



# Korea Fact Sheet

## Korea Overview

Aviareps Marketing Garden Holdings Ltd. is contracted by HTA for brand marketing management services in Korea. Korea is an important source market from Asia for Hawai'i. 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 2021, the core branding message is Mālama Hawai'i and the marketing strategy to recover the Hawai'i travel market from the COVID-19 pandemic is to revitalize travel demand in collaboration with industry partners, accelerate booking pace in partnership with online booking platforms, and develop marketing co-ops with key airlines to stimulate resumption and growth in air services to Hawai'i.

## Year-to-Date August 2021 Quick Facts<sup>1/</sup>

|                          |                                |
|--------------------------|--------------------------------|
| Visitor Expenditures:    | \$22.8 million                 |
| Primary Purpose of Stay: | Pleasure (3,097) vs. MCI (149) |
| Average Length of Stay:  | 20.48 days                     |
| First Time Visitors:     | 40.1%                          |
| Repeat Visitors:         | 59.9%                          |

|                                    | 2019      | 2020*   | %<br>Change<br>2020 vs<br>2019 | 2021<br>Annual<br>Forecast <sup>1/</sup> | YTD Aug.<br>2021 | YTD Aug.<br>2020 | %<br>Change<br>YTD |
|------------------------------------|-----------|---------|--------------------------------|--|------------------|------------------|--------------------|
| Korea (by Air)                     |           |         |                                |  |                  |                  |                    |
| Visitor Expenditures (\$ Millions) | 497.9     | NA      | NA                             | 44.3                                     | 22.8             | NA               | NA                 |
| Visitor Days                       | 1,745,666 | 404,206 | -76.8%                         | 152,700                                  | 94,113           | 391,882          | -76.0%             |
| Arrivals                           | 229,056   | 46,884  | -79.5%                         | 19,910                                   | 4,596            | 46,471           | -90.1%             |
| Average Daily Census               | 4,783     | 1,104   | -76.9%                         | 418                                      | 387              | 1,606            | -75.9%             |
| Per Person Per Day Spending (\$)   | 285.2     | NA      | NA                             | 290.3                                    | 242.03           | NA               | NA                 |
| Per Person Per Trip Spending (\$)  | 2,173.7   | NA      | NA                             | 2,226.2                                  | 4,956.0          | NA               | NA                 |
| Length of Stay (days)              | 7.62      | 8.62    | 13.1%                          | 7.67                                     | 20.48            | 8.43             | 142.8%             |

NA= Annual 2020 visitor spending statistics and comparative year-to-date 2020 statistics were not available. Due to COVID-19 restrictions, fielding for visitor spending was limited for 2020.

<sup>1/</sup>Dept. of Business, Economic Development & Tourism (DBEDT) 2021 annual forecast (Quarter 3, 2021).

## Contact Information

**Hawai'i Tourism Authority:** Jadie Goo, Director of Marketing  
 Tel: (808) 973-2252  
[jadie@gohta.net](mailto:jadie@gohta.net)

<sup>1/</sup> 2021 visitor data are preliminary. 2020 and 2019 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.

## Hawai'i Tourism Korea:

Irene Lee, Korea Country Director

Tel: 82 (2) 777-0033

[llee@aviareps.com](mailto:llee@aviareps.com)

## Market Summary

---

In August 2021, passengers arriving from out-of-state could bypass the State's mandatory 10-day self-quarantine if they were fully vaccinated in the United States or with a valid negative COVID-19 NAAT test result from a Trusted Testing Partner prior to their departure through the Safe Travels program. On August 23, 2021, Hawai'i Governor David Ige urged travelers to curtail non-essential travel until the end of October 2021 due to a surge in Delta variant cases that has overburdened the state's health care facilities and resources. The U.S. Centers for Disease Control and Prevention (CDC) continued to enforce restrictions on cruise ships through a "Conditional Sail Order", a phased approach for the resumption of passenger cruises to mitigate the risk of spreading COVID-19 onboard.

In August 2021, all travelers, including returning Korean nationals, must have a negative PCR test result 72 hours prior to travel, in order to board flights for Korea. Returning Korean nationals who completed full vaccination and tested negative for COVID-19 were exempted from the mandatory 14-day quarantine.

- Through the first eight months of 2021, there were 4,596 visitors from Korea, compared to 46,471 visitors (-90.1%) in the first eight months of 2020, versus 148,233 visitors (-96.9%) in the first eight months of 2019.
- There were 61 scheduled flights and 16,958 seats from Korea during the first eight months of 2021, compared to 234 flights and 71,175 seats in the first eight months of 2020, versus 680 flights and 218,242 seats in the first eight months of 2019.
- For all of 2020, arrivals fell 79.5 percent to 46,884 visitors. Visitor days declined 76.8 percent. The average daily census was 1,104 visitors, a 76.9 percent drop compared to 2019.
- In 2020, 98.4 percent of visitors went to O'ahu, 14.8 percent went to the island of Hawai'i, 10.0 percent went to Maui and 2.9 percent went to Kaua'i.
- In 2020, air capacity from Seoul decreased 77.9 percent from the previous year to 72,287 seats.
- In 2019, visitor spending rose slightly (+0.3%) to \$497.9 million. Visitor arrivals (+0.3% to 229,056 visitors) and visitor days (+2.8%) increased but daily spending (-2.4% to \$285 per person) decreased compared to 2018. The average daily census was 4,783 visitors in 2019, an increase of 2.8 percent compared to 2018.
- In 2019, 98.4 percent of Korean visitors went to O'ahu, 12.8 percent went to Maui, 11.0 percent went to the island of Hawai'i, and 3.1 percent went to Kaua'i. Over half (58.8%) made their own travel arrangements (i.e., True Independent). First timers comprised 73.6 percent and 26.4 percent were repeaters.
- In 2019, seats from Seoul declined (-7.0% to 326,398) compared to 2018.

## Market Conditions

- Moody's, an international credit rating agency, raised Korea's real GDP growth forecast for this year from 3.5 percent to 4.0 percent. It mentioned that the production growth of Korea has already surpassed the pre-COVID-19 peak due to the strong exports and raised its forecast for 2022 economic growth from 3 percent to 3.2 percent as well.
- Korea's real GDP in the second quarter grew 0.8 percent compared with the previous quarter as consumption, which had been suppressed since the breakout of COVID-19, has recovered. Private and government consumption contributed significantly to GDP growth.
- South Korea's export prices rose in August, marking the ninth straight monthly gain amid a strong recovery in exports marking 35 percent on-year in August on the back of robust demand for chips and automobiles. Outbound shipments came to \$53.2 billion last month.
- The average USD/WON exchange rate in August was 1,161.48 won, slightly depreciated from the previous rate of 1,145.66 won in July.
- Fully vaccinated Koreans can get a Certificate of Immunization from Korea Disease Control and Prevention Agency. The certificate includes personal information (first & last name, gender, address, date of birth), vaccination series, , vaccine product name, and date and location of vaccine inoculated. All information will be provided in English for overseas use.
- Korean Air is planning to resume 3 weekly flights for ICN-HNL route (KE053) from November.
- Asiana Airlines is planning to resume ICN-HNL route in November.
- Hawaiian Airlines is operating three weekly flights (HA460) from ICN to HNL, every Wednesday, Friday and Sunday starting August 1.

## Distribution by Island

| Korea (by Air)    | 2019    | 2020   | % Change<br>2020 vs 2019 | YTD Aug.<br>2021 | YTD Aug.<br>2020 | % Change<br>YTD |
|-------------------|---------|--------|--------------------------|------------------|------------------|-----------------|
| O'ahu             | 225,488 | 46,133 | -79.5%                   | 4,069            | 45,827           | -91.1%          |
| Maui County       | 29,619  | 4,711  | -84.1%                   | 429              | 4,657            | -90.8%          |
| Maui              | 29,303  | 4,668  | -84.1%                   | 423              | 4,614            | -90.8%          |
| Moloka'i          | 846     | 71     | -91.6%                   | 4                | 71               | -94.3%          |
| Lāna'i            | 499     | 105    | -78.9%                   | 8                | 105              | -92.0%          |
| Kaua'i            | 7,191   | 1,361  | -81.1%                   | 168              | 1,349            | -87.6%          |
| Island of Hawai'i | 25,273  | 6,923  | -72.6%                   | 433              | 6,869            | -93.7%          |

## Airlift: Scheduled Seats

| Departure<br>City | 2021  |       |        |        |         | 2020   |     |    |       |        | %CHANGE |         |    |         |        |
|-------------------|-------|-------|--------|--------|---------|--------|-----|----|-------|--------|---------|---------|----|---------|--------|
|                   | Q1    | Q2    | Q3     | Q4     | Annual  | Q1     | Q2  | Q3 | Q4    | Annual | Q1      | Q2      | Q3 | Q4      | Annual |
| Seoul             | 3,614 | 6,950 | 21,048 | 79,804 | 111,416 | 70,957 | 218 | 0  | 1,112 | 72,287 | -94.9   | 3,088.1 | NA | 7,076.6 | 54.1   |

Source: DBEDT analysis based on scheduled Seats from Diio Mi flight schedules as of July 26, 2021, subject to change.

## Group vs. True Independent; Leisure vs. Business

| Korea (by Air)                  | 2019    | 2020*  | % Change<br>2020 vs 2019 | YTD Aug.<br>2021 | YTD Aug.<br>2020 | % Change<br>YTD |
|---------------------------------|---------|--------|--------------------------|------------------|------------------|-----------------|
| Group vs True Independent (Net) |         |        |                          |                  |                  |                 |
| Group tour                      | 35,289  | NA     | NA                       | 110              | NA               | NA              |
| True Independent (Net)          | 134,413 | NA     | NA                       | 3,375            | NA               | NA              |
| Leisure vs business             |         |        |                          |                  |                  |                 |
| Pleasure (Net)                  | 218,691 | 44,623 | -79.6%                   | 3,097            | 44,445           | -93.0%          |
| MCI (Net)                       | 5,574   | 840    | -84.9%                   | 149              | 839              | -82.3%          |
| Convention/Conf.                | 3,184   | 331    | -89.6%                   | 25               | 331              | -92.4%          |
| Corp. Meetings                  | 232     | 23     | -90.2%                   | 48               | 22               | 124.4%          |
| Incentive                       | 2,183   | 487    | -77.7%                   | 75               | 487              | -84.6%          |

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* | % Change<br>2020 vs 2019 | YTD Aug.<br>2021 | YTD Aug.<br>2020 | % Change<br>YTD |
|----------------|------|-------|--------------------------|------------------|------------------|-----------------|
| 1st timers (%) | 73.7 | NA    | NA                       | 40.1             | NA               | NA              |
| Repeaters (%)  | 26.3 | NA    | NA                       | 59.9             | NA               | NA              |

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* | % Change<br>2020 vs 2019 | YTD Aug.<br>2021 | YTD Aug.<br>2020 | % Change<br>YTD |
|---|-------|-------|--------------------------|------------------|------------------|-----------------|
| State tax revenue generated (\$ Millions) <sup>2/</sup> | 58.12 | NA    | NA                       | 2.66             | NA               | NA              |

<sup>2/</sup>State government tax revenue generated (direct, indirect, and induced).