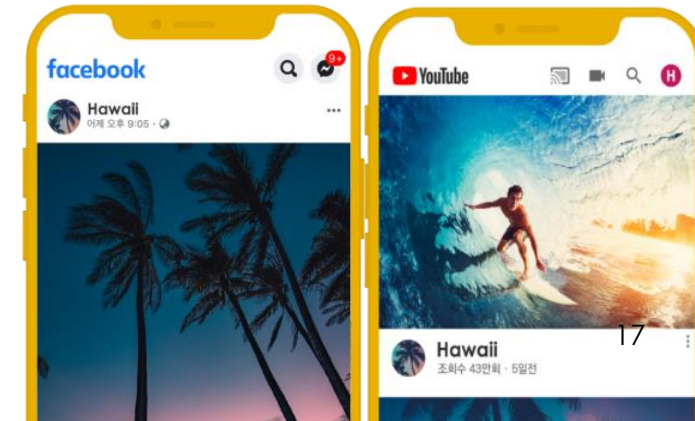
- Collaborate with **NAVER**, largest portal site in Korea to publish series of Hawai'i content to position the Hawaiian Islands as an essential travel destination during recovery from COVID-19
- HTK will publish 1 post a week during 3 months (total 12 posts) to generate online exposure on its main website targeting Korean latent travelers
- Each post to embrace HTA's 4 strategic pillars
 - ✓ **Branding campaign** (safety and **Mālama Hawai'i** highlight)
 - ✓ **Natural resources** (sustainability highlight)
 - ✓ **Hawaiian culture** (authenticity highlight)
 - ✓ **Community enrichment** (involvement highlight)



SOCIAL MEDIA CAMPAIGN

#Stories of aloha

- Re-launch consumer interactive social media campaign called **#StoriesOfAloha**
- Encouraging consumers to share and post its best travel moments, **safe & clean environment and experiences** in Hawai'i through social media channels
- Collaboration with professional Influencers:
 - ✓ Photographers
 - ✓ Artists

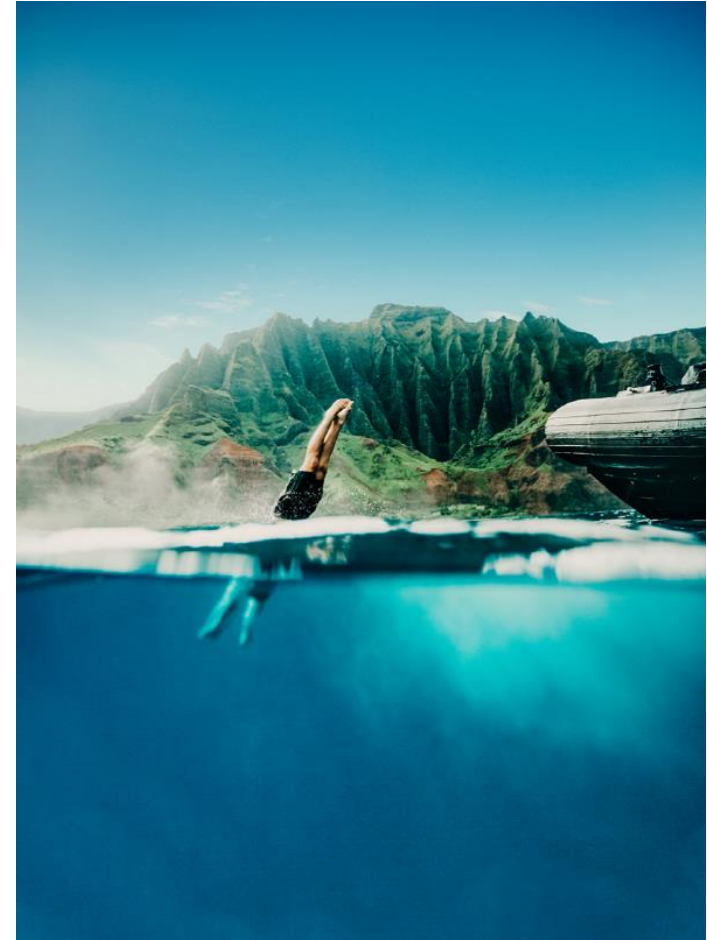


TRADE STRATEGY



TRADE MARKETING STRATEGY-1

- Create campaigns that **accelerate the pace of Hawai'i bookings** and stimulate calls-to-action in partnership with online booking platforms run by retail groups and trade partners
- **Drive high-value visitation:** increase Per Person, Per Day Spending (PPPD) and Visitor Spending for the Hawaiian Islands. Focus marketing on segments that have higher trip expenditures
- **Drive destination brand awareness.** Build the brand of the Hawaiian Islands as well as the specific islands of O'ahu, Maui, Hawai'i Island, Kaua'i, Lāna'i, and Moloka'i



TRADE MARKETING STRATEGY-2

- Execute **integrated marketing and Mālama Hawai'i branding campaigns** with travel trade partners from wholesalers and OTAs as well as airlines to **develop new products**
- Organize **educational seminars** in collaboration with travel agents to provide in-depth training about the Hawaiian Islands
- Expand marketing initiatives with airline partners – Korean Air, Asiana Airlines, and Hawaiian Airlines – **to increase airlift on the ICN-HNL route** for the recovery period



TRADE TRAINING PROGRAM

Aloha Specialist University (ASU)

- Kick off its in-market **agent training program** called Aloha Specialist University (ASU)
- Invite Korean travel agents who can better represent Hawaiian Islands in the Korean market in focus of;
 - ✓ Kuleana (responsibility)
 - ✓ **Mālama** (care for)
- Conduct **a series of webinars in quarterly basis to train travel agents** about enriched cultural heritages, offering hands-on experience and deep-rooted history of the Hawaiian Islands as well as latest destination update on COVID-19 and **safety and cleanness of destination**





MCI

HAWAII TOURISM™
KOREA

-MCI

MCI marketing strategy & tactics

- Promote Hawai'i as a Meetings, Conventions, and Incentives (MCI) destination with special focus on the state-owned Hawai'i Convention Center and citywide convention growth
- All MCI efforts will be geared towards securing and converting **high-value MCI leads** from various market segments in 2022 and 2023

MCI Program - Meet Hawai'i 'ohana meeting

- Organize **Meet Hawai'i virtual meetings** with trade partners and key airlines, MCI planners, MCI-specialized travel agencies, and corporate clientele to share up-to-date market conditions and **Mālama Hawai'i initiative**
- Key target group:
 - ✓ finance/banking, insurance, multi-level marketing, health-care, religion, manufacturing, education, entertainment
 - ✓ **Newly-emerging Korean incentive groups** are in the technological sector



RESPONSIBLE TOURISM

HAWAII TOURISM™
KOREA

RESPONSIBLE TOURISM

Cultural marketing strategies

- Maintain the **cultural integrity of the Hawaiian** language, customs and practices, music, dance, cultural and historic sites, and imagery in all marketing initiatives
- **Increase awareness, familiarization, and understanding** of the diversity of Hawai'i's people, places, and culture among both consumers and the travel trade

RESPONSIBLE TOURISM

Responsible tourism programs

- Continue to distribute **Rooted, Kuleana (travel tips), Mālama Hawai'i videos** to industry partners so they can put those assets in their media channels
- Focus on promoting attractions and festivals held in Hawai'i by including introductions and detailed information about them in **the Aloha e-Newsletter**
- Secure **media coverage** by pitching stories to diverse online and offline magazines
- Hold **collaborative education and training sessions** for media about **Mālama**, history, culture and heritage, new trends, and current issues



BMP TIMELINE

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	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
fundamental activities												
Social media messaging												
Media assistance & communication												
Trade sale calls & Industry communication												
Advertising												
#Stories of Aloha Social Campaign												
Digital Recovery Consumer Campaign: Experience Hawai'i, It's Time Again!												
Public Relations and Promotions												
Group Media FAM												
Individual press/influencer visit												
PR Promotions												
Trade Marketing												
Aloha Specialist University												
Trade Partner FAM												
Airline Co-ops												
OTA/Retail Brand Co-op : Sustainable Hawai'i Branding												
MCI Meet Hawaii Oahna Meeting												



BMP BUDGET

-BMP BUDGET

	Q1	Q2	Q3	Q4	Annual
Advertising	4,875	1,875	31,875	25,875	64,500
PR & Promotions	750	750	750	50,750	53,000
Trade Marketing	-	-	-	74,500	74,500
Research	-	-	-	-	-
Hawaiian Culture Integration	-	-	-	-	-
Admin Costs	27,000	27,000	27,000	27,000	108,000
Total	\$32,625	\$29,625	\$59,625	\$178,125	\$300,000



BMP PERFORMANCE MEASURES

BMP PERFORMANCE MEASURES-1

B. PR

Program	Annual Target	Semi-Annual Targets	
	2021	Jan-Jun	Jul-Dec
No. of Media/PR Calls	24	12	12
No. of Press Releases Issued	6	3	3
Publicity Value	2,040,000	510,000	1,530,000
Print	40,000	10,000	30,000
Online	2,000,000		
Broadcast			
Number of Impressions	51,000,000	15,200,000	35,800,000
Print	1,000,000	200,000	800,000
Online	50,000,000	15,000,000	35,000,000
Broadcast	-		
Media FAMs/Press Trips			
No. of Group Media FAMs	1		1
No of Articles Generated	3		3
No. of Individual Press Trips	2		2
No of Articles Generated	20		20

BMP PERFORMANCE MEASURES-2

C. Travel Trade & Industry Collaboration

Program	Annual Target	Semi-Annual Targets	
	2021	Jan-Jun	Jul-Dec
Trade Shows			
No. of Trade Shows			
No. of Appointments			
Travel Trade FAMs	1		1
No. of Travel Trade FAMs	1		1
No. of Participants	4		4
Trade Education			
No. of Trade Education Sessions	5	2	3
No. of Participants	75	30	45

BMP PERFORMANCE MEASURES-3

D. Social Media

Program	Annual Target	Semi-Annual Targets	
	2021	Jan-Jun	Jul-Dec
FACEBOOK			
Total Impressions Gained	150,000	20,000	130,000
Total Interactions Gained	8,000	2,000	6,000
Total Fan Count	20,820	20,620	20,820
Increase in Fans	220	20	200
Total Posts	96	24	72
INSTAGRAM			
Total Impressions Gained	37,800	18,900	18,900
Total Interactions Gained	5,955	2,977	2,978
Total Fan Count	18,447	17,647	18,447
Increase in Fans	900	100	800
Total Posts	96	24	72

BMP PERFORMANCE MEASURES-4

E. MCI

Program	Annual Target	Semi-Annual Targets	
	2021	Jan-Jun	Jul-Dec
MCI Trade			
Trade Shows	-	-	-
No. of Trade Shows	-	-	-
No. of Appointments	-	-	-
MCI FAMs	-	-	-
No. of MCI FAMs	-	-	-
No. of Participants	-	-	-
MCI Education		-	
No. of MCI Education Sessions	2	1	1
No. of Participants	12	6	6
No. of MCI Sales Calls	6	3	3
MCI Room Nights			
Total Citywide MCI Tentative Room Nights	-	-	-
Total Citywide MCI Definite Room Nights	-	-	-
Total Citywide MCI New to Hawai'i - Definite Room Nights	-	-	-
Total Single Property MCI Tentative Room Nights	400	-	400
Total Single Property MCI Definite Room Nights	-	-	-
Total Single Property MCI New to Hawai'i - Definite Room Nights	-	-	-



HTA KEY PERFORMANCE INDICATORS

-HTA KEY PERFORMANCE INDICATORS

	Target
PPPD\$	Meet/Exceed DBEDT Forecast for 2021: \$271
Total Expenditure	Meet/Exceed DBEDT Forecast for 2021: \$290M
Visitor Satisfaction - Met/Exceeded Trip Expectation	Maintain/Improve Score from 2019: 95.2%
Resident Sentiment - Tourism has brought more benefits than problems - strongly/somewhat agree	Improve Score from 2019: 58%

The logo for Hawaii Tourism Korea features the words "HAWAII TOURISM" in a blue, stylized font with a thin horizontal line underneath. Below this, the word "KOREA" is written in a smaller, blue, sans-serif font. The background of the slide is white with colorful, flowing abstract shapes in shades of red, orange, yellow, green, and blue.

HAWAII TOURISM
KOREA

MAHALO!