



# Korea Market Outlook

HTA Tourism Conference  
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# 2022 RECAP

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# 2022 RECAP

## MĀLAMA HAWAI'I CAMPAIGN



### Celebrity influencer filming FAMs

- 16 Instagram posts
- 42 stories generating over 732K reactions



### 3 Top travel trade FAMs

- Experienced Kipuka Olowalu, Gunstock Ranch, O'o Farm, Kualoa Ranch Aloha 'āina Tour as Mālama Hawai'i activities



### New regenerative tour products

- Mālama Hawai'i videos exposed on TV home-shopping sales, live commerce and TA websites

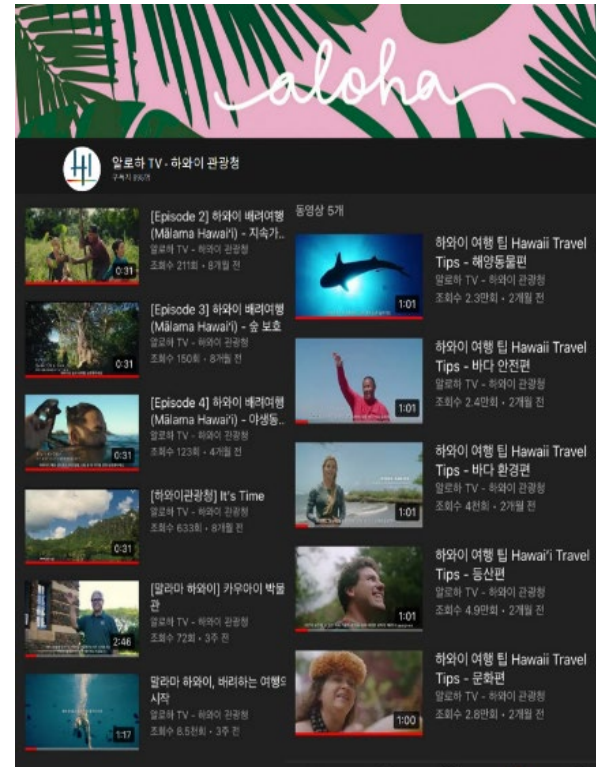
# 2022 RECAP

## KULEANA CAMPAIGN



### Kuleana campaign with airlines

- 2,985 pax purchased Hawai'i Air Tickets



### Social ads campaign

- Generated over 1.42M views
- Generating PR value of \$200,000



### Consumer event: dive into the real Hawai'i

- Total online reach to over 10.6M
- Attracted more than 13,500 visitors
- Generated over \$100,000 in PR value

# 2022 RECAP

## ‘ONO HAWAI‘I / MADE IN HAWAI‘I CAMPAIGN



### Made in Hawai‘i brand co-op with SSG.COM

- Total of 246,134 page views
- 111,160 UVs were recorded and participation amounted to over 73,000
- Generating a total PR Value of US\$400,000



### Made in Hawai‘i brand co-op Baskin Robins 31 and Interpark

- 530,000 people purchased macadamia nut flavor
- 30,051 downloaded the Hawai‘i travel discount coupons from Interpark



The background is a solid green color with several large, detailed images of Monstera leaves. One large leaf is in the top-left corner, another is in the bottom-left corner, and a third is in the bottom-right corner. The leaves are dark green with prominent veins and characteristic holes.

# MARKET OUTLOOK

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# GENERAL ECONOMY

**1,334.50 WON**  
(NOV. 28. 2022)



**1,183.68 WON**  
(NOV. 2021)



**EXCHANGE  
RATE**

**\$280**  
**ICN-HNL roundtrip**  
**133% ↑ from 2021**



**FUEL  
SURCHARGE**

**2.6% in 2022**  
**2.1% in 2023**



**GDP  
GROWTH**

**66.5% in 2021**  
**0.6% ↑ from 2020**



**EMPLOYMENT  
RATE**



# TRAVEL RESTRICTIONS

## All COVID-19 PCR test requirements are lifted

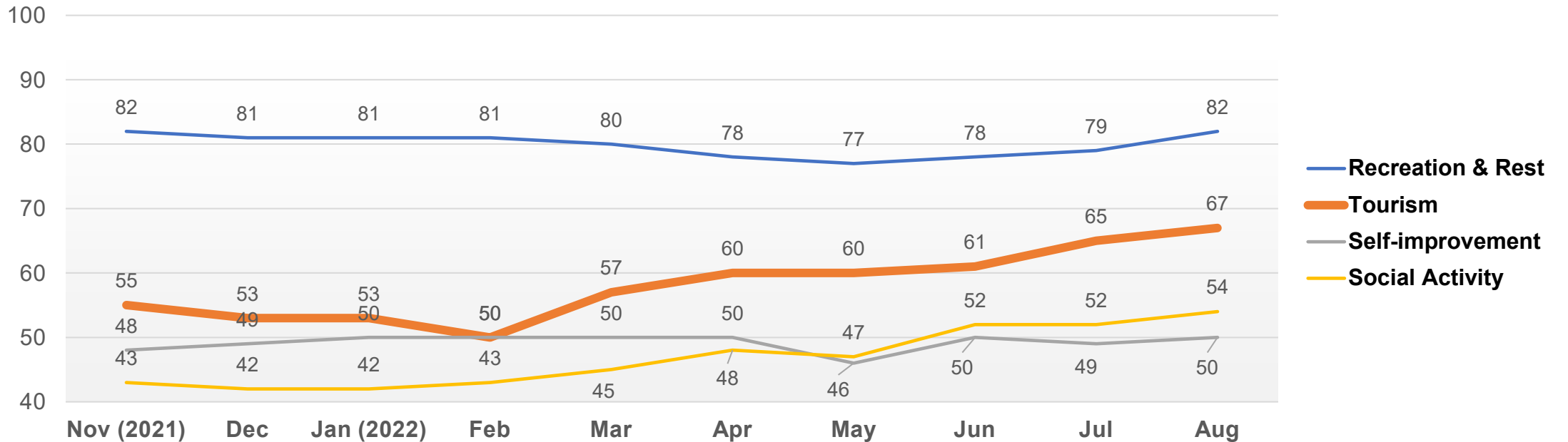
- From Sep 3, South Korea lifted pre-arrival COVID-19 test requirement
- **From Oct 1, South Korea completely lifted COVID-19 PCR testing requirements for all inbound travelers**
- From Oct 17, Mandatory COVID-19 test before hospital emergency room treatment is lifted



# CONSUMER TRAVEL SENTIMENT

## Leisure activities experience

(%, multiple answers on experience or not)



Omicron variant emerged, Private gatherings allowed for max 4

Private gatherings allowed for max 8

Social distancing restrictions lifted

Mandatory mask-wearing for outdoor lifted

Source: Consumer Insight, September 2022

# TRAVEL TRADE TRENDS



Younger generation attracted by **package products**



Aviation **industry job** fare held for the first time in 3 years



My Real Trip, Interpark, Yoggioddade to **compete for the cheapest flight tickets**

**coupang**

**Coupang** added about 500 overseas travel products from Korea's largest wholesaler, Hana Tour

# MEDIA TRENDS

## Shift to mobile & beyond

No.1 social media usage rate among Asian countries

Smartphone online shopping becoming a stronger shopping channel

## Leading social media channels

42M+ users accession on 6 major social networks

YouTube, Instagram & Kakao are three most dominant channels

## New paradigm of online video contents

Short-form contents on Youtube, Instagram and Tiktok gaining explosive reactions

Youtube and Netflix are the top 2 channels to view videos

## Big wave of creator influencers

Influencers with growing fandoms becoming one of the main channels to communicate with consumers

Delicately targeted small content creation gaining more power than ever in new media landscape

**\*Total air seats from Korea**

- 2019: 326,398
- 2022: 217,617 (67% of 2019)
- From Dec. 22: 224,817 (69% of 2019)
- Jan-Jun 2019 vs. Jan-Jun 2023: **-1.6%**

Source: Department of Business, Economic Development & Tourism (DBEDT)

# AIR CAPACITY

**From Dec. 22, 2022**



**Frequency**

**daily**

**daily**

**5 x weekly**

**Seats (Aircraft)**

**368 seats** (B747-8i)

**300 seats** (B777)

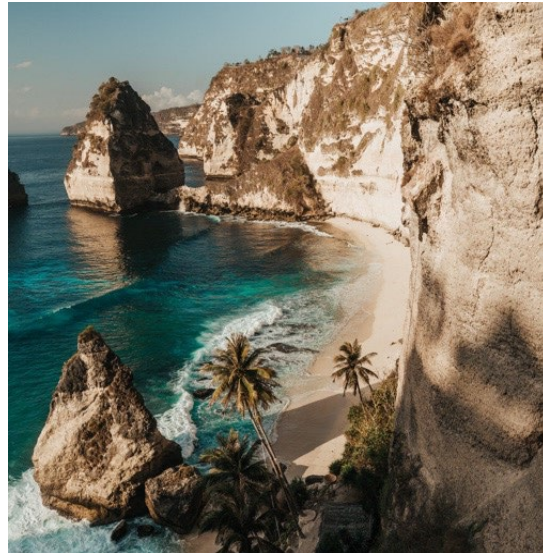
**278 seats** (A330)

# COMPETITION

Korean travel shoppers who searched for Hawai'i also searched for these destinations



**GUAM**



**BALI**



**AUSTRALIA**



**EUROPE**



The background is a solid green color. In the corners, there are several large, detailed images of Monstera leaves, showing their characteristic holes and veins. The leaves are positioned in the top-left, bottom-left, and bottom-right corners, framing the central text.

**MAHALO!**  
**KAMSA-HAPNIDA!**

HAWAII TOURISM  
KOREA