



# APRIL 2024 VISITOR ARRIVAL REPORT

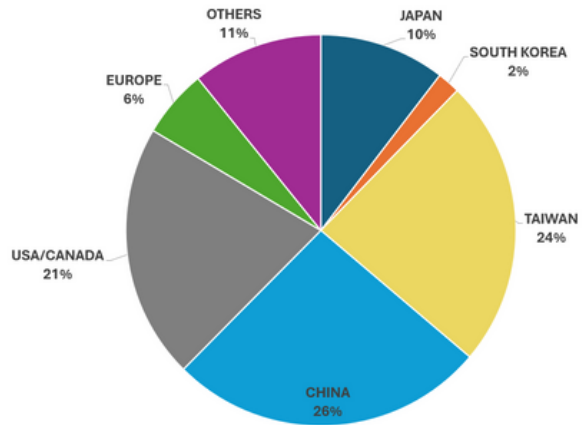
PLEASE NOTE: Due to a change in PVA data source, starting in October 2016, and until further notice, PVA will be reporting its visitor arrival statistics based solely on NATIONALITY and VISITORS. Source: Monthly Reports are compiled from the Division of Immigration's arrival and departure data and processed 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	459									2,444
SOUTH KOREA	87	71	45	83									286
TAIWAN	813	736	861	1,050									3,460
CHINA	1,492	2,724	1,193	1,155									6,564
USA/CANADA	942	894	940	927									3,703
EUROPE	280	381	328	248									1,237
OTHERS	282	315	391	477									1,465
<b>Total Visitor Arrivals</b>	<b>4,415</b>	<b>5,753</b>	<b>4,592</b>	<b>4,399</b>									<b>19,159</b>
Y-on_Y change	122%	138%	57%	54%									-53%

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 April 2024, Palau recorded a total of 4,399 visitors. China market was the largest contributor, representing 26% of the total arrivals. Taiwan followed closely, accounting for 24%, and USA/Canada contributed 21%. Visitor numbers from other regions increased, comprising 11% of the total arrivals. Japan, Europe, and South Korea each accounted for less than 10%. Although the number of arrivals in April saw a 4.2% decline compared to the previous month, it reflects a 53.9% increase from the same month last year. As of the end of April, total tourist arrivals have reached 19,159, demonstrating a positive trend.



CYTD	Jan-Apr '23	Jan-Apr '24	% LY
JAPAN	1202	2444	103%
SOUTH KOREA	178	286	61%
TAIWAN	3514	3460	-2%
CHINA	459	6564	1330%
USA/CANADA	2537	3703	46%
EUROPE	1154	1237	7%
OTHERS	1146	1465	28%
<b>Total Visitor Arrivals</b>	<b>10,190</b>	<b>19,159</b>	<b>88%</b>

FYTD	Oct'22-Apr'23	Oct '23-Apr'24	% LY
JAPAN	1846	3837	108%
SOUTH KOREA	281	463	65%
TAIWAN	4724	5556	18%
CHINA	545	9517	1646%
USA/CANADA	4455	6059	36%
EUROPE	1535	2078	35%
OTHERS	1771	2785	57%
<b>Total Visitor Arrivals</b>	<b>15,157</b>	<b>30,295</b>	<b>100%</b>

## 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	459						3,837
SOUTH KOREA	23	43	111	87	71	45	83						463
TAIWAN	619	713	764	813	736	861	1,050						5,556
CHINA	1,141	774	1,038	1,492	2,724	1,193	1,155						9,517
USA/CANADA	716	909	731	942	894	940	927						6,059
EUROPE	167	385	289	280	381	328	248						2,078
OTHERS	330	490	500	282	315	391	477						2,785
<b>Total Visitor Arrivals</b>	<b>3,250</b>	<b>3,854</b>	<b>4,032</b>	<b>4,415</b>	<b>5,753</b>	<b>4,592</b>	<b>4,399</b>						<b>30,295</b>
Y-on_Y change	176%	91%	234%	122%	138%	57%	54%						-14%

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 **April 2024** amounting to **4,399**, categorized by key markets and mode of transportation. It is indicated in percentage share.

	Air Niugini	China Airlines	United Airlines	Cambodia Airways	Mission Aviation	Nauru Airlines	Batik Air	Cruise Ship	Military	Motor Yacht	Private Plane	Research vessel	Sailing Yacht	Others
JAPAN	0%	3%	26%	0.1%	0%	0%	96%	-	0%		75%	11%	0%	0%
SOUTH KOREA	0%	4%	0%	0.1%	0%	2%	0%	-	0%		0%	32%	0%	0%
TAIWAN	0%	71%	0%	0.1%	0%	0%	0%	-	0%		0%	90%	0%	0%
CHINA	0%	3%	2%	98.0%	0%	2%	4%	-	0%		0%	1%	0%	0%
USA/CANADA	1%	5%	55%	1.1%	22%	0%	0%	-	100%		25%	15%	0%	25%
EUROPE	5%	10%	5%	0.4%	78%	2%	0%	-	0%		0%	11%	0%	75%
OTHERS	93%	4%	11%	0.3%	0%	94%	0%	-	0%		0%	30%	10%	0%
Total %%	100%	100%	100%	100%	100%	100%	100%	0%	100%	0%	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	205									451
China Airlines	1266	1114	1269	1448									5097
Nauru Airlines	24	16	20	49									109
United Airlines	1571	1694	1564	1350									6179
Batik Air	0	0	344	54									398
Cambodia Airways	1438	2691	1144	1095									6368
Pacific Mission Aviation Palau	0	29	10	9									48
Private plane	46	78	54	84									262
Sailing yacht	2	4	28	4									38
Motor Yacht			2										2
Motor Vessel				4									4
Research Vessel	0	10	22	20									52
Military	0	8	31	74									113
Others	0	35	0	3									38
<b>Totals</b>	<b>4415</b>	<b>5753</b>	<b>4592</b>	<b>4399</b>									<b>19159</b>

## PERCENTAGE SHARE

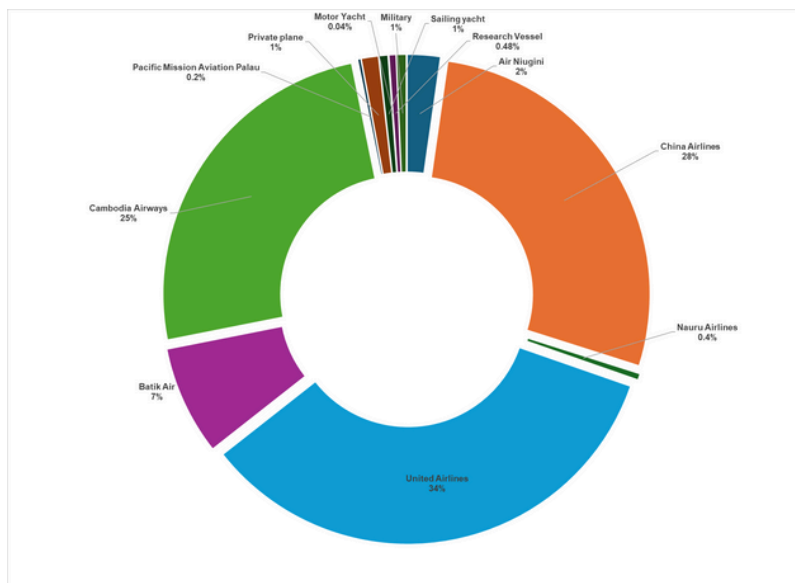
The chart shows total arrivals by mode of transportation, indicating the percentage share



In April 2024, operations included seven airlines, comprising five scheduled flights and two charter flights, 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 55%, followed by Japan with 26%.
2. China Airlines, hosting visitors mainly from Taiwan, represents 71%, followed by Europe with 10%.
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%	5%									
China Airlines	29%	19%	28%	33%									
Nauru Airlines	1%	0%	0.4%	1%									
United Airlines	36%	29%	34%	31%									
Batik Air	0%	0%	7%	1%									
Cambodia Airways	33%	47%	25%	25%									
Pacific Mission Aviation Palau	0%	1%	0.2%	0%									
Private plane	1%	1%	1%	2%									
Sailing yacht	0.05%	0.07%	1%	0.09%									
Motor Yacht			0.04%	0.0%									
Motor Vessel				0.1%									
Research Vessel	0.00%	0.17%	0.5%	0.45%									
Military	0.00%	0.14%	1%	1.68%									
Others	0%	1%	0%	0%									
<b>Totals</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>									

## 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	3,358									17,614
SOUTH KOREA	627	503	321	601									2,051
TAIWAN	3,999	3,652	4,319	5,341									17,311
CHINA	12,975	23,201	10,169	9,816									56,161
USA/CANADA	7,335	6,955	7,341	7,287									28,918
EUROPE	2,792	3,802	3,277	2,463									12,334
OTHERS	2,084	2,343	2,941	3,587									10,955
<b>Total Visitor Nights</b>	<b>33,481</b>	<b>45,003</b>	<b>34,409</b>	<b>32,452</b>									<b>145,345</b>
Y-on_Y change	162%	200%	83%	50%									-52%

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	17,613
SOUTH KOREA	55,077	46,871	47,749	47,122	56,452	49,193	11,492	101	1,805	6,751	2,051
TAIWAN	127,401	57,452	56,748	39,848	44,848	67,738	10,843	9,738	6,223	50,557	17,311
CHINA	169,530	380,638	292,859	267,140	196,109	160,048	18,545	261	1,175	90,113	56,161
USA/CANADA	61,691	62,457	58,299	55,966	63,379	60,231	14,719	21,831	59,697	65,101	28,919
EUROPE	45,552	36,841	45,454	42,017	36,500	33,806	11,618	613	8,631	27,233	12,334
OTHERS	32,458	29,273	29,071	27,667	27,480	32,461	5,632	2,071	13,291	32,835	10,956
<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>145,345</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	7.2	7.2	7.3								
SOUTH KOREA	7.2	7.1	7.1	7.2								
TAIWAN	4.9	5.0	5.0	5.1								
CHINA	8.7	8.5	8.5	8.5								
USA/CANADA	7.8	7.8	7.8	7.9								
EUROPE	10.0	10.0	10.0	9.9								
OTHERS	7.4	7.4	7.5	7.5								
<b>Total</b>	<b>7.0</b>	<b>7.1</b>	<b>7.1</b>	<b>7.2</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>

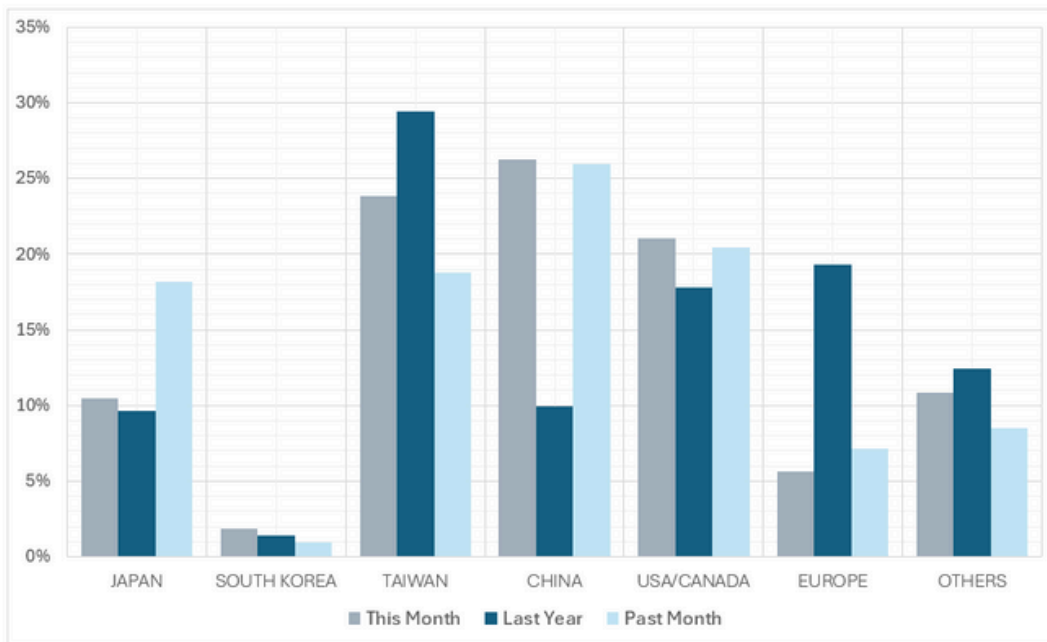
### AVERAGE LENGTH OF STAY: PAST TEN YEARS

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	7.2
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
<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>7.6</b>

## MARKET SHARE COMPARISON

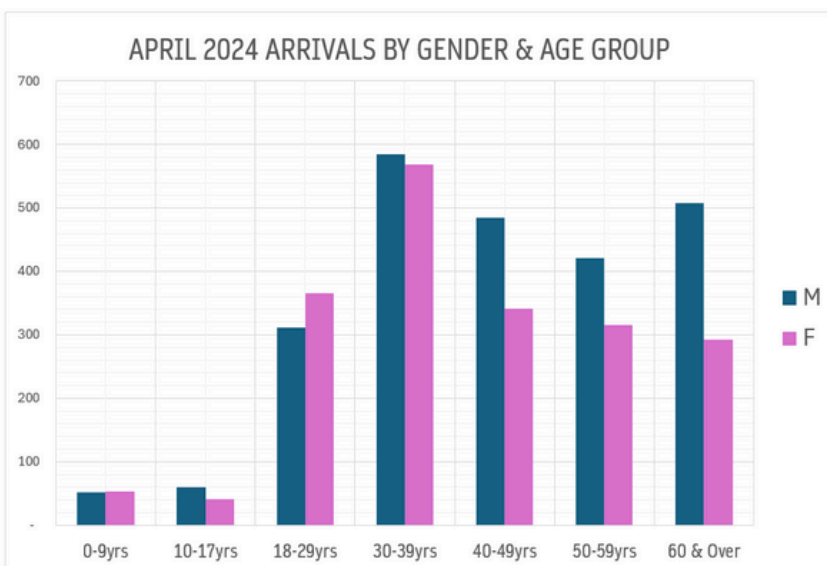
Current distribution of visitors to Palau and how it has changed compared to the previous month and the same period in the previous year.

KEY MARKETS	This Month		Last Year		Past Month	
	APRIL 2024	Share %	APRIL 2023	Share %	MARCH 2024	Share %
JAPAN	459	10%	276	10%	834	18%
SOUTH KOREA	83	2%	41	1%	45	1%
TAIWAN	1050	24%	842	29%	861	19%
CHINA	1155	26%	285	10.0%	1193	26%
USA/CANADA	927	21%	508	18%	940	20%
EUROPE	248	6%	552	19%	328	7%
OTHERS	477	11%	356	12%	391	9%
<b>Total:</b>	<b>4399</b>	<b>100%</b>	<b>2860</b>	<b>100%</b>	<b>4592</b>	<b>100%</b>



In April 2024, total tourist arrivals experienced a 5% decline compared to March of the same year. The Europe market saw a decrease of 24%, China market experienced a 3% drop, and USA/Canada witnessed a decline of 1.4% compared to the previous month.

## BY GENDER AND AGE GROUP



AGE GROUP	MALES	FEMALES
0-9yrs	2%	3%
10-17yrs	2%	2%
18-29yrs	13%	19%
30-39yrs	24%	29%
40-49yrs	20%	17%
50-59yrs	17%	16%
60 & Over	21%	15%
	100%	100%

## MONTHLY ARRIVALS BY COUNTRY GROUP

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Totals
<b>Asia</b>	<b>3,033</b>	<b>4,309</b>	<b>3,118</b>	<b>2,861</b>									<b>13,321</b>
Japan	519	632	834	459									2,444
Korea, Republic of	87	71	45	83									286
<b>Taiwan, Republic of China</b>	<b>813</b>	<b>736</b>	<b>861</b>	<b>1050</b>									<b>3,460</b>
China	1,492	2,724	1193	1155									6,564
Hong Kong, Special Administrative Region of China	-	-	0	0									-
Macao, Special Administrative Region of China	-	-	0	0									-
Bangladesh	-	4	1	0									5
Indonesia	2	1	36	5									44
India	4	12	10	10									36
Malaysia	12	16	22	12									62
<b>Philippines</b>	<b>64</b>	<b>60</b>	<b>73</b>	<b>49</b>									<b>246</b>
<b>Singapore</b>	<b>9</b>	<b>14</b>	<b>18</b>	<b>11</b>									<b>52</b>
Thailand	5	35	15	16									71
Asia-Other	26	4	10	11									51
<b>North America</b>	<b>942</b>	<b>894</b>	<b>940</b>	<b>927</b>									<b>3,703</b>
Canada	35	34	54	22									145
United States of America	907	860	886	905									3,558
North America-Other	-	-	0	0									-
<b>Caribbean</b>	<b>-</b>	<b>-</b>	<b>1</b>	<b>-</b>									<b>1</b>
<b>Central America</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>									<b>10</b>
<b>South America</b>	<b>6</b>	<b>21</b>	<b>14</b>	<b>1</b>									<b>42</b>
Argentina	-	-	0	0									-
Brazil	4	16	14	0									34
Chile	-	-	0	0									-
Ecuador	-	-	0	0									-
South America-Other	2	5	0	1									8
<b>Europe</b>	<b>282</b>	<b>382</b>	<b>329</b>	<b>252</b>									<b>1,245</b>
Austria	6	19	29	13									67
Belgium	5	4	2	1									12
Switzerland	26	25	20	12									83
Czech Republic	16	4	9	24									53
Germany	67	100	95	44									306
Denmark	20	16	4	3									43
Spain	11	9	16	17									53
Finland	1	4	7	3									15
France	22	36	17	19									94
United Kingdom	41	39	45	56									181
Greece	1	-	3	0									4
Italy	10	25	18	9									62
Norway	-	3	1	1									5
Poland	3	25	5	0									33
Portugal	3	3	2	0									8
Russian Federation	10	40	4	3									57
Sweden	3	9	6	5									23
Europe-Other	37	21	46	42									146
<b>Middle East</b>	<b>6</b>	<b>15</b>	<b>8</b>	<b>3</b>									<b>32</b>
<b>Africa</b>	<b>7</b>	<b>3</b>	<b>8</b>	<b>5</b>									<b>23</b>
<b>Oceania</b>	<b>137</b>	<b>126</b>	<b>172</b>	<b>347</b>									<b>782</b>
<b>Australia</b>	<b>85</b>	<b>69</b>	<b>95</b>	<b>190</b>									<b>439</b>
Fiji	8	4	22	12									46
Micronesia, Federated States of	19	24	34	38									115
Marshall Islands	4	4	5	34									47
New Zealand	11	16	8	26									61
Solomon Islands	-	1	0	1									2
Tuvalu	-	3	0	1									4
Oceania-Other	10	5	8	45									68
<b>Total</b>	<b>4,415</b>	<b>5,753</b>	<b>4,592</b>	<b>4,399</b>									<b>19,159</b>
<i>Unidentified</i>	-	-	-	0									-
<b>Total</b>	<b>4,415</b>	<b>5,753</b>	<b>4,592</b>	<b>4,399</b>									<b>19,159</b>

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

The table displays arrival data spanning from 1980 to **April 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	2,444	286	3,460	6,564	3,703	1,237	1,465	19,159

## APRIL 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. Flight increased to 3 times a week beginning of this month of April 2024.

**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>



**April 05-07, 2024:** Palau promotes scuba diving tourism at the Marine Diving Fair 2024, held from April 5 to April 7, 2024 in Tokyo, Japan. Marine Diving Fair is one of Asia's largest Scuba Diving Expo showcasing over 70 exhibitors from agencies, professionals, destinations, and marine diving gear and services. The event provided an outstanding platform for Palau to showcase itself as a top-tier diving destination. The Palau Visitors Authority, represented by Board of Directors member Mr. Ashley Omelau, alongside State and Community Representative II Mr. Kato Katosang and Marketing Representative Ms. Janine Tewid, oversaw the Palau Visitors Authority booth in collaboration with local industry partners.

**April 06, 2024:** First 680 Night Market of the month of April themed "LOCO 4 COCO". Featuring live bands and dance entertainment filled with lots of delicious local food from various vendors.

**April 12 - 14, 2024:** The Palau Visitors Authority promotes Palau at ADEX in Singapore, ending three dynamic days, growing the awareness of Palau and the Micronesia region at Asia's premier dive consumer and tradeshow! -PVA Facebook page: April 14, 2024.

**April 16, 2024:** Pengyou Jam Night at Ernguul Park. A special 680 Night Market in celebration of the 25 years of Diplomatic Relations between Taiwan and Palau. An evening filled with live band entertainment, food vendors, and local crafts. The highlight of the night was a special performance by ROC Taiwan Friendship Fleet Band. This was achieved in partnership with the Taiwan Embassy. -680 Night Market facebook page: April 16, 2024.

**April 19 - 21, 2024:** The Palau Visitors Authority (PVA) proudly announces its successful participation at the prestigious DRT Show Taiwan 2024. In the vast sea of possibilities, even the smallest ripple can make a monumental difference. At the close of the show, Palau was honored by Mr. Jason Chong, CEO of the DRT Show with the Best Marine Conservation Advocacy Award. The DRT Show is one of the largest dive expos of Asia. The DRT Show is a premiere dive resort and travel exhibition, showcasing the latest products and destinations from tour operators, tourist agencies and scuba companies. -PVA facebook page April 25, 2024

**April 19, 2024:** We will hold our annual Green Fair event at Ngermalk Long Island Park which will combine/collaborate with MAFE's Agri-Fair. This event will provide opportunities for the community to showcase their plants and even sell some to other businesses and individuals as well. Other activities include hands-on demonstrations on plant air-layering and even grafting plants, raffle drawings, and also our annual plant contest of medicinal and ornamental plants. The plants selected this year will be Elilai (Plumeria) and Ongael (Delal a Kar). - PVA Facebook page April 17, 2024

**April 19, 2024:** Last 680 Night Market of the month of April. Featuring live bands and dance entertainment filled with lots of delicious local food from various vendors. -680 Night Market April 19, 2024

**April 23, 2024:** Launching the Palau Public Transportation Mid-Day Operation between Koror and Airai!



# 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
<b>SCHEDULED</b>											
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	21								
Tourists	763	951	804								
Locals	636	553	600								
Totals	1399	1204	1404								
Vendor Sales	\$7,613.57	\$6,849.08	\$6,433.75								
<b>SCHEDULED</b>											
Date	24-Feb	23-Mar	19-Apr	18-May	15-Jun	27-Jul	24-Aug	21-Sep	19-Oct	16-Nov	28-Dec
Theme											
Vendors	18	18	23								
Tourists	556	765	396								
Locals	734	889	529								
Totals	1290	1654	925								
Vendor Sales	\$7,349.93	\$8,094.15	\$6,052.50								
<b>SPECIAL</b>											
Date		16-Apr	19-Apr								
Theme											
Vendors		17	31								
Tourists		1490	370								
Locals		395	785								
Totals		1885	1155								
Vendor Sales		\$5,816.25	\$7,888.97								

In April 2024, the 680 Night Markets kicked off with a vibrant celebration. The festivities began with a night themed "LOCO 4 COCO," featuring a fun-filled evening with a COCO relay, cultural performances, live band entertainment, and much more. Attendees indulged in coconut-infused delights at the COCO station, satisfying their coconut cravings.

The excitement continued with Pengyou Jam Night, the second 680 Night Market, celebrating 25 years of Diplomatic Relations between Taiwan and Palau. The highlight of the night was a special performance by the ROC Taiwan Friendship Fleet Band.

The third 680 Night Market was held as part of the Green Fair Event, featuring local vendors, dance performances, and live band entertainment.

Throughout the evening, the 680 Night Market showcased a diverse array of local vendors offering local products, delectable food, and engaging activities for everyone to enjoy.

The event also served as a platform for emerging talents to shine. The Palau Visitors Authority encouraged 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 @680NightMarket 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.

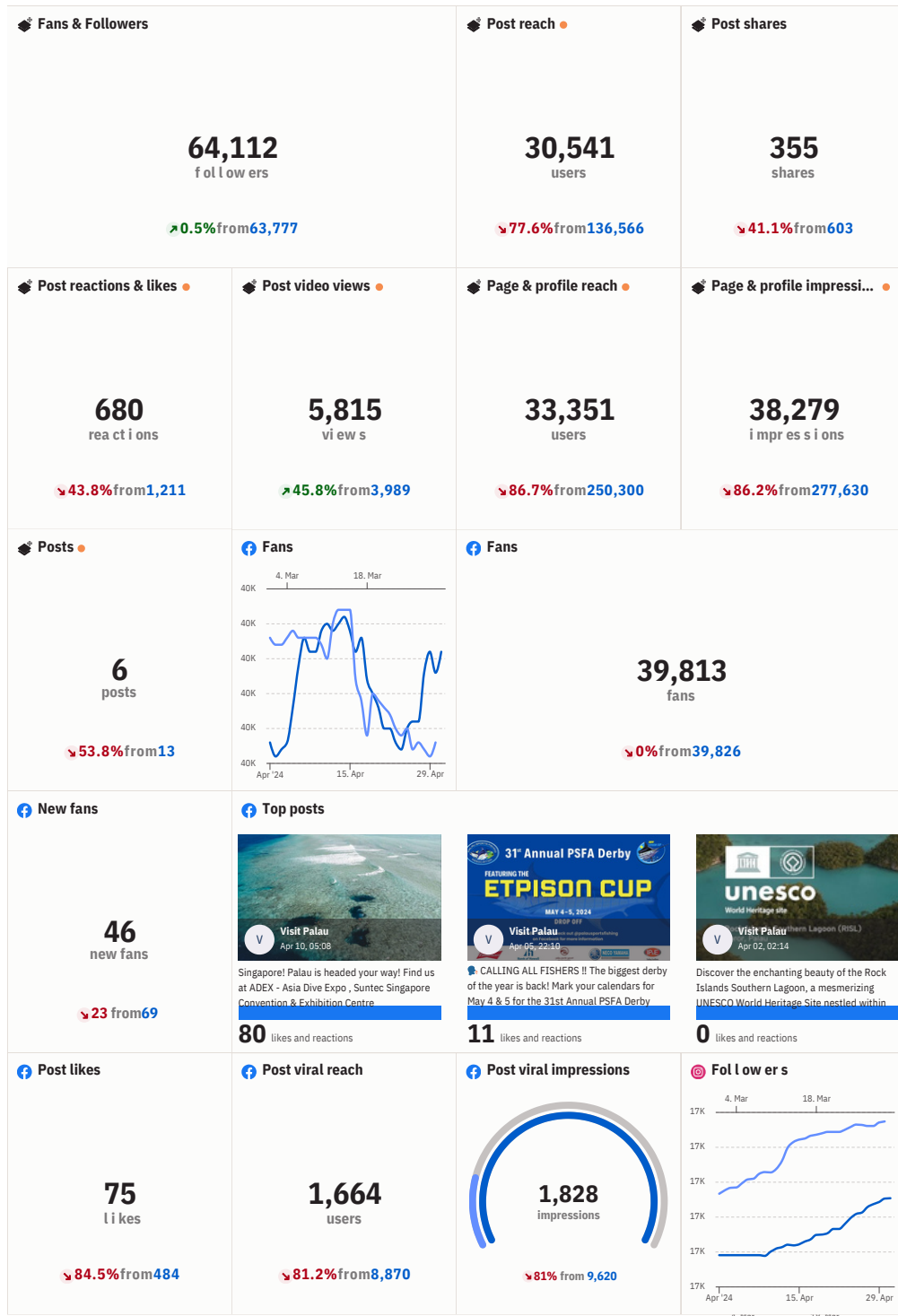


[www.pristineparadisepalau.com](http://www.pristineparadisepalau.com)



@visitpalau

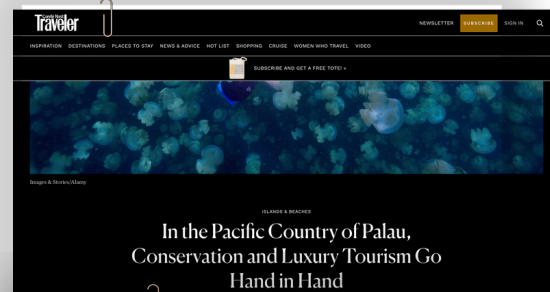
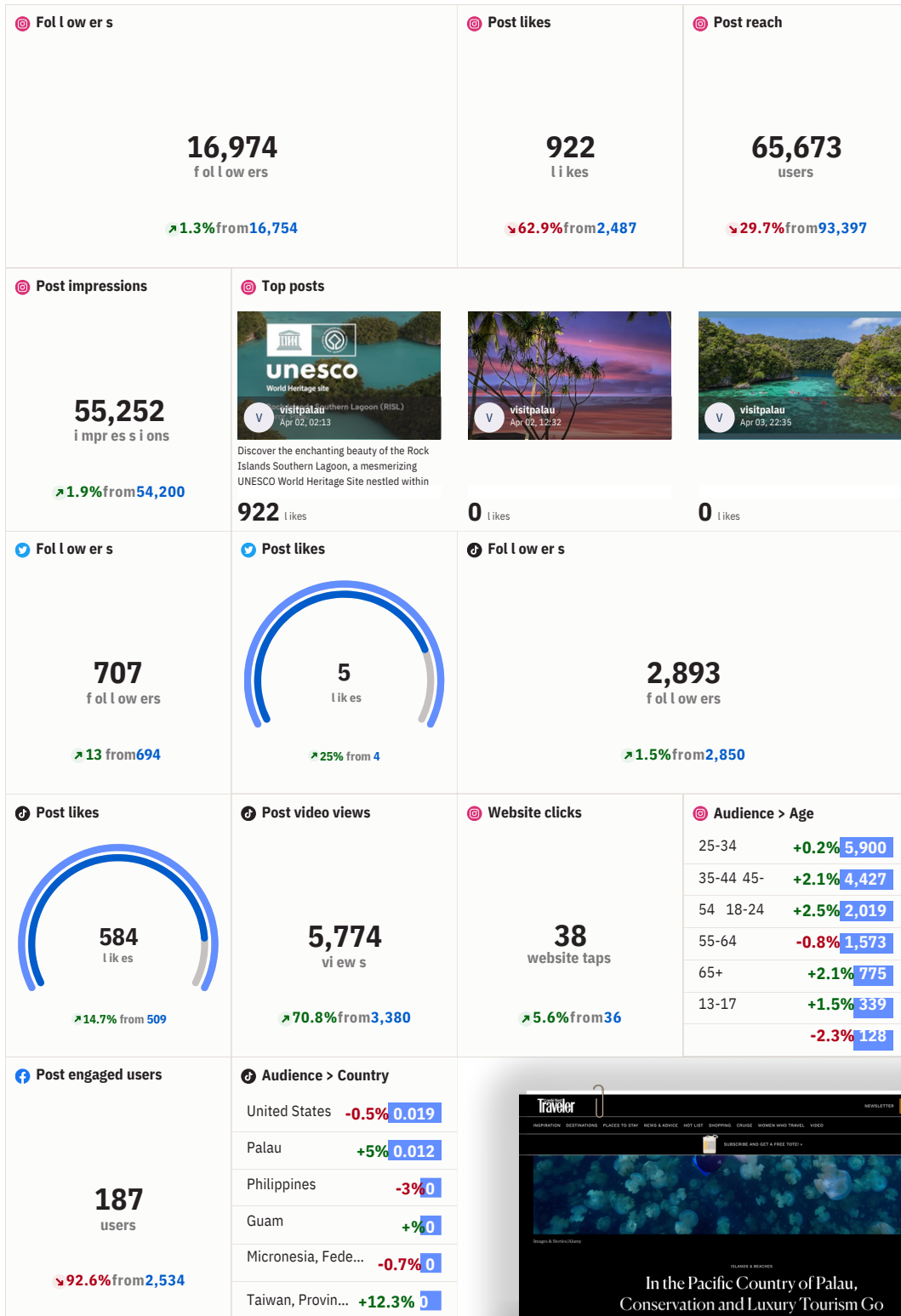
Palau's travel social media accounts closed out the month of **April** with a total of **64,112** followers, reflecting a steady increase. This growth can be attributed to strategic collaborations with content creators, and our enhanced visibility on social media platforms encourages user-generated content under the Visit Palau campaign. The table provided below illustrates a comparison of Palau Tourism's social media performance between April and March.



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.



# PVA SOCIAL MEDIA STATS

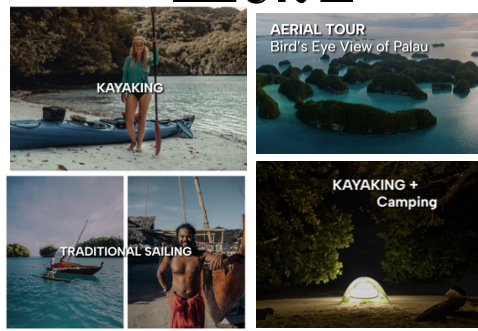


## PR/ Media Coverage:

Condé Nast Traveler has spotlighted Palau in an article titled "In the Pacific Country of Palau, Conservation and Luxury Tourism go Hand in Hand." As a distinguished luxury and lifestyle travel publication, Condé Nast Traveler brings attention to destinations like Palau that seamlessly integrate conservation efforts with high-valued tourism experiences.

While the country knows that nature is its top draw, it is also leaning on another rich resource: its culture. The Alii Pass program, launched by the Palau Visitors Authority in 2018 (and revived in 2022, after the pandemic), offers community-led tours with Palauan experts all over the country. These include longtime must-dos like snorkeling in Jellyfish Lake as well as surprises like a historic World War II tour on Peleliu island and a visit to the ancient stone monoliths of Ngarchelong. One trip took me to the mangrove-fringed state of Airai, where locals welcomed me and the Explorer crew with Palauan songs and insight into Indigenous customs. "We don't let just anyone explain our histories or sites," said Velma Obak, our guide in Airai. We stood before the majestic Airai Bai, a centuries-old meeting house, as she narrated the legends depicted on the building's façade. As a historian, she's working with Palau's education ministry to ensure that the cultural knowledge she's researched is shared with fellow Palauans, not just with visitors.

# 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%

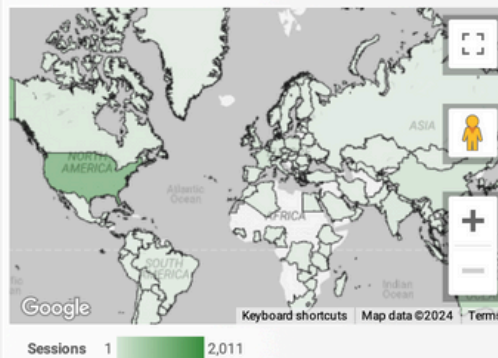
1 - 100 / 696

### 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

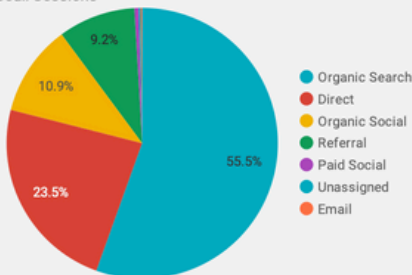
1 - 51 / 51

### What are the top countries by sessions?

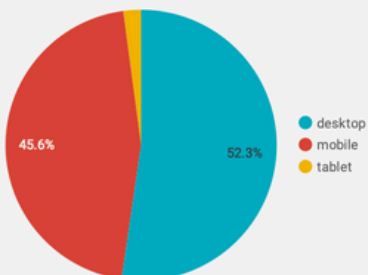


### Which channels are driving engagement?

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

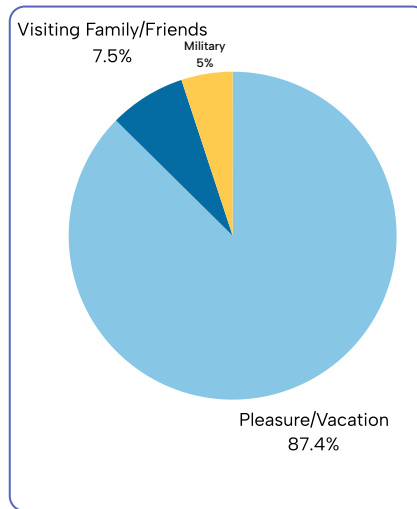
April 2024  
Based on 4,383 Tourist Entries



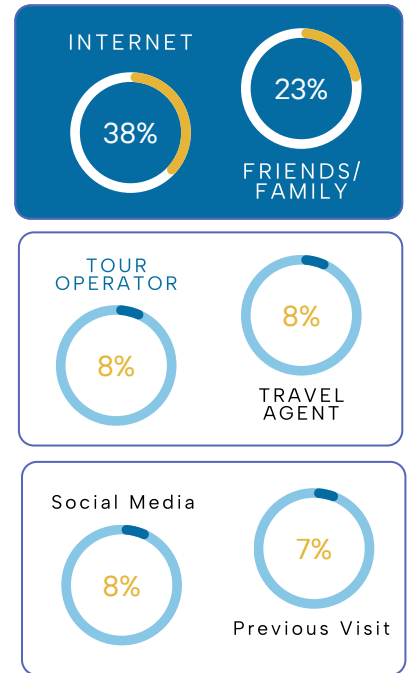
## Summary Report

Based on Palau Entry Forms from April 2024, 4,383 tourists were recorded. Of these, 72% were first-time visitors, while 28% were returning travelers. The primary purpose of visits was for pleasure or vacation, accounting for 87.4% of tourists, followed by 7.5% who came to visit family and friends, and 5% who were military personnel. The most popular activities they engaged in while in Palau included scuba diving, swimming/snorkeling, sightseeing, shopping, and cultural/historical tours. Significantly, 38% of tourists cited the internet as their source of information about Palau, highlighting the importance of digital platforms. In terms of booking preferences, most tourists booked independently, while others used travel agents, relied on familial networks, or chose packaged tours.

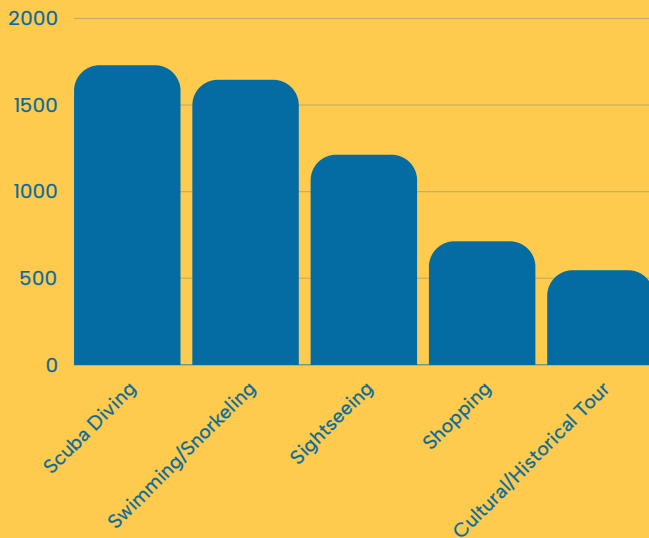
## No. of times Traveler has been to Palau



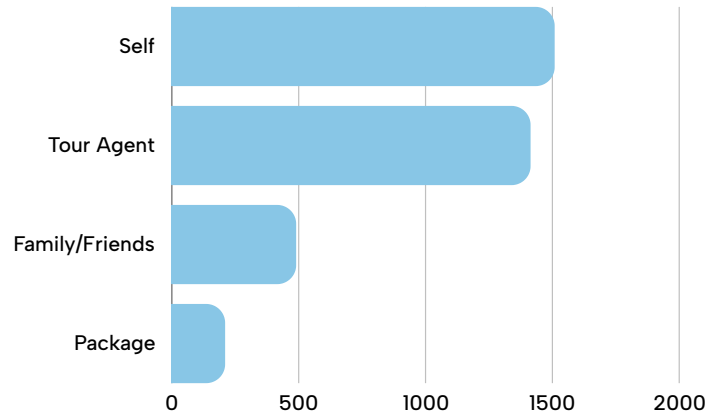
How Travelers hear about Palau



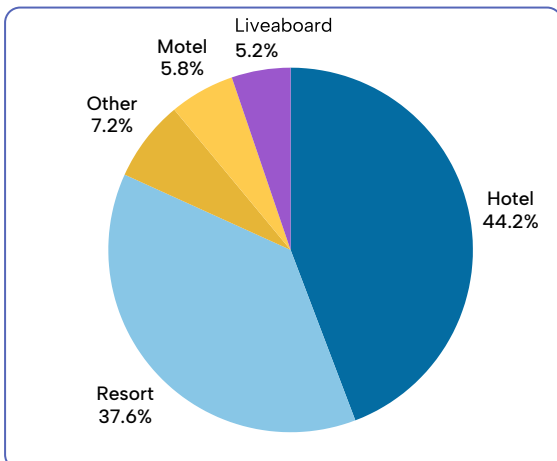
## Activities in Palau (Top 5)



## Visitor Trip Booking



## Accommodation in Palau



Accommodation preferences in Palau reveal that 44.2% of visitors prefer hotels, followed by 37.6% who choose resorts. Additionally, 7.2% selected other types of accommodation, 5.8% opted for motels, and 5.2% chose liveaboards. Regarding household income, 16% of visitors reported an annual income of \$20,000 to \$40,000, while a considerable 15% preferred not to disclose their income. Another 15% earn less than \$16,000 annually.

## Annual household Income

\$20,000-\$40,000	16%	Prefer Not To Say	12%
\$40,000-\$60,000	16%	\$16,000-\$20,000	10%
Less Than \$16,00	15%	\$60,000-\$80,000	8%
Over \$100,000	14%	\$80,000-\$100,000	7%