



## APRIL 2025 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 2024 vs. 2025 Monthly Arrivals By Key Markets and YOY percentage change**

CY2025	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
JAPAN	645	704	1,036	476									2,861
SOUTH KOREA	135	89	93	58									375
TAIWAN	1,267	1,012	1,111	1,105									4,495
CHINA	2,803	1,544	1,395	1,605									7,347
USA/CANADA	1,043	868	855	786									3,552
EUROPE	436	437	517	758									2,148
AUSTRALIA	189	152	234	342									917
OTHERS	384	329	461	296									1,470
Total Visitor Arrivals	6,902	5,135	5,702	5,426									23,165
Y-on_Y change	56%	-11%	24%	23%									-59%

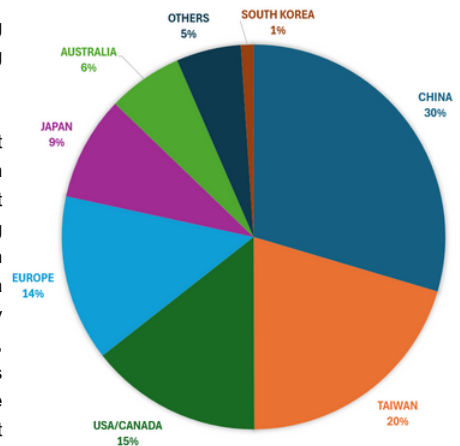
CY2024	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
JAPAN	519	632	834	459	341	211	285	507	407	356	587	798	5,936
SOUTH KOREA	87	71	45	83	23	41	34	41	99	32	56	135	747
TAIWAN	813	736	861	1,050	956	1,421	1,265	1,297	793	829	1,086	1,136	12,243
CHINA	1,492	2,724	1,193	1,155	1,465	1,159	1,690	1,421	1,408	1,571	1,156	1,802	18,236
USA/CANADA	942	894	940	927	835	1,033	795	711	742	802	789	824	10,234
EUROPE	280	381	328	248	488	82	132	160	188	318	491	346	3,442
AUSTRALIA	85	69	95	190	92	100	113	199	133	102	106	214	1,498
OTHERS	197	246	296	287	275	285	285	510	344	355	380	388	3,848
Total Visitor Arrivals	4,415	5,753	4,592	4,399	4,475	4,332	4,599	4,846	4,114	4,365	4,651	5,643	56,184
Y-on_Y change	122%	138%	57%	54%	78%	9%	-6%	1%	12%	34%	21%	40%	234%

*Summary*

April 2025 continued the positive momentum in Palau's tourism sector, with total visitor arrivals reaching 5,426, reflecting a robust 23% increase compared to April 2024. This steady growth highlights the ongoing recovery and resilience of Palau's tourism industry, driven by strong performances across key source markets.

**China** remains the leading source market, with 1,605 arrivals in April, accounting for 29.6% of the total market share. This marks a significant increase from 1,155 arrivals in April 2024. **Taiwan** continues to perform strongly, recording 1,105 arrivals and securing 20.4% market share. Taiwan remains the second largest market, with arrivals in April 2025 slightly higher than the previous year (1,050 in April 2024), indicating sustained interest and effective connectivity. **Japan** saw a moderate decrease in arrivals compared to March but maintained a solid position with 476 visitors in April, representing 8.8% of the market share. While this is a drop from the March peak (1,036), it still surpasses April 2024 figures (459), reflecting ongoing recovery despite the unavailability of direct flights from Japan. **USA/Canada** continues to provide stable contributions, with 786 arrivals in April (14.5% market share). This market remains the fourth largest and demonstrates consistent demand, slightly down from March but still outperforming April 2024 (927 arrivals). **Europe** recorded 758 arrivals (14% market share), an increase from 248 in April 2024, highlighting growing interest from this region. **Australia** posted 342 arrivals (6.3% market share), up from 190 in April 2024, supported by direct flights and targeted marketing efforts. This represents an 80% year-on-year increase, underscoring Australia's growing importance as a source market for Palau. **South Korea** and **Other** markets contributed 58 and 296 arrivals, respectively, reflecting ongoing diversification of Palau's visitor base.

From January to April 2025, total visitor arrivals to Palau reached 23,165, marking a significant 21% increase compared to 19,159 arrivals during the same period in 2024. This sustained growth, highlighted by the strong performance in April 2025, signals a healthy and ongoing recovery for Palau's tourism industry. Key source markets such as China, Taiwan, and the USA/Canada have driven this positive trend, alongside notable growth from Europe and Australia, demonstrating Palau's broad and growing appeal as a destination. To build on this momentum, the Palau Visitors Authority continues to prioritize strategic marketing and partnership initiatives aimed at ensuring continued growth and fostering a sustainable, diversified flow of visitors.

**RANKING OF KEY MARKETS**

KEY MARKETS	APRIL 2025 ARRIVALS
1 CHINA	1,605
2 TAIWAN	1,105
3 USA/CANADA	786
4 EUROPE	758
5 JAPAN	476
6 AUSTRALIA	342
7 OTHERS	296
8 SOUTH KOREA	58
TOTAL	5,426

**Visitor arrivals by Fiscal Year: Comparison Oct'23~Sept'24 vs. Oct'24~Sept'25**

FY2025	24-Oct	24-Nov	24-Dec	25-Jan	25-Feb	25-Mar	25-Apr	25-May	25-Jun	25-Jul	25-Aug	25-Sep	Totals
JAPAN	356	587	798	645	704	1,036	476						4,602
SOUTH KOREA	32	56	135	135	89	93	58						598
TAIWAN	829	1,086	1,136	1,267	1,012	1,111	1,105						7,546
CHINA	1,571	1,156	1,802	2,803	1,544	1,395	1,605						11,876
USA/CANADA	802	789	824	1,043	868	855	786						5,967
EUROPE	318	491	346	436	437	517	758						3,303
AUSTRALIA	102	106	214	189	152	234	342						1,339
OTHERS	355	380	388	384	329	461	296						2,593
Total Visitor Arrivals	4,365	4,651	5,643	6,902	5,135	5,702	5,426						37,824
Y-on_Y change	34%	21%	40%	56%	-11%	24%	23%						-29%

FY2024	23-Oct	23-Nov	23-Dec	24-Jan	24-Feb	24-Mar	24-Apr	24-May	24-Jun	24-Jul	24-Aug	24-Sep	Totals
JAPAN	254	540	599	519	632	834	459	341	211	285	507	407	5,588
SOUTH KOREA	23	43	111	87	71	45	83	23	41	34	41	99	701
TAIWAN	619	713	764	813	736	861	1,050	956	1,421	1,265	1,297	793	11,288
CHINA	1,141	774	1,038	1,492	2,724	1,193	1,155	1,465	1,159	1,690	1,421	1,408	16,660
USA/CANADA	716	909	731	942	894	940	927	835	1,033	795	711	742	10,175
EUROPE	167	385	289	280	381	328	248	488	82	132	160	188	3,128
AUSTRALIA	70	152	103	85	69	95	190	92	100	113	199	133	1,401
OTHERS	260	338	397	197	246	296	287	275	285	285	510	344	5,121
Total Visitor Arrivals	3,250	3,854	4,032	4,415	5,753	4,592	4,399	4,475	4,332	4,599	4,846	4,114	52,661
Y-on_Y change	176%	91%	128%	122%	138%	57%	54%	78%	9%	-6%	1%	12%	50%

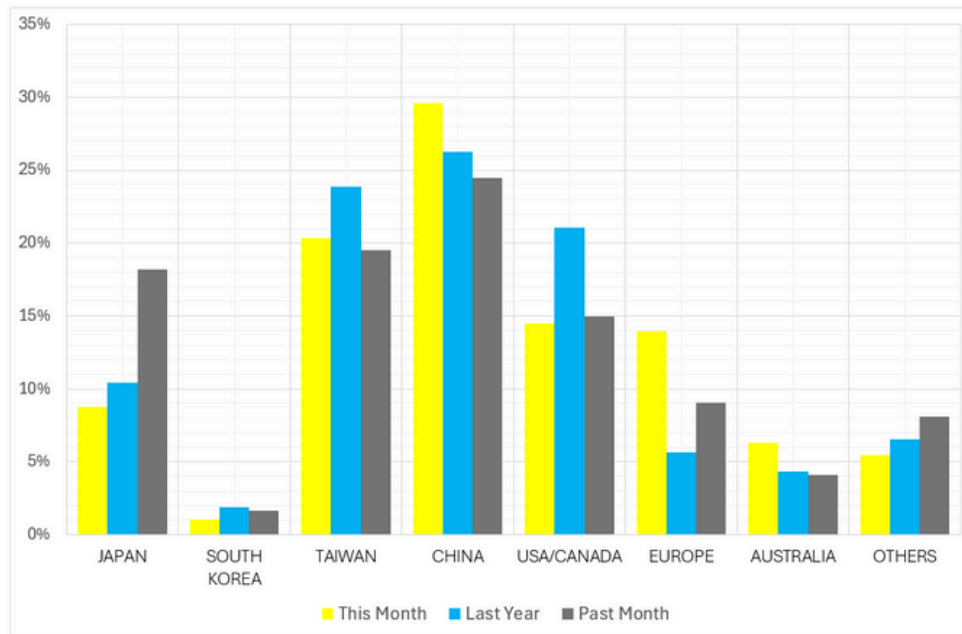
## Monthly Arrivals by Country Group

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Totals
<b>Asia</b>	<b>5,056</b>	<b>3,541</b>	<b>3,893</b>	<b>3,381</b>									<b>15,871</b>
Japan	645	704	1036	476									2,861
Korea, Republic of	135	89	93	58									375
Taiwan, Republic of China	1,267	1,012	1111	1105									4,495
China	2,803	1,544	1395	1605									7,347
Hong Kong, Special Administrative Region of China	-	-	0	0									-
Macao, Special Administrative Region of China	-	-	0	0									-
Bangladesh	-	-	0	0									-
Indonesia	6	6	10	16									38
India	38	5	46	19									108
Malaysia	19	24	38	17									98
Philippines	80	73	58	47									258
Singapore	28	30	32	31									121
Thailand	24	33	62	2									121
Asia-Other	11	21	12	5									49
<b>North America</b>	<b>1,043</b>	<b>868</b>	<b>855</b>	<b>786</b>									<b>3,552</b>
Canada	50	24	47	56									177
United States of America	992	844	808	730									3,374
North America-Other	1	-	0	0									1
<b>Caribbean</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>1</b>									<b>5</b>
<b>Central America</b>	<b>5</b>	<b>-</b>	<b>8</b>	<b>2</b>									<b>15</b>
<b>South America</b>	<b>9</b>	<b>4</b>	<b>16</b>	<b>23</b>									<b>52</b>
Argentina	-	-	4	4									8
Brazil	8	3	6	16									33
Chile	1	-	3	0									4
Ecuador	-	-	1	0									1
South America-Other	-	1	2	3									6
<b>Europe</b>	<b>438</b>	<b>443</b>	<b>525</b>	<b>760</b>									<b>2,166</b>
Austria	11	20	40	25									96
Belgium	11	20	7	6									44
Switzerland	26	28	43	81									178
Czech Republic	21	20	6	22									69
Germany	71	85	148	336									640
Denmark	6	8	4	9									27
Spain	17	18	14	19									68
Finland	4	2	12	0									18
France	36	27	39	25									127
United Kingdom	54	54	72	63									243
Greece	2	1	0	1									4
Italy	24	25	21	37									107
Norway	4	3	3	2									12
Poland	30	42	17	21									110
Portugal	10	9	8	11									38
Russian Federation	38	44	28	26									136
Sweden	13	9	10	4									36
Europe-Other	60	28	53	72									213
<b>Middle East</b>	<b>12</b>	<b>19</b>	<b>22</b>	<b>21</b>									<b>74</b>
<b>Africa</b>	<b>8</b>	<b>11</b>	<b>8</b>	<b>3</b>									<b>30</b>
<b>Oceania</b>	<b>326</b>	<b>248</b>	<b>373</b>	<b>446</b>									<b>1,393</b>
Australia	189	152	234	342									917
Fiji	6	9	28	16									59
Micronesia, Federated States of	42	38	37	61									178
Marshall Islands	35	8	12	2									57
New Zealand	-	-	0	0									-
Solomon Islands	-	1	5	0									6
Tuvalu	2	1	3	3									9
Oceania-Other	25	19	26	4									74
<b>Total</b>	<b>6,901</b>	<b>5,134</b>	<b>5,700</b>	<b>5,423</b>									<b>23,158</b>
<i>Unidentified</i>	<i>1</i>	<i>1</i>	<i>2</i>	<i>3</i>									<i>7</i>
<b>Total</b>	<b>6,902</b>	<b>5,135</b>	<b>5,702</b>	<b>5,426</b>									<b>23,165</b>

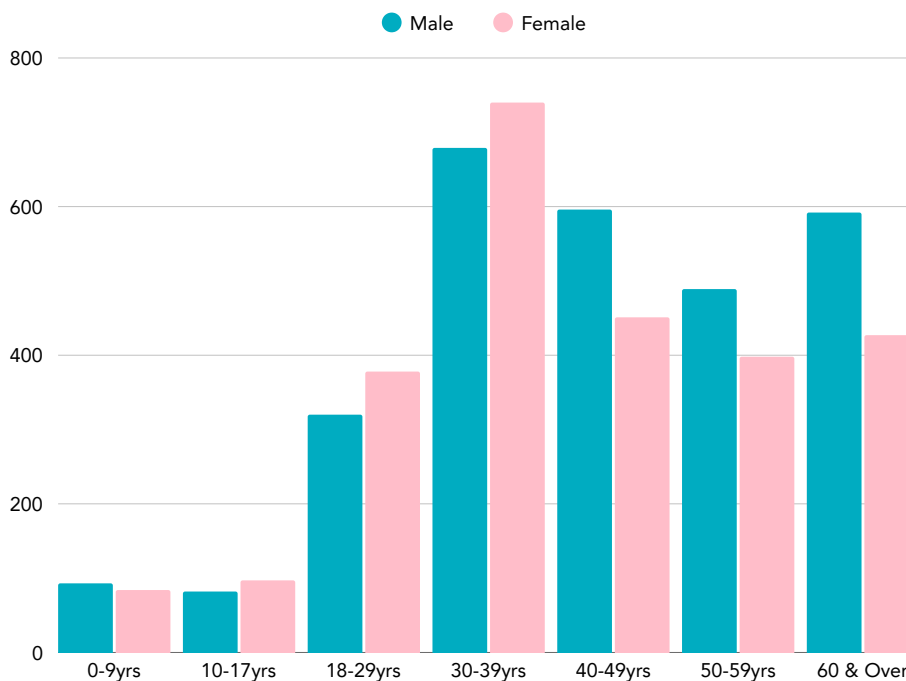
## Market Share Comparison

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 APR 2025		Last Year APR 2024		Past Month MAR 2025	
	Visitors	Share %	Visitors	Share %	Visitors	Share %
JAPAN	476	9%	459	10%	1036	18%
SOUTH KOREA	58	1%	83	2%	93	2%
TAIWAN	1105	20%	1050	24%	1111	19%
CHINA	1605	30%	1155	26%	1395	24%
USA/CANADA	786	14%	927	21%	855	15%
EUROPE	758	14%	248	6%	517	9%
AUSTRALIA	342	6%	190	4%	234	4%
OTHERS	296	5%	287	7%	461	8%
<b>Total:</b>	<b>5426</b>	<b>100%</b>	<b>4399</b>	<b>100%</b>	<b>5702</b>	<b>100%</b>



## April 2025 Arrivals By Gender and Age Group



AGE GROUP	MALES	FEMALES
0-9yrs	3%	3%
10-17yrs	3%	4%
18-29yrs	11%	15%
30-39yrs	24%	29%
40-49yrs	21%	18%
50-59yrs	17%	15%
60 & Over	21%	17%
	100%	100%

Visitor Nights by Key Markets: Comparison 2024 vs. 2025

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.

CY2025	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
JAPAN	3,026	3,729	4,392	2,281									13,428
SOUTH KOREA	946	532	562	344									2,384
TAIWAN	5,672	4,606	5,133	4,962									20,372
CHINA	14,286	7,786	7,560	8,406									38,037
USA/CANADA	7,620	6,322	6,258	5,670									25,870
EUROPE	3,557	3,905	4,764	6,276									18,502
AUSTRALIA	1,628	1,253	2,106	2,863									7,851
OTHERS	2,307	2,157	3,135	1,921									9,521
Total Visitor Nights	39,043	30,289	33,910	32,723									135,965
Y-on, Y change	49%	-5%	27%	27%									-54%

CY2024	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
JAPAN	2,574	3,322	4,112	2,348	1,988	1,069	1,748	2,362	2,082	1,594	2,709	4,328	27,664
SOUTH KOREA	542	420	283	382	155	185	241	200	621	151	346	772	3,755
TAIWAN	3,551	3,039	3,735	4,739	4,517	6,979	6,169	5,582	3,514	3,676	5,095	4,734	51,779
CHINA	8,063	13,248	6,292	5,580	6,941	6,103	8,596	7,057	6,904	8,008	6,201	9,738	84,668
USA/CANADA	6,835	6,382	6,658	6,946	7,334	10,118	5,257	5,192	4,877	5,363	5,935	5,905	69,967
EUROPE	2,487	3,375	3,065	2,110	1,813	613	905	1,118	1,358	2,412	3,985	2,654	23,407
AUSTRALIA	771	622	818	1,564	772	786	860	1,637	1,014	779	881	1,802	12,307
OTHERS	1,369	1,543	1,751	2,151	1,784	1,971	1,766	3,331	2,310	2,172	2,457	2,704	23,940
Total Visitor Nights	26,193	31,951	26,716	25,819	25,305	27,823	25,541	26,479	22,681	24,154	27,610	32,636	296,716
Y-on, Y change	105%	113%	42%	62%	64%	24%	-18%	-1%	10%	30%	18%	30%	86%

Visitor nights: Past Ten Years

Visitor Nights	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
JAPAN	132,661	121,590	109,841	98,226	89,812	25,577	1,933	10,593	22,851	30,238	13,428
SOUTH KOREA	46,871	47,749	47,122	56,452	49,193	11,492	101	1,805	5,366	4,298	2,384
TAIWAN	57,452	56,748	39,848	44,848	67,738	10,843	9,738	6,223	43,777	55,331	20,372
CHINA	380,638	292,859	267,140	196,109	160,047	18,545	261	1,175	55,029	92,731	38,037
USA/CANADA	62,457	58,299	55,966	63,379	60,231	14,719	21,831	59,697	63,819	76,802	25,870
EUROPE	36,841	45,454	42,017	36,500	33,806	11,618	613	8,631	22,913	25,894	18,502
AUSTRALIA	6,984	5,463	4,672	4,541	5,295	717	193	2,241	9,372	12,307	7,851
OTHERS	21,995	23,502	22,969	22,896	27,056	4,917	1,837	10,959	23,025	25,318	9,521
Total Visitor Nights	745,899	651,665	589,575	522,953	493,178	98,430	36,508	101,324	246,152	322,918	135,965

Average Length of Stay: Comparison 2024 vs. 2025

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.

CY2025	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
JAPAN	4.7	5.3	4.2	4.8								
SOUTH KOREA	7.0	6.0	6.0	5.9								
TAIWAN	4.5	4.6	4.6	4.5								
CHINA	5.1	5.0	5.4	5.2								
USA/CANADA	7.3	7.3	7.3	7.2								
EUROPE	8.2	8.9	9.2	8.3								
AUSTRALIA	8.6	8.2	9.0	8.4								
OTHERS	6.0	6.6	6.8	6.5								
Total	5.6	5.9	5.9	5.8								

CY2024	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
JAPAN	5.0	5.3	4.9	5.1	5.8	5.1	6.1	4.7	5.1	4.5	4.6	5.4
SOUTH KOREA	6.2	5.9	6.3	4.6	6.7	4.5	7.1	4.9	6.3	4.7	6.2	5.7
TAIWAN	4.4	4.1	4.3	4.5	4.7	4.9	4.9	4.3	4.4	4.4	4.7	4.2
CHINA	5.4	4.9	5.3	4.8	4.7	5.3	5.1	5.0	4.9	5.1	5.4	5.4
USA/CANADA	7.3	7.1	7.1	7.5	8.8	9.8	6.6	7.3	6.6	6.7	7.5	7.2
EUROPE	8.9	8.9	9.3	8.5	3.7	7.5	6.9	7.0	7.2	7.6	8.1	7.7
AUSTRALIA	9.1	9.0	8.6	8.2	8.4	7.9	7.6	8.2	7.6	7.6	8.3	8.4
OTHERS	6.9	6.3	5.9	7.5	6.5	6.9	6.2	6.5	6.7	6.1	6.5	7.0
Total	5.9	5.5	5.8	5.8	5.6	6.3	5.5	5.3	5.5	5.5	5.9	5.8

Average Length of Stay: Past Ten Years

Length of Stay	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
JAPAN	4.3	4.2	4.2	4.4	4.6	4.4	12.2	8.1	5.9	5.1	4.7
SOUTH KOREA	3.8	3.9	4.0	3.9	4.1	4.3	4.2	8.0	5.7	5.8	6.4
TAIWAN	4.0	4.1	4.1	4.0	4.4	4.2	3.8	4.4	4.3	4.5	4.5
CHINA	4.3	4.5	4.6	4.8	5.3	5.6	5.8	9.0	5.2	5.1	5.2
USA/CANADA	7.1	6.9	7.0	7.5	7.4	7.7	10.4	8.9	7.6	7.5	7.3
EUROPE	8.7	9.3	9.0	8.4	9.1	9.4	10.4	9.6	8.4	7.5	8.6
AUSTRALIA	7.9	7.1	7.2	7.3	7.4	6.1	5.4	9.0	8.0	8.2	8.6
OTHERS	6.3	6.4	6.5	6.8	6.6	6.4	7.5	7.9	7.1	6.6	6.5
Total	4.6	4.7	4.8	4.9	5.3	5.4	7.0	8.2	6.0	5.7	5.9



# 2025 MODE OF TRANSPORTATION

## BY MODE OF TRANSPORTATION AND KEY MARKETS % SHARE

The table illustrates the breakdown of total arrivals in **April 2025** amounting to **5,426** categorized by key markets and mode of transportation.

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
China Airlines	2186	1772	2112	2031									8101
Nauru Airlines	25	42	17	16									100
United Airlines	1543	1545	1293	1212									5593
Cambodia Airways	1842	924	866	719									4351
Pacific Mission Aviation	23	18	30	18									89
Hong Kong Airlines	989	574	480	878									2921
Qantas Airlines	200	183	314	350									1047
Japan Airlines	0	0	389	0									389
Private plane	40	36	64	15									155
Sailing yacht	1	0	1	0									2
Motor Yacht	4	0	1	0									5
Motor Vessel	0	0	123	0									123
Research Vessel	0	0	10	0									10
Military	49	41	2	24									116
Cruise Ship	0	0	0	163									163
Others	0	0	0	0									0
<b>Totals</b>	<b>6902</b>	<b>5135</b>	<b>5702</b>	<b>5426</b>									<b>23165</b>

## PERCENTAGE SHARE

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

	China Airlines	United Airlines	Cambodia Airways	Pacific Mission Aviation	Nauru Airlines	Qantas	Hong Kong Airlines	Military	Private Plane	Cruise Ship
JAPAN	3%	33%	0.1%	0%	25%	0%	0%	0%	0%	0%
SOUTH KOREA	3%	0%	0.0%	0%	0%	0%	0%	0%	0%	0%
TAIWAN	54%	0%	0.6%	0%	0%	1%	0%	0%	0%	0%
CHINA	3%	1%	96.9%	0%	6%	3%	94%	0%	0%	0%
USA/CANADA	9%	45%	0.1%	33%	13%	2%	1%	100%	100%	1%
EUROPE	23%	8%	0.8%	11%	19%	4%	1%	0%	0%	98%
AUSTRALIA	1%	1%	1%	6%	6%	84%	1%	0%	0%	0%
OTHERS	5%	12%	0.8%	50%	31%	7%	1%	0%	0%	1%
<b>Total %%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

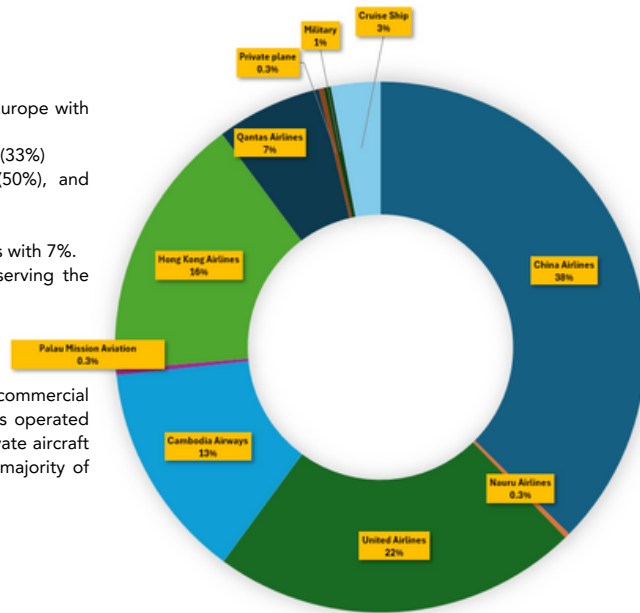
In **APRIL 2025**, there were 8 air services, including five scheduled flights and two charter flights in addition to private planes and sailing yachts bringing visitors to Palau.

**APRIL 2025 Mode of Transportation % SHARE**

### Key Airlines and Market Contributions

- China Airlines | Scheduled:** Dominates arrivals from Taiwan, accounting for 54% and Europe with 23%.
- United Airlines | Scheduled:** Significant for tourists from USA/Canada (45%), and Japan (33%)
- Pacific Mission Aviation | Scheduled:** Plays a crucial role in serving the Others market (50%), and the "USA/Canada" Market at 33%.
- Nauru Airlines | Scheduled:** Significantly serves the "Others" market (31%)
- Qantas Airlines | Scheduled:** Prominent in facilitating travel from Australia (84%), Others with 7%.
- Cambodia Airways | Chartered:** A notable player for chartered flights, specifically serving the China market (97%).
- Hong Kong Airlines | Chartered:** Also dominates the China Market with 94%.

Air transportation remains the principal means for tourists entering Palau, with scheduled commercial airlines providing the backbone of international connectivity. In March 2025, seven airlines operated flights to Palau, including four scheduled carriers and three charters, supplemented by private aircraft and marine vessels. Scheduled flights are especially crucial, as they account for the vast majority of international arrivals and ensure reliable access for visitors from key markets



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
China Airlines	31.7%	34.5%	37.04%	37.4%									35%
Nauru Airlines	0.4%	0.8%	0.30%	0.3%									0%
United Airlines	22.4%	30.1%	22.68%	22.3%									24%
Cambodia Airways	26.7%	18.0%	15.19%	13.3%									19%
PMA	0.3%	0.4%	0.53%	0.3%									0.4%
Hong Kong Airlines	14.3%	11.2%	8.42%	16.2%									13%
Qantas Airlines	2.9%	3.6%	5.51%	6.5%									5%
Japan Airlines	0.0%	0.0%	6.82%	0.0%									2%
Private plane	0.6%	0.7%	1.12%	0.3%									1%
Sailing yacht	0.01%	0.00%	0.02%	0.0%									0.01%
Motor Yacht	0.1%	0.0%	0.02%	0.0%									0.02%
Motor Vessel	0.0%	0.0%	2.16%	0.0%									1%
Research Vessel	0.0%	0.0%	0.002%	0.0%									0%
Military	0.7%	0.8%	0.04%	0.4%									1%
Cruise Ship	0.0%	0.0%	0.00%	3.0%									1%
Others	0.0%	0.0%	0.00%	0.0%									0%
<b>Totals</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>									<b>100%</b>

## ALL YEARS BY KEY MARKETS: 1980 ~ 2025 (APR)

The table displays arrival data spanning from 1980 to **April 2025**, organized on a yearly basis and segmented by key markets, including Japan, South Korea, Taiwan, China, USA/Canada, Europe, Australia and the "Others" category. The "Others" category encompasses all remaining arrivals that do not constitute a significant portion.

YEARS	JAPAN	SOUTH KOREA	TAIWAN	CHINA	USA CANADA	EUROPE	AUSTRALIA	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	3,431	-	-	-	2,112	458	108	758	6,867
1985	6,754	-	-	-	2,747	912	153	972	11,538
1986	6,267	-	-	-	3,276	536	230	1,274	11,583
1987	6,586	-	-	-	3,791	851	195	2,273	13,696
1988	10,468	-	-	-	4,215	1,045	203	2,413	18,344
1989	11,177	344	434	-	5,263	1,061	773	2,381	21,433
1990	12,728	338	683	574	5,654	1,095	1,504	3,230	25,806
1991	13,664	402	984	385	5,866	1,117	901	2,735	26,054
1992	16,432	459	1,416	117	7,271	1,437	747	2,125	30,004
1993	18,095	831	3,384	107	7,080	1,677	523	2,344	34,041
1994	16,939	1,163	5,559	352	8,837	2,081	446	2,201	37,578
1995	20,202	1,738	10,727	445	9,017	2,404	634	1,856	47,023
1996	21,410	1,907	22,523	649	8,878	2,405	1,212	1,735	60,719
1997	19,519	1,640	30,497	589	9,400	1,586	500	2,710	66,441
1998	21,571	545	18,503	1,014	5,254	1,455	579	15,273	64,194
1999	22,087	539	10,936	1,212	5,587	1,418	402	13,312	55,493
2000	21,708	586	14,122	1,244	6,704	974	347	12,047	57,732
2001	22,395	350	12,476	1,530	5,375	930	430	10,625	54,111
2002	23,748	497	15,819	1,409	4,774	834	403	11,076	58,560
2003	21,401	312	27,857	685	4,291	856	485	7,441	63,328
2004	23,845	5,673	42,158	735	5,979	1,803	1,387	7,581	89,161
2005	26,281	2,169	34,101	1,723	5,532	2,289	808	7,675	80,578
2006	26,892	11,756	28,449	778	5,922	2,263	596	5,741	82,397
2007	29,198	14,342	29,005	929	5,956	2,517	733	5,495	88,175
2008	30,937	14,491	20,026	597	7,427	4,081	614	2,908	81,081
2009	27,538	13,168	15,999	767	6,850	3,465	673	2,703	71,163
2010	29,695	15,225	21,865	1,025	7,999	3,905	1,092	3,602	84,408
2011	38,051	15,964	37,382	2,282	8,348	4,519	1,123	3,137	110,806
2012	39,637	19,611	38,614	4,966	8,072	5,192	1,075	2,959	120,126
2013	35,879	17,448	26,568	9,234	8,635	5,662	1,181	3,436	108,043
2014	37,373	14,624	30,129	39,308	8,815	5,177	1,049	3,709	140,184
2015	31,191	12,309	14,199	88,393	8,827	4,230	880	3,515	163,545
2016	29,195	12,392	13,867	64,879	8,413	4,881	773	3,674	138,074
2017	25,979	11,845	9,766	57,727	7,981	4,652	653	3,556	122,159
2018	22,363	14,307	11,332	41,171	8,427	4,336	624	3,381	105,941
2019	19,690	11,860	15,435	30,020	8,180	3,712	716	4,110	93,723
2020	5,751	2,691	2,553	3,290	1,902	1,238	117	766	18,308
2021	159	24	2,570	45	2,093	59	36	245	5,231
2022	1,313	227	1,420	130	6,692	903	249	1,394	12,328
2023	3,898	940	10,259	10,574	8,398	2,731	1,172	3,255	41,227
2024	5,936	747	12,243	18,236	10,234	3,442	1,498	3,848	56,184
2025	2,861	375	4,495	7,347	3,552	2,148	917	1,470	23,165

## APRIL 2025 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. Flights increased to 4 times a week.

**Cambodia Airlines:** Charter Flight operating twice 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

**Hong Kong Airlines:** Charter Flight operating twice a week from Hong Kong since September 2024.

**Qantas Airlines:** Scheduled flight, once a week from Brisbane operating since December 2024.

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



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



@680NightMarket

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.

**April 2025:** In April, two notable vessels visited Palau. The Hanseatic Inspiration, a cruise ship, arrived with a significant number of people on board, carrying 173 crew members and 162 passengers. In contrast, the Wakatake Maru arrived with a much smaller group, consisting of 42 crew members and only 3 passengers.

**April 04-06, 2025:** 33rd Marine Diving Fair (MDF) 2025, Held at the Sunshine City Convention Center in Ikebukuro, Tokyo, the 33rd Marine Diving Fair (MDF) welcomed an impressive 29,153 visitors over the course of three days:

- April 4: 6,174 attendees
- April 5: 13,698 attendees
- April 6: 9,281 attendees

Celebrated as one of Asia's premier scuba diving events, MDF brought together a diverse range of global participants from the fields of ocean exploration, travel, resorts, underwater photography, environmental advocacy, and education.

Palau's delegation proudly showcased the nation's exceptional diving experiences, dedication to sustainable tourism, and rich cultural heritage.

Palau achieved remarkable success at the event, earning top honors in Marine Diving Web's annual readers' poll — a platform with over 1.25 million users:

- 1st Place: Best Diving Area
- 1st Place: First-Time Overseas Dive Area

His Excellency Mr. Peter Adelbai, Ambassador of Palau to Japan, graciously accepted the award for Best Diving Area, while Palau Visitors Authority (PVA) Chairman Mr. Jackson Doktok received the recognition for First-Time Overseas Dive Area.

Accompanied by PVA staff and representatives from the Koror State Government, Legislator Rodney Omelau and Legislator Tangeschel Mariur, the Palau Booth captivated thousands of diving enthusiasts and travel seekers.

**April 04-06, 2025:** Singapore, April 2025 – The Palau Visitors Authority (PVA), Guam Visitors Bureau (GVB), and Marianas Visitors Authority (MVA) showcased the Micronesian region under the unified Micronesian Pavilion at the Asia Dive Expo (ADEX) Ocean Festival 2025, which was held at the Suntec Convention & Exhibition Center from April 4-6, 2025. As members of the Pacific Asia Travel Association (PATA) Micronesia Chapter, the three national tourism organizations partnered to collectively promote their islands and highlight the region's diverse offerings. This collaboration aligns with PATA Micronesia's mandate as the tourism committee for the Micronesian Islands Forum (MIF), fostering regional cooperation in tourism development. The pavilion also represented other member islands, including Yap, Chuuk, Pohnpei, Kosrae, and the Marshall Islands, further emphasizing the rich diversity of Micronesia.

**April 18, 2025:** In celebration of Earth Day 2025, the Palau Visitors Authority (PVA) hosted its Annual Green Fair on the grounds of the Bureau of Agriculture compound in Ngchesar State. This year's event centered around the theme "Investing in Our Community: Safeguarding Our Investment for a Cleaner Future," a call to action for all stakeholders to collaborate in the preservation of our environment and the promotion of sustainable development across communities.

**April 19, 2025:** Last 680 Night Market of the month of April themed as Roots and Rhythms. Featuring live bands and dance entertainment filled with lots of delicious local food from various vendors. The highlight of the night was the Farm to Table Cook Off: Taro Edition.

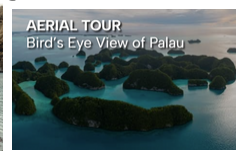
**April 21-23, 2025:** PATA Annual Summit 2025 was hosted by the Türkiye Tourism Promotion and Development Agency (TGA) and supported by Turkish Airlines in Istanbul Türkiye. Ms. Norma Etibek, Ms. JudyAnn Sabino, and Ms. Chloe Yano attended the event representing Palau Visitors Authority. PATA Annual Summit is not just about representation—it is a strategic investment in the country's tourism future. The summit provides unparalleled opportunities for learning, collaboration, and advocacy, all of which are crucial for strengthening Palau's position as a sustainable and culturally vibrant destination in the global tourism market.

**April 21, 2025:** Koror, Palau — The traditional Palauan sailing canoe Alingano Maisu ("Selfless Sharing"), jointly initiated by the Taitung County Government and the Micronesian Voyaging Society, officially embarked on a historic 15-to-20-day voyage to Taiwan on April 20, 2025. Led by master navigator Sesarior Sewralur, the crew includes members from Palau, Taiwan, the United States, Australia, and Micronesia, symbolizing the reconnection of Austronesian cultures and the deepening of international collaboration.

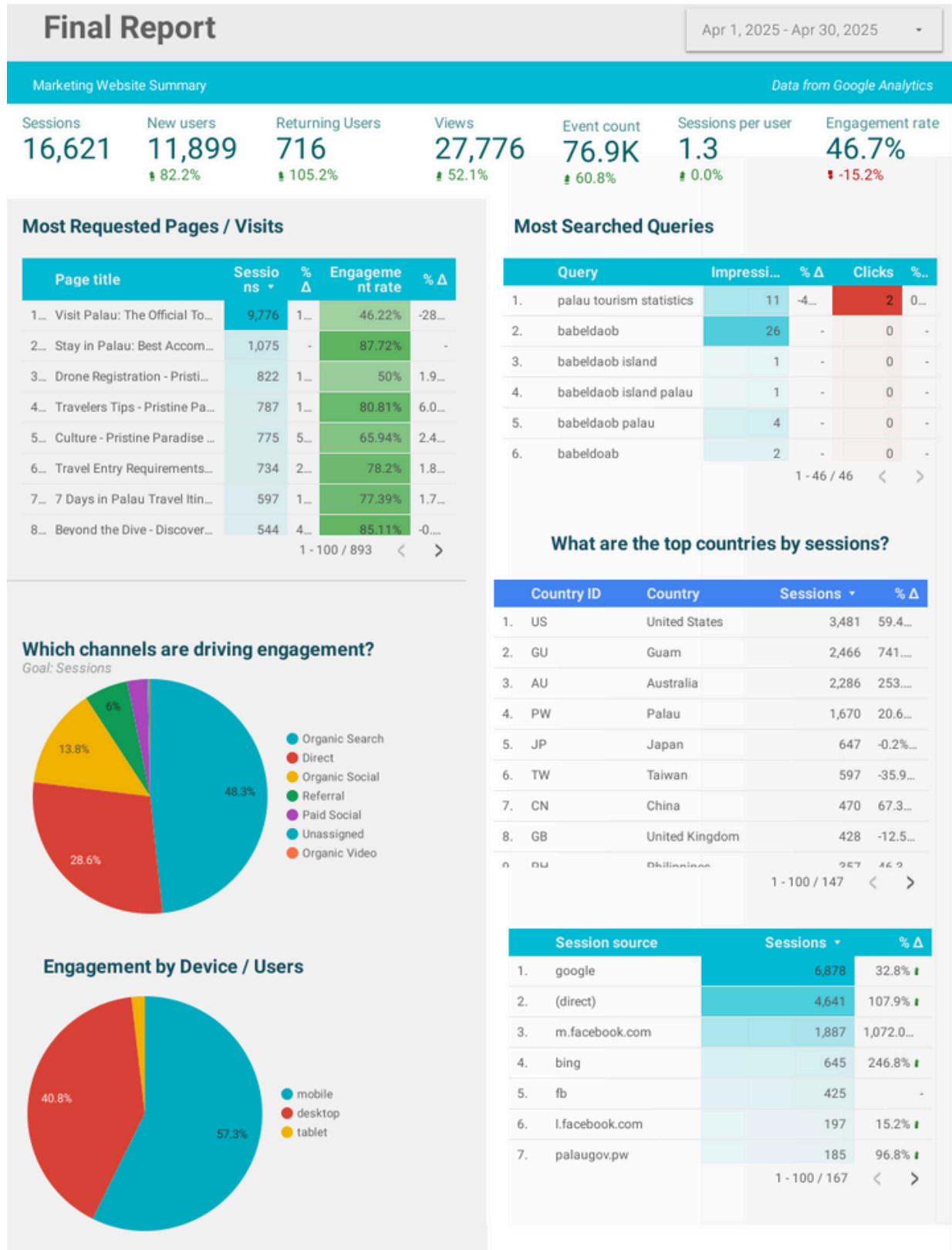
**April 22, 2025: Seminar for Tour Operators and Guides: Guardians of Palau** *Safeguarding heritage, building stewardship, and ensuring sustainable, impactful travel experiences.* The Bureau of Tourism, together with our partners—Koror State Government, Palau Visitors Authority, Friends of the Palau National Marine Sanctuary, and the Palau International Coral Reef Center (PICRC)—successfully held the first Guardians of Palau Seminar for Tour Operators and Guides, in a partnered and holistic approach. This event brought together dedicated tour operators and guides to explore market trends, cultural site etiquette, groundbreaking environmental data, and best business practices through the lens of the Palau Pledge. - PVA/ MHRCTD facebook page April 23,2025



# Website



The following table demonstrates a rising trend in the utilization of [pristineparadisepalau.com](https://pristineparadisepalau.com) as a primary source of tourism information, with Australia and the United States representing the largest user bases.





# PALAU ENTRY FORMS SUMMARY REPORT

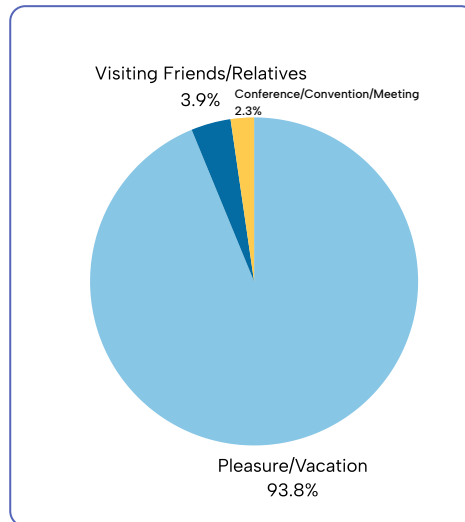
April 2025  
Based on 5,038 Tourist Entries



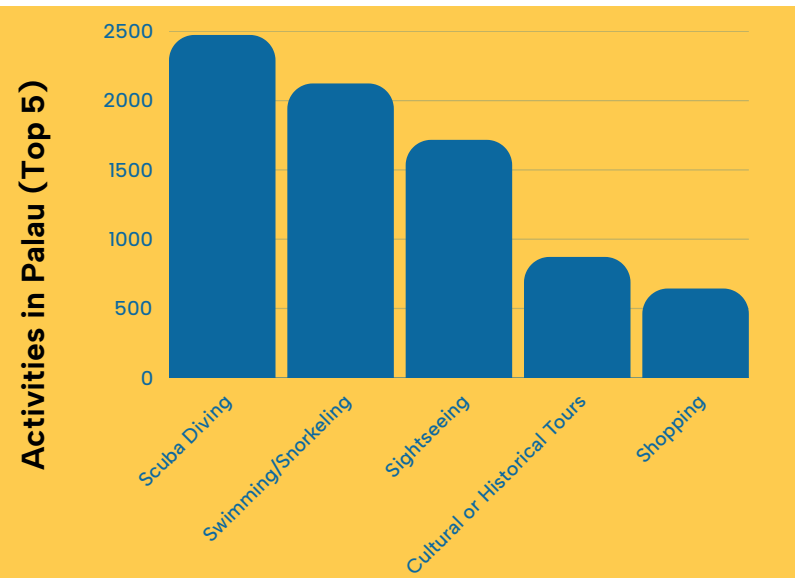
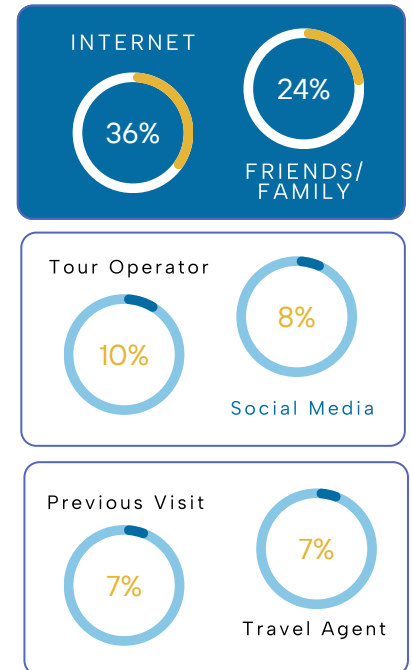
In April 2025, Palau welcomed 5,038 tourist arrivals, each of whom completed the required Palau Entry Form prior to entry. Of these visitors, 77% were experiencing Palau for the first time, while the remaining 23% were repeat travelers. Leisure continued to be the primary motivation for travel, with 93.8% of tourists indicating vacation as their main purpose. Smaller segments visited friends and family (3.9%) or attended conferences (2.3%).

During their stay, tourists engaged in a variety of activities, with scuba diving, swimming and snorkeling, sightseeing, cultural or historical tours, and shopping ranking as the most popular. Digital platforms remained a key source of information, with 36% of visitors discovering Palau through online resources. In terms of travel arrangements, a significant portion of tourists organized their trips through travel agencies, while some arranged their trips on their own, followed suggestions from friends and family, or selected package tour options.

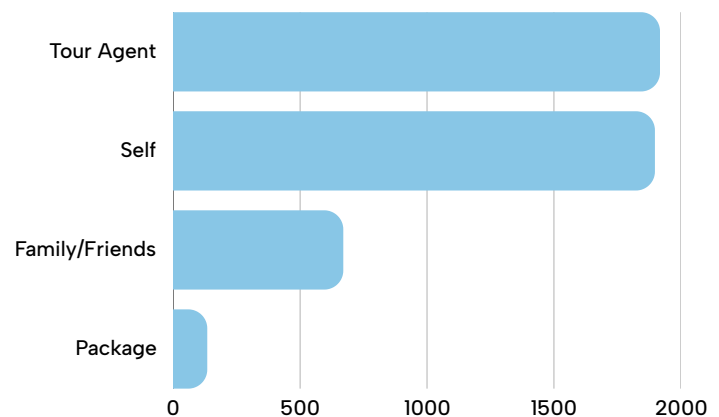
## No. of times Traveler has been to Palau



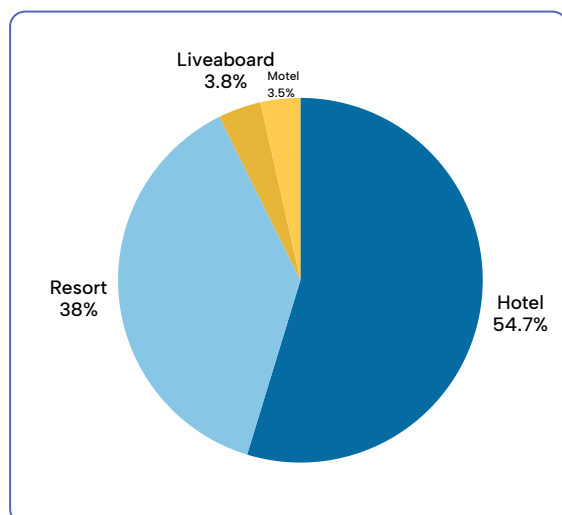
## How Travelers hear about Palau



## Visitor Trip Booking



## Accommodation in Palau



Accommodation preferences among visitors were diverse. Hotels were the most popular choice, accounting for 54.7% of stays, followed by resorts at 38%. Liveaboard boats and motels attracted 3.8% and 3.5% of visitors, respectively. This wide range of lodging options caters to different tastes and budgets, enhancing the overall visitor experience.

The income profile of visitors in April was similarly varied. About 18% reported an annual income exceeding \$100,000, while 14% fell within the \$20,000 to \$40,000 range. Another 13% preferred not to disclose their income, 13% reported earning under \$16,000, and an additional 13% had incomes between \$40,000 and \$60,000.

## Annual household Income

Over \$100,000	18%	\$40,000-\$60,000	13%
\$20,000-\$40,000	14%	\$60,000-\$80,000	10%
Prefer Not To Say	13%	\$80,000-\$100,000	10%
Less Than \$16,000	13%	\$16,000-\$20,000	8%