



# Republic of PALAU

## VISITORS ARRIVAL STATISTICS

## OCTOBER 2023 Summary

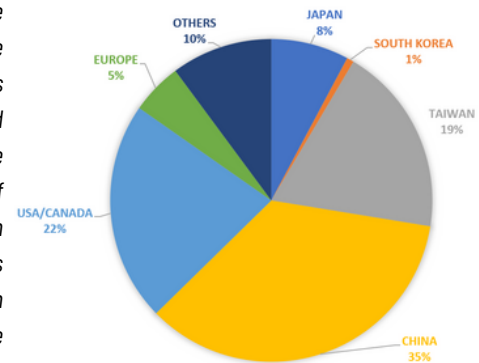
PLEASE NOTE: Due to a change in PVA data source, starting in October 2016, and until further notice, PVA will be reporting its visitor arrival statistics based solely on NATIONALITY and VISITORS. Source: Monthly Reports are compiled from the Division of Immigration's arrival and departure data and processed 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	266	254			2759
SOUTH KOREA	36	37	64	41	52	34	145	165	189	23			786
TAIWAN	694	928	1050	842	771	1072	1208	853	745	619			8782
CHINA	28	53	93	285	693	1571	1702	1756	1440	1141			8762
USA/CANADA	623	634	772	508	413	753	1178	611	550	716			6758
EUROPE	136	192	274	552	123	95	179	211	128	167			2057
OTHERS	185	240	365	356	234	277	313	783	354	330			3437
<b>Total Visitor Arrivals</b>	<b>1989</b>	<b>2415</b>	<b>2926</b>	<b>2860</b>	<b>2510</b>	<b>3988</b>	<b>4912</b>	<b>4819</b>	<b>3672</b>	<b>3250</b>			<b>33,341</b>
Y-on_Y change	364%	366%	406%	131%	234%	304%	347%	476%	295%	176%			170%

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
<b>Total Visitor Arrivals</b>	<b>429</b>	<b>518</b>	<b>578</b>	<b>1238</b>	<b>751</b>	<b>987</b>	<b>1100</b>	<b>836</b>	<b>930</b>	<b>1178</b>	<b>2014</b>	<b>1769</b>	<b>12,328</b>
Y-on_Y change	898%	1380%	970%	384%	425%	1119%	277%	-28%	-28%	80%	401%	114%	102%

The tourist arrivals to Palau in October 2023 totaled 3,250, reflecting an 11% decrease compared to September 2023. However, this figure represents a significant 176% increase compared to the same period in the previous year, October 2022. China maintained its dominance, constituting 35% of the total arrivals, followed by the USA/Canada at 22%, and Taiwan at 19%. All other markets represent 10% or less of the market share. Cumulative arrivals from January to October 2023 reached a total of 33,341, indicating a 170% increase compared to the entire year's arrivals in 2022. This increase suggests a positive trend in 2023 compared to the preceding years of 2020-2022. Furthermore, the monthly arrivals for this year average at 3,334. Considering this average, if arrivals for the remaining months align with the demonstrated monthly average, the projected total arrivals for 2023 would approximate 40,000.



Calendar Year To -Date	Jan -Oct '22	Jan -Oct '23	% LY	Fiscal Year To -Date	Oct '22	Oct '23	% LY
JAPAN	822	2759	236%	JAPAN	147	254	73%
SOUTH KOREA	151	786	421%	SOUTH KOREA	27	23	-15%
TAIWAN	244	8782	3499%	TAIWAN	34	619	1721%
CHINA	64	8762	13591%	CHINA	20	1141	5605%
USA/CANADA	5432	6758	24%	USA/CANADA	658	716	9%
EUROPE	607	2057	239%	EUROPE	85	167	96%
OTHERS	1225	3437	181%	OTHERS	207	330	59%
<b>Total Visitor Arrivals</b>	<b>8,545</b>	<b>33,341</b>	<b>290%</b>	<b>Total Visitor Arrivals</b>	<b>1,178</b>	<b>3,250</b>	<b>176%</b>

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

FY2024	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Totals
JAPAN	254												254
SOUTH KOREA	23												23
TAIWAN	619												619
CHINA	1141												1141
USA/CANADA	716												716
EUROPE	167												167
OTHERS	330												330
<b>Total Visitor Arrivals</b>	<b>3250</b>												<b>3,250</b>
Y-on_Y change	176%												-91%

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	266	3143
SOUTH KOREA	27	56	20	36	37	64	41	52	34	145	165	189	866
TAIWAN	34	606	570	694	928	1050	842	771	1072	1208	853	745	9373
CHINA	20	36	30	28	53	93	285	693	1571	1702	1756	1440	7707
USA/CANADA	658	705	555	623	634	772	508	413	753	1178	611	550	7960
EUROPE	85	163	133	136	192	274	552	123	95	179	211	128	2271
OTHERS	207	210	208	185	240	365	356	234	277	313	783	354	3732
<b>Total Visitor Arrivals</b>	<b>1178</b>	<b>2014</b>	<b>1769</b>	<b>1989</b>	<b>2415</b>	<b>2926</b>	<b>2860</b>	<b>2,510</b>	<b>3,988</b>	<b>4912</b>	<b>4819</b>	<b>3672</b>	<b>35,052</b>
Y-on_Y change	80%	401%	114%	364%	366%	406%	131%	234%	304%	347%	476%	295%	279%

# 2023 MODE OF TRANSPORTATION

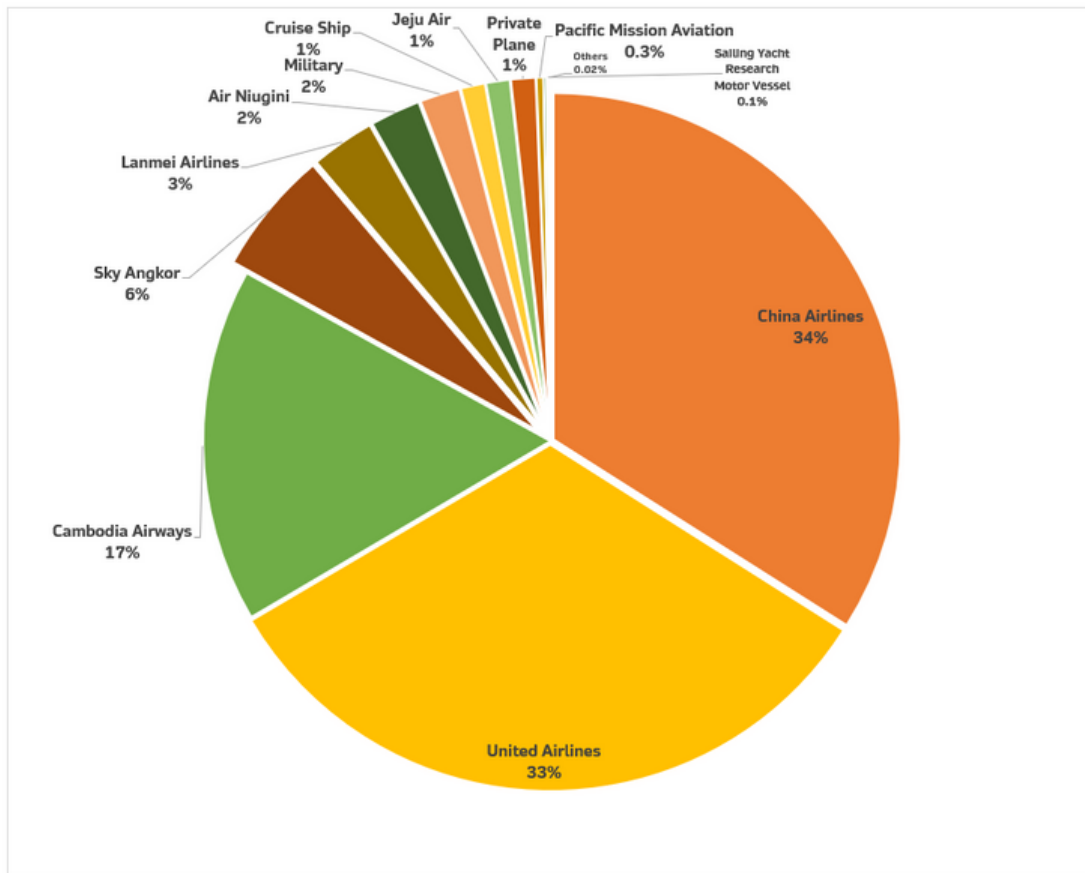
## BY MODE OF TRANSPORTATION AND KEY MARKETS % SHARE

The table illustrates the breakdown of total arrivals from January to October 2023, amounting to 33,341, categorized by key markets and mode of transportation. It is indicated in percentage share.

Mode of Transportation → ↓ Key Markets ↓	Air Niugini	China Airlines	United Airlines	Cambodia Airways	Jeju Air	Lanmei Airlines	Pacific Mission Aviation	Sky Angkor	Cruise Ship	Military	Motor Vessel	Private Plane	Research vessel	Sailing Yacht	Others
	JAPAN	1%	3%	22%	0%	0%	0%	1%	0%	0%	0%	0	7%	0%	3%
SOUTH KOREA	0%	3%	1%	0%	93%	0%	0%	0%	0%	0%	0%	3%	44%	0%	0%
TAIWAN	0%	76%	0%	1%	0%	1%	0%	0%	0%	18%	0%	0%	0%	0%	0%
CHINA	2%	2%	2%	98%	2%	98%	3%	98%	0%	0%	0%	10%	53%	0%	0%
USA/CANADA	5%	3%	52%	1%	2%	0%	38%	1%	13%	66%	0%	32%	0%	67%	67%
EUROPE	6%	8%	7%	0%	1%	0%	6%	0%	52%	12%	100%	4%	0%	3%	0%
OTHERS	86%	5%	16%	1%	1%	1%	53%	1%	35%	3%	0%	44%	2%	27%	33%
Total %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

## BY MODE OF TRANSPORTATION % SHARE

The chart shows total arrivals by mode of transportation, indicating the percentage share



For 2023, a total of 8 air services were in operation; however, Lanmei Air and Jeju Air have ceased their services. Currently, there are six operational air services, including scheduled airlines such as United Airlines, China Airlines, Air Niugini, and Palau Mission Aviation. Additionally, there are chartered airlines, namely Cambodia Airlines and Sky Angkor. In addition to these, there have been several private air services that arrived this year. Beyond air travel, alternative modes of transportation include cruise ships, sailboats, yachts, research vessels, and military. As of October 2023, China Airlines accounts for 34% of arrivals, followed by United Airlines at 33%, and Cambodia Airlines at 17%, alternative modes of transportation represent less than 5% of arrivals.

## 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	1,949	1,821			19,406
SOUTH KOREA	308	247	371	303	382	240	1,037	1,196	1,375	168			5,627
TAIWAN	3,046	4,006	4,375	4,505	4,127	5,742	6,475	4,287	3,762	3,058			43,384
CHINA	304	447	822	2,216	5,503	12,754	14,145	14,960	12,593	10,257			74,001
USA/CANADA	4,905	4,704	5,560	4,249	3,426	5,950	9,125	4,712	4,245	5,535			52,411
EUROPE	1,346	1,885	2,937	5,416	1,222	936	1,749	2,109	1,283	1,673			20,555
OTHERS	1,262	1,548	2,751	2,835	1,871	2,111	2,391	5,854	2,603	2,408			25,635
<b>Total Visitor Nights</b>	<b>12,775</b>	<b>15,018</b>	<b>18,777</b>	<b>21,690</b>	<b>18,253</b>	<b>29,151</b>	<b>36,308</b>	<b>36,317</b>	<b>27,810</b>	<b>24,921</b>			<b>241,019</b>
<i>Y-on_Y change</i>	205%	204%	192%	104%	99%	212%	299%	463%	278%	156%			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
<b>Total Visitor Nights</b>	<b>4190</b>	<b>4939</b>	<b>6436</b>	<b>10648</b>	<b>9157</b>	<b>9354</b>	<b>9100</b>	<b>6455</b>	<b>7361</b>	<b>9730</b>	<b>12693</b>	<b>11358</b>	<b>101,421</b>
<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	19,406
SOUTH KOREA	65,415	55,077	46,871	47,749	47,122	56,452	49,193	11,492	101	1,805	5,627
TAIWAN	103,667	127,401	57,452	56,748	39,848	44,848	67,738	10,843	9,738	6,223	43,384
CHINA	39,220	169,530	380,638	292,859	267,140	196,109	160,048	18,545	261	1,175	74,001
USA/CANADA	60,426	61,691	62,457	58,299	55,966	63,379	60,231	14,719	21,831	59,697	52,411
EUROPE	49,792	45,552	36,841	45,454	42,017	36,500	33,806	11,618	613	8,631	20,555
OTHERS	32,683	32,458	29,273	29,071	27,667	27,480	32,461	5,632	2,071	13,291	25,635
<b>Total Visitor Nights</b>	<b>517,879</b>	<b>660,351</b>	<b>746,193</b>	<b>651,771</b>	<b>589,601</b>	<b>522,994</b>	<b>493,289</b>	<b>98,427</b>	<b>36,549</b>	<b>101,415</b>	<b>241,019</b>

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	7.3	7.2		
SOUTH KOREA	8.6	6.7	5.8	7.4	7.3	7.1	7.2	7.2	7.3	7.3		
TAIWAN	4.4	4.3	4.2	5.3	5.4	5.4	5.4	5.0	5.0	4.9		
CHINA	10.8	8.4	8.8	7.8	7.9	8.1	8.3	8.5	8.7	9.0		
USA/CANADA	7.9	7.4	7.2	8.4	8.3	7.9	7.7	7.7	7.7	7.7		
EUROPE	9.9	9.8	10.7	9.8	9.9	9.9	9.8	10.0	10.0	10.0		
OTHERS	6.8	6.4	7.5	8.0	8.0	7.6	7.6	7.5	7.4	7.3		
<b>Total Visitor Nights</b>	<b>6.3</b>	<b>6.2</b>	<b>6.4</b>	<b>7.8</b>	<b>7.8</b>	<b>7.4</b>	<b>7.2</b>	<b>7.1</b>	<b>7.1</b>	<b>7.0</b>		

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
<b>Total Visitor Nights</b>	<b>9.7</b>	<b>9.6</b>	<b>11.1</b>	<b>8.6</b>	<b>12.3</b>	<b>9.6</b>	<b>8.3</b>	<b>7.7</b>	<b>8.0</b>	<b>8.3</b>	<b>6.2</b>	<b>6.4</b>

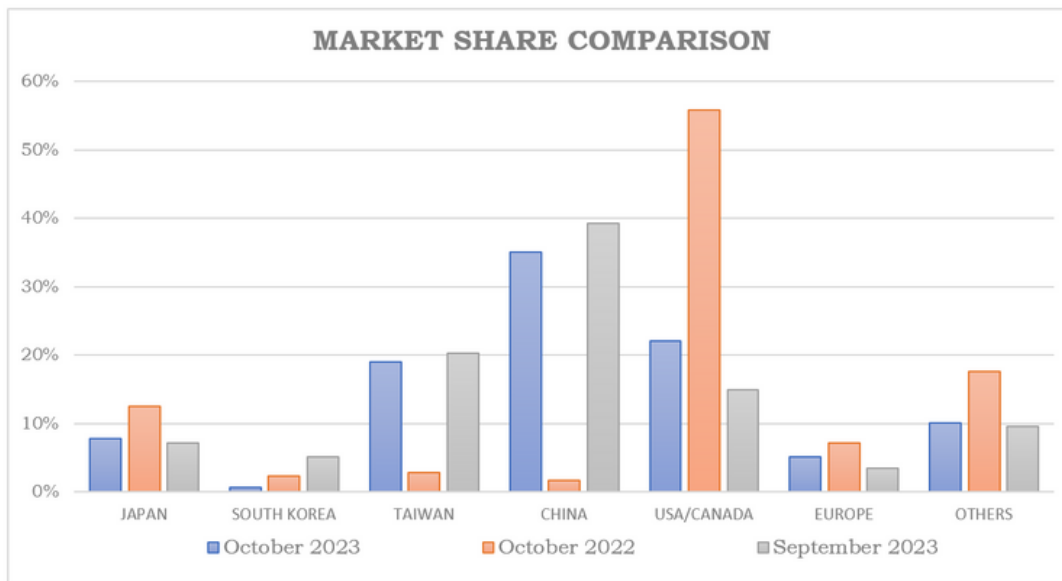
### Average Length of Stay: Past Ten Years

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	7.2
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	8.4
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
<b>Total</b>	<b>4.8</b>	<b>4.7</b>	<b>4.6</b>	<b>4.7</b>	<b>4.8</b>	<b>4.9</b>	<b>5.3</b>	<b>5.4</b>	<b>7.0</b>	<b>8.2</b>	<b>7.2</b>

## Market Share Comparison

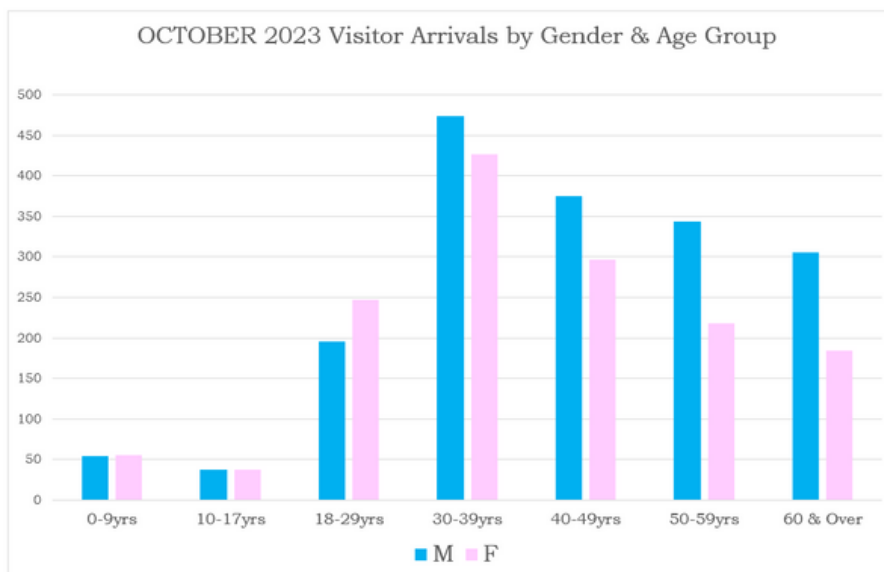
Current distribution of visitors to Palau and how it has changed compared to the previous month and the same period in the previous year.

Key Markets	This Month	Share %	Last Year	Share %	Past Month	Share %
	October 2023		October 2022		September 2023	
JAPAN	254	8%	147	12%	266	7%
SOUTH KOREA	23	1%	27	2%	189	5%
TAIWAN	619	19%	34	3%	745	20%
CHINA	1141	35.1%	20	1.7%	1440	39%
USA/CANADA	716	22%	658	56%	550	15%
EUROPE	167	5%	85	7%	128	3%
OTHERS	330	10%	207	18%	354	10%
<b>Total:</b>	<b>3250</b>	<b>100%</b>	<b>1178</b>	<b>100%</b>	<b>3672</b>	<b>100%</b>



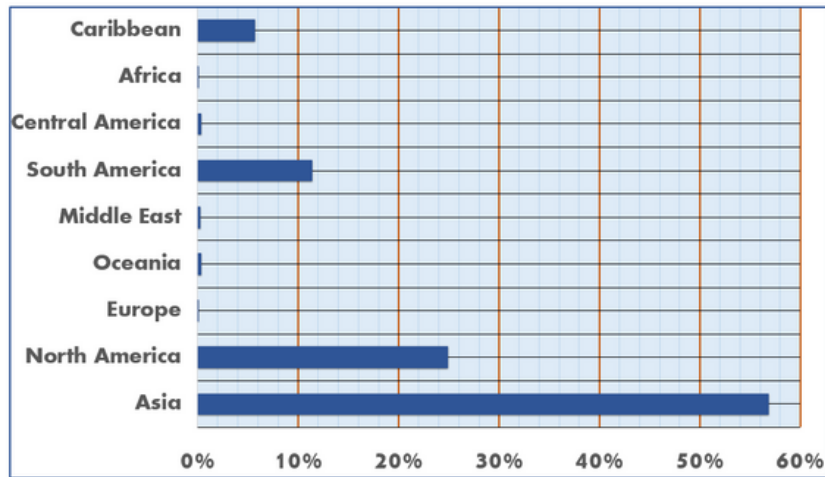
In October 2023, China maintained its lead in total arrivals with 1,141, although this represented a 20% decrease from the previous month. Following closely, USA/Canada secured the second position with 716 arrivals, surpassing Taiwan and experiencing a 30% increase compared to the previous month. Taiwan, now in third place, recorded 619 arrivals, indicating a 17% decrease from the preceding month.

## 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		
<b>Asia</b>	<b>1,140</b>	<b>1,459</b>	<b>1,632</b>	<b>1,564</b>	<b>1,839</b>	<b>2,953</b>	<b>3,355</b>	<b>3,374</b>	<b>2,779</b>	<b>2,172</b>			<b>22,267</b>	
Japan	287	331	308	276	224	186	187	440	266	254			2,759	
Korea, Republic of	36	37	64	41	52	34	145	165	189	23			786	
Taiwan, Republic of China	694	928	1,050	842	771	1,072	1,208	853	745	619			8,782	
China	28	53	93	285	693	1,571	1,702	1,756	1,440	1,141			8,762	
Hong Kong, Special Administrative Region of China	-	-	-	-	-	-	-	-	-	-			-	
Macao, Special Administrative Region of China	-	-	-	-	-	-	-	-	-	-			-	
Bangladesh	1	1	-	-	-	-	-	-	1	-			3	
Indonesia	1	3	3	2	2	-	9	5	3	2			30	
India	6	4	7	5	5	11	11	19	3	2			73	
Malaysia	6	3	3	8	15	7	8	2	24	16			92	
Philippines	63	70	74	39	36	40	65	98	70	57			612	
Singapore	5	7	7	9	29	6	5	10	22	22			122	
Thailand	8	14	4	42	8	10	2	4	4	15			111	
Asia-Other	5	8	19	15	4	16	13	22	12	21			135	
<b>North America</b>	<b>623</b>	<b>634</b>	<b>772</b>	<b>508</b>	<b>413</b>	<b>753</b>	<b>1,178</b>	<b>611</b>	<b>550</b>	<b>716</b>			<b>6,758</b>	
Canada	22	21	42	19	10	18	15	17	14	23			201	
United States of America	601	613	730	489	403	735	1,163	594	536	693			6,557	
North America-Other	-	-	-	-	-	-	-	-	-	-			-	
<b>Caribbean</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>-</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>2</b>	<b>1</b>			<b>10</b>	
<b>Central America</b>	<b>2</b>	<b>1</b>	<b>26</b>	<b>6</b>	<b>-</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>-</b>	<b>-</b>			<b>39</b>	
<b>South America</b>	<b>2</b>	<b>5</b>	<b>2</b>	<b>22</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>6</b>	<b>2</b>	<b>9</b>			<b>60</b>	
Argentina	-	-	1	15	1	-	-	2	-	-			19	
Brazil	1	5	-	7	3	3	3	2	2	4			30	
Chile	-	-	-	-	-	-	-	1	-	1			2	
Ecuador	-	-	-	-	-	-	-	-	-	1			1	
South America-Other	1	-	1	-	1	1	-	1	-	3			8	
<b>Europe</b>	<b>137</b>	<b>193</b>	<b>275</b>	<b>555</b>	<b>123</b>	<b>95</b>	<b>181</b>	<b>220</b>	<b>129</b>	<b>173</b>			<b>2,081</b>	
Austria	7	8	25	32	1	5	8	1	-	6			93	
Belgium	3	5	1	4	3	-	-	2	-	3			21	
Switzerland	16	10	12	43	12	7	12	3	7	5			127	
Czech Republic	2	1	18	-	1	1	1	-	-	2			26	
Germany	30	25	77	343	34	19	12	34	43	64			681	
Denmark	1	-	10	-	1	2	4	11	-	1			30	
Spain	4	13	7	12	5	1	2	10	8	4			66	
Finland	1	3	11	1	1	2	3	-	1	-			23	
France	15	13	33	24	6	20	81	53	9	6			260	
United Kingdom	25	23	32	23	17	14	13	35	24	30			236	
Greece	-	1	-	4	1	-	-	6	-	1			13	
Italy	4	1	9	18	1	4	6	19	15	4			81	
Norway	-	15	2	4	3	2	6	4	1	1			38	
Poland	3	38	1	1	2	5	4	5	5	4			68	
Portugal	2	-	2	1	6	2	1	1	6	6			27	
Russian Federation	1	4	3	1	13	5	1	4	2	12			46	
Sweden	5	2	2	4	-	-	-	1	2	1			17	
Europe-Other	18	31	30	40	16	6	27	31	6	23			228	
<b>Middle East</b>	<b>10</b>	<b>8</b>	<b>4</b>	<b>15</b>	<b>6</b>	<b>8</b>	<b>4</b>	<b>20</b>	<b>7</b>	<b>5</b>			<b>87</b>	
<b>Africa</b>	<b>3</b>	<b>-</b>	<b>5</b>	<b>3</b>	<b>-</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>12</b>	<b>3</b>			<b>33</b>	
<b>Oceania</b>	<b>71</b>	<b>114</b>	<b>208</b>	<b>184</b>	<b>124</b>	<b>170</b>	<b>186</b>	<b>581</b>	<b>191</b>	<b>171</b>			<b>2,000</b>	
Australia	27	42	63	95	70	58	97	291	104	70			917	
Fiji	7	10	27	17	3	12	6	20	11	27			140	
Micronesia, Federated States of	21	28	57	42	31	45	38	70	28	25			385	
Marshall Islands	8	2	19	-	3	21	4	18	3	1			79	
New Zealand	7	14	18	18	8	13	30	71	24	12			215	
Republic of the Marshall Islands	-	-	-	-	-	-	-	-	-	-			-	
Solomon Islands	-	1	1	-	-	6	1	13	-	1			23	
Tuvalu	1	-	5	3	-	1	1	9	2	4			26	
Oceania-Other	-	17	18	9	9	14	9	89	19	31			215	
<b>Total</b>	<b>1,989</b>	<b>2,415</b>	<b>2,925</b>	<b>2,859</b>	<b>2,510</b>	<b>3,988</b>	<b>4,910</b>	<b>4,819</b>	<b>3,672</b>	<b>3,250</b>			<b>33,335</b>	
Unidentified	0	0	1	1	0	0	2	2	0	0			6	
	<b>1,989</b>	<b>2,415</b>	<b>2,926</b>	<b>2,860</b>	<b>2,510</b>	<b>3,988</b>	<b>4,912</b>	<b>4,819</b>	<b>3,672</b>	<b>3,250</b>			<b>33,341</b>	

## ALL YEARS BY KEY MARKETS: 1980 ~ 2023 (October)

The table displays arrival data spanning from 1980 to **October 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	2,759	786	8,782	8,762	6,758	2,057	3,437	33,341

## OCTOBER 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 since July 2021

**China Airlines:** Scheduled Flight arriving two times a week from Taipei, Taiwan since April 2021

**Air Niugini:** Scheduled Flight arriving once a week from Brisbane, Australia since February 2023

**Palau Mission Aviation (PMA):** Commence Operation since August 2023 servicing Yap and Palau

**Lanmei Airlines:** Charter Flight Operating from Macau on April 2023 to July 2023

**Cambodia Airlines:** Charter Flight operating from Macau since April 2023

**Jeju Airlines:** Charter Flight operating from South Korea since July- August 2023

**Sky Angkor Airlines:** Charter Flight operating from Macau since July 2023

For flight schedules, please visit <https://www.palau-airport.com/flights-schedule> 

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.

**October 01, 2023:** Palau celebrates its 29th Independence Day at the Japan-Palau Friendship Bridge. A day full of activities, including the 5k Walkathon, unveiling of the post office 16 states stamps, boat race, and ending the night with a fireworks show, alongside live entertainment and various local vendors.

**October 04-12, 2023:** Palauan Delegates Complete Successful Training in Japan for Eco-Friendly Transportation - "Over the course of their training, participants had the unique opportunity to visit various locations, including Okinawa, Miyako, and Tokyo, gaining firsthand experience and knowledge of public transportation." -PVA FB Page: October 18, 2023

Palau is featured on The Sydney Morning Herald - Traveller  
<https://www.smh.com.au/traveller/inspiration/amazing-and-crowd-free-12-of-the-world-s-most-underrated-countries>

**October 07, 2023:** 680 Night Market opens the month of October featuring live band and dance entertainment filled with handicrafts and many local foods from various vendors.  
-680 Night Market FB Page: October 07, 2023

**October 07, 2023:** Launch of Four Seasons Explorer: "Four Seasons Explorer has marked the start of its new adventures in Palau with a three-day launch event, October 05-07, 2023, attended by senior dignitaries from the Palau leadership and community." -PVA FB Page: October 09, 2023

Lonely Planet - A First-Timer's Guide to Palau:  
<https://www.lonelyplanet.com/articles/first-time-guide-to-palau>

**October 21, 2023:** In time for the end of October, the 680 Night Market will be held at Ngermalk Long Island Park, in celebration of the Koror State 40th Constitution Day. Featuring a "Spooktacular Upcycle Creation" contest, with a night filled with various local vendors, lively music from local artists and "Mix Plate," and activities. -680 Night Market FB Page: October 13, 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
<b>Date</b>	11-Feb	11-Mar	8-Apr	6-May	3-Jun	1-Jul	12-Aug	9-Sep	7-Oct	4-Nov	2-Dec
<b>Theme</b>	Otil a Reng	Micronesia	Coco Nights	680 Night Market	Belau Omal Marathon NM	680 Night Market	Last Call for Summer	680 Anglers Night	680 Night Market		
#Vendors	19	23	24	18	8	17	24	19	19		
# Tourist	565	421	981	515	TBD	574	665	820	515		
# Local	634	1,161	860	420	TBD	533	730	700	410		
<b>Total:</b>	<b>1,199</b>	<b>1,582</b>	<b>1,841</b>	<b>935</b>	<b>1,422</b>	<b>1,107</b>	<b>1,395</b>	<b>1,520</b>	<b>925</b>		
<b>Vendor Sales</b>	<b>\$ 4,985.75</b>	<b>\$ 6,067.36</b>	<b>\$ 6,294.79</b>	<b>\$ 4,436.29</b>	<b>\$ 2,579.00</b>	<b>\$ 7,287.88</b>	<b>\$ 7,198.85</b>	<b>\$ 7,956.99</b>	<b>\$ 5,244.81</b>		
<b>Date</b>	25-Feb	25-Mar	22-Apr	20-May	8-Jun	15-Jul	26-Aug	23-Sep	21-Oct	18-Nov	16-Dec
<b>Theme</b>	Celebrating our Roots	680 Night Market	Rhythm of the Earth	680 Night Market	Ocean Fest MAFE	680 Night Market	680 Night Market	680 Night Market	KSG 40th Constitution		
#Vendors	15	15	15	21	19	18	18	24	24		
# Tourist	641	662	512	563	TBD	493	515	772	855		
# Local	570	810	535	590	TBD	434	608	612	920		
<b>Total:</b>	<b>1,211</b>	<b>1,472</b>	<b>1,047</b>	<b>1,153</b>	<b>TBD</b>	<b>927</b>	<b>1,123</b>	<b>1,384</b>	<b>1,755</b>		
<b>Vendor Sales</b>	<b>\$ 3,649.66</b>	<b>\$ 3,237.96</b>	<b>\$ 3,503.92</b>	<b>\$ 4,838.92</b>	<b>\$ 3,392.41</b>	<b>\$ 5,541.45</b>	<b>\$ 5,125.50</b>	<b>\$ 8,463.55</b>	<b>\$ 11,149.39</b>		
<b>Date</b>			21-Apr		17-Jun						
<b>Theme \ Event</b>			Green Fair		PCS Anniversary						
#Vendors			5		23						
# Tourist			12		770						
# Local			239		701						
<b>Total:</b>			<b>251</b>		<b>1,471</b>						
<b>Vendor Sales</b>			<b>\$ 1,851.00</b>		<b>\$ 11,835.60</b>						

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



**680 NIGHT MARKET**  
October 7, 2023 | 5PM - 9PM  
JP Bridge Renrak Park - Airai Side  
Live Band Entertainment, Cultural Performances, Good Food and Good Vibes!  
Join us at the 680 Night Market!

**680 NIGHT MARKET**  
Celebrating Koror State  
40TH CONSTITUTION DAY  
SATURDAY OCT. 21, 2023  
NGERMALK / LONG ISLAND PARK  
5PM-9PM

**NIGHT MARKET Taxi Service**  
October 7, 2023 | 5PM - 9PM  
JP Bridge Renrak Park - Airai Side  
Check in with PVA Staff at Ernguul Park  
Ernguul Park- 5pm/ 6pm/ 7pm  
JP Bridge Airai- 7pm/ 8pm/ 9pm  
Ernguul Park  
**\$1 per person- one way** Safe & Convenient





# 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.

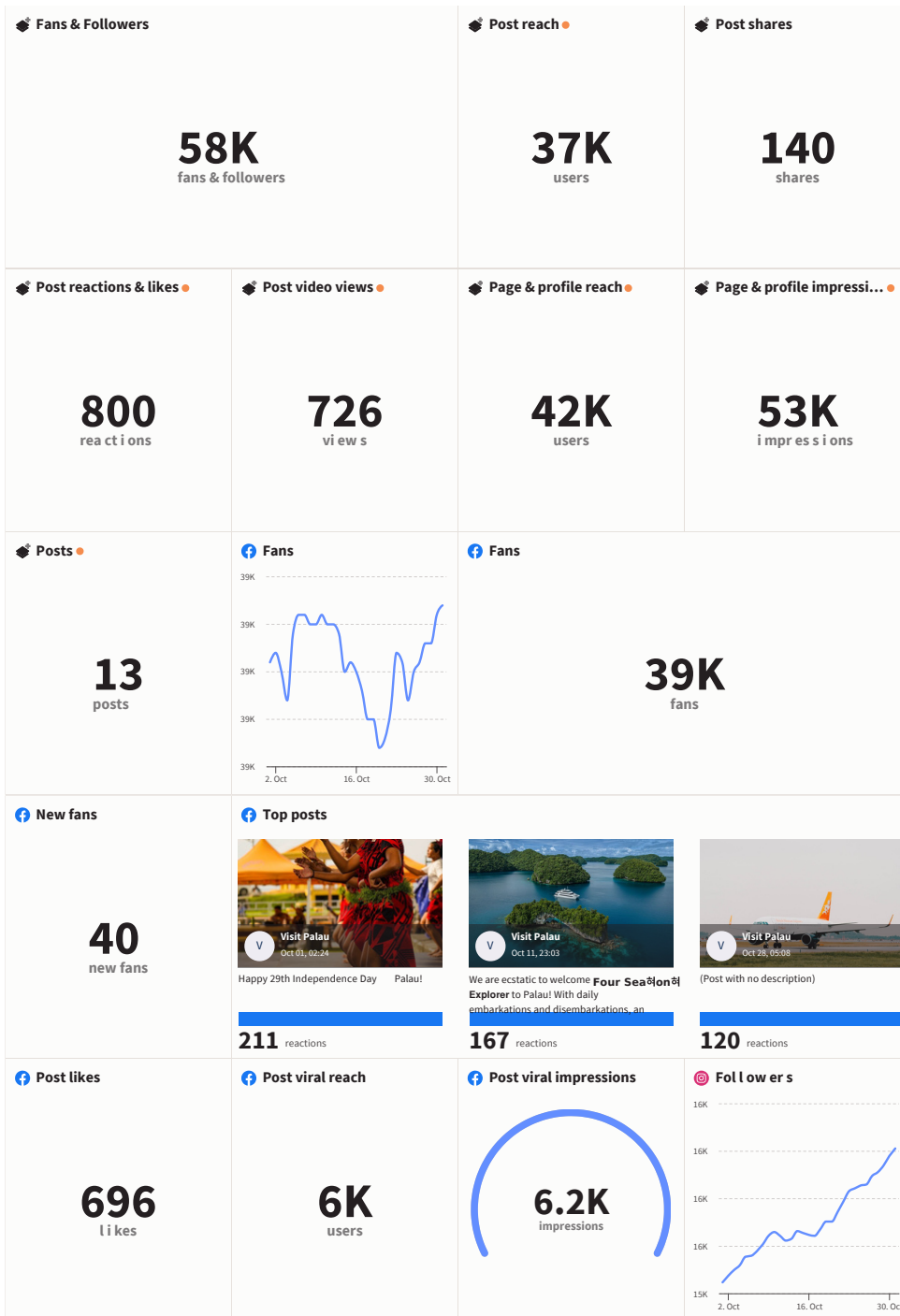


[www.pristineparadisepalau.com](http://www.pristineparadisepalau.com)

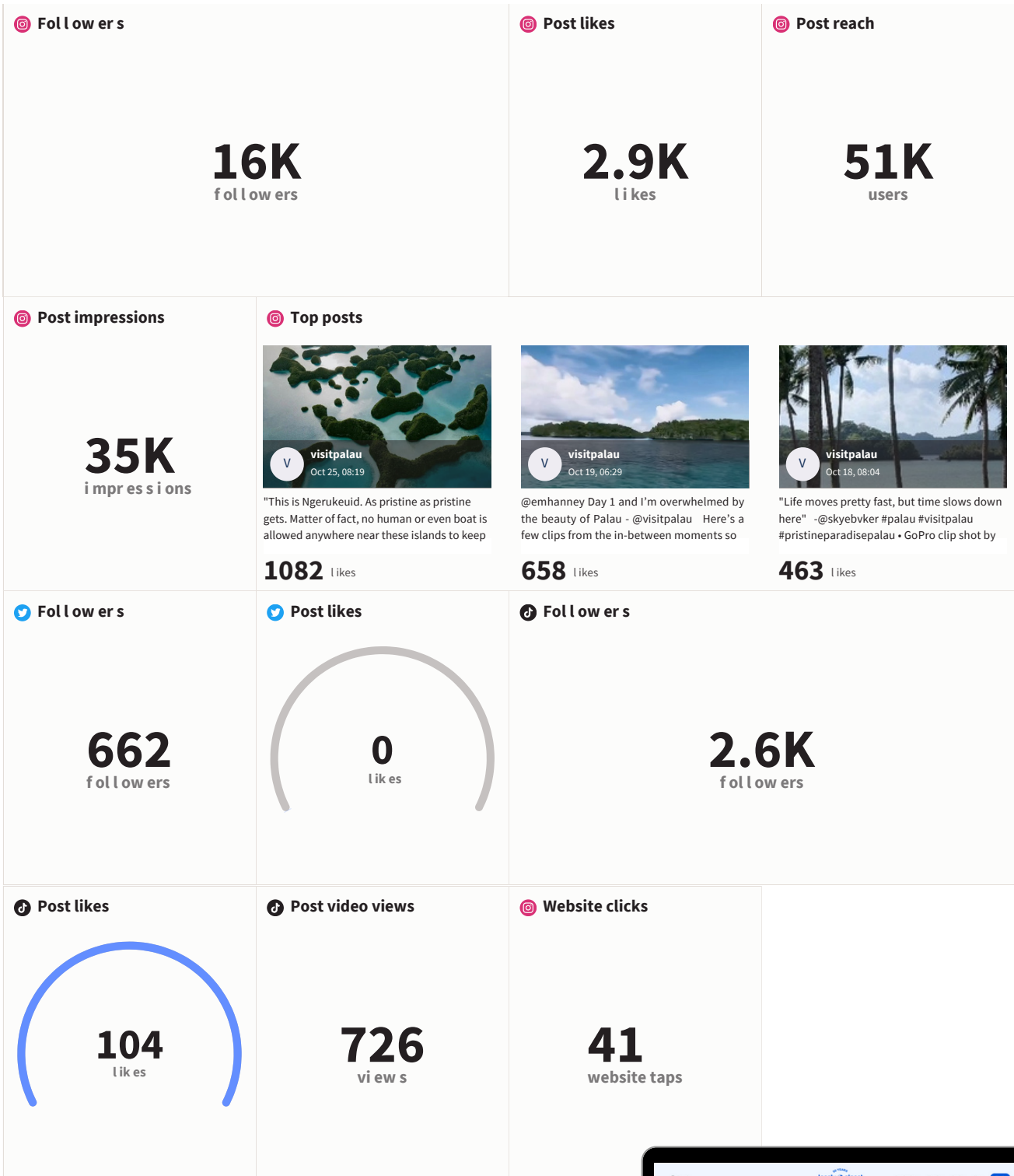


@visitpalau

In today's interconnected world, a compelling social media presence is the gateway to inspiring travel. Social media is another primary marketing channel to showcase Palau to a global audience of travelers and build a loyal community. For the month of **October** we are at a steady number of 58k fans/followers on our social media platforms. Our page and profile impressions garnered a total of 53k impressions. Palau Visitors Authority also has Visit Palau pages which cater to two of our key markets - Taiwan and Japan.



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.

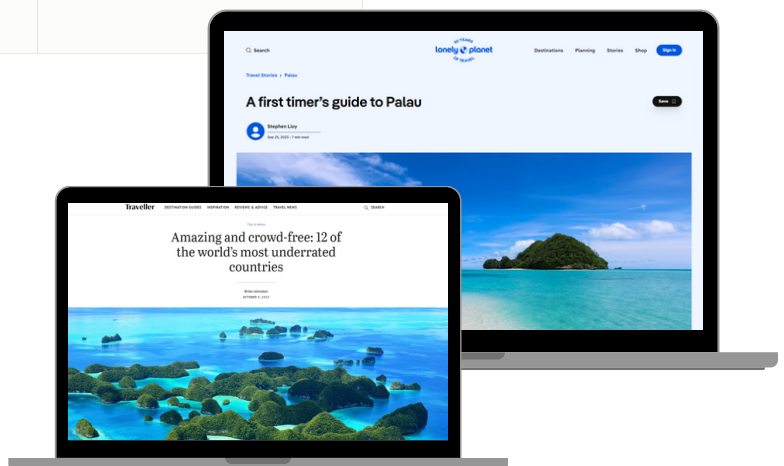


**PR/ Media Coverage:**

During the month of October, an article featuring Palau was circulated in 10 Australian media publications both online and print.

Link:  
<https://www.theage.com.au/traveller/inspiration/amazing-and-crowd-free-12-of-the-world-s-most-underrated-countries-20230921-p5e6my.html>

Palau was also featured on Lonely Planet: "A first timer's guide to Palau"





### 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

Oct 1, 2023 - Oct 31, 2023

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Marketing Website Summary
Data from Google Analytics

Sessions

**7,302**

↑ 15.6%

New users

**5,141**

↑ 13.9%

Returning Users

**322**

↑ 34.7%

Views

**13,059**

↓ -35.4%

Event count

**35.9K**

↓ -8.9%

Sessions per user

**1.4**

↑ 0.9%

Engagement rate

**52.0%**

↑ 7.6%

### Most Requested Pages / Visits

Page title	Sessions	Engagement rate
1. Home - Pristine Paradise Palau	3,140	58.41%
2. Stay In Palau	682	87.83%
3. Travelers Tips - Pristine Paradise ...	565	74.87%
4. Travel Entry Requirements - Pristi...	524	77.48%
5. Culture - Pristine Paradise Palau	521	62%
6. Palau Visitors Authority - Pristine...	407	67.81%
7. Beyond the Dive - Discover Palau'...	290	79.31%
8. Dive Palau - Pristine Paradise Pa...	255	86.67%

### Most Searched Queries

Query	Impressions	Clicks
1. danka ledgerwood	75	2
2. palau tourism statistics	18	2
3. visitors 2020	1	0
4. is palau safe for tourists	1	0
5. singapore palau flight	3	0
6. palau airport arrivals	2	0

### Which channels are driving engagement?

Goal: Sessions

- Organic Search
- Direct
- Referral
- Organic Social
- Unassigned

### Engagement by Device / Users

- mobile
- desktop
- tablet

### What are the top countries by sessions?

Sessions 1 to 1,339

Session source	Sessions
1. google	2,984
2. (direct)	2,315
3. smh.com.au	344
4. l.facebook.com	244
5. theage.com.au	235
6. m.facebook.com	138
7. lm.facebook.com	83