



SEPTEMBER 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	438				4,961
SOUTH KOREA	135	89	93	58	74	64	39	44	44				640
TAIWAN	1,267	1,012	1,111	1,105	1,097	1,398	1,208	1,366	752				10,316
CHINA	2,803	1,544	1,395	1,605	1,518	1,348	2,379	2,492	1,673				16,757
USA/CANADA	1,043	868	855	786	851	1,188	1,307	901	679				8,478
EUROPE	436	437	517	758	368	383	268	225	203				3,595
AUSTRALIA	189	152	234	342	160	269	157	186	309				1,998
OTHERS	384	329	461	296	289	1,417	355	222	401				4,154
Total Visitor Arrivals	6,902	5,135	5,702	5,426	4,752	6,351	6,071	6,061	4,499				50,899
Y-on_Y change	56%	-11%	24%	23%	6%	47%	32%	25%	9%				-9%

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%

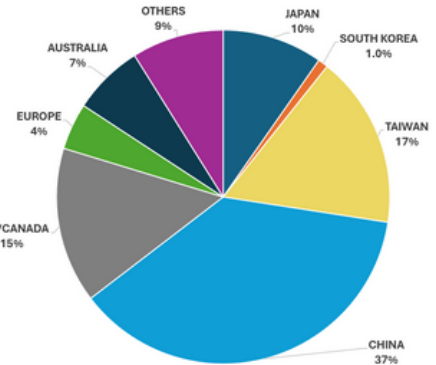
Summary

In September 2025, Palau recorded a total of 4,499 visitor arrivals, reflecting a seasonal decrease typical for this period. This represents a 26% drop compared to the previous month's total of 6,061 arrivals, following established patterns where visitor numbers tend to slow during this time of year.

China continued to be Palau's primary source market, accounting for 1,673 arrivals or 37% of the monthly total, albeit lower than the previous month. Taiwan remained a key market, contributing 752 arrivals (17%), showing a marked decrease which is consistent with the overall seasonal reduction. Visitors from USA/Canada numbered 679 (15%), maintaining North America's role despite the dip in arrivals. Japan delivered 438 arrivals (10%), reflecting a modest decline yet sustained interest from this important segment.

Other contributors included Europe with 203 arrivals (5%), Australia with 309 (7%), and South Korea with 44 (1%), while the "Others" category posted 401 arrivals (9%), all in keeping with the broader contraction experienced across markets.

The September figures confirm that Palau's tourism sector retains diversity across its international source markets, even during periods of lower overall demand. Strength in air connectivity and market presence from Asia, North America and Australia continues to underpin the industry's resilience. As the fourth quarter approaches, maintaining momentum across regions remains crucial for Palau's ongoing tourism recovery.



RANKING OF KEY MARKETS SEPT 2025

KEY MARKETS	ARRIVALS
1 CHINA	1,673
2 TAIWAN	752
3 USA/CANADA	679
4 JAPAN	438
5 OTHERS	401
6 AUSTRALIA	309
7 EUROPE	203
8 SOUTH KOREA	44
TOTAL	4,499

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

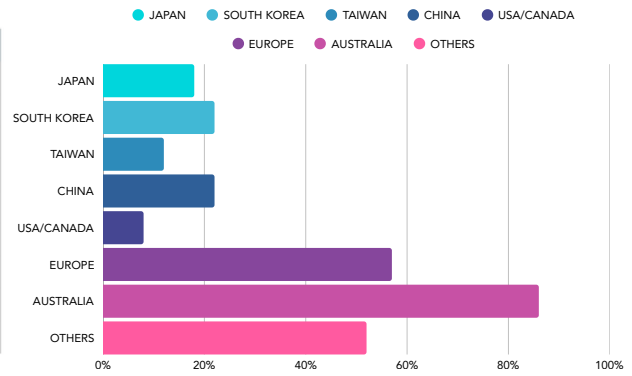
FY2025	24-Oct	24-Nov	24-Dec	25-Jan	25-Feb	25-Mar	25-Apr	25-May	25-Jun	25-Jul	25-Aug	25-Sep	Totals
JAPAN	356	587	798	645	704	1,036	476	395	284	358	625	438	6,702
SOUTH KOREA	32	56	135	135	89	93	58	74	64	39	44	44	863
TAIWAN	829	1,086	1,136	1,267	1,012	1,111	1,105	1,097	1,398	1,208	1,366	752	13,367
CHINA	1,571	1,156	1,802	2,803	1,544	1,395	1,605	1,518	1,348	2,379	2,492	1,673	21,286
USA/CANADA	802	789	824	1,043	868	855	786	851	1,188	1,307	901	679	10,893
EUROPE	318	491	346	436	437	517	758	368	383	268	225	203	4,750
AUSTRALIA	102	106	214	189	152	234	342	160	269	157	186	309	2,420
OTHERS	355	380	388	384	329	461	296	289	1,417	355	222	401	5,277
Total Visitor Arrivals	4,365	4,651	5,643	6,902	5,135	5,702	5,426	4,752	6,351	6,071	6,061	4,499	65,558
Y-on_Y change	34%	21%	40%	56%	-11%	24%	23%	6%	47%	32%	25%	9%	24%

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	510	344	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%

January–September 2024 vs. January–September 2025

Year-on-Year Comparative Report: Visitor Arrivals

Market	Jan–Sept 2024	Jan–Sept 2025	Change (%)
JAPAN	4195	4961	18%
SOUTH KOREA	524	640	22%
TAIWAN	9192	10316	12%
CHINA	13707	16757	22%
USA/CANADA	7819	8478	8%
EUROPE	2287	3595	57%
AUSTRALIA	1076	1998	86%
OTHERS	2725	4154	52%
TOTAL	41525	50899	23%



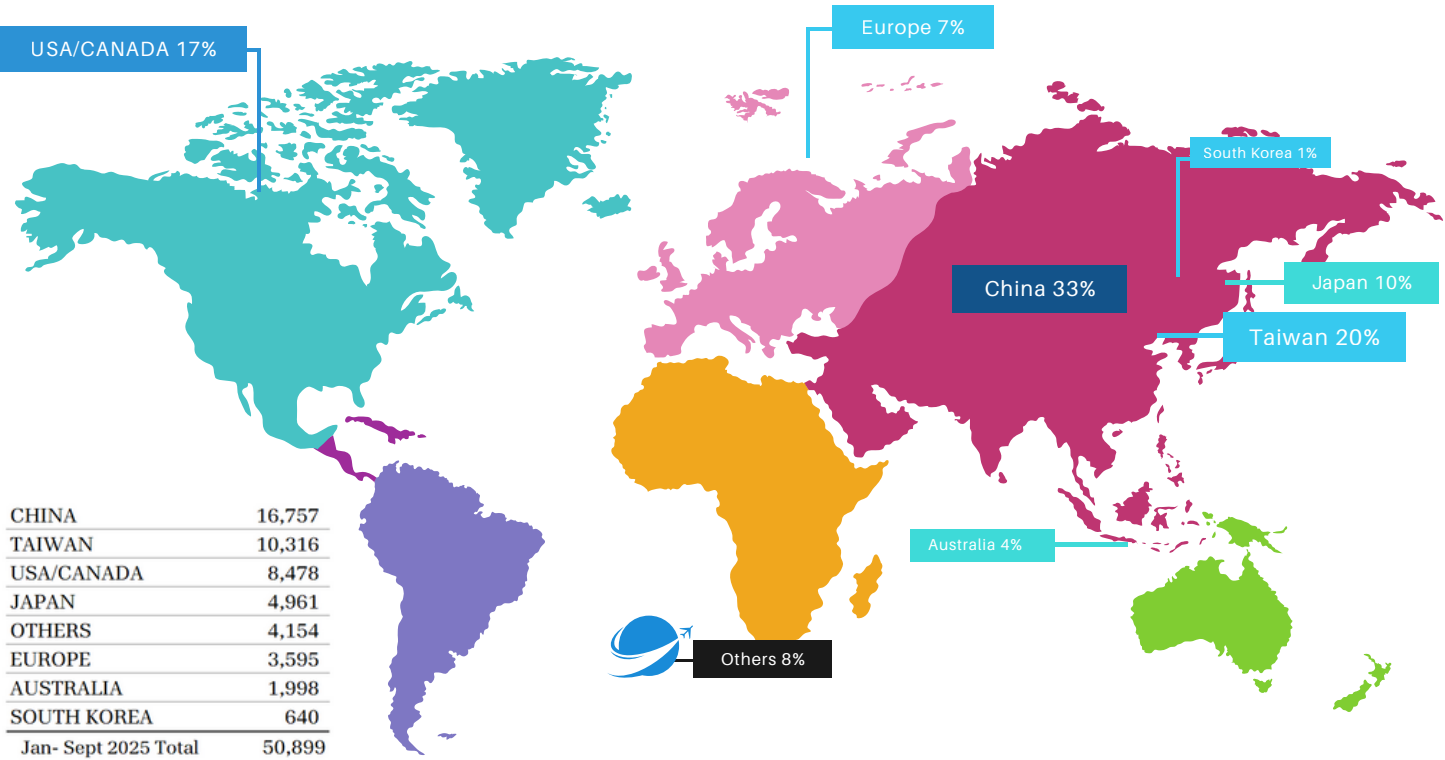
From **January to September 2025**, Palau recorded a total of 50,899 international arrivals, achieving a solid 23% increase over the 41,525 visitors received in the same period of 2024. This robust performance reflects the nation’s effective destination marketing, network expansion, and the appeal of Palau’s unique environment.

China continued as Palau’s largest market, contributing 16,757 visitors (up 22% year-on-year), while Taiwan followed with 10,316 arrivals (up 12%). Japan sustained its rebound, finishing with 4,961 arrivals (up 18%), and South Korea reached 640 (up 22%) despite limited connectivity.

USA/Canada generated 8,478 arrivals, growing by 8%. Europe made a notable impact, supplying 3,595 visitors—a 57% increase and evidence of strategic market outreach. Australia rose impressively by 86% to 1,998 arrivals, propelled by direct service and targeted promotion. Other markets collectively delivered 4,154 arrivals, a gain of 52%, illustrating effective diversification.

This broad-based growth across nearly all source countries positions Palau strongly in the Pacific, confirming both sector resilience and increasing global recognition as a first-tier travel destination

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



Monthly Arrivals by Country Group

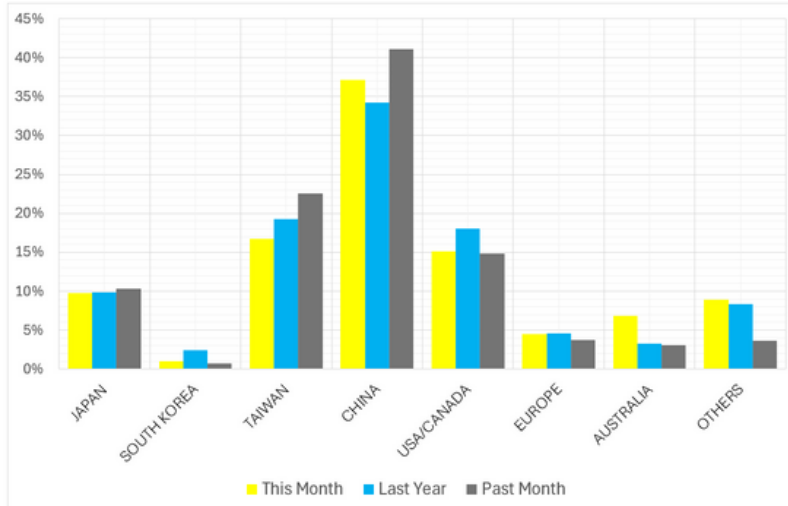
This table presents the breakdown of visitor arrivals to Palau by country and region from **January to September 2025**. It details monthly and total arrivals for each source market, highlighting both Palau's key tourism markets—Japan, South Korea, Taiwan, China, USA/Canada, Europe, Australia, and Others—additional 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
Asia	5,056	3,541	3,893	3,381	3,211	3,220	4,087	4,648	3,059				34,096
Japan	645	704	1036	476	395	284	358	625	438				4,961
Korea, Republic of	135	89	93	58	74	64	39	44	44				640
Taiwan, Republic of China	1,267	1,012	1111	1105	1097	1398	1208	1366	752				10,316
China	2,803	1,544	1395	1605	1518	1348	2379	2492	1673				16,757
Hong Kong, Special Administrative Region of China	-	-	0	0	0	0	0	0	0				-
Macao, Special Administrative Region of China	-	-	0	0	0	0	0	0	0				-
Bangladesh	-	-	0	0	1	0	0	0	8				9
Indonesia	6	6	10	16	5	6	4	2	9				64
India	38	5	46	19	7	8	12	5	22				162
Malaysia	19	24	38	17	14	25	7	16	14				174
Philippines	80	73	58	47	71	64	50	59	68				570
Singapore	28	30	32	31	9	13	13	22	11				189
Thailand	24	33	62	2	6	4	9	2	1				143
Asia-Other	11	21	12	5	14	6	8	15	19				111
North America	1,043	868	855	786	851	1,188	1,307	901	679				8,478
Canada	50	24	47	56	27	12	21	8	17				262
United States of America	992	844	808	730	824	1176	1286	893	662				8,215
North America-Other	1	-	0	0	0	0	0	0	0				1
Caribbean	4	-	-	1	1	1	-	-	7				14
Central America	5	-	8	2	2	1	1	5	4				28
South America	9	4	16	23	12	8	8	2	15				97
Argentina	-	-	4	4	0	0	0	1	0				9
Brazil	8	3	6	16	0	6	6	1	13				59
Chile	1	-	3	0	0	1	0	0	0				5
Ecuador	-	-	1	0	0	0	0	0	0				1
South America-Other	-	1	2	3	12	1	2	0	2				23
Europe	438	443	525	760	371	389	269	225	207				3,627
Austria	11	20	40	25	13	6	15	6	10				146
Belgium	11	20	7	6	3	3	3	2	1				56
Switzerland	26	28	43	81	31	10	15	8	7				249
Czech Republic	21	20	6	22	4	1	2	1	14				91
Germany	71	85	148	336	143	22	23	27	34				889
Denmark	6	8	4	9	0	3	2	4	2				38
Spain	17	18	14	19	13	6	16	33	17				153
Finland	4	2	12	0	1	1	1	0	2				23
France	36	27	39	25	30	262	70	22	24				535
United Kingdom	54	54	72	63	26	26	46	31	36				408
Greece	2	1	0	1	0	0	2	4	1				11
Italy	24	25	21	37	21	6	12	43	9				198
Norway	4	3	3	2	1	0	6	0	0				19
Poland	30	42	17	21	10	8	7	10	4				149
Portugal	10	9	8	11	6	1	5	2	4				56
Russian Federation	38	44	28	26	27	12	4	9	7				195
Sweden	13	9	10	4	2	1	5	1	2				47
Europe-Other	60	28	53	72	40	21	35	22	33				364
Middle East	12	19	22	21	5	3	11	8	9				110
Africa	8	11	8	3	10	4	7	3	6				60
Oceania	326	248	373	446	287	1,530	376	267	512				4,365
Australia	189	152	234	342	160	269	157	186	309				1,998
Fiji	6	9	28	16	19	208	14	8	29				337
Micronesia, Federated States of	42	38	37	61	35	182	93	40	72				600
Marshall Islands	35	8	12	2	4	86	42	8	17				214
New Zealand	-	-	0	0	0	0	0	0	0				-
Solomon Islands	-	1	5	0	2	43	3	0	5				59
Tuvalu	2	1	3	3	1	26	1	0	2				39
Oceania-Other	25	19	26	4	10	609	24	3	31				751
Total	6,901	5,134	5,700	5,423	4,750	6,344	6,066	6,059	4,498				50,875
Unidentified	1	1	2	3	2	7	5	2	1				24
Total	6,902	5,135	5,702	5,426	4,752	6351	6071	6061	4499				50,899

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.

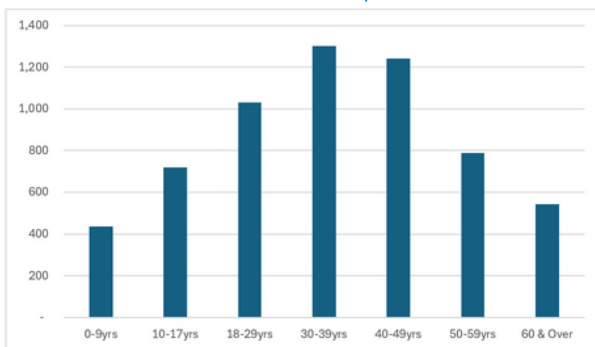
KEY MARKETS	This Month		Last Year		Past Month	
	SEPTEMBER 2025	Share %	SEPTEMBER 2024	Share %	AUGUST 2025	Share %
JAPAN	438	10%	407	10%	625	10%
SOUTH KOREA	44	1%	99	2%	44	1%
TAIWAN	752	17%	793	19%	1366	23%
CHINA	1673	37%	1408	34%	2492	41%
USA/CANADA	679	15%	742	18%	901	15%
EUROPE	203	5%	188	5%	225	4%
AUSTRALIA	309	7%	133	3%	186	3%
OTHERS	401	9%	344	8%	222	4%
Total:	4499	100%	4114	100%	6061	100%



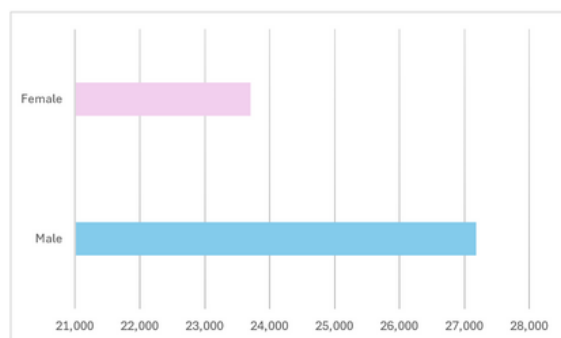
SEPTEMBER 2025 Arrivals By Gender and Age Group

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	131				2,109
10-17yrs	506	185	96	179	94	595	881	719	123				3,378
18-29yrs	894	644	906	698	781	1,659	907	1,030	790				8,309
30-39yrs	1,689	1,276	1,402	1,419	1,314	1,380	1,254	1,300	1,302				12,336
40-49yrs	1,433	1,027	1,122	1,047	827	1,082	1,325	1,243	898				10,004
50-59yrs	1,034	910	1,012	887	704	839	746	790	687				7,609
60 & Over	969	923	1,056	1,019	933	620	520	543	568				7,151
Unknown	-	-	-	-	-	1	2	-	-				3
Total	6,902	5,135	5,702	5,426	4,752	6,351	6,071	6,061	4,499				50,899

Jan-Sept Arrivals by Age Group



Jan-Sept 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	2,451				27,185
Female	3,293	2,268	2,621	2,575	2,266	2,911	2,862	2,866	2,048				23,710
Other	2	-	-	-	2	-	-	-	-				4
Total	6,902	5,135	5,702	5,426	4,752	6,351	6,071	6,061	4,499				50,899

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	1,995	1,511	1,929	2,939	2,146				23,904
SOUTH KOREA	946	532	562	386	399	316	247	233	254				3,875
TAIWAN	5,672	4,606	5,133	4,722	4,689	5,824	5,298	5,744	3,249				44,936
CHINA	14,286	7,786	7,560	8,229	7,595	7,143	11,926	12,197	8,576				85,297
USA/CANADA	7,620	6,324	6,258	5,466	5,609	11,276	10,160	6,934	5,186				64,833
EUROPE	3,557	3,905	4,764	4,271	1,814	3,861	1,969	1,725	1,518				27,384
AUSTRALIA	1,628	1,253	2,106	2,854	1,187	2,395	1,175	1,446	2,520				16,564
OTHERS	2,307	2,157	3,135	1,769	2,007	17,316	2,496	1,537	3,067				35,792
Total Visitor Nights	39,043	30,292	33,910	29,936	25,295	49,641	35,199	32,753	26,516				302,585
Y-on_Y change	49%	-5%	27%	16%	0%	78%	38%	24%	17%				2%

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	23,904
SOUTH KOREA	46,871	47,749	47,122	56,452	49,193	11,492	101	1,805	5,366	4,298	3,875
TAIWAN	57,452	56,748	39,848	44,848	67,738	10,843	9,738	6,223	43,777	55,331	44,936
CHINA	380,638	292,859	267,140	196,109	160,047	18,545	261	1,175	55,029	92,731	85,297
USA/CANADA	62,457	58,299	55,966	63,379	60,231	14,719	21,831	59,697	63,819	76,802	64,833
EUROPE	36,841	45,454	42,017	36,500	33,806	11,618	613	8,631	22,913	25,894	27,384
AUSTRALIA	6,984	5,463	4,672	4,541	5,295	717	193	2,241	9,372	12,307	16,564
OTHERS	21,995	23,502	22,969	22,896	27,056	4,917	1,837	10,959	23,025	25,318	35,792
Total Visitor Nights	745,899	651,665	589,575	522,953	493,178	98,430	36,508	101,324	246,152	322,918	302,585

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	4.7	4.9			
SOUTH KOREA	7.0	6.0	6.0	6.7	5.4	4.9	6.3	5.3	5.8			
TAIWAN	4.5	4.6	4.6	4.3	4.3	4.2	4.4	4.2	4.3			
CHINA	5.1	5.0	5.4	5.1	5.0	5.3	5.0	4.9	5.1			
USA/CANADA	7.3	7.3	7.3	7.0	6.6	9.5	7.8	7.7	7.6			
EUROPE	8.2	8.9	9.2	5.6	4.9	10.1	7.3	7.7	7.5			
AUSTRALIA	8.6	8.2	9.0	8.3	7.4	8.9	7.5	7.8	8.2			
OTHERS	6.0	6.6	6.8	6.0	6.9	12.2	7.0	6.9	7.6			
Total	5.6	5.9	5.9	5.5	5.3	7.8	5.7	5.3	5.9			

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	5.1
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	8.3
OTHERS	6.3	6.4	6.5	6.8	6.6	6.4	7.5	7.9	7.1	6.6	8.6
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 **September 2025** amounting to **4,499** 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	1158				16478
Nauru Airlines	25	42	17	16	14	319	42	22	49				546
United Airlines	1543	1545	1293	1212	1117	1546	1385	1281	1141				12063
Cambodia Airways	1842	924	866	719	834	655	790	666	335				7631
Pacific Mission Aviation	23	18	30	18	23	58	25	11	32				238
Hong Kong Airlines	989	574	480	878	648	702	937	963	902				7073
Qantas Airlines	200	183	314	350	194	455	181	208	384				2469
Japan Airlines	0	0	389	0	0	0	0	0	0				389
Private plane	40	36	64	15	134	0	3	3	12				307
Greater Bay Airlines	0	0	0	0	0	0	676	863	430				1969
Sailing yacht	1	0	1	0	0	5	0	0	0				7
Motor Yacht	4	0	1	0	0	0	0	0	0				5
Motor Vessel	0	0	123	0	0	0	3	0	0				126
Research Vessel	0	0	10	0	0	0	0	0	0				10
Military	49	41	2	24	25	51	273	190	56				711
Cruise Ship	0	0	0	163	173	0	0	0	0				336
Others	0	0	0	0	0	0	0	0	0				0
Totals	6902	5135	5702	5426	4752	6351	6071	6061	4499				50899

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	6%	31%	0.0%	0%	0%	0%	0%	0%	0%	83%
SOUTH KOREA	3%	1%	0.3%	0%	0%	0%	0%	0%	0%	0%
TAIWAN	65%	0%	0.0%	0%	2%	0%	0.2%	0.2%	0%	0%
CHINA	1%	1%	98.2%	16%	18%	1%	98%	97%	0%	0%
USA/CANADA	7%	45%	0.0%	16%	6%	5%	1%	1%	68%	17%
EUROPE	10%	4%	0.6%	0%	8%	9%	0%	0.2%	0%	0%
AUSTRALIA	1%	2%	0%	3%	4%	70%	0.2%	0.2%	2%	0%
OTHERS	7%	16%	0.9%	66%	61%	15%	0.2%	1%	30%	0%
Total %%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

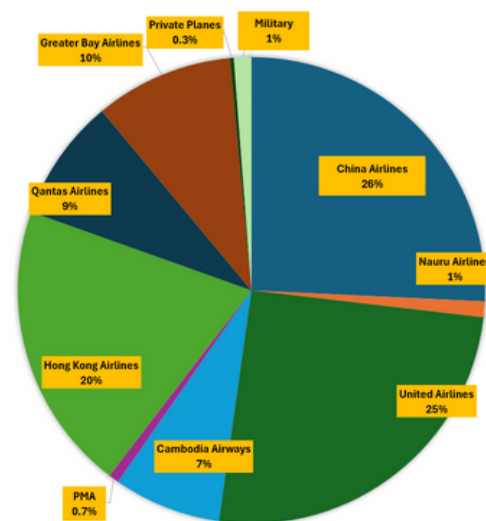
Key Airlines and Market Contributions

- China Airlines | Scheduled:** Dominates arrivals from Taiwan, accounting for 65% , Europe(10%) and Japan with 6%.
- United Airlines | Scheduled:** Significant for tourists from USA/Canada (45%), and Japan (31%), Others (16%)
- Pacific Mission Aviation | Scheduled:** Plays a crucial role in serving the Others market with 66% and USA/Canada and China both with 16% each .
- Nauru Airlines | Scheduled:** Significantly serves the Others market (61%), China with 18% and Europe with 8%.
- Qantas Airlines | Scheduled:** Dominates travel from Australia (70%), Others with 15%.
- 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 98%.
- Greater Bay Airlines | Chartered:** New Charter airlines from Hong Kong dominating arrivals from China (97%)

Scheduled airlines and charter carriers continued to play specialized and complementary roles in connecting Palau with its main tourism markets, ensuring consistent air access and sector growth. China Airlines remained the leading operator for arrivals from Taiwan, accounting for 65%, while United Airlines and Pacific Mission Aviation were notable for the USA/Canada market, together with scheduled and charter partners for China, Europe, and Japan. Charter flights from Cambodia Airways, Hong Kong Airlines, and Greater Bay Airlines continued their dominance in the China market, collectively serving nearly the entire charter segment at above 97% each.

This diverse carrier mix highlights Palau's successful aviation partnerships and ongoing progress as a resilient and accessible tourism destination for the region and beyond

SEPTEMBER 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%	30.6%	25.7%				32.4%
Nauru Airlines	0.4%	0.8%	0.30%	0.3%	0.3%	5.0%	0.7%	0.4%	1.1%				1.1%
United Airlines	22.4%	30.1%	22.68%	22.3%	23.5%	24.3%	22.8%	21.1%	25.4%				23.7%
Cambodia Airways	26.7%	18.0%	15.19%	13.3%	17.6%	10.3%	13.0%	11.0%	7.4%				15.0%
PMA	0.3%	0.4%	0.53%	0.3%	0.5%	0.9%	0.4%	0.2%	0.7%				0.5%
Hong Kong Airlines	14.3%	11.2%	8.42%	16.2%	13.6%	11.1%	15.4%	15.9%	20.0%				13.9%
Qantas Airlines	2.9%	3.6%	5.51%	6.5%	4.1%	7.2%	3.0%	3.4%	8.5%				4.9%
Japan Airlines	0.0%	0.0%	6.82%	0.0%	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%	0.27%				0.6%
Greater Bay Airlines	0.00%	0.00%	0.00%	0.0%	0.00%	0.00%	11.13%	14.24%	9.56%				3.9%
Sailing yacht	0.01%	0.00%	0.02%	0.0%	0.00%	0.08%	0.00%	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%				0.0%
Motor Vessel	0.0%	0.0%	2.16%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%				0.2%
Research Vessel	0.0%	0.0%	0.002%	0.0%	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%	1.2%				1.4%
Cruise Ship	0.0%	0.0%	0.00%	3.0%	3.6%	0.0%	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%				0.0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%				100%

ALL YEARS BY KEY MARKETS: 1980 ~ 2025 (SEPTEMBER)

The table displays arrival data spanning from 1980 to **September 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	4,961	640	10,316	16,757	8,478	3,595	1,998	4,154	50,899

SEPTEMBER 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.

September 02- 06, 2025: Ms. Mika Onodera and Ms. Geena Gerald played a pivotal role in facilitating a visit from an educational delegation from Japan. This collaborative effort involved comprehensive analysis of various school districts and other educational institutions within the region. Their assistance was crucial in enabling the Japanese group to gain valuable insights into the operational structures, pedagogical approaches, and administrative frameworks of these diverse educational settings. The engagement provided an invaluable opportunity for cross-cultural exchange and the sharing of best practices in education, fostering a deeper understanding of different educational systems.

September 05, 2025: Manila, Philippines – The Clark International Airport has welcomed a new carrier with the entry of Nauru Airlines into the local market last September 05, 2025. The Palau – Clark route not only boosted the Nauru Airlines' network, but also provided additional connectivity for our overseas Filipino workers.

September 06, 2025: The first 680 Night Market of September 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.

September 08 - 12, 2025: From September 8th to 12th, 2025, a delegation from the Palau Visitors Authority (PVA) participated in the APIPA Seminar in Saipan. The delegates included Judy Ann Sabino, Accounting Department Manager; Britney Leif, Accountant Clerk; Sكتور JJ Hector, Procurement Officer; and Aiyumu Takada, Human Resource Manager. This participation highlights the PVA's dedication to ongoing professional development, improving operational efficiency, and aligning its financial, procurement, and human resource management with regional benchmarks.

September 20, 2025: The last 680 Night Market of September successfully wrapped up the month with a lively celebration of local culture, featuring captivating live entertainment and a diverse array of local food vendors offering traditional and modern delicacies. The event created an energetic and festive atmosphere, leaving attendees anticipating future markets.

September 22-25, 2025: Palau Public Utilities Corporation to Host 32nd Pacific Power Association Conference: The Palau Public Utilities Corporation (PPUC) is proud to announce that it is hosting the 32nd Pacific Power Association (PPA) Conference, taking place from September 22–25, 2025 at the Chamayong Cultural Center in Koror. This marks the fourth time Palau has hosted this prestigious regional event, reaffirming the nation's commitment to advancing energy solutions in the Pacific. This year's conference theme, "Smart Grids and Digital Transformation," brings together utility members, energy sector leaders, and industry partners from across the Pacific to explore how emerging smart technologies are enhancing reliability and helping utilities overcome challenges such as aging infrastructure and system disruptions. With an expected attendance of around 250 participants, the four-day conference will feature technical presentations, panel discussions, and networking opportunities aimed at strengthening collaboration and innovation across the region's power sector.

September 25-28, 2025: PVA delegation including Board Member Norman H. Ngiratecheboet, JICA Expert Mika Onodera, Strategic and Planning Manager Sharrise Ngiraked, and State and Community Representative Il Jazzmen Isaac traveled to Japan for diplomatic and promotional efforts. They attended the Japan Tourism Expo in Nagoya, showcasing Palau's natural beauty, culture, and sustainable tourism. This engagement aimed to strengthen ties with Japan and explore new collaborations. The delegation also visited the Palau Pavilion at the Osaka World Expo to further promote the island nation internationally. This dual approach enhanced Palau's global visibility and aimed to attract diverse visitors and partners.

September 28, 2025: Palau celebrated its 31st Independence Day with a day market and boat race under the KB Bridge. The day market offered local crafts, produce, and food, creating a festive atmosphere. The boat race drew crowds to witness competitors vie for victory, showcasing Palau's maritime heritage. Both events highlighted the nation's cultural richness, community spirit, and natural beauty.

September 30, 2025: Mechesil Belau 2025 was celebrated, honoring the traditional leadership and vital contributions of Palauan women. The event featured cultural performances, traditional craft demonstrations, and speeches highlighting the enduring influence of women in Palauan society, reinforcing their role in preserving cultural heritage and guiding the community.

Website



Both Australia and the United States continue to represent the two most significant user bases for Palau. In terms of overall activity, the month of September demonstrated an increase of 2,000 sessions. This increase was accompanied by a higher user engagement rate, which reached 58%, representing an improvement over the 54% figure recorded in the previous month.

Final Report

1 Sept 2025 - 30 Sept 2025

Marketing Website Summary

Data from Google Analytics

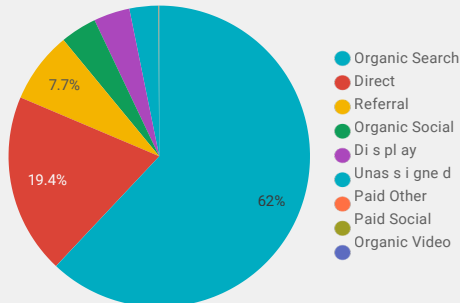
Sessions	New users	Returning Users	Views	Event count	Sessions per user	Engagement rate
20,665	15,337	817	40,560	169.9K	1.3	58.0%
↑ 114.2%	↑ 68.8%	↑ 123.4%	↑ 236.1%	↓ -7.6%	↑ 9.2%	

Most Requested Pages / Visits

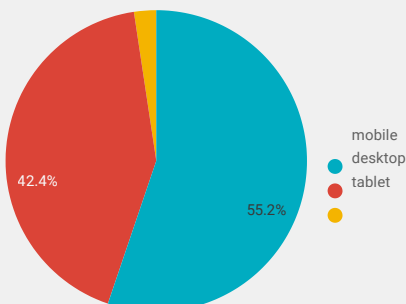
Page title	Sessions	% Δ	Engagement rate	% Δ
1...Visit Palau: The Official To...	13,070	1...	61.99%	2.8...
2...Stay in Palau: Best Accom...	1,835	2...	91.99%	2.2...
3... 7 Days in Palau Travel Itin...	1,636	3...	74.51%	-1...
4...Travel Entry Requirements...	1,044	1...	86.97%	19...
5... Travelers Tips - Pristine Pa...	1,003	5...	84.45%	5.0...
6... Drone Registration - Pristi...	851	1...	56.99%	20...
7... Culture - Pristine Paradise ...	831	2...	69.8%	5.7...
8... Beyond the Dive - Discover...	774	1...	85.79%	-3...

Which channels are driving engagement?

Goal: Sessions



Engagement by Device / Users



Most Searched Queries

Query	Impressions	% Δ	Clicks	%...
"3.4%" december 2016...	18	-	0	-
"3.4%" december 2016...	13	-	0	-
"3.4%" foreign visitors ...	1	-	0	-
"december 2016 forei...	2	-	0	-
alii palau beluu er a	1	-	0	-
belau	1	-	0	-

What are the top countries by sessions?

Country ID	Country	Sessions	% Δ
AU	Australia	7,340	636...
US	United States	3,416	71.1...
PW	Palau	1,455	-24.9...
CN	China	997	222...
JP	Japan	747	-9.9...
GB	United Kingdom	727	164...
TW	Taiwan	612	10.3...
CA	Canada	408	202...

Session source	Sessions	% Δ
google	11,360	141.4% ↑
(direct)	3,985	8.0% ↑
nine	1,314	-
bing	953	265.1% ↑
travel.ni.e.co.m.au	478	-
instagram.com	442	329.1% ↑
duckduckgo	175	243.1% ↑

PALAU ENTRY FORMS SUMMARY REPORT

September 2025
Based on 4,334 Tourist Entries



No. of times Traveler has been to Palau



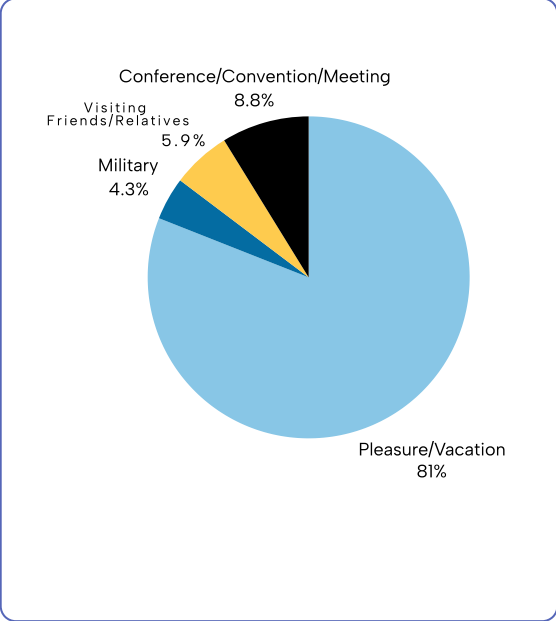
During September 2025, Palau recorded a total of 4,334 arrivals based on the Palau Entry Form. The majority of these visitors, approximately 77%, were first-time travelers to the islands, with repeat visitors accounting for just under a quarter at 23%. Holidays and leisure trips continued to dominate, comprising 81% of all visits. Business-related travel such as conferences and meetings saw a notable share at 8.8%, while those visiting relatives or friends made up 5.9%. Military travelers represented the smallest fraction at 4.3%.

Visitors engaged in a rich variety of recreational pursuits throughout the month. Water-based activities like swimming, snorkeling, and scuba diving remained especially popular, alongside sightseeing, shopping excursions, and tours emphasizing Palau's cultural and historical heritage. This range of activities highlights Palau's ability to cater to diverse traveler preferences.

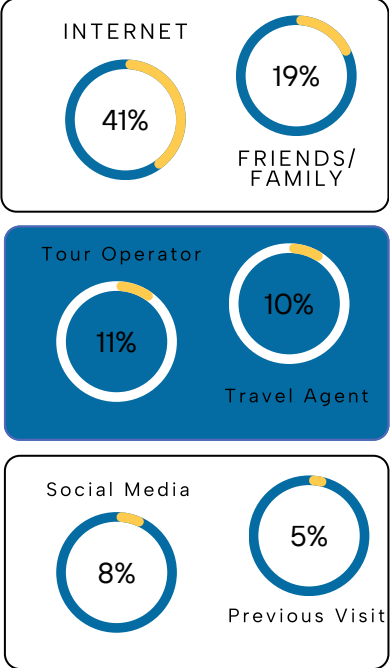
When exploring how visitors first came to know about Palau, digital platforms remained the top source at 41%. Recommendations from friends and family continued to exert substantial influence, inspiring 19% of arrivals. Tour operators were pivotal for 11%, whereas travel agents attracted 10%. Social media channels and repeat visitors contributed 8% and 5%, respectively.

Booking patterns revealed a balanced mix of traditional and independent planning. Many tourists preferred the convenience of tour agent bookings, yet a considerable number arranged their trips without intermediaries, or through personal referrals and packaged deals. This reflects the evolving travel landscape in Palau, blending established and modern approaches to visitation.

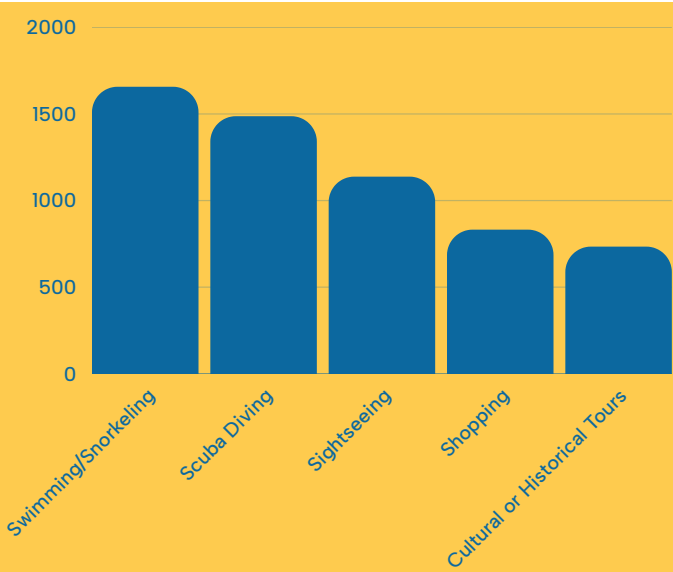
Purpose of Travel



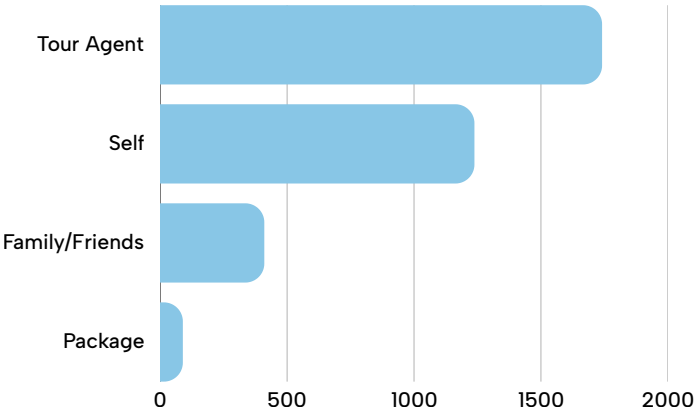
How Travelers hear about Palau



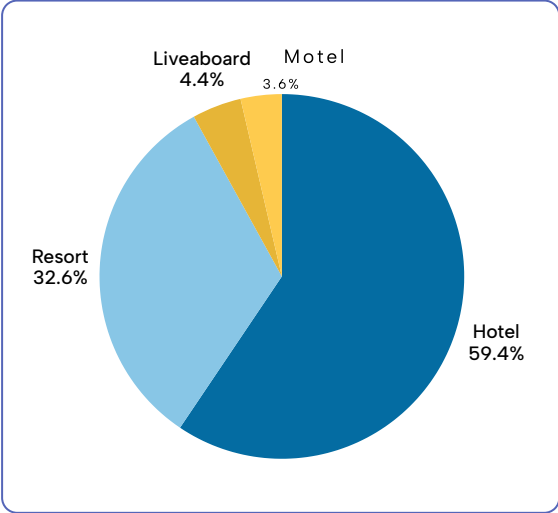
Activities in Palau (Top 5)



Visitor Trip Booking



Accommodation in Palau



In September, the accommodation preferences of tourists visiting Palau demonstrated some variations from the prior month, with hotels remaining the preferred option for 59.4% of travelers. Resorts continued to attract a strong following, accommodating 32.6% of visitors. Motels accounted for 3.6% of stays, while liveaboards constituted 4.4%, reflecting a diverse range of lodging choices.

Regarding the economic profile of visitors, 20% reported annual household incomes below \$16,000. High-income travelers earning above \$100,000 represented 14%. Those who chose not to disclose their income accounted for 13%. Visitors with incomes between \$40,000 and \$60,000 and between \$20,000 and \$40,000 each made up 12%.

Annual household Income

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