



MARCH 2024 VISITOR ARRIVAL REPORT

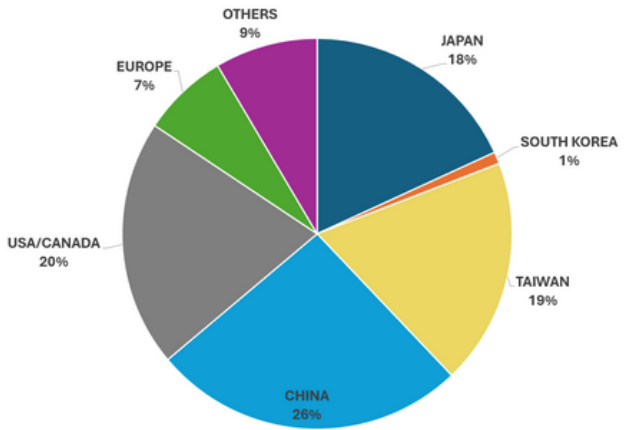
PLEASE NOTE: Due to a change in PVA data source, starting in October 2016, and until further notice, PVA will be reporting its visitor arrival statistics based solely on NATIONALITY and VISITORS. Source: Monthly Reports are compiled from the Division of Immigration's arrival and departure data and processed 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	519	632	834										1,985
SOUTH KOREA	87	71	45										203
TAIWAN	813	736	861										2,410
CHINA	1,492	2,724	1,193										5,409
USA/CANADA	942	894	940										2,776
EUROPE	280	381	328										989
OTHERS	282	315	391										988
Total Visitor Arrivals	4,415	5,753	4,592										14,760
Y-on_Ychange	122%	138%	57%										-64%

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
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
Y-on_Ychange	364%	366%	406%	131%	234%	304%	347%	476%	295%	176%	91%	130%	234%

In March 2024, Palau welcomed a total of 4,592 visitors. Although arrivals have decreased by 20% compared to February, seasonal factors, which are continually monitored during this post-COVID era for traveling trends, the overall picture remains optimistic. China emerged as the dominant contributor, constituting 26% of total arrivals, followed closely by the USA/Canada at 20% and Taiwan at 19%. Japan increased in visitor numbers compared to previous months, now representing 18% of total arrivals. Other regions, including Europe and South Korea, each contributed less than 10%. The cumulative arrivals for the first quarter of 2024 amounted to 14,760 visitors, demonstrating a positive uptrend in tourist numbers.



CYTD	Jan-Mar '23	Jan-Mar '24	% LY
JAPAN	926	1985	114%
SOUTH KOREA	137	203	48%
TAIWAN	2672	2410	-10%
CHINA	174	5409	3009%
USA/CANADA	2029	2776	37%
EUROPE	602	989	64%
OTHERS	790	988	25%
Total Visitor Arrivals	7,330	14,760	101%

FYTD	Oct'22-Mar'23	Oct'23-Mar'24	% LY
JAPAN	1564	3378	116%
SOUTH KOREA	240	380	58%
TAIWAN	3882	4506	16%
CHINA	260	8362	3116%
USA/CANADA	3947	5132	30%
EUROPE	983	1830	86%
OTHERS	1415	2308	63%
Total Visitor Arrivals	12,291	25,896	111%

VISITOR ARRIVALS BY FISCAL YEAR: COMPARISON FY2023 VS. FY2024- 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	519	632	834							3,378
SOUTH KOREA	23	43	111	87	71	45							380
TAIWAN	619	713	764	813	736	861							4,506
CHINA	1,141	774	1,038	1,492	2,724	1,193							8,362
USA/CANADA	716	909	731	942	894	940							5,132
EUROPE	167	385	289	280	381	328							1,830
OTHERS	330	490	500	282	315	391							2,308
Total Visitor Arrivals	3,250	3,854	4,032	4,415	5,753	4,592							25,896
Y-on_Ychange	176%	91%	234%	122%	138%	57%							-26%

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
Y-on_Ychange	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 **March 2024** amounting to **4,592**, 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	Batik Air	Cruise Ship	Military	Motor Yacht	Private Plane	Research vessel	Sailing Yacht
JAPAN	2%	4%	27%	0.0%	20%	10%	97%	-	0%	0%	0%	0%	57%
SOUTH KOREA	0%	2%	1%	0.0%	0%	0%	1%	-	0%	0%	0%	0%	0%
TAIWAN	0%	66%	0%	0.2%	0%	0%	0%	-	0%	0%	0%	95%	0%
CHINA	0%	3%	2%	98.3%	0%	0%	0%	-	0%	0%	0%	0%	0%
USA/CANADA	9%	6%	51%	0.3%	30%	10%	1%	-	100%	0%	24%	0%	14%
EUROPE	16%	14%	7%	0.3%	40%	15%	1%	-	0%	50%	6%	0%	4%
OTHERS	73%	4%	12%	0.9%	10%	65%	0%	-	0%	50%	70%	5%	25%
Total %%	100%	100%	100%	100%	100%	100%	100%	0%	100%	100%	100%	100%	100%

MONTHLY ARRIVALS BY MODE OF TRANSPORTATION

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
Air Niugini	68	74	104										246
China Airlines	1266	1114	1269										3649
Nauru Airlines	24	16	20										60
United Airlines	1571	1694	1564										4829
Batik Air	0	0	344										344
Cambodia Airways	1438	2691	1144										5273
Pacific Mission Aviation Palau	0	29	10										39
Private plane	46	78	54										178
Sailing yacht	2	4	28										34
Motor Yacht			2										2
Research Vessel	0	10	22										32
Military	0	8	31										39
Others	0	35	0										35
Totals	4415	5753	4592										14760

PERCENTAGE SHARE

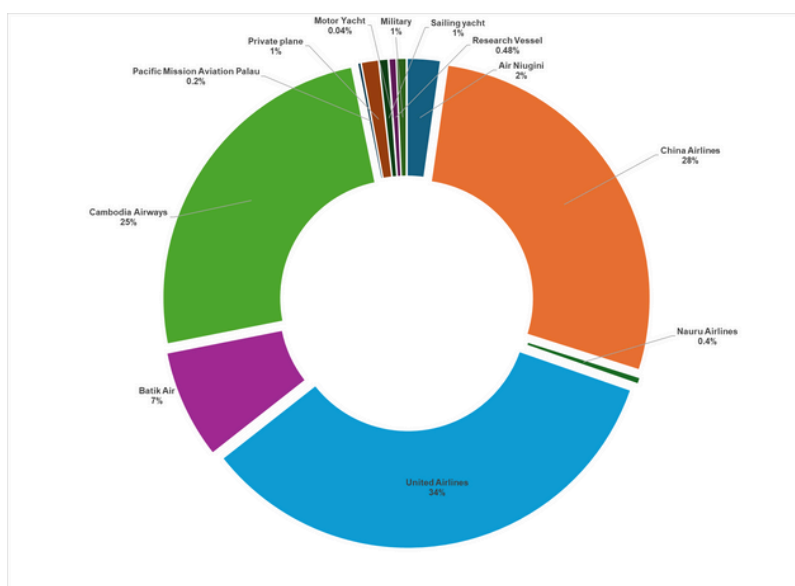
The chart shows total arrivals by mode of transportation, indicating the percentage share



In March 2024, operations included six airlines, comprising four scheduled flights and two charter flight, in addition to private planes and sailing yachts bringing visitors.

United Airlines led with 34% of arrivals for the month, followed by China Airlines at 28%, and Cambodia Airways at 25%. Batik Air, Air Niugini, Nauru Airlines, and Pacific Mission Aviation Palau accounted for less than 7% of the arrivals.

1. United Airlines primarily serves passengers from USA/Canada, constituting 51%, followed by Japan with 27%.
2. China Airlines, hosting visitors mainly from Taiwan, represents 66%, followed by Europe with 14%.
3. Cambodia Airlines serves predominantly Chinese visitors, accounting for 98% and all other countries represents less than 1%.



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
Air Niugini	2%	1%	2%										
China Airlines	29%	19%	28%										
Nauru Airlines	1%	0%	0.4%										
United Airlines	36%	29%	34%										
Batik Air	0%	0%	7%										
Cambodia Airways	33%	47%	25%										
Pacific Mission Aviation Palau	0%	1%	0.2%										
Private plane	1%	1%	1%										
Sailing yacht	0.05%	0.07%	1%										
Motor Yacht			0.04%										
Research Vessel	0.00%	0.17%	0.5%										
Military	0.00%	0.14%	1%										
Others	0%	1%	0%										
Totals	100%	100%	100%										

VISITOR NIGHTS BY KEY MARKETS: COMPARISON 2023 VS. 2024

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	3,669	4,546	6,041										14,256
SOUTH KOREA	627	503	321										1,451
TAIWAN	3,999	3,652	4,319										11,970
CHINA	12,975	23,201	10,169										46,345
USA/CANADA	7,335	6,955	7,341										21,631
EUROPE	2,792	3,802	3,277										9,871
OTHERS	2,084	2,343	2,941										7,368
Total Visitor Nights	33,481	45,003	34,409										112,893
Y-on_Y change	162%	200%	83%										-62%

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
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
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	14,256
SOUTH KOREA	55,077	46,871	47,749	47,122	56,452	49,193	11,492	101	1,805	6,751	1,451
TAIWAN	127,401	57,452	56,748	39,848	44,848	67,738	10,843	9,738	6,223	50,557	11,970
CHINA	169,530	380,638	292,859	267,140	196,109	160,048	18,545	261	1,175	90,113	46,345
USA/CANADA	61,691	62,457	58,299	55,966	63,379	60,231	14,719	21,831	59,697	65,101	21,632
EUROPE	45,552	36,841	45,454	42,017	36,500	33,806	11,618	613	8,631	27,233	9,871
OTHERS	32,458	29,273	29,071	27,667	27,480	32,461	5,632	2,071	13,291	32,835	7,369
Total Visitor Nights	660,351	746,193	651,771	589,601	522,994	493,289	98,427	36,549	101,415	299,944	112,893

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	7.2	7.2									
SOUTH KOREA	7.2	7.1	7.1									
TAIWAN	4.9	5.0	5.0									
CHINA	8.7	8.5	8.5									
USA/CANADA	7.8	7.8	7.8									
EUROPE	10.0	10.0	10.0									
OTHERS	7.4	7.4	7.5									
Total	7.0	7.1	7.1									

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
Total	6.3	6.2	6.4	7.8	7.8	7.4	7.2	7.1	7.1	7.0	6.9	7.0

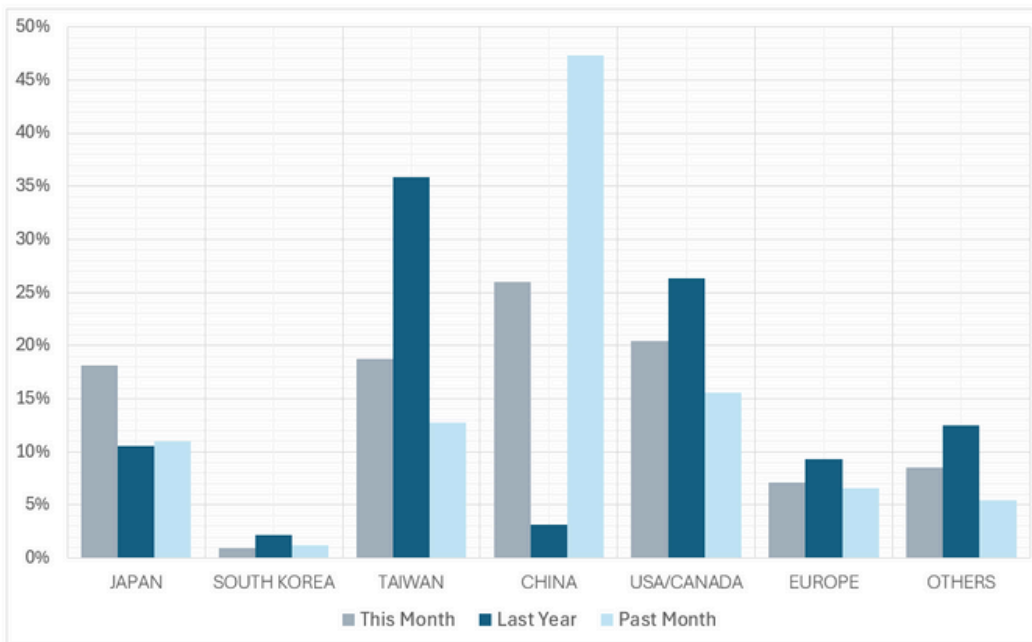
AVERAGE LENGTH OF STAY: PAST TEN YEARS

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	7.2
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	5.0
CHINA	4.3	4.3	4.5	4.6	4.8	5.3	5.6	5.6	5.6	8.5	8.6
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	7.5
Total	4.7	4.6	4.7	4.8	4.9	5.3	5.4	7.0	8.2	7.3	7.6

MARKET SHARE COMPARISON

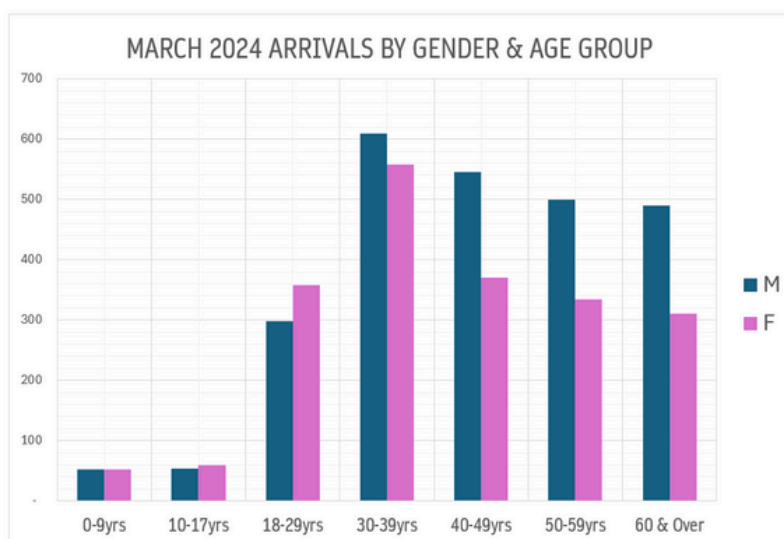
Current distribution of visitors to Palau and how it has changed compared to the previous month and the same period in the previous year.

KEY MARKETS	This Month MARCH 2024		Last Year MARCH 2023		Past Month FEBRUARY 2024	
	Count	Share %	Count	Share %	Count	Share %
JAPAN	834	18%	308	11%	632	11%
SOUTH KOREA	45	1%	64	2%	71	1%
TAIWAN	861	19%	1050	36%	736	13%
CHINA	1193	26%	93	3.2%	2724	47%
USA/CANADA	940	20%	772	26%	894	16%
EUROPE	328	7%	274	9%	381	7%
OTHERS	391	9%	365	12%	315	5%
Total:	4592	100%	2926	100%	5753	100%



In March 2024, tourist arrivals experienced a 20% decline compared to February of the same year. The China market saw a decrease of 56%, Europe experienced a 14% drop, and South Korea witnessed a decline of 37% compared to the previous month.

BY GENDER AND AGE GROUP



AGE GROUP	MALES	FEMALES
0-9yrs	2%	3%
10-17yrs	2%	3%
18-29yrs	12%	18%
30-39yrs	24%	27%
40-49yrs	21%	18%
50-59yrs	20%	16%
60 & Over	19%	15%
	100%	100%

MONTHLY ARRIVALS BY COUNTRY GROUP

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Totals
Asia	3,033	4,309	3,118										10,460
Japan	519	632	834										1,985
Korea, Republic of	87	71	45										203
Taiwan, Republic of China	813	736	861										2,410
China	1,492	2,724	1193										5,409
Hong Kong, Special Administrative Region of China	-	-	0										-
Macao, Special Administrative Region of China	-	-	0										-
Bangladesh	-	4	1										5
Indonesia	2	1	36										39
India	4	12	10										26
Malaysia	12	16	22										50
Philippines	64	60	73										197
Singapore	9	14	18										41
Thailand	5	35	15										55
Asia-Other	26	4	10										40
North America	942	894	940										2,776
Canada	35	34	54										123
United States of America	907	860	886										2,653
North America-Other	-	-	0										-
Caribbean	-	-	1										1
Central America	2	3	2										7
South America	6	21	14										41
Argentina	-	-	0										-
Brazil	4	16	14										34
Chile	-	-	0										-
Ecuador	-	-	0										-
South America-Other	2	5	0										7
Europe	282	382	329										993
Austria	6	19	29										54
Belgium	5	4	2										11
Switzerland	26	25	20										71
Czech Republic	16	4	9										29
Germany	67	100	95										262
Denmark	20	16	4										40
Spain	11	9	16										36
Finland	1	4	7										12
France	22	36	17										75
United Kingdom	41	39	45										125
Greece	1	-	3										4
Italy	10	25	18										53
Norway	-	3	1										4
Poland	3	25	5										33
Portugal	3	3	2										8
Russian Federation	10	40	4										54
Sweden	3	9	6										18
Europe-Other	37	21	46										104
Middle East	6	15	8										29
Africa	7	3	8										18
Oceania	137	126	172										435
Australia	85	69	95										249
Fiji	8	4	22										34
Micronesia, Federated States of	19	24	34										77
Marshall Islands	4	4	5										13
New Zealand	11	16	8										35
Solomon Islands	-	1	0										1
Tuvalu	-	3	0										3
Oceania-Other	10	5	8										23
Total	4,415	5,753	4,592										14,760
<i>Unidentified</i>	-	-	-										-
Total	4,415	5,753	4,592										14,760

ALL YEARS BY KEY MARKETS: 1980 ~ 2024 (MARCH)

The table displays arrival data spanning from 1980 to **March 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	1,985	203	2,410	5,409	2,776	989	988	14,760

MARCH 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. UA flights increased so except Sunday.

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

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

Cambodia Airlines: Charter Flight operating from Macau since April 2023

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

Nauru Airlines: Scheduled Flight arriving once a week from Brisbane Australia since December 2023.

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

March 01, 2024: Met with Ngaraard Governor Sharp Sakuma, and Kerradel Conservation Coordinator, Mr. Jerome Temengil. Demok Eco Tour was launched two weeks ago, available at website @demokcommunityecotours.com, site visit including transportation from Koror to Ngaraard.

March 06, 2024: Meeting with Governors of the following State; Aimeliik, Ngarchelong & Ngiwal, further discussion of Alii Pass program, site development, trainings and marketing

March 09, 2024: The third 680 Night Market of the year had a special focus on the youth in light of National Youth Day falling within this month. The market featured a diverse array of both local and international cuisines, offering attendees a tantalizing selection of flavors to explore. Additionally, a new side station menu exclusively featuring fried food was introduced, adding an extra layer of indulgence to the night market experience. - 680 night market facebook page 03/09/24

March 11, 2024: One of our team members will join the Earth day Committee to revisit the plants that were planted during the previous Earth Day efforts to make a greener cleaner community as part of the upcoming plan of this year's Earth day activities.

March 13-15, 2024: PATA Micronesia - 1st Tri-Annual Membership Meeting -The Director of PVA also holds the position of Chairman for the PATA Micronesia Chapter, while managers chair the Marketing Committee and the Committee for Culture, Heritage, and Environment. These chapter gatherings aim to engage members and enhance the Micronesian region in various aspects including tourism, education, cultural preservation, and more to further strengthen collaboration and strategic planning.

March 15, 2024: Rock Island Tour Company, LTD. (RITC) is thrilled to announce the grand welcoming of a new charter flight at the airport. As the organizer of this exciting event, RITC has meticulously planned every detail to ensure a memorable and seamless experience for all involved.

March 23, 2024: The fourth 680 Night Market of the year and last one for the month of March. The market featured a diverse array of both local and international cuisines, offering attendees a tantalizing selection of flavors to explore. -680 Night Market Facebook page 03/23/2024



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.

FOLLOW US ON FACEBOOK AND INSTAGRAM FOR UPDATES ON UPCOMING NIGHT MARKETS!



@680NIGHTMARKET

	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
SCHEDULED											
Date	10-Feb	9-Mar	6-Apr	4-May	1-Jun	13-Jul	10-Aug	7-Sep	5-Oct	2-Nov	14-Dec
Theme											
Vendors	22	19									
Tourists	763	951									
Locals	636	553									
Totals	1399	1204									
Vendor Sales	\$7,613.57	\$6,849.08									
SPECIAL											
Date	24-Feb	23-Mar	20-Apr	18-May	15-Jun	27-Jul	24-Aug	21-Sep	19-Oct	16-Nov	28-Dec
Theme											
Vendors	18	18									
Tourists	556	765									
Locals	734	889									
Totals	1290	1654									
Vendor Sales	\$7,349.93	\$8,094.15									
Date											
Theme											
Vendors											
Tourists											
Locals											
Totals											
Vendor Sales											

In March 2024, the 680 Night Markets commenced with a vibrant celebration. It began by spotlighting Palau's Talented Youth in honor of Youth Day. The event dazzled with contemporary and traditional dance performances, alongside local singers captivating the audience.

The excitement surged further with the second night market co-hosted by the Palau Red Cross, featuring raffle drawings, live band performances, and cultural showcases.

Throughout the night, the 680 Night Market displays a diverse array of local vendors offering local products, delectable food, and engaging activities for everyone to partake in.

The event also served as a platform for emerging talents to shine, with the Palau Visitors Authority encouraging new performers to reach out for opportunities to showcase their skills. For those interested in selling food or other products, PVA welcomes inquiries and provides information.

Stay updated on future events and opportunities by following @680 Night Market on social media for the latest news and updates.





PVA 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.

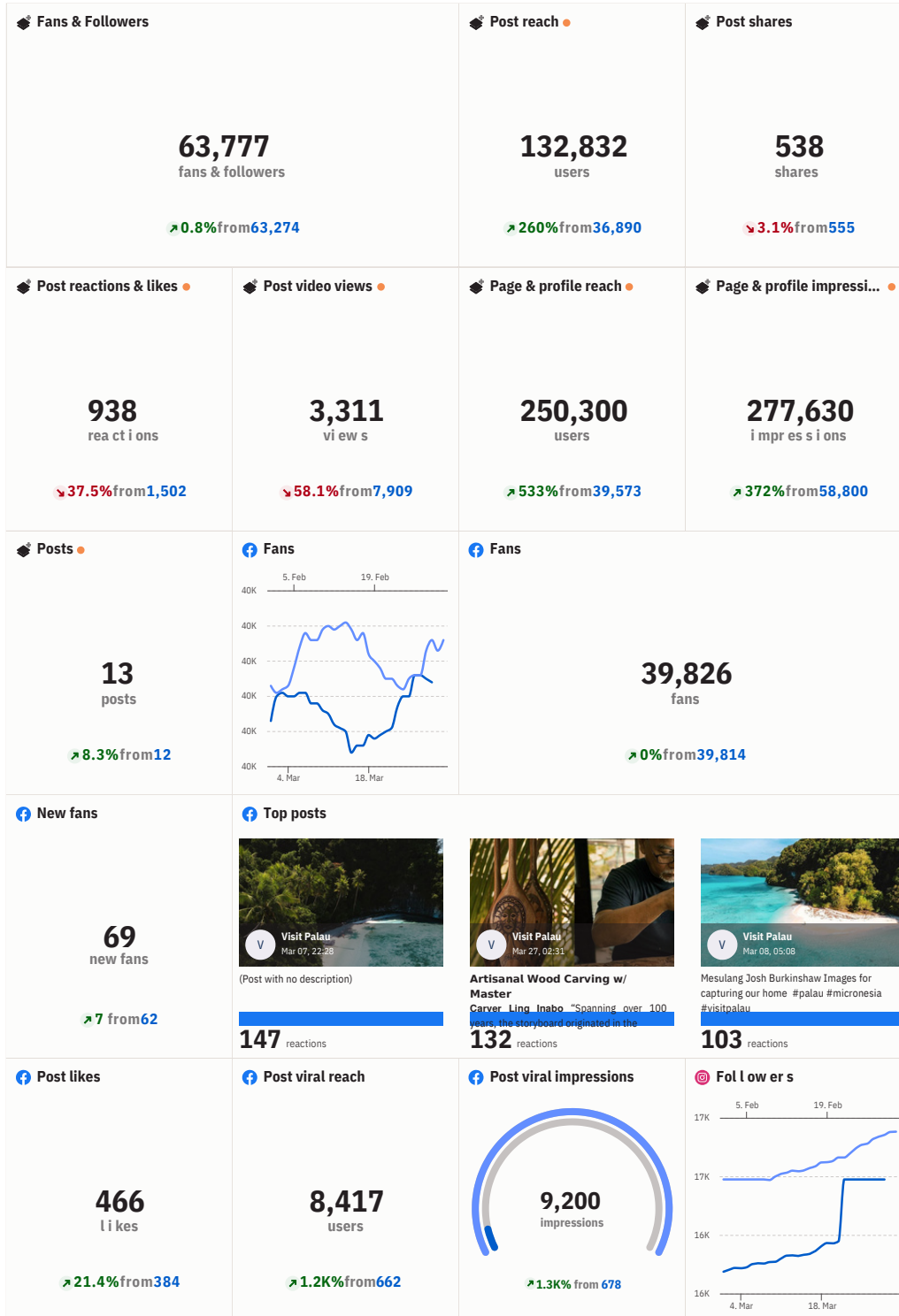


www.pristineparadisepalau.com

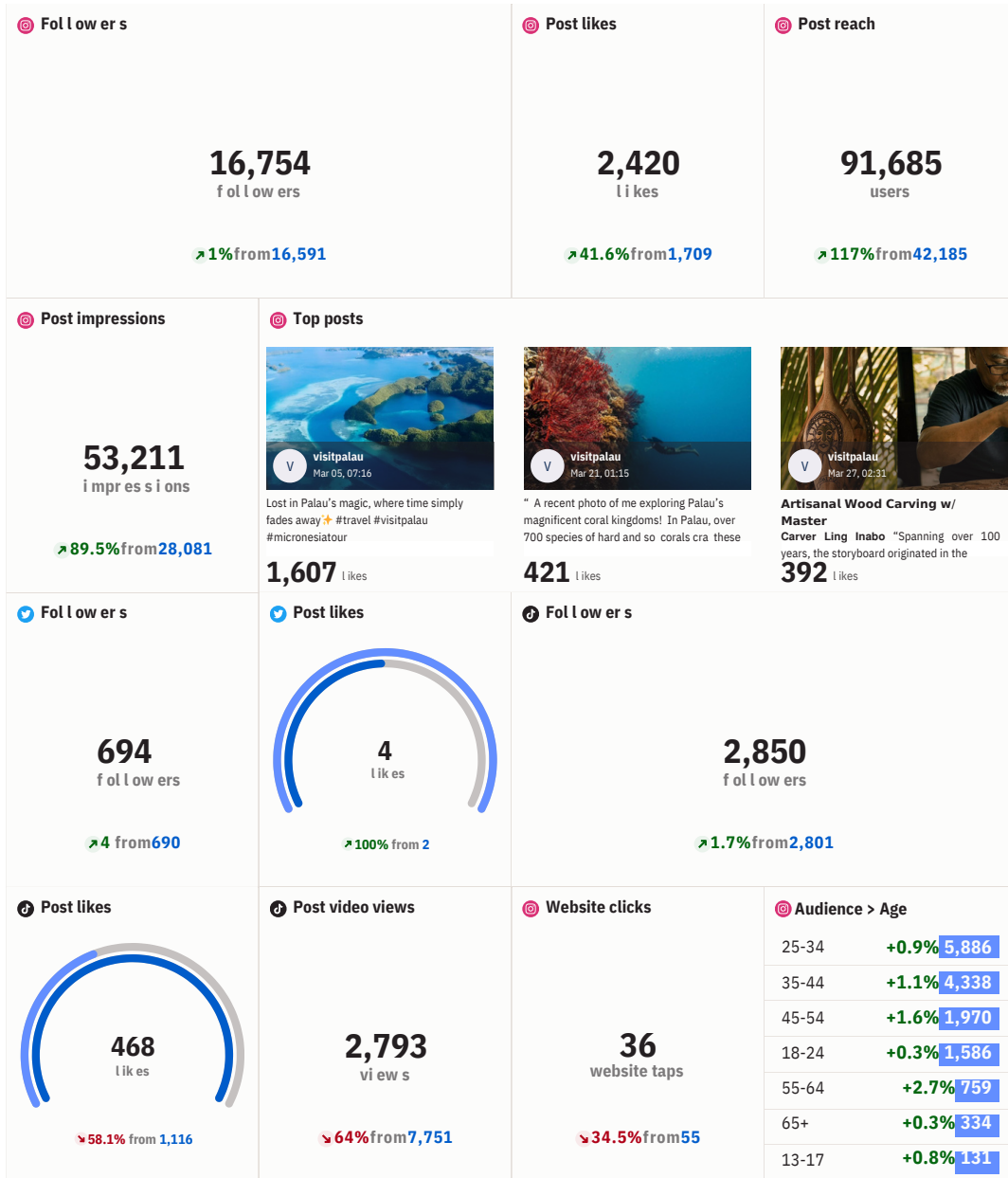


@visitpalau

Palau's travel social media accounts closed out the month of March with a total of 63,777 followers, reflecting a noteworthy increase of 3,777 followers. This growth can be attributed to strategic collaborations with content creators, and our enhanced visibility on social media platforms encourages user-generated content under the Visit Palau campaign. The table provided below illustrates the comparative social media performance between March and February.

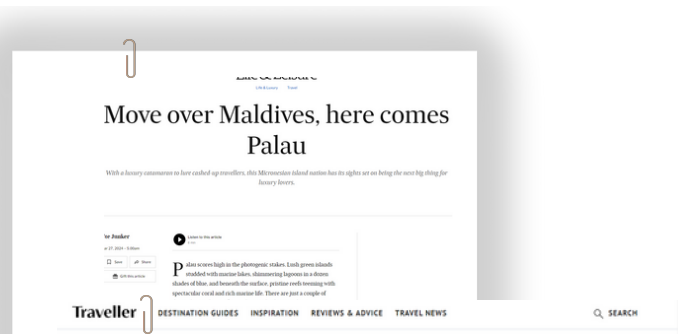


Page & Profile Impressions: the number of times any content from or about your Pages or accounts was displayed on a person's screen on Facebook, Instagram, and LinkedIn. Content includes posts, check-ins, ads, feed stories, and more. Post Reach: The number of people who saw your posts on your Facebook,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

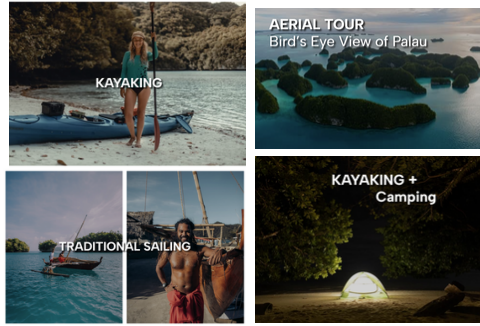


PR/ Media Coverage:

Palau has been prominently featured in respected publications such as the Sydney Morning Herald, Brisbane Times, The Age, and the Australian Financial Review. These features resulted from familiarization tours conducted last year with travel writers



Website



Final Report

Mar 1, 2024 - Mar 31, 2024

Marketing Website Summary

Data from Google Analytics

Sessions	New users	Returning Users	Views	Event count	Sessions per user	Engagement rate
9,161	6,760	325	16,033	44.7K	1.3	51.1%
↑ 20.9%	↑ 23.5%	↑ 13.2%	↑ 23.0%	↑ 21.5%	↓ -1.7%	↑ 2.8%

Most Requested Pages / Visits

Page title	Sessions	Engagement rate
1. Visit Palau: The Official Tourism ...	3,853	57.1%
2. Stay In Palau	713	78.82%
3. Culture - Pristine Paradise Palau	653	63.55%
4. Travelers Tips - Pristine Paradise ...	612	79.9%
5. Travel Entry Requirements - Pristi...	544	68.93%
6. Home - Pristine Paradise Palau	387	44.44%
7. Palau Visitors Authority - Pristine...	376	72.87%
8. Drone Registration - Pristine Para...	331	45.02%

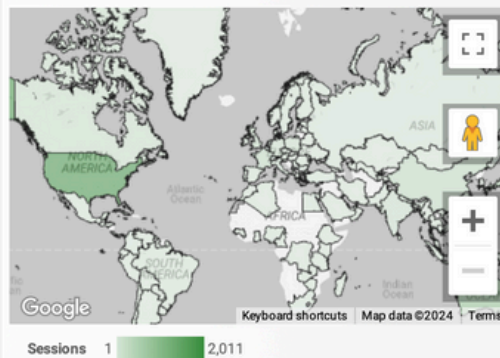
1 - 100 / 696

Most Searched Queries

Query	Impressions	Clicks
1. palau tourism statistics	17	1
2. koror map	28	1
3. palau visitors authority	8	1
4. 팔라우 가는법	2	0
5. palau island	5	0
6. koror	2	0

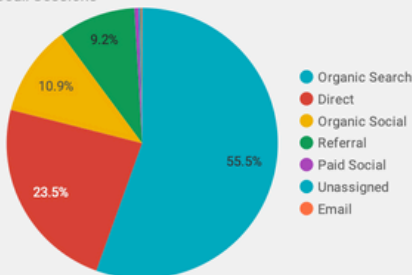
1 - 51 / 51

What are the top countries by sessions?

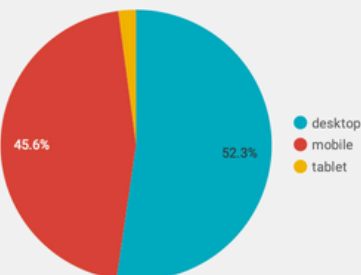


Which channels are driving engagement?

Goal: Sessions



Engagement by Device / Users



Session source	Sessions
1. google	4,715
2. (direct)	2,157
3. m.facebook.com	660
4. bing	183
5. l.facebook.com	177
6. palaugov.pw	101
7. reurf.cc	94

1 - 100 / 134

PALAU ENTRY FORMS SUMMARY REPORT

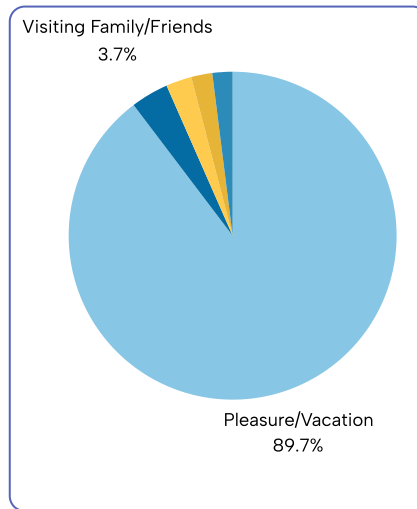
MARCH 2024
Based on 4,573 Tourist Entries



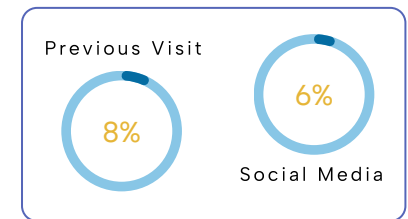
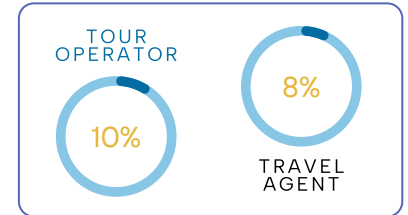
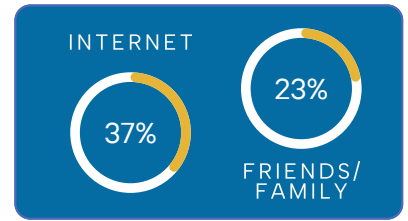
Summary Report

Based on March 2024's Palau Entry Forms, 4,573 tourists were surveyed. Among them, 74% constituted first-time visitors, while 26% were returning travelers. Primarily, 90% of tourists visited Palau for pleasure/vacation, contrasting with the 3.7% who came to visit family and friends. Notably, top activities included scuba diving (29%), swimming/snorkeling (24%), sightseeing (19%), shopping (11%), and cultural/historical tours (10%). Remarkably, 37% of tourists cited the internet as their source of information about Palau, underscoring the significance of digital platforms. Regarding booking preferences, 49% of tourists utilized travel agents, 39% opted for self-booking, while 12% relied on familial networks or packaged tours.

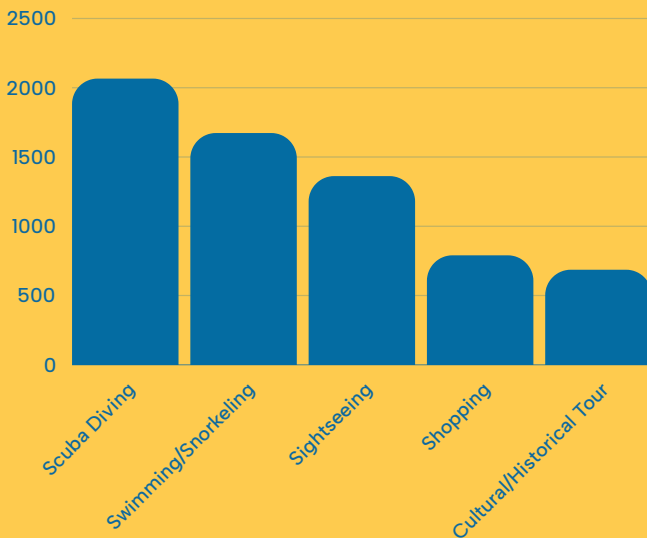
No. of times Traveler has been to Palau



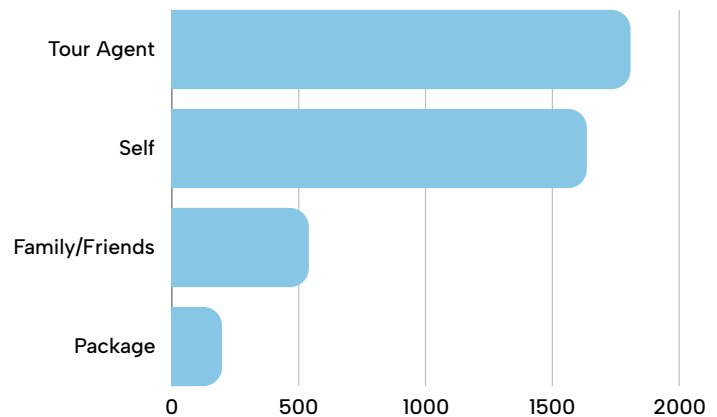
How Travelers hear about Palau



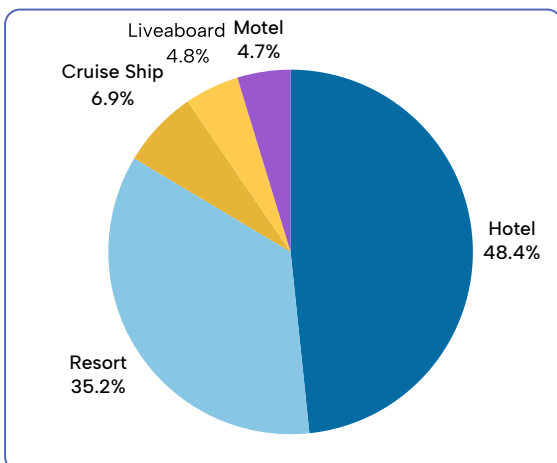
Activities in Palau (Top 5)



Visitor Trip Booking



Accommodation in Palau



Accommodation preferences in Palau show that 48% of visitors favor hotels, followed by 35% for resorts. March also saw the introduction of a novel accommodation option with the arrival of the Azamara Onward cruise ship, hosting over 500 passengers and covering 6.9% of Palau's accommodation offerings. With the household income, 16% of visitors boast annual household incomes exceeding \$100,000, while a notable 15% preferred not to disclose their income. On the other end, 14% earn less than \$16,000 annually.

Annual household Income

Over \$100,000	16%	\$40,000-\$60,000	12%
Prefer Not To Say	15%	\$16,000-\$20,000	10%
Less Than \$16,000	14%	\$60,000-\$80,000	9%
\$20,000-\$40,000	14%	\$80,000-\$100,000	8%