



Korea Fact Sheet

Korea Overview

AVIAREPS Marketing Garden Holdings Ltd. is contracted by the Hawai'i Tourism Authority (HTA) for Brand Marketing and Management Services in Korea. Affluent travelers from high-end market segments are primarily from the Seoul and Busan regions. Hawai'i continues to be a favored romance destination for Koreans. In 2024, HTK continues to focus on promoting Hawai'i's unique attributes and mindful travel, driving travel demand and booking pace in collaboration with travel trade, media, and influencers, and developing marketing co-ops with key airlines to stimulate growth in air services to Hawai'i.

Year-to-Date December 2024 Quick Facts^{1/}

Visitor Expenditures:	\$411.3 million
Primary Purpose of Stay:	Pleasure (145,179) vs. MCI (5,882)
Average Length of Stay:	8.33 days
First Time Visitors:	68.1%
Repeat Visitors:	31.9%

Korea (by Air)	2019	2020	2021	2022	2023	2024 Annual Forecast*	YTD Dec. 2024P	YTD Dec. 2023	% Change
Visitor Expenditures (\$ Millions)	497.9	NA	41.6	283.5	430.3	410.6	411.3	430.3	-4.4%
Visitor Days	1,745,666	404,206	149,496	967,259	1,362,397	1,293,671	1,292,909	1,362,397	-5.1%
Arrivals	229,056	46,884	10,652	111,863	161,706	154,981	155,221	161,706	-4.0%
Average Daily Census	4,783	1,104	410	2,650	3,733	3,535	3,533	3,733	-5.4%
Per Person Per Day Spending (\$)	285.2	NA	278.0	293.1	315.8	317.4	318.1	315.8	0.7%
Per Person Per Trip Spending (\$)	2,173.7	NA	3,901.5	2,534.7	2,660.9	2,649.5	2,650.0	2,660.9	-0.4%
Length of Stay (days)	7.62	8.62	14.03	8.65	8.43	8.35	8.33	8.43	-1.1%

NA= Comparative annual 2020 visitor spending statistics were not available, as the Departure Survey could not be conducted between April to October 2020 due to COVID-19 restrictions.

*Dept. of Business, Economic Development & Tourism (DBEDT) 2024 annual forecast (Quarter 4, 2024).

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^{1/} 2024P visitor data are preliminary. 2019 – 2023 visitor data are the final numbers and reflect updated airfare statistics from DIIO Mi Airline database, data from the National Travel and Tourism Office, and final passenger counts from Airline Traffic Summary reports.

Market Summary

- In calendar year 2024, 155,221 visitors arrived from Korea, total visitor spending was \$411.3 million and daily visitor spending was \$318 per person. There were 161,706 visitors (-4.0%) in 2023, total visitor spending was \$430.3 million (-4.4%) and daily visitor spending was \$316 per person (+0.7%). In pre-pandemic 2019, 229,056 visitors (-32.2%) arrived from this market, total visitor spending was \$497.9 million (-17.4%) and daily visitor spending was \$285 per person (+11.5%).
- In 2024, 923 scheduled flights with 278,982 seats serviced Hawai'i from Korea. In 2023, there were 906 scheduled flights (+1.9%) with 278,670 seats (+0.1%). In 2019 there were 1,027 scheduled flights (-10.1%) with 326,398 seats (-14.5%).
- In 2023, there were 161,706 visitors from Korea, compared to 111,863 visitors (+44.6%) in 2022. There were 229,056 visitors (-29.4%) in 2019. Visitors from Korea spent \$430.3 million in 2023, compared to \$283.5 million (+51.8%) in 2022 and \$497.9 million (-13.6%) in 2019. Daily visitor spending in 2023 was \$316 per person, higher than 2022 (\$293 per person, +7.7%) and 2019 (\$285 per person, +11.1%).
- There were 906 scheduled flights with 278,670 seats from Seoul in 2023, compared to 689 flights (+31.5%) with 217,245 seats (+28.3%) in 2022 and 1,027 flights (-11.8%) with 326,398 seats (-14.6%) in 2019.

Market Conditions

- South Korea's exports rose by 6.6 percent year-on-year in December 2024, reaching US\$61.4 billion, an increase of US\$5 billion compared to November 2024.
- The exchange rate in December 2024 was 1441.34 (KRW/USD), a depreciation from 1,396.40 (KRW/USD) in November 2024.
- The number of Korean outbound travelers in November 2024 totaled 2,391,140, reflecting a 16 percent year-on-year increase from 2,061,646 departures in the same month last year.
- The demand for overseas travel by Koreans in December 2024 was lower than expected due to several factors, including the shift of students' winter breaks to January 2025, an unusually warm winter that reduced travel to warmer destinations, a preference for family time at home, rising costs, economic downturns, and recent political instability.
- Air Premia announced the addition of its sixth Boeing B787-9 Dreamliner on December 19, 2024, set to begin operations in January 2025. The new aircraft will expand the carrier's North American routes. Currently operating flights to Los Angeles, New York, San Francisco, Tokyo, and Bangkok, Air Premia plans to launch new routes to Da Nang and Hong Kong in early 2025, followed by Honolulu and Seattle.
- Korean Air has completed its merger with Asiana Airlines, forming a "mega carrier" ranked among the world's top 10 airlines with a fleet of 238 aircraft. To address monopoly concerns and foster market competition, the Korean government plans to allocate new routes to low-cost carriers (LCCs) like Air Premia and T'way Air, limit fare hikes on overlapping routes, and promote new routes to emerging markets. LCCs are expanding operations, particularly to U.S. and European destinations
- In December 2024, Korean Air operated daily flights, while Asiana Airlines and Hawaiian Airlines each ran 5 weekly flights.

Distribution by Island

Korea (by Air)	2019	2020	2021	2022	2023	YTD Dec. 2024P	YTD Dec. 2023	% Change
O'ahu	225,488	46,133	9,678	109,509	159,755	152,377	159,755	-4.6%
Maui County	29,619	4,711	1,299	11,035	10,933	7,591	10,933	-30.6%
Maui	29,303	4,668	1,268	10,953	10,518	7,128	10,518	-32.2%
Moloka'i	846	71	31	152	284	324	284	14.1%
Lāna'i	499	105	14	173	528	288	528	-45.5%
Kaua'i	7,191	1,361	332	2,291	4,538	4,654	4,538	2.6%
Island of Hawai'i	25,273	6,923	1,215	15,244	26,866	28,038	26,866	4.4%

Airlift: Scheduled Seats and Flights

Scheduled seats	2024					2023					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
Seoul	78,350	66,553	68,791	65,288	278,982	75,354	67,645	65,167	70,504	278,670	4.0	-1.6	5.6	-7.4	0.1

Scheduled flights	2024					2023					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
Seoul	256	221	224	222	923	235	220	225	226	906	8.9	0.5	-0.4	-1.8	1.9

Source: DBEDT analysis based on scheduled flights and seats from Diio Mi flight schedules as of January 15, 2025, subject to change.

Group vs. True Independent; Leisure vs. Business

Korea (by Air)	2019	2020*	2021	2022	2023	YTD Dec. 2024P	YTD Dec. 2023	% Change
Group vs True Independent (Net)								
Group Tour	35,289	NA	801	10,494	18,958	18,041	18,958	-4.8%
True Independent (Net)	134,413	NA	7,747	73,398	111,919	111,664	111,919	-0.2%
Leisure vs Business								
Pleasure (Net)	218,691	44,623	8,533	104,308	152,060	145,179	152,060	-4.5%
MCI (Net)	5,574	840	299	3,915	5,029	5,882	5,029	17.0%
Convention/Conf.	3,184	331	110	1,600	2,607	3,507	2,607	34.5%
Corp. Meetings	232	23	86	97	262	243	262	-7.2%
Incentive	2,183	487	111	2,242	2,168	2,180	2,168	0.5%

NA = Visit Status/Travel Method data statistics were not available from May – October 2020 as a result of limited fielding due to COVID-19 restrictions.

First Timers vs. Repeat Visitors

Korea (by Air)	2019	2020*	2021	2022	2023	YTD Dec. 2024P	YTD Dec. 2023	% Change
First Time Visitors (%)	73.7	NA	49.4	74.8	71.9	68.1	71.9	-3.8
Repeat Visitors (%)	26.3	NA	50.6	25.2	28.1	31.9	28.1	3.8

NA = Visit Status/Travel Method data statistics were not available from May – October 2020 as a result of limited fielding due to COVID-19 restrictions.

Tax Revenue

Korea (by Air)	2019	2020*	2021	2022	2023	YTD Dec. 2024P	YTD Dec. 2023	% Change
State tax revenue generated (\$ Millions) ^{2/}	58.12	NA	4.85	32.89	49.91	47.71	49.91	-4.4%

^{2/}State government tax revenue generated (direct, indirect, and induced).