



Republic of PALAU

VISITORS ARRIVAL STATISTICS

AUGUST 2023 Summary

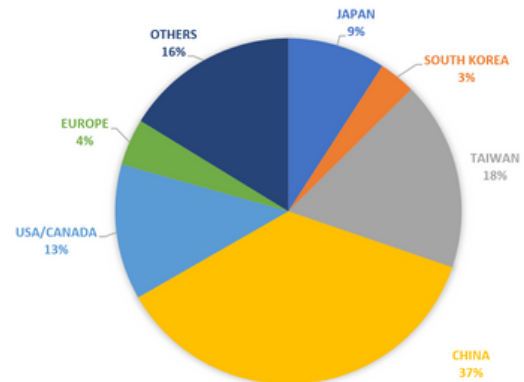
PLEASE NOTE: Due to a change in PVA data source, starting in October 2016, and until further notice, PVA will be reporting its visitor arrival statistics based solely on NATIONALITY and VISITORS. Source: Monthly Reports are compiled from the Division of Immigration's arrival and departure data and processed 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	186	187	440					2239
SOUTH KOREA	36	37	64	41	52	34	145	165					574
TAIWAN	694	928	1050	842	771	1072	1208	853					7418
CHINA	28	53	93	285	693	1571	1702	1756					6181
USA/CANADA	623	634	772	508	413	753	1178	611					5492
EUROPE	136	192	274	552	123	95	179	211					1762
OTHERS	185	240	365	356	234	277	313	783					2753
Total Visitor Arrivals	1989	2415	2926	2860	2510	3988	4912	4819					26,419
Y-on_Y change	364%	366%	406%	131%	234%	304%	347%	476%					114%

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 August 2023, Palau welcomed a total of 4,819 visitors, marking a 2% decrease compared to the previous month and an impressive 476% increase compared to the same month last year. Leading in August arrivals was China, contributing 37% of the total, followed by Taiwan at 18%. Other sources accounted for 16% of arrivals, while USA/Canada represented 13%. Japan, Europe, and South Korea all represent less than 10% of the arrivals for the month. Arrivals from Japan showed an increase compared to the previous month, from 187 to 440 visitors, reflecting a 135% growth. South Korea also experienced a positive uptick with a 13% increase, while Europe saw an 18% rise, and arrivals from 'Others' also increased by an impressive 150%. The decline in visitors for August was most pronounced in the Taiwanese market, which saw a notable drop of 29%, while arrivals from the USA/Canada decreased by 48%. Despite the minor decline in August arrivals, the cumulative arrivals up to this point demonstrate a favorable increase when compared to arrivals from 2020 to 2022.



Calendar Year To -Date	Jan -Aug '22	Jan -Aug '23	% LY
JAPAN	441	2239	408%
SOUTH KOREA	67	574	757%
TAIWAN	107	7418	6833%
CHINA	33	6181	18630%
USA/CANADA	3856	5492	42%
EUROPE	350	1762	403%
OTHERS	747	2753	269%
Total Visitor Arrivals	5,601	26,419	372%

Fiscal Year To -Date	Oct '21-Aug '22	Oct '22-Aug '23	% LY
JAPAN	627	2877	359%
SOUTH KOREA	96	677	605%
TAIWAN	871	8628	891%
CHINA	51	6267	12188%
USA/CANADA	5144	7410	44%
EUROPE	524	2143	309%
OTHERS	1004	3378	236%
Total Visitor Arrivals	8,317	31,380	277%

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	186	187	440		2877
SOUTH KOREA	27	56	20	36	37	64	41	52	34	145	165		677
TAIWAN	34	606	570	694	928	1050	842	771	1072	1208	853		8628
CHINA	20	36	30	28	53	93	285	693	1571	1702	1756		6267
USA/CANADA	658	705	555	623	634	772	508	413	753	1178	611		7410
EUROPE	85	163	133	136	192	274	552	123	95	179	211		2143
OTHERS	207	210	208	185	240	365	356	234	277	313	783		3378
Total Visitor Arrivals	1178	2014	1769	1989	2415	2926	2860	2510	3988	4912	4819		31,380
Y-on_Y change	80%	401%	114%	364%	366%	406%	131%	234%	304%	346.55%	476%		239%

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	1,721	1,418	1,386	3,199					15,636
SOUTH KOREA	308	247	371	303	382	240	1,037	1,196					4,084
TAIWAN	3,046	4,006	4,375	4,505	4,127	5,742	6,475	4,287					36,564
CHINA	304	447	822	2,216	5,503	12,754	14,145	14,960					51,151
USA/CANADA	4,905	4,704	5,560	4,249	3,426	5,950	9,125	4,712					42,631
EUROPE	1,346	1,885	2,937	5,416	1,222	936	1,749	2,109					17,599
OTHERS	1,262	1,548	2,751	2,835	1,871	2,111	2,391	5,854					20,624
Total Visitor Nights	12,775	15,018	18,777	21,690	18,253	29,151	36,308	36,317					188,289
<i>Y-on_Y change</i>	205%	204%	192%	104%	99%	212%	299%	463%					86%

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	15,636
SOUTH KOREA	65,415	55,077	46,871	47,749	47,122	56,452	49,193	11,492	101	1,805	4,084
TAIWAN	103,667	127,401	57,452	56,748	39,848	44,848	67,738	10,843	9,738	6,223	36,564
CHINA	39,220	169,530	380,638	292,859	267,140	196,109	160,048	18,545	261	1,175	51,151
USA/CANADA	60,426	61,691	62,457	58,299	55,966	63,379	60,231	14,719	21,831	59,697	42,631
EUROPE	49,792	45,552	36,841	45,454	42,017	36,500	33,806	11,618	613	8,631	17,599
OTHERS	32,683	32,458	29,273	29,071	27,667	27,480	32,461	5,632	2,071	13,291	20,624
Total Visitor Nights	517,879	660,351	746,193	651,771	589,601	522,994	493,289	98,427	36,549	101,415	188,289

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	7.6	7.4	7.3				
SOUTH KOREA	8.6	6.7	5.8	7.4	7.3	7.1	7.2	7.2				
TAIWAN	4.4	4.3	4.2	5.3	5.4	5.4	5.4	5.0				
CHINA	10.8	8.4	8.8	7.8	7.9	8.1	8.3	8.5				
USA/CANADA	7.9	7.4	7.2	8.4	8.3	7.9	7.7	7.7				
EUROPE	9.9	9.8	10.7	9.8	9.9	9.9	9.8	10.0				
OTHERS	6.8	6.4	7.5	8.0	8.0	7.6	7.6	7.5				
Total Visitor Nights	6.3	6.2	6.4	7.8	7.8	7.4	7.2	7.1				

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

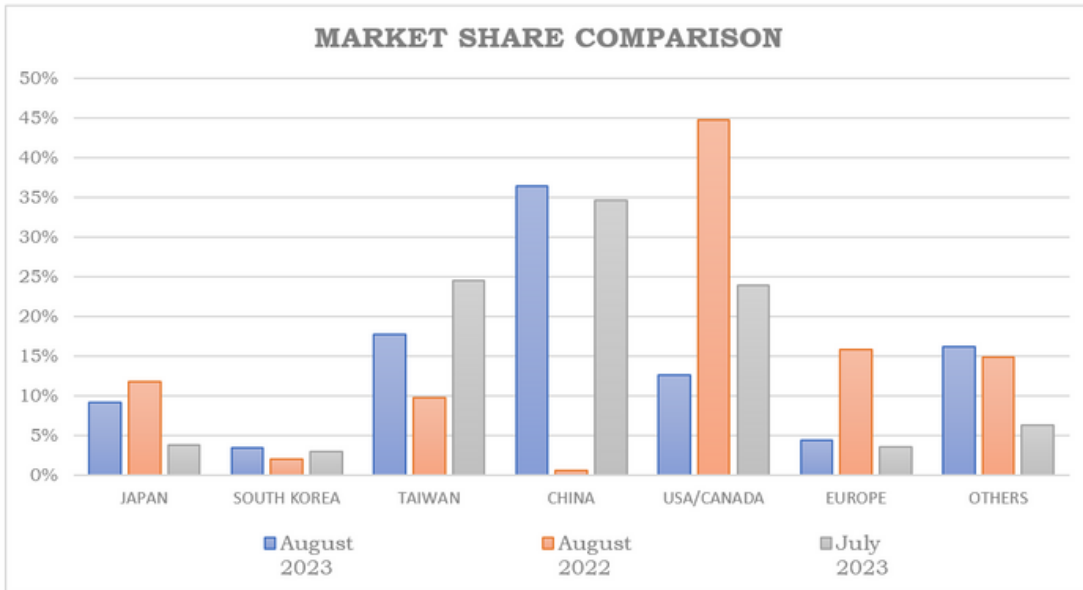
Average Length of Stay: **Past Ten Years**

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	7.0
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	4.9
CHINA	4.2	4.3	4.3	4.5	4.6	4.8	5.3	5.6	5.6	5.6	8.3
USA/CANADA	7.0	7.0	7.1	6.9	7.0	7.5	7.4	7.7	10.4	8.9	7.8
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	7.5
Total	4.8	4.7	4.6	4.7	4.8	4.9	5.3	5.4	7.0	8.2	7.1

Market Share Comparison

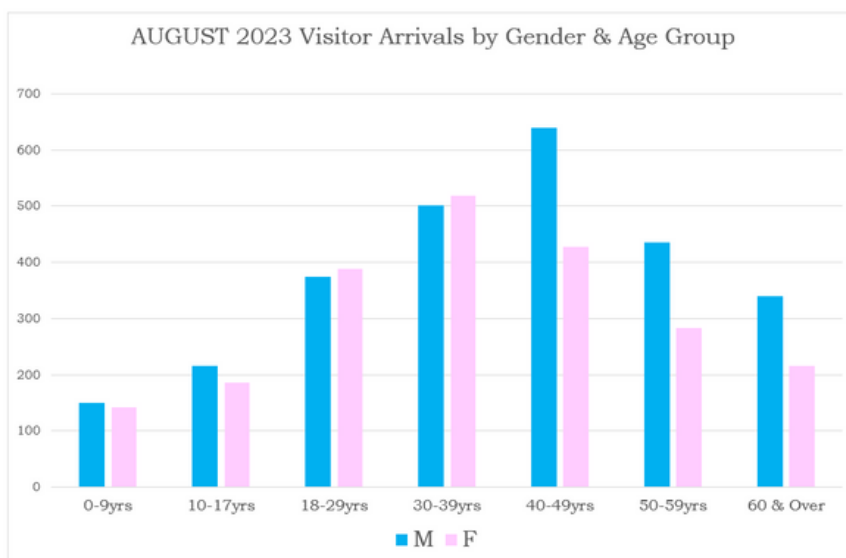
Current distribution of visitors to Palau and how it has changed compared to the previous month and the same period in the previous year.

Key Markets	This Month	Share %	Last Year	Share %	Past Month	Share %
	August 2023		August 2022		July 2023	
JAPAN	440	9%	99	12%	187	4%
SOUTH KOREA	165	3%	17	2%	145	3%
TAIWAN	853	18%	82	10%	1208	25%
CHINA	1756	36.4%	5	0.6%	1702	35%
USA/CANADA	611	13%	375	45%	1178	24%
EUROPE	211	4%	133	16%	179	4%
OTHERS	783	16%	125	15%	313	6%
Total:	4819	100%	836	100%	4912	100%

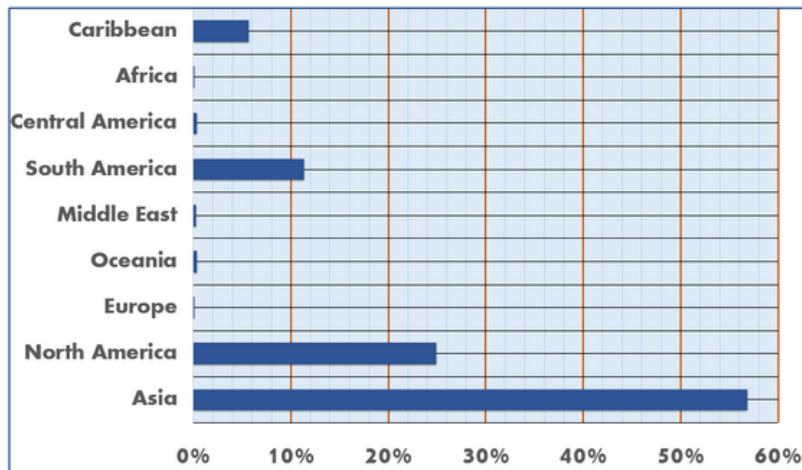


Arrivals for August 2023, China takes the forefront, boasting the highest number of arrivals. Followed by Taiwan then "Others" coming in third (encompassing various regions not explicitly mentioned). USA/Canada, Japan, Europe and South Korea represent the regions with the least arrivals for this month.

By Gender and Age Group



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	2,953	3,355	3,374					17,316
Japan	287	331	308	276	224	186	187	440					2,239
Korea, Republic of	36	37	64	41	52	34	145	165					574
Taiwan, Republic of China	694	928	1,050	842	771	1,072	1,208	853					7,418
China	28	53	93	285	693	1,571	1,702	1,756					6,181
Hong Kong, Special Administrative Region of China	-	-	-	-	-	-	-	-					-
Macao, Special Administrative Region of China	-	-	-	-	-	-	-	-					-
Bangladesh	1	1	-	-	-	-	-	-					2
Indonesia	1	3	3	2	2	-	9	5					25
India	6	4	7	5	5	11	11	19					68
Malaysia	6	3	3	8	15	7	8	2					52
Philippines	63	70	74	39	36	40	65	98					485
Singapore	5	7	7	9	29	6	5	10					78
Thailand	8	14	4	42	8	10	2	4					92
Asia-Other	5	8	19	15	4	16	13	22					102
North America	623	634	772	508	413	753	1,178	611					5,492
Canada	22	21	42	19	10	18	15	17					164
United States of America	601	613	730	489	403	735	1,163	594					5,328
North America-Other	-	-	-	-	-	-	-	-					-
Caribbean	1	1	1	2	-	1	-	1					7
Central America	2	1	26	6	-	1	2	1					39
South America	2	5	2	22	5	4	3	6					49
Argentina	-	-	1	15	1	-	-	2					19
Brazil	1	5	-	7	3	3	3	2					24
Chile	-	-	-	-	-	-	-	1					1
Ecuador	-	-	-	-	-	-	-	-					-
South America-Other	1	-	1	-	1	1	-	1					5
Europe	137	193	275	555	123	95	181	220					1,779
Austria	7	8	25	32	1	5	8	1					87
Belgium	3	5	1	4	3	-	-	2					18
Switzerland	16	10	12	43	12	7	12	3					115
Czech Republic	2	1	18	-	1	1	1	-					24
Germany	30	25	77	343	34	19	12	34					574
Denmark	1	-	10	-	1	2	4	11					29
Spain	4	13	7	12	5	1	2	10					54
Finland	1	3	11	1	1	2	3	-					22
France	15	13	33	24	6	20	81	53					245
United Kingdom	25	23	32	23	17	14	13	35					182
Greece	-	1	-	4	1	-	-	6					12
Italy	4	1	9	18	1	4	6	19					62
Norway	-	15	2	4	3	2	6	4					36
Poland	3	38	1	1	2	5	4	5					59
Portugal	2	-	2	1	6	2	1	1					15
Russian Federation	1	4	3	1	13	5	1	4					32
Sweden	5	2	2	4	-	-	-	1					14
Europe-Other	18	31	30	40	16	6	27	31					199
Middle East	10	8	4	15	6	8	4	20					75
Africa	3	-	5	3	-	3	1	3					18
Oceania	71	114	208	184	124	170	186	581					1,638
Australia	27	42	63	95	70	58	97	291					743
Fiji	7	10	27	17	3	12	6	20					102
Micronesia, Federated States of	21	28	57	42	31	45	38	70					332
Marshall Islands	8	2	19	-	3	21	4	18					75
New Zealand	7	14	18	18	8	13	30	71					179
Republic of the Marshall Islands	-	-	-	-	-	-	-	-					-
Solomon Islands	-	1	1	-	-	6	1	13					22
Tuvalu	1	-	5	3	-	1	1	9					20
Oceania-Other	-	17	18	9	9	14	9	89					165
Total	1,989	2,415	2,925	2,859	2,510	3,988	4,910	4,817					26,413
Unidentified	0	0	1	1	0	0	2	2					6
	1,989	2,415	2,926	2,860	2,510	3,988	4,912	4,819					26,419

ALL YEARS BY KEY MARKETS: 1980 ~ 2023 (July)

The table displays arrival data spanning from 1980 to July 2023, organized on a yearly basis and segmented by key markets, including Japan, South Korea, Taiwan, China, USA/Canada, Europe, and the "Others" category. The "Others" category encompasses all remaining arrivals that do not constitute a significant portion, and a detailed breakdown can be found on the preceding page.

YEARS	JAPAN	SOUTH KOREA	TAIWAN	CHINA	USA/CANADA	EUROPE	OTHERS	TOTALS
1980	2,753	-	-	-	2,062	157	229	5,201
1981	2,572	-	-	-	1,491	184	363	4,610
1982	2,620	-	-	-	1,535	176	442	4,773
1983	2,838	-	-	-	1,731	294	652	5,515
1984	3,331	-	-	-	2,104	458	1,082	6,975
1985	6,754	-	-	-	2,747	912	1,431	11,844
1986	6,267	-	-	-	3,276	536	1,734	11,813
1987	6,586	-	-	-	3,791	851	2,468	13,696
1988	10,468	-	-	-	4,215	1,045	2,616	18,344
1989	11,177	344	434	-	5,263	1,061	3,154	21,433
1990	12,728	338	683	574	5,654	1,095	4,734	25,806
1991	13,664	402	984	385	5,866	1,117	3,636	26,054
1992	16,432	459	1,416	117	7,271	1,437	2,872	30,004
1993	18,095	831	3,384	107	7,080	1,677	2,867	34,041
1994	16,939	1,163	5,559	352	8,837	2,081	2,647	37,578
1995	20,202	1,738	10,727	445	9,017	2,404	2,490	47,023
1996	21,410	1,907	22,523	649	8,878	2,405	2,947	60,719
1997	19,519	1,640	30,497	589	9,400	1,586	3,210	66,441
1998	21,571	545	18,503	1,014	5,254	1,455	15,852	64,194
1999	22,087	539	10,936	1,212	5,587	1,418	13,714	55,493
2000	21,708	586	14,122	1,244	6,704	974	12,394	57,732
2001	22,395	350	12,476	1,530	5,375	930	11,055	54,111
2002	23,748	497	15,819	1,409	4,774	834	11,479	58,560
2003	21,401	312	27,857	685	4,291	856	7,926	63,328
2004	23,845	5,673	42,158	735	5,979	1,803	8,968	89,161
2005	26,281	2,169	34,101	1,723	5,532	2,289	8,483	80,578
2006	26,892	11,756	28,449	778	5,922	2,263	6,337	82,397
2007	29,198	14,342	29,005	929	5,956	2,517	6,228	88,175
2008	30,937	14,491	20,026	597	7,427	4,081	3,522	81,081
2009	27,538	13,168	15,999	767	6,850	3,465	3,376	71,163
2010	29,695	15,225	21,865	1,025	7,999	3,905	4,694	84,408
2011	38,051	15,964	37,382	2,282	8,348	4,519	4,260	110,806
2012	39,637	19,611	38,614	4,966	8,072	5,192	4,034	120,126
2013	35,879	17,448	26,568	9,234	8,635	5,662	4,617	108,043
2014	37,373	14,624	30,129	39,308	8,815	5,177	4,758	140,184
2015	31,191	12,309	14,199	88,393	8,827	4,230	4,395	163,545
2016	29,195	12,392	13,867	64,879	8,413	4,881	4,447	138,074
2017	25,979	11,845	9,766	57,727	7,981	4,652	4,209	122,159
2018	22,363	14,307	11,332	41,171	8,427	4,336	4,005	105,941
2019	19,690	11,860	15,435	30,020	8,180	3,712	4,826	93,723
2020	5,751	2,691	2,553	3,290	1,902	1,238	883	18,308
2021	159	24	2,570	45	2,093	59	281	5,231
2022	1,313	227	1,420	130	6,692	903	1,643	12,328
2023	2,239	574	7,418	6,181	5,492	1,762	2,753	26,419

AUGUST 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 Taiwan.

Air Niugini: Scheduled Flight arriving once a week from Australia.

Cambodia Airlines: Charter Flight operating from Macau.

Sky Angkor: Charter Flight operating from Macau.

Jeju Airlines: Charter Flight operating from South Korea.

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.

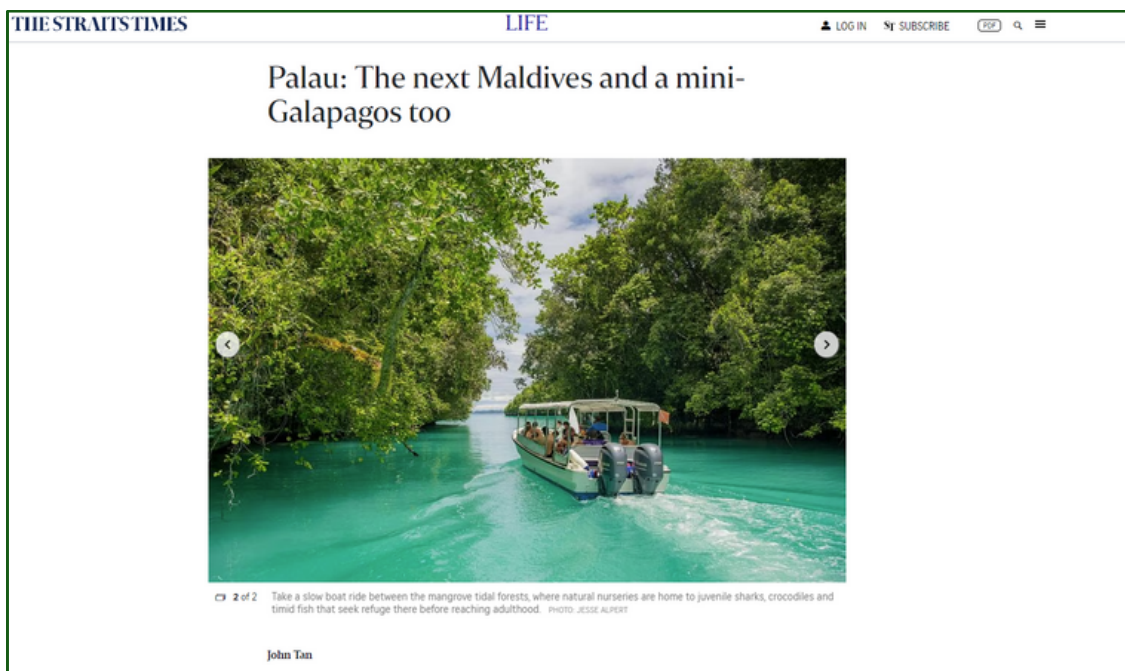
August 8, 2023: The Palau Visitors Authority (PVA) proudly concludes a two-month summer internship with Ms. Hisaye Nakamura. During this period, Ms. Nakamura played a pivotal role within PVA's marketing department, contributing significantly to the responsibilities and projects of the organization. -PVA facebook page August 8, 2023

August 12, 2023: The first 680 night market of the month themed as " Last Call for the Summer". Featuring live bands and dance entertainment filled with lots of delicious local food from various vendors. -PVA facebook page August 9, 2023

August 26, 2023: Palau Visitors Authority closes the month of August with the 680 Night Market, featuring live band and dance entertainment filled with handicrafts and many local foods from various vendors. -PVA facebook page August 24, 2023


Palau is featured on Straits Times

<https://www.straitstimes.com/life/travel/palau-the-next-maldives-and-a-mini-galapagos-too>



THE STRAITS TIMES LIFE LOGIN SUBSCRIBE PDF

Palau: The next Maldives and a mini-Galapagos too



2 of 2 Take a slow boat ride between the mangrove tidal forests, where natural nurseries are home to juvenile sharks, crocodiles and timid fish that seek refuge there before reaching adulthood. PHOTO: JESSE ALPERT

John Tan



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	2-Dec
Theme	Otil a Reng	MicrONESia	Coco Nights	680 Night Market	Belau Omal Marathon NM	680 Night Market	Last Call for Summer				
#Vendors	19	23	24	18	8	17	24				
# Tourist	565	421	981	515	TBD	574	665				
# Local	634	1,161	860	420	TBD	533	730				
Total:	1,199	1,582	1,841	935	1,422	1,107	1,395				
Vendor Sales	\$ 4,985.75	\$ 6,067.36	\$ 6,294.79	\$ 4,436.29	\$ 2,579.00	\$ 7,287.88	\$ 6,498.85				
Date	25-Feb	25-Mar	22-Apr	20-May	8-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	Ocean Fest MAFE	680 Night Market	680 Night Market				
#Vendors	15	15	15	21	19	18	18				
# Tourist	641	662	512	563	TBD	493	515				
# Local	570	810	535	590	TBD	434	608				
Total:	1,211	1,472	1,047	1,153	TBD	927	1,123				
Vendor Sales	\$ 3,649.66	\$ 3,237.96	\$ 3,503.92	\$ 4,838.92	\$ 3,392.41	\$ 5,541.45	\$ 5,381.50				
Date			21-Apr		17-Jun						
Theme \ Event			Green Fair		PCS Anniversary						
#Vendors			5		23						
# Tourist			12		770						
# Local			239		701						
Total:			251		1,471						
Vendor Sales			\$1,851.00		\$11,835.60						

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





PAA 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.

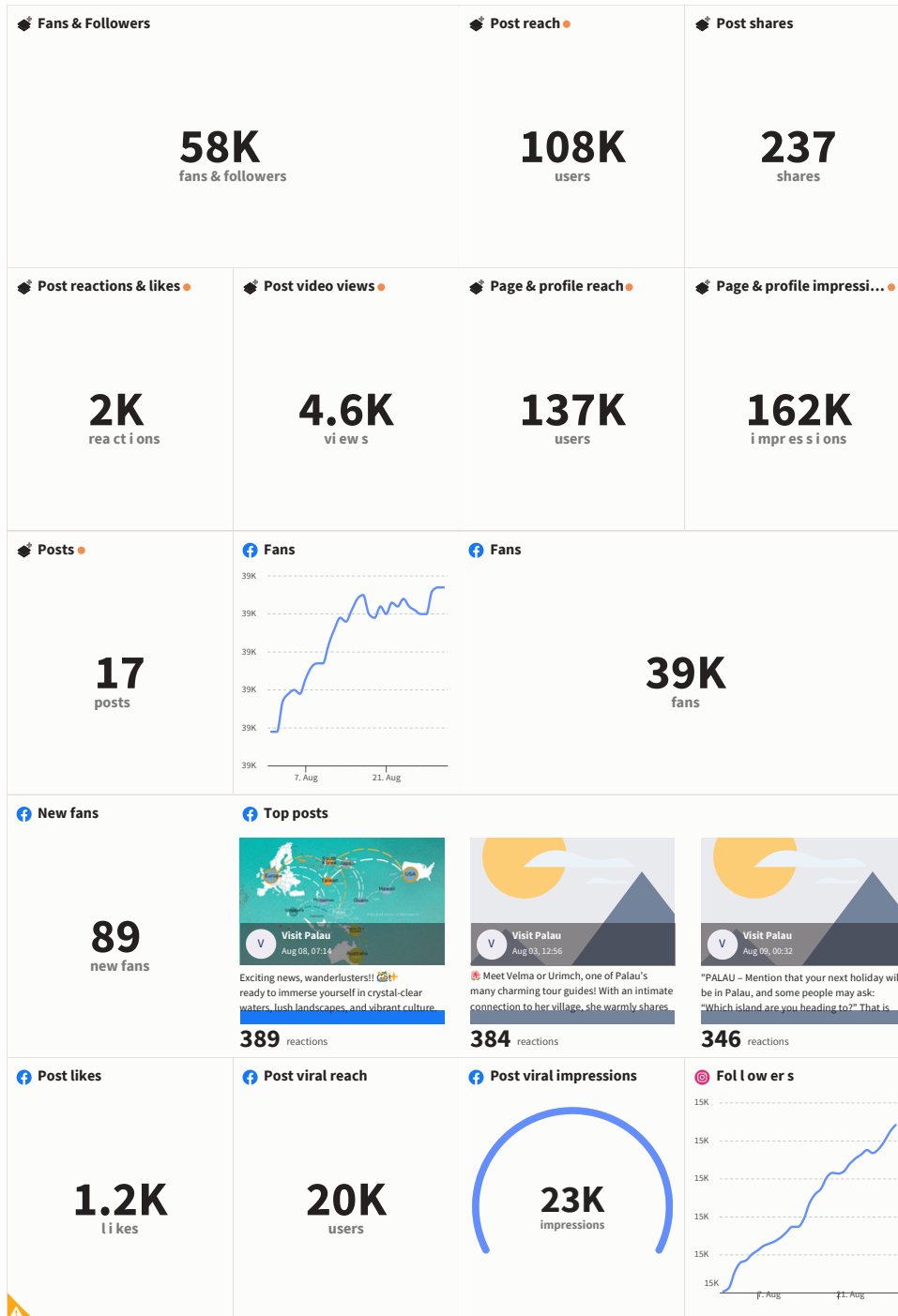


www.pristineparadisepalau.com

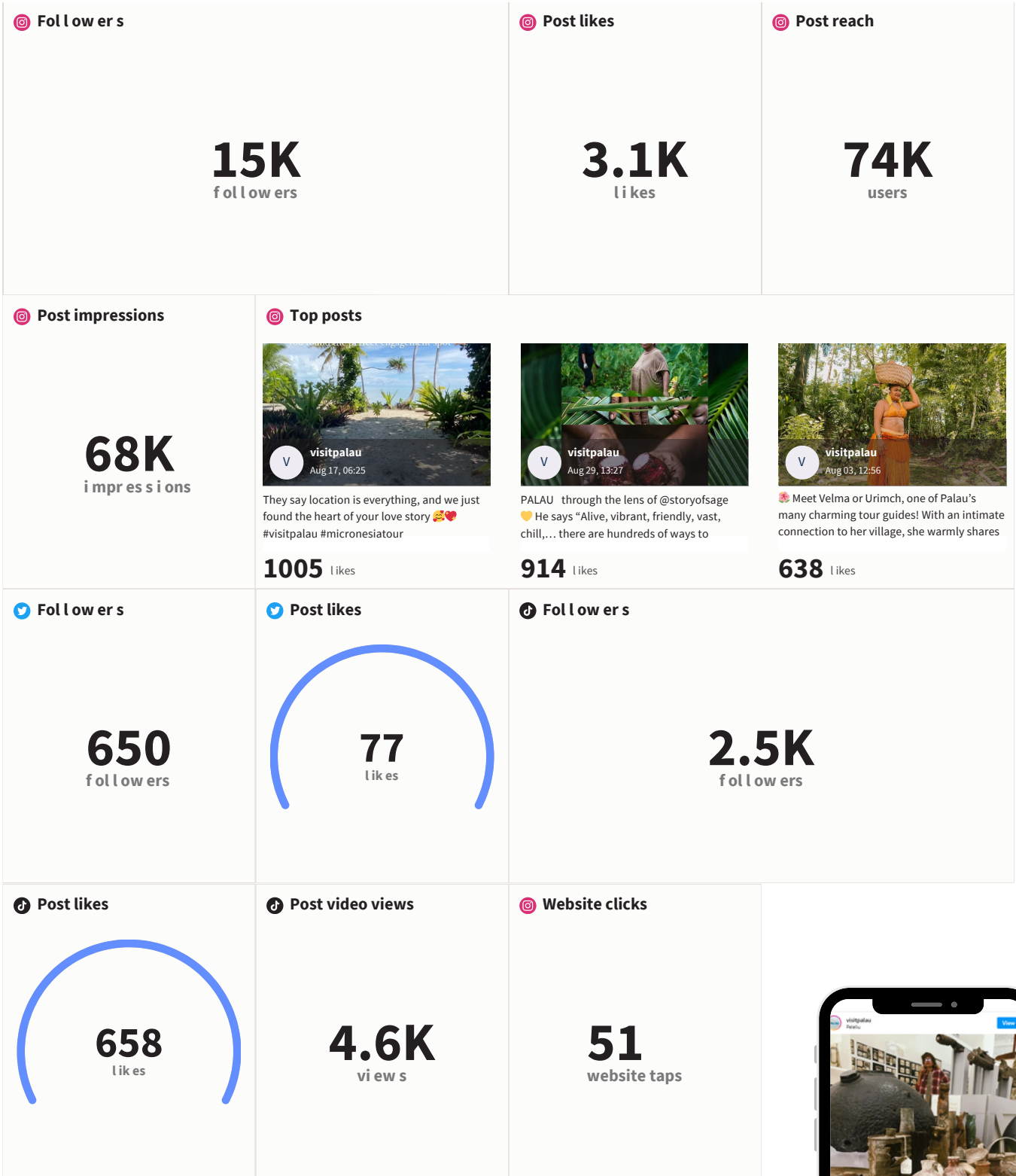


@visitpalau

In today's interconnected world, a compelling social media presence is the gateway to inspiring wanderlust and transforming travel dreams into memorable journeys. Connecting on social media enable destinations to showcase their unique attractions, engage with a global audience, and build a loyal community of travelers. For the month of **August** we have reached a total of 58k fans/followers on our social media platforms. Our page and profile impressions garnered a total of 162k impressions.



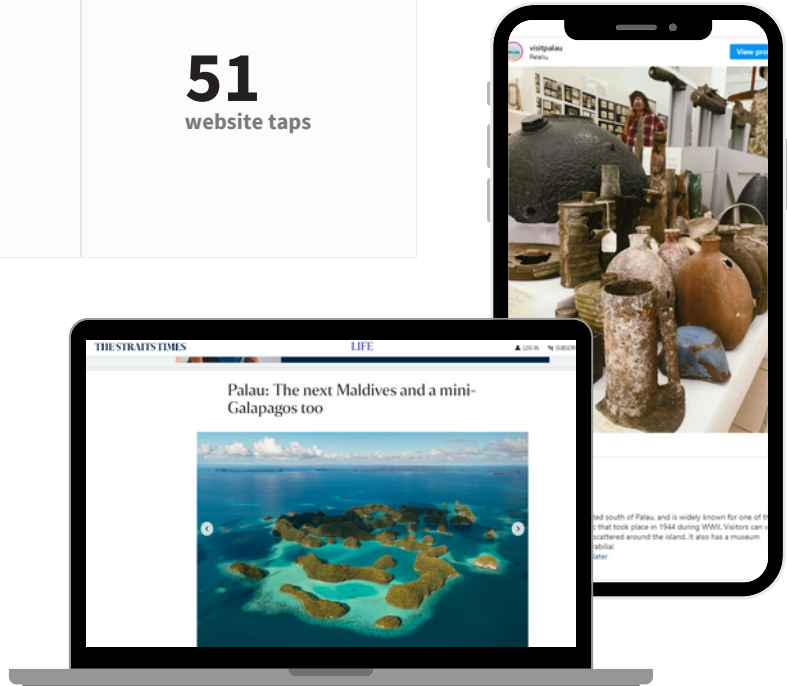
Page & Profile Impressions: the number of times any content from or about your Pages or accounts was displayed on a person's screen on Facebook, Instagram, and LinkedIn. Content includes posts, check-ins, ads, feed stories, and more. Post Reach: The number of people who saw your posts on your Facebook,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



PR/ Social Media Features:

Our online exposure continues to grow. During the month of August, we worked collaboratively with a travel writer for Straits Times for a featured piece. In this piece, it shares a direct link to our Instagram page.

This increases our brand visibility and stimulates demand for Palau as a choice destination.





Home - Pristine Paradise Palau

Explore Palau's underwater world, one of the Seven Underwater Wonders of the World. Dive with manta rays & sharks. Experience culture & hospitality.

Website



Final Report

Aug 1, 2023 - Aug 31, 2023

Marketing Website Summary

Data from Google Analytics

Sessions	New users	Returning Users	Views	Event count	Sessions per user	Engagement rate
5,568	3,791	229	13,685	32.1K	1.4	60.5%
± 25.4%	± 20.7%	± 7.0%	± 68.4%	± 42.5%	± 4.5%	± 13.9%

Most Requested Pages / Visits

Page title	Sessions	Engagement rate
1. Home - Pristine Paradise Palau	2,421	59.89%
2. Travel Entry Requirements	498	44.38%
3. Palau Visitors Authority	430	51.86%
4. Travelers Tips	413	29.54%
5. Stay In Palau	328	4.88%
6. Culture - Pristine Paradise Palau	316	31.33%
7. Dive Palau	262	16.03%
8. Directory - Pristine Paradise Palau	194	5.67%

1 - 100 / 574

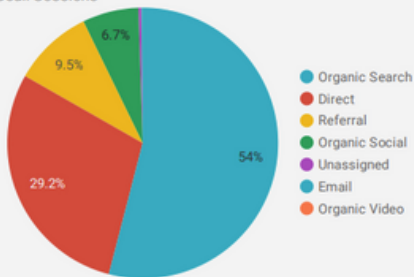
Most Searched Queries

Query	Impressions	Clicks
1. palau tourism statistics	23	1
2. koror car rentals	1	0
3. guam essen beach	1	0
4. palau taiwan	1	0
5. delta airlines	1	0
6. singapore airlines	1	0

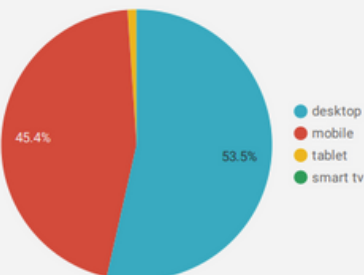
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Which channels are driving engagement?

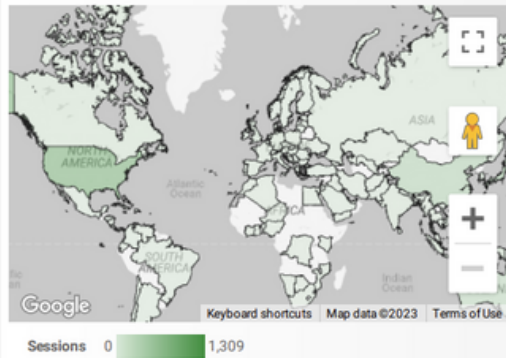
Goal: Sessions



Engagement by Device / Users



What are the top countries by sessions?



Session source	Sessions
1. google	2,637
2. (direct)	1,624
3. baidu	156
4. straitstimes.com	109
5. m.facebook.com	104
6. l.instagram.com	98
7. bing	94

1 - 100 / 116