



# JANUARY 2024 VISITOR ARRIVAL REPORT

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.

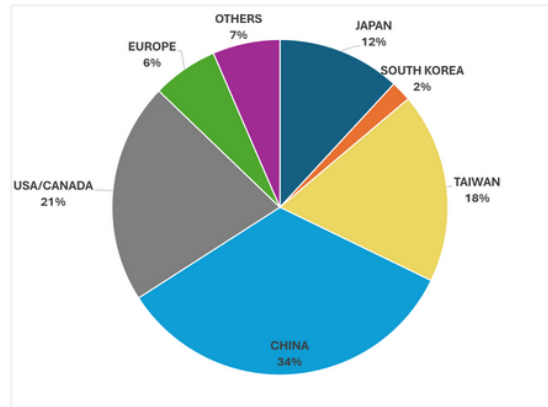
## VISITOR ARRIVALS BY CALENDAR YEAR: COMPARISON 2023 VS. 2024 MONTHLY ARRIVALS BY KEY MARKETS AND YOY PERCENTAGE CHANGE

| CY2024                        | Jan          | Feb   | Mar  | Apr  | May  | Jun   | Jul  | Aug  | Sep  | Oct | Nov  | Dec  | Totals       |
|-------------------------------|--------------|-------|------|------|------|-------|------|------|------|-----|------|------|--------------|
| JAPAN                         | 525          |       |      |      |      |       |      |      |      |     |      |      | 525          |
| SOUTH KOREA                   | 87           |       |      |      |      |       |      |      |      |     |      |      | 87           |
| TAIWAN                        | 813          |       |      |      |      |       |      |      |      |     |      |      | 813          |
| CHINA                         | 1,493        |       |      |      |      |       |      |      |      |     |      |      | 1,493        |
| USA/CANADA                    | 942          |       |      |      |      |       |      |      |      |     |      |      | 942          |
| EUROPE                        | 280          |       |      |      |      |       |      |      |      |     |      |      | 280          |
| OTHERS                        | 287          |       |      |      |      |       |      |      |      |     |      |      | 287          |
| <b>Total Visitor Arrivals</b> | <b>4,427</b> |       |      |      |      |       |      |      |      |     |      |      | <b>4,427</b> |
| Y-on_Y change                 | 123%         | 1380% | 970% | 384% | 425% | 1119% | 277% | -28% | -28% | 80% | 401% | 114% | -89%         |

| 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          | 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         |
| <b>Total Visitor Arrivals</b> | <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>3,854</b> | <b>4,032</b> | <b>41,227</b> |
| Y-on_Y change                 | 364%         | 366%         | 406%         | 131%         | 234%         | 304%         | 347%         | 476%         | 295%         | 176%         | 91%          | 130%         | 234%          |

In January 2024, a total of 4,427 visitors arrived, marking a 10% rise from December 2023 and a significant 122% increase from January 2023. China led the arrivals, comprising 34%, followed by USA/Canada at 21%, and Taiwan at 18%. Japan's arrival numbers have steadily grown since November 2023, now accounting for 12% of arrivals. Europe, South Korea, and Others collectively represent 15% of arrivals. This month's arrival figures surpass the average for 2023, indicating a promising outlook for tourism growth this year, especially in the post-COVID era. Looking ahead, the importance of direct flights becomes increasingly evident in sustaining and amplifying this growth trajectory. Palau Visitors Authority has been actively engaged in aggressively marketing Palau as a premier destination through various channels, including social media campaigns, familiarization tours, and other strategic marketing initiatives. These efforts are instrumental in attracting a diverse range of tourists and boosting Palau's profile on the global tourism map.



| CYTD                          | Jan '23     | Jan '24     | % LY        |
|-------------------------------|-------------|-------------|-------------|
| JAPAN                         | 287         | 525         | 83%         |
| SOUTH KOREA                   | 36          | 87          | 142%        |
| TAIWAN                        | 694         | 813         | 17%         |
| CHINA                         | 28          | 1493        | 5232%       |
| USA/CANADA                    | 623         | 942         | 51%         |
| EUROPE                        | 136         | 280         | 106%        |
| OTHERS                        | 185         | 287         | 55%         |
| <b>Total Visitor Arrivals</b> | <b>1989</b> | <b>4427</b> | <b>123%</b> |

| FYTD                          | Oct'22-Jan'23 | Oct '23-Jan '24 | % LY        |
|-------------------------------|---------------|-----------------|-------------|
| JAPAN                         | 925           | 1918            | 107%        |
| SOUTH KOREA                   | 139           | 264             | 90%         |
| TAIWAN                        | 1904          | 2909            | 53%         |
| CHINA                         | 114           | 4446            | 3800%       |
| USA/CANADA                    | 2541          | 3298            | 30%         |
| EUROPE                        | 517           | 1121            | 117%        |
| OTHERS                        | 810           | 1607            | 98%         |
| <b>Total Visitor Arrivals</b> | <b>6950</b>   | <b>15563</b>    | <b>124%</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          | 540          | 599          | 525          |     |     |     |     |     |     |     |     | 1,918         |
| SOUTH KOREA                   | 23           | 43           | 111          | 87           |     |     |     |     |     |     |     |     | 264           |
| TAIWAN                        | 619          | 713          | 764          | 813          |     |     |     |     |     |     |     |     | 2,909         |
| CHINA                         | 1,141        | 774          | 1,038        | 1,493        |     |     |     |     |     |     |     |     | 4,446         |
| USA/CANADA                    | 716          | 909          | 731          | 942          |     |     |     |     |     |     |     |     | 3,298         |
| EUROPE                        | 167          | 385          | 289          | 280          |     |     |     |     |     |     |     |     | 1,121         |
| OTHERS                        | 330          | 490          | 500          | 287          |     |     |     |     |     |     |     |     | 1,607         |
| <b>Total Visitor Arrivals</b> | <b>3,250</b> | <b>3,854</b> | <b>4,032</b> | <b>4,427</b> |     |     |     |     |     |     |     |     | <b>15,563</b> |
| Y-on_Y change                 | 176%         | 91%          | 234%         | 123%         |     |     |     |     |     |     |     |     | -55%          |

| 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         |
| <b>Total Visitor Arrivals</b> | <b>1,178</b> | <b>2,014</b> | <b>1,769</b> | <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>35,052</b> |
| Y-on_Y change                 | 80%          | 401%         | 114%         | 364%         | 366%         | 406%         | 131%         | 234%         | 304%         | 347%         | 476%         | 295%         | 279%          |

# 2024 MODE OF TRANSPORTATION

## BY MODE OF TRANSPORTATION AND KEY MARKETS % SHARE

The table illustrates the breakdown of total arrivals in **January 2024** amounting to **4,427**, categorized by key markets and mode of transportation. It is indicated in percentage share.

|             | Air Niugini | China Airlines | United Airlines | Cambodia Airways | Pacific Mission Aviation | Nauru Airlines | Cruise Ship | Military | Motor Vessel | Private Plane | Research vessel | Sailing Yacht | Others |
|-------------|-------------|----------------|-----------------|------------------|--------------------------|----------------|-------------|----------|--------------|---------------|-----------------|---------------|--------|
| JAPAN       | 4%          | 6%             | 28%             | 0%               | -                        | 0%             | -           | -        | 0%           | 5%            | -               | 0%            | -      |
| SOUTH KOREA | 0%          | 6%             | 1%              | 0%               | -                        | 0%             | -           | -        | 0%           | 0%            | -               | 0%            | -      |
| TAIWAN      | 0%          | 63%            | 0%              | 1%               | -                        | 4%             | -           | -        | 0%           | 0%            | -               | 0%            | -      |
| CHINA       | 1%          | 4%             | 2%              | 98%              | -                        | 0%             | -           | -        | 0%           | 53%           | -               | 0%            | -      |
| USA/CANADA  | 16%         | 5%             | 52%             | 1%               | -                        | 25%            | -           | -        | 0%           | 26%           | -               | 0%            | -      |
| EUROPE      | 14%         | 11%            | 7%              | 0%               | -                        | 25%            | -           | -        | 100%         | 16%           | -               | 100%          | -      |
| OTHERS      | 64%         | 5%             | 10%             | 0%               | -                        | 46%            | -           | -        | 0%           | 0%            | -               | 0%            | -      |
| Total %%%   | 100%        | 100%           | 100%            | 100%             | 0%                       | 100%           | 0%          | 0%       | 100%         | 100%          | 0%              | 100%          | 0%     |

## BY MODE OF TRANSPORTATION % SHARE

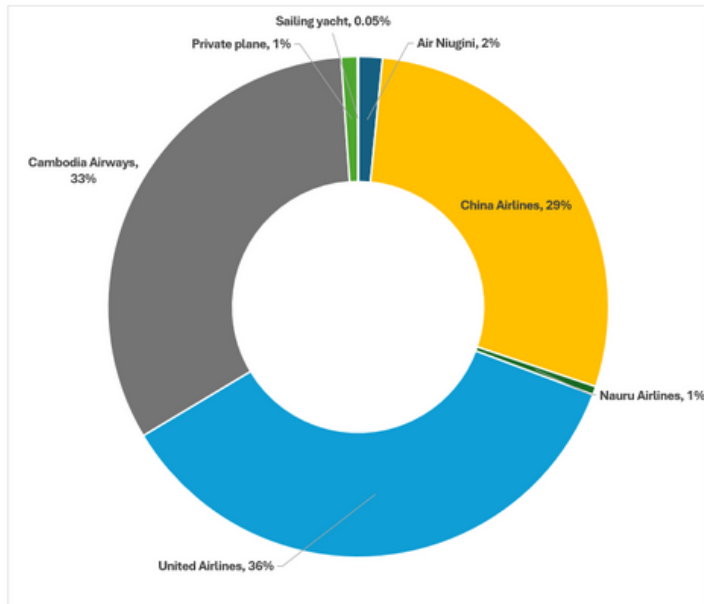
The chart shows total arrivals by mode of transportation, indicating the percentage share



In January 2024, operations included five airlines, comprising four scheduled flights and one charter flight, in addition to private planes and sailing yachts bringing visitors.

United Airlines led with 36% of arrivals for the month, followed by Cambodia Airways at 33%, and China Airlines at 29%. Air Niugini and Nauru Airlines accounted for less than 5% of the arrivals.

1. United Airlines primarily serves passengers from USA/Canada, constituting 52%, followed by Japan with 28%.
2. Cambodia Airlines serves predominantly Chinese visitors, accounting for 98%, with Taiwan and Europe passengers representing 2%.
3. China Airlines, hosting visitors mainly from Taiwan, represents 63%, followed by Europe with 11%.



## MONTHLY ARRIVALS BY MODE OF TRANSPORTATION

|                  | JAN  | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | TOTALS |
|------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| Air Niugini      | 69   |     |     |     |     |     |     |     |     |     |     |     | 69     |
| China Airlines   | 1266 |     |     |     |     |     |     |     |     |     |     |     | 1266   |
| Nauru Airlines   | 24   |     |     |     |     |     |     |     |     |     |     |     | 24     |
| United Airlines  | 1581 |     |     |     |     |     |     |     |     |     |     |     | 1581   |
| Cambodia Airways | 1439 |     |     |     |     |     |     |     |     |     |     |     | 1439   |
| Private plane    | 46   |     |     |     |     |     |     |     |     |     |     |     | 46     |
| Sailing yacht    | 2    |     |     |     |     |     |     |     |     |     |     |     | 2      |
| Others           | 0    |     |     |     |     |     |     |     |     |     |     |     | 0      |
| Totals           | 4427 |     |     |     |     |     |     |     |     |     |     |     | 4427   |

## 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.

| CY2024                      | Jan           | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Totals        |
|-----------------------------|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|---------------|
| JAPAN                       | 3,711         |     |     |     |     |     |     |     |     |     |     |     | 3,711         |
| SOUTH KOREA                 | 627           |     |     |     |     |     |     |     |     |     |     |     | 627           |
| TAIWAN                      | 3,999         |     |     |     |     |     |     |     |     |     |     |     | 3,999         |
| CHINA                       | 12,983        |     |     |     |     |     |     |     |     |     |     |     | 12,983        |
| USA/CANADA                  | 7,335         |     |     |     |     |     |     |     |     |     |     |     | 7,335         |
| EUROPE                      | 2,792         |     |     |     |     |     |     |     |     |     |     |     | 2,792         |
| OTHERS                      | 2,121         |     |     |     |     |     |     |     |     |     |     |     | 2,121         |
| <b>Total Visitor Nights</b> | <b>33,569</b> |     |     |     |     |     |     |     |     |     |     |     | <b>33,569</b> |
| Y-on_Y change               | 163%          |     |     |     |     |     |     |     |     |     |     |     | -89%          |

| CY2023                      | 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         |
| <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>28,940</b> | <b>29,985</b> | <b>299,944</b> |
| Y-on_Y change               | 205%          | 204%          | 192%          | 104%          | 99%           | 212%          | 299%          | 463%          | 278%          | 156%          | 128%          | 164%          | 86%            |

### VISITOR NIGHTS: PAST TEN YEARS

| Visitor Nights              | 2014           | 2015           | 2016           | 2017           | 2018           | 2019           | 2020          | 2021          | 2022           | 2023           | 2024          |
|-----------------------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|---------------|----------------|----------------|---------------|
| JAPAN                       | 168,641        | 132,661        | 121,590        | 109,841        | 98,226         | 89,812         | 25,577        | 1,933         | 10,593         | 27,354         | 3,711         |
| SOUTH KOREA                 | 55,077         | 46,871         | 47,749         | 47,122         | 56,452         | 49,193         | 11,492        | 101           | 1,805          | 6,751          | 627           |
| TAIWAN                      | 127,401        | 57,452         | 56,748         | 39,848         | 44,848         | 67,738         | 10,843        | 9,738         | 6,223          | 50,557         | 3,999         |
| CHINA                       | 169,530        | 380,638        | 292,859        | 267,140        | 196,109        | 160,048        | 18,545        | 261           | 1,175          | 90,113         | 12,983        |
| USA/CANADA                  | 61,691         | 62,457         | 58,299         | 55,966         | 63,379         | 60,231         | 14,719        | 21,831        | 59,697         | 65,101         | 7,335         |
| EUROPE                      | 45,552         | 36,841         | 45,454         | 42,017         | 36,500         | 33,806         | 11,618        | 613           | 8,631          | 27,233         | 2,792         |
| OTHERS                      | 32,458         | 29,273         | 29,071         | 27,667         | 27,480         | 32,461         | 5,632         | 2,071         | 13,291         | 32,835         | 2,121         |
| <b>Total Visitor Nights</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>299,944</b> | <b>33,569</b> |

### AVERAGE LENGTH OF STAY: COMPARISON 2023 VS. 2024

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.

| CY2024       | Jan        | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|--------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| JAPAN        | 7.1        |     |     |     |     |     |     |     |     |     |     |     |
| SOUTH KOREA  | 7.2        |     |     |     |     |     |     |     |     |     |     |     |
| TAIWAN       | 4.9        |     |     |     |     |     |     |     |     |     |     |     |
| CHINA        | 8.7        |     |     |     |     |     |     |     |     |     |     |     |
| USA/CANADA   | 7.8        |     |     |     |     |     |     |     |     |     |     |     |
| EUROPE       | 10.0       |     |     |     |     |     |     |     |     |     |     |     |
| OTHERS       | 7          |     |     |     |     |     |     |     |     |     |     |     |
| <b>Total</b> | <b>7.0</b> |     |     |     |     |     |     |     |     |     |     |     |

| CY2023       | 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        |
| <b>Total</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> | <b>6.9</b> | <b>7.0</b> |

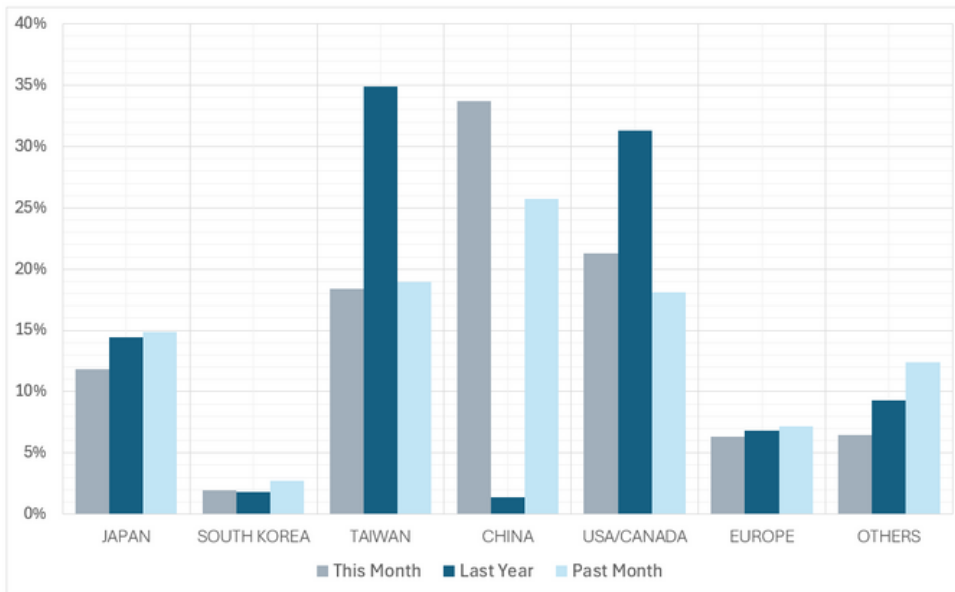
### AVERAGE LENGTH OF STAY: PAST TEN YEARS

| Length of Stay | 2014       | 2015       | 2016       | 2017       | 2018       | 2019       | 2020       | 2021       | 2022       | 2023       | 2024       |
|----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| JAPAN          | 4.5        | 4.3        | 4.2        | 4.2        | 4.4        | 4.6        | 4.4        | 4.4        | 8.1        | 7.0        | 7.1        |
| SOUTH KOREA    | 3.8        | 3.8        | 3.9        | 4.0        | 3.9        | 4.1        | 4.3        | 4.3        | 4.3        | 7.2        | 7.2        |
| TAIWAN         | 4.2        | 4.0        | 4.1        | 4.1        | 4.0        | 4.4        | 4.2        | 3.8        | 4.4        | 4.9        | 4.9        |
| CHINA          | 4.3        | 4.3        | 4.5        | 4.6        | 4.8        | 5.3        | 5.6        | 5.6        | 5.6        | 8.5        | 8.7        |
| USA/CANADA     | 7.0        | 7.1        | 6.9        | 7.0        | 7.5        | 7.4        | 7.7        | 10.4       | 8.9        | 7.8        | 7.8        |
| EUROPE         | 8.8        | 8.7        | 9.3        | 9.0        | 8.4        | 9.1        | 9.4        | 9.4        | 9.6        | 10.0       | 10.0       |
| OTHERS         | 6.8        | 6.7        | 6.5        | 6.6        | 6.9        | 6.7        | 6.4        | 6.4        | 8.1        | 7.4        | 7.4        |
| <b>Total</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>7.3</b> | <b>7.0</b> |

## MARKET SHARE COMPARISON

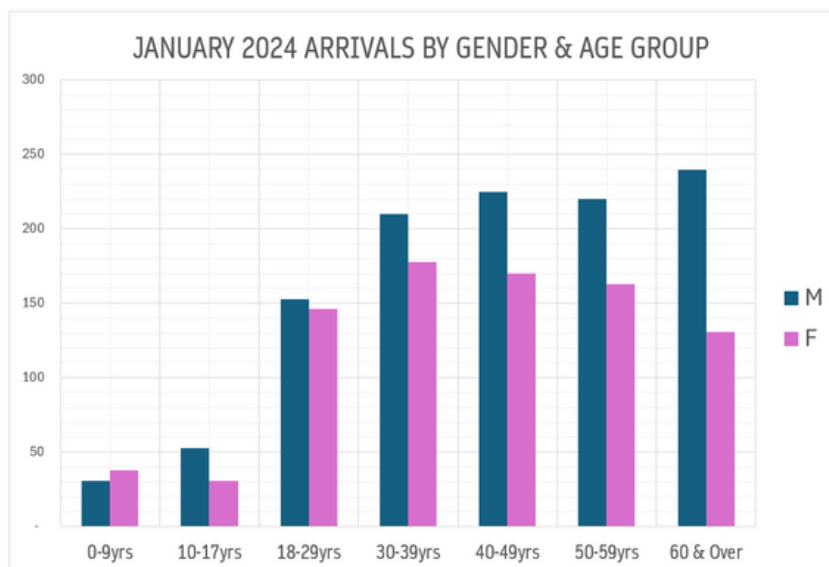
Current distribution of visitors to Palau and how it has changed compared to the previous month and the same period in the previous year.

| KEY MARKETS   | This Month<br>JANUARY<br>2024 |             | Last Year<br>JANUARY<br>2023 |             | Past Month<br>DECEMBER<br>2023 |             |
|---------------|-------------------------------|-------------|------------------------------|-------------|--------------------------------|-------------|
|               | Count                         | Share %     | Count                        | Share %     | Count                          | Share %     |
| JAPAN         | 525                           | 12%         | 287                          | 14%         | 599                            | 15%         |
| SOUTH KOREA   | 87                            | 2%          | 36                           | 2%          | 111                            | 3%          |
| TAIWAN        | 813                           | 18%         | 694                          | 35%         | 764                            | 19%         |
| CHINA         | 1493                          | 33.7%       | 28                           | 1.4%        | 1038                           | 26%         |
| USA/CANADA    | 942                           | 21%         | 623                          | 31%         | 731                            | 18%         |
| EUROPE        | 280                           | 6%          | 136                          | 7%          | 289                            | 7%          |
| OTHERS        | 287                           | 6%          | 185                          | 9%          | 500                            | 12%         |
| <b>Total:</b> | <b>4427</b>                   | <b>100%</b> | <b>1989</b>                  | <b>100%</b> | <b>4032</b>                    | <b>100%</b> |



In January 2024, there was a 10% rise in tourist arrivals compared to December 2023. The primary contributors to this increase were China, leading in arrivals, followed by USA/Canada and Taiwan.

## BY GENDER AND AGE GROUP



## MONTHLY ARRIVALS BY COUNTRY GROUP

|  | JAN          | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | Totals       |
|--|--------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------------|
| <b>Asia</b>                              | <b>3,045</b> |     |     |     |     |     |     |     |     |     |     |     | <b>3,045</b> |
| Japan                                    | 525          |     |     |     |     |     |     |     |     |     |     |     | 525          |
| Korea, Republic of                       | 87           |     |     |     |     |     |     |     |     |     |     |     | 87           |
| Taiwan, Republic of China                | 813          |     |     |     |     |     |     |     |     |     |     |     | 813          |
| China                                    | 1,493        |     |     |     |     |     |     |     |     |     |     |     | 1,493        |
| Hong Kong, Special Administrative Region | -            |     |     |     |     |     |     |     |     |     |     |     | -            |
| Macao, Special Administrative Region     | -            |     |     |     |     |     |     |     |     |     |     |     | -            |
| Bangladesh                               | -            |     |     |     |     |     |     |     |     |     |     |     | -            |
| Indonesia                                | 2            |     |     |     |     |     |     |     |     |     |     |     | 2            |
| India                                    | 4            |     |     |     |     |     |     |     |     |     |     |     | 4            |
| Malaysia                                 | 12           |     |     |     |     |     |     |     |     |     |     |     | 12           |
| Philippines                              | 69           |     |     |     |     |     |     |     |     |     |     |     | 69           |
| Singapore                                | 9            |     |     |     |     |     |     |     |     |     |     |     | 9            |
| Thailand                                 | 5            |     |     |     |     |     |     |     |     |     |     |     | 5            |
| Asia-Other                               | 26           |     |     |     |     |     |     |     |     |     |     |     | 26           |
| <b>North America</b>                     | <b>942</b>   |     |     |     |     |     |     |     |     |     |     |     | <b>942</b>   |
| Canada                                   | 35           |     |     |     |     |     |     |     |     |     |     |     | 35           |
| United States of America                 | 907          |     |     |     |     |     |     |     |     |     |     |     | 907          |
| North America-Other                      | -            |     |     |     |     |     |     |     |     |     |     |     | -            |
| <b>Caribbean</b>                         | <b>-</b>     |     |     |     |     |     |     |     |     |     |     |     | <b>-</b>     |
| <b>Central America</b>                   | <b>2</b>     |     |     |     |     |     |     |     |     |     |     |     | <b>2</b>     |
| <b>South America</b>                     | <b>6</b>     |     |     |     |     |     |     |     |     |     |     |     | <b>6</b>     |
| Argentina                                | -            |     |     |     |     |     |     |     |     |     |     |     | -            |
| Brazil                                   | 4            |     |     |     |     |     |     |     |     |     |     |     | 4            |
| Chile                                    | -            |     |     |     |     |     |     |     |     |     |     |     | -            |
| Ecuador                                  | -            |     |     |     |     |     |     |     |     |     |     |     | -            |
| South America-Other                      | 2            |     |     |     |     |     |     |     |     |     |     |     | 2            |
| <b>Europe</b>                            | <b>282</b>   |     |     |     |     |     |     |     |     |     |     |     | <b>282</b>   |
| Austria                                  | 6            |     |     |     |     |     |     |     |     |     |     |     | 6            |
| Belgium                                  | 5            |     |     |     |     |     |     |     |     |     |     |     | 5            |
| Switzerland                              | 26           |     |     |     |     |     |     |     |     |     |     |     | 26           |
| Czech Republic                           | 16           |     |     |     |     |     |     |     |     |     |     |     | 16           |
| Germany                                  | 67           |     |     |     |     |     |     |     |     |     |     |     | 67           |
| Denmark                                  | 20           |     |     |     |     |     |     |     |     |     |     |     | 20           |
| Spain                                    | 11           |     |     |     |     |     |     |     |     |     |     |     | 11           |
| Finland                                  | 1            |     |     |     |     |     |     |     |     |     |     |     | 1            |
| France                                   | 22           |     |     |     |     |     |     |     |     |     |     |     | 22           |
| United Kingdom                           | 41           |     |     |     |     |     |     |     |     |     |     |     | 41           |
| Greece                                   | 1            |     |     |     |     |     |     |     |     |     |     |     | 1            |
| Italy                                    | 10           |     |     |     |     |     |     |     |     |     |     |     | 10           |
| Norway                                   | -            |     |     |     |     |     |     |     |     |     |     |     | -            |
| Poland                                   | 3            |     |     |     |     |     |     |     |     |     |     |     | 3            |
| Portugal                                 | 3            |     |     |     |     |     |     |     |     |     |     |     | 3            |
| Russian Federation                       | 10           |     |     |     |     |     |     |     |     |     |     |     | 10           |
| Sweden                                   | 3            |     |     |     |     |     |     |     |     |     |     |     | 3            |
| Europe-Other                             | 37           |     |     |     |     |     |     |     |     |     |     |     | 37           |
| <b>Middle East</b>                       | <b>6</b>     |     |     |     |     |     |     |     |     |     |     |     | <b>6</b>     |
| <b>Africa</b>                            | <b>7</b>     |     |     |     |     |     |     |     |     |     |     |     | <b>7</b>     |
| <b>Oceania</b>                           | <b>137</b>   |     |     |     |     |     |     |     |     |     |     |     | <b>137</b>   |
| Australia                                | 85           |     |     |     |     |     |     |     |     |     |     |     | 85           |
| Fiji                                     | 8            |     |     |     |     |     |     |     |     |     |     |     | 8            |
| Micronesia, Federated States of          | 19           |     |     |     |     |     |     |     |     |     |     |     | 19           |
| Marshall Islands                         | 4            |     |     |     |     |     |     |     |     |     |     |     | 4            |
| New Zealand                              | 11           |     |     |     |     |     |     |     |     |     |     |     | 11           |
| Republic of the Marshall Islands         | -            |     |     |     |     |     |     |     |     |     |     |     | -            |
| Solomon Islands                          | -            |     |     |     |     |     |     |     |     |     |     |     | -            |
| Tuvalu                                   | -            |     |     |     |     |     |     |     |     |     |     |     | -            |
| Oceania-Other                            | 10           |     |     |     |     |     |     |     |     |     |     |     | 10           |
| <b>Total</b>                             | <b>4,427</b> |     |     |     |     |     |     |     |     |     |     |     | <b>4,427</b> |
| Unidentified                             | -            |     |     |     |     |     |     |     |     |     |     |     | -            |
| <b>Total</b>                             | <b>4,427</b> |     |     |     |     |     |     |     |     |     |     |     | <b>4,427</b> |

## ALL YEARS BY KEY MARKETS: 1980 ~ 2024 (JANUARY)

The table displays arrival data spanning from 1980 to **January 2024**, 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  |
| 2024  | 525    | 87          | 813    | 1,493  | 942        | 280    | 287    | 4,427   |

## JANUARY 2024 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

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

**January 2-7, 2024:** PVA hosted Familiarization Trip with Divergent Travelers - America's Adventure Couple. Award-winning travel bloggers.

**January 13, 2024:** PVA Interview with Conde Naste and Four Seasons Explorer

**January 26, 2024:** Visit the newly restored historical site- Diong ra Teluat and meet with Governor Ngirai bai, Ngarchelong State for potential tourist sites or enhancements of existing attractions.

**January 22-26, 2024:** PVA has teamed up with Miss Belau's support team to get her ready for the Miss Pacific Islands Pageant in Nauru. The team takes great pride in aiding her with photo sessions, managing her social media platforms, and handling all other essential preparations for the pageant.

**January 25, 2024:** We're looking good Palau! Travel magazine DestinAsian did an amazing 11-page spread on Palau that features a lot of our history! It's the latest example of the new attention Palau is getting from the global tourism industry as we work to grow and diversify our market. This latest publication is the result of a partnership with the private sector, in this case, the live-aboard Four Seasons Explorer. - Office of the President, Republic of Palau FB page January 24, 2024

## 2024 NIGHT MARKET SCHEDULE



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.

| Month     | Dates   |
|-----------|---------|
| FEBRUARY  | 10   24 |
| MARCH     | 9   23  |
| APRIL     | 6   20  |
| MAY       | 4   18  |
| JUNE      | 1   15  |
| JULY      | 13   27 |
| AUGUST    | 10   24 |
| SEPTEMBER | 7   21  |
| OCTOBER   | 5   19  |
| NOVEMBER  | 2   16  |
| DECEMBER  | 14   28 |

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

**@680NightMarket**



*Additional special market events may arise and will be announced to the public via our social media channels. The 680 Night markets may adopt themed arrangements based on the season, special occasions, or holidays coinciding with the night market dates.*



# PPA 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.

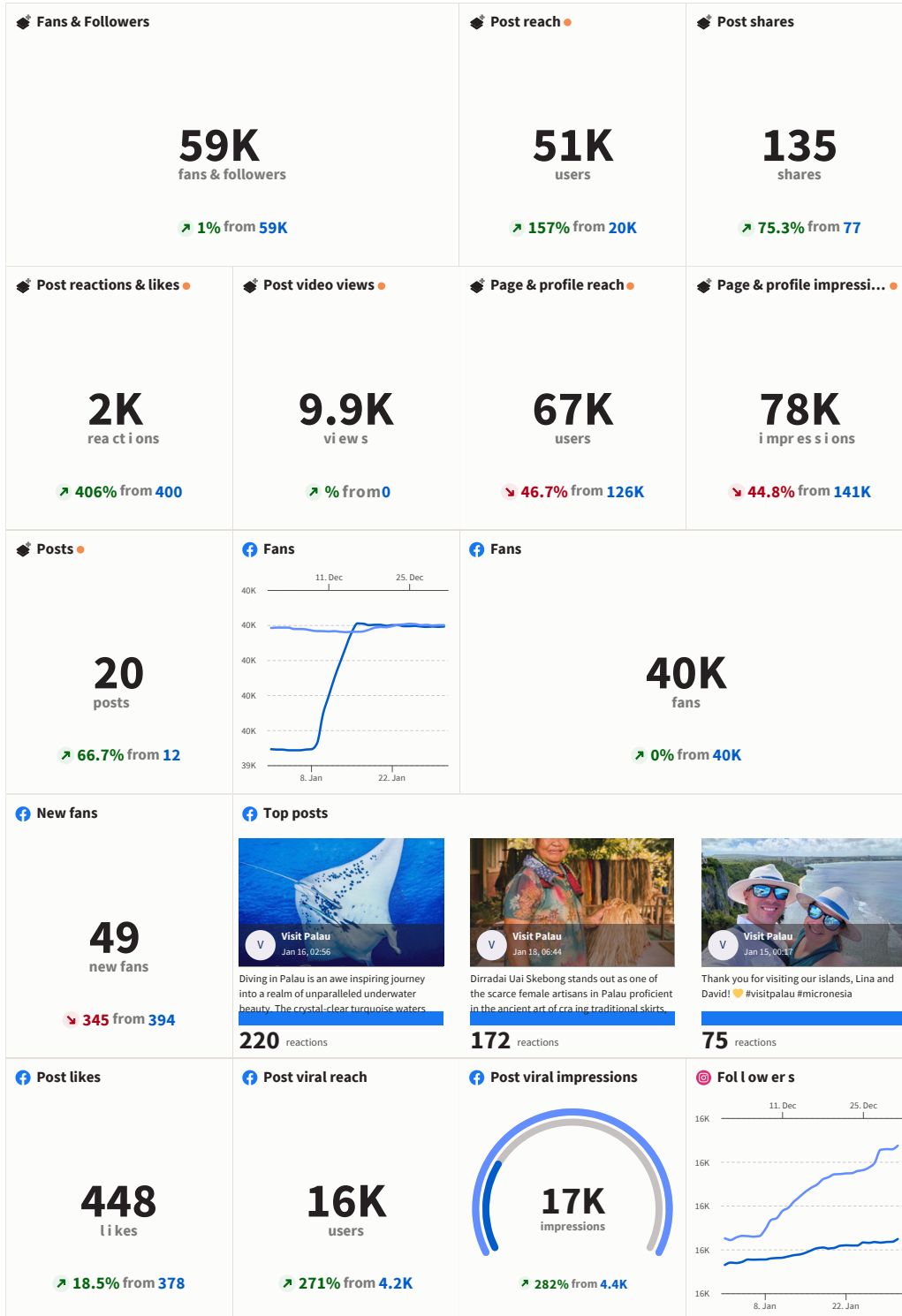


[www.pristineparadisepalau.com](http://www.pristineparadisepalau.com)



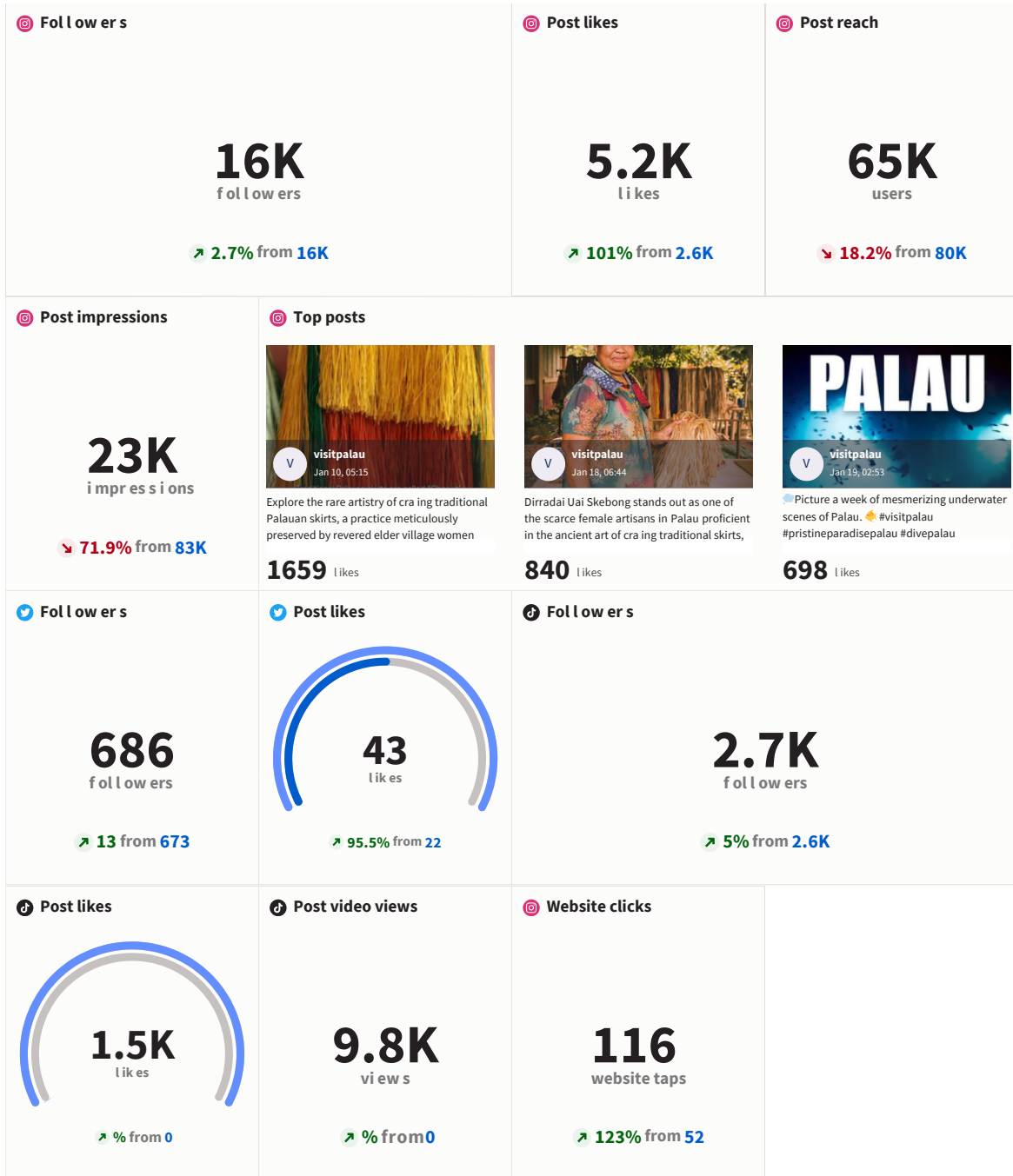
@visitpalau

As we concluded the month of **January** with 59,000 followers, we observed a notable increase in engagement and posting activities across all channels. The table below delineates the comparative metrics between January and December.



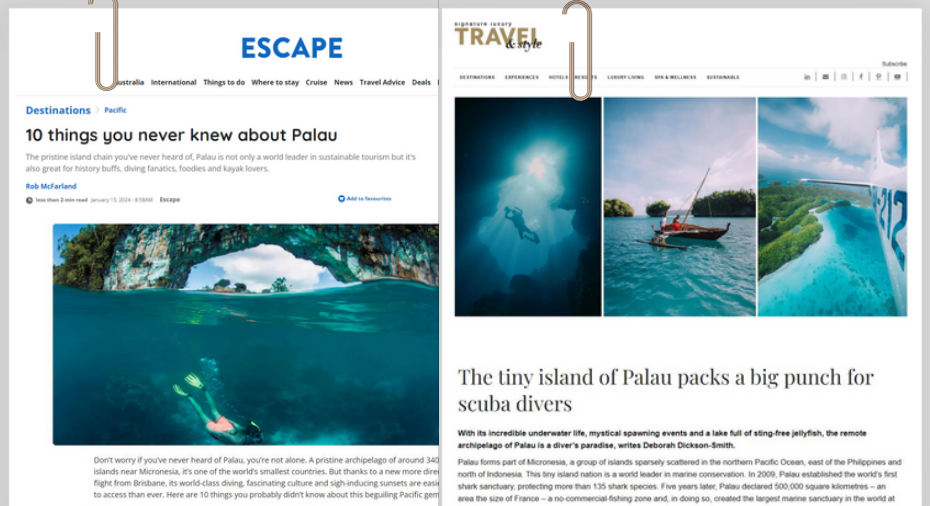
Page & Profile Impressions: the number of times any content from or about your Pages or accounts was displayed on a person's screen on Facebook, Instagram, and LinkedIn. Content includes posts, check-ins, ads, feed stories, and more. Post Reach: The number of people who saw your posts on your Facebook, 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 was prominently featured in distinguished Australian publications - Signature Luxury Travel & Style, Escape, and Luxury Travel, boasting a collective circulation of 3,612,150.



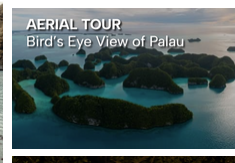


### Home - Pristine Paradise Palau

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

Jan 2, 2024 - Jan 31, 2024

Marketing Website Summary

Data from Google Analytics

|          |           |                 |         |             |                   |                 |
|----------|-----------|-----------------|---------|-------------|-------------------|-----------------|
| Sessions | New users | Returning Users | Views   | Event count | Sessions per user | Engagement rate |
| 6,205    | 4,585     | 272             | 17,033  | 38.6K       | 1.3               | 75.0%           |
| ↑ 11.6%  | ↑ 10.2%   | ↑ 10.6%         | ↑ 15.4% | ↑ 16.7%     | ↑ 1.4%            | ↑ 6.0%          |

### Most Requested Pages / Visits

| Page title                                | Sessions | Engagement rate |
|---|----------|-----------------|
| 1. Home - Pristine Paradise Palau         | 2,263    | 73.88%          |
| 2. Travelers Tips - Pristine Paradise ... | 488      | 88.32%          |
| 3. Culture - Pristine Paradise Palau      | 448      | 82.14%          |
| 4. Travel Entry Requirements - Pristi...  | 405      | 83.46%          |
| 5. Stay in Palau                          | 387      | 90.7%           |
| 6. From Brisbane to Palau: Ways to...     | 368      | 83.7%           |
| 7. Palau Visitors Authority - Pristine... | 338      | 87.28%          |
| 8. Drone Registration - Pristine Para...  | 246      | 75.2%           |

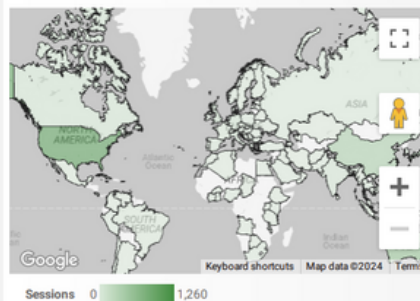
1 - 100 / 616

### Most Searched Queries

| Query                       | Impressions | Clicks |
|-----------------------------|-------------|--------|
| 1. palau tourism statistics | 23          | 0      |
| 2. blue marlin tejo         | 1           | 0      |
| 3. carolines resort palau   | 5           | 0      |
| 4. koror palau map          | 1           | 0      |
| 5. koror map                | 1           | 0      |
| 6. inurl:"xmlrpc.php?rsd"   | 2           | 0      |

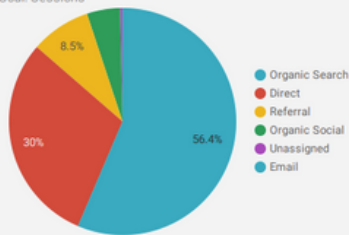
1 - 13 / 13

### What are the top countries by sessions?

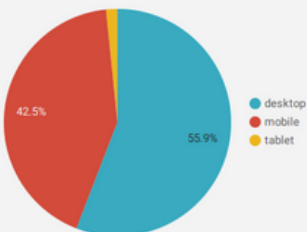


### Which channels are driving engagement?

Goal: Sessions



### Engagement by Device / Users



| Session source       | Sessions |
|----------------------|----------|
| 1. google            | 3,281    |
| 2. (direct)          | 1,878    |
| 3. l.facebook.com    | 97       |
| 4. bing              | 92       |
| 5. l.instagram.com   | 92       |
| 6. baidu             | 67       |
| 7. coconuts-shin.com | 67       |

1 - 100 / 125

# Palau Entry Forms Summary Report JANUARY 2024

BASED ON 3,992 TOURIST ENTRIES

## HOW MANY TIMES HAVE YOU BEEN TO PALAU?



First Time **70%**  
Repeat Travelers **30%**

## HOW DID YOU HEAR ABOUT PALAU?



INTERNET **38%**



PREVIOUS VISIT **8%**



FRIENDS|FAMILY **25%**



SOCIAL MEDIA **5%**



TOUR OPERATOR **9%**



TELEVISION **4%**



TRAVEL AGENT **8%**

## PURPOSE OF TRAVEL (TOP 5)



Pleasure Vacation **69%**



Visiting Family|Friends **10%**



Business | Investor **4.1%**



Military **8%**



Conference **3.6%**

## ACTIVITIES IN PALAU (TOP 5)

2000  
1500  
1000  
500  
0

Scuba Diving

Swimming/ snorkeling

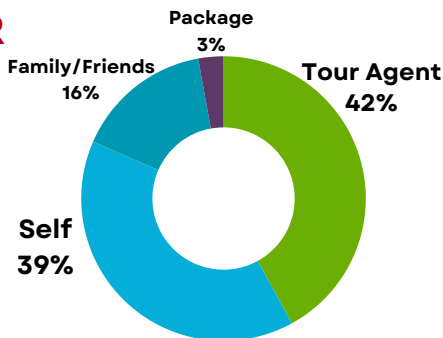
Sight-seeing

Shopping

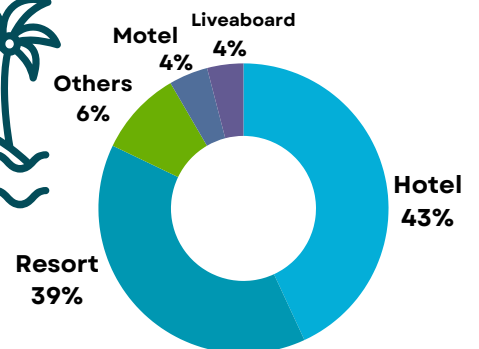
Cultural or Historical Tour



## HOW DID YOU BOOK YOUR TRIP?



## ACCOMMODATION IN PALAU



## ANNUAL HOUSEHOLD INCOME



|                   |     |                    |     |
|-------------------|-----|--------------------|-----|
| Less Than 16,000  | 16% | \$16,000-\$20,000  | 12% |
| \$20,000-\$40,000 | 15% | \$60,000-\$80,000  | 9%  |
| Over \$100,000    | 14% | \$80,000-\$100,000 | 7%  |
| Prefer Not to say | 13% | No Income          | 1%  |
| \$40,000-\$60,000 | 13% |                    |     |