



MAY 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.

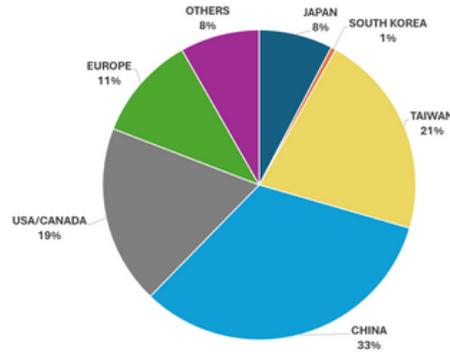
VISITOR ARRIVALS BY CALENDAR YEAR: COMPARISON 2023 VS. 2024 MONTHLY ARRIVALS BY KEY MARKETS AND YOY PERCENTAGE CHANGE

CY2024	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
JAPAN	519	632	834	459	341								2,785
SOUTH KOREA	87	71	45	83	23								309
TAIWAN	813	736	861	1,050	956								4,416
CHINA	1,492	2,724	1,193	1,155	1,465								8,029
USA/CANADA	942	894	940	927	835								4,538
EUROPE	280	381	328	248	488								1,725
OTHERS	282	315	391	477	367								1,832
Total Visitor Arrivals	4,415	5,753	4,592	4,399	4,475								23,634
Y-on_Y change	122%	138%	57%	54%	78%								-43%

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_Y change	364%	366%	406%	131%	234%	304%	347%	476%	295%	176%	91%	130%	234%

In May 2024, Palau welcomed a total of 4,475 visitors, reflecting a 2% increase from April 2024 and a significant 78% increase compared to May 2023. China remains the leader in the number of arrivals, representing 33% of the total, followed by Taiwan with 21%, and the USA/Canada with 19%.

The European market now accounts for 11% of arrivals, the highest proportion recorded in 2024. Japanese arrivals constitute 8% of the total, showing a decline since their peak in March. South Korea represents only 1% of arrivals, the lowest monthly figure so far. Other countries collectively contribute 8% to the total arrivals.



CYTD	Jan-May '23	Jan-May '24	% LY
JAPAN	1426	2785	95%
SOUTH KOREA	230	309	34%
TAIWAN	4285	4416	3%
CHINA	1152	8029	597%
USA/CANADA	2950	4538	54%
EUROPE	1277	1725	35%
OTHERS	1380	1832	33%
Total Visitor Arrivals	12,700	23,634	86%

FYTD	Oct'22-May'23	Oct '23-May'24	% LY
JAPAN	2064	3837	86%
SOUTH KOREA	333	463	39%
TAIWAN	5495	5556	1%
CHINA	1238	9517	669%
USA/CANADA	4868	6059	24%
EUROPE	1658	2078	25%
OTHERS	2005	2785	39%
Total Visitor Arrivals	17,661	30,295	72%

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	341					4,178
SOUTH KOREA	23	43	111	87	71	45	83	23					486
TAIWAN	619	713	764	813	736	861	1,050	956					6,512
CHINA	1,141	774	1,038	1,492	2,724	1,193	1,155	1,465					10,982
USA/CANADA	716	909	731	942	894	940	927	835					6,894
EUROPE	167	385	289	280	381	328	248	488					2,566
OTHERS	330	490	500	282	315	391	477	367					3,152
Total Visitor Arrivals	3,250	3,854	4,032	4,415	5,753	4,592	4,399	4,475					34,770
Y-on_Y change	176%	91%	234%	122%	138%	57%	54%	78%					-1%

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_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 **May 2024** amounting to **4,475**, categorized by key markets and mode of transportation. It is indicated in percentage share.

	China Airlines	United Airlines	Cambodia Airways	Pacific Mission Aviation	Nauru Airlines	Batik Air	Cruise Ship	Military	Motor Vessel	Private Plane	Sailing Yacht
JAPAN	2%	18%	0.0%	0%	0%	99%	0%	0%	0%	0%	0%
SOUTH KOREA	1%	1%	0.0%	0%	0%	0%	0%	0%	0%	0%	0%
TAIWAN	66%	0%	0.2%	0%	0%	0%	0%	0%	0%	0%	0%
CHINA	5%	3%	97.8%	0%	3%	0%	0%	0%	0%	0%	0%
USA/CANADA	3%	62%	0.9%	0%	6%	0%	0%	0%	0%	27%	100%
EUROPE	16%	4%	0.4%	0%	5%	0%	98%	100%	100%	0%	0%
OTHERS	6%	13%	0.6%	100%	86%	1%	2%	0%	0%	73%	0%
Total %%	100%	100%	100%	100%	100%	100%	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	205	0								451
China Airlines	1266	1114	1269	1448	1435								6532
Nauru Airlines	24	16	20	49	108								217
United Airlines	1571	1694	1564	1350	1188								7367
Batik Air	0	0	344	54	102								500
Cambodia Airways	1438	2691	1144	1095	1387								7755
Pacific Mission Aviation Palau	0	29	10	9	6								54
Private plane	46	78	54	84	11								273
Sailing yacht	2	4	28	4	2								40
Motor Yacht	0	0	2	0	0								2
Motor Vessel	0	0	0	4	2								6
Research Vessel	0	10	22	20	0								52
Military	0	8	31	74	36								149
Cruise Ship	0	0	0	0	198								198
Others	0	35	0	3	0								38
Totals	4415	5753	4592	4399	4475								23634

PERCENTAGE SHARE

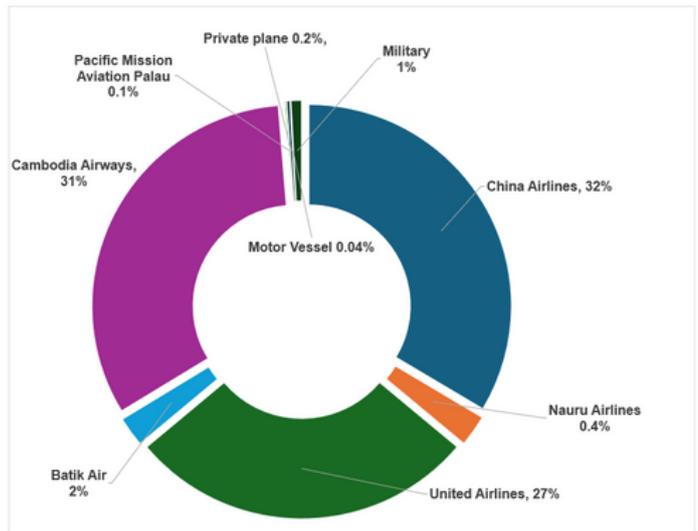
The chart shows total arrivals by mode of transportation, indicating the percentage share



In **MAY 2024**, operations included 7 air services, comprising five scheduled flights and two charter flight, in addition to private planes and sailing yachts bringing visitors.

China Airlines led with 32% of arrivals for the month, followed closely by Cambodia Airways at 31%, and United Airlines at 27%. Batik Air, Nauru Airlines, and Pacific Mission Aviation Palau accounted for less than 7% of the arrivals.

- China Airlines primarily serves passengers from Taiwan, constituting 66%, followed by Europe with 16%.
- Cambodia, hosting visitors mainly from China, represents 98%, followed by USA/Canada with 9%.
- United Airlines serves predominantly USA/Canada visitors, accounting for 62%, and Japan with 18%.



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
Air Niugini	2%	1%	2%	5%	0%								
China Airlines	29%	19%	28%	33%	32%								
Nauru Airlines	1%	0%	0.4%	1%	2%								
United Airlines	36%	29%	34%	31%	27%								
Batik Air	0%	0%	7%	1%	2%								
Cambodia Airways	33%	47%	25%	25%	31%								
Pacific Mission Aviation Palau	0%	1%	0.2%	0%	0%								
Private plane	1%	1%	1%	2%	0%								
Sailing yacht	0.05%	0.07%	1%	0.09%	0.04%								
Motor Yacht	0%	0%	0.04%	0.0%	0%								
Motor Vessel	0%	0%	0%	0.1%	0%								
Research Vessel	0%	0.17%	0.5%	0.45%	0%								
Military	0%	0.14%	1%	1.68%	0.80%								
Cruise Ship	0%	0%	0%	0%	4.42%								
Others	0%	1%	0%	0%	0%								
Totals	100%	100%	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	3,358	2,480								20,093
SOUTH KOREA	627	503	321	601	166								2,217
TAIWAN	3,999	3,652	4,319	5,341	4,842								22,153
CHINA	12,975	23,201	10,169	9,816	12,538								68,699
USA/CANADA	7,335	6,955	7,341	7,287	6,529								35,447
EUROPE	2,792	3,802	3,277	2,463	4,851								17,185
OTHERS	2,084	2,343	2,941	3,587	2,746								13,702
Total Visitor Nights	33,481	45,003	34,409	32,452	34,152								179,497
Y-on_Ychange	162%	200%	83%	50%	87%								-40%

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_Ychange	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	20,093
SOUTH KOREA	55,077	46,871	47,749	47,122	56,452	49,193	11,492	101	1,805	6,751	2,218
TAIWAN	127,401	57,452	56,748	39,848	44,848	67,738	10,843	9,738	6,223	50,557	22,153
CHINA	169,530	380,638	292,859	267,140	196,109	160,048	18,545	261	1,175	90,113	68,699
USA/CANADA	61,691	62,457	58,299	55,966	63,379	60,231	14,719	21,831	59,697	65,101	35,447
EUROPE	45,552	36,841	45,454	42,017	36,500	33,806	11,618	613	8,631	27,233	17,185
OTHERS	32,458	29,273	29,071	27,667	27,480	32,461	5,632	2,071	13,291	32,835	13,703
Total Visitor Nights	660,351	746,193	651,771	589,601	522,994	493,289	98,427	36,549	101,415	299,944	179,497

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	7.3							
SOUTH KOREA	7.2	7.1	7.1	7.2	7.2							
TAIWAN	4.9	5.0	5.0	5.1	5.1							
CHINA	8.7	8.5	8.5	8.5	8.6							
USA/CANADA	7.8	7.8	7.8	7.9	7.8							
EUROPE	10.0	10.0	10.0	9.9	9.9							
OTHERS	7.4	7.4	7.5	7.5	7.5							
Total	7.0	7.1	7.1	7.2	7.2							

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

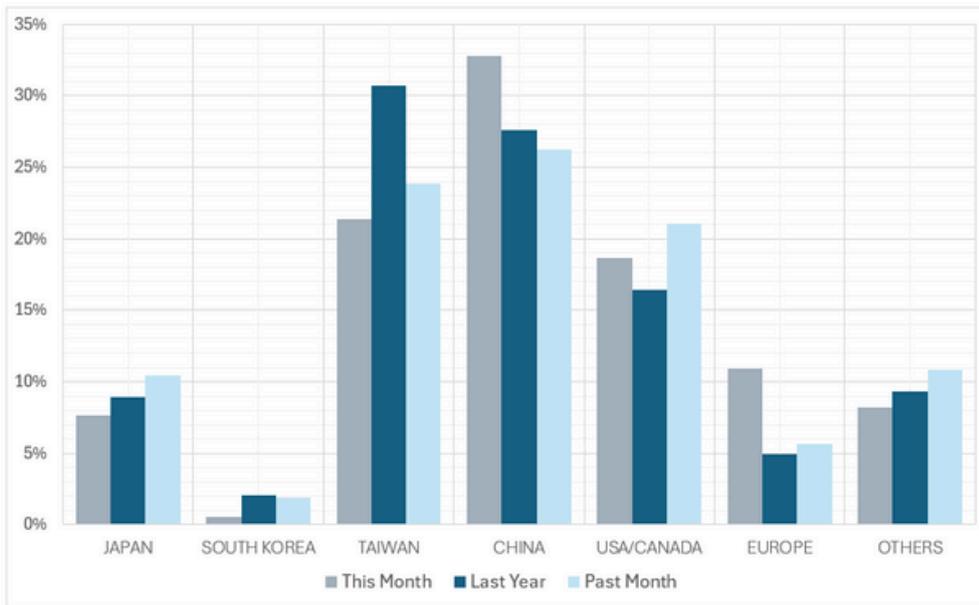
AVERAGE LENGTH OF STAY: PAST TEN YEARS

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

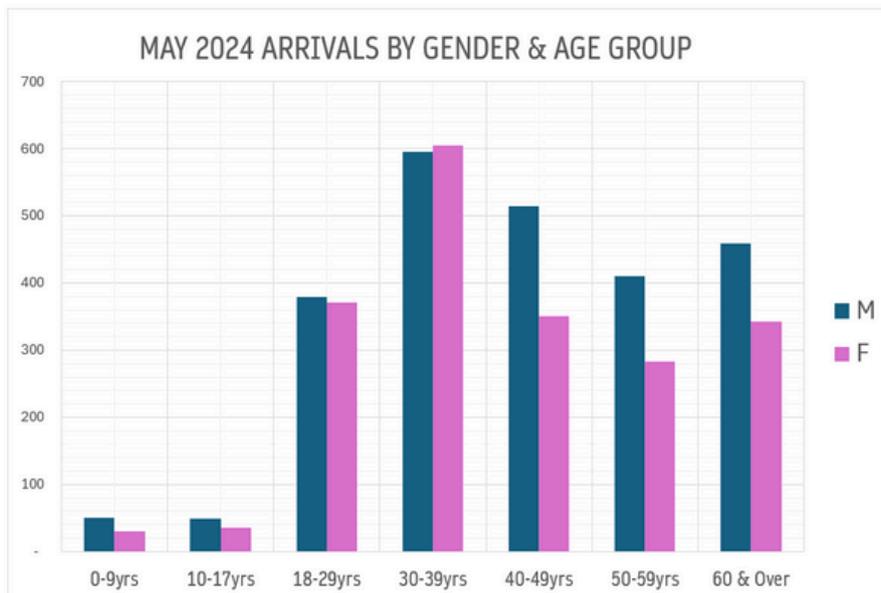
Current distribution of visitors to Palau and how it has changed compared to the previous month and the same period in the previous year.

KEY MARKETS	This Month		Last Year		Past Month	
	MAY 2024	Share %	MAY 2023	Share %	APRIL 2024	Share %
JAPAN	341	8%	224	9%	459	10%
SOUTH KOREA	23	1%	52	2%	83	2%
TAIWAN	956	21%	771	31%	1050	24%
CHINA	1465	33%	693	27.6%	1155	26%
USA/CANADA	835	19%	413	16%	927	21%
EUROPE	488	11%	123	5%	248	6%
OTHERS	367	8%	234	9%	477	11%
Total:	4475	100%	2510	100%	4399	100%



The arrivals in May 2024 showed a 2% increase compared to April. Among our primary markets, Europe experienced a notable rise of 97%, while China saw a significant increase of 27%. Conversely, South Korea recorded a substantial decline of 72%, followed by Japan with a decrease of 26%. Other markets decreased by 23%, and arrivals from the USA/Canada and Taiwan decreased by 9%.

BY GENDER AND AGE GROUP



AGE GROUP	MALES	FEMALES
0-9yrs	2%	1%
10-17yrs	2%	2%
18-29yrs	15%	18%
30-39yrs	24%	30%
40-49yrs	21%	17%
50-59yrs	17%	14%
60 & Over	19%	17%
	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	2,861	2,938								16,259
Japan	519	632	834	459	341								2,785
Korea, Republic of	87	71	45	83	23								309
Taiwan, Republic of China	813	736	861	1,050	956								4,416
China	1,492	2,724	1,193	1,155	1,465								8,029
Hong Kong, Special Administrative Region of China	-	-	0	0	0								-
Macao, Special Administrative Region of China	-	-	0	0	0								-
Bangladesh	-	4	1	0	0								5
Indonesia	2	1	36	5	16								60
India	4	12	10	10	8								44
Malaysia	12	16	22	12	6								68
Philippines	64	60	73	49	93								339
Singapore	9	14	18	11	15								67
Thailand	5	35	15	16	4								75
Asia-Other	26	4	10	11	11								62
North America	942	894	940	927	835								4,538
Canada	35	34	54	22	22								167
United States of America	907	860	886	905	813								4,371
North America-Other	-	-	0	0	0								-
Caribbean	-	-	1	-	-								1
Central America	2	3	2	3	7								17
South America	6	21	14	1	4								46
Argentina	-	-	0	0	1								1
Brazil	4	16	14	0	1								35
Chile	-	-	0	0	1								1
Ecuador	-	-	0	0	0								-
South America-Other	2	5	0	1	1								9
Europe	282	382	329	252	488								1,733
Austria	6	19	29	13	37								104
Belgium	5	4	2	1	3								15
Switzerland	26	25	20	12	44								127
Czech Republic	16	4	9	24	1								54
Germany	67	100	95	44	288								594
Denmark	20	16	4	3	2								45
Spain	11	9	16	17	6								59
Finland	1	4	7	3	1								16
France	22	36	17	19	9								103
United Kingdom	41	39	45	56	26								207
Greece	1	-	3	0	0								4
Italy	10	25	18	9	8								70
Norway	-	3	1	1	3								8
Poland	3	25	5	0	37								70
Portugal	3	3	2	0	0								8
Russian Federation	10	40	4	3	3								60
Sweden	3	9	6	5	2								25
Europe-Other	37	21	46	42	18								164
Middle East	6	15	8	3	6								38
Africa	7	3	8	5	8								31
Oceania	137	126	172	347	189								971
Australia	85	69	95	190	92								531
Fiji	8	4	22	12	9								55
Micronesia, Federated States of	19	24	34	38	34								149
Marshall Islands	4	4	5	34	7								54
New Zealand	11	16	8	26	13								74
Solomon Islands	-	1	0	1	1								3
Tuvalu	-	3	0	1	0								4
Oceania-Other	10	5	8	45	33								101
Total	4,415	5,753	4,592	4,399	4,475								23,634
<i>Unidentified</i>	-	-	-	-	-								-
Total	4,415	5,753	4,592	4,399	4,475								23,634

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

The table displays arrival data spanning from 1980 to **MAY 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	2,785	309	4,416	8,029	4,538	1,725	1,832	23,634

MAY 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 to daily flights except on Sundays.

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, ceased operations in May 2023

Cambodia Airlines: Charter Flight operating once a week from Macau since April 2023

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

Nauru Airlines (Island Hopper): Scheduled Flight arriving once a week from Pohnpei since December 2023. *Brisbane→Nauru→Tarawa→Majuro→Pohnpei→Palau*

Palau Paradise Express (operated by Nauru Airlines) : Scheduled direct flight from Brisbane commenced operations on May 2024.

For flight schedules, please visit

<https://www.palau-airport.com/flights-schedule> 

May 04, 2024: First 680 Night Market of the month of May. Featuring live bands and dance entertainment filled with lots of delicious local food from various vendors.
680 Night Market FB page 05/01/2024

May 18 2024: Last 680 Night Market of the month of May. We teamed up with O.N.E Leep and Honoring our Brothers and Sisters in Blue. Featuring live bands and dance entertainment filled with lots of delicious local food from various vendors.
680 Night Market facebook page May 15, 2024

May 21, 2024: The arrival of the Palau Paradise Express was celebrated last night with over 140 invited guests from across the aviation, tourism, hospitality, government and NGO sectors. The Palau Paradise Express was launched on 21 May with an opening ceremony at Brisbane Airport and a water cannon salute at the Palau International Airport. The event last night, organized by Nauru Airlines, continued celebrations with speeches highlighting the importance of collaboration, the joint commitment by the Government of Australia and Palau, and the proactive marketing by Nauru Airlines who is servicing the route.
PVA facebook page May 24, 2024 / Australian Embassy Palau facebook page May 23, 2024

May 22 - 29, 2024: Koror, Palau - Ms. Caroline Potts, PVA representative in Australia from GTI Australia, recently visited Palau on the inaugural flight for Palau Paradise Express on May 22, 2024. Her visit aimed to strengthen industry partnerships and gain insights on the tourism industry to better market it to the Australian market.



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	15-Jun	13-Jul	10-Aug	7-Sep	5-Oct	2-Nov	14-Dec
	Theme											
	Vendors	22	19	21	23							
	Tourists	763	951	804	949							
	Locals	636	553	600	503							
	Totals	1399	1204	1404	1452							
	Vendor Sales	\$7,613.57	\$6,849.08	\$6,433.75	\$6,928.13							
	Date	24-Feb	23-Mar	19-Apr	18-May	29-Jun	27-Jul	24-Aug	21-Sep	19-Oct	16-Nov	28-Dec
	Theme											
	Vendors	18	18	23	17							
Tourists	556	765	396	885								
Locals	734	889	529	630								
Totals	1290	1654	925	1515								
Vendor Sales	\$7,349.93	\$8,094.15	\$6,052.50	\$6,687.37								
SPECIAL	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									

The 680 Night Market offers a vibrant experience where locals and visitors alike can indulge in a variety of local and international cuisines, enjoy captivating dance performances, and groove to live band entertainment.

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.

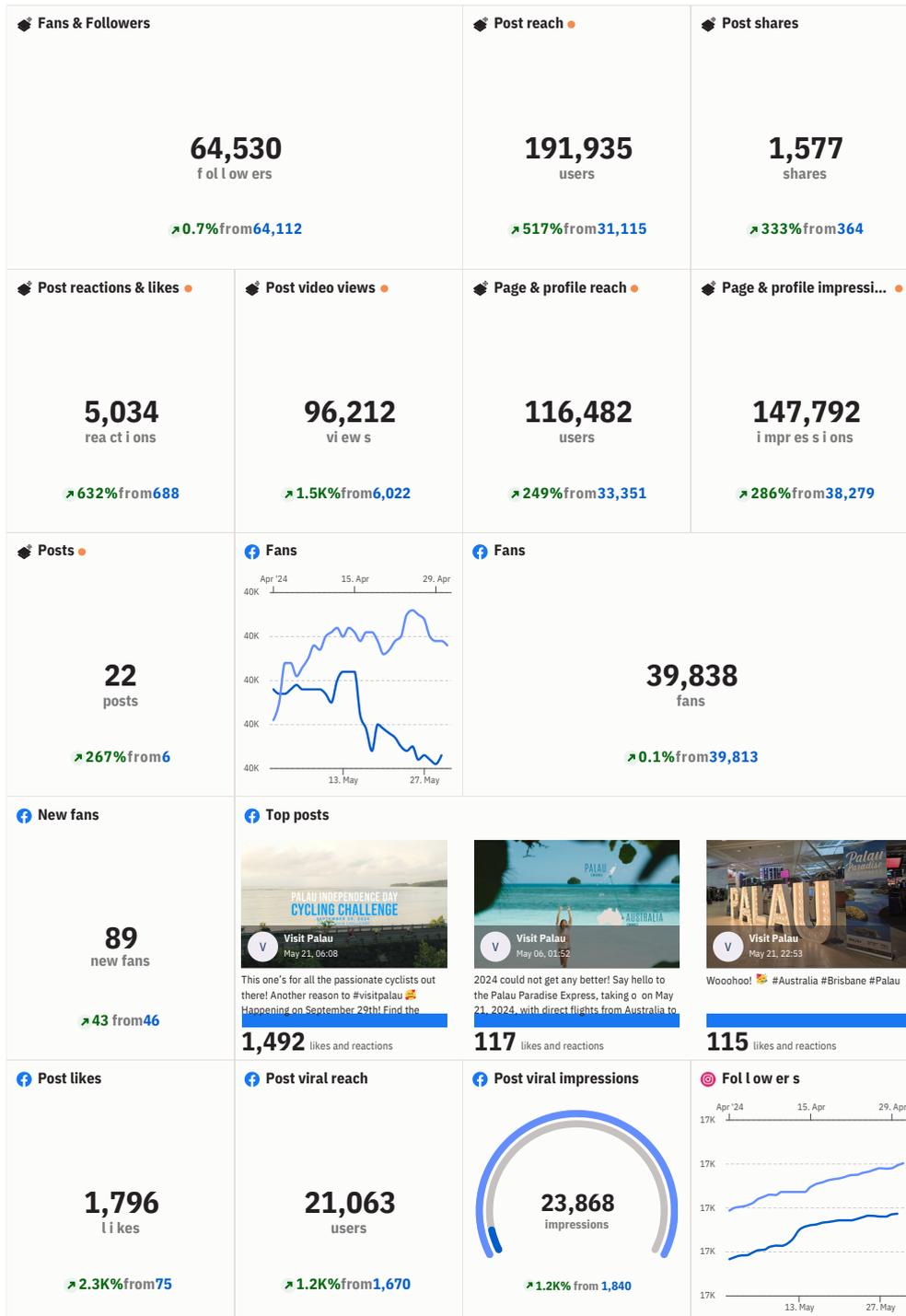


www.pristineparadisepalau.com



@visitpalau

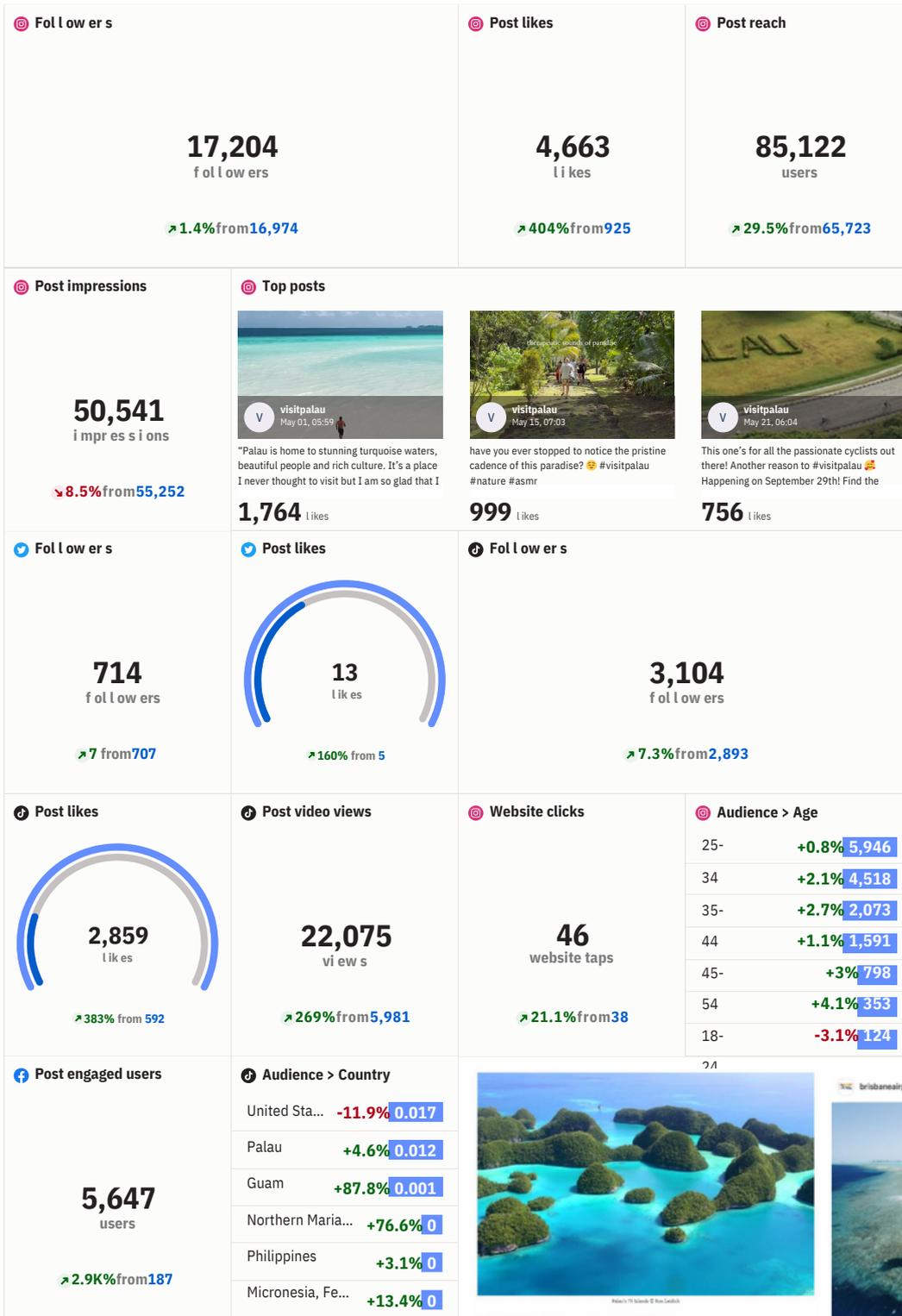
Palau's travel social media accounts closed out the month of **May** with a total of **64,530** followers, reflecting a steady increase. In the month of May, we launched a cycling video that received high engagement across our platforms. The table provided below illustrates a comparison of Palau Tourism's social media performance between May and June.



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:

Leading Australian publications such as Vacation & Travel, Traveller, and Southern Highland News have published several articles highlighting Palau's beauty and unique attractions.



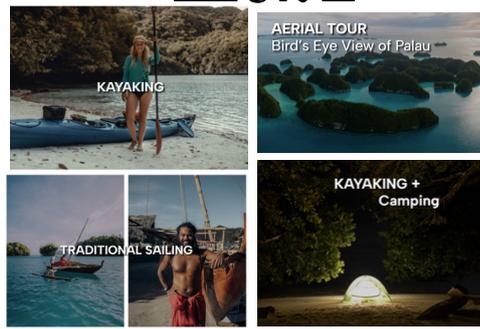
14 terrific reasons to visit Palau



Reasons to visit Palau, Micronesia
 1. The UNESCO-protected Rock Islands
 It's physically impossible to take a bad photo in the Rock Islands of Palau. The UNESCO area comprises more than 400 unpopulated limestone islands encircled by overhanging ledges of exceptional visibility. It's one of the main reasons why tourists visit Palau.



Website



Final Report

May 1, 2024 - May 31, 2024

Marketing Website Summary Data from Google Analytics

Sessions	New users	Returning Users	Views	Event count	Sessions per user	Engagement rate
11,166	8,018	503	22,039	57.8K	1.3	53.4%
↑ 22.3%	↑ 22.8%	↑ 44.1%	↑ 20.7%	↑ 20.7%	↓ -1.3%	↓ -3.0%

Most Requested Pages / Visits

Page title	Sessions	Engagement rate
1. Visit Palau: The Official Tourism ...	4,536	64.29%
2. Culture - Pristine Paradise Palau	932	63.52%
3. Stay In Palau	819	89.5%
4. Travelers Tips - Pristine Paradise ...	719	77.89%
5. Travel Entry Requirements - Pristi...	642	77.1%
6. Palau Independence Day Cycling...	632	35.13%
7. Beyond the Dive - Discover Palau'...	459	84.97%
8. Palau Visitors Authority - Pristi...	385	76.88%

Most Searched Queries

Query	Impressions	Clicks
1. palau tourism statistics	34	2
2. inurl:"/xmlrpc.php?rsd"	2	1
3. foiano di val foretore maps	1	0
4. 帛瓊夜生活	2	0
5. palau malakal harbour	1	0
6. 팔라우 여자	2	0

What are the top countries by sessions?

Country	Sessions
United States	2,706
Palau	1,634
Australia	1,456
Taiwan	990
Japan	654
Guam	410
United Kingdom	405
Philippines	250
China	220

Which channels are driving engagement?

Goal: Sessions

Channel	Percentage
Organic Search	62.4%
Direct	22.7%
Referral	8.4%
Organic Social	6.3%
Unassigned	0%
Organic Video	0%

Engagement by Device / Users

Device	Percentage
desktop	54.8%
mobile	43.7%
tablet	0%
smart tv	0%

What are the top source by sessions?

Session source	Sessions
1. google	6,587
2. (direct)	2,552
3. m.facebook.com	265
4. bing	244
5. l.facebook.com	219
6. palaugov.pw	118
7. palau-airport.com	96

PALAU ENTRY FORMS SUMMARY REPORT

May 2024
Based on 4,211 Tourist Entries

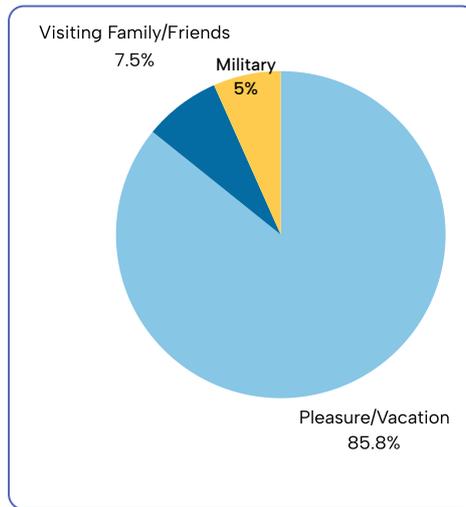


Summary Report

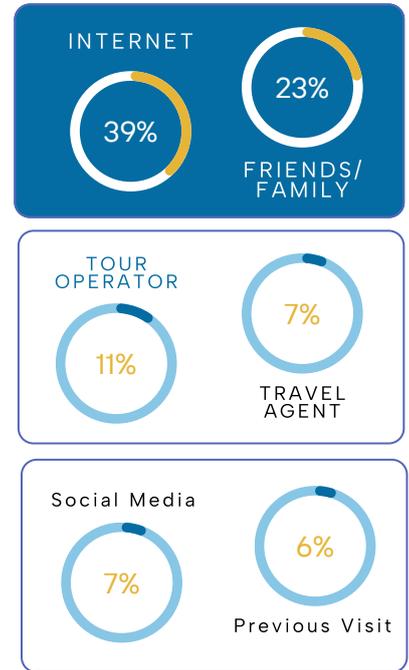
In May 2024, a total of 4,211 tourists who visited Palau, entered the Palau Entry Form. Of these visitors, 73% were experiencing Palau for the first time, while 27% were returning travelers. The primary motivation for these visits was leisure, with 85.8% of tourists coming for pleasure or vacation. Additionally, 7.5% of the visitors came to see family and friends, and 5% were military personnel.

The most popular activities that they engaged with during their stay in Palau included swimming/snorkeling, scuba diving, sightseeing, shopping, and cultural/historical tours. Notably, 38% of tourists discovered Palau through the internet, underscoring the significance of digital platforms for promoting tourism. When it came to booking preferences, most tourists used travel agents, while others booked independently, relied on families and friends, or opted for packaged tours

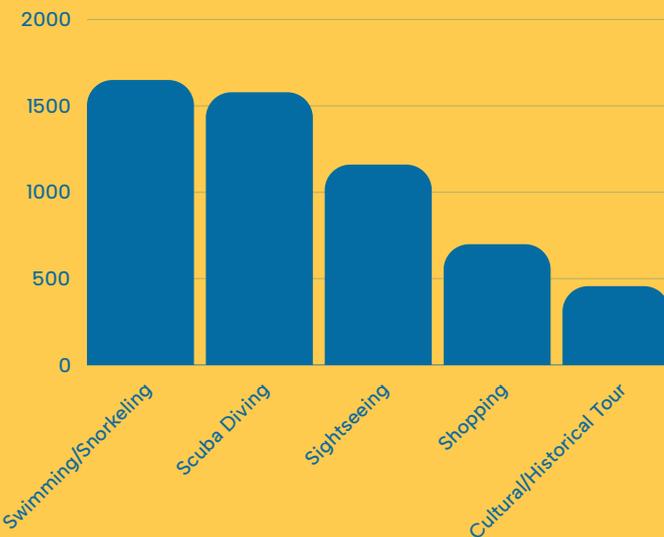
No. of times Traveler has been to Palau



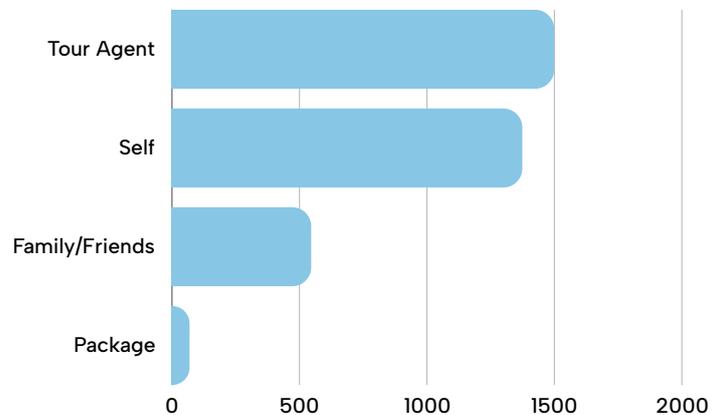
How Travelers hear about Palau



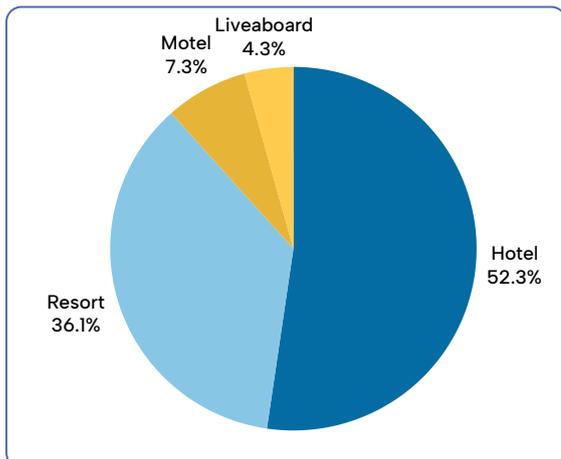
Activities in Palau (Top 5)



Visitor Trip Booking



Accommodation in Palau



Accommodation choices in Palau show that 52.3% of visitors prefer hotels, followed by 36.1% who choose resorts. Additionally, 7.3% selected motels, and 4.3% opted for liveboards.

With the household income, 16% of visitors reported earning less than \$16,000 annually. Another 15% earned between \$20,000 and \$40,000, while an additional 15% earned less than \$20,000 annually. Notably, 11% of visitors chose not to disclose their income.

Annual household Income

Less Than \$16,00	20%	\$40,000-\$60,000	11%
\$20,000-\$40,000	15%	Prefer Not To Say	11%
\$16,000-\$20,000	15%	\$60,000-\$80,000	8%
Over \$100,000	12%	\$80,000-\$100,000	7%