

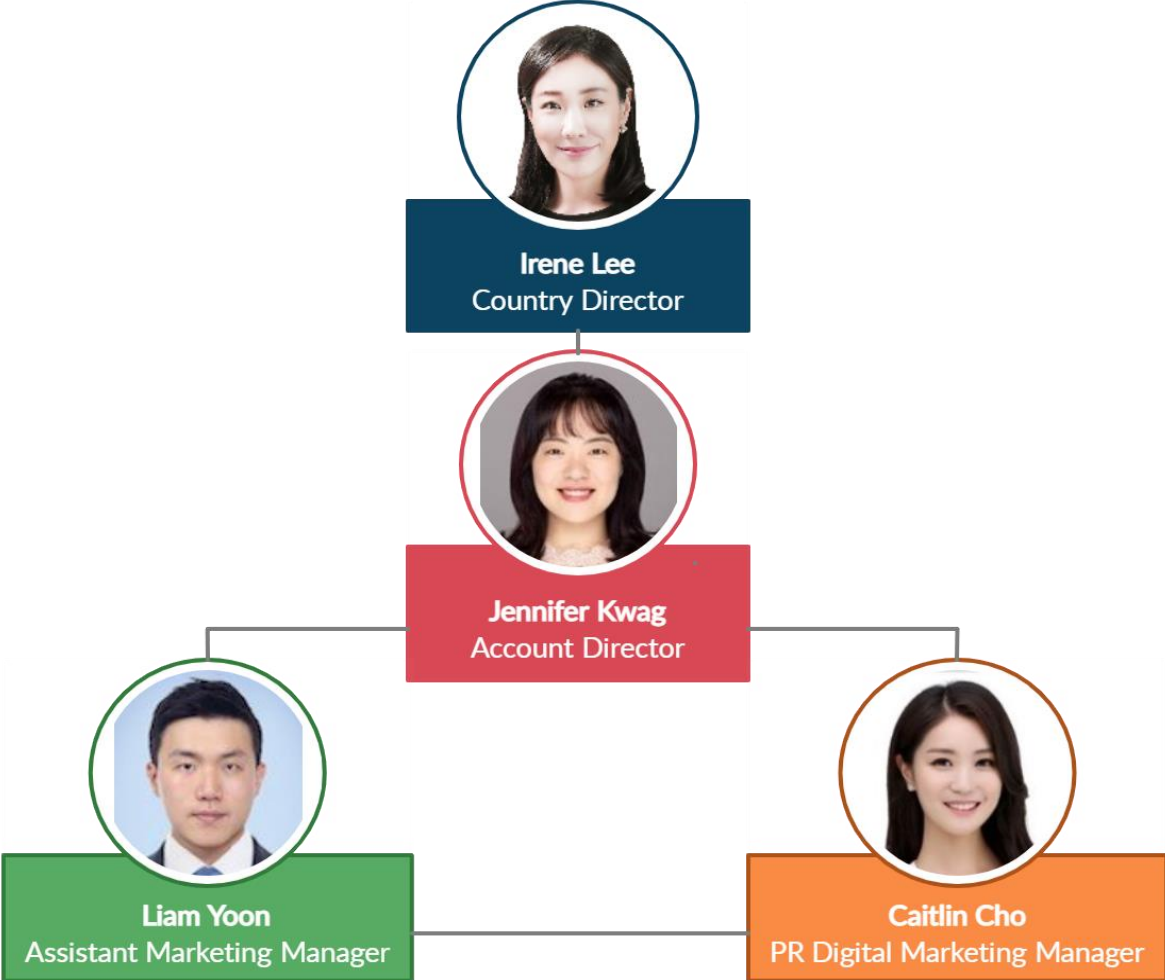


2022 BMMP

HTA WINTER TOURISM UPDATE 2.9.2022


Irene Lee
Korea Country Director

HAWAI'I TOURISM KOREA TEAM



MARKET SITUATION

MARKET SITUATION



3% GDP
growth
projected
for 2022

Source: IMF



Over 86%
vaccinated



Live with
COVID
measure
&
7-day
Self-
quarantine






Presidential
Election

March 9

MARKET SITUATION

Airlift

- Projected total air seats for 2022: 180,226

	 KOREAN AIR (KE053)	 HAWAIIAN AIRLINES. (HA460)	 ASIANA AIRLINES (OZ232)
Frequency	5 x weekly Daily from APR	4 x weekly	3 x weekly from APR
Seats (Aircraft)	272 seats (A330)	278 seats (A330)	298 seats (A330)

Competitive landscape

- Preferred domestic or nearby beach destinations – Jeju, Guam, Saipan
- Quarantine exempted for Travel Bubble destination – Saipan
- Eased entry restrictions into Australia and European countries

TARGET AUDIENCE

TARGET AUDIENCE



High-Value Mindful Travelers

Millennial-minded Travelers

#Independent
#Experiences
#Followers of individual themes

Families

#Conventional
#Favoring well-known brands
#Family travelers

Outdoor-goers

#Sports enthusiasts
#surfing
#hiking
#golf

Romance

#Honeymooners
#couples
#High-spending

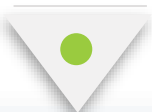
Sustainability seekers

#Global citizens
#Social impact
#environmental protection

2022 STRATEGY

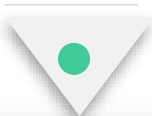
KEY STRATEGIES

1



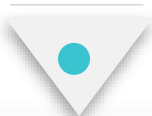
Build Mālama Hawai'i brand awareness through consumer, PR, Media, influencers, and travel trade programs

2



Partner with high-profile sustainable consumer brands to engage with environmentally conscious consumers

3



Develop Mālama Hawai'i contents in sync with Hawai'i's regenerative tourism and Korea's green growth initiatives

4



Educate travel agents by collaborating with NaHHA and other partners on Mālama Hawai'i

5



Increase PPPD spending and extend length of stay by targeting repeat visitors, outdoor leisure travelers (especially golf) and honeymooners

KEY CAMPAIGNS/PROGRAMS

MĀLAMA HAWAI'I CAMPAIGN

- **Timeline:** Q1 – Q2
- **Objectives :** To attract responsible, mindful travelers to Hawai'i, to educate potential visitors by promoting sustainable and regenerative tourism choices, and to deliver core Mālama Hawai'i messaging to consumers, media and industry partners
- **Components:** Celebrity magazine photo shoot; collaboration with airlines and travel agencies to deliver Mālama Hawai'i message; develop sustainable travel products; educational seminars for travel agents



함께해요, 자연을 지키는 건강한 여행



패키지

하와이 오아후 6,7일 #제로 웨이스트 #에코 챌린지

#SNS 인기! 더 서프젝 호텔 숙박
#오아후 핫플레이스 관광 포함
#텀블러, 에코백, 플로깅 챌린지
#천연 비누 만들기 등

3,283,200원-

패키지

하와이 빅아일랜드 7일 #자연과 만나고 지키는 여행

#화산국립공원 내 풀케이노 하우스 숙박
#만타 레이 선셋 스노클링 포함
#하와이 자연에너지 연구소 방문
#나무심기 래거시 투어

4,943,200원-

KULEANA CAMPAIGN

- **Timeline:** Q2 – Q3
- **Objectives:** To educate visitors about how to travel throughout the Hawaiian Islands in a sensitive and respectful manner and participate in give-back activities
- **Components:** Kuleana campaign video social marketing; “Travel to Hawai‘i with Kuleana” offline event inviting media and consumers; partner with trade partners to provide responsible travel tips to customers who have booked Hawai‘i

하와이 여행 정보

Hawai‘i
#하와이배려여행 #Malama



여러분들의 배려(Mālama)로 보답해주세요.

하와이의 따뜻한 환대와 알로하 정신
고유한 하와이 문화 경험과 자연 생태계 보호를 위한 노력
아름다운 하와이가 지속 가능한 여행지로 남을 수 있도록
'배려 여행'에 동참하세요!

HAWAII TOURISM KOREA — MĀLAMA — HAWAII

하와이 배려여행 Mālama Hawai‘i 캠페인

천상의 태평양의 낙원이라 불리는 하와이! 여러분이 지켜주세요!
자연 생태계와 전통문화 보존을 위해 여러분의 배려여행이 필요합니다.



전통문화를
존중해주세요

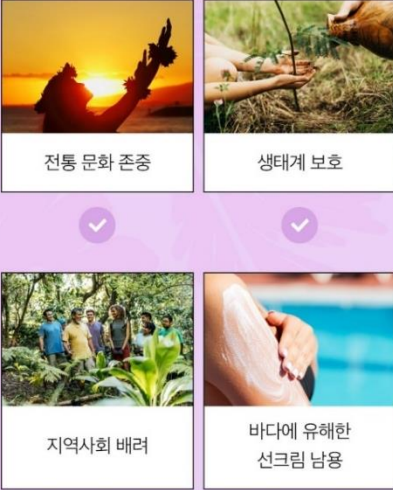
청정자연 생태계를
보호해주세요

지역사회를
배려해주세요

EVENT STEP 03

퀴즈 맞추고 응모하기

Q. 지속가능한 하와이 여행을 위해
하면 안되는 것은 무엇일까요?



전통 문화 존중

생태계 보호

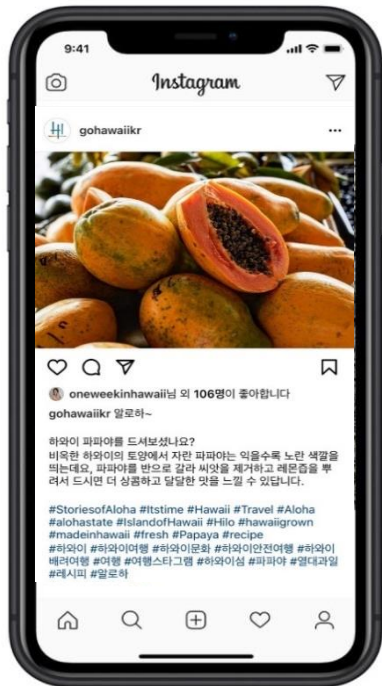
지역사회 배려

바다에 유해한
선크림 남용

응모하기

MADE IN HAWAI'I CAMPAIGN

- **Timeline:** Q2 – Q3
- **Objectives:** To introduce Made In Hawai'i products to general Korean consumers and increase brand awareness of the Hawaiian Islands not only as a travel destination, but also as a compelling source of consumer goods
- **Components:** Consumer promotions with major retails; influencer campaign; co-op with trade partners; trade FAM featuring Made In Hawai'i products



매주 (금) 밤 11시 tvN 방송 스트리트 푸드파이터
백종원의 [하와이] 미식 방랑 일지
 DAY1 그림같은 하와이의 오후

2. 버터 갈릭 새우

싱싱한 새우를 기름에 튀긴 후 버터와 마늘을 볶은 소스를 얹은 튀김.
 새우의 종류는 통상적으로 사이즈가 더 큰 프라운과
 사이즈가 살짝 작은 쉬림프가 있는데 기호에 따라 선택해 먹을 수 있음.
싱싱한 새우에 버터와 마늘을 곁들이면 한마디로 초 강력한 맛!

2주차 Chance!

응모 기간 2022년 1월 10일 ~ 1월 16일
 당첨자 발표 2022년 1월 19일

1등

퀸 카피올라니 호텔
2박 숙박권(1명)
 투숙기간 : ~2022년 7월 31일 다이아몬드헤드뷰 발코니 룸온리

2등

하와이안
코나 커피 선물세트 (3명)

3등

라운드랩
365 안심 선크림 50ml (10명)
 하와이 사용가능

TV FILMING/CELEBRITY PROGRAM

- **Timeline:** Q3 – Q4
- **Objectives:** To position the Hawaiian islands as a must-visit destination for outdoor sports (e.g. golf)
- **Components:** Celebrity TV filming in Hawai'i; develop Special Interest Tour (SIT) product for outdoor sports enthusiasts



PERFORMANCE MEASURES

PERFORMANCE MEASURES

Measures	2022 Annual Target	Measures	2022 Annual Target
Consumer Paid Media Measures		Travel Trade	
TV Reach	10%	No. of Trade Shows(2Roadshow, 1Trade Mission)	3
Digital Reach	2,000,000	No. of Travel Trade FAMs	4
TV Impressions	20,000,000	No. of Trade Education Sessions	4
Digital Impressions	3,000,000	No. of Trade Education Participants	100
Public Relations Measures		No. of Agents Completed Training Program	40
No. of Media/PR Calls	100	Social Media Metrics	
No. of Press Releases Issued	12	FACEBOOK	
Print Publicity Value - Paid	\$600,000	Total Impressions Gained	150,000
Digital Publicity Value - Paid	\$2,000,000	Total Fan Count	20,000
Broadcast Publicity Value - Paid	\$5,000,000	INSTAGRAM	
Print Impressions - Paid	4,800,000	Total Impressions Gained	200,000
Digital Impressions - Paid	20,000,000	Total Fan Count	25,000
Broadcast Impressions - Paid	50,000,000	YOUTUBE	
Print Publicity Value - Earned	\$300,000	Total Impressions Gained	500,000
Digital Publicity Value - Earned	\$1,000,000	Total Fan Count	1000
Print Impressions - Earned	2,400,000	Consumer Shows	
Digital Impressions - Earned	10,000,000	No. of Shows	1
No. of Group Media FAMs	2	Show Attendance	500
No of Articles Generated from Group Media FAMs	12	DMAP Measures	
No. of Individual Press Trips	4	No. of DMAP Action Items Supported	80
		No. of Initiatives to Promote Hawai'i Made Products	8
		No. of Hawai'i Festivals & Events Promoted	50

PARTNERSHIP OPPORTUNITIES

PARTNERSHIP OPPORTUNITIES

TRADE FAMILIARIZATION TRIPS (FAMS)					PUBLIC RELATIONS				
ACTIVITY	DATE	DESCRIPTION	LOCATION	COST	ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
Travel trade FAM	Q2-Q4	Invite selected participants from top agencies in Korea to the Hawaiian Islands to provide the opportunity to learn the destination in deeper dive	O'ahu + Neighbor Islands	HTK welcomes any in-kind sponsorships as below; <ul style="list-style-type: none"> •Accommodations • Hosted Meals • Activities • Transportation 	Celebrity Promotion	Q2-Q4	Invite celebrities to the Hawaiian Islands who are interested in sustainability issues and wellness	O'ahu + Neighbor Island	HTK welcomes any in-kind sponsorships as below; <ul style="list-style-type: none"> •Accommodations • Hosted Meals • Activities • Transportation • Airfares • Made in Hawai'i products
					Group Influencer FAM	Q2-Q4	Invite leading influencers	O'ahu + Hawai'i Island	
TRAVEL TRADE EDUCATION									
ACTIVITY	DATE	DESCRIPTION	LOCATION	COST					
Travel Trade Educations (Online/Offline)	Ongoing	Provides training to travel agents to better understand and communicate Hawai'i's Ho'okipa (hospitality) and Kuleana (responsibility)	Seoul	HTK welcomes any in-kind sponsorships as below; <ul style="list-style-type: none"> •Accommodations • Hosted Meals • Activities • Transportation • Airfares 	Group Media FAM	Q3	Invite major publications	O'ahu + Lanai	
					Collaborations with Micro-influencers	Ongoing	Increase social media focus on various themes in the Hawaiian Islands by working with micro influencers with high engagement with their fans.	O'ahu + Neighbor Island	

PARTNERSHIP OPPORTUNITIES

Contact: htk@aviareps.com

CONSUMER PROMOTIONS/EDUCATION

CONSUMER PROMOTIONS/EDUCATION

ACTIVITY	DATE	DESCRIPTION	LOCATION	COST	ACTIVITY	DATE	DESCRIPTION	LOCATION	COST
Mālama Hawai'i promotion with major wholesalers and OTAs	Ongoing	Deliver Mālama Hawai'i message to good minded travelers and introduce sustainable travel options in Hawai'i	O'ahu + Neighbor Island	HTK welcomes any in-kind sponsorships as below; <ul style="list-style-type: none"> • Accommodations • Hosted Meals • Activities • Transportation • Airfares • Made in Hawai'i products 	Kuleana Campaign	Q2-Q3	Hold a consumer event in partnership with a large corporate or public institution to promote Mālama Hawai'i and Kuleana Campaign to potential Korean travelers to the Hawaiian Islands.	Korea	HTK welcomes suggestions or collaboration ideas for the programs below
TV Filming	TBD	Feature the Hawaiian Islands with a selected Golf- entertainment TV Show	O'ahu + Neighbor Island		Aloha Consumer Newsletter	Ongoing	Develop bi-monthly consumer newsletter to share with consumers and potential travelers up-to-date information about Hawai'i	Korea	
Made in Hawai'i Campaign	Q2-Q3	In co-op with local retail brands in Korea, introduce Made In Hawai'i products to general Korean consumers	O'ahu + Neighbor Island, Korea						



Mahalo!

감사합니다!

HAWAII TOURISM
KOREA