



Republic of PALAU

VISITORS ARRIVAL STATISTICS

JULY 2023 Summary

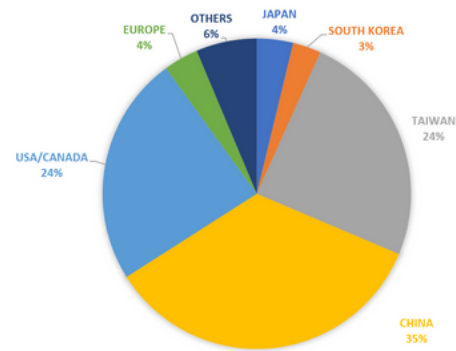
PLEASE NOTE: Due to a change in PVA data source, starting in October 2016, and until further notice, PVA will be reporting its visitor arrival statistics based solely on NATIONALITY and VISITORS. Source: Monthly Reports are compiled from the Division of Immigration's arrival and departure data and processed 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						1799
SOUTH KOREA	36	37	64	41	52	34	145						409
TAIWAN	694	928	1050	842	771	1072	1208						6565
CHINA	28	53	93	285	693	1571	1702						4425
USA/CANADA	623	634	772	508	413	753	1178						4881
EUROPE	136	192	274	552	123	95	179						1551
OTHERS	185	240	365	356	234	277	313						1970
Total Visitor Arrivals	1989	2415	2926	2860	2510	3988	4912						21,600
Y-on_Y change	364%	366%	406%	131%	234%	304%	347%						75%

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 July 2023, there were a total of 4,912 visitors, marking a 23% increase compared to June 2023 and a substantial 347% increase compared to July 2022. In terms of July arrivals, China emerged as the frontrunner, contributing 35% of the total arrivals, closely followed by Taiwan and the USA/Canada, both accounting for 24% each. When considering the total arrivals for the calendar year up to July 2023 (from January to July), the data shows 21,600 visitors in total. Taiwan stands out as the top contributor with 6,565 visitors, representing 30% of the total, while the USA/Canada closely follows with 4,881 visitors, constituting 23% of the arrivals. China also remains significant, contributing 4,425 visitors, which is 20% of the total. The availability and frequency of direct flights play a crucial role in explaining these arrival numbers. Importantly, Japan and South Korea account for less than 10% of the arrivals due to the absence of direct flight options from these countries.



Calendar Year To -Date

	Jan-Jul '22	Jan-Jul '23	% LY
JAPAN	441	1799	308%
SOUTH KOREA	67	409	510%
TAIWAN	107	6565	6036%
CHINA	33	4425	13309%
USA/CANADA	3856	4881	27%
EUROPE	350	1551	343%
OTHERS	747	1970	164%
Total Visitor Arrivals	5,601	21,600	286%

Fiscal Year To -Date

	Oct '21-Jul'22	Oct '22-Jul '23	% LY
JAPAN	528	2437	362%
SOUTH KOREA	79	512	548%
TAIWAN	789	7775	885%
CHINA	46	4511	9707%
USA/CANADA	4769	6799	43%
EUROPE	391	1932	394%
OTHERS	879	2595	195%
Total Visitor Arrivals	7,481	26,561	255%

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			2437
SOUTH KOREA	27	56	20	36	37	64	41	52	34	145			512
TAIWAN	34	606	570	694	928	1050	842	771	1072	1208			7775
CHINA	20	36	30	28	53	93	285	693	1571	1702			4511
USA/CANADA	658	705	555	623	634	772	508	413	753	1178			6799
EUROPE	85	163	133	136	192	274	552	123	95	179			1932
OTHERS	207	210	208	185	240	365	356	234	277	313			2595
Total Visitor Arrivals	1178	2014	1769	1989	2415	2926	2860	2510	3988	4912			26,561
Y-on_Y change	80%	401%	114%	364%	366%	406%	131%	234%	304%	346.55%			187%

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						12,437
SOUTH KOREA	308	247	371	303	382	240	1,037						2,888
TAIWAN	3,046	4,006	4,375	4,505	4,127	5,742	6,475						32,276
CHINA	304	447	822	2,216	5,503	12,754	14,145						36,191
USA/CANADA	4,905	4,704	5,560	4,249	3,426	5,950	9,125						37,919
EUROPE	1,346	1,885	2,937	5,416	1,222	936	1,749						15,491
OTHERS	1,262	1,548	2,751	2,835	1,871	2,111	2,391						14,769
Total Visitor Nights	12,775	15,018	18,777	21,690	18,253	29,151	36,308						151,972
<i>Y-on_Y change</i>	<i>205%</i>	<i>204%</i>	<i>192%</i>	<i>104%</i>	<i>99%</i>	<i>212%</i>	<i>299%</i>						<i>50%</i>

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>	<i>1469%</i>	<i>1851%</i>	<i>1757%</i>	<i>833%</i>	<i>1213%</i>	<i>1491%</i>	<i>127%</i>	<i>-13%</i>	<i>-1%</i>	<i>117%</i>	<i>216%</i>	<i>93%</i>	<i>178%</i>

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	12,437
SOUTH KOREA	65,415	55,077	46,871	47,749	47,122	56,452	49,193	11,492	101	1,805	2,888
TAIWAN	103,667	127,401	57,452	56,748	39,848	44,848	67,738	10,843	9,738	6,223	32,276
CHINA	39,220	169,530	380,638	292,859	267,140	196,109	160,048	18,545	261	1,175	36,191
USA/CANADA	60,426	61,691	62,457	58,299	55,966	63,379	60,231	14,719	21,831	59,697	37,919
EUROPE	49,792	45,552	36,841	45,454	42,017	36,500	33,806	11,618	613	8,631	15,491
OTHERS	32,683	32,458	29,273	29,071	27,667	27,480	32,461	5,632	2,071	13,291	14,769
Total Visitor Nights	517,879	660,351	746,193	651,771	589,601	522,994	493,289	98,427	36,549	101,415	151,972

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

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

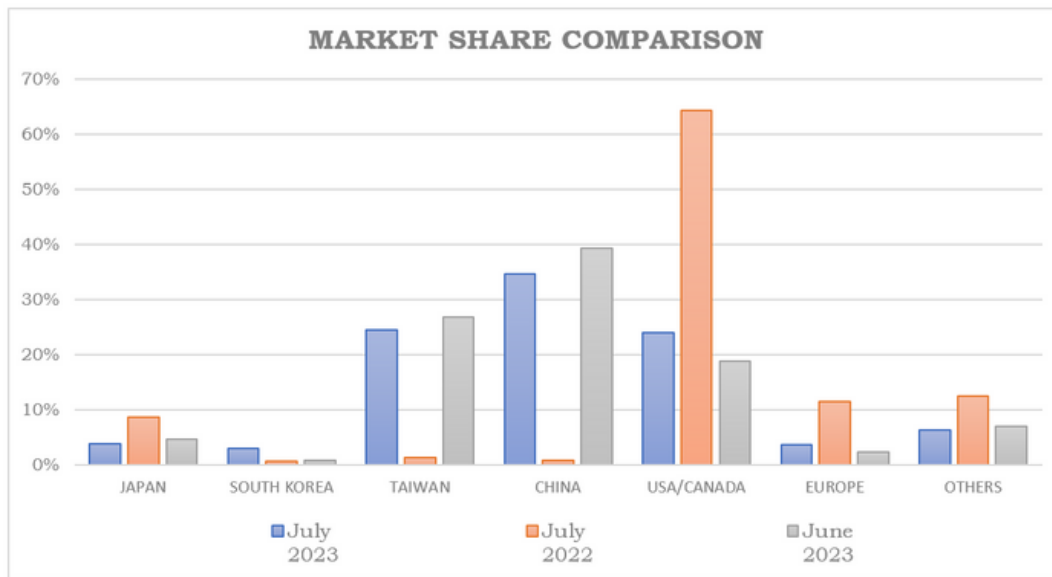
Average Length of Stay: **Past Ten Years**

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	6.9
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	8.2
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	7.0

Market Share Comparison

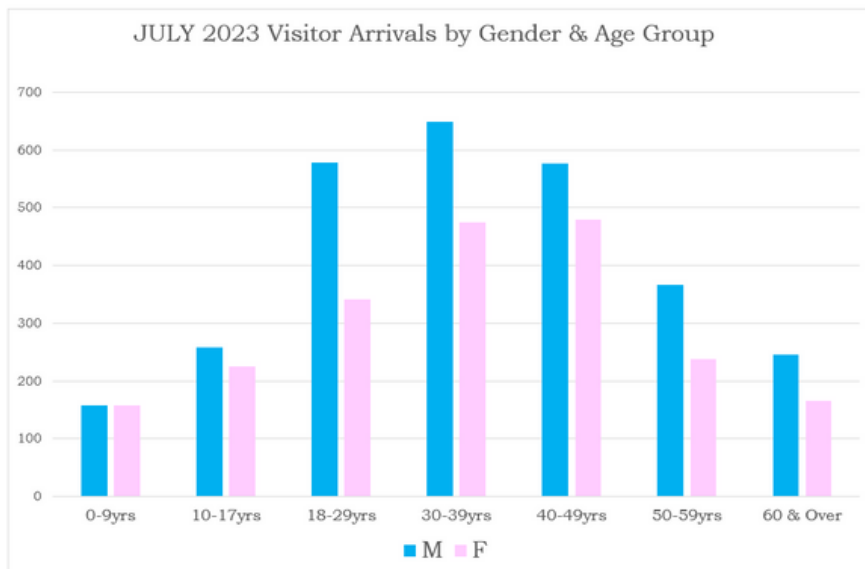
Current distribution of visitors to Palau and how it has changed compared to the previous month and the same period in the previous year.

Key Markets	This Month		Last Year		Past Month	
	July 2023	Share %	July 2022	Share %	June 2023	Share %
JAPAN	187	4%	96	9%	186	5%
SOUTH KOREA	145	3%	8	1%	34	1%
TAIWAN	1208	25%	15	1%	1072	27%
CHINA	1702	34.6%	9	0.8%	1571	39%
USA/CANADA	1178	24%	708	64%	753	19%
EUROPE	179	4%	127	12%	95	2%
OTHERS	313	6%	137	12%	277	7%
Total:	4912	100%	1100	100%	3988	100%

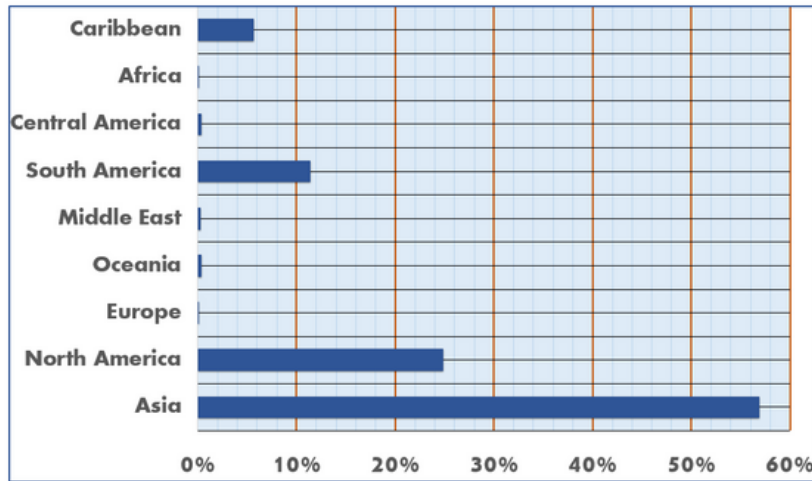


In July 2023, Palau saw a diverse array of visitors arriving from different countries, with China, Taiwan, and the USA/Canada emerging as the top three sources. This pattern is primarily shaped by the availability and frequency of direct flights. The Australian market is slowly gaining traction and now represents 23% of the broader 'Others' market category.

By Gender and Age Group



Monthly Arrivals by Country Group and Percentage Share



COUNTRY GROUPS													Totals
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	
Asia	1,140	1,459	1,632	1,564	1,839	2,953	3,355						13,942
Japan	287	331	308	276	224	186	187						1,799
Korea, Republic of	36	37	64	41	52	34	145						409
Taiwan, Republic of China	694	928	1,050	842	771	1,072	1,208						6,565
China	28	53	93	285	693	1,571	1,702						4,425
Hong Kong, Special Administrative Region of China	-	-	-	-	-	-	-						-
Macao, Special Administrative Region of China	-	-	-	-	-	-	-						-
Bangladesh	1	1	-	-	-	-	-						2
Indonesia	1	3	3	2	2	-	9						20
India	6	4	7	5	5	11	11						49
Malaysia	6	3	3	8	15	7	8						50
Philippines	63	70	74	39	36	40	65						387
Singapore	5	7	7	9	29	6	5						68
Thailand	8	14	4	42	8	10	2						88
Asia-Other	5	8	19	15	4	16	13						80
North America	623	634	772	508	413	753	1,178						4,881
Canada	22	21	42	19	10	18	15						147
United States of America	601	613	730	489	403	735	1,163						4,734
North America-Other	-	-	-	-	-	-	-						-
Caribbean	1	1	1	2	-	1	-						6
Central America	2	1	26	6	-	1	2						38
South America	2	5	2	22	5	4	3						43
Argentina	-	-	1	15	1	-	-						17
Brazil	1	5	-	7	3	3	3						22
Chile	-	-	-	-	-	-	-						-
Ecuador	-	-	-	-	-	-	-						-
South America-Other	1	-	1	-	1	1	-						4
Europe	137	193	275	555	123	95	181						1,559
Austria	7	8	25	32	1	5	8						86
Belgium	3	5	1	4	3	-	-						16
Switzerland	16	10	12	43	12	7	12						112
Czech Republic	2	1	18	-	1	1	1						24
Germany	30	25	77	343	34	19	12						540
Denmark	1	-	10	-	1	2	4						18
Spain	4	13	7	12	5	1	2						44
Finland	1	3	11	1	1	2	3						22
France	15	13	33	24	6	20	81						192
United Kingdom	25	23	32	23	17	14	13						147
Greece	-	1	-	4	1	-	-						6
Italy	4	1	9	18	1	4	6						43
Norway	-	15	2	4	3	2	6						32
Poland	3	38	1	1	2	5	4						54
Portugal	2	-	2	1	6	2	1						14
Russian Federation	1	4	3	1	13	5	1						28
Sweden	5	2	2	4	-	-	-						13
Europe-Other	18	31	30	40	16	6	27						168
Middle East	10	8	4	15	6	8	4						55
Africa	3	-	5	3	-	3	1						15
Oceania	71	114	208	184	124	170	186						1,057
Australia	27	42	63	95	70	58	97						452
Fiji	7	10	27	17	3	12	6						82
Micronesia, Federated States of	21	28	57	42	31	45	38						262
Marshall Islands	8	2	19	-	3	21	4						57
New Zealand	7	14	18	18	8	13	30						108
Republic of the Marshall Islands	-	-	-	-	-	-	-						-
Solomon Islands	-	1	1	-	-	6	1						9
Tuvalu	1	-	5	3	-	1	1						11
Oceania-Other	-	17	18	9	9	14	9						76
Total	1,989	2,415	2,925	2,859	2,510	3,988	4,910						21,596
Unidentified	0	0	1	1	0	0	2						4
	1,989	2,415	2,926	2,860	2,510	3,988	4,912						21,600

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	1,799	409	6,565	4,425	4,881	1,551	1,970	21,600

JULY 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 Airlines: 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.

July 2023: Mr.Kadoi Ruloked, the head of the Palau Tourism Board, is coming to Korea. The Managing Director organizes a seminar in Korea to promote Palau to several key travel agents in light of the Jeju Air Palau Charter from July to September.

July 5 at the House of Representatives #Participating in the opening ceremony of the Pacific Climate Crisis Response Council Minister of Tourism of Lilai Palau July 6 Jeju Air's preparation for #Palau regular flight There will be a briefing session and a meeting with the travel agent. Finally You can visit #Palau again. Starting with a charter flight each July-September. I'm going on a family trip with a flight departing on July 28th. Seats are already sold out, so you need to book early. #HanaTour #ModeTour #You can make a reservation on the Jeju Air website. Palau charter Depart Korea: 7:30pm Arrive Korea: 6:35am.

July 01, 2023: First 680 night market of the month themed as " Investing in our Children" co-hosted by the Class of 93. Featuring live bands and dance entertainment filled with lots of delicious local food from various vendors. -PVA facebook page June 26, 2023

July 4- 11 2023: PVA partners with GTI Tourism to support market development in Australia. On July 4-July 11th, a familiarization tour was organized for the GTI team to understand firsthand Palau's offerings. While in Palau, GTI Tourism met with Palau Chamber of Commerce and several shops and accommodations.

July 3, 2023: H.E. Tull Traisorat, Ambassador of Thailand, reaching out to discuss potential partnerships with Palau! The ambassador and the president discussed tourism, trade and other areas of economic development, along with green technology and IT opportunities. -Office of the President, ROP facebook page July 03, 2023

July 15, 2023: Last night market of the month themed as "Summer Daze". Featuring live bands and dance entertainment filled with lots of delicious local food from various vendors. -PVA facebook page July 14, 2023

July 17- 28, 2023: Palau Visitors Authority Marketing Representative, Ms. Janine Tewid, completes a two-week internship under the esteemed Pacific Trade Invest (PTI) Talent Development Program in Australia. PVA promotes Palau in Hidden Treasures of the South Pacific represented by Ms. Janine Tewid, Marketing Representative. The roadshow traveled through major cities in Australia including, Melbourne, Adelaide, Brisbane, Newcastle, and Sydney, with a particular focus on engaging with travel agent communities. Ms. Tewid was able to engage with dive wholesalers in Australia together with GTI Tourism.. -PVA facebook page August 4, 2023

July 24 - Spotighting Palauan Small Business Owners - Shop Local Project launches. To connect local products with travelers, PVA posted a form for businesses to fill and for the PVA staff to familiarize itself with small businesses, their stories, and products. The objective is to simplify the process of finding and contacting each business.

July 29, 2023: The first direct flight from Korea to Palau post-COVID arrived Saturday, July 29th, with 197 passengers. Jeju Airlines, a Korean domestic airline, with the support of the South Korean government, started flying directly from Korea to Palau. The three charter flights will be one flight per month from July to September. Each month the charter flight will be a round trip, meaning it will drop off and pick up. -PVA facebook page July 29, 2023



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					
#Vendors	19	23	24	18	8	17					
# Tourist	565	421	981	515	TBD	574					
# Local	634	1,161	860	420	TBD	533					
Total:	1,199	1,582	1,841	935	1,422	1,107					
Vendor Sales	\$ 4,985.75	\$6,067.36	\$6,294.79	\$4,436.29	\$ 2,579.00	\$ 7,287.88					
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					
#Vendors	15	15	15	21	19	18					
# Tourist	641	662	512	563	TBD	493					
# Local	570	810	535	590	TBD	434					
Total:	1,211	1,472	1,047	1,153	TBD	927					
Vendor Sales	\$ 3,649.66	\$3,237.96	\$3,503.92	\$4,838.92	\$ 3,392.41	\$ 5,541.45					
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!





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.

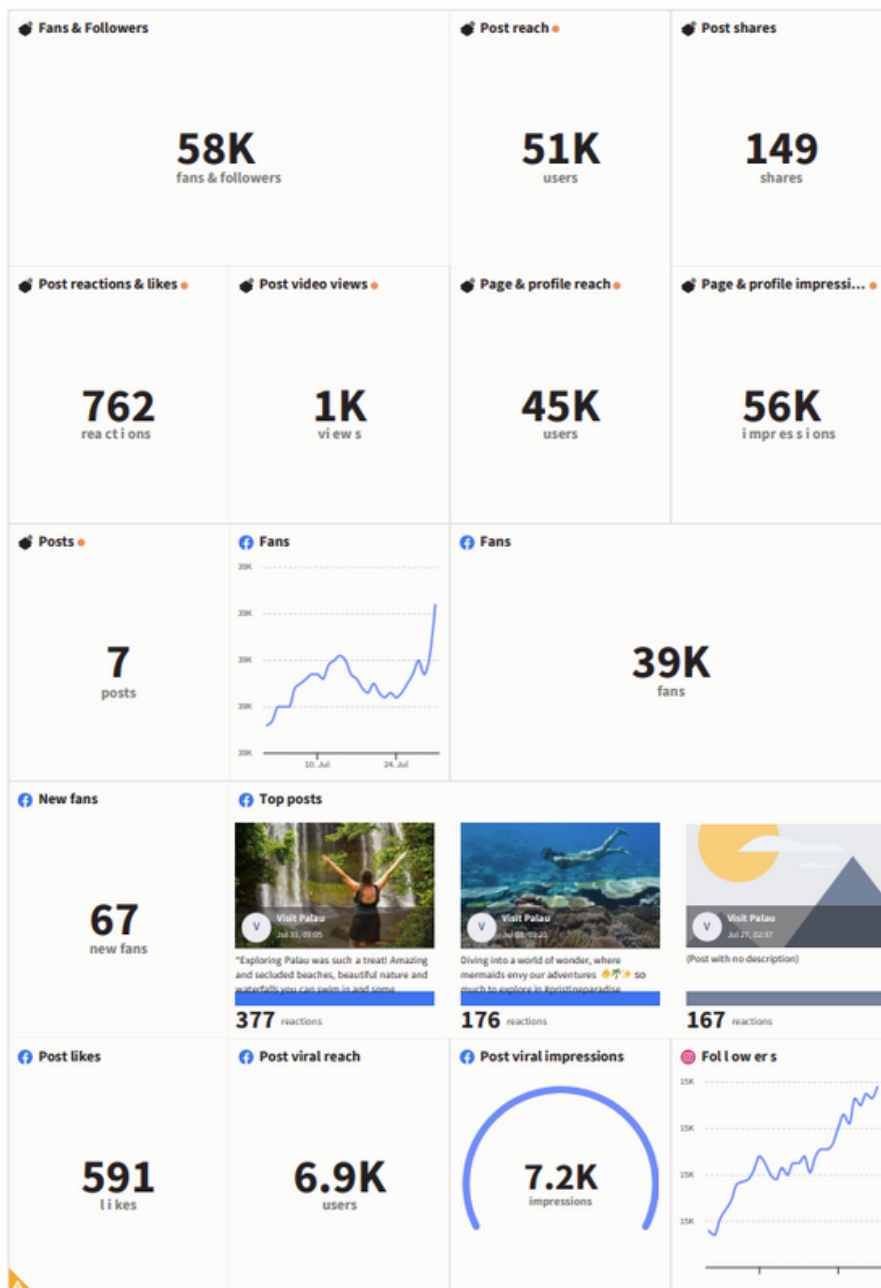


www.pristineparadisepalau.com



@visitpalau

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 July we have reached a total of 58k fans/followers on our social media platforms. A thousand more than the month of June. Our page and profile impressions garnered a total of 56k 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.



PMA Social Media Stats

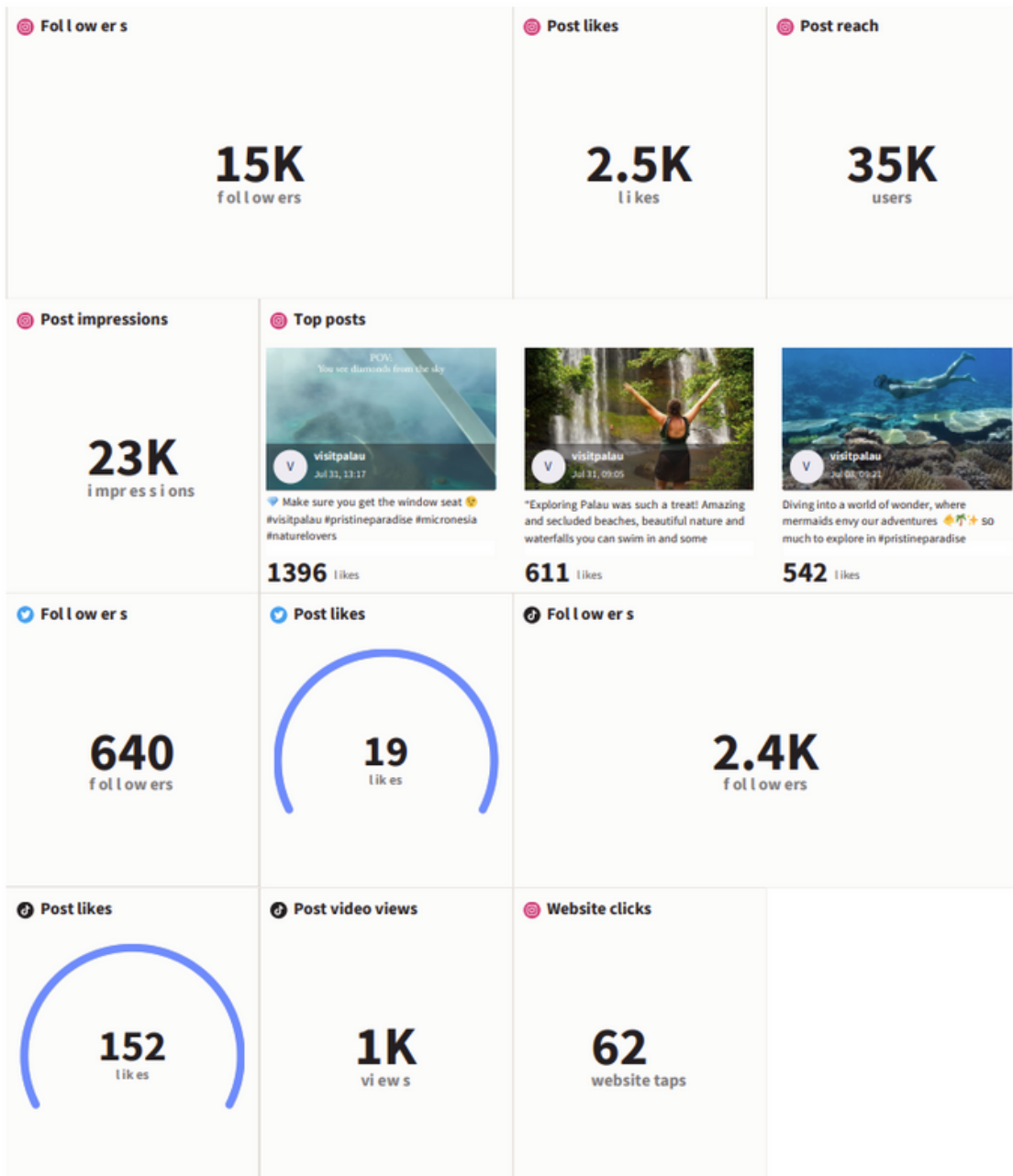
Web presence and social media are two integral parts of marketing Palau, to connect with our local and international audiences. Visit our platforms for updates on local and international activities/events.



www.pristineparadisepalau.com



@visitpalau



Website



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.



Final Report

Jul 1, 2023 - Jul 31, 2023

Marketing Website Summary

Data from Google Analytics

Sessions	New users	Returning Users	Views	Event count	Sessions per user	Engagement rate
4,439	3,140	214	8,128	22.5K	1.3	53.1%
↓ -25.3%	↓ -22.6%	↓ -19.9%	↓ -24.0%	↓ -23.5%	↓ -3.7%	↑ 3.7%

Most Requested Pages / Visits

Page title	Sessions	Engagement rate
1. Home - Pristine Paradise Palau	1,001	49.35%
2. Home	850	54.12%
3. Travel Entry Requirements	580	38.79%
4. Travelers Tips	537	29.24%
5. Palau Visitors Authority	322	51.24%
6. Stay In Palau	248	6.05%
7. Beyond the Dive	176	8.52%
8. Palau Pledge	152	28.95%

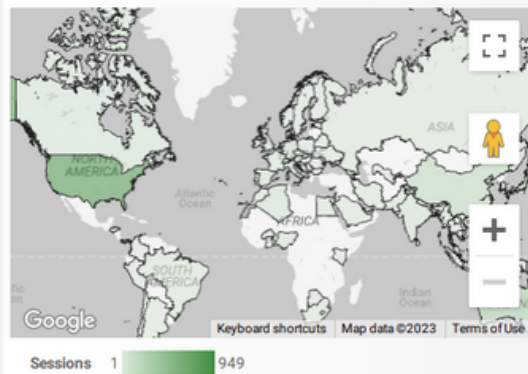
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Most Searched Queries

Query	Impressions	Clicks
1. web visitors statistic	1	0
2. guam essen beach	12	0
3. austrian airlines	1	0
4. palau tourism statistics	19	0
5. pva monitor	1	0
6. visitors 2020	1	0

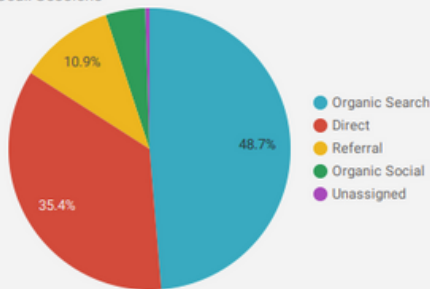
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What are the top countries by sessions?

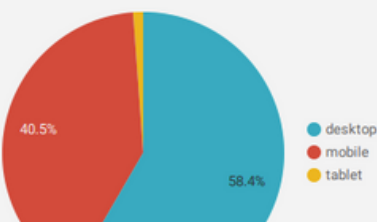


Which channels are driving engagement?

Goal: Sessions



Engagement by Device / Users



Session source	Sessions
1. google	2,005
2. (direct)	1,595
3. reurl.cc	97
4. l.instagram.com	85
5. bing	69
6. l.facebook.com	59
7. coconuts-shin.com	50

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