

# Korea Market Update

Irene Lee

*Country Director  
Hawai'i Tourism Korea*

**2026 Spring Tourism Update**



# 1. Market Condition: Korea in 2026



**Stability Signal – Predictable Policy Environment**



## 2. Macro Overview



### KOSPI TREND



Jun'25: New Government Launch

## 2. Macro Condition

### Currency Sensitivity

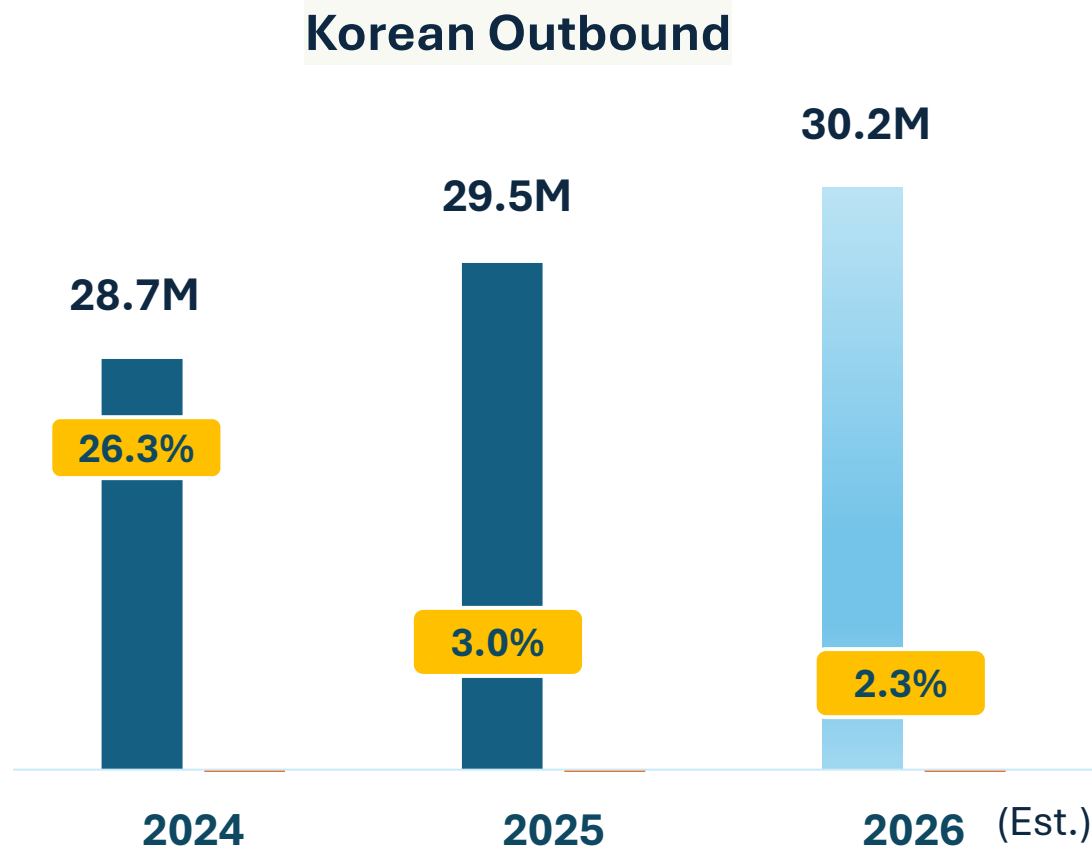


### Fuel Surcharge

| City Pair  | KOREAN AIR |        | ASIANA AIRLINES  |        |
|------------|------------|--------|-----------------------------------------------------------------------------------------------------|--------|
|            | MAR        | APR    | MAR                                                                                                 | APR    |
| ICN-HNL    |            |        |                                                                                                     |        |
| ROUND TRIP | USD90      | USD270 | USD94                                                                                               | USD286 |

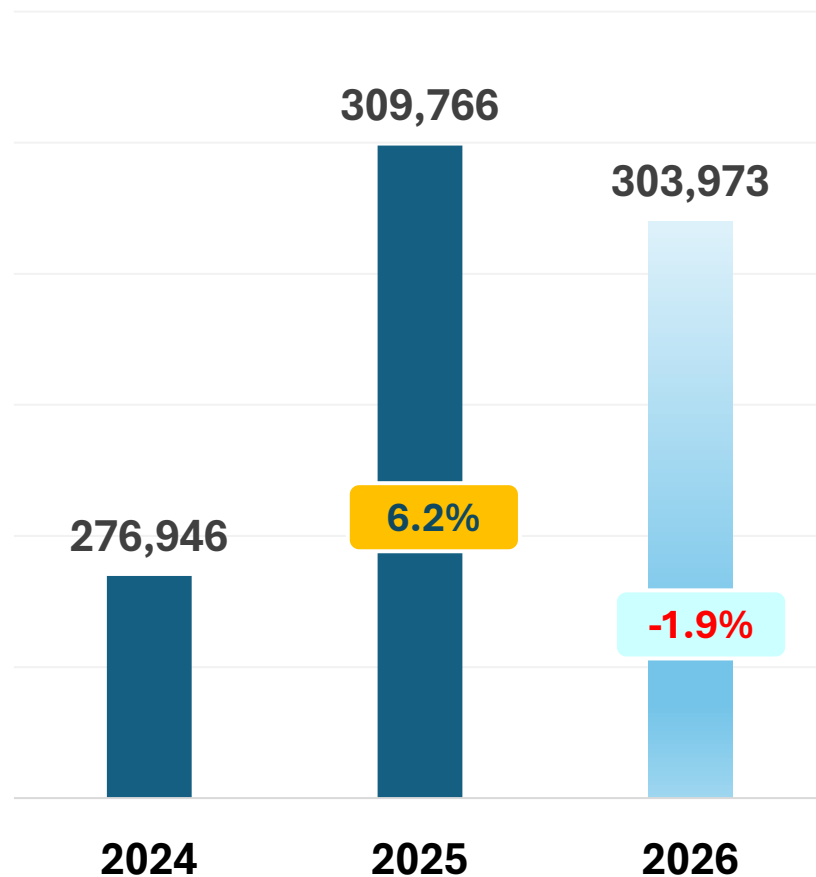
+200~204%

### 3. Korea Outbound Travel



The highest outbound volume in 2025 since 2019. Resilience for Outbound Demand

## 7. Airlift Accessibility



- 2026**
- Korean Air, Asiana Airlines, Air Premia
  - KE/OZ Full Integration (late Dec.)

- 2025**
- Korean Air, Asiana Airlines
  - Air Premia (From Jul.)
  - Hawaiian Airlines (Until Nov.)

| Airlines                                                                                         | Code | Frequency  | Seats | Type       |
|--------------------------------------------------------------------------------------------------|------|------------|-------|------------|
|  KOREAN AIR | KE   | Daily      | 323   | B787-10    |
| ASIANA AIRLINES                                                                                  | OZ   | 5 x Weekly | 301   | B777-200ER |
|  AIR PREMIA | YP   | 4 x Weekly | 324   | B787-900   |



## 8. Q1 Program Highlights

### All Ways Hawai'i Mindful Promotion with Myrealtrip

Timeline: Jan – Feb

#### Program Highlights:

- Highlighted mindful travel and respect for Hawai'i's nature, culture, and history by the promotion page
- Showcased curated island recommendations with responsible travel guidance

#### Program Result:

- ✓ Bookings: **5,039**
- ✓ Impression: **582,700+**
- ✓ Unique Reach: **41,400+**

**Myrealtrip**

**All Ways Hawai'i**  
풍경 너머의 하와이를 만나다  
인기 투어·티켓 최대 10%+2% 추가 할인

추가 혜택

지금 예약 하러 가기

**COUPON**  
10% off

**All Ways Hawai'i**  
하와이 투어·티켓 최대 10% 할인

**HAWAII TOURISM KOREA**

## 8. Q1 Program Highlights

### TV Home-Shopping with Yellow Balloon Tour & Verygood Tour

**Aired Dates:** Feb 16, 18, 25, 28 (4x60-minute prime-time slots)

**Channel:** GS MyShop Home-Shopping

#### Program Highlights:

- Featured Brand Campaign: Dedicated segment within the 60-minutes broadcast, highlighting the “Hawai‘i Stays With You” Campaign.
- Showcased the rich nature, culture, and history of the islands through the program and the TA’s web promotion pages.
- Integrated **Neighbor-island** recommendations with Mālama Hawai‘i (Responsible Travel) guidance

#### Program Result:

- ✓ Total Bookings: **631**
- ✓ Viewership: **71,055** Households
- ✓ Sales Growth: **183% YoY**
- ✓ Sales Revenue: **209% YoY**





## 8. Q1 Program Highlights

### All Ways Hawai'i Sales Campaign with Korean Air

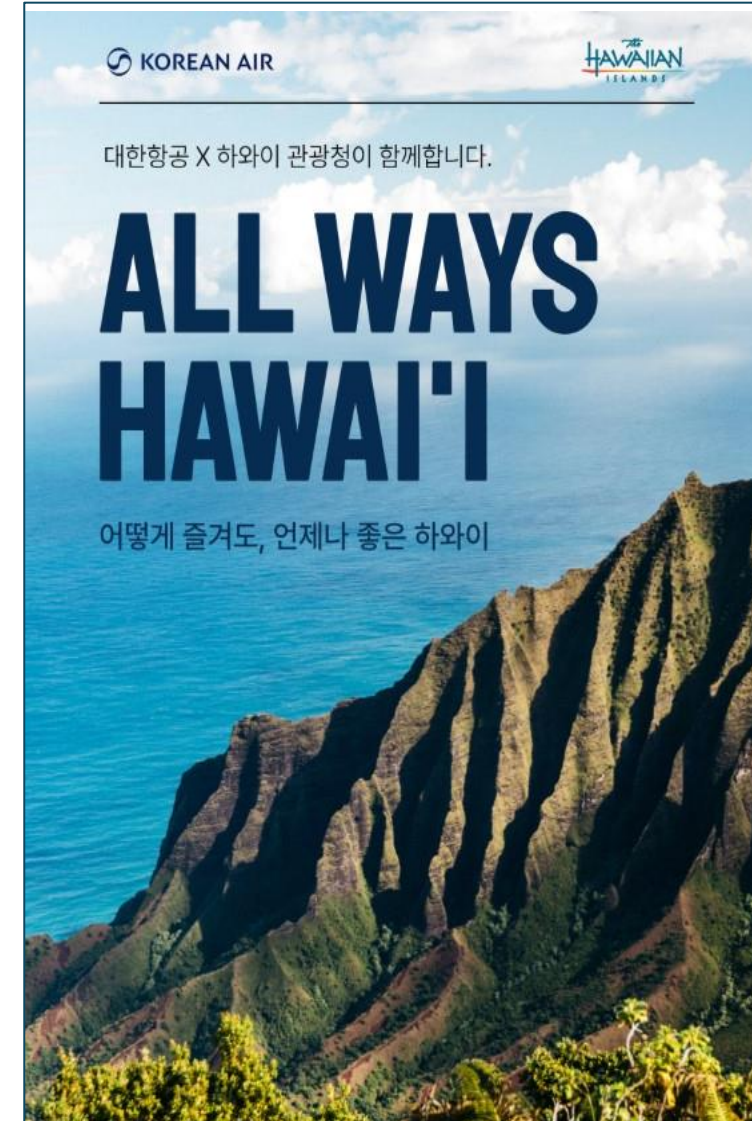
**Timeline:** Feb - Mar

**Program Highlights:**

- Partnership: **13 Top-tier TAs** (ICN-HNL Route) to drive conversion
- Placements: **Exclusive branding through dedicated banners and landing pages** across **14 (13+1) TA platforms**
- Performance-based incentives (Sales Growth)

**Projected Outcome:**

- Exposure: **45-day** continuous **Branded Exposure** via main page banners on both Web and Mobile.
- **Per Partner Media value: US\$6.9K**
- **Total Program Value: US\$89.7K** (Estimated)



# 8. Q1 Program Highlights

## YouTube Content Creation

**Channel:** Ms. Choi's Self-Care Studio (199K Subscribers)

**Target Audience:**

**High-net-worth women (30s–50s)** seeking premium travel and lifestyle experiences

**Program Highlights:**

Special Segment: Featured **Kauaʻi & Oʻahu** in every episode

**Kauaʻi Attractions:**

- Poʻipū Beach, Mountain Tubing
- Nāpali Coast, Kauaʻi Coffee Company

**Oʻahu & Cultural Highlights:**

- 2026 Pearl Harbor Memorial Parade
- CLIMB Works Keana Farms (Ziplining)
- HoMA(Honolulu Museum of Art)
- CDS 'Auana Show

**Final Outcome:**

- ✓ Contents: **2 Long-form**(30-min) & **3 Shorts** on YouTube
- ✓ Digital Reach:**145,213** Unique Viewers
- ✓ Total Impressions: **823,000+**





# 8. Q1 Program Highlights

## AI Chatbot Development & Promotion



**Official Launch:** February 10

### Key Specifications:

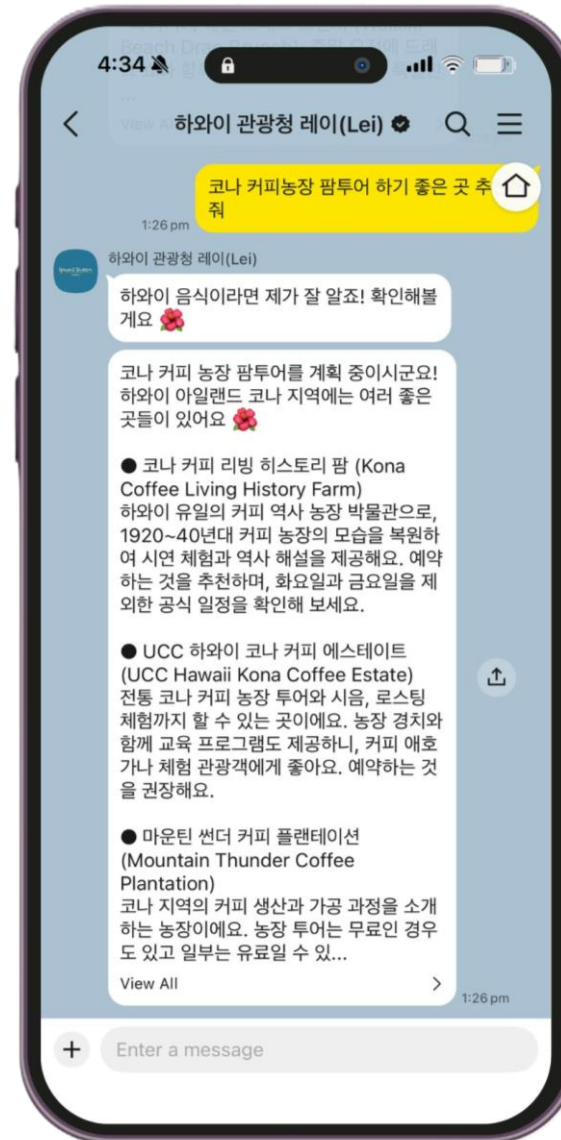
- ✓ Official Source: Powered by **gohawaii.com**
- ✓ 900+ POIs across the Hawaiian Islands
- ✓ 3,700+ Q&A datasets optimized for traveler inquiries

### Promotion Execution:

- ✓ Media: Press Release distribution
- ✓ Influencer: YouTube Collaboration & View Event
- ✓ Digital: Targeted Social Media PR Advertising

### Outcome:

- ✓ KakaoTalk: **294** New Channel Subscribers
- ✓ YouTube: **768,233** Impressions / **58,647** Reach
- ✓ Social Media: **147,575** Impressions / **54,567** Reach



### ◀ AI Chatbot Demo

#### • Local Expertise:

"Recommended coffee farms in the Kona region."

#### • Custom Itinerary:

"Family-friendly hiking trails in O'ahu."

#### • Sustainable Travel:

"Guidelines for wildlife encounters (Kuleana & Safety)."



## 9. Q2 Program Highlights



### Training Sessions

WEBINAR

Topasweb  
YB -Tour



### Training Sessions

SEMINAR

Hana Tour  
Mode Tour



Product  
Development  
FAM  
(O'ahu+Kaua'i)

Influencer FAM  
(O'ahu+Island  
of Hawai'i)

Romance  
Media FAM  
(O'ahu+Maui)



Co-op with  
VISA Card for  
Local Spending

(All Island)

Co-op with  
Air Premia



Consumer  
Activation  
Promotion

With

Jeju F&W  
Festival

# All Ways Hawai'i Promotion with VISA x Shinhan Card

**Timeline:** Mar – May

**Channel:** Shinhan Card (Korea No.1 Credit card)

## Program Highlights:

- **Earn rewards on Hawai'i local spending over \$150** Klook activities/ Car Rentals / Tours
- Cirque du Soleil / Hertz / WiFi / Airport Transfer
- Hotel & Resorts – Exclusive Offers

## Partners:

- Over 10 Hotel & Resorts and attraction partners across all Hawaiian Islands

## Target Spending:

✓ + \$206,8000 additional spending YoY



USD 프로모션

오직하나,  
단 하나의 하와이  
**HAWAII**

신한 Visa 혜택으로 더 가까이

2026.03.19 - 2026.05.31

하와이 전상품 20% 할인

하와이의 하늘, 바다, 길 위까지 모두 즐기세요 — 헬리콥터 투어, 크루즈 디너, 렌터카까지!

| 하와이 인기 투어 | 어디든 편하게 렌트카 | 짜릿한 액티비티 | 이외 하와이 전상품 |
|-----------|-------------|----------|------------|
| 최대 \$50   | 최대 \$100    | 최대 \$100 | 최대 \$20    |

# 10. Partnership Opportunity

## 1) FAM Tours

- Apr: **Digital Influencer** FAM TRIP (22Apr – 25Apr)
- May: **Trade Product Development** FAM Tour (11May – 17May)
- Jun: **Romance-Themed Media** FAM Tour (Jun / TBA)

## 2) Co-Marketing

- HIT Run **Celebrity/Influencer** Running Event (Jun)

Contact: [HTK@aviareps.com](mailto:HTK@aviareps.com)



# Thank you!

감사합니다.

HTK@aviareps.com

