



# JULY 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						3,898
SOUTH KOREA	135	89	93	58	74	64	39						552
TAIWAN	1,267	1,012	1,111	1,105	1,097	1,398	1,208						8,198
CHINA	2,803	1,544	1,395	1,605	1,518	1,348	2,379						12,592
USA/CANADA	1,043	868	855	786	851	1,188	1,307						6,898
EUROPE	436	437	517	758	368	383	268						3,167
AUSTRALIA	189	152	234	342	160	269	157						1,503
OTHERS	384	329	461	296	289	1,417	355						3,531
<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>40,339</b>
Y-on_Y change	56%	-11%	24%	23%	6%	47%	32%						-28%

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

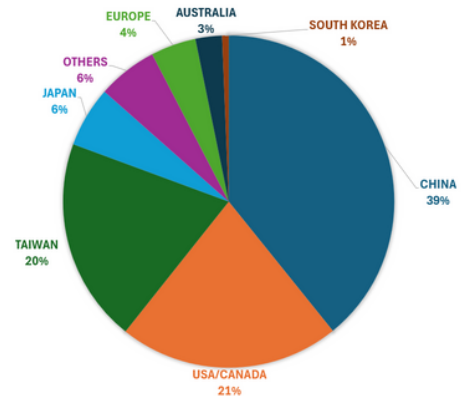
In **July 2025**, Palau welcomed a total of 6,071 visitors, marking a slight decrease of 4.5% compared to June 2025's 6,351 arrivals. Despite this minor decline, the number of arrivals remained strong and continued to reflect the positive momentum Palau's tourism sector has experienced so far this year.

The visitor profile for July showed a shift with China emerging as the largest source market. Chinese arrivals surged to 2,379, making up 39% of all visitors in July. This was driven by the introduction of a new flight, which improved access and convenience for travelers from China. USA/Canada combined also saw growth, contributing 1,307 arrivals or 21% of the total, strengthening their role as a key market for Palau's tourism industry.

Taiwan continued to be a major contributor with 1,208 arrivals, accounting for 20% of visitors, although this represented a decrease from the previous month. Other markets included Japan and the "Others" category, which accounted for 6% of arrivals each. Europe and Australia contributed smaller shares of 4% and 3%, respectively, while South Korea accounted for less than 1% of the total arrivals.

Overall, the market shifts suggest a diversification in Palau's source markets with gains in some key regions balancing modest declines in others. The strong rebound in visitors from China and the steady flow from North America highlight the resilient appeal of Palau as a travel destination during the mid-year period.

July's figures demonstrate that while seasonal fluctuations are natural, Palau's tourism sector continues to benefit from expanded market outreach and the lingering effects of special events and promotions. These dynamics will be critical for sustaining the industry's recovery and growth in the coming months.



## RANKING OF KEY MARKETS

KEY MARKETS	July 2025 ARRIVALS
1 CHINA	2,379
2 USA/CANADA	1,307
3 TAIWAN	1,208
4 JAPAN	358
5 OTHERS	355
6 EUROPE	268
7 AUSTRALIA	157
8 SOUTH KOREA	39
<b>TOTAL</b>	<b>6,071</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			5,639
SOUTH KOREA	32	56	135	135	89	93	58	74	64	39			775
TAIWAN	829	1,086	1,136	1,267	1,012	1,111	1,105	1,097	1,398	1,208			11,249
CHINA	1,571	1,156	1,802	2,803	1,544	1,395	1,605	1,518	1,348	2,379			17,121
USA/CANADA	802	789	824	1,043	868	855	786	851	1,188	1,307			9,313
EUROPE	318	491	346	436	437	517	758	368	383	268			4,322
AUSTRALIA	102	106	214	189	152	234	342	160	269	157			1,925
OTHERS	355	380	388	384	329	461	296	289	1,417	355			4,654
<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>54,998</b>
Y-on_Y change	34%	21%	40%	56%	-11%	24%	23%	6%	47%	32%			4%

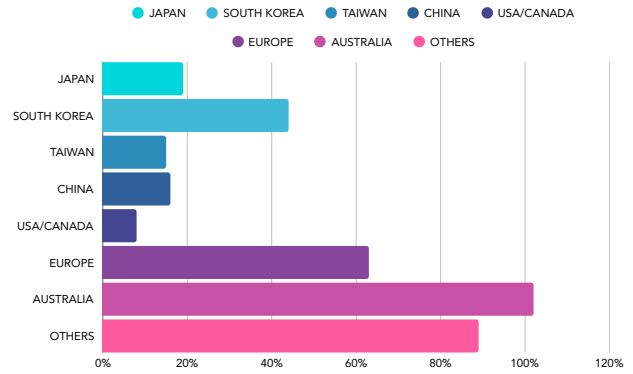
  

FY2024	23-Oct	23-Nov	23-Dec	24-Jan	24-Feb	24-Mar	24-Apr	24-May	24-Jun	24-Jul	24-Aug	24-Sep	Totals
JAPAN	254	540	599	519	632	834	459	341	211	285	507	407	5,588
SOUTH KOREA	23	43	111	87	71	45	83	23	41	34	41	99	701
TAIWAN	619	713	764	813	736	861	1,050	956	1,421	1,265	1,297	793	11,288
CHINA	1,141	774	1,038	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–July 2024 vs. January–July 2025

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

Market	Jan–July 2024	Jan–July 2025	Change (%)
JAPAN	3281	3898	19%
SOUTH KOREA	384	552	44%
TAIWAN	7102	8198	15%
CHINA	10878	12592	16%
USA/CANADA	6366	6898	8%
EUROPE	1939	3167	63%
AUSTRALIA	744	1503	102%
OTHERS	1871	3531	89%
TOTAL	32565	40339	24%



From **January to July 2025**, Palau's tourism industry continued to display a wide-reaching growth, with visitor arrivals climbing to 40,339—an impressive 24% increase compared to the same period in 2024. This growth shows Palau's strengthening position as a highly attractive and accessible destination, benefiting from diversified marketing strategies and improved travel connectivity.

China maintained its place as Palau's largest source market, with arrivals rising by 16% to 12,592 visitors. This steady momentum points to Palau's enduring appeal and strong reputation among Chinese travelers, who have responded positively to the availability of direct flight routes. Taiwan's market also showed solid performance, expanding by 15% to reach 8,198 visitors—a result of consistent demand and active partnership with travel operators, which helped maintain a steady stream of arrivals.

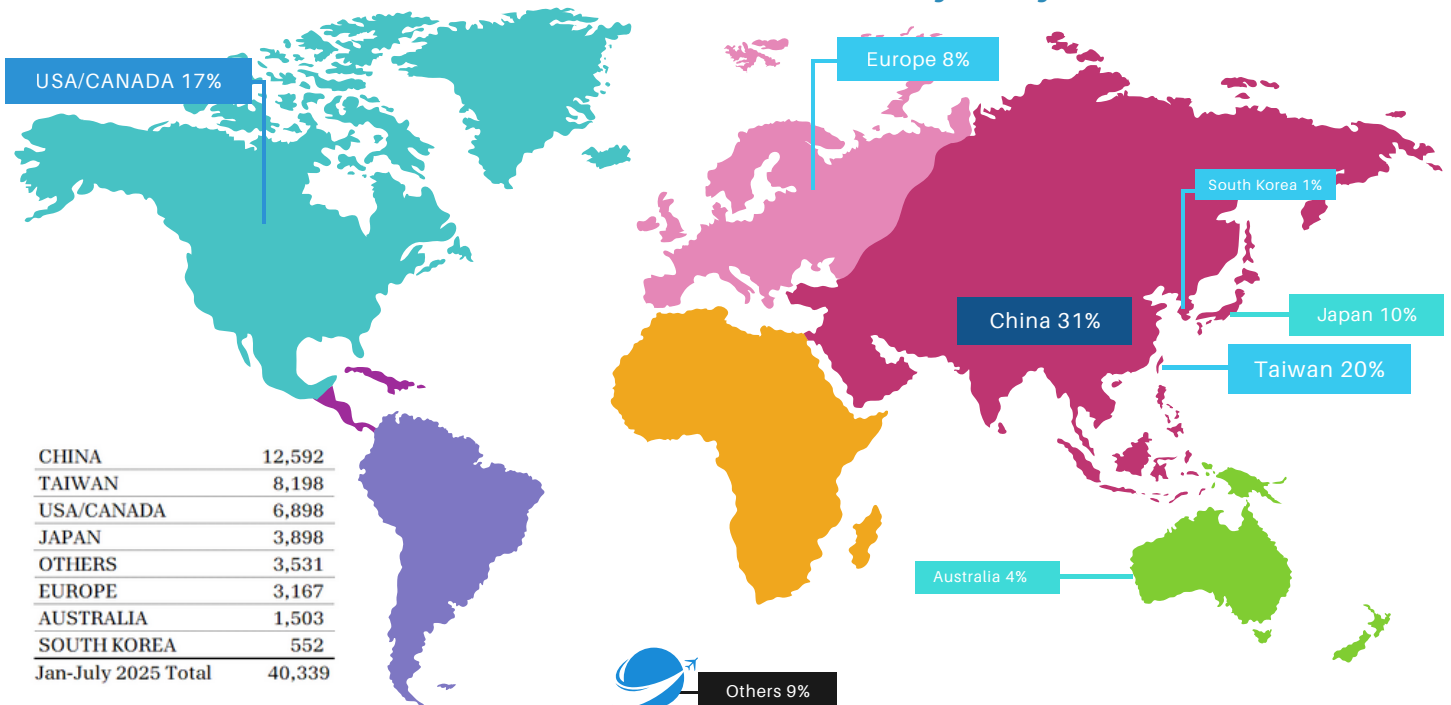
Japan experienced a 19% increase in visitor numbers, rebounding to 3,898 arrivals. Japanese interest remained strong due to persistent demand. South Korea's arrivals rose by 44% to 552 visitors, reflecting Palau's growing appeal in new markets, even in the absence of direct air connections.

Europe demonstrated exceptional growth, registering the second-highest proportional increase among the major markets at 63%. The surge to 3,167 arrivals reflects successful marketing campaigns and increasing awareness of Palau's tourism offerings within the region. Australia stood out for its remarkable expansion, more than doubling its visitor numbers—a 102% increase to reach 1,503 arrivals. This was fueled by the introduction of direct flights and focused outreach, making Palau even more accessible and attractive to Australian travelers.

Visitor arrivals from USA/Canada showed modest but sustained growth at 8%, which signals the presence of a mature and stable market for Palauan tourism. Meanwhile, arrivals from Other markets collectively soared by 89%, totaling 3,531 visitors. This shows the effectiveness of Palau's ongoing diversification strategy and the broadening appeal of the destination to an increasingly global audience.

Overall, the results for January to July 2025 highlight the vitality and flexibility of Palau's tourism sector. Double-digit gains in several key markets, coupled with signals of expansion into new regions, reinforce Palau's reputation for innovation in tourism marketing and product development. The momentum generated during these months sets a promising tone for the remainder of the year, positioning Palau for further sustained growth and international recognition in tourism.

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



## Monthly Arrivals by Country Group

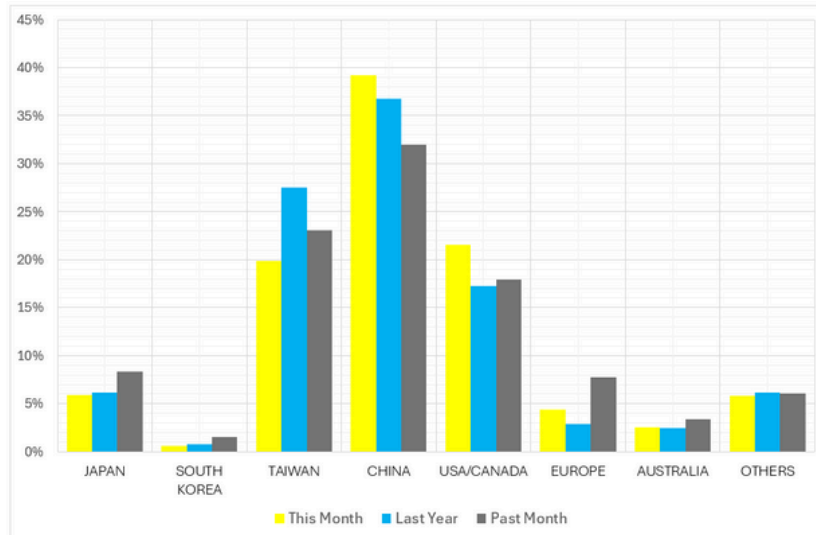
This table presents the breakdown of visitor arrivals to Palau by country and region from **January to July 2025**. It details monthly and total arrivals for each source market, highlighting both Palau's key tourism markets—Japan, South Korea, Taiwan, China, USA/Canada, Europe, Australia, and Others— 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>26,389</b>
Japan	645	704	1036	476	395	284	358						3,898
Korea, Republic of	135	89	93	58	74	64	39						552
Taiwan, Republic of China	1,267	1,012	1111	1105	1097	1398	1208						8,198
China	2,803	1,544	1395	1605	1518	1348	2379						12,592
Hong Kong, Special Administrative Region of China	-	-	0	0	0	0	0						-
Macao, Special Administrative Region of China	-	-	0	0	0	0	0						-
Bangladesh	-	-	0	0	1	0	0						1
Indonesia	6	6	10	16	5	6	4						53
India	38	5	46	19	7	8	12						135
Malaysia	19	24	38	17	14	25	7						144
Philippines	80	73	58	47	71	64	50						443
Singapore	28	30	32	31	9	13	13						156
Thailand	24	33	62	2	6	4	9						140
Asia-Other	11	21	12	5	14	6	8						77
<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>6,898</b>
Canada	50	24	47	56	27	12	21						237
United States of America	992	844	808	730	824	1176	1286						6,660
North America-Other	1	-	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>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>19</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>80</b>
Argentina	-	-	4	4	0	0	0						8
Brazil	8	3	6	16	0	6	6						45
Chile	1	-	3	0	0	1	0						5
Ecuador	-	-	1	0	0	0	0						1
South America-Other	-	1	2	3	12	1	2						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>3,195</b>
Austria	11	20	40	25	13	6	15						130
Belgium	11	20	7	6	3	3	3						53
Switzerland	26	28	43	81	31	10	15						234
Czech Republic	21	20	6	22	4	1	2						76
Germany	71	85	148	336	143	22	23						828
Denmark	6	8	4	9	0	3	2						32
Spain	17	18	14	19	13	6	16						103
Finland	4	2	12	0	1	1	1						21
France	36	27	39	25	30	262	70						489
United Kingdom	54	54	72	63	26	26	46						341
Greece	2	1	0	1	0	0	2						6
Italy	24	25	21	37	21	6	12						146
Norway	4	3	3	2	1	0	6						19
Poland	30	42	17	21	10	8	7						135
Portugal	10	9	8	11	6	1	5						50
Russian Federation	38	44	28	26	27	12	4						179
Sweden	13	9	10	4	2	1	5						44
Europe-Other	60	28	53	72	40	21	35						309
<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>93</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>51</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>3,586</b>
Australia	189	152	234	342	160	269	157						1,503
Fiji	6	9	28	16	19	208	14						300
Micronesia, Federated States of	42	38	37	61	35	182	93						488
Marshall Islands	35	8	12	2	4	86	42						189
New Zealand	-	-	0	0	0	0	0						-
Solomon Islands	-	1	5	0	2	43	3						54
Tuvalu	2	1	3	3	1	26	1						37
Oceania-Other	25	19	26	4	10	609	24						717
<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>40,318</b>
Unidentified	1	1	2	3	2	7	5						21
<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>40,339</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.

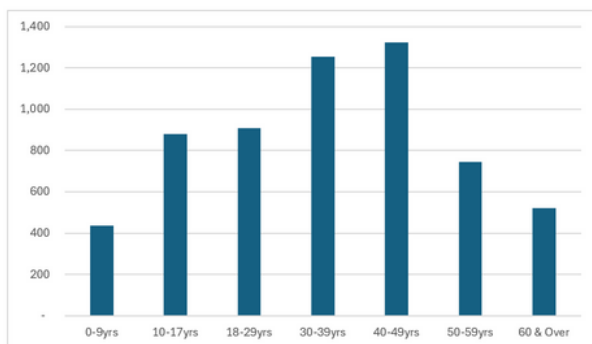
KEY MARKETS	This Month		Last Year		Past Month	
	JULY 2025	Share %	JULY 2024	Share %	JUNE 2025	Share %
JAPAN	358	6%	285	6%	284	8%
SOUTH KOREA	39	1%	34	1%	64	2%
TAIWAN	1208	20%	1265	28%	1398	23%
CHINA	2379	39%	1690	37%	1348	32%
USA/CANADA	1307	22%	795	17%	1188	18%
EUROPE	268	4%	132	3%	383	8%
AUSTRALIA	157	3%	113	2%	269	3%
OTHERS	355	6%	285	6%	1417	6%
<b>Total:</b>	<b>6071</b>	<b>100%</b>	<b>4599</b>	<b>100%</b>	<b>6351</b>	<b>100%</b>



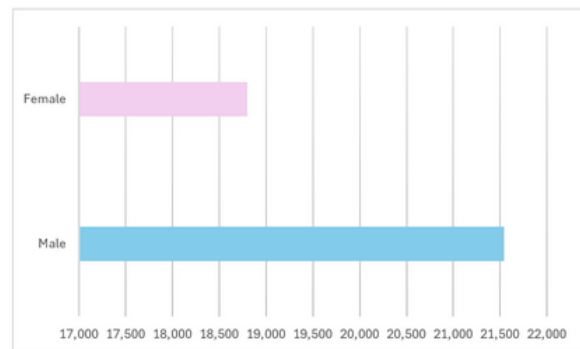
## JULY 2025 Arrivals By Gender and Age Group

Age Group	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTALS
0-9yrs	377	170	108	177	99	175	436						1,542
10-17yrs	506	185	96	179	94	595	881						2,536
18-29yrs	894	644	906	698	781	1,659	907						6,489
30-39yrs	1,689	1,276	1,402	1,419	1,314	1,380	1,254						9,734
40-49yrs	1,433	1,027	1,122	1,047	827	1,082	1,325						7,863
50-59yrs	1,034	910	1,012	887	704	839	746						6,132
60 & Over	969	923	1,056	1,019	933	620	520						6,040
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>40,339</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						21,539
Female	3,293	2,268	2,621	2,575	2,266	2,911	2,862						18,796
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>40,339</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						18,550
SOUTH KOREA	946	532	562	386	464	316	234						3,440
TAIWAN	5,672	4,606	5,133	4,722	4,896	5,824	5,307						36,160
CHINA	14,286	7,786	7,560	8,229	7,958	7,143	12,287						65,247
USA/CANADA	7,620	6,322	6,258	5,466	6,177	11,276	9,791						52,910
EUROPE	3,557	3,905	4,764	4,271	2,927	3,861	2,097						25,383
AUSTRALIA	1,628	1,253	2,106	2,854	1,358	2,395	1,322						12,918
OTHERS	2,307	2,157	3,135	1,769	1,869	17,316	2,634						31,188
Total Visitor Nights	39,043	30,289	33,910	29,936	27,556	49,641	35,420						245,795
Y-o-r, Y change	49%	-5%	27%	16%	9%	78%	39%						-17%

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-o-r, 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	18,637
SOUTH KOREA	46,871	47,749	47,122	56,452	49,193	11,492	101	1,805	5,366	4,298	3,375
TAIWAN	57,452	56,748	39,848	44,848	67,738	10,843	9,738	6,223	43,777	55,331	35,952
CHINA	380,638	292,859	267,140	196,109	160,047	18,545	261	1,175	55,029	92,731	64,884
USA/CANADA	62,457	58,299	55,966	63,379	60,231	14,719	21,831	59,697	63,819	76,802	52,345
EUROPE	36,841	45,454	42,017	36,500	33,806	11,618	613	8,631	22,913	25,894	24,270
AUSTRALIA	6,984	5,463	4,672	4,541	5,295	717	193	2,241	9,372	12,307	12,746
OTHERS	21,995	23,502	22,969	22,896	27,056	4,917	1,837	10,959	23,025	25,318	31,326
Total Visitor Nights	745,899	651,665	589,575	522,953	493,178	98,430	36,508	101,324	246,152	322,918	243,537

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	4.9					
SOUTH KOREA	7.0	6.0	6.0	6.7	5.4	4.9	6.0					
TAIWAN	4.5	4.6	4.6	4.3	4.3	4.2	4.4					
CHINA	5.1	5.0	5.4	5.1	5.0	5.3	5.2					
USA/CANADA	7.3	7.3	7.3	7.0	6.6	9.5	7.5					
EUROPE	8.2	8.9	9.2	5.6	4.9	10.1	7.8					
AUSTRALIA	8.6	8.2	9.0	8.3	7.4	8.9	8.4					
OTHERS	6.0	6.6	6.8	6.0	6.9	12.2	7.4					
Total	5.6	5.9	5.9	5.5	5.3	7.8	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	4.8
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	5.2
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	7.7
AUSTRALIA	7.9	7.1	7.2	7.3	7.4	6.1	5.4	9.0	8.0	8.2	8.5
OTHERS	6.3	6.4	6.5	6.8	6.6	6.4	7.5	7.9	7.1	6.6	8.9
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 **July 2025** amounting to **6,071** 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						13466
Nauru Airlines	25	42	17	16	14	319	42						475
United Airlines	1543	1545	1293	1212	1117	1546	1385						9641
Cambodia Airways	1842	924	866	719	834	655	790						6630
Pacific Mission Aviation	23	18	30	18	23	58	25						195
Hong Kong Airlines	989	574	480	878	648	702	937						5208
Qantas Airlines	200	183	314	350	194	455	181						1877
Japan Airlines	0	0	389	0	0	0	0						389
Private plane	40	36	64	15	134	0	3						292
Greater Bay Airlines	0	0	0	0	0	0	676						676
Sailing yacht	1	0	1	0	0	5	0						7
Motor Yacht	4	0	1	0	0	0	0						5
Motor Vessel	0	0	123	0	0	0	3						126
Research Vessel	0	0	10	0	0	0	0						10
Military	49	41	2	24	25	51	273						465
Cruise Ship	0	0	0	163	173	0	0						336
Others	0	0	0	0	0	0	0						0
<b>Totals</b>	<b>6902</b>	<b>5135</b>	<b>5702</b>	<b>5426</b>	<b>4752</b>	<b>6351</b>	<b>6071</b>						<b>40339</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	Greater Bay Airlines	Military	Motor Vessel	Private Plane
JAPAN	4%	19%	0.0%	0%	10%	1%	0%	0%	9%	0%	100%
SOUTH KOREA	2%	1%	0.0%	0%	0%	1%	0%	0%	0%	0%	0%
TAIWAN	68%	0%	0.4%	0%	2%	0%	1%	1%	0%	0%	0%
CHINA	2%	1%	97.1%	8%	0%	0%	98%	94%	0%	0%	0%
USA/CANADA	8%	62%	1.6%	8%	12%	7%	1%	3%	89%	100%	0%
EUROPE	11%	4%	0.3%	4%	0%	7%	0%	0%	0%	0%	0%
AUSTRALIA	1%	1%	0%	0%	5%	66%	0%	0%	2%	0%	0%
OTHERS	4%	13%	0.5%	80%	71%	19%	0%	1%	0%	0%	0%
<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>	<b>100%</b>

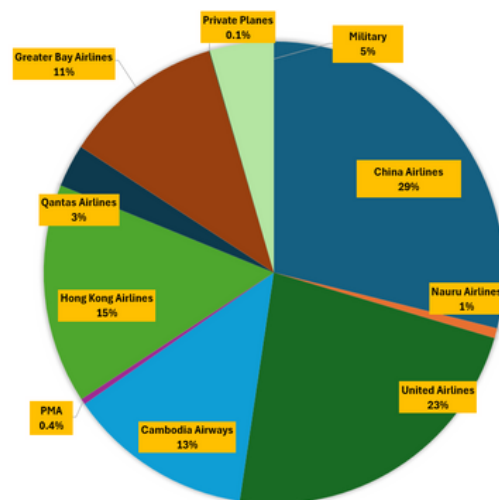
In **JULY 2025**, there were 8 air services, including five scheduled flights and three charter flights in addition to private planes, motor vessel and military for this month.

### Key Airlines and Market Contributions

- China Airlines | Scheduled:** Dominates arrivals from Taiwan, accounting for 68% and Europe with 11%.
- United Airlines | Scheduled:** Significant for tourists from USA/Canada (63%), and Japan (19%)
- Pacific Mission Aviation | Scheduled:** Plays a crucial role in serving the Others market (80%), and USA/Canada and China Market both with 8% each.
- Nauru Airlines | Scheduled:** Significantly serves the "Others" market (71%), and Japan with 10%.
- Qantas Airlines | Scheduled:** Dominates travel from Australia (66%), Others with 19%.
- 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 98%.
- Greater Bay Airlines | Chartered:** New Charter airlines from Hong Kong dominating arrivals from China (94%)

A combination of scheduled and charter flights facilitated the arrival of tourists from key regions including Asia, North America, Australia, and Europe. These air services not only support regular tourism flows but also accommodate special event travel and charter needs, making air transport a critical component in sustaining and growing Palau's tourism industry. The importance of Palau Visitors Authority marketing efforts cannot be overstated in optimizing the occupancy of scheduled flights to Palau. Through targeted and strategic marketing campaigns, PVA plays a critical role in generating demand and attracting visitors from key markets, ensuring high seat utilization on flights serving the island. Effective marketing not only enhances awareness and interest in Palau as a premier tourism destination but also supports airlines by driving consistent passenger volumes. This symbiotic relationship between marketing initiatives and airline occupancy is fundamental to sustaining air connectivity, maximizing revenue potential, and fostering long-term growth within Palau's tourism industry.

### JULY 2025 Mode of Transportation % SHARE



	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%						33.4%
Nauru Airlines	0.4%	0.8%	0.30%	0.3%	0.3%	5.0%	0.7%						1.2%
United Airlines	22.4%	30.1%	22.68%	22.3%	23.5%	24.3%	22.8%						23.9%
Cambodia Airways	26.7%	18.0%	15.19%	13.3%	17.6%	10.3%	13.0%						16.4%
PMA	0.3%	0.4%	0.53%	0.3%	0.5%	0.9%	0.4%						0.5%
Hong Kong Airlines	14.3%	11.2%	8.42%	16.2%	13.6%	11.1%	15.4%						12.9%
Qantas Airlines	2.9%	3.6%	5.51%	6.5%	4.1%	7.2%	3.0%						4.7%
Japan Airlines	0.0%	0.0%	6.82%	0.0%	0.0%	0.0%	0.0%						1.0%
Private plane	0.6%	0.7%	1.12%	0.3%	2.8%	0.0%	0.05%						0.7%
Greater Bay Airlines	0.00%	0.00%	0.00%	0.0%	0.00%	0.00%	11.13%						1.7%
Sailing yacht	0.01%	0.00%	0.02%	0.0%	0.00%	0.08%	0.00%						0.0%
Motor Yacht	0.1%	0.0%	0.02%	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%						0.3%
Research Vessel	0.0%	0.0%	0.002%	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%						1.2%
Cruise Ship	0.0%	0.0%	0.00%	3.0%	3.6%	0.0%	0.0%						0.8%
Others	0.0%	0.0%	0.00%	0.0%	0.0%	0.0%	0.0%						0.0%
<b>Totals</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>



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

The table displays arrival data spanning from 1980 to July 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	3,898	552	8,198	12,592	6,898	3,167	1,503	3,531	40,339

## JULY 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.

**July 01 - 09, 2025:** The Pacific Mini Games featured a week of exciting competition, with most events commencing on July 1st and concluding on July 8th. The games culminated in a vibrant closing ceremony held on July 9th at the Palau Track and Field, where local musicians provided entertainment to mark the end of the event.

**July 05, 2025:** To accommodate the athletes of the Pacific Mini Games, a special night market was held on July 5th. Despite it being a non-payday week, the event aimed to offer athletes a chance to enjoy their night off with local cuisines and live entertainment.

**July 12, 2025:** The 680 Night Market was pleased to join the Embassy of the Republic of China (Taiwan) upcoming event, the Taiwan – Palau Trade Show Carnival Night, scheduled for Saturday, July 12, 2025, at the Surangel Super Center in Airai. This exciting event showcased a vibrant blend of Taiwanese and Palauan products and traditions. Visitors looked forward to exhibitions, cultural performances, product displays, and more! In celebration of Taiwan - Palau Trade & Cultural Show, we wished to inform the public that the regularly scheduled vendors of the 680 Night Market were relocated to Surangel Supercenter in Airai.

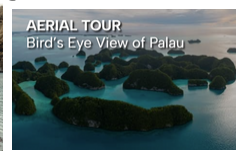
**July 18 - 20, 2025:** The Super American Circus recently graced the shores of Palau, bringing with it a spectacular array of performances that captivated and entertained the local populace. From July 18 to 20, 2025, the circus took place at the Palau National Gym, transforming the atmosphere into a vibrant hub of excitement and wonder. Audiences were treated to a diverse showcase of acts, ranging from awe-inspiring acrobatics and breathtaking aerial displays to comical clown antics and daring feats of strength. Each performance was met with enthusiastic applause and cheers, highlighting the universal appeal of the circus and its ability to transcend cultural boundaries. The Super American Circus's visit was a memorable event for Palau, providing a unique and thrilling entertainment experience for families and individuals alike.

**July 26, 2025:** The final 680 Night Market of July took place on the 26th, offering a unique "Year 2000" twist. The evening featured performances by local singers channeling the hits of the early millennium, alongside a diverse array of local vendors selling food and merchandise.

**July 29, 2025:** Ministry of Human Resources, Culture, Tourism & Development & Palau Visitors Authority met with tourism industry partners for a briefing in preparation for the upcoming United Airlines direct flight from Tokyo - Koror set to launch October 29, 2025. Palau Visitors Authority shared updates on new additions and improved tourism products, such as Alii Pass Tours for Melekeok State-The Kingdom of the Northern Sky, Ngaraard State-Discover Ngaraard and Aimeliik Conservation- Ngerchebal. In addition PVA provided updates on upcoming seminars, tradeshow and other marketing activities to take place in the coming months in promotion of the new flight



# 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.

## Final Report

1 Jul 2025 - 31 Jul 2025

### Marketing Website Summary

Data from Google Analytics

Sessions	New users	Returning Users	Views	Event count	Sessions per user	Engagement rate
16,749	11,617	693	29,426	81.3K	1.4	52.6%
	↑ 15.5%	↑ 30.3%	↑ 5.5%	↑ 7.4%	↓ -1.3%	↑ 0.7%

### Most Requested Pages / Visits

Page title	Sessions	% Δ	Engagement rate	% Δ
1...Visit Palau: The Official To...	9,348	4...	61.11%	6.5...
2...Stay in Palau: Best Accom...	1,460	7...	88.29%	0.9...
3...Travelers Tips - Pristine Pa...	1,074	3...	74.39%	-5...
4...Travel Entry Requirements...	991	4...	76.39%	-2...
5...7 Days in Palau Travel Itin...	954	1...	73.58%	-11...
6...Beyond the Dive - Discover...	695	4...	85.32%	0.5...
7...Culture - Pristine Paradise ...	660	...	68.79%	-1...
8...Dive Palau - Pristine Para...	618	2...	85.28%	3.0...

1 - 100 / 830

### Most Searched Queries

Query	Impressions	% Δ	Clicks	%...
koror map	43	16...	2	-
inurl:"/xmlrpc.php?rsd"	9	20...	1	-
inurl:"/xmlrpc.php?rsd..."	4	30...	1	0...
koror palau map	46	-9...	1	-
"visited palau during t...	4	-	0	-
alii palau	3	-	0	-

1 - 100 / 127

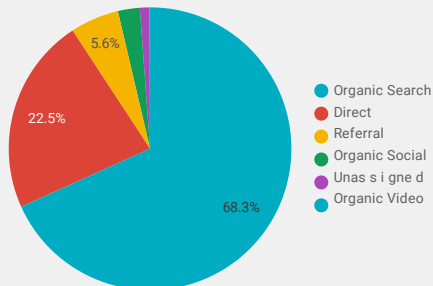
### What are the top countries by sessions?

Country	Sessions	% Δ
United States	4,384	49.9...
Australia	2,607	65.5...
Palau	1,747	-4.7%...
United Kingdom	738	64.7...
India	645	272...
Taiwan	627	-32.5...
China	595	68.6...
Japan	542	-35.2...

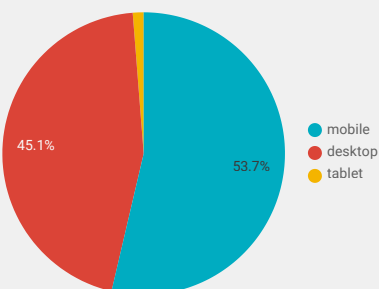
1 - 100 / 162

### Which channels are driving engagement?

Goal: Sessions



### Engagement by Device / Users



Session source	Sessions	% Δ
google	9,740	56.5%↑
(direct)	3,759	-23.2%↓
bing	1,017	210.1%↑
(not set)	169	1,308.3...
palaugov.pw	166	22.1%↑
duckduckgo	165	108.9%↑
instagram.com	157	185.5%↑

1 - 100 / 165

# PALAU ENTRY FORMS SUMMARY REPORT

July 2025  
Based on 5,769 Tourist Entries



## No. of times Traveler has been to Palau



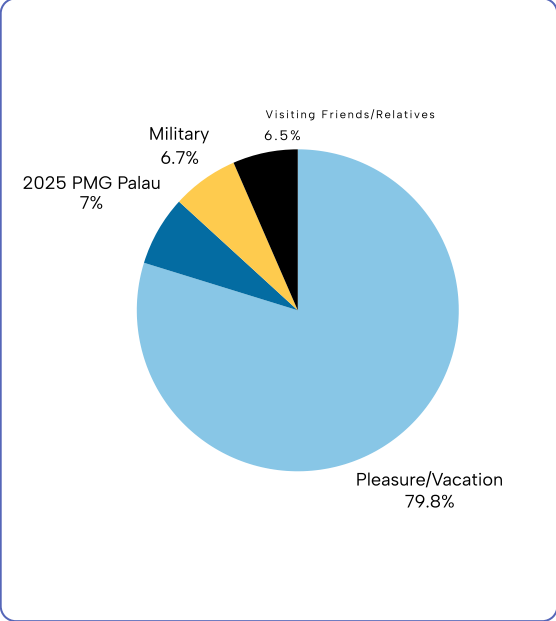
In July 2025, Palau continued to attract a robust flow of visitors, with a total of 5,769 arrivals recorded based on Palau Entry Forms data. Of these visitors, 78% were newcomers experiencing Palau for the first time, while the remaining 22% were returning travelers. Leisure and vacation remained the predominant reasons for travel, accounting for 79.8% of arrivals. Additionally, 7% of visitors were connected to the 2025 Pacific Mini Games, underscoring the ongoing influence of this major regional event. Military personnel made up 6.7% of visitors, and 6.5% traveled to visit friends and family.

Visitors in July engaged in a diverse mix of activities, with swimming and snorkeling, sightseeing, shopping, scuba diving, and cultural or historical tours ranking as the most popular choices. These activities reflect the wide range of attractions Palau offers to satisfy different interests.

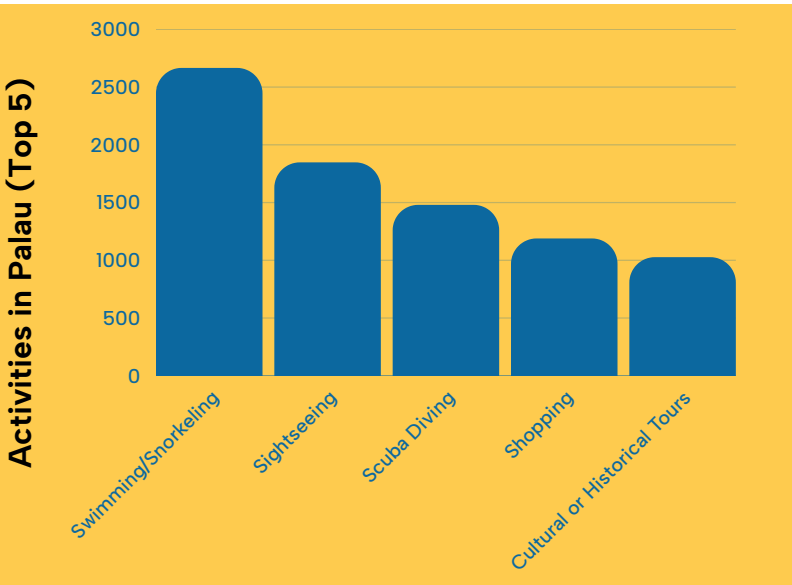
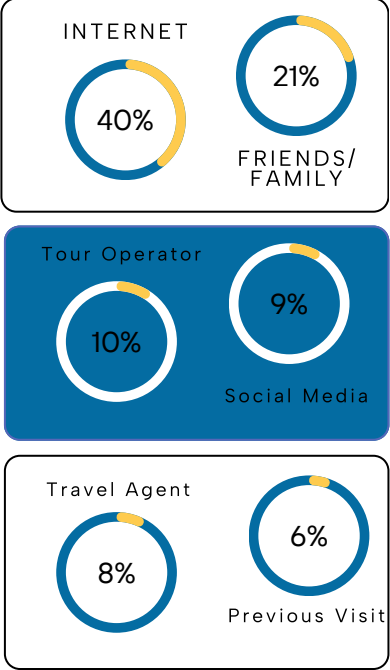
When it came to discovering Palau as a travel destination, 40% of tourists first heard about the islands online, confirming the continued dominance of digital platforms in destination marketing. Personal connections also played a key role, with 21% learning about Palau through friends and family. Tour operators accounted for 10%, social media 9%, travel agents 8%, and 6% were influenced by previous visits.

Regarding travel arrangements, most visitors opted to book their trips through tour agents, although a notable portion planned their travel independently or based on recommendations from family and friends, as well as packaged tours.

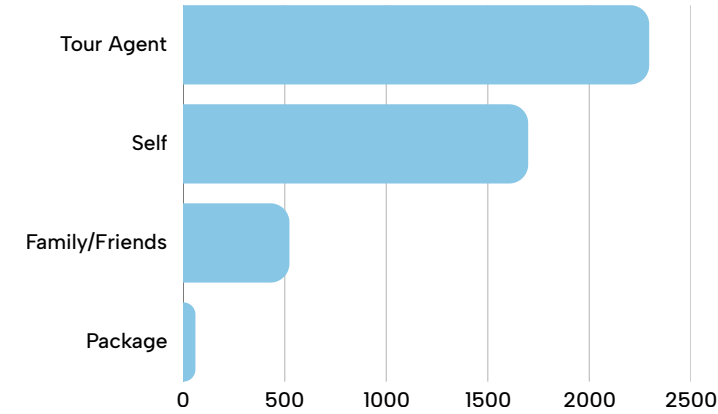
## Purpose of Travel



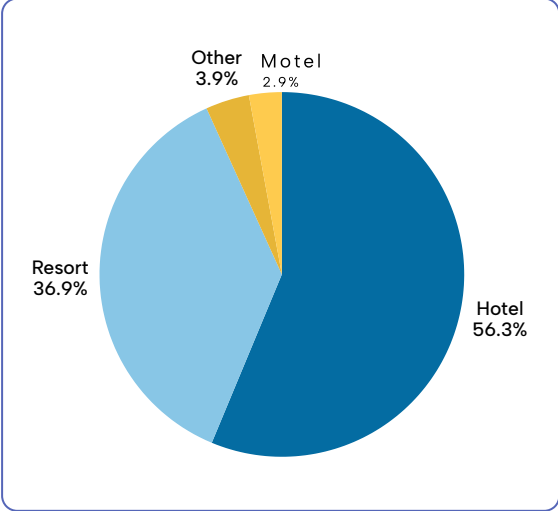
## How Travelers hear about Palau



## Visitor Trip Booking



## Accommodation in Palau



In July 2025, accommodation preferences among tourists to Palau showed a shift compared to the previous month, with hotels emerging as the top choice for 56.3% of visitors. Resorts also remained highly favored, hosting 36.9% of travelers. The category labeled “Other” — primarily representing athletes accommodated in local schools during the Pacific Mini Games — accounted for just 3.9% this month. Motels represented a smaller portion of visitor stays, serving 2.6% of guests.

Regarding the economic profiles of July visitors, 16% reported annual household incomes below \$16,000, while 15% belonged to the highest reported bracket, earning over \$100,000 per year. Around 14% of tourists had incomes ranging between \$20,000 and \$40,000, and 13% fell into the \$40,000 to \$60,000 category. Notably, 12% of visitors chose not to disclose their income levels.

## Annual household Income

Less Than \$16,000	16%	Prefer Not To Say	12%
Over \$100,000	15%	\$16,000-\$20,000	11 %
\$20,000-\$40,000	14%	\$60,000-\$80,000	9%
\$40,000-\$60,000	13%	\$80,000-\$100,000	8%