



Republic of PALAU

VISITORS ARRIVAL STATISTICS

MAY 2023 Summary

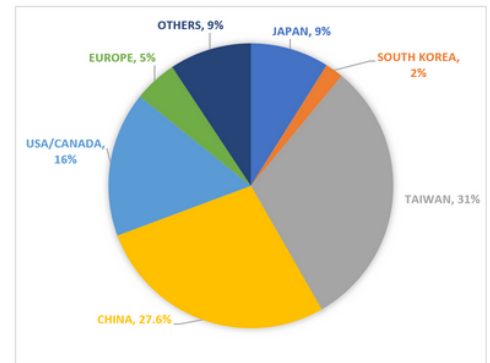
PLEASE NOTE: Due to a change in PVA data source, starting in October 2016, and until further notice, PVA will be reporting its visitor arrival statistics based solely on NATIONALITY and VISITORS. Source: Monthly Reports are compiled from the Division of Immigration's arrival and departure data and processed by the Palau Visitors Authority's Strategic Planning Department.

Visitor arrivals by Calendar Year: Comparison 2022 vs. 2023- Monthly Arrivals By Key Markets and YOY percentage change

CY2023	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
JAPAN	287	331	308	276	224								1426
SOUTH KOREA	36	37	64	41	52								230
TAIWAN	694	928	1050	842	771								4285
CHINA	28	53	93	285	693								1152
USA/CANADA	623	634	772	508	413								2950
EUROPE	136	192	274	552	123								1277
OTHERS	185	240	365	356	234								1380
Total Visitor Arrivals	1989	2415	2926	2860	2510								12,700
Y-on_Y change	364%	366%	406%	131%	234%								3%

CY2022	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
JAPAN	29	36	37	80	101	62	96	99	135	147	238	253	1313
SOUTH KOREA	0	11	2	15	16	15	8	17	40	27	56	20	227
TAIWAN	30	9	5	38	2	8	15	82	21	34	606	570	1420
CHINA	1	0	3	5	5	10	9	5	6	20	36	30	130
USA/CANADA	315	414	429	688	541	761	708	375	543	658	705	555	6692
EUROPE	17	19	30	101	18	38	127	133	39	85	163	133	903
OTHERS	37	29	72	311	68	93	137	125	146	207	210	208	1643
Total Visitor Arrivals	429	518	578	1238	751	987	1100	836	930	1178	2014	1769	12,328
Y-on_Y change	898%	1380%	970%	384%	425%	1119%	277%	-28%	-28%	80%	401%	114%	102%

In May 2023, Palau experienced a decrease in visitor arrivals compared to April 2023. The total number of tourists, excluding residents, students, employments, flight crews, and transits, was 2,510, which represented a decrease of 12% from the previous month. However, when compared to May 2022, there was a significant increase of 234% in visitor arrivals, with a total of 751 arrivals during that period. In terms of the key countries for tourists visiting Palau, Taiwan continued to lead with a 31% share of the arrivals. China followed closely behind with 28%, and USA/Canada accounted for 13% of the visitor arrivals. Japan and "Others" both represented 9% of the arrivals. The European market and the Korean market each represented less than 5% of the total visitor arrivals. The total arrivals for the period from January to May 2023 reached 12,700, surpassing the total arrivals for the entire year of 2022, which stood at 12,328. This indicates a positive trend in post-COVID travel and arrivals to Palau, suggesting that the projections for visitor numbers are promising.



Calendar Year To -Date	Jan -May '22	Jan -May '23	% LY
JAPAN	283	1426	404%
SOUTH KOREA	44	230	423%
TAIWAN	84	4285	5001%
CHINA	14	1152	8129%
USA/CANADA	2387	2950	24%
EUROPE	185	1277	590%
OTHERS	517	1380	167%
Total Visitor Arrivals	3,514	12,700	261%

Fiscal Year To -Date	Oct-May '22	Oct-May '23	% LY
JAPAN	370	2064	458%
SOUTH KOREA	56	333	495%
TAIWAN	166	5495	3210%
CHINA	27	1238	4485%
USA/CANADA	3300	4868	48%
EUROPE	226	1658	634%
OTHERS	649	2005	209%
Total Visitor Arrivals	4,794	17,661	268%

Visitor arrivals by Fiscal Year: Comparison FY2022 vs. FY2023- Monthly Arrivals By Key Markets and YOY percentage change

FY2023	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Totals
JAPAN	147	238	253	287	331	308	276	224					2064
SOUTH KOREA	27	56	20	36	37	64	41	52					333
TAIWAN	34	606	570	694	928	1050	842	771					5495
CHINA	20	36	30	28	53	93	285	693					1238
USA/CANADA	658	705	555	623	634	772	508	413					4868
EUROPE	85	163	133	136	192	274	552	123					1658
OTHERS	207	210	208	185	240	365	356	234					2005
Total Visitor Arrivals	1178	2014	1769	1989	2415	2926	2860	2510					17,661
Y-on_Y change	80%	401%	114%	364%	366%	406%	131%	234%					64%

FY2022	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Totals
JAPAN	20	39	28	29	36	37	80	101	62	96	99	135	762
SOUTH KOREA	0	5	7	0	11	2	15	16	15	8	17	40	136
TAIWAN	367	6	309	30	9	5	38	2	8	15	82	21	892
CHINA	6	3	4	1	0	3	5	5	10	9	5	6	57
USA/CANADA	210	303	400	315	414	429	688	541	761	708	375	543	5687
EUROPE	17	12	12	17	19	30	101	18	38	127	133	39	563
OTHERS	33	34	65	37	29	72	311	68	93	137	125	146	1150
Total Visitor Arrivals	653	402	825	429	518	578	1238	751	987	1100	836	930	9,247
Y-on_Y change	4253%	1727%	6775%	898%	1380%	970%	384%	425%	1119%	277%	-28%	-28%	145%

Visitor Nights by Key Markets: Comparison 2022 vs. 2023

Visitor nights: total number of nights visitors spends in Palau - Monthly, by Key Markets

2023	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
JAPAN	1,604	2,181	1,962	2,164	1721.265								9,633
SOUTH KOREA	308	247	371	303	381.698								1,611
TAIWAN	3,046	4,006	4,375	4,505	4127.118								20,060
CHINA	304	447	822	2,216	5502.984								9,292
USA/CANADA	4,905	4,704	5,560	4,249	3426.438								22,844
EUROPE	1,346	1,885	2,937	5,416	1222.159								12,806
OTHERS	1,262	1,548	2,751	2,835	1870.924								10,267
Total Visitor Nights	12,775	15,018	18,777	21,690	18252.6								86,513
<i>Y-on_Y change</i>	205%	204%	192%	104%	99%								-15%

2022	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
JAPAN	284	325	421	779	848	632	874	650	1245	1405	1627	1503	10593
SOUTH KOREA	0	151	27	122	171	90	48	118	270	189	456	163	1805
TAIWAN	170	51	28	202	11	43	140	390	133	227	2070	2759	6223
CHINA	6	0	17	29	29	58	52	29	35	149	498	271	1175
USA/CANADA	3237	3898	4629	6313	7053	7428	5774	2867	4113	5195	5025	4166	59697
EUROPE	199	232	417	841	197	413	900	1280	394	993	1496	1276	8637
OTHERS	294	282	896	2363	849	690	1312	1121	1171	1572	1521	1220	13291
Total Visitor Nights	4190	4939	6436	10648	9157	9354	9100	6455	7361	9730	12693	11358	101,421
<i>Y-on_Y change</i>	1469%	1851%	1757%	833%	1213%	1491%	127%	-13%	-1%	117%	216%	93%	178%

Visitor nights: **Past Ten Years**

Visitor Nights	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
JAPAN	166,677	168,641	132,661	121,590	109,841	98,226	89,812	25,577	1,933	10,593	9,633
SOUTH KOREA	65,415	55,077	46,871	47,749	47,122	56,452	49,193	11,492	101	1,805	1,611
TAIWAN	103,667	127,401	57,452	56,748	39,848	44,848	67,738	10,843	9,738	6,223	20,060
CHINA	39,220	169,530	380,638	292,859	267,140	196,109	160,048	18,545	261	1,175	9,292
USA/CANADA	60,426	61,691	62,457	58,299	55,966	63,379	60,231	14,719	21,831	59,697	22,844
EUROPE	49,792	45,552	36,841	45,454	42,017	36,500	33,806	11,618	613	8,631	12,806
OTHERS	32,683	32,458	29,273	29,071	27,667	27,480	32,461	5,632	2,071	13,291	10,267
Total Visitor Nights	517,879	660,351	746,193	651,771	589,601	522,994	493,289	98,427	36,549	101,415	86,513

Average Length of stay is based on records where Departures and arrivals could be matched, excluding any that stayed longer than 30 days

2023	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
JAPAN	5.6	6.6	6.4	7.8	7.7							
SOUTH KOREA	8.6	6.7	5.8	7.4	7.3							
TAIWAN	4.4	4.3	4.2	5.3	5.4							
CHINA	10.8	8.4	8.8	7.8	7.9							
USA/CANADA	7.9	7.4	7.2	8.4	8.3							
EUROPE	9.9	9.8	10.7	9.8	9.9							
OTHERS	6.8	6.4	7.5	8.0	8.0							
Total Visitor Nights	6.3	6.2	6.4	7.8	7.8							

2022	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
JAPAN	9.8	9.0	11.4	9.7	8.4	10.2	9.1	6.6	9.2	9.6	6.8	5.9
SOUTH KOREA	4.2	13.7	13.7	8.1	10.7	6.0	6.0	6.9	6.8	7.0	8.1	8.2
TAIWAN	5.7	5.7	5.7	5.3	5.3	5.3	9.4	4.8	6.4	6.7	3.4	4.8
CHINA	5.8	5.8	5.8	5.8	5.8	5.8	5.8	5.8	5.8	7.5	13.8	9.0
USA/CANADA	10.3	9.4	10.8	9.2	13.0	9.8	8.2	7.6	7.6	7.9	7.1	7.5
EUROPE	11.7	12.2	13.9	8.3	10.9	10.9	7.1	9.6	10.1	11.7	9.2	9.6
OTHERS	8.0	9.7	12.4	7.6	12.5	7.4	9.6	9.0	8.0	7.6	7.2	5.9
Total Visitor Nights	9.7	9.6	11.1	8.6	12.3	9.6	8.3	7.7	8.0	8.3	6.2	6.4

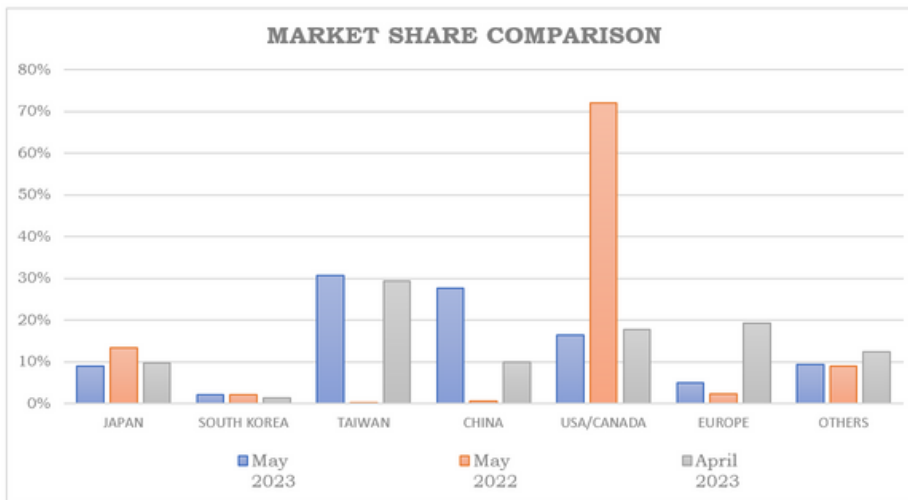
Average Length of Stay: **Past Ten Years**

Length of Stay	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
JAPAN	4.6	4.5	4.3	4.2	4.2	4.4	4.6	4.4	4.4	8.1	6.8
SOUTH KOREA	3.7	3.8	3.8	3.9	4.0	3.9	4.1	4.3	4.3	4.3	4.3
TAIWAN	3.9	4.2	4.0	4.1	4.1	4.0	4.4	4.2	3.8	4.4	4.7
CHINA	4.2	4.3	4.3	4.5	4.6	4.8	5.3	5.6	5.6	5.6	8.1
USA/CANADA	7.0	7.0	7.1	6.9	7.0	7.5	7.4	7.7	10.4	8.9	7.7
EUROPE	8.8	8.8	8.7	9.3	9.0	8.4	9.1	9.4	9.4	9.6	10.0
OTHERS	7.1	6.8	6.7	6.5	6.6	6.9	6.7	6.4	6.4	8.1	7.4
Total	4.8	4.7	4.6	4.7	4.8	4.9	5.3	5.4	7.0	8.2	6.8

Market Share Comparison

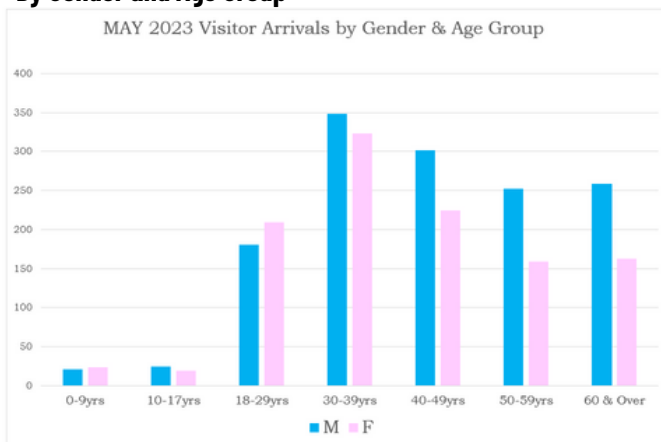
Current distribution of visitors to Palau and how it has changed compared to the previous month and the same period in the previous year.

Key Markets	This Month		Last Year		Past Month	
	May 2023	Share %	May 2022	Share %	April 2023	Share %
JAPAN	224	9%	101	13%	276	10%
SOUTH KOREA	52	2%	16	2%	41	1%
TAIWAN	771	31%	2	0%	842	29%
CHINA	693	27.6%	5	0.7%	285	10%
USA/CANADA	413	16%	541	72%	508	18%
EUROPE	123	5%	18	2%	552	19%
OTHERS	234	9%	68	9%	356	12%
Total:	2510	100%	751	100%	2860	100%

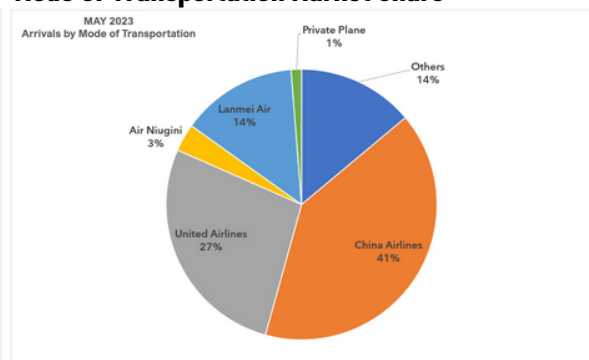


In May 2023, Palau welcomed visitors from various countries, with Taiwan, China, and the USA/Canada ranking as the top three sources. Among these, the China market witnessed significant growth, with a remarkable increase of 143% compared to April 2023 and an astounding 13,760% compared to May 2022. It's important to note that the availability of direct flights and the proximity of the destination play a crucial role in determining visitor arrivals to Palau.

By Gender and Age Group



Mode of Transportation Market Share

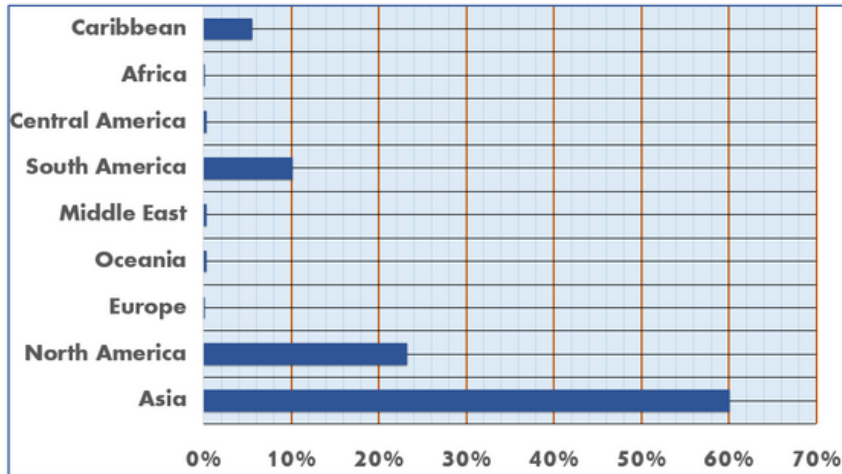


Arrivals by Mode of Transportation. Monthly, by Key Markets

Palau is served by several airlines operating flights to the destination. United Airlines offers five weekly flights from both Guam and Manila. China Airlines operates twice a week from Taipei. Air Niugini provides a once-weekly flight from Brisbane, with a stopover in Port Moresby, Papua New Guinea. Additionally, there are charter flights operated by Lanmei and Cambodia Air, which together have conducted six flights each this month, totaling 12 flights from Macau. It's worth mentioning that the category labeled as "Others" represents air arrivals that are currently being sorted and matched with their respective airline codes. The team is diligently working to match the "Others" arrivals with their respective airlines. They are committed to providing a more accurate and comprehensive breakdown of the arrivals by airline in the near future.

MODE OF TRANSPORTATION	KEY MARKETS	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
Others	JAPAN	1	1		1									3
Others	SOUTH KOREA	-												-
Others	TAIWAN	-			1	5								6
Others	CHINA	-		1	77	310								388
Others	USA/CANADA	13	42	20	70	25								170
Others	EUROPE	1	3		1	4								9
Others	OTHERS	10	5	10	42	5								72
Totals Others		25	51	31	192	349	-	-	-	-	-	-	-	648
China Airlines	JAPAN	27	31	46	43	42								189
China Airlines	SOUTH KOREA	22	23	45	33	34								157
China Airlines	TAIWAN	693	925	1,047	837	758								4,260
China Airlines	CHINA	14	33	53	25	25								150
China Airlines	USA/CANADA	30	17	31	46	42								166
China Airlines	EUROPE	42	62	114	259	56								533
China Airlines	OTHERS	32	32	29	86	57								236
Total China Airlines		860	1,123	1,365	1,329	1,014	-	-	-	-	-	-	-	5,691
United Airlines	JAPAN	259	282	261	232	180								1,214
United Airlines	SOUTH KOREA	14	14	19	8	18								73
United Airlines	TAIWAN	1	3	3	2	5								14
United Airlines	CHINA	14	20	31	27	12								104
United Airlines	USA/CANADA	573	533	709	390	334								2,539
United Airlines	EUROPE	91	125	157	103	56								532
United Airlines	OTHERS	138	179	271	160	80								828
Totals United Airlines		1,090	1,156	1,451	922	685	-	-	-	-	-	-	-	5,304
Air Niugini	JAPAN	-		1										1
Air Niugini	SOUTH KOREA	-												-
Air Niugini	TAIWAN	-												-
Air Niugini	CHINA	-		4		3								7
Air Niugini	USA/CANADA	-		3	1	10								14
Air Niugini	EUROPE	-		3	2	5								10
Air Niugini	OTHERS	-	9	54	66	65								194
Totals Air Niugini		-	9	65	69	83	-	-	-	-	-	-	-	226
Lanmei Airlines	JAPAN	-												-
Lanmei Airlines	SOUTH KOREA	-												-
Lanmei Airlines	TAIWAN	-			2	3								5
Lanmei Airlines	CHINA	-			156	343								499
Lanmei Airlines	USA/CANADA	-			1									1
Lanmei Airlines	EUROPE	-			1									1
Lanmei Airlines	OTHERS	-			1	2								3
Totals Air Niugini		-	-	-	161	348	-	-	-	-	-	-	-	509
Totals Cambodia Air (TBD)		-	-	-	-	-	-	-	-	-	-	-	-	-
z_Motor vessel	JAPAN													-
z_Motor vessel	SOUTH KOREA													-
z_Motor vessel	TAIWAN													-
z_Motor vessel	CHINA													-
z_Motor vessel	USA/CANADA													-
z_Motor vessel	EUROPE				186									186
z_Motor vessel	OTHERS				1									1
Totals M/V		-	-	-	187	-	-	-	-	-	-	-	-	187
z_Private plane	JAPAN	-	17			2								19
z_Private plane	SOUTH KOREA	-												-
z_Private plane	TAIWAN	-												-
z_Private plane	CHINA	-		4										4
z_Private plane	USA/CANADA	7	42	9		2								60
z_Private plane	EUROPE	2	2			2								6
z_Private plane	OTHERS	5	15	1		25								46
Totals Private Plane		14	76	14	-	31	-	-	-	-	-	-	-	135
Totals Sailing Yatch		-	-	-	-	-	-	-	-	-	-	-	-	-
Total Arrivals		1,989	2,415	2,926	2,860	2,510	-	-	-	-	-	-	-	12,700

Monthly Arrivals by Country Group and Percentage Share



COUNTRY GROUPS		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	Totals
Asia		1,140	1,459	1,632	1,564	1,839								7,634
	Japan	287	331	308	276	224								1,426
	Korea, Republic of	36	37	64	41	52								230
	Taiwan, Republic of China	694	928	1,050	842	771								4,285
	China	28	53	93	285	693								1,152
	Hong Kong, Special Administrative Region of China	-	-	-	-	-								-
	Macao, Special Administrative Region of China	-	-	-	-	-								-
	Bangladesh	1	1	-	-	-								2
	Indonesia	1	3	3	2	2								11
	India	6	4	7	5	5								27
	Malaysia	6	3	3	8	15								35
	Philippines	63	70	74	39	36								282
	Singapore	5	7	7	9	29								57
	Thailand	8	14	4	42	8								76
	Asia-Other	5	8	19	15	4								51
North America		623	634	772	508	413								2,950
	Canada	22	21	42	19	10								114
	United States of America	601	613	730	489	403								2,836
	North America-Other	-	-	-	-	-								-
Caribbean		1	1	1	2	-								5
Central America		2	1	26	6	-								35
South America		2	5	2	22	5								36
	Argentina	-	-	1	15	1								17
	Brazil	1	5	-	7	3								16
	Chile	-	-	-	-	-								-
	Ecuador	-	-	-	-	-								-
	South America-Other	1	-	1	-	1								3
Europe		137	193	275	555	123								1,283
	Austria	7	8	25	32	1								73
	Belgium	3	5	1	4	3								16
	Switzerland	16	10	12	43	12								93
	Czech Republic	2	1	18	-	1								22
	Germany	30	25	77	343	34								509
	Denmark	1	-	10	-	1								12
	Spain	4	13	7	12	5								41
	Finland	1	3	11	1	1								17
	France	15	13	33	24	6								91
	United Kingdom	25	23	32	23	17								120
	Greece	-	1	-	4	1								6
	Italy	4	1	9	18	1								33
	Norway	-	15	2	4	3								24
	Poland	3	38	1	1	2								45
	Portugal	2	-	2	1	6								11
	Russian Federation	1	4	3	1	13								22
	Sweden	5	2	2	4	-								13
	Europe-Other	18	31	30	40	16								135
Middle East		10	8	4	15	6								43
Africa		3	-	5	3	-								11
Oceania		71	114	208	184	124								701
	Australia	27	42	63	95	70								297
	Fiji	7	10	27	17	3								64
	Micronesia, Federated States of	21	28	57	42	31								179
	Marshall Islands	8	2	19	-	3								32
	New Zealand	7	14	18	18	8								65
	Republic of the Marshall Islands	-	-	-	-	-								-
	Solomon Islands	-	1	1	-	-								2
	Tuvalu	1	-	5	3	-								9
	Oceania-Other	-	17	18	9	9								53
Total		1,989	2,415	2,925	2,859	2,510								12,698
	Unidentified	0	0	1	1	0								2
		1,989	2,415	2,926	2,860	2,510								12,700

ALL YEARS : Total Monthly Arrivals from July 2007 -May 2023

YEAR	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	Growth
2007							6,709	8,021	9,196	7,595	6,795	6,252	37,859	
2008	8,911	8,766	7,817	6,606	4,963	4,628	6,679	7,341	6,497	6,237	5,767	6,869	81,081	114.17%
2009	8,225	6,881	7,208	5,137	4,712	4,180	5,246	6,313	6,248	5,237	5,341	6,435	71,163	-12.23%
2010	6,815	8,579	7,693	5,096	5,427	4,440	9,758	8,988	7,088	6,679	6,012	7,833	84,408	18.61%
2011	9,615	8,833	7,619	8,060	7,319	7,597	11,225	12,474	10,434	8,363	8,810	10,457	110,806	31.27%
2012	11,158	11,330	10,040	8,480	7,829	9,826	11,635	11,852	8,935	8,766	9,754	10,521	120,126	8.41%
2013	10,144	10,916	10,611	7,375	6,184	7,004	9,360	10,491	9,485	8,476	8,036	9,961	108,043	-10.06%
2014	10,915	11,108	10,945	8,855	8,671	10,462	12,308	13,853	11,835	11,821	13,998	15,413	140,184	29.75%
2015	14,852	17,711	14,928	12,818	12,674	12,807	12,811	15,546	13,045	12,421	11,387	12,545	163,545	16.66%
2016	14,162	14,109	12,223	10,633	9,573	11,350	12,458	13,249	12,158	8,957	9,351	9,851	138,074	-15.57%
2017	11,629	9,993	8,866	9,843	8,981	10,080	12,248	13,120	8,751	9,596	9,330	9,722	122,159	-11.53%
2018	10,423	12,386	10,982	10,311	7,618	8,145	8,970	11,055	7,026	6,177	5,881	6,967	105,941	-13.28%
2019	7,329	9,752	9,033	8,405	7,478	6,071	7,054	8,518	6,714	6,174	7,951	9,244	93,723	-11.53%
2020	9,789	5,594	2,739	5	1	2	20	30	79	15	22	12	18,308	-80.47%
2021	43	35	54	256	143	81	292	1,158	1,289	653	402	825	5,231	-71.43%
2022	429	518	578	1,238	751	987	1,100	836	930	1,178	2,014	1,769	12,328	135.67%
2023	1,989	2,415	2,926	2,860	2,510								12,700	3.02%

MAY 2023 HAPPENINGS

Airline Operations: Other scheduled and chartered airlines continue suspended operations until further notice.

- **United Airlines:** Scheduled Flight arriving seven times a week. Five flights arriving from Guam and two flights arriving from the Philippines..
- **China Airlines:** Scheduled Flight arriving two times a week from Taipei, Taiwan.
- **Air Niugini:** Scheduled Flight arriving once a week from Australia.
- **Lanmei Airlines:** Charter Flight operating from Macau.
- **Cambodia Airlines:** Charter Flight operating from Macau.

As tourism restart and COVID-19 Protocol have loosen up, businesses are resuming their services with special rates and promotions. PVA continues to share and promote these local businesses by reposting their ads on its facebook page.

May 06, 2023: The first 680 night market of the month themed as “Fifteen Dori” honoring those who paved the way . Featuring live entertainment, dance entertainment and more activities. --680 Night Market FB Page: May 06, 2023

May 07, 2023: Organizers and participants held a successful dry run on May 07, 2023, this was to test the 5K route for the upcoming 'Belau Omal Marathon' scheduled for June 04, 2023. The dry run was an opportunity for runners to get a feel for the route and for organizers to identify any potential issues. --PVA facebook page May 07,2023

May 09, 2023: Opening Ceremony/Ribbon Cutting of Ngerderar Tourism Info Office & Market. Forging a stronger relationship with Aimeliik state towards the sustainable development of tourism_AliiPass Taken today at Aimeliik State's Opening Ceremony/Ribbon Cutting of Ngerderrar Tourism Information Office & Market! --PVA facebook page May 09,2023

May 17,2023: PATA Webinar: Sustainability in the Pacific, In this valuable webinar, CEO of Tahiti Tourisme and Managing Director of Palau Visitors Authority shared their valuable insights and experience in building a sustainable and charming destination that will help other destinations and businesses create greater visibility for their efforts and attract greater participation from travelers. --PVA facebook page May 30, 2023

May 20, 2023: Last night market of the month, Featuring live bands and dance entertainment filled with lots of delicious local food from various vendors. . --680 Night Market FB Page: May 20, 2023

May 23,2023: United Flights cancelled from Guam and Manila due to Typhoon Mawar. --United Airlines



Night Market Report

Bi-Weekly themed event at the Japan-Palau Friendship Bridge| Airai Side (Renrak) Saturdays 5:00pm-9:00pm. Contact PVA- State & Community Programs Department for more information on upcoming night markets- schedule and/or participating as a vendor.

Night Market	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
	Date	11-Feb	11-Mar	8-Apr	6-May	3-Jun	1-Jul	12-Aug	9-Sep	7-Oct	4-Nov
Theme	Otil a Reng	MicrONesia	Coco Nights	680 Night Market							
#Vendors	19	23	24	16							
# Tourist	565	421	981	515							
# Local	634	1,161	860	420							
Total:	1,199	1,582	1,841	935							
Vendor Sales	\$ 4,985.75	\$ 6,087.36	\$ 6,294.79	\$ 4,436.29							
Date	25-Feb	25-Mar	22-Apr	20-May	17-Jun	15-Jul	26-Aug	23-Sep	21-Oct	18-Nov	16-Dec
Theme	Celebrating our Roots	680 Night Market	Rhythm of the Earth	680 Night Market							
#Vendors	15	15	15	21							
# Tourist	641	662	512	563							
# Local	570	810	535	590							
Total:	1,211	1,472	1,047	1,153							
Vendor Sales	\$ 3,649.66	\$ 3,237.96	\$ 3,503.92	\$ 4,390.00							
Date			21-Apr								
Theme \ Event			Green Fair								
#Vendors			5								
# Tourist			12								
# Local			239								
Total:			251								
Vendor Sales			\$ 1,851.00								

Follow us on Facebook and Instagram for updates on upcoming Night Markets!





PA Social Media Stats

Web presence and social media are two integral parts of marketing Palau, to connect with our local and international audiences. Visit our platforms for updates on local and international activities/events.

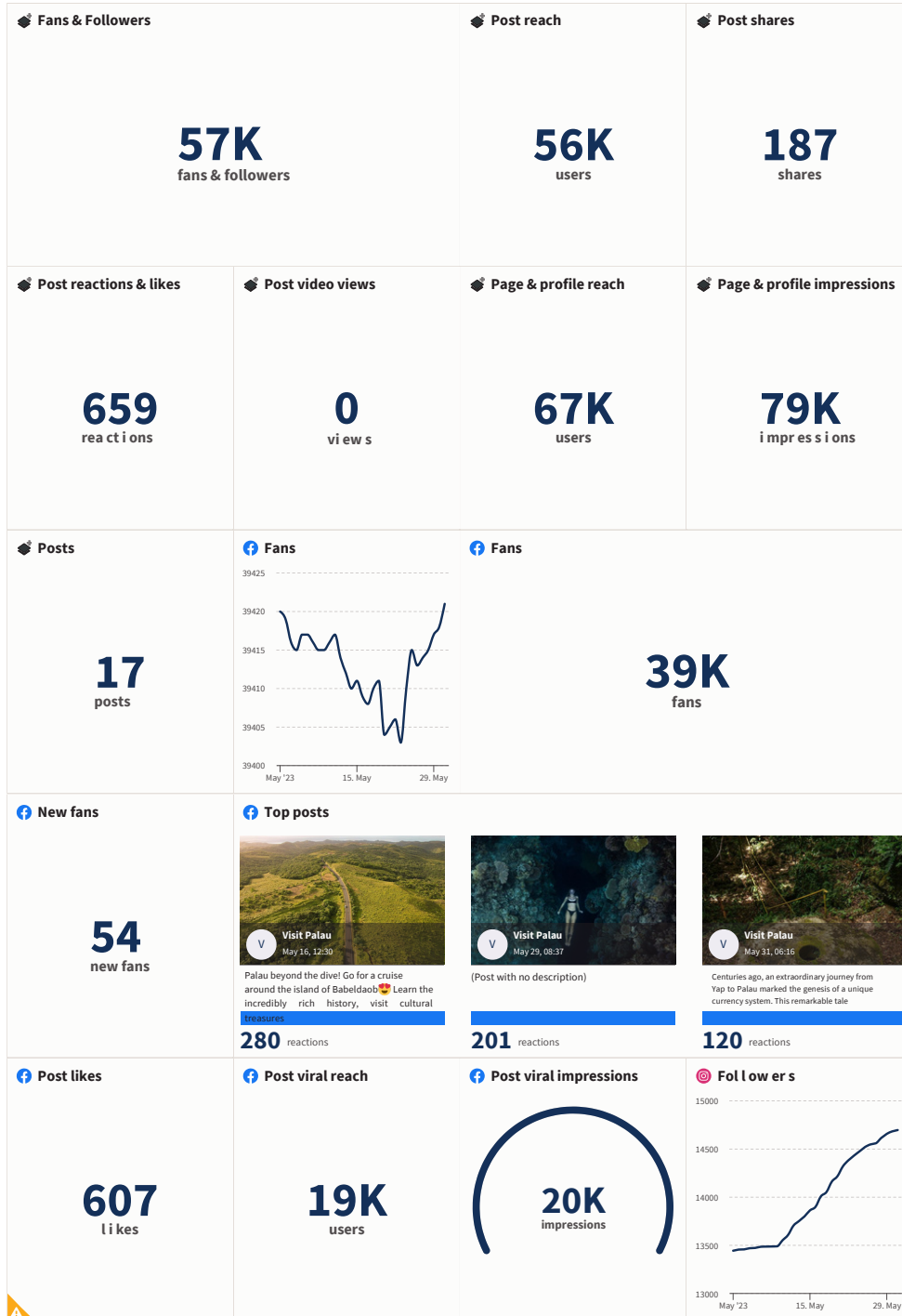


www.pristineparadisepalau.com

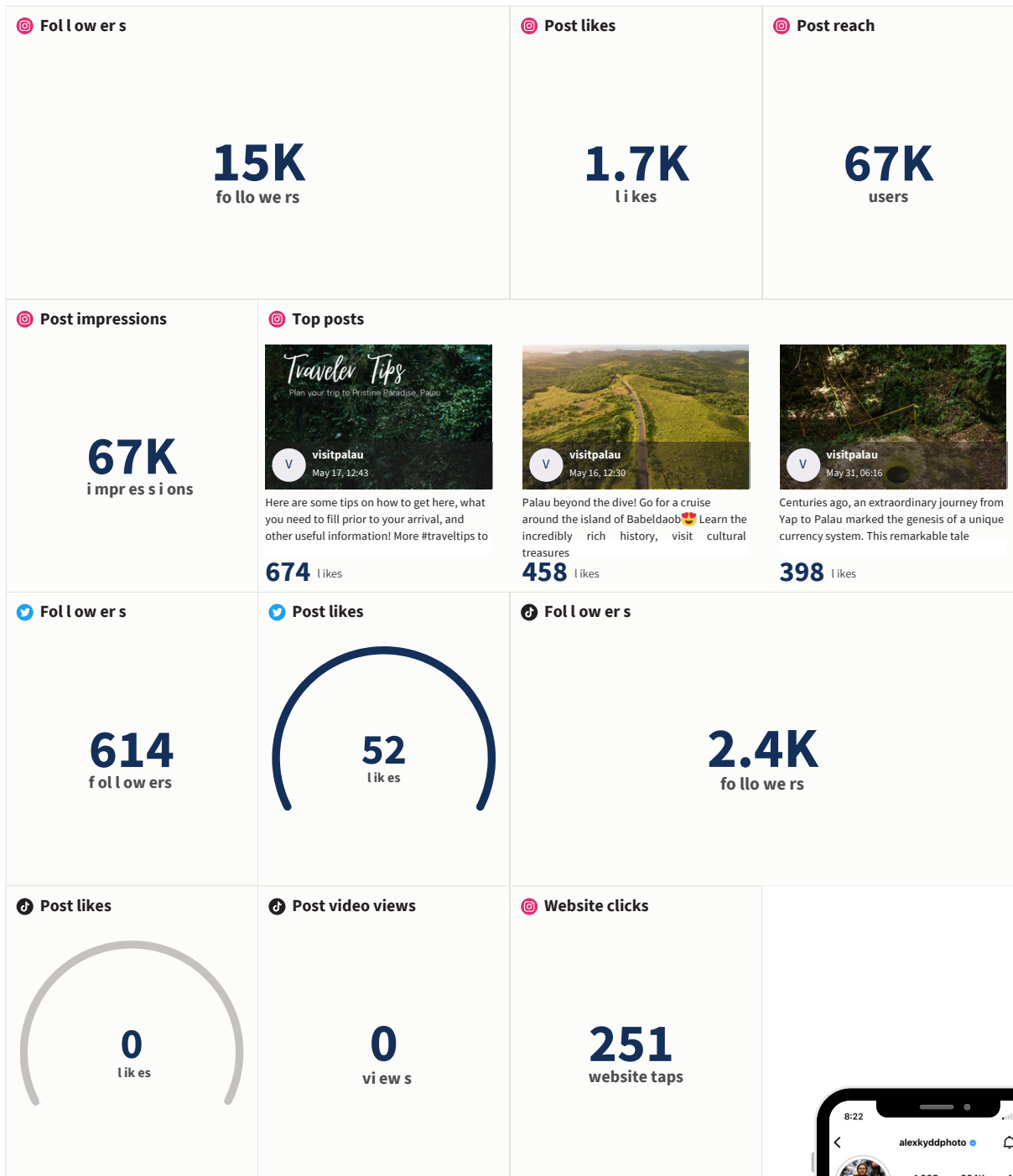


@visitpalau

As of the month of May, we have reached a total of 57k fans/followers on our social media platforms, 1k more than the month of April. Our page and profile impressions garnered a total of 79k impressions and 659 reactions on our social media channels.



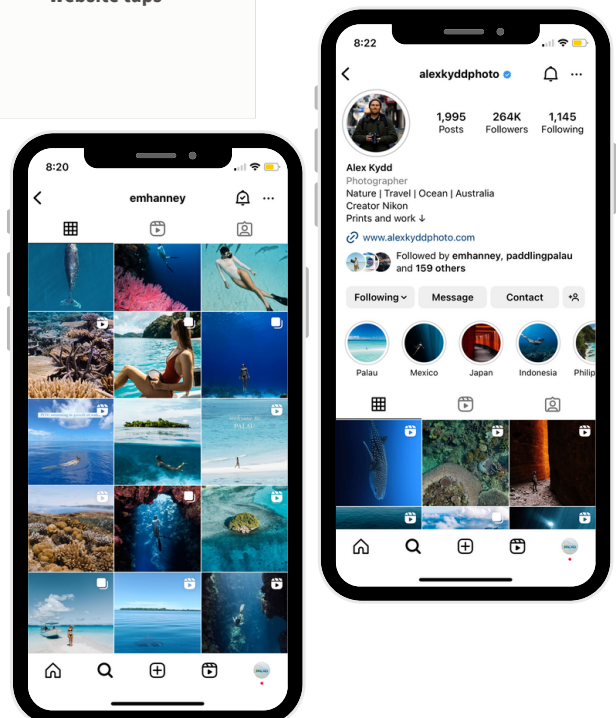
Page & Profile Impressions: the number of times any content from or about your Pages or accounts was displayed on a person's screen on Facebook, Instagram, and LinkedIn. Content includes posts, check-ins, ads, feed stories, and more. Post Reach: The number of people who saw your posts on your Facebook, Instagram, and TikTok Pages or accounts. Page & profile reach: the number of people who have seen any content from or about your Pages or accounts on Facebook, Instagram, etc.



Social Media Features:

Our online exposure continues to grow. Organizing media trips to Palau with various travel vloggers over the years who have a large online presence have well reached the likes of travelers searching for travel inspiration online.

During the month of May, we partnered with two content creators with a following of 264k Followers and 96.6k followers. This increases our brand visibility and stimulates demand for Palau as a choice destination.



Final Report

Sessions	New users	Returning Users	Views	Event count	Sessions per user	Engagement rate
2,350	1,619	151	3,974	11.0K	1.4	49.2%
22.8%	19.1%	↑ 6.3%	17.0%	↓ 6.7%	↑ 3.6%	-1.6%

Most Requested Pages / Visits

Page title	Sessions	Engagement rate
1 Home - Pristine	874	50.11%
. Belau Omal Marathon - Pristine	356	41.01%
2 Travel Entry Requirements - Pristi...	226	33.19%
. Visa and Passport Requirements...	218	31.65%
3 Palau Visitors Authority - Pristine	150	50%
. Culture - Pristine	129	35.66%
4 Stay In Palau - Pristine	108	5.56%
. Beyond the Dive - Pristine	69	5.8%

1 - 100 / 340 < >

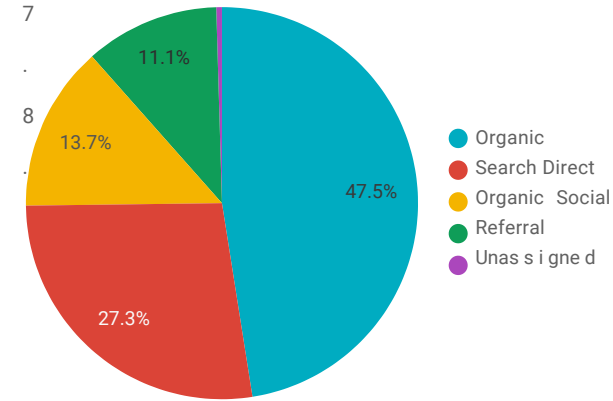
Most Searched Queries

Query	Impressions	Clicks
1 icon to palau	1	0
. palau airport arrivals	1	0
2 pva monitor	1	0
. palau tourism	6	0
3 statistics austrian	1	0
. airlines		

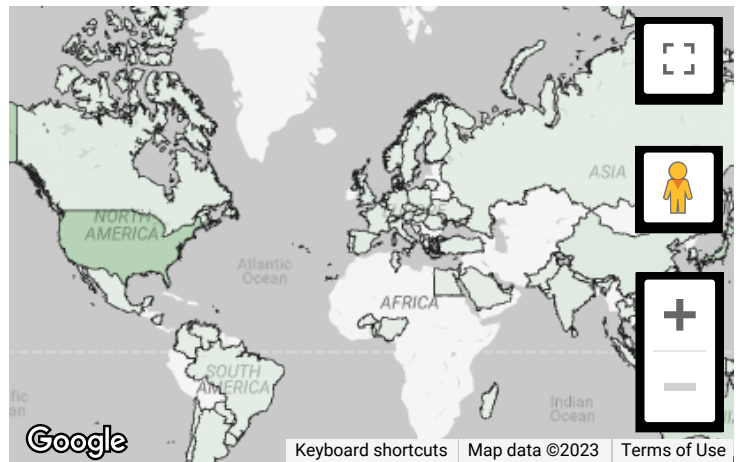
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Which channels are driving engagement?

Goal: Sessions

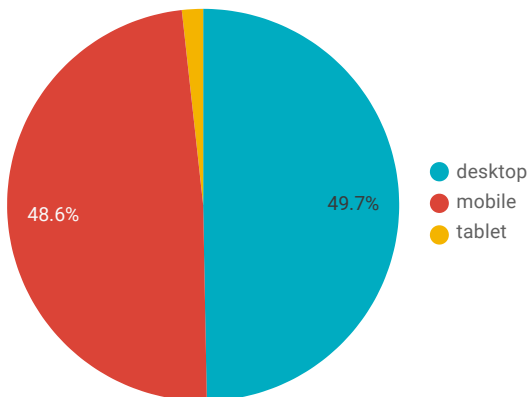


What are the top countries by sessions?



Sessions 1 635

Engagement by Device / Users



Session source	Sessions
google	1,064
(direct)	641
l.instagram.com	146
m.facebook.com	76
reurl.cc	51
lm.facebook.com	42
coconuts-shin.com	39

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