

HAWAII TOURISM™

KOREA



2025 Brand Marketing Plan

- Korea

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A background of various tropical leaves in shades of green and teal, including large fan palms and broad-leafed plants. The text is centered over this background.

MARKET SITUATION

GENERAL ECONOMY

Economy Growth

3% ↑

2024 Q1

Economy Growth
Forecast

2.4% ↑

2024

GDP

US\$36,194

per capita in 2023

Fuel Surcharge

\$119.61
(33% ↓)

September 2024

Inflation Rate

2.6% ↓

2024

Largest
Comprehensive
Digital Economy Scale

6th

KOREAN VISITOR STATS

Visitor Expenditures (\$ M)

\$253.0M (2019 Jan – Jul)
\$249.9M (2023 Jan – Jul)
\$248.3M (2024 Jan – Jul)

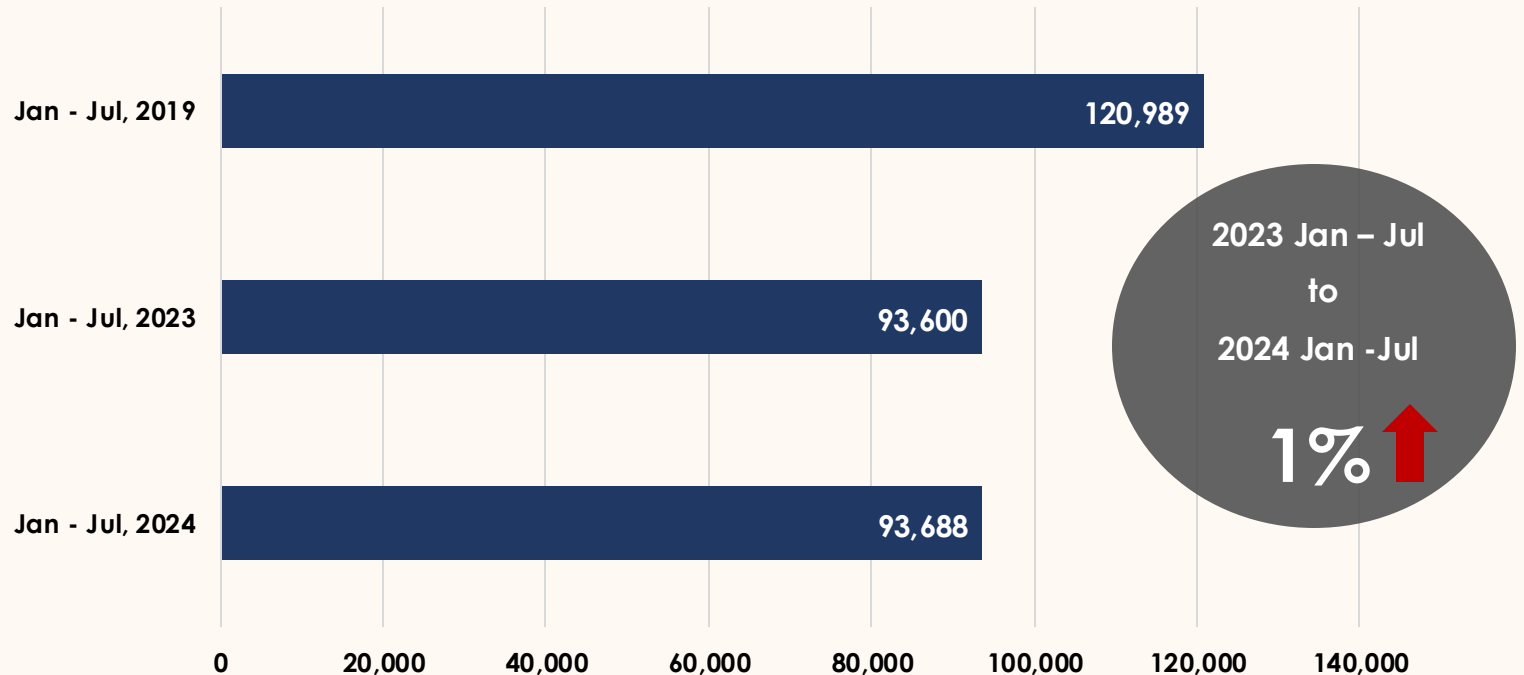
2019 to 2024
Jan – Jul
98.1% Recovered

Per Person Per Day Spending (\$)

\$272.2 (2019 Jan – Jul)
\$310.5 (2023 Jan – Jul)
\$313.6 (2024 Jan – Jul)

2019 to 2024
Jan – Jul
15.2% ↑

No. of Korean Visitors to Hawai'i



AIRLIFT UPDATE

Korean Air & Asiana Airlines Merger Nears Completion

U.S. approval pending



Air Premia's Impressive Growth




5 International routes

85.6% average load factor



AIR SEAT SYNOPSIS

Current Flight Operations:

Airlines	Frequency	Seats (Aircraft)
 KOREAN AIR	7 weekly	291 (B777-300ER)
 ASIANA AIRLINES	5 weekly	301 (B777-200ER)
 HAWAIIAN AIRLINES	5 weekly	278 (Airbus A330)

AIR PREMIA

Launch ICN-HNL in the first half of 2025

Total Air Seats & Flights from Korea (Aug – Oct):

Year	Total Air Seats From Korea	Total Flights From Korea
2019 Aug - Oct	84,852	268
2023 Aug - Oct	65,392	225
2024 Aug - Oct	65,665	222
2023 vs 2024 % Increase	0.42%	- 1.3%
2019 vs 2024 % Recovery	77%	83%

*Korean Air will operate a larger aircraft from December 2024 to March 2025, increasing the number of air seats by 11.7%.

A background of various tropical leaves in shades of green and teal, including a large monstera leaf, a palm frond, and a hibiscus flower.

2025 MARKETING STRATEGY

STRATEGIC GOAL

**Position
Hawai'i as a
Unique and
irreplaceable
destination**

**Immerse
Travelers in
Authentic
Hawai'i
Culture**

**Champion
Regenerative
Tourism**

**Cultivate
Meaningful
Connections**

BRANDING MESSAGE

**The People.
The Place.
The Hawaiian
Islands.**



captures what makes this place special by sharing the stories of the Hawai'i people and encouraging visitors to experience our unique culture



**Your One & Only
Hawai'i**

presents the Hawaiian Islands as the ultimate premium destination, offering a high-quality experience

TARGET AUDIENCE

Mindful Korean travelers with household incomes of \$70,000+ and with double incomes of over \$120,000 are being targeted in Seoul Metropolitan Area and Busan-Gyeongnam Area.

Mainstreamers

(30s – 60s)



- Family-oriented vacation
- Emphasis on Safety
- Interested in eco-tourism/Responsible travel

Romantic Couples

(20s – 40s)



- Newlyweds
- Honeymooners
- Couples
- Romance

Affluent Travelers

(40s – 70s)



- High purchasing power
- Prefer a luxury, exclusive, premium
- Prioritize comfort, quality

FIT & SIT

(20s – 40s)



- Independent
- Passionate individuals with specific interest
- Seek unique, memorable experience

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2025 MAJOR CAMPAIGNS

The People. The Place. The Hawaiian Islands. Campaign

- Position Hawai'i as a unique and captivating destination, emphasizing the value of its people and culture.
- The campaign aims to inspire meaningful experiences for Korean visitors through a three-pronged approach: The People. The Place. and The Hawaiian Islands.

#1 The People

- Highlight signature Hawai'i festivals and events for Hawai'i people and Korean visitors
- Deepen understanding of Hawaiian authenticity by showcasing historical and cultural experiences



PR/Consumer Programs:

- Launch a social media campaign to highlight Hawai'i's culture, history, and people
- Partner with media to share stories of Hawai'i's people

Expected Outcome:

- Familiarize Korean audiences with authentic and sustainable Hawai'i travel practice
- 30 Hawai'i social content creation

#2 The Place

- Encourage responsible tourism and mindful practices to preserve Hawai'i's natural beauty and cultural heritage
- Introduce agritourism and voluntourism programs as opportunities to connect with the Hawai'i community and environment

Travel Trade:

- #MauiStrong promotion with trade partners
- Joint promotion with agencies supporting regenerative tourism
- Trade FAM tour with agritourism or voluntourism

PR/Consumer:

- Create new neighbor island content for the Mālama Hawai'i 3D Showroom
- Promote regenerative tourism via HTK channels

Expected Outcome

- Increase visitors who understand and support regenerative tourism
- Boost Neighbor Island visitation
- Attract mindful travelers and improve community satisfaction



#3 The Hawaiian Islands

- Enhance brand recognition of the Hawaiian Islands as more than just a destination
- Showcase the unique characteristics and attractions of each Hawaiian island

Travel Trade:

- Host the high-impact Hawai'i Travel Mission uniting Hawai'i partners with key trade leaders
- Co-op with airlines and trade partners to promote the neighbor islands
- Educate travel partners with in-depth information about Hawai'i through Hawai'i Specialist Program

Expected Outcome

- A minimum 1.2M impressions through trade media channels
- 100+ trade education participants
- 200+ trade partners participation and over 12+ meetings in HTM



Your One & Only Hawai'i Campaign

- Position the Hawaiian Islands as the ultimate premium and romantic travel destination
- Enhance visitor satisfaction by offering exceptional experiences
- Encourage extended stays and increased spending in Hawai'i

1 For Affluent Travelers

Travel Trade:

- Promote premium long-stay packages
- Partner with credit card companies to boost traveler spending
- Promote the Lotte LPGA Championships with key travel agents

PR/Consumer:

- Collaborate with department stores to feature attractions in their magazines
- Create travel content on Neighbor Islands with top celebrities, influencers, or media

Expected Outcome

- Develop new high-quality packages for Hawai'i
- Enhance satisfaction by offering premium travel products
- Increase visitor spending and extend the average stay in Hawai'i



#2 For Romantic Couples

Travel Trade:

- Support honeymoon exhibitions to position Hawai'i as a premier honeymoon destination.
- Conduct FAM trip to showcase undiscovered and unique romantic

PR/Consumer:

- Pitch the new romantic tourism attractions and activities to media
- Develop and share engaging social media content highlighting Hawai'i's romantic attractions and experience

Expected Outcome

- Develop 3 new Hawai'i honeymoon products
- A minimum of 600K impressions
- Enhance brand perception of Hawai'i as the ultimate romantic destination



Signature Hawai'i Campaign

- Offer diverse-themed travel experiences tailored to specific interests in Hawai'i
- Provide comprehensive information on activities like hiking, marathons, culinary tours, surfing, and shopping to inspire Korean travelers

Travel Trade:

- Partner with travel agencies to develop and promote signature-themed packages, such as tours for runners at the Honolulu Marathon Festival

PR/Consumer:

- Create a B2BC Signature Travel Magazine focused on adventure, wellness, family travel, and eco-tourism
- Conduct a thematic FAM trip with Key Opinion Leaders (KOLs)
- Collaborate with a leading consumer brand to showcase themed travel content for Hawai'i

Expected Outcome

- Distribute the Signature Travel Magazine quarterly
- Promote diverse Hawai'i travel themes through online and offline channels



A scenic view of a city at dusk. A long, multi-lane bridge with many concrete pillars spans across a wide river. The city skyline is visible in the background, featuring numerous high-rise buildings, with one particularly tall, distinctive skyscraper (the Lotte World Tower) standing out. The sky is a mix of blue and orange, suggesting sunset or sunrise. The water reflects the lights from the bridge and the city.

MAHALO!

Kamsa-hap-nida!