



Republic of PALAU

VISITORS ARRIVAL STATISTICS

DECEMBER 2023 Summary

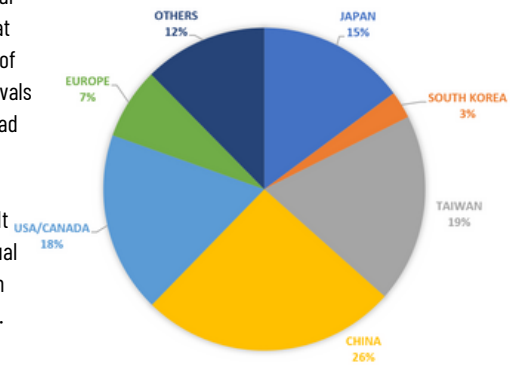
PLEASE NOTE: Due to a change in PVA data source, starting in October 2016, and until further notice, PVA will be reporting its visitor arrival statistics based solely on NATIONALITY and VISITORS. Source: Monthly Reports are compiled from the Division of Immigration's arrival and departure data and processed 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 | 540 | 599 | 3898 |
| SOUTH KOREA | 36 | 37 | 64 | 41 | 52 | 34 | 145 | 165 | 189 | 23 | 43 | 111 | 940 |
| TAIWAN | 694 | 928 | 1050 | 842 | 771 | 1072 | 1208 | 853 | 745 | 619 | 713 | 764 | 10259 |
| CHINA | 28 | 53 | 93 | 285 | 693 | 1571 | 1702 | 1756 | 1440 | 1141 | 774 | 1038 | 10574 |
| USA/CANADA | 623 | 634 | 772 | 508 | 413 | 753 | 1178 | 611 | 550 | 716 | 909 | 731 | 8398 |
| EUROPE | 136 | 192 | 274 | 552 | 123 | 95 | 179 | 211 | 128 | 167 | 385 | 289 | 2731 |
| OTHERS | 185 | 240 | 365 | 356 | 234 | 277 | 313 | 783 | 354 | 330 | 490 | 500 | 4427 |
| Total Visitor Arrivals | 1989 | 2415 | 2926 | 2860 | 2510 | 3988 | 4912 | 4819 | 3672 | 3250 | 3854 | 4032 | 41,227 |
| Y-on_Y change | 364% | 366% | 406% | 131% | 234% | 304% | 347% | 476% | 295% | 176% | 91% | 130% | 234% |

| 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 | 1,643 |
| OTHERS | 37 | 29 | 72 | 311 | 68 | 93 | 137 | 125 | 146 | 207 | 210 | 208 | 1,643 |
| 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 December, there were a total of 4,032 visitors, marking the third month of the year where arrivals surpassed 4,000. China accounted for the largest share of arrivals at 26%, followed by Taiwan at 19%, and USA/Canada at 18%. Japan represented 15% of total arrivals, with 599 visitors, the highest number from Japan in 2023. The total arrivals for 2023 reached 41,227, a significant increase of 234% compared to 2022, which had only 12,328 arrivals.



In addition to the previous statistics, the increase in arrivals serves as a positive indicator for the upcoming months, particularly in the ongoing post-COVID phase. It reflects a promising trend for tourism in Palau, which is still in the process of gradual recovery. Palau Visitors Authority continues its strategic marketing and promotion initiatives to increase the destination's visibility and attract more tourists in 2024.

| Calendar Year To -Date | Jan -Dec '22 | Jan -Dec '23 | % LY |
|-------------------------------|---------------|---------------|-------------|
| JAPAN | 1313 | 3898 | 197% |
| SOUTH KOREA | 227 | 940 | 314% |
| TAIWAN | 1420 | 10259 | 622% |
| CHINA | 130 | 10574 | 8034% |
| USA/CANADA | 6692 | 8398 | 25% |
| EUROPE | 903 | 2731 | 202% |
| OTHERS | 1643 | 4427 | 169% |
| Total Visitor Arrivals | 12,328 | 41,227 | 234% |

| Fiscal Year To -Date | Oct '22-Dec '22 | Oct '23-Dec '23 | % LY |
|-------------------------------|-----------------|-----------------|-------------|
| JAPAN | 638 | 1393 | 118% |
| SOUTH KOREA | 103 | 177 | 72% |
| TAIWAN | 1210 | 2096 | 73% |
| CHINA | 86 | 2953 | 3334% |
| USA/CANADA | 1918 | 2356 | 23% |
| EUROPE | 381 | 841 | 121% |
| OTHERS | 625 | 1320 | 111% |
| Total Visitor Arrivals | 4,961 | 11,136 | 124% |

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 | 540 | 599 | | | | | | | | | | 1393 |
| SOUTH KOREA | 23 | 43 | 111 | | | | | | | | | | 177 |
| TAIWAN | 619 | 713 | 764 | | | | | | | | | | 2096 |
| CHINA | 1141 | 774 | 1038 | | | | | | | | | | 2953 |
| USA/CANADA | 716 | 909 | 731 | | | | | | | | | | 2356 |
| EUROPE | 167 | 385 | 289 | | | | | | | | | | 841 |
| OTHERS | 330 | 490 | 500 | | | | | | | | | | 1320 |
| Total Visitor Arrivals | 3250 | 3854 | 4032 | | | | | | | | | | 11,136 |
| Y-on_Y change | 176% | 91% | 234% | | | | | | | | | | -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 |
| Total Visitor Arrivals | 1178 | 2014 | 1769 | 1989 | 2415 | 2926 | 2860 | 2,510 | 3,988 | 4912 | 4819 | 3672 | 35,052 |
| 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 December 2023**, amounting to **41,227**, categorized by key markets and mode of transportation. It is indicated in percentage share.

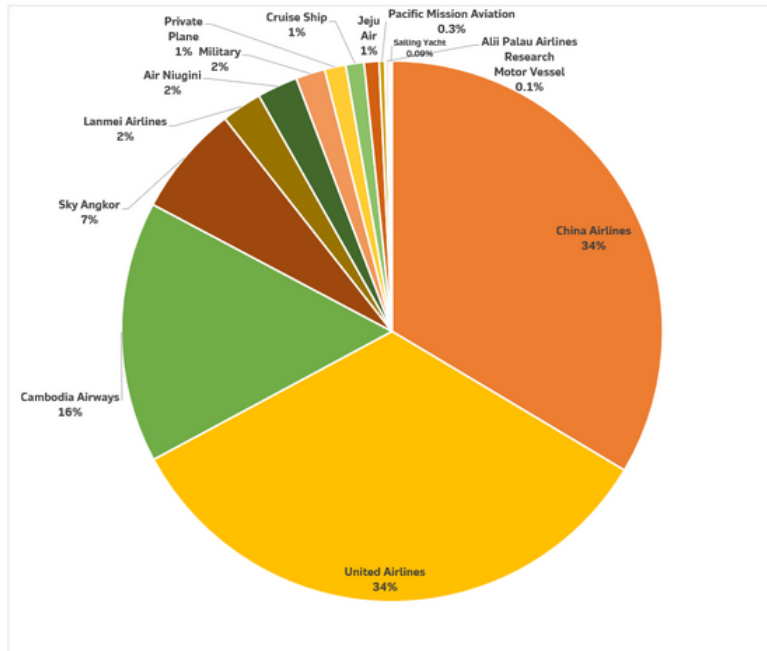
| Mode of Transportation → | Key Markets | | | | | | | | | | | | | | | | |
|--------------------------|-------------|------------|----------------|-----------------|------------------|----------|-----------------|--------------------------|------------|-------------|----------|--------------|----------------|---------------|-----------------|---------------|--------|
| | Air Niugini | Alii Palau | China Airlines | United Airlines | Cambodia Airways | Jeju Air | Lanmei Airlines | Pacific Mission Aviation | Sky Angkor | Cruise Ship | Military | Motor Vessel | Nauru Airlines | Private Plane | Research vessel | Sailing Yacht | Others |
| JAPAN | 1% | 0% | 4% | 24% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 6% | 0% | 3% | 0% |
| SOUTH KOREA | 0% | 0% | 3% | 1% | 0% | 93% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 2% | 44% | 0% | 0% |
| TAIWAN | 0% | 0% | 73% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 16% | 0% | 0% | 0% | 0% | 0% | 0% |
| CHINA | 2% | 12% | 2% | 2% | 98% | 2% | 98% | 2% | 97% | 0% | 0% | 0% | 0% | 10% | 53% | 0% | 0% |
| USA/CANADA | 5% | 3% | 4% | 50% | 1% | 2% | 0% | 33% | 1% | 13% | 71% | 0% | 0% | 43% | 0% | 69% | 36% |
| EUROPE | 7% | 6% | 9% | 8% | 0% | 1% | 0% | 12% | 0% | 45% | 10% | 100% | 100% | 6% | 0% | 3% | 36% |
| OTHERS | 84% | 79% | 6% | 15% | 1% | 1% | 1% | 53% | 1% | 42% | 3% | 0% | 0% | 34% | 2% | 25% | 29% |
| Total % | 100% | 100% | 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 10 air services were in operation; however, Lanmei Air, Jeju Air, and Alii Palau have ceased their services. Currently, there are seven operational air services, including scheduled airlines such as United Airlines, China Airlines, Air Niugini, Palau Mission Aviation, and Nauru Airlines. 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 December 2023, China Airlines and United Airlines both accounts for 33% of arrivals, Cambodia Airlines at 16%, alternative modes of transportation represent less than 7% of arrivals.



MONTHLY ARRIVALS BY MODE OF TRANSPORTATION

| Mode of Transportation | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | Nov | Dec | Totals |
|--------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|
| China Airlines | 860 | 1,123 | 1,365 | 1,329 | 1,014 | 1,225 | 1,291 | 1,232 | 1,030 | 868 | 1,131 | 1,343 | 13,811 |
| United Airlines | 1,090 | 1,156 | 1,451 | 922 | 685 | 1,087 | 1,244 | 1,256 | 918 | 1,033 | 1,565 | 1,396 | 13,803 |
| Cambodia Airways | | | | 78 | 318 | 1,072 | 999 | 1,085 | 1,000 | 961 | 737 | 175 | 6,425 |
| Sky Angkor | | | | | | | 686 | 644 | 402 | 196 | | 804 | 2,732 |
| Lanmei Airlines | | | | 161 | 348 | 484 | | | | | | | 993 |
| Air Niugini | - | 9 | 65 | 69 | 83 | 65 | 112 | 188 | 89 | 101 | 108 | 107 | 996 |
| Military | 6 | 23 | 15 | 59 | 21 | 24 | 385 | 40 | 48 | | 98 | - | 719 |
| Private Plane | 14 | 76 | 14 | 8 | 31 | 29 | 18 | 85 | 63 | 41 | 59 | 83 | 521 |
| Cruise Ship | | | | 187 | | | | 141 | | 46 | 75 | | 449 |
| Jeju Air | | | | | | 2 | 107 | 135 | 122 | | | | 366 |
| Pacific Mission Aviation | 19 | 23 | 14 | 17 | 10 | | 14 | 6 | | 3 | 22 | 7 | 135 |
| Motor Vessel | | | | | | | 17 | | | | 12 | | 29 |
| Alii Palau Airlines | - | - | | | | | | | | | 39 | | 67 |
| Research Vessel | | | | 24 | | | 21 | | | | | | 45 |
| Sailing Yacht | | | | 2 | 5 | | 18 | 7 | | 1 | 3 | | 36 |
| Others | | | 5 | | 1 | | | | | | 5 | 3 | 14 |
| Nauru Airlines | - | - | - | - | - | - | - | - | - | - | | 86 | 86 |
| Totals | 1,989 | 2,415 | 2,926 | 2,860 | 2,510 | 3,988 | 4,912 | 4,819 | 3,672 | 3,250 | 3,854 | 4,032 | 41,227 |

Visitor Nights by Key Markets: Comparison 2022 vs. 2023

Total number of nights visitors spends in Palau - Monthly, by Key Markets

A "visitor night" denotes each overnight stay by a visitor within Palau's tourist accommodation establishments or non-rented accommodations. Our methodology involves the following calculations:

1. Commencing with the determination of the average duration of stay for visitors from each country on a monthly basis.
2. Exclusion of individuals with stays exceeding 30 days, categorizing them as residents rather than tourists.
3. Multiplication of the aforementioned average stay duration by the respective total count of visitors from each country.

This computation yields the aggregate number of nights spent by tourists while visiting Palau.

| 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 | 3,765 | 4,183 | 27,354 |
| SOUTH KOREA | 308 | 247 | 371 | 303 | 382 | 240 | 1,037 | 1,196 | 1,375 | 168 | 316 | 808 | 6,751 |
| TAIWAN | 3,046 | 4,006 | 4,375 | 4,505 | 4,127 | 5,742 | 6,475 | 4,287 | 3,762 | 3,058 | 3,420 | 3,753 | 50,557 |
| CHINA | 304 | 447 | 822 | 2,216 | 5,503 | 12,754 | 14,145 | 14,960 | 12,593 | 10,257 | 7,057 | 9,055 | 90,113 |
| USA/CANADA | 4,905 | 4,704 | 5,560 | 4,249 | 3,426 | 5,950 | 9,125 | 4,712 | 4,245 | 5,535 | 7,014 | 5,676 | 65,101 |
| EUROPE | 1,346 | 1,885 | 2,937 | 5,416 | 1,222 | 936 | 1,749 | 2,109 | 1,283 | 1,673 | 3,805 | 2,873 | 27,233 |
| OTHERS | 1,262 | 1,548 | 2,751 | 2,835 | 1,871 | 2,111 | 2,391 | 5,854 | 2,603 | 2,408 | 3,563 | 3,637 | 32,835 |
| Total Visitor Nights | 12,775 | 15,018 | 18,777 | 21,690 | 18,253 | 29,151 | 36,308 | 36,317 | 27,810 | 24,921 | 28,940 | 29,985 | 299,944 |
| <i>Y-on_Y change</i> | 205% | 204% | 192% | 104% | 99% | 212% | 299% | 463% | 278% | 156% | 128% | 164% | 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 | 27,354 |
| SOUTH KOREA | 65,415 | 55,077 | 46,871 | 47,749 | 47,122 | 56,452 | 49,193 | 11,492 | 101 | 1,805 | 6,751 |
| TAIWAN | 103,667 | 127,401 | 57,452 | 56,748 | 39,848 | 44,848 | 67,738 | 10,843 | 9,738 | 6,223 | 50,557 |
| CHINA | 39,220 | 169,530 | 380,638 | 292,859 | 267,140 | 196,109 | 160,048 | 18,545 | 261 | 1,175 | 90,113 |
| USA/CANADA | 60,426 | 61,691 | 62,457 | 58,299 | 55,966 | 63,379 | 60,231 | 14,719 | 21,831 | 59,697 | 65,101 |
| EUROPE | 49,792 | 45,552 | 36,841 | 45,454 | 42,017 | 36,500 | 33,806 | 11,618 | 613 | 8,631 | 27,233 |
| OTHERS | 32,683 | 32,458 | 29,273 | 29,071 | 27,667 | 27,480 | 32,461 | 5,632 | 2,071 | 13,291 | 32,835 |
| Total Visitor Nights | 517,879 | 660,351 | 746,193 | 651,771 | 589,601 | 522,994 | 493,289 | 98,427 | 36,549 | 101,415 | 299,944 |

Average Length of Stay: Comparison 2022 vs. 2023

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

The table provides an overview of the visitor's Length of Stay (LOS) in Palau, categorized by key markets. It displays the average number of nights spent by tourists from each key market during their visits to Palau. The data is derived by dividing the total number of nights spent by tourists from each market by the respective total number of tourists.

| 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 | 7.0 | 7.0 |
| SOUTH KOREA | 8.6 | 6.7 | 5.8 | 7.4 | 7.3 | 7.1 | 7.2 | 7.2 | 7.3 | 7.3 | 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 | 4.8 | 4.9 |
| CHINA | 10.8 | 8.4 | 8.8 | 7.8 | 7.9 | 8.1 | 8.3 | 8.5 | 8.7 | 9.0 | 9.1 | 8.7 |
| USA/CANADA | 7.9 | 7.4 | 7.2 | 8.4 | 8.3 | 7.9 | 7.7 | 7.7 | 7.7 | 7.7 | 7.7 | 7.8 |
| EUROPE | 9.9 | 9.8 | 10.7 | 9.8 | 9.9 | 9.9 | 9.8 | 10.0 | 10.0 | 10.0 | 9.9 | 9.9 |
| OTHERS | 6.8 | 6.4 | 7.5 | 8.0 | 8.0 | 7.6 | 7.6 | 7.5 | 7.4 | 7.3 | 7.3 | 7.3 |
| Total Visitor Nights | 6.3 | 6.2 | 6.4 | 7.8 | 7.8 | 7.4 | 7.2 | 7.1 | 7.1 | 7.0 | 6.9 | 7.0 |

| 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 |

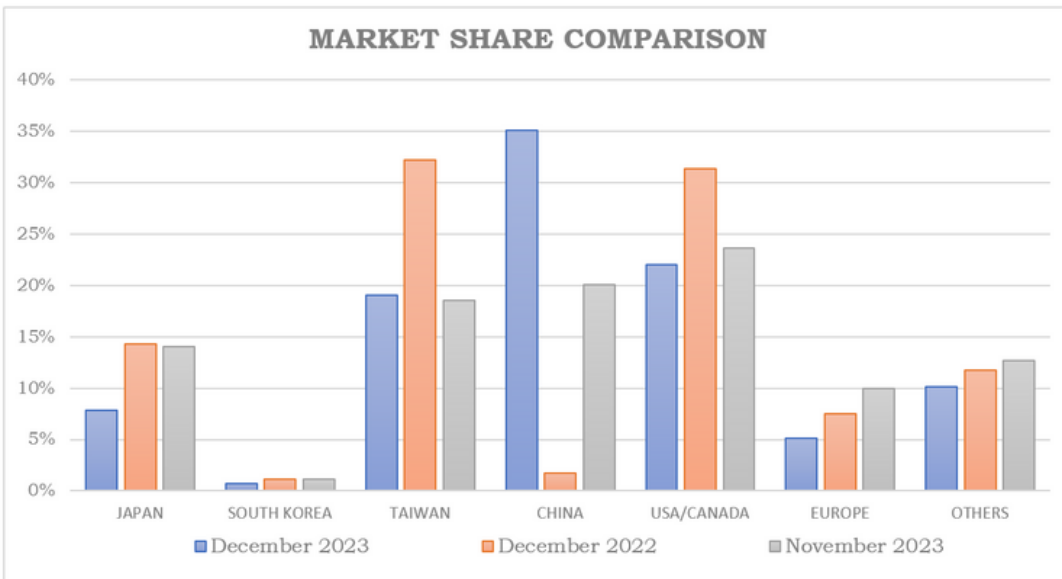
Average Length of Stay: **Past Ten Years**

| 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 | 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 | 8.5 |
| 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 | 7.4 |
| Total | 4.8 | 4.7 | 4.6 | 4.7 | 4.8 | 4.9 | 5.3 | 5.4 | 7.0 | 8.2 | 7.3 |

Market Share Comparison

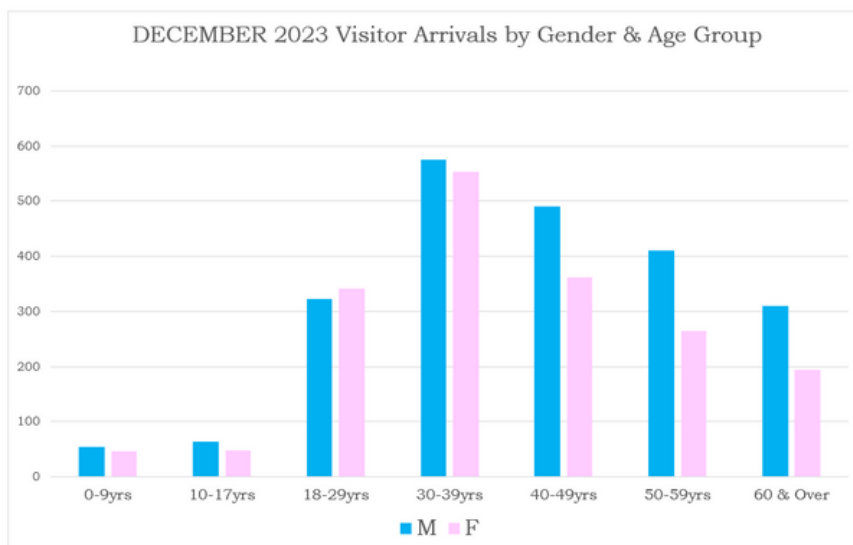
Current distribution of visitors to Palau and how it has changed compared to the previous month and the same period in the previous year.

| Key Markets | This Month | Share % | Last Year | Share % | Past Month | Share % |
|---------------|---------------|-------------|---------------|-------------|---------------|-------------|
| | December 2023 | | December 2022 | | November 2023 | |
| JAPAN | 599 | 15% | 253 | 14% | 540 | 14% |
| SOUTH KOREA | 111 | 3% | 20 | 1% | 43 | 1% |
| TAIWAN | 764 | 19% | 570 | 32% | 713 | 19% |
| CHINA | 1038 | 25.7% | 30 | 1.7% | 774 | 20% |
| USA/CANADA | 731 | 18% | 555 | 31% | 909 | 24% |
| EUROPE | 289 | 7% | 133 | 8% | 385 | 10% |
| OTHERS | 500 | 12% | 208 | 12% | 490 | 13% |
| Total: | 4032 | 100% | 1769 | 100% | 3854 | 100% |

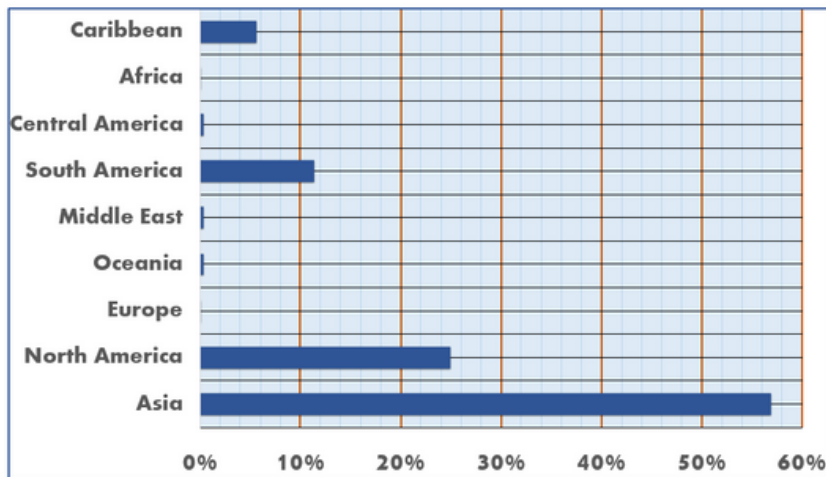


In November 2023, there was a 19% rise in tourist arrivals compared to October 2023. The primary contributors to this increase were USA/Canada, leading in arrivals, followed by China and Taiwan. The Japanese market experienced growth, reaching 540 arrivals, marking the highest number for the year from Japan.

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 | 2,779 | 2,172 | 2,281 | 2,746 | 27,294 |
| Japan | 287 | 331 | 308 | 276 | 224 | 186 | 187 | 440 | 266 | 254 | 540 | 599 | 3,898 |
| Korea, Republic of | 36 | 37 | 64 | 41 | 52 | 34 | 145 | 165 | 189 | 23 | 43 | 111 | 940 |
| Taiwan, Republic of China | 694 | 928 | 1,050 | 842 | 771 | 1,072 | 1,208 | 853 | 745 | 619 | 713 | 764 | 10,259 |
| China | 28 | 53 | 93 | 285 | 693 | 1,571 | 1,702 | 1,756 | 1,440 | 1,141 | 774 | 1,038 | 10,574 |
| 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 | 16 | 6 | 52 |
| India | 6 | 4 | 7 | 5 | 5 | 11 | 11 | 19 | 3 | 2 | 3 | 11 | 87 |
| Malaysia | 6 | 3 | 3 | 8 | 15 | 7 | 8 | 2 | 24 | 16 | 11 | 30 | 133 |
| Philippines | 63 | 70 | 74 | 39 | 36 | 40 | 65 | 98 | 70 | 57 | 71 | 74 | 757 |
| Singapore | 5 | 7 | 7 | 9 | 29 | 6 | 5 | 10 | 22 | 22 | 47 | 48 | 217 |
| Thailand | 8 | 14 | 4 | 42 | 8 | 10 | 2 | 4 | 4 | 15 | 20 | 42 | 173 |
| Asia-Other | 5 | 8 | 19 | 15 | 4 | 16 | 13 | 22 | 12 | 21 | 43 | 23 | 201 |
| North America | 623 | 634 | 772 | 508 | 413 | 753 | 1,178 | 611 | 550 | 716 | 909 | 731 | 8,398 |
| Canada | 22 | 21 | 42 | 19 | 10 | 18 | 15 | 17 | 14 | 23 | 35 | 30 | 266 |
| United States of America | 601 | 613 | 730 | 489 | 403 | 735 | 1,163 | 594 | 536 | 693 | 874 | 701 | 8,132 |
| North America-Other | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Caribbean | 1 | 1 | 1 | 2 | - | 1 | - | 1 | 2 | 1 | - | 3 | 13 |
| Central America | 2 | 1 | 26 | 6 | - | 1 | 2 | 1 | - | - | 12 | 2 | 53 |
| South America | 2 | 5 | 2 | 22 | 5 | 4 | 3 | 6 | 2 | 9 | 14 | 10 | 84 |
| Argentina | - | - | 1 | 15 | 1 | - | - | 2 | - | - | 6 | 4 | 29 |
| Brazil | 1 | 5 | - | 7 | 3 | 3 | 3 | 2 | 2 | 4 | 5 | 4 | 39 |
| Chile | - | - | - | - | - | - | - | 1 | - | 1 | 1 | 1 | 4 |
| Ecuador | - | - | - | - | - | - | - | - | - | 1 | - | - | 1 |
| South America-Other | 1 | - | 1 | - | 1 | 1 | - | 1 | - | 3 | 2 | 1 | 11 |
| Europe | 137 | 193 | 275 | 555 | 123 | 95 | 181 | 220 | 129 | 173 | 391 | 290 | 2,762 |
| Austria | 7 | 8 | 25 | 32 | 1 | 5 | 8 | 1 | - | 6 | 18 | 15 | 126 |
| Belgium | 3 | 5 | 1 | 4 | 3 | - | - | 2 | - | 3 | 7 | 5 | 33 |
| Switzerland | 16 | 10 | 12 | 43 | 12 | 7 | 12 | 3 | 7 | 5 | 18 | 15 | 160 |
| Czech Republic | 2 | 1 | 18 | - | 1 | 1 | 1 | - | - | 2 | 5 | 2 | 33 |
| Germany | 30 | 25 | 77 | 343 | 34 | 19 | 12 | 34 | 43 | 64 | 111 | 54 | 846 |
| Denmark | 1 | - | 10 | - | 1 | 2 | 4 | 11 | - | 1 | 4 | 4 | 38 |
| Spain | 4 | 13 | 7 | 12 | 5 | 1 | 2 | 10 | 8 | 4 | 37 | 5 | 108 |
| Finland | 1 | 3 | 11 | 1 | 1 | 2 | 3 | - | 1 | - | 1 | 1 | 25 |
| France | 15 | 13 | 33 | 24 | 6 | 20 | 81 | 53 | 9 | 6 | 13 | 20 | 293 |
| United Kingdom | 25 | 23 | 32 | 23 | 17 | 14 | 13 | 35 | 24 | 30 | 33 | 56 | 325 |
| Greece | - | 1 | - | 4 | 1 | - | - | 6 | - | 1 | - | 1 | 14 |
| Italy | 4 | 1 | 9 | 18 | 1 | 4 | 6 | 19 | 15 | 4 | 27 | 11 | 119 |
| Norway | - | 15 | 2 | 4 | 3 | 2 | 6 | 4 | 1 | 1 | 1 | - | 39 |
| Poland | 3 | 38 | 1 | 1 | 2 | 5 | 4 | 5 | 5 | 4 | 36 | 22 | 126 |
| Portugal | 2 | - | 2 | 1 | 6 | 2 | 1 | 1 | 6 | 6 | 3 | - | 30 |
| Russian Federation | 1 | 4 | 3 | 1 | 13 | 5 | 1 | 4 | 2 | 12 | 21 | 12 | 79 |
| Sweden | 5 | 2 | 2 | 4 | - | - | - | 1 | 2 | 1 | 3 | - | 20 |
| Europe-Other | 18 | 31 | 30 | 40 | 16 | 6 | 27 | 31 | 6 | 23 | 53 | 67 | 348 |
| Middle East | 10 | 8 | 4 | 15 | 6 | 8 | 4 | 20 | 7 | 5 | 9 | 10 | 106 |
| Africa | 3 | - | 5 | 3 | - | 3 | 1 | 3 | 12 | 3 | 4 | 3 | 40 |
| Oceania | 71 | 114 | 208 | 184 | 124 | 170 | 186 | 581 | 191 | 171 | 234 | 237 | 2,471 |
| Australia | 27 | 42 | 63 | 95 | 70 | 58 | 97 | 291 | 104 | 70 | 152 | 103 | 1,172 |
| Fiji | 7 | 10 | 27 | 17 | 3 | 12 | 6 | 20 | 11 | 27 | 13 | 2 | 155 |
| Micronesia, Federated States of | 21 | 28 | 57 | 42 | 31 | 45 | 38 | 70 | 28 | 25 | 26 | 48 | 459 |
| Marshall Islands | 8 | 2 | 19 | - | 3 | 21 | 4 | 18 | 3 | 1 | 10 | 10 | 99 |
| New Zealand | 7 | 14 | 18 | 18 | 8 | 13 | 30 | 71 | 24 | 12 | 20 | 9 | 244 |
| Republic of the Marshall Islands | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Solomon Islands | - | 1 | 1 | - | - | 6 | 1 | 13 | - | 1 | 1 | - | 24 |
| Tuvalu | 1 | - | 5 | 3 | - | 1 | 1 | 9 | 2 | 4 | - | - | 26 |
| Oceania-Other | - | 17 | 18 | 9 | 9 | 14 | 9 | 89 | 19 | 31 | 12 | 65 | 292 |
| Total | 1,989 | 2,415 | 2,925 | 2,859 | 2,510 | 3,988 | 4,910 | 4,817 | 3,672 | 3,250 | 3,854 | 4,032 | 41,221 |
| Unidentified | 0 | 0 | 1 | 1 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 6 |
| | 1,989 | 2,415 | 2,926 | 2,860 | 2,510 | 3,988 | 4,912 | 4,819 | 3,672 | 3,250 | 3,854 | 4,032 | 41,227 |

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

The table displays arrival data spanning from 1980 to **December 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 | 3,898 | 940 | 10,259 | 10,574 | 8,398 | 2,731 | 4,427 | 41,227 |

DECEMBER 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 June 2023

Cambodia Airlines: Charter Flight operating from Macau since April 2023

Jeju Airlines: Charter Flight operating from South Korea from July- September 2023

Sky Angkor Airlines: Charter Flight operating from Macau from July 2023 - October 2023

Alii Palau Airlines: Scheduled flight operating from Singapore; Commenced operations in November 2023.

Nauru Airlines: Scheduled flight operating from Nauru; Commenced operations in December 2023

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

December 01, 2023: Excited to welcome the inaugural Australia-North Pacific Connector to Palau this afternoon. The weekly Island Hopper flight connecting Brisbane-Nauru-Tarawa-Majuro-Pohnpei-Koror provides a second flight route between Australia and Palau, contributing to tourism and fostering greater people-to-people links with Australia and across Micronesia. Australia's Pacific Flights Program makes this possible with Nauru Airlines delivering this service to support regional connectivity. This is another way we work together to support regional connectivity and economic growth. - Australian Embassy, Palau FB page December 01, 2023 / PVA FB page December 10, 2023

December 02, 2023: The 680 Night Market opens the month of December with a fun-filled night of live entertainment, various local vendors and so much more. -680 Night Market FB Page December 02, 2023

December 06, 2023: Palau has been recognized by Scuba Diving Magazine as one of the top scuba diving destinations to visit in 2024! The feature highlights Palau across various categories, including the Health of Marine Environment, Big Animals, Macro, Caves/Caverns, Wall Diving, and more! -PVA facebook page December 06, 2023

December 15 - 17, 2023: Palau Showcased at Diving & Resort Travel 2023 Expo in Hong Kong. The Palau Visitors Authority (PVA) booth attracted over 450 curious visitors eager to explore Palau's beauty. - PVA facebook page December December 28, 2023

December 16, 2023: Last 680 night market of the year theme "Blue Christmas in the Tropics". Featuring live bands and dance entertainment filled with lots of delicious local food from various vendors. -680 Night Market FB page December 09, 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 | MicrONEasia | Coco Nights | 680 Night Market | Belau Omal Marathon NM | 680 Night Market | Last Call for Summer | 680 Anglers Night | 680 Night Market | 680 Night Market | 680 Night Market |
| #Vendors | 19 | 23 | 24 | 18 | 8 | 17 | 24 | 19 | 19 | 17 | 18 |
| # Tourist | 565 | 421 | 981 | 515 | TBD | 574 | 665 | 820 | 515 | 402 | 379 |
| # Local | 634 | 1,161 | 860 | 420 | TBD | 533 | 730 | 700 | 410 | 350 | 238 |
| Total: | 1,199 | 1,582 | 1,841 | 935 | 1,422 | 1,107 | 1,395 | 1,520 | 925 | 752 | 617 |
| Vendor Sales | \$ 4,985.75 | \$6,067.36 | \$6,294.79 | \$4,436.29 | \$ 2,579.00 | \$ 7,287.88 | \$ 7,198.85 | \$ 7,956.99 | \$ 5,244.81 | \$ 4,563.77 | \$6,242.68 |
| 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 MAPE | 680 Night Market | 680 Night Market | 680 Night Market | KSG 40th Constitution | 680 Night Market | Blue Christmas in the Tropics |
| #Vendors | 15 | 15 | 15 | 21 | 19 | 18 | 18 | 24 | 24 | 18 | 19 |
| # Tourist | 641 | 662 | 512 | 563 | TBD | 493 | 515 | 772 | 855 | 402 | TBD |
| # Local | 570 | 810 | 535 | 590 | TBD | 434 | 608 | 612 | 920 | 350 | TBD |
| Total: | 1,211 | 1,472 | 1,047 | 1,153 | TBD | 927 | 1,123 | 1,384 | 1,755 | 752 | TBD |
| Vendor Sales | \$ 3,649.66 | \$3,237.96 | \$3,503.92 | \$4,838.92 | \$ 3,392.41 | \$ 5,541.45 | \$ 5,125.50 | \$ 8,463.55 | \$11,149.39 | \$ 4,050.47 | \$4,266.83 |
| 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.



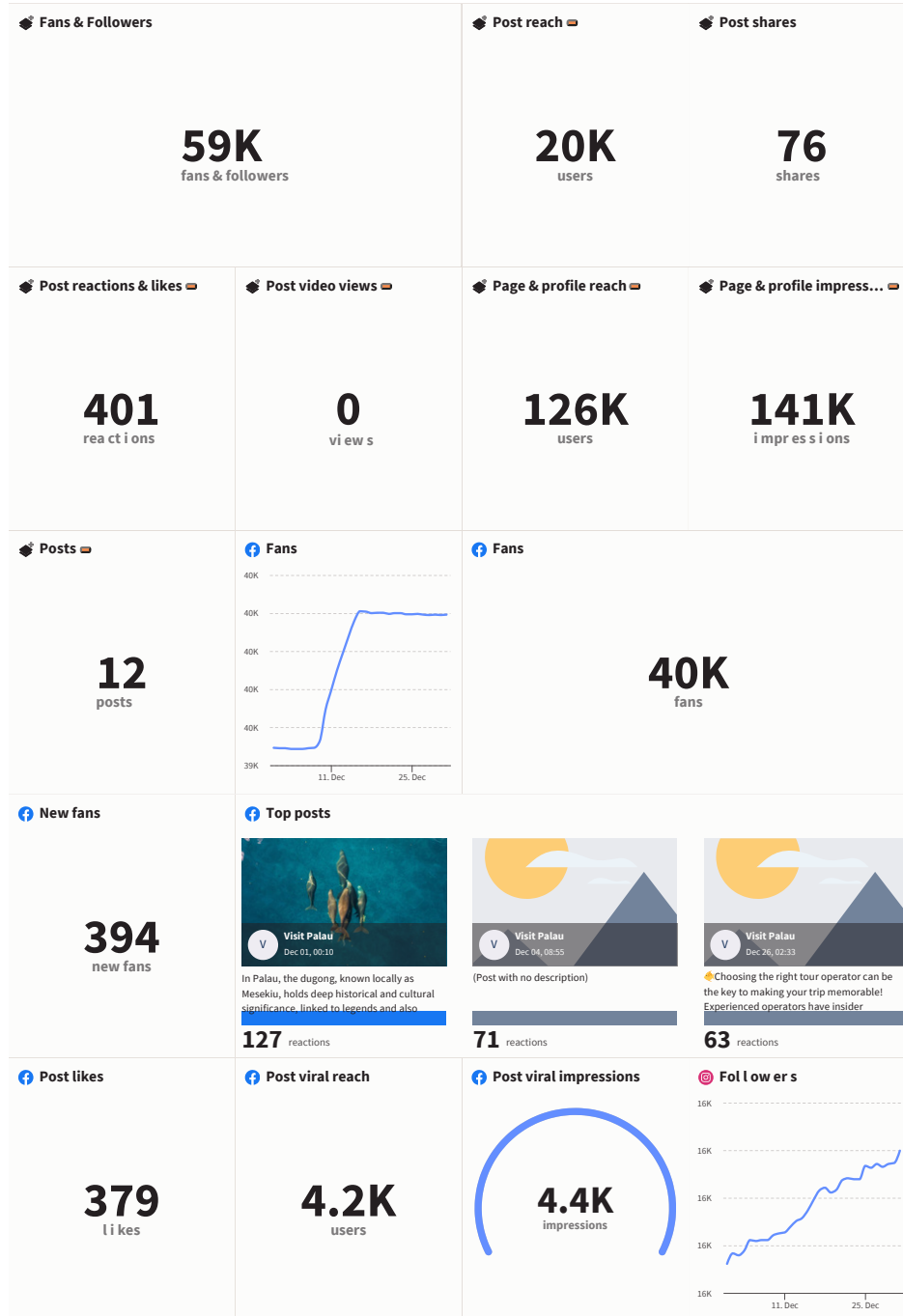
www.pristineparadisepalau.com



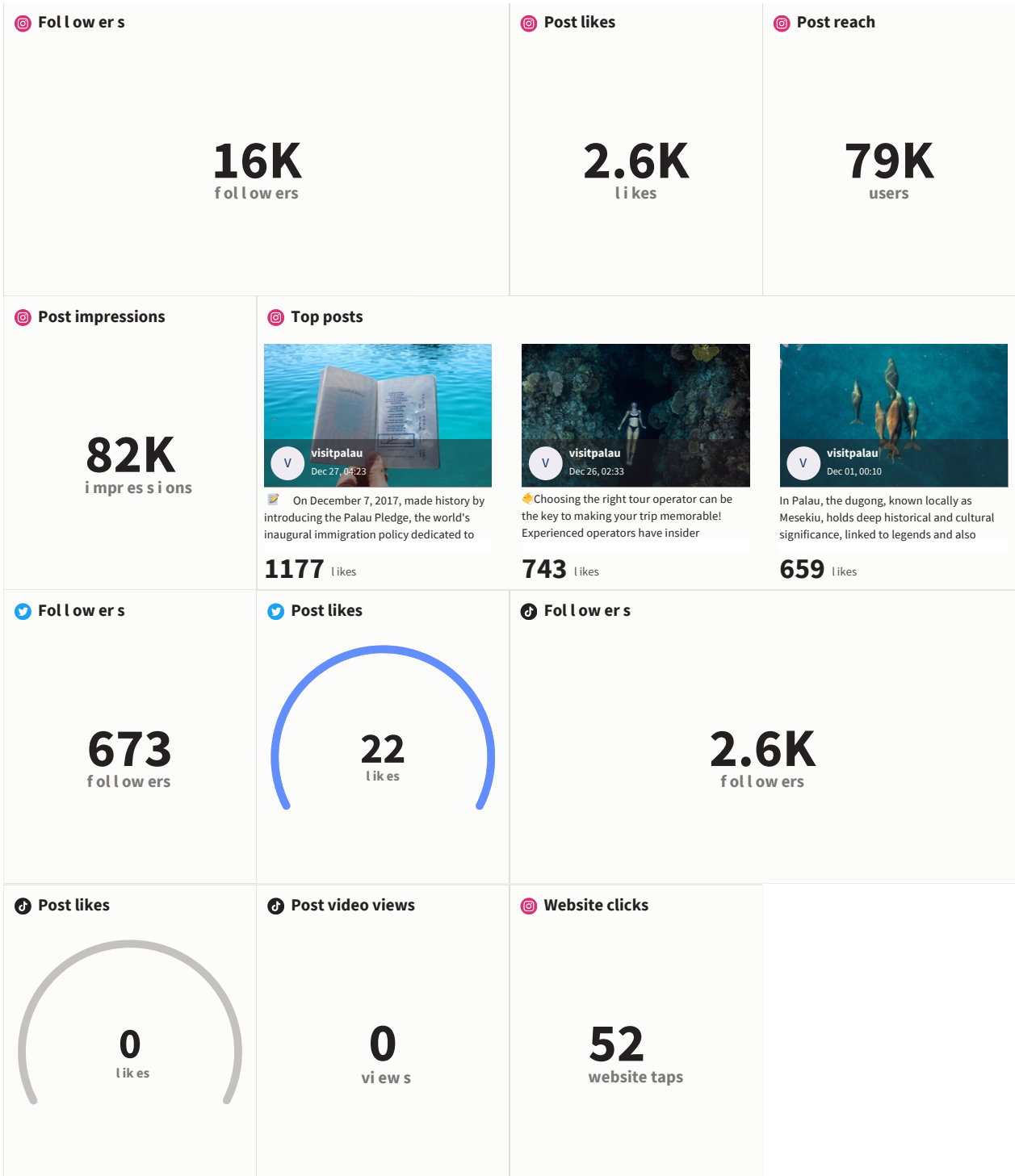
@visitpalau

As we concluded the month of December, the culmination of the year revealed a milestone for our primary Visit Palau accounts, boasting an impressive 59,000 followers. It is noteworthy that this figure exclusively pertains to our main accounts and does not encompass the social media metrics from our platforms in Taiwan and Japan, nor does it include the statistics from our dedicated 680nightmarket pages.

Social Media Performance: December

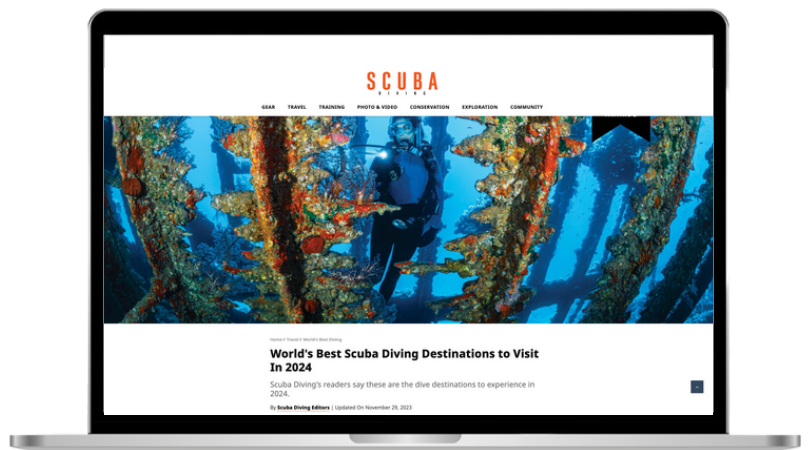


Page & Profile Impressions: the number of times any content from or about your Pages or accounts was displayed on a person's screen on Facebook, Instagram, and LinkedIn. Content includes posts, check-ins, ads, feed stories, and more. Post Reach: The number of people who saw your posts on your Facebook,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

Palau has been recognized by Scuba Diving Magazine as one of the top scuba diving destinations to visit in 2024! The feature highlights Palau across various categories, including the Health of Marine Environment, Big Animals, Macro, Caves/Caverns, Wall Diving, and more!





PALAU Social Media Stats



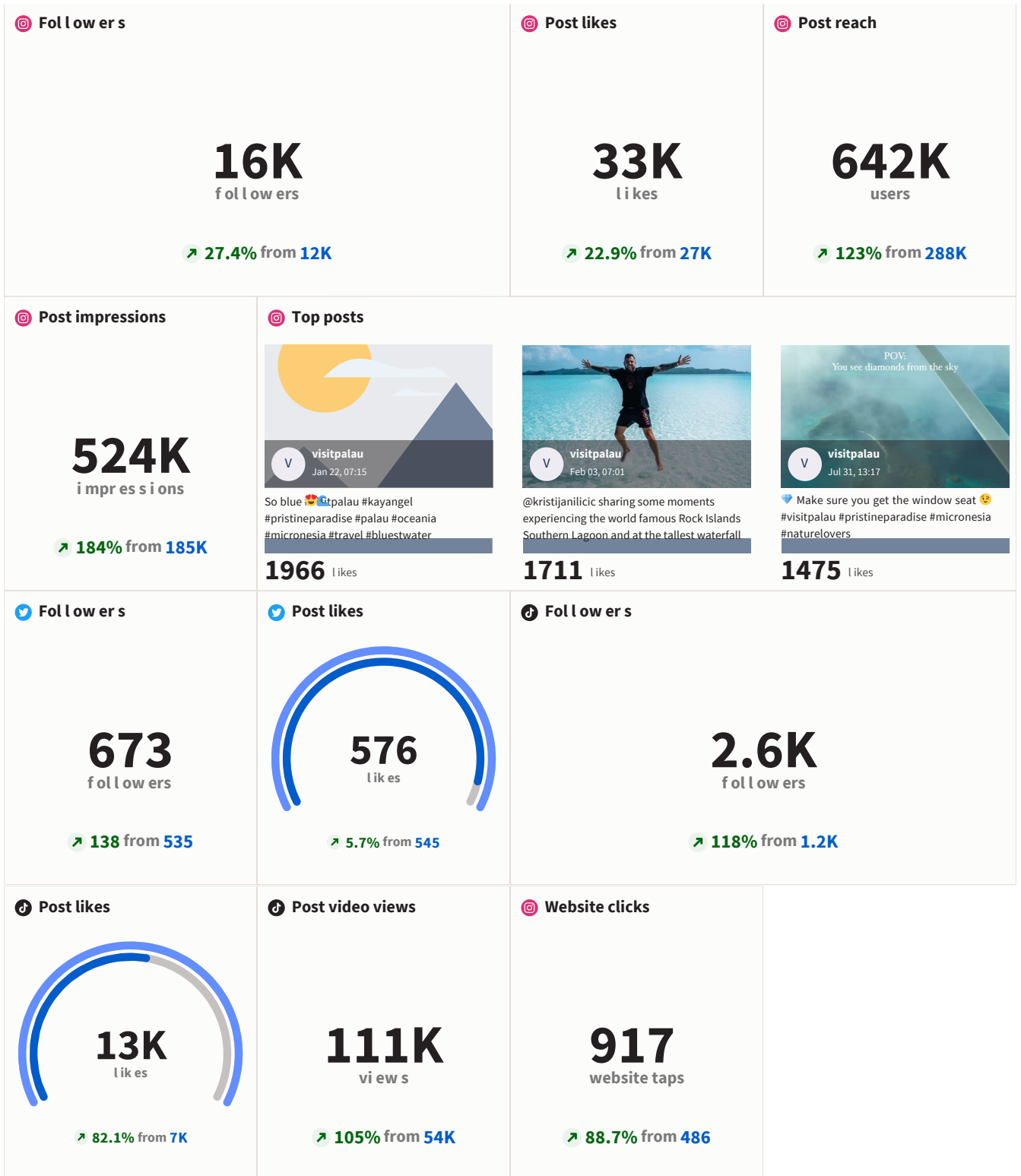
www.pristineparadisepalau.com



The presented table delineates a comparative analysis of our social media performance for the years 2022 and 2023. Notably, our platforms have exhibited robust engagement, underscored by a discernible rise in the count of both fans and followers. This upward trajectory in audience growth signifies a positive trend in our online presence and reflects an escalating interest in our brand across the specified time frame. The data underscores the efficacy of our social media strategies and highlights our ability to resonate with and captivate a widening audience base.

Social Media Performance: 2023 vs 2022

| | | | | | |
|--|--|---|--|---|--|
| Fans & Followers 59K fans & followers ↗ 12.3% from 52K | | Post reach 950K users ↘ 7.6% from 1M | | Post shares 2.4K shares ↗ 55.6% from 1.6K | |
| Post reactions & likes 24K reactions ↗ 89.2% from 13K | | Post video views 120K views ↘ 34.5% from 183K | | Page & profile reach 1.3M users ↘ 66.4% from 3.9M | |
| Page & profile impressions 1.5M impressions ↘ 63% from 4.2M | | Posts 171 posts ↗ 52.7% from 112 | | Fans 40K fans ↗ 3.9% from 38K | |
| New fans 2.1K new fans ↘ 3.6K from 5.7K | | Top posts <div style="display: flex; justify-content: space-around;"> <div style="width: 30%;"> 2528 reactions </div> <div style="width: 30%;"> 1403 reactions </div> <div style="width: 30%;"> 516 reactions </div> </div> | | | |
| Post likes 11K likes ↗ 107% from 5.2K | | Post viral reach 414K users ↗ 219% from 130K | | Post viral impressions 465K impressions ↗ 225% from 143K | |
| | | | | Fol low e r s | |





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.

● Pristine /

Website



Final Report

Dec 2, 2023 - Dec 31, 2023

Marketing Website Summary

Data from Google Analytics

| | | | | | | |
|----------|-----------|-----------------|---------|-------------|-------------------|-----------------|
| Sessions | New users | Returning Users | Views | Event count | Sessions per user | Engagement rate |
| 5,651 | 4,207 | 250 | 14,808 | 33.3K | 1.3 | 70.6% |
| ↓ -7.8% | ↓ -1.2% | ↓ -15.8% | ↓ -5.4% | ↓ -3.2% | ↓ -6.7% | ↑ 19.8% |

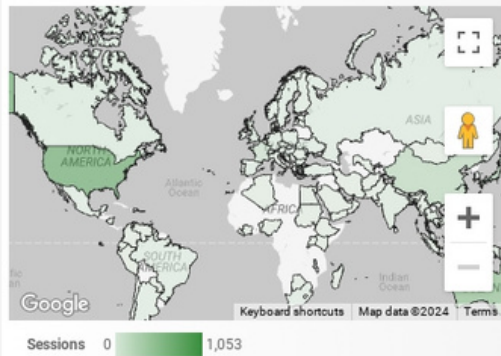
Most Requested Pages / Visits

| Page title | Sessions | Engagement rate |
|---|----------|-----------------|
| 1. Home - Pristine Paradise Palau | 2,362 | 69.01% |
| 2. Culture - Pristine Paradise Palau | 389 | 79.18% |
| 3. Travel Entry Requirements - Pristi... | 356 | 81.46% |
| 4. Travelers Tips - Pristine Paradise ... | 337 | 85.76% |
| 5. Stay In Palau | 318 | 92.77% |
| 6. Palau Visitors Authority - Pristine... | 232 | 87.07% |
| 7. Customs - Pristine Paradise Palau | 207 | 89.86% |
| 8. Drone Registration - Pristine Para... | 190 | 72.11% |

Most Searched Queries

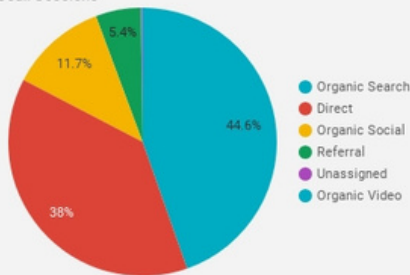
| Query | Impressions | Clicks |
|---------------------------|-------------|--------|
| 1. koror palau map | 1 | 0 |
| 2. palau carolines resort | 12 | 0 |
| 3. danka ledgerwood | 1 | 0 |
| 4. carolines resort palau | 3 | 0 |
| 5. koror map | 1 | 0 |
| 6. visitors 2020 | 1 | 0 |

What are the top countries by sessions?

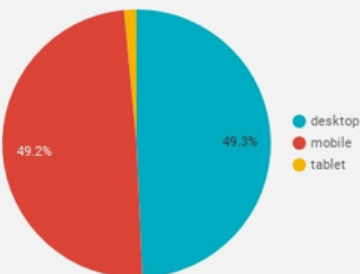


Which channels are driving engagement?

Goal: Sessions



Engagement by Device / Users



| Session source | Sessions |
|----------------------|----------|
| 1. google | 2,299 |
| 2. (direct) | 2,127 |
| 3. lm.facebook.com | 256 |
| 4. m.facebook.com | 188 |
| 5. l.facebook.com | 139 |
| 6. bing | 87 |
| 7. coconuts-shin.com | 50 |

2023 SUMMARY

ARRIVALS BY CALENDAR YEAR CY2022 vs. CY2023 MONTHLY, BY KEY MARKETS

| 2022 | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
|-------------------------------|-------------|--------------|-------------|--------------|-------------|--------------|--------------|-------------|-------------|--------------|--------------|--------------|---------------|
| JAPAN | 29 | 36 | 37 | 80 | 101 | 62 | 96 | 99 | 135 | 147 | 238 | 253 | 1,313 |
| SOUTH KOREA | - | 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 | 1,420 |
| CHINA | 1 | - | 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 | 6,692 |
| 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 | 1,643 |
| Total Visitor Arrivals | 429 | 518 | 578 | 1,238 | 751 | 987 | 1,100 | 836 | 930 | 1,178 | 2,014 | 1,769 | 12,328 |
| <i>Y-on_Y change</i> | <i>898%</i> | <i>1380%</i> | <i>970%</i> | <i>384%</i> | <i>425%</i> | <i>1119%</i> | <i>277%</i> | <i>-28%</i> | <i>-28%</i> | <i>80%</i> | <i>401%</i> | <i>114%</i> | <i>136%</i> |

CY2022
12,328
136%
% from LY

| 2023 | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
|-------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|
| JAPAN | 287 | 331 | 308 | 276 | 224 | 186 | 187 | 440 | 266 | 254 | 540 | 599 | 3,898 |
| SOUTH KOREA | 36 | 37 | 64 | 41 | 52 | 34 | 145 | 165 | 189 | 23 | 43 | 111 | 940 |
| TAIWAN | 694 | 928 | 1,050 | 842 | 771 | 1,072 | 1,208 | 853 | 745 | 619 | 713 | 764 | 10,259 |
| CHINA | 28 | 53 | 93 | 285 | 693 | 1,571 | 1,702 | 1,756 | 1,440 | 1,141 | 774 | 1,038 | 10,574 |
| USA/CANADA | 623 | 634 | 772 | 508 | 413 | 753 | 1,178 | 611 | 550 | 716 | 909 | 731 | 8,398 |
| EUROPE | 136 | 192 | 274 | 552 | 123 | 95 | 179 | 211 | 128 | 167 | 385 | 289 | 2,731 |
| OTHERS | 185 | 240 | 365 | 356 | 234 | 277 | 313 | 783 | 354 | 330 | 490 | 500 | 4,427 |
| Total Visitor Arrivals | 1,989 | 2,415 | 2,926 | 2,860 | 2,510 | 3,988 | 4,912 | 4,819 | 3,672 | 3,250 | 3,854 | 4,032 | 41,227 |
| <i>Y-on_Y change</i> | <i>364%</i> | <i>366%</i> | <i>406%</i> | <i>131%</i> | <i>234%</i> | <i>304%</i> | <i>347%</i> | <i>476%</i> | <i>295%</i> | <i>176%</i> | <i>91%</i> | <i>128%</i> | <i>234%</i> |

CY2023
41,227
234%

ARRIVALS BY FISCAL YEAR FY2022 vs. FY2023 MONTHLY, BY KEY MARKETS

| 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 | - | 5 | 7 | - | 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 | - | 3 | 5 | 5 | 10 | 9 | 5 | 6 | 57 |
| USA/CANADA | 210 | 303 | 400 | 315 | 414 | 429 | 688 | 541 | 761 | 708 | 375 | 543 | 5,687 |
| 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 | 1,150 |
| Total Visitor Arrivals | 653 | 402 | 825 | 429 | 518 | 578 | 1,238 | 751 | 987 | 1,100 | 836 | 930 | 9,247 |
| <i>Y-on_Y change</i> | <i>4253%</i> | <i>1727%</i> | <i>6775%</i> | <i>898%</i> | <i>1380%</i> | <i>970%</i> | <i>384%</i> | <i>425%</i> | <i>1119%</i> | <i>277%</i> | <i>-28%</i> | <i>-28%</i> | <i>145%</i> |

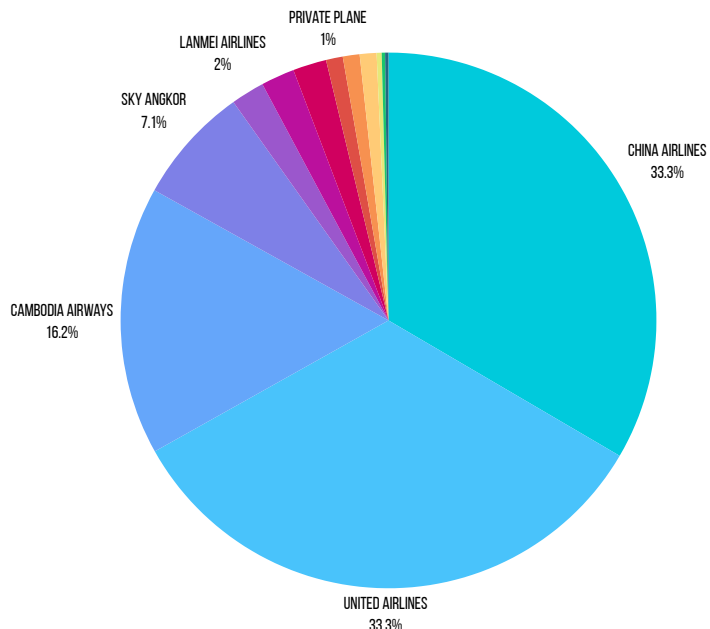
FY2022
35,052
279%
% from LY

| 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 | 3,143 |
| SOUTH KOREA | 27 | 56 | 20 | 36 | 37 | 64 | 41 | 52 | 34 | 145 | 165 | 189 | 866 |
| TAIWAN | 34 | 606 | 570 | 694 | 928 | 1,050 | 842 | 771 | 1,072 | 1,208 | 853 | 745 | 9,373 |
| CHINA | 20 | 36 | 30 | 28 | 53 | 93 | 285 | 693 | 1,571 | 1,702 | 1,756 | 1,440 | 7,707 |
| USA/CANADA | 658 | 705 | 555 | 623 | 634 | 772 | 508 | 413 | 753 | 1,178 | 611 | 550 | 7,960 |
| EUROPE | 85 | 163 | 133 | 136 | 192 | 274 | 552 | 123 | 95 | 179 | 211 | 128 | 2,271 |
| OTHERS | 207 | 210 | 208 | 185 | 240 | 365 | 356 | 234 | 277 | 313 | 783 | 354 | 3,732 |
| Total Visitor Arrivals | 1,178 | 2,014 | 1,769 | 1,989 | 2,415 | 2,926 | 2,860 | 2,510 | 3,988 | 4,912 | 4,819 | 3,672 | 35,052 |
| <i>Y-on_Y change</i> | <i>80%</i> | <i>401%</i> | <i>114%</i> | <i>364%</i> | <i>366%</i> | <i>406%</i> | <i>131%</i> | <i>234%</i> | <i>304%</i> | <i>347%</i> | <i>476%</i> | <i>295%</i> | <i>279%</i> |

FY2023
41,753
-53.5%
% from LY

MODE OF TRANSPORTATION Market Share

| | |
|--------------------------|--------|
| China Airlines | 33.50% |
| United Airlines | 33.48% |
| Cambodia Airways | 15.58% |
| Sky Angkor | 6.63% |
| Lanmei Airlines | 2.41% |
| Air Niugini | 2.42% |
| Military | 1.74% |
| Private Plane | 1.26% |
| Cruise Ship | 1.09% |
| Jeju Air | 0.89% |
| Pacific Mission Aviation | 0.33% |
| Motor Vessel | 0.07% |
| Alii Palau Airlines | 0.16% |
| Research Vessel | 0.11% |
| Sailing Yacht | 0.09% |
| Others | 0.03% |
| Nauru Airlines | 0.21% |



ARRIVALS BY COUNTRY GROUP

TOTALS 2022 vs. 2023

| | 2022 | 2023 |
|---|---------------|---------------|
| Asia | 3,839 | 27,294 |
| Japan | 1,313 | 3,898 |
| Korea, Republic of | 227 | 940 |
| Taiwan, Republic of China | 1,420 | 10,259 |
| China | 130 | 10,574 |
| Hong Kong, Special Administrative Region of China | - | - |
| Macao, Special Administrative Region of China | - | - |
| Bangladesh | 6 | 3 |
| Indonesia | 77 | 52 |
| India | 27 | 87 |
| Malaysia | 60 | 133 |
| Philippines | 430 | 757 |
| Singapore | 51 | 217 |
| Thailand | 49 | 173 |
| Asia-Other | 49 | 201 |
| North America | 6,692 | 8,398 |
| Canada | 86 | 266 |
| United States of America | 6,606 | 8,132 |
| North America-Other | - | - |
| Caribbean | 17 | 13 |
| Central America | 23 | 53 |
| South America | 28 | 84 |
| Argentina | 2 | 29 |
| Brazil | 14 | 39 |
| Chile | 4 | 4 |
| Ecuador | 2 | 1 |
| South America-Other | 6 | 11 |
| Europe | 932 | 2,762 |
| Austria | 42 | 126 |
| Belgium | 13 | 33 |
| Switzerland | 37 | 160 |
| Czech Republic | 7 | 33 |
| Germany | 189 | 846 |
| Denmark | 31 | 38 |
| Spain | 68 | 108 |
| Finland | 3 | 25 |
| France | 124 | 293 |
| United Kingdom | 138 | 325 |
| Greece | 8 | 14 |
| Italy | 47 | 119 |
| Norway | 53 | 39 |
| Poland | 11 | 126 |
| Portugal | 6 | 30 |
| Russian Federation | 18 | 79 |
| Sweden | 10 | 20 |
| Europe-Other | 127 | 348 |
| Middle East | 55 | 106 |
| Africa | 65 | 40 |
| Oceania | 671 | 2,471 |
| Australia | 249 | 1,172 |
| Fiji | 63 | 155 |
| Micronesia, Federated States of | 182 | 459 |
| Marshall Islands | 27 | 99 |
| New Zealand | 73 | 244 |
| Republic of the Marshall Islands | - | - |
| Solomon Islands | 3 | 24 |
| Tuvalu | 6 | 26 |
| Oceania-Other | 68 | 292 |
| Total | 12,322 | 41,221 |
| <i>Unidentified</i> | 6 | 6 |
| Total | 12,328 | 41,227 |

YEARLY WEBSITE PERFORMANCE

COMPARISON BETWEEN YEAR 2022

Website performance has significantly increased compared to 2022. Over the recent months, our strategic initiatives focused on augmenting website traffic and enhancing brand visibility have yielded notable results. By actively engaging in tradeshows and leveraging social media platforms, we successfully captured the attention of potential travelers. Recognizing the pivotal role of online research in the decision-making process, particularly through Google searches, we embarked on a comprehensive website enhancement project from May 2023 onwards. This encompassed a meticulous reorganization, redesign, and optimization of content, with a paramount emphasis on Search Engine Optimization (SEO). The objective is to ensure that individuals seeking information about Palau encounter an enriched and seamlessly navigable online platform, thereby fortifying our digital presence and fostering increased interest in our offerings.

WEBSITE PERFORMANCE

13,250
sessions
2022



61,914
sessions
2023

9,784
new users
2022



44,220
new users
2023

23,271
views
2022



134,894
views
2023

BY COUNTRY

Sessions indicate Engagement and Activity levels.

New Users indicate the number of unique individuals visiting the website.

Views the number of times a particular page is accessed on the website.

2022

UNITED STATES 2626
PALAU 2264
JAPAN 1486
TAIWAN 1155
GUAM 569
CHINA 568
SINGAPORE 489
AUSTRALIA 476
PHILIPPINES 376
INDONESIA 299
CANADA 245
SOUTH KOREA 235
UNITED KINGDOM 218
GERMANY 196

2023

PALAU 14183
UNITED STATES 11241
JAPAN 5741
TAIWAN 4710
AUSTRALIA 4422
CHINA 2527
SINGAPORE 2333
GUAM 2096
PHILIPPINES 1784
INDONESIA 1034
GERMANY 950
UNITED KINGDOM 861
CANADA 735
SOUTH KOREA 725

MARKETING HIGHLIGHTS

Travel Exhibitions

- Guam - Quality of Life Expo
- Japan - Marine Diving Fair
- Singapore - Asia Dive Expo
- Taiwan - Taipei Travel Expo
- Australia - Hidden Treasure of the South Pacific Roadshow
- Singapore - Ultraluxe Show
- Taiwan - International Travel Fair
- Japan - Japan Association of Travel Agents
- Hong Kong - Dive Resort & Travel Expo

Influencer Marketing

During the month of May, we partnered with two content creators - Alex Kydd and Emma Hanney with a following of 264k Followers and 96.6K followers with a significant following from Australia. This increases our brand visibility and stimulates demand for Palau as a choice destination.

Familiarization Tour/ Media/ Trade

- United Airlines Travel Agents (Japan)
- Dive Planit (Australia) Dive Company
- Ute Junker (Australia) Travel Writer, Traveller
- Rob Mcfarland (Australia) Travel Writer
- MWR: Joint Region Marianas meet up with Industry

Digital Marketing

Closed off Year 2023 with 59,000 followers, 6,000 more than Year 2022 (12/2% increase)

- These numbers only reflect social media pages ran by our home office, does not include Taiwan and Japan social media.

Public Relations & Promotions

This feature/events increases our brand awareness and positions Palau as a choice travel destination.

- Tokyo International Airport (Haneda Airport) Palau PR event
- Travel & Leisure (2 features)
19 Beautiful Destinations With the Best Scuba Diving in the World (Jan 2023)
29 Best Tropical Vacations Around the World (Feb 2023)
- Featured in Traveller (Top Australian Publication) several times
- 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>
- PADI - The 13 Best Dive Sites in the World (May 2023) Palau is #3 | Blue Corner
- Palau is featured on Lonely Planet: "A first timer's guide to Palau"
- Singapore - Straits Times: The next Maldives and a mini-Galapagos too" - Singaporean daily newspaper
- Palau tops Scuba Diving Mag's list of World's Best Scuba Diving Destinations to Visit In 2024



2023 NIGHT MARKET

Sales, Vendors, and Entertainment Highlights

NIGHT MARKETS
23

VENDOR SALES
\$133,141.87

VENDORS
63

- 34 Food & Beverage
- 12 Merchandise
- 9 Arts & Crafts
- 3 Information
- 3 Special Vendors
- 2 Missionary



680 NIGHT MARKET

JAPAN PALAU FRIENDSHIP BRIDGE, AIRAI SIDE | RENRAK PARK
SATURDAY 5PM-9PM

YEAR 2023 DATES

FEBRUARY 11 | FEBRUARY 25 | MARCH 11 | MARCH 25 | APRIL 8 | APRIL 22
MAY 6 | MAY 22 | JUNE 3 | JUNE 17 | JULY 1 | JULY 15 | AUGUST 12 | AUGUST 26
SEPTEMBER 9 | SEPTEMBER 23 | OCTOBER 7 | OCTOBER 21 | NOVEMBER 4 |
NOVEMBER 18 | DECEMBER 2 | DECEMBER 16

DANCE GROUPS/PERFORMERS
58

- 46 Contemporary Dance Groups
- 10 Traditional Dance Groups
- 2 Traditional Chanters

BAND ENTERTAINERS
51

- 38 Singers
- 9 Organists
- 4 Singer/Organist

SIDE ACTIVITIES ARTISANTS
12

- 6 Weavers
- 3 Carvers
- 2 Face Painters

The 680 Night Market emerged as a central hub for a diverse range of offerings, including food and beverages, merchandise, arts and crafts. It welcomed individuals eager to sell or showcase their talents. The night market featured lively band entertainment, dance performances, and additional attractions such as face painting, carving, and weaving demonstrations. PVA supports and compensates the entertainers, dance groups, and participants in these side activities, contributing to the overall vibrancy of the night market. This event not only served as a platform for commerce but also as a source of community support. Both sellers and local residents found it to be an enjoyable experience and an opportunity to generate income. The night market proved to be a hit with both tourists and locals alike. In terms of financial success, the combined vendor sales for the year exceeded \$138,000, involving a total of 63 vendors who profited from their participation. The event showcased 51 BAND ENTERTAINERS and 66 DANCE GROUPS throughout the year, with these performers being compensated for their contributions. These individuals and groups were integral to making the night market a memorable and entertaining experience. Looking ahead, PVA is committed to enhance and improve the event further, recognizing its significance to both the local community and visitors. The anticipation and enthusiasm for the night market continue to grow, ensuring its continued success in the future.

Palau Entry Forms Summary Report JUNE - DECEMBER 2023

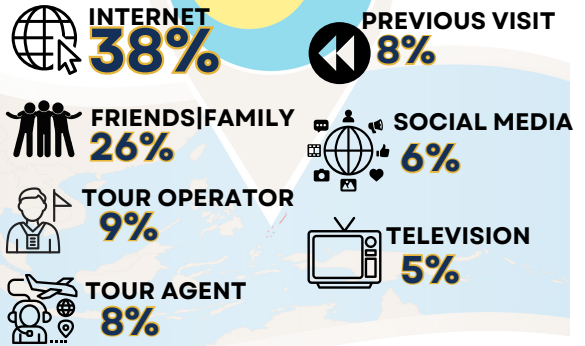
BASED ON 28,524 TOURIST ENTRIES

HOW MANY TIMES HAVE YOU BEEN TO PALAU?

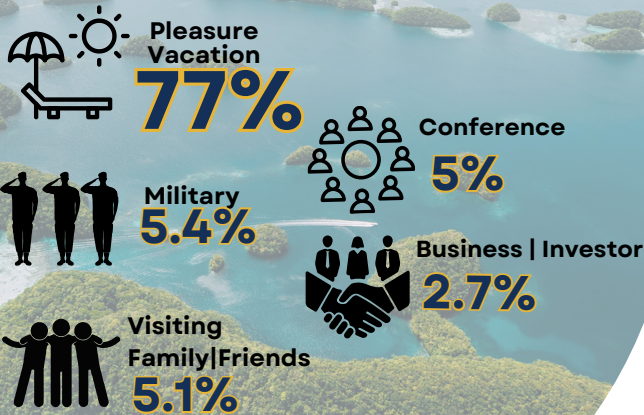


First Time **73%**
Repeat Travelers **27%**

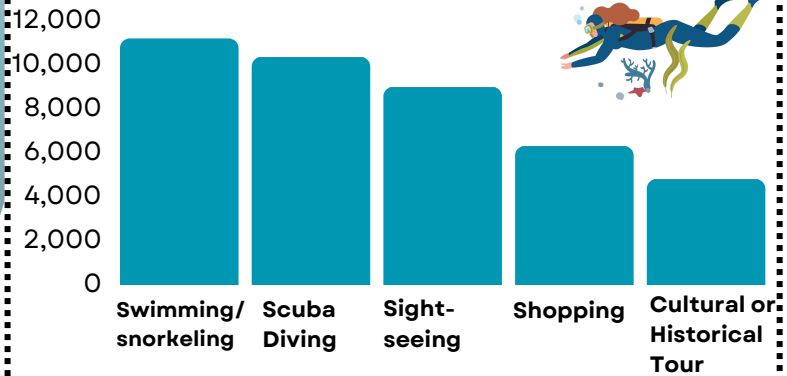
HOW DID YOU HEAR ABOUT PALAU?



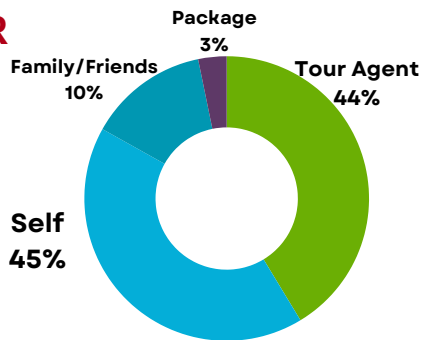
PURPOSE OF TRAVEL (TOP 5)



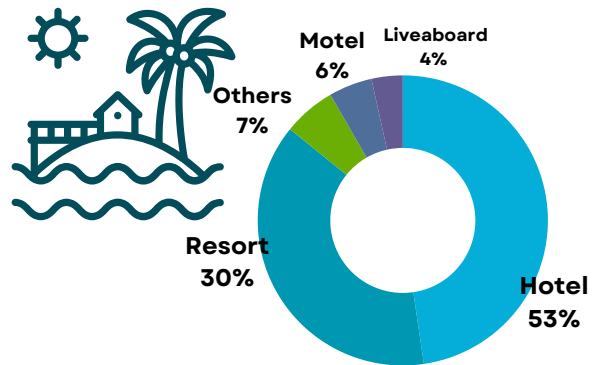
ACTIVITIES IN PALAU (TOP 5)



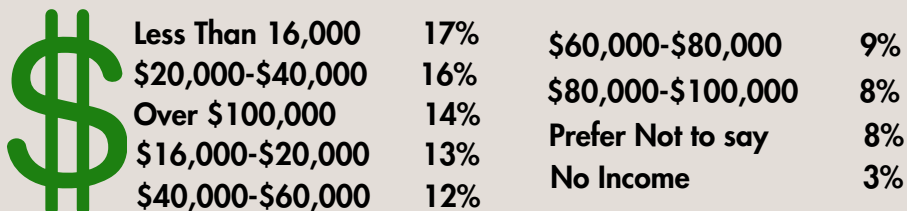
HOW DID YOU BOOK YOUR TRIP?



ACCOMMODATION IN PALAU



ANNUAL INCOME



Data are extracted from the Palau Entry Forms and compiled by the Strategic Planning Department - Palau Visitors Authority