

THE NORTHEAST ASIA FORUM PRESENTS
THE 7th KOREAN TOURISM, TRADE & INVESTMENT SEMINAR
THURSDAY, APRIL 10, 2003
11:00 AM TO 2:00 PM
HAWAII PRINCE HOTEL WAIKIKI
MAUNA KEA BALLROOM

SPONSORED BY:
EXPORT ASSISTANCE CENTER, U.S. DEPARTMENT OF COMMERCE
HAWAII DISTRICT EXPORT COUNCIL
KOREAN AIRLINES
HAWAII NOA MAGAZINE
HAWAII VISITORS & CONVENTION BUREAU

"Developing Strategies For The Korean Market"

A Workshop & Luncheon With Guest Speakers

Featuring

Jin Kul Lee, General Manager, Hawaii Regional Office, Korean Airlines (confirmed)
Robert Murphy, Director, Export Assistance Center, U.S. Department of Commerce (confirmed)
The Honorable Linda Lingle, Governor, State of Hawaii (confirmed)
The Honorable Donna Mercado Kim, Hawaii State Senator (invited)

With Guest Speakers

Ted Liu, Director, Department of Business, Economic Development & Tourism, State of Hawaii (invited)
Rex Johnson, Executive Director, Hawaii Tourism Authority (invited)

And Special Guest

Alan Furuno, Chief of Staff, Office of U.S. Representative Neil Abercrombie (confirmed)

The year 2003 marks the 100th anniversary of Korean immigration to the United States, and Hawaii has led the United States in its celebration of this event. The Centennial of Korean Immigration to the United States also offers an opportunity to strengthen the ties between Hawaii and Korea through tourism, cultural exchange, trade, and investment. On April 10, 2003, Korea will be featured by The NorthEast Asia Forum as a key tourism market for Hawaii companies in a seminar sponsored by *Hawaii Noa Magazine*, the U.S. Department of Commerce, Hawaii District Export Council, the Korean Cultural Center of Hawaii, and Korean Airlines.

As the main coordinator of this seminar, *Hawaii Noa Magazine* hopes to educate the community about the unique ties between Hawaii and Korea, and feature opportunities that may help to strengthen these ties. The Korean Marketing Seminar is designed to inspire Hawaii companies to attract Korean travelers, investment, and exchange. *Hawaii Noa* magazine will also be publishing a special Centennial Issue for distribution at the Korea World Trade Fair in Seoul this June in order to highlight Hawaii's unique historic role in Korean immigration history and to encourage increased economic ties. As with past issues, *Hawaii Noa* will present information on travel attractions, history, and culture of Hawaii to encourage visitors to come to our beautiful island paradise.

Here are some of the topics that will be covered in more detail at the March 19th Korean Marketing Seminar:

- The Korean Tourism Association notes that the Korean travel market is the second largest in Asia with 6 million outbound and 6 million inbound travelers.
- As early as July 2001, the Department of Business, Economic Development & Tourism had this to say about Korea in their Tourism Demand Assessment:

"Korea's outbound travel market is one of the world's most explosive in terms of growth with almost unrivaled potential. Koreans overwhelmingly choose the U.S. as a non-Asian destination despite its distance from Korea."

- There has been a full recovery of overseas travel from Korea since September 11th, unique among world travelers.

"The largest-ever deficit in the travel account balance [inbound vs. outbound travel] occurred in August due to a hike in the number of people traveling abroad... The number of outbound travelers surged by 19.5 percent to 773,908, during August from a year earlier, the largest monthly figure in history..."

The Korea Times - September 27, 2002

"The Korean National Tourism Organization said that the number of Koreans who went abroad in the January-to-April period 2002 totaled 2.265 million, up 21.6 percent from the same period last year. China attracted the largest number of Korean travelers at 534,999 followed by Japan at 413,905, and the United States at 211,372."

The Korea Herald - May 27, 2002

- Korea represents the largest Hawaii tourism market from Asia outside of Japan with 43.4%. China was second with 28.1% and Taiwan at 14.2%. After September 11th, Hawaii accommodated close to 100,000 visitors from Korea, and is moving toward pre-September 11th levels of 130,000 visitors each year.
- The U.S. Embassy in Korea also reports that many Koreans hold U.S. visas and that there are no delays in issuing U.S. visas. The Commercial Attaché reports that states like Alaska have been aggressively and successfully building on this, attracting the affluent Korean market through trade fairs, Korean-language media and outreach.

- According to the Pacific Telecommunications Council, Korea is one of the most "wired" countries in the world with more than 80% of its population on the internet and broadband access, which is one of the highest usage rates in Asia. E-commerce and internet-based shopping represents another area of opportunity for Hawaii retailers.

We hope that you will consider joining us as at this event, and thank you for your consideration of this request. The participation fee is \$25.00 including lunch and materials. For reservation, please call Janis Koh at 536-1539 or email at bernice@neaforum.org

**Sincerely,
Janis Koh and Bernice Bowers**

ADDITIONAL LINKS:

Korean Tourism Fair June 2003

<http://www.kotfa.com/fair.cfm?title=kotfa&title2=object&lang=english>

Northeast Asia Forum

www.neaforum.org

Article On The Korean Cultural Center Of Hawaii

<http://starbulletin.com/2002/11/17/news/story7.html>