

Korean Air CEO: “2024 will be a year of change and innovation”



Walter Cho, Chairman and CEO of Korean Air

[Korean Air](#) Chairman and CEO, Walter Cho, shared a New Year's message to the Korean Air team. In his statement, Cho said he expects 2024 to be a milestone for the aviation industry. Emphasizing safety and service, he asked colleagues for full support to complete the acquisition of Asiana Airlines in the year ahead.

"In contrast to the difficult times we've faced, our valued passengers have rekindled their travel plans and airports buzz with activity. While we celebrate our victory over a significant crisis, a rocky road remains ahead," said Cho in the message that was posted on the company's employee site on today.

Cho anticipated geopolitical risks, global supply chain disruptions, economic slowdowns and prolonged inflation to persist through 2024. He also expected intensified industry competition in regaining market share and encouraged a return to the fundamentals.

"Innovation without a solid foundation is akin to a castle built on sand," he said. "We must consistently cultivate and refine our strengths."

He also emphasized the importance of a passenger-centric approach for the airline.

"Every moment they spend with us is more valuable than ever. To meet their needs, we need to review their journey from start to finish to check for inconveniences and find areas for improvement," Cho said.

He also addressed the merger with Asiana, remaining confident that the procedure would be finalized in 2024.

“We will complete the acquisition of Asiana Airlines in 2024. Although it has taken much longer than expected, the integrated airline will be a tremendous growth engine for us in the long run,” said Cho. “Korean Air will be poised to stand shoulder to shoulder with global leading airlines. The merger will optimize our network and allow us to operate to new destinations, so that we may offer customers more choices.”

Cho concluded his New Year’s message by saying that the pandemic highlighted the value of people and the airline’s more than 20,000 professionals are the core of the business.

“With Korean Air’s resilience, strength and expertise accumulated over many years, there is nothing we can’t overcome when we put our minds together,” he said.