



# AUGUST 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	395	284	358	625					4,523
SOUTH KOREA	135	89	93	58	74	64	39	44					596
TAIWAN	1,267	1,012	1,111	1,105	1,097	1,398	1,208	1,366					9,564
CHINA	2,803	1,544	1,395	1,605	1,518	1,348	2,379	2,492					15,084
USA/CANADA	1,043	868	855	786	851	1,188	1,307	901					7,799
EUROPE	436	437	517	758	368	383	268	225					3,392
AUSTRALIA	189	152	234	342	160	269	157	186					1,689
OTHERS	384	329	461	296	289	1,417	355	222					3,753
<b>Total Visitor Arrivals</b>	<b>6,902</b>	<b>5,135</b>	<b>5,702</b>	<b>5,426</b>	<b>4,752</b>	<b>6,351</b>	<b>6,071</b>	<b>6,061</b>					<b>46,400</b>
Y-on_Y change	56%	-11%	24%	23%	6%	47%	32%	25%					-14%

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
<b>Total Visitor Arrivals</b>	<b>4,415</b>	<b>5,753</b>	<b>4,592</b>	<b>4,399</b>	<b>4,475</b>	<b>4,332</b>	<b>4,599</b>	<b>4,846</b>	<b>4,114</b>	<b>4,365</b>	<b>4,651</b>	<b>5,643</b>	<b>56,184</b>
Y-on_Y change	122%	138%	57%	54%	78%	9%	-6%	1%	12%	34%	21%	40%	234%

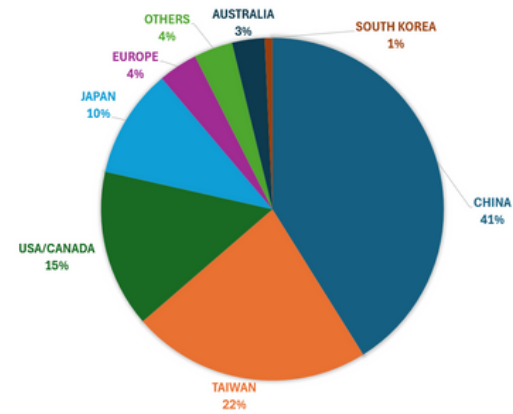
### Summary

In **August 2025**, Palau's tourism sector demonstrated resilient performance as the country registered 6,061 visitor arrivals, showing only a minimal 0.2% decrease from July's total of 6,071 arrivals. This consistency highlights the industry's steady momentum as Palau transitioned into the final quarter of the year.

Arrivals from the **China** market continued to play a significant role, contributing 2,492 visitors, which represented 41% of the monthly total. This stable volume reflects ongoing air connectivity and existing travel demand. **Taiwan** further cemented its status as a key market, delivering 1,366 arrivals—about 23% of the total—marking a notable increase compared to the previous month and confirming its robust presence.

Visitor arrivals from the **USA/Canada** reached 901, representing 15% of the overall count. While this was a slight seasonal decrease, North America maintained its position as a major market. Japan recorded a significant uptick with 625 arrivals (10%), showcasing signs of recovery and renewed outbound travel interest. Meanwhile, **"Others," Europe, and Australia** contributed 222 (4%), 225 (4%), and 186 (3%) arrivals respectively, demonstrating sector variety. **South Korea** remained a minor contributor with 44 arrivals, accounting for less than 1% of the total.

Overall, August arrivals confirm that Palau continues to benefit from a diversified visitor base. The ongoing strength of major source markets, especially China and Taiwan, and the stable support from other regions highlight the sector's resilience. As the year progresses, sustained international connectivity and varied origin markets are expected to remain vital in supporting tourism recovery and fostering further sustainable growth for Palau.



### RANKING OF KEY MARKETS August 2025

KEY MARKETS	ARRIVALS
1 CHINA	2,492
2 TAIWAN	1,366
3 USA/CANADA	901
4 JAPAN	625
5 EUROPE	225
6 OTHERS	222
7 AUSTRALIA	186
8 SOUTH KOREA	44
<b>TOTAL</b>	<b>6,061</b>

## 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	395	284	358	625		6,264
SOUTH KOREA	32	56	135	135	89	93	58	74	64	39	44		819
TAIWAN	829	1,086	1,136	1,267	1,012	1,111	1,105	1,097	1,398	1,208	1,366		12,615
CHINA	1,571	1,156	1,802	2,803	1,544	1,395	1,605	1,518	1,348	2,379	2,492		19,613
USA/CANADA	802	789	824	1,043	868	855	786	851	1,188	1,307	901		10,214
EUROPE	318	491	346	436	437	517	758	368	383	268	225		4,547
AUSTRALIA	102	106	214	189	152	234	342	160	269	157	186		2,111
OTHERS	355	380	388	384	329	461	296	289	1,417	355	222		4,876
<b>Total Visitor Arrivals</b>	<b>4,365</b>	<b>4,651</b>	<b>5,643</b>	<b>6,902</b>	<b>5,135</b>	<b>5,702</b>	<b>5,426</b>	<b>4,752</b>	<b>6,351</b>	<b>6,071</b>	<b>6,061</b>		<b>61,059</b>
Y-on_Y change	34%	21%	40%	56%	-11%	24%	23%	6%	47%	32%	25%		16%

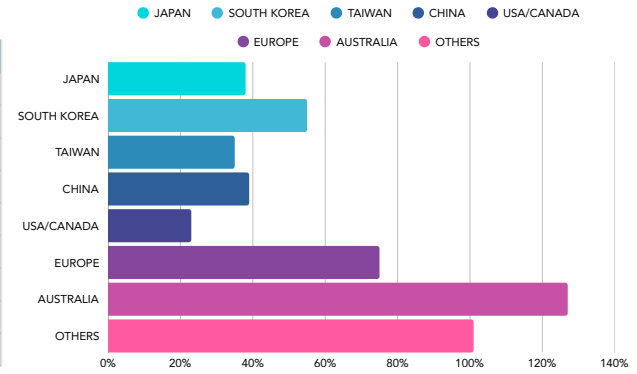
  

FY2024	23-Oct	23-Nov	23-Dec	24-Jan	24-Feb	24-Mar	24-Apr	24-May	24-Jun	24-Jul	24-Aug	24-Sep	Totals
JAPAN	254	540	599	519	632	834	459	341	211	285	507	407	5,588
SOUTH KOREA	23	43	111	87	71	45	83	23	41	34	41	99	701
TAIWAN	619	713	764	813	736	861	1,050	956	1,421	1,265	1,297	793	11,288
CHINA	1,141	774	1,038	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
<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>4,475</b>	<b>4,332</b>	<b>4,599</b>	<b>4,846</b>	<b>4,114</b>	<b>52,661</b>
Y-on_Y change	176%	91%	128%	122%	138%	57%	54%	78%	9%	-6%	1%	12%	50%

# January–August 2024 vs. January–August 2025

## Year-on-Year Comparative Report: Visitor Arrivals

Market	Jan–August 2024	Jan–August 2025	Change (%)
JAPAN	3281	4523	38%
SOUTH KOREA	384	596	55%
TAIWAN	7102	9564	35%
CHINA	10878	15084	39%
USA/CANADA	6366	7799	23%
EUROPE	1939	3392	75%
AUSTRALIA	744	1689	127%
OTHERS	1871	3753	101%
TOTAL	32565	46400	42%



From **January to August 2025**, Palau's tourism sector recorded exceptional growth, with total arrivals reaching 46,400—a robust 42% increase compared to the same period in 2024. This significant expansion demonstrates the nation's strengthening appeal resulting from enhanced marketing, new air routes, and deepened industry partnerships.

China sustained its lead as Palau's largest source market, delivering 15,084 visitors, marking a 39% rise year-on-year. Steady direct flight connections and Palau's popular image among Chinese travelers were key contributors to this result. Similarly, Taiwan exhibited resilient demand, with visitor numbers climbing to 9,564—an increase of 35%—as market partnerships and sustained traveler interest continued to generate strong performance.

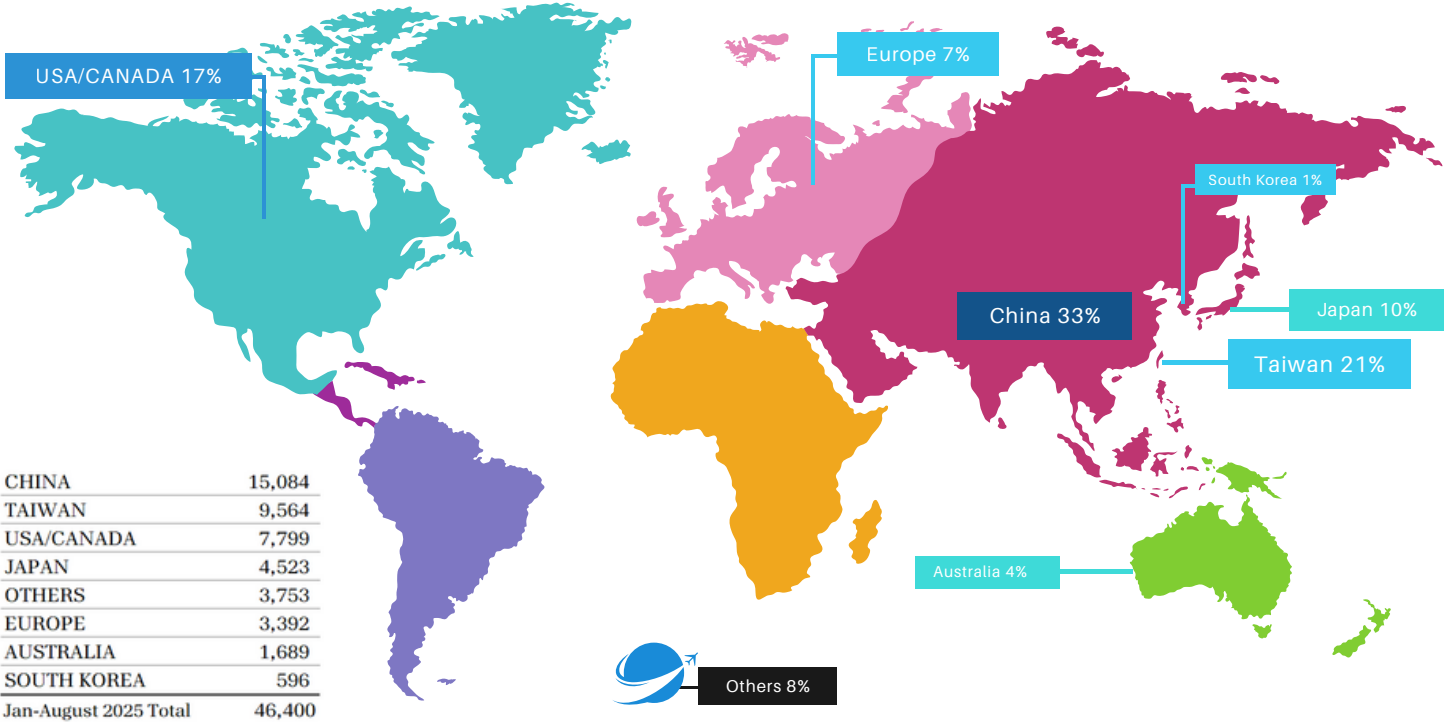
Demand from Japan rebounded markedly, with arrivals growing by 38% to total 4,523 visitors. South Korea also advanced solidly by 55%, reaching 596 visitors, further emphasizing Palau's expanding regional reach despite limited connectivity.

Arrivals from USA/Canada increased by 23%, reaching 7,799, indicating ongoing confidence and the maturity of the North American market. Europe produced another standout result, up 75% to 3,392 visitors—evidence of effective promotion and increasing recognition of Palau within this region. Australia stood out as the fastest-growing major market, more than doubling arrivals to 1,689, buoyed by the introduction of direct flights and targeted outreach, representing a remarkable 127% increase.

Other source markets collectively delivered strong gains, with arrivals more than doubling (up 101%) to 3,753, highlighting the success of diversification efforts and the broadening of Palau's tourism base.

Overall, the January–August 2025 results reveal dynamic, broad-based growth, positioning Palau for sustained expansion and elevated global presence in tourism for the remainder of the year.

## Total Visitor Arrivals, Ranking and Percentage Share by Key Markets January - August 2025



## Monthly Arrivals by Country Group

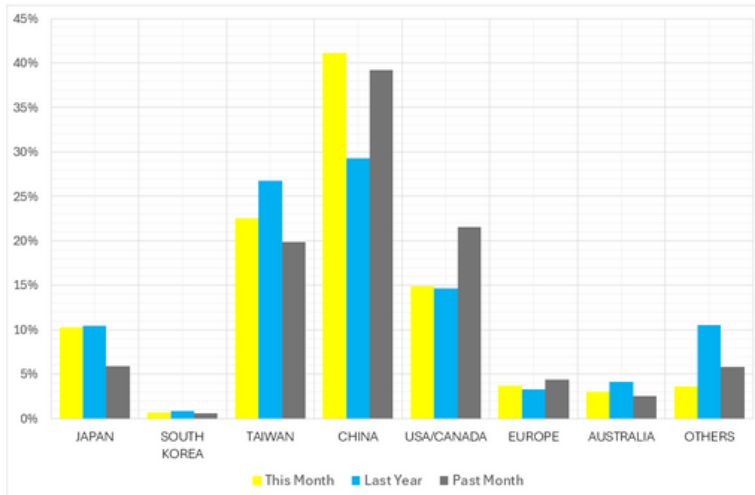
This table presents the breakdown of visitor arrivals to Palau by country and region from **January to August 2025**. It details monthly and total arrivals for each source market, highlighting both Palau's key tourism markets—Japan, South Korea, Taiwan, China, USA/Canada, Europe, Australia, and Others—additional markets across Asia, North America, Central and South America, Europe, the Middle East, Africa, and Oceania.

	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>3,211</b>	<b>3,220</b>	<b>4,087</b>	<b>4,648</b>					<b>31,037</b>
Japan	645	704	1036	476	395	284	358	625					4,523
Korea, Republic of	135	89	93	58	74	64	39	44					596
Taiwan, Republic of China	1,267	1,012	1111	1105	1097	1398	1208	1366					9,564
China	2,803	1,544	1395	1605	1518	1348	2379	2492					15,084
Hong Kong, Special Administrative Region of China	-	-	0	0	0	0	0	0					-
Macao, Special Administrative Region of China	-	-	0	0	0	0	0	0					-
Bangladesh	-	-	0	0	1	0	0	0					1
Indonesia	6	6	10	16	5	6	4	2					55
India	38	5	46	19	7	8	12	5					140
Malaysia	19	24	38	17	14	25	7	16					160
Philippines	80	73	58	47	71	64	50	59					502
Singapore	28	30	32	31	9	13	13	22					178
Thailand	24	33	62	2	6	4	9	2					142
Asia-Other	11	21	12	5	14	6	8	15					92
<b>North America</b>	<b>1,043</b>	<b>868</b>	<b>855</b>	<b>786</b>	<b>851</b>	<b>1,188</b>	<b>1,307</b>	<b>901</b>					<b>7,799</b>
Canada	50	24	47	56	27	12	21	8					245
United States of America	992	844	808	730	824	1176	1286	893					7,553
North America-Other	1	-	0	0	0	0	0	0					1
<b>Caribbean</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>-</b>	<b>-</b>					<b>7</b>
<b>Central America</b>	<b>5</b>	<b>-</b>	<b>8</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>5</b>					<b>24</b>
<b>South America</b>	<b>9</b>	<b>4</b>	<b>16</b>	<b>23</b>	<b>12</b>	<b>8</b>	<b>8</b>	<b>2</b>					<b>82</b>
Argentina	-	-	4	4	0	0	0	1					9
Brazil	8	3	6	16	0	6	6	1					46
Chile	1	-	3	0	0	1	0	0					5
Ecuador	-	-	1	0	0	0	0	0					1
South America-Other	-	1	2	3	12	1	2	0					21
<b>Europe</b>	<b>438</b>	<b>443</b>	<b>525</b>	<b>760</b>	<b>371</b>	<b>389</b>	<b>269</b>	<b>225</b>					<b>3,420</b>
Austria	11	20	40	25	13	6	15	6					136
Belgium	11	20	7	6	3	3	3	2					55
Switzerland	26	28	43	81	31	10	15	8					242
Czech Republic	21	20	6	22	4	1	2	1					77
Germany	71	85	148	336	143	22	23	27					855
Denmark	6	8	4	9	0	3	2	4					36
Spain	17	18	14	19	13	6	16	33					136
Finland	4	2	12	0	1	1	1	0					21
France	36	27	39	25	30	262	70	22					511
United Kingdom	54	54	72	63	26	26	46	31					372
Greece	2	1	0	1	0	0	2	4					10
Italy	24	25	21	37	21	6	12	43					189
Norway	4	3	3	2	1	0	6	0					19
Poland	30	42	17	21	10	8	7	10					145
Portugal	10	9	8	11	6	1	5	2					52
Russian Federation	38	44	28	26	27	12	4	9					188
Sweden	13	9	10	4	2	1	5	1					45
Europe-Other	60	28	53	72	40	21	35	22					331
<b>Middle East</b>	<b>12</b>	<b>19</b>	<b>22</b>	<b>21</b>	<b>5</b>	<b>3</b>	<b>11</b>	<b>8</b>					<b>101</b>
<b>Africa</b>	<b>8</b>	<b>11</b>	<b>8</b>	<b>3</b>	<b>10</b>	<b>4</b>	<b>7</b>	<b>3</b>					<b>54</b>
<b>Oceania</b>	<b>326</b>	<b>248</b>	<b>373</b>	<b>446</b>	<b>287</b>	<b>1,530</b>	<b>376</b>	<b>267</b>					<b>3,853</b>
Australia	189	152	234	342	160	269	157	186					1,689
Fiji	6	9	28	16	19	208	14	8					308
Micronesia, Federated States of	42	38	37	61	35	182	93	40					528
Marshall Islands	35	8	12	2	4	86	42	8					197
New Zealand	-	-	0	0	0	0	0	0					-
Solomon Islands	-	1	5	0	2	43	3	0					54
Tuvalu	2	1	3	3	1	26	1	0					37
Oceania-Other	25	19	26	4	10	609	24	3					720
<b>Total</b>	<b>6,901</b>	<b>5,134</b>	<b>5,700</b>	<b>5,423</b>	<b>4,750</b>	<b>6,344</b>	<b>6,066</b>	<b>6,059</b>					<b>46,377</b>
Unidentified	1	1	2	3	2	7	5	2					23
<b>Total</b>	<b>6,902</b>	<b>5,135</b>	<b>5,702</b>	<b>5,426</b>	<b>4,752</b>	<b>6351</b>	<b>6071</b>	<b>6061</b>					<b>46,400</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.

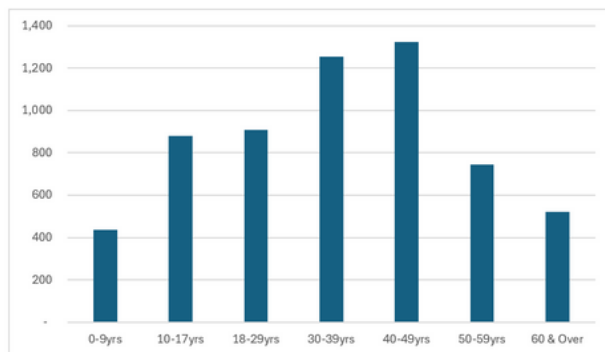
KEY MARKETS	This Month		Last Year		Past Month	
	AUGUST 2025	Share %	AUGUST 2024	Share %	JULY 2025	Share %
JAPAN	625	10%	507	10%	358	6%
SOUTH KOREA	44	1%	41	1%	39	1%
TAIWAN	1366	23%	1297	27%	1208	20%
CHINA	2492	41%	1421	29%	2379	39%
USA/CANADA	901	15%	711	15%	1307	22%
EUROPE	225	4%	160	3%	268	4%
AUSTRALIA	186	3%	199	4%	157	3%
OTHERS	222	4%	510	11%	355	6%
<b>Total:</b>	<b>6061</b>	<b>100%</b>	<b>4846</b>	<b>100%</b>	<b>6071</b>	<b>100%</b>



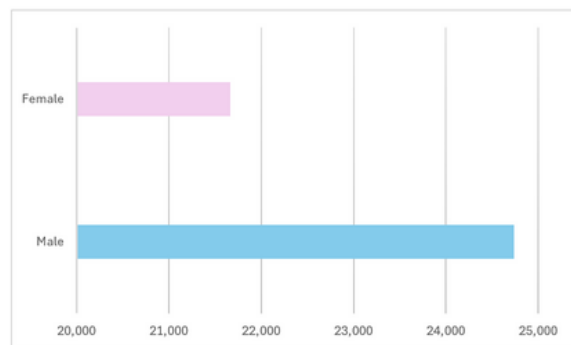
## AUGUST 2025 Arrivals By Gender and Age Group

Age Group	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTALS
0-9yrs	377	170	108	177	99	175	436	436					1,978
10-17yrs	506	185	96	179	94	595	881	719					3,255
18-29yrs	894	644	906	698	781	1,659	907	1,030					7,519
30-39yrs	1,689	1,276	1,402	1,419	1,314	1,380	1,254	1,300					11,034
40-49yrs	1,433	1,027	1,122	1,047	827	1,082	1,325	1,243					9,106
50-59yrs	1,034	910	1,012	887	704	839	746	790					6,922
60 & Over	969	923	1,056	1,019	933	620	520	543					6,583
Unknown	-	-	-	-	-	1	2	-					3
<b>Total</b>	<b>6,902</b>	<b>5,135</b>	<b>5,702</b>	<b>5,426</b>	<b>4,752</b>	<b>6,351</b>	<b>6,071</b>	<b>6,061</b>					<b>46,400</b>

Jan-May Arrivals by Age Group



Jan-May Arrivals by Gender



Gender	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTALS
Male	3,607	2,867	3,081	2,851	2,484	3,440	3,209	3,195					24,734
Female	3,293	2,268	2,621	2,575	2,266	2,911	2,862	2,866					21,662
Other	2	-	-	-	2	-	-	-					4
<b>Total</b>	<b>6,902</b>	<b>5,135</b>	<b>5,702</b>	<b>5,426</b>	<b>4,752</b>	<b>6,351</b>	<b>6,071</b>	<b>6,061</b>					<b>46,400</b>



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	2,237	1,907	1,511	1,748	3,124					21,674
SOUTH KOREA	946	532	562	386	464	316	234	259					3,699
TAIWAN	5,672	4,606	5,133	4,722	4,896	5,824	5,307	5,981					42,141
CHINA	14,286	7,786	7,560	8,229	7,958	7,143	12,287	12,835					78,083
USA/CANADA	7,620	6,322	6,258	5,466	6,177	11,276	9,791	6,820					59,730
EUROPE	3,557	3,905	4,764	4,271	2,927	3,861	2,097	1,730					27,113
AUSTRALIA	1,628	1,253	2,106	2,854	1,358	2,395	1,322	1,531					14,449
OTHERS	2,307	2,157	3,135	1,769	1,869	17,316	2,634	1,685					32,872
Total Visitor Nights	39,043	30,289	33,910	29,936	27,556	49,641	35,420	33,966					279,761
Y-on, Y change	49%	-5%	27%	16%	9%	78%	39%	28%					-6%

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	21,943
SOUTH KOREA	46,871	47,749	47,122	56,452	49,193	11,492	101	1,805	5,366	4,298	3,647
TAIWAN	57,452	56,748	39,848	44,848	67,738	10,843	9,738	6,223	43,777	55,331	41,924
CHINA	380,638	292,859	267,140	196,109	160,047	18,545	261	1,175	55,029	92,731	77,359
USA/CANADA	62,457	58,299	55,966	63,379	60,231	14,719	21,831	59,697	63,819	76,802	59,534
EUROPE	36,841	45,454	42,017	36,500	33,806	11,618	613	8,631	22,913	25,894	25,871
AUSTRALIA	6,984	5,463	4,672	4,541	5,295	717	193	2,241	9,372	12,307	14,130
OTHERS	21,995	23,502	22,969	22,896	27,056	4,917	1,837	10,959	23,025	25,318	32,873
Total Visitor Nights	745,899	651,665	589,575	522,953	493,178	98,430	36,508	101,324	246,152	322,918	277,282

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	4.7	5.0	5.3	5.4	5.0				
SOUTH KOREA	7.0	6.0	6.0	6.7	5.4	4.9	6.3	5.9				
TAIWAN	4.5	4.6	4.6	4.3	4.3	4.2	4.4	4.4				
CHINA	5.1	5.0	5.4	5.1	5.0	5.3	5.0	5.2				
USA/CANADA	7.3	7.3	7.3	7.0	6.6	9.5	7.8	7.6				
EUROPE	8.2	8.9	9.2	5.6	4.9	10.1	7.3	7.7				
AUSTRALIA	8.6	8.2	9.0	8.3	7.4	8.9	7.5	8.2				
OTHERS	6.0	6.6	6.8	6.0	6.9	12.2	7.0	7.6				
Total	5.6	5.9	5.9	5.5	5.3	7.8	5.7	6.0				

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	4.9
SOUTH KOREA	3.8	3.9	4.0	3.9	4.1	4.3	4.2	8.0	5.7	5.8	6.1
TAIWAN	4.0	4.1	4.1	4.0	4.4	4.2	3.8	4.4	4.3	4.5	4.4
CHINA	4.3	4.5	4.6	4.8	5.3	5.6	5.8	9.0	5.2	5.1	5.1
USA/CANADA	7.1	6.9	7.0	7.5	7.4	7.7	10.4	8.9	7.6	7.5	7.6
EUROPE	8.7	9.3	9.0	8.4	9.1	9.4	10.4	9.6	8.4	7.5	7.6
AUSTRALIA	7.9	7.1	7.2	7.3	7.4	6.1	5.4	9.0	8.0	8.2	8.4
OTHERS	6.3	6.4	6.5	6.8	6.6	6.4	7.5	7.9	7.1	6.6	8.8
Total	4.6	4.7	4.8	4.9	5.3	5.4	7.0	8.2	6.0	5.7	6.0

# 2025 MODE OF TRANSPORTATION

## BY MODE OF TRANSPORTATION AND KEY MARKETS % SHARE

The table illustrates the breakdown of total arrivals in **August 2025** amounting to **6,061** 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	1590	2019	1756	1854					15320
Nauru Airlines	25	42	17	16	14	319	42	22					497
United Airlines	1543	1545	1293	1212	1117	1546	1385	1281					10922
Cambodia Airways	1842	924	866	719	834	655	790	666					7296
Pacific Mission Aviation	23	18	30	18	23	58	25	11					206
Hong Kong Airlines	989	574	480	878	648	702	937	963					6171
Qantas Airlines	200	183	314	350	194	455	181	208					2085
Japan Airlines	0	0	389	0	0	0	0	0					389
Private plane	40	36	64	15	134	0	3	3					295
Greater Bay Airlines	0	0	0	0	0	0	676	863					1539
Sailing yacht	1	0	1	0	0	5	0	0					7
Motor Yacht	4	0	1	0	0	0	0	0					5
Motor Vessel	0	0	123	0	0	0	3	0					126
Research Vessel	0	0	10	0	0	0	0	0					10
Military	49	41	2	24	25	51	273	190					655
Cruise Ship	0	0	0	163	173	0	0	0					336
Others	0	0	0	0	0	0	0	0					0
Totals	6902	5135	5702	5426	4752	6351	6071	6061					46400

## 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	Greater Bay Airlines	Military	Private Plane
JAPAN	9%	35%	0.2%	0%	0%	0%	0%	0%	0%	100%
SOUTH KOREA	2%	0%	0.0%	0%	0%	1%	0%	0%	44%	0%
TAIWAN	69%	0%	0.5%	0%	5%	0%	0%	0%	0%	0%
CHINA	2%	1%	98.3%	9%	9%	0%	99%	97%	56%	0%
USA/CANADA	6%	50%	0.3%	36%	18%	6%	0%	1%	0%	0%
EUROPE	9%	3%	0.6%	18%	32%	3%	0%	1%	0%	0%
AUSTRALIA	0%	1%	0%	0%	14%	79%	0%	0%	0%	0%
OTHERS	3%	10%	0.2%	36%	23%	11%	0%	0%	0%	0%
Total %%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

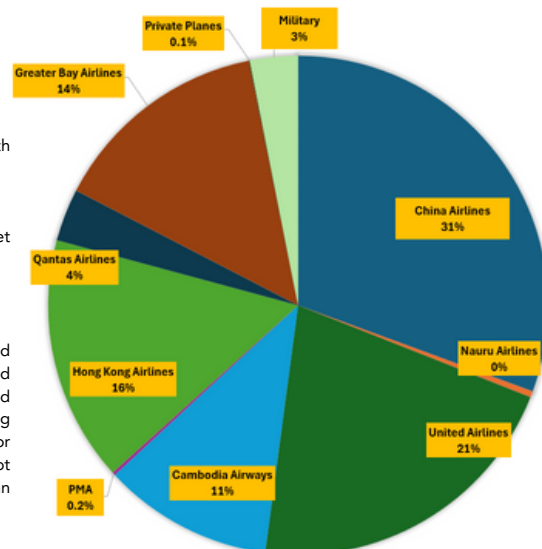
In **AUGUST 2025**, there were 8 air services, including five scheduled flights and three charter flights in addition to private planes and military for this month.

AUGUST 2025 Mode of Transportation % SHARE

### Key Airlines and Market Contributions

- China Airlines | Scheduled:** Dominates arrivals from Taiwan, accounting for 69% and Europe and Japan with 9% each.
- United Airlines | Scheduled:** Significant for tourists from USA/Canada (50%), and Japan (35%)
- Pacific Mission Aviation | Scheduled:** Plays a crucial role in serving the Others market and USA/Canada both with 36% each .
- Nauru Airlines | Scheduled:** Significantly serves the Europe market (32%), and Others with 23%.
- Qantas Airlines | Scheduled:** Dominates travel from Australia (79%), Others with 11%.
- Cambodia Airways | Chartered:** A notable player for chartered flights, specifically serving the China market (98%).
- Hong Kong Airlines | Chartered:** Also dominates the China Market with 99%.
- Greater Bay Airlines | Chartered:** New Charter airlines from Hong Kong dominating arrivals from China (97%)

The dominance of charter airlines was clearly evident in August 2025, as Cambodia Airways continued to lead chartered operations for the China market, accounting for 98% of charter passengers, with Hong Kong Airlines and new entrant Greater Bay Airlines also capturing significant shares at 99% and 97%, respectively. This dynamic blend of both scheduled and charter flights further strengthened Palau's air connectivity, ensuring resilient and thriving connections with its most important tourism markets. The strategic specialization of carriers—like China Airlines for Taiwan, United Airlines for the US, Qantas for Australia, and several strong partners serving China—highlights not only the effectiveness of Palau's collaborative aviation partnerships but also reinforces Palau's position as an accessible and desirable destination for global travelers.



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
China Airlines	31.7%	34.5%	37.04%	37.4%	33.5%	31.8%	28.9%	30.6%					33.0%
Nauru Airlines	0.4%	0.8%	0.30%	0.3%	0.3%	5.0%	0.7%	0.4%					1.1%
United Airlines	22.4%	30.1%	22.68%	22.3%	23.5%	24.3%	22.8%	21.1%					23.5%
Cambodia Airways	26.7%	18.0%	15.19%	13.3%	17.6%	10.3%	13.0%	11.0%					15.7%
PMA	0.3%	0.4%	0.53%	0.3%	0.5%	0.9%	0.4%	0.2%					0.4%
Hong Kong Airlines	14.3%	11.2%	8.42%	16.2%	13.6%	11.1%	15.4%	15.9%					13.3%
Qantas Airlines	2.9%	3.6%	5.51%	6.5%	4.1%	7.2%	3.0%	3.4%					4.5%
Japan Airlines	0.0%	0.0%	6.82%	0.0%	0.0%	0.0%	0.0%	0.0%					0.8%
Private plane	0.6%	0.7%	1.12%	0.3%	2.8%	0.0%	0.05%	0.05%					0.6%
Greater Bay Airlines	0.00%	0.00%	0.00%	0.0%	0.00%	0.00%	11.13%	14.24%					3.3%
Sailing yacht	0.01%	0.00%	0.02%	0.0%	0.00%	0.08%	0.00%	0.00%					0.0%
Motor Yacht	0.1%	0.0%	0.02%	0.0%	0.0%	0.0%	0.0%	0.0%					0.0%
Motor Vessel	0.0%	0.0%	2.16%	0.0%	0.0%	0.0%	0.0%	0.0%					0.3%
Research Vessel	0.0%	0.0%	0.002%	0.0%	0.0%	0.0%	0.0%	0.0%					0.0%
Military	0.7%	0.8%	0.04%	0.4%	0.5%	0.8%	4.5%	3.1%					1.4%
Cruise Ship	0.0%	0.0%	0.00%	3.0%	3.6%	0.0%	0.0%	0.0%					0.7%
Others	0.0%	0.0%	0.00%	0.0%	0.0%	0.0%	0.0%	0.0%					0.0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%					100%



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

The table displays arrival data spanning from 1980 to **August 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	4,523	596	9,564	15,084	7,799	3,392	1,689	3,753	46,400

## AUGUST 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.

**Greater Bay Airlines** - Charter flight | The airline runs direct flights connecting Hong Kong to Palau, making it a key carrier on this route. The flights are charters and started service around July 2025. Greater Bay Airlines is known for serving top Asian destinations and includes Palau in its network as part of their expanding route map.

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.

**August 09, 2025:** The first 680 Night Market of August was a success, offering live musical and dance performances, diverse local food and "throat-drenching" drinks, and a beautiful collection of local arts, crafts, and jewelry. The combination of lively entertainment, delicious food, and stunning local artistry made it a must-attend community event.

**August 15-25, 2025:** A Tourism Seminar and visit to the Osaka World Expo were conducted in Japan from August 17 to 23, 2025. The delegation included Chairman Jackson Doktok, Vice Chairwoman Jennifer S. Olgeriil, Managing Director Kadoi Ruloked, Marketing & Program Manager Chloe Yano, and Strategic & Planning Manager Sharrise Ngiraked.

**August 15-25, 2025:** In a strategic partnership aimed at boosting tourism and accessibility to the pristine islands of Palau, Ross Long, a prominent content creator hailing from Australia, joined forces with GTI. This collaborative effort was facilitated through the influential channels of Pacific Trade Invest, an organization dedicated to fostering economic growth and development in the Pacific region. The primary objective of this collaboration was multifaceted: to broadly promote Palau as a premier travel destination, highlighting its unique natural beauty, rich cultural heritage, and unparalleled diving experiences, and concurrently, to specifically raise awareness and encourage bookings for the Qantas to Palau flights, thereby enhancing direct air connectivity to the island nation. This initiative leverages Ross Long's reach and engaging content style to present Palau to a wider international audience, particularly within the Australian market, emphasizing the convenience and directness of the Qantas service as a gateway to this tropical paradise.

**August 16-24, 2025:** Sarah Royall, a prominent content creator from Australia, collaborated with GTI through Luxury Escapes to promote Palau as a premier travel destination and raise awareness for Qantas flights to Palau. This partnership aims to highlight Palau's unique natural beauty, rich cultural heritage, and unparalleled diving experiences to a wider audience, particularly within the Australian market, emphasizing the convenience of the Qantas service.

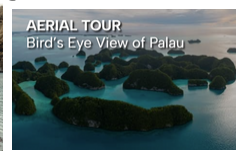
**August 23-30, 2025:** In a continued effort to boost tourism and strengthen accessibility, Blaze Lopes, a renowned content creator from Australia, partnered with GTI. This collaboration, facilitated by Pacific Trade Invest, aimed to showcase Palau as an unparalleled travel destination, emphasizing its pristine natural beauty, vibrant culture, and world-class diving opportunities, while specifically promoting the convenience and directness of Qantas flights to Palau. This initiative leverages Blaze Lopes' engaging content style to reach a broad international audience, especially within the Australian market, and highlight Qantas as the ideal gateway to this tropical paradise.

**August 23, 2025:** The night market was cancelled due to weather conditions, but we were lucky enough to have a small all-state booth with local goods and crafts in the main pavilion from 5:00 pm to 8:00 pm.

**August 27-30, 2025:** Figaro Japon, a prominent publication within the Japanese magazine industry, is poised to launch a significant promotional campaign designed to highlight the allure of Palau and generate excitement for the forthcoming direct flight from Japan, slated for October. This strategic initiative aims to captivate a broad audience, showcasing Palau's pristine natural beauty, vibrant marine life, unique cultural heritage, and luxurious eco-tourism opportunities. By collaborating with Figaro Japon, the effort seeks to leverage the magazine's influential readership and reputation for sophisticated travel content to effectively position Palau as a premier destination for Japanese travelers. The campaign will likely feature breathtaking photography, compelling narratives, and practical travel information, all intended to inspire increased tourism and ensure the successful launch and sustained operation of the new direct flight route.



# Website



Based on the data, there's a clear increase in visitors to [pristineparadisepalau.com](https://pristineparadisepalau.com) for tourism information. Australia and the United States are the top two user bases, and Australia's user numbers have now surpassed those from the United States.

## Final Report

1 Aug 2025 - 31 Aug 2025

### Marketing Website Summary

Data from Google Analytics

Sessions	New users	Returning Users	Views	Event count	Sessions per user	Engagement rate
18,606	13,763	865	37,118	129.5K	1.3	54.4%
	↑ 74.3%	↑ 59.3%	↑ 69.8%	↑ 116.3%	↓ -9.8%	↑ 2.2%

### Most Requested Pages / Visits

Page title	Sessions	% Δ	Engagement rate	% Δ
1...Visit Palau: The Official To...	11,273	1...	59.91%	-2...
2...Stay in Palau: Best Accom...	1,641	9...	89.82%	1.6...
3...7 Days in Palau Travel Itin...	1,270	2...	72.76%	-7...
4...Travelers Tips - Pristine Pa...	979	2...	83.25%	7.4...
5...Travel Entry Requirements...	880	3...	83.3%	18...
6...Beyond the Dive - Discover...	761	7...	86.99%	1.6...
7...Dive Palau - Pristine Para... 8...	687	9...	81.37%	11...
Culture - Pristine Paradise ...	639	-...	76.37%	21...

### Most Searched Queries

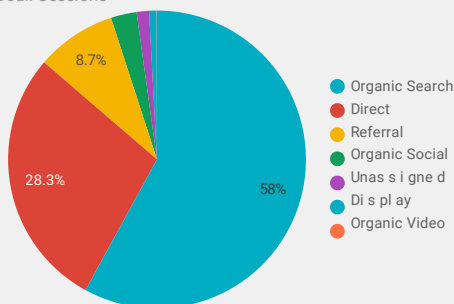
Query	Impressions	% Δ	Clicks	%...
1 ct shop palau	29	19...	1	-
. alii palau	4	10...	0	-
2 andres palau	1	-	0	-
. ara car rental	1	-	0	-
3 arrival 2019	1	-	0	-
. bar near me	1	-	0	-
4	1 - 100 / 129			

### What are the top countries by sessions?

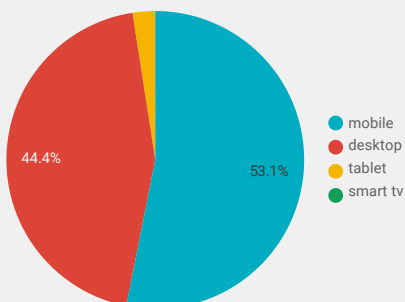
Country ID	Country	Sessions	% Δ
6 AU	Australia	5,981	419...
. US	United States	3,793	46.8...
PW	Palau	1,568	-22.8...
CN	China	835	127...
JP	Japan	708	-31.3...
GB	United Kingdom	626	86.9...
TW	Taiwan	527	1.9% ↑
IN	India	377	167...

### Which channels are driving engagement?

Goal: Sessions



### Engagement by Device / Users



Session source	Sessions	% Δ
google	9,457	90.6% ↑
(direct)	5,335	16.8% ↑
bing	962	223.9% ↑
nine	316	-
l.instagram.com	308	516.0% ↑
travel.nine.com.au	262	-
9news.com.au	231	-
1 - 100 / 195		

# PALAU ENTRY FORMS SUMMARY REPORT

August 2025  
Based on 5,731 Tourist Entries



## No. of times Traveler has been to Palau



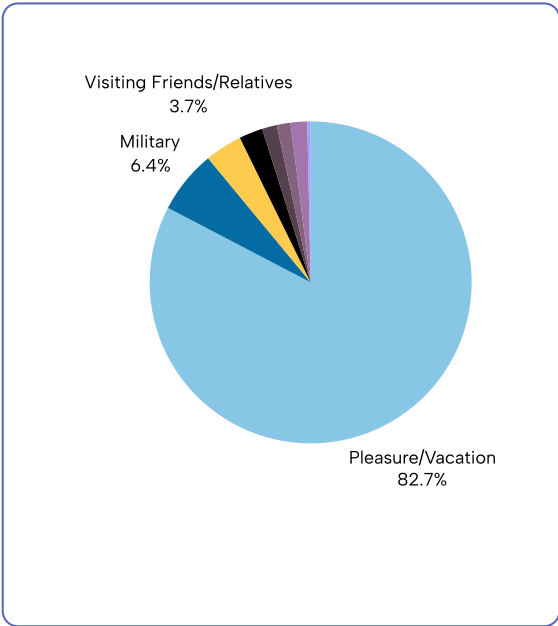
In August 2025, Palau welcomed a steady stream of visitors, with a total of 5,731 arrivals recorded from Palau Entry Forms. Newcomers made up the majority at 82%, marking their first visit to the islands, while repeat visitors accounted for 18%. Leisure and vacation purposes dominated, representing 82.1% of all arrivals. Military personnel comprised 6.4% of visitors, and 3.7% traveled to reunite with friends and family. Other travel purposes included conferences, conventions, or meetings (2.4%), education and training (1.7%) diplomatic or foreign government and international organization missions (1.5%), business or investment activities (1.4%), , and health or medical visits (0.3%)

Visitors in August enjoyed a broad range of activities. Swimming and snorkeling remained top favorites, followed closely by sightseeing, scuba diving, shopping, and cultural or historical tours. These popular activities showcase the diversity of Palau's offerings that appeal to varied visitor interests.

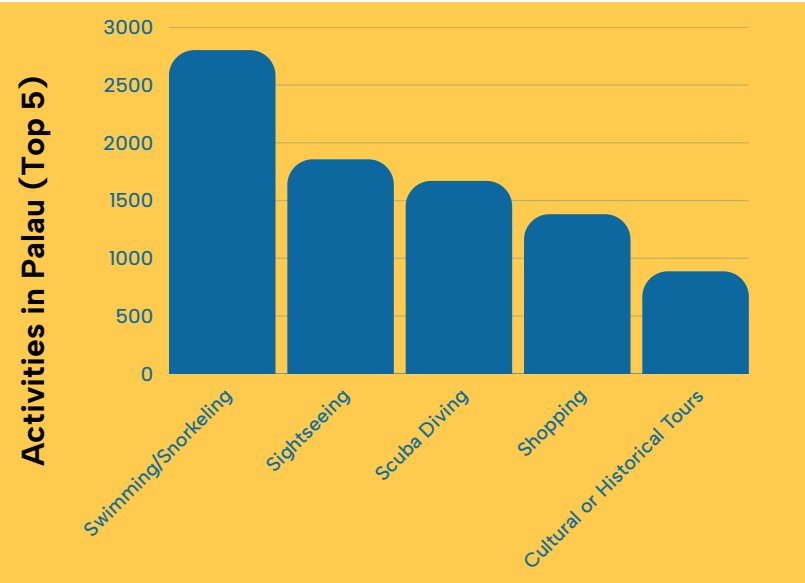
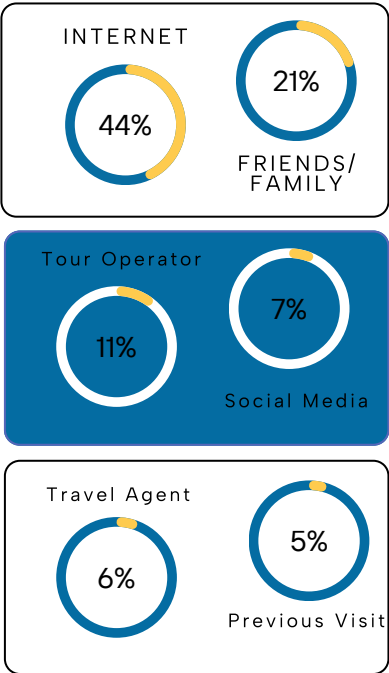
As for how tourists discovered Palau, digital channels continued to lead, with 44% first learning about the destination online. Personal referrals also played an important role, with 21% hearing about Palau through friends and family. Tour operators influenced 11% of visitors, while social media, travel agents, and prior visits motivated 7%, 6%, and 5%, respectively.

Most travelers booked their trips through tour agents, yet a significant portion arranged travel independently or relied on recommendations from family, friends, and packaged tours. This trend highlights the mixture of traditional and self-planned travel approaches among Palau's visitors

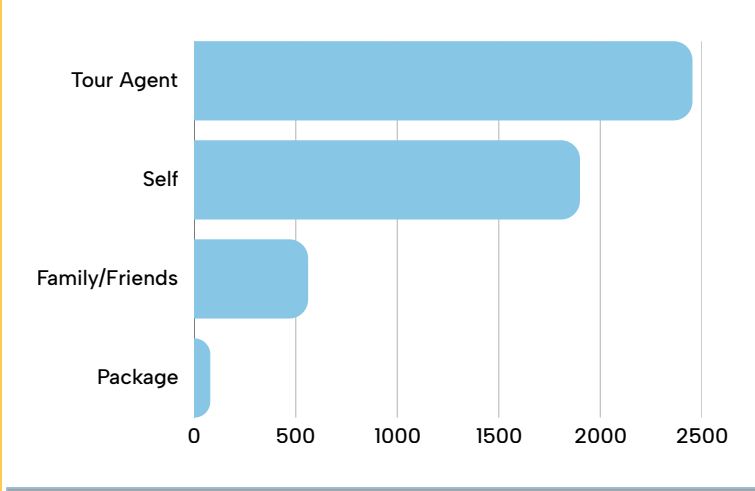
## Purpose of Travel



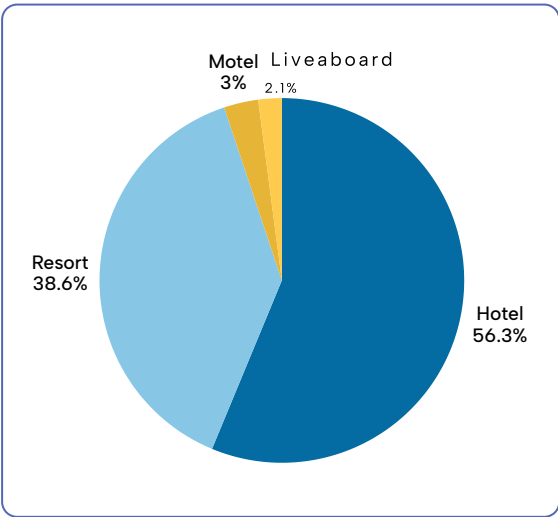
## How Travelers hear about Palau



## Visitor Trip Booking



## Accommodation in Palau



In August 2025, the accommodation preferences of tourists visiting Palau demonstrated some variations from the prior month, with hotels remaining the preferred option for 56.3% of travelers. Resorts continued to attract a strong following, accommodating 38.6% of visitors. Motels accounted for 3% of stays, while liveaboards constituted 2.1%, reflecting a diverse range of lodging choices.

Examining the economic background of August visitors, 18% reported annual household incomes below \$16,000. Tourists in the highest income bracket, earning above \$100,000 per year, made up 13%. Those with incomes between \$20,000 and \$40,000 represented 15%, while 12% fell within the \$40,000 to \$60,000 range. A notable 12% of visitors opted not to disclose their income information.

## Annual household Income

Less Than \$16,000	18%	Prefer Not To Say	12%
\$20,000-\$40,000	15%	\$16,000-\$20,000	11%
Over \$100,000	13%	\$60,000-\$80,000	10%
\$40,000-\$60,000	12%	\$80,000-\$100,000	8%