



OCTOBER 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	361			5,322
SOUTH KOREA	135	89	93	58	74	64	39	44	44	154			794
TAIWAN	1,267	1,012	1,111	1,105	1,097	1,398	1,208	1,366	752	988			11,304
CHINA	2,803	1,544	1,395	1,605	1,518	1,348	2,379	2,492	1,673	2,303			19,060
USA/CANADA	1,043	868	855	786	851	1,188	1,307	901	679	1,256			9,734
EUROPE	436	437	517	758	368	383	268	225	203	676			4,271
AUSTRALIA	189	152	234	342	160	269	157	186	309	292			2,290
OTHERS	384	329	461	296	289	1,417	355	222	401	441			4,595
Total Visitor Arrivals	6,902	5,135	5,702	5,426	4,752	6,351	6,071	6,061	4,499	6,471			57,370
Y-on_Y change	56%	-11%	24%	23%	6%	47%	32%	25%	9%	48%			2%

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%

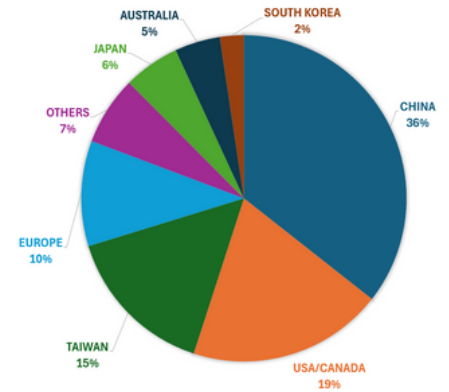
Summary

In **October 2025**, Palau registered a total of 6,471 visitor arrivals, marking a significant rebound from September's seasonal low. This reflects a 44% increase compared to the previous month's total of 4,499 arrivals, indicating renewed travel momentum heading into the fourth quarter.

China continued as the leading contributor to arrivals in October 2025, registering 2,303 visitors and making up 36% of the month's total as tourism rebounded in the fourth quarter. Taiwan showed renewed momentum with 988 arrivals (15%) while USA/Canada remained a stable pillar for inbound tourism with 1,256 arrivals (19%). Japan contributed 361 arrivals (6%), rebounding from the previous month, and Europe boosted its share to 676 arrivals (10%). Arrival numbers from Australia and South Korea—676 (5%) and 154 (2%) respectively—indicate ongoing recovery from earlier seasonal declines, while the "Others" category brought 441 visitors (7%), highlighting the diversity and resilience of Palau's tourism industry despite seasonal fluctuations.

October's arrival numbers signal the start of Palau's busy fourth quarter for tourism, driven by strong numbers from China, increased travel from Taiwan, and continued support from North America and Europe. These trends emphasize the resilience and diversity of Palau's international visitor profile as seasonal shifts occur, keeping the country well positioned for ongoing growth as the year concludes.

The recovery observed this month was supported by improved international connectivity, focused destination marketing, and sustained interest from both established and developing segments. These factors have enabled Palau to attract a broader range of visitors and set the stage for further sector expansion.



RANKING OF KEY MARKETS OCT 2025

KEY MARKETS	ARRIVALS
1 CHINA	2,303
2 USA/CANADA	1,256
3 TAIWAN	988
4 EUROPE	676
5 OTHERS	441
6 JAPAN	361
7 AUSTRALIA	292
8 SOUTH KOREA	154
TOTAL	6,471

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

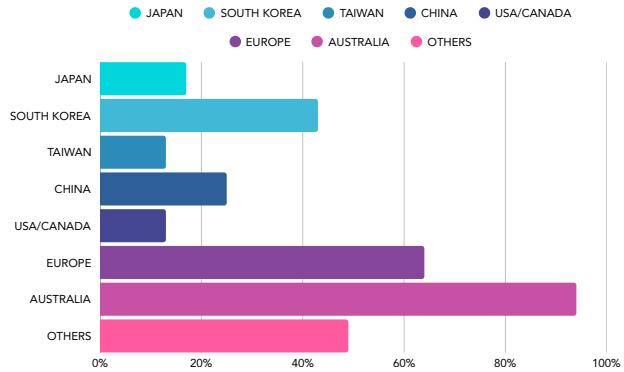
FY2026	Oct 2025	Nov 2025	Dec 2025	Jan 2026	Feb 2026	Mar 2026	Apr 2026	May 2026	Jun 2026	Jul 2026	Aug 2026	Sep 2026	Totals
JAPAN	361												361
SOUTH KOREA	154												154
TAIWAN	988												988
CHINA	2,303												2,303
USA/CANADA	1,256												1,256
EUROPE	676												676
AUSTRALIA	292												292
OTHERS	441												441
Total Visitor Arrivals	6,471												6,471
Y-on_Y change	48%												-90%

FY2025	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025	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%

January–October 2024 vs. January–October 2025

Year-on-Year Comparative Report: Visitor Arrivals

Market	Jan–Oct 2024	Jan–Oct 2025	Change (%)
JAPAN	4551	5322	17%
SOUTH KOREA	556	794	43%
TAIWAN	10021	11304	13%
CHINA	15278	19060	25%
USA/CANADA	8621	9734	13%
EUROPE	2605	4271	64%
AUSTRALIA	1178	2290	94%
OTHERS	3080	4595	49%
TOTAL	45890	57370	25%



From **January to October 2025**, Palau welcomed 57,370 international visitors, up 25% from the 45,890 arrivals recorded in the same period in 2024, highlighting solid and accelerating growth for the country’s tourism sector.

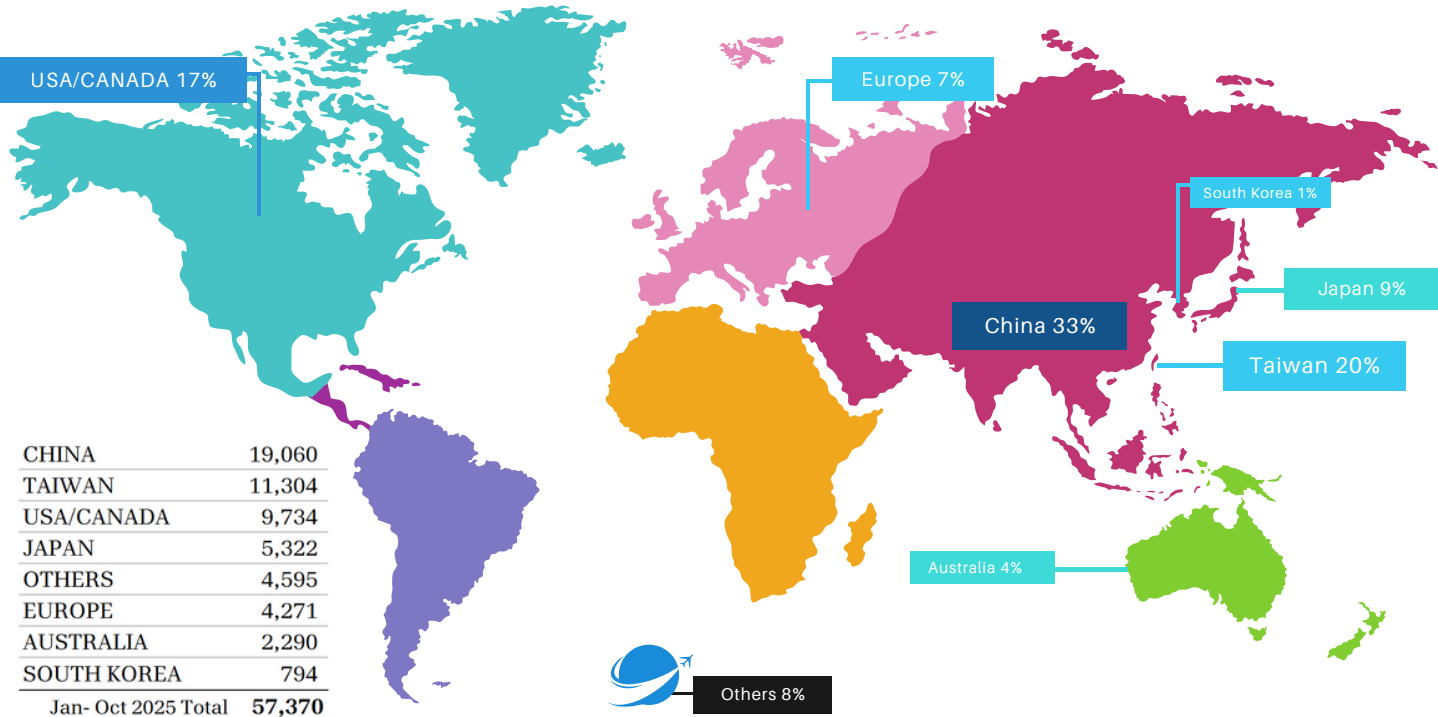
China remained Palau’s largest source of arrivals, generating 19,060 visitors—a 25% year-on-year increase—while Taiwan contributed 11,304 arrivals (up 13%). Japan maintained its recovery trend with 5,322 arrivals (up 17%), and South Korea delivered 794 (up 43%), reflecting gains despite ongoing connectivity constraints. USA/Canada market continued to play a vital role, supplying 9,734 arrivals (up 13%), and Europe’s share grew sharply to 4,271 arrivals (a notable 64% increase), demonstrating the impact of successful market development and outreach.

Australia achieved exceptional growth, doubling arrivals to 2,290 for a 94% increase, largely driven by new direct services and focused promotional campaigns. “Other” markets together delivered 4,595 arrivals, rising 49% and reinforcing Palau’s expanding global reach.

This broad-based, double-digit growth across almost all key visitor sources underscores Palau’s strengthening position in the Pacific, confirming its resilience and rising appeal as a leading travel destination.

Total Visitor Arrivals, Ranking and Percentage Share by Key Markets

January - October 2025



Monthly Arrivals by Country Group

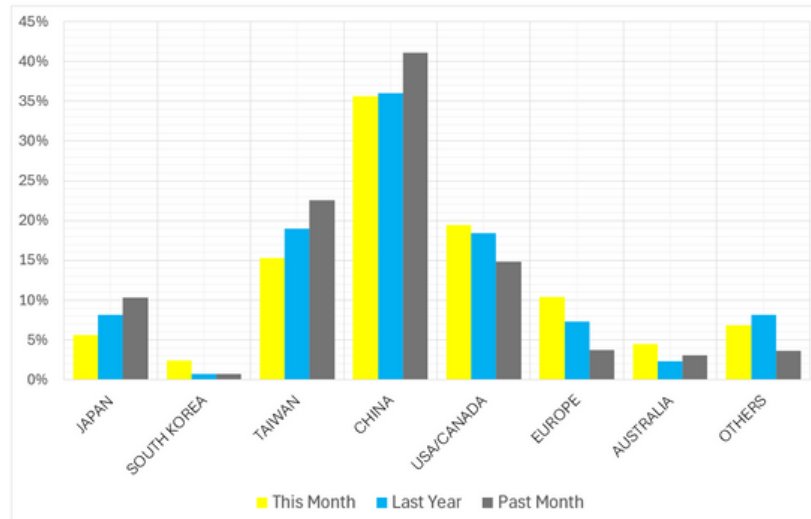
This table presents the breakdown of visitor arrivals to Palau by country and region from **January to October 2025**. It details monthly and total arrivals for each source market, highlighting both Palau's key tourism markets—Japan, South Korea, Taiwan, China, USA/Canada, Europe, Australia, and Others—additional 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	4,029			38,125
Japan	645	704	1036	476	395	284	358	625	438	361			5,322
Korea, Republic of	135	89	93	58	74	64	39	44	44	154			794
Taiwan, Republic of China	1,267	1,012	1111	1105	1097	1398	1208	1366	752	988			11,304
China	2,803	1,544	1395	1605	1518	1348	2379	2492	1673	2303			19,060
Bangladesh	-	-	0	0	1	0	0	0	8	2			11
Indonesia	6	6	10	16	5	6	4	2	9	18			82
India	38	5	46	19	7	8	12	5	22	6			168
Malaysia	19	24	38	17	14	25	7	16	14	32			206
Philippines	80	73	58	47	71	64	50	59	68	81			651
Singapore	28	30	32	31	9	13	13	22	11	52			241
Thailand	24	33	62	2	6	4	9	2	1	4			147
Asia-Other	11	21	12	5	14	6	8	15	19	28			139
North America	1,043	868	855	786	851	1,188	1,307	901	679	1,256			9,734
Canada	50	24	47	56	27	12	21	8	17	74			336
United States of America	992	844	808	730	824	1176	1286	893	662	1182			9,397
North America-Other	1	-	0	0	0	0	0	0	0	0			1
Caribbean	4	-	-	1	1	1	-	-	7	2			16
Central America	5	-	8	2	2	1	1	5	4	1			29
South America	9	4	16	23	12	8	8	2	15	9			106
Argentina	-	-	4	4	0	0	0	1	0	0			9
Brazil	8	3	6	16	0	6	6	1	13	6			65
Chile	1	-	3	0	0	1	0	0	0	1			6
Ecuador	-	-	1	0	0	0	0	0	0	0			1
South America-Other	-	1	2	3	12	1	2	0	2	2			25
Europe	438	443	525	760	371	389	269	225	207	678			4,305
Austria	11	20	40	25	13	6	15	6	10	32			178
Belgium	11	20	7	6	3	3	3	2	1	8			64
Switzerland	26	28	43	81	31	10	15	8	7	37			286
Czech Republic	21	20	6	22	4	1	2	1	14	18			109
Germany	71	85	148	336	143	22	23	27	34	317			1,206
Denmark	6	8	4	9	0	3	2	4	2	2			40
Spain	17	18	14	19	13	6	16	33	17	21			174
Finland	4	2	12	0	1	1	1	0	2	2			25
France	36	27	39	25	30	262	70	22	24	23			558
United Kingdom	54	54	72	63	26	26	46	31	36	56			464
Greece	2	1	0	1	0	0	2	4	1	10			21
Italy	24	25	21	37	21	6	12	43	9	40			238
Norway	4	3	3	2	1	0	6	0	0	6			25
Poland	30	42	17	21	10	8	7	10	4	29			178
Portugal	10	9	8	11	6	1	5	2	4	4			60
Russian Federation	38	44	28	26	27	12	4	9	7	9			204
Sweden	13	9	10	4	2	1	5	1	2	8			55
Europe-Other	60	28	53	72	40	21	35	22	33	56			420
Middle East	12	19	22	21	5	3	11	8	9	23			133
Africa	8	11	8	3	10	4	7	3	6	9			69
Oceania	326	248	373	446	287	1,530	376	267	512	462			4,827
Australia	189	152	234	342	160	269	157	186	309	292			2,290
Fiji	6	9	28	16	19	208	14	8	29	22			359
Micronesia, Federated States of	42	38	37	61	35	182	93	40	72	70			670
Marshall Islands	35	8	12	2	4	86	42	8	17	29			243
New Zealand	-	-	0	0	0	0	0	0	0	0			-
Solomon Islands	-	1	5	0	2	43	3	0	5	5			64
Tuvalu	2	1	3	3	1	26	1	0	2	0			39
Oceania-Other	25	19	26	4	10	609	24	3	31	9			760
Total	6,901	5,134	5,700	5,423	4,750	6,344	6,066	6,059	4,498	6,469			57,344
Unidentified	1	1	2	3	2	7	5	2	1	2			26
Total	6,902	5,135	5,702	5,426	4,752	6351	6071	6061	4499	6471			57,370

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.

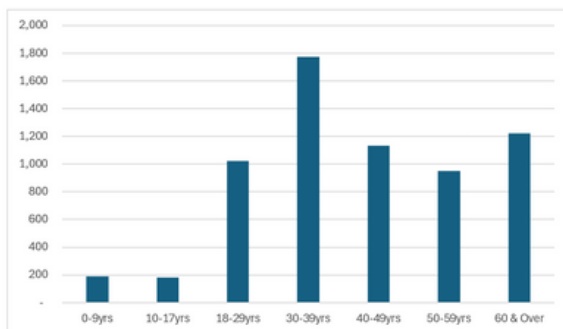
KEY MARKETS	This Month		Last Year		Past Month	
	OCTOBER 2025	Share %	OCTOBER 2024	Share %	SEPTEMBER 2025	Share %
JAPAN	361	6%	356	8%	438	10%
SOUTH KOREA	154	2%	32	1%	44	1%
TAIWAN	988	15%	829	19%	752	23%
CHINA	2303	36%	1571	36%	1673	41%
USA/CANADA	1256	19%	802	18%	679	15%
EUROPE	676	10%	318	7%	203	4%
AUSTRALIA	292	5%	102	2%	309	3%
OTHERS	441	7%	355	8%	401	4%
Total:	6471	100%	4365	100%	4499	100%



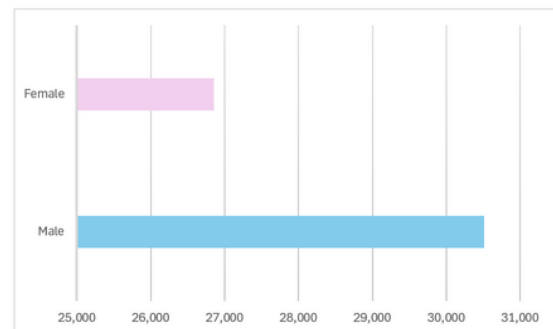
OCTOBER 2025 Arrivals By Gender and Age Group

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	191			2,300
10-17yrs	506	185	96	179	94	595	881	719	123	180			3,558
18-29yrs	894	644	906	698	781	1,659	907	1,030	790	1,021			9,330
30-39yrs	1,689	1,276	1,402	1,419	1,314	1,380	1,254	1,300	1,302	1,772			14,108
40-49yrs	1,433	1,027	1,122	1,047	827	1,082	1,325	1,243	898	1,132			11,136
50-59yrs	1,034	910	1,012	887	704	839	746	790	687	952			8,561
60 & Over	969	923	1,056	1,019	933	620	520	543	568	1,223			8,374
Unknown	-	-	-	-	-	1	2	-	-	-			3
Total	6,902	5,135	5,702	5,426	4,752	6,351	6,071	6,061	4,499	6,471			57,370

Jan-Oct Arrivals by Age Group



Jan-Oct 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	3,328			30,513
Female	3,293	2,268	2,621	2,575	2,266	2,911	2,862	2,866	2,048	3,141			26,851
Other	2	-	-	-	2	-	-	-		2			6
Total	6,902	5,135	5,702	5,426	4,752	6,351	6,071	6,061	4,499	6,471			57,370

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	2,038	1,794			25,589
SOUTH KOREA	946	532	562	386	399	316	247	233	235	871			4,727
TAIWAN	5,672	4,606	5,133	4,722	4,689	5,824	5,298	5,744	3,211	4,211			49,109
CHINA	14,286	7,786	7,560	8,229	7,595	7,143	11,926	12,197	8,384	11,648			96,753
USA/CANADA	7,620	6,324	6,258	5,466	5,609	11,276	10,160	6,934	5,056	9,620			74,323
EUROPE	3,557	3,905	4,764	4,271	1,814	3,861	1,969	1,725	1,455	4,825			32,146
AUSTRALIA	1,628	1,253	2,106	2,854	1,187	2,395	1,175	1,446	2,435	2,326			18,806
OTHERS	2,307	2,157	3,137	1,769	2,007	17,316	2,496	1,537	2,546	3,340			38,612
Total Visitor Nights	39,043	30,292	33,911	29,936	25,295	49,641	35,199	32,753	25,361	38,636			340,067
Y-on, Ychange	49%	-5%	27%	16%	9%	78%	38%	24%	12%	60%			5%

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	30,238
SOUTH KOREA	542	420	283	382	155	185	241	200	621	151	346	772	4,298
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	55,331
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	92,731
USA/CANADA	6,835	6,382	6,658	6,959	7,334	10,118	5,257	5,192	4,877	5,363	5,935	5,905	76,815
EUROPE	2,487	3,375	3,065	2,110	1,813	613	905	1,118	1,358	2,412	3,985	2,654	25,894
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	2,713	25,318
Total Visitor Nights	26,193	31,951	26,716	25,832	25,305	27,823	25,541	26,479	22,681	24,154	27,610	32,645	322,932
Y-on, Ychange	105%	113%	42%	62%	64%	24%	-18%	-1%	10%	30%	18%	30%	31%

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	25,589
SOUTH KOREA	46,871	47,749	47,122	56,452	49,193	11,492	101	1,805	5,366	4,298	4,727
TAIWAN	57,452	56,748	39,848	44,848	67,738	10,843	9,738	6,223	43,777	55,331	49,109
CHINA	380,638	292,859	267,140	196,109	160,047	18,545	261	1,175	55,029	92,731	96,753
USA/CANADA	62,457	58,299	55,966	63,379	60,231	14,719	21,831	59,697	63,825	76,815	74,323
EUROPE	36,841	45,454	42,017	36,500	33,806	11,618	613	8,631	22,913	25,894	32,146
AUSTRALIA	6,984	5,463	4,672	4,541	5,295	717	193	2,241	9,373	12,307	18,806
OTHERS	21,995	23,502	22,969	22,896	27,056	4,917	1,837	10,959	23,025	25,318	38,612
Total Visitor Nights	745,899	651,665	589,575	522,953	493,178	98,430	36,508	101,324	246,158	322,932	340,067

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	4.7	5.0		
SOUTH KOREA	7.0	6.0	6.0	6.7	5.4	4.9	6.3	5.3	5.3	5.7		
TAIWAN	4.5	4.6	4.6	4.3	4.3	4.2	4.4	4.2	4.3	4.3		
CHINA	5.1	5.0	5.4	5.1	5.0	5.3	5.0	4.9	5.0	5.1		
USA/CANADA	7.3	7.3	7.3	7.0	6.6	9.5	7.8	7.7	7.4	7.7		
EUROPE	8.2	8.9	9.2	5.6	4.9	10.1	7.3	7.7	7.2	7.1		
AUSTRALIA	8.6	8.2	9.0	8.3	7.4	8.9	7.5	7.8	7.9	8.0		
OTHERS	6.0	6.6	6.8	6.0	6.9	12.2	7.0	6.9	6.3	7.6		
Total	5.6	5.9	5.9	5.5	5.3	7.8	5.7	5.3	5.6	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	6.0
TAIWAN	4.0	4.1	4.1	4.0	4.4	4.2	3.8	4.4	4.3	4.5	4.3
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	7.5
AUSTRALIA	7.9	7.1	7.2	7.3	7.4	6.1	5.4	9.0	8.0	8.2	8.2
OTHERS	6.3	6.4	6.5	6.8	6.6	6.4	7.5	7.9	7.1	6.6	8.4
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 **October 2025** amounting to **6,471** 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	1962			18440
Nauru Airlines	25	42	17	16	14	319	42	22	49	23			569
United Airlines	1543	1545	1293	1212	1117	1546	1385	1281	1141	1403			13466
Cambodia Airways	1842	924	866	719	834	655	790	666	335	667			8298
Pacific Mission Aviation	23	18	30	18	23	58	25	11	32	15			253
Hong Kong Airlines	989	574	480	878	648	702	937	963	902	1015			8088
Qantas Airlines	200	183	314	350	194	455	181	208	384	306			2775
Japan Airlines	0	0	389	0	0	0	0	0	0	0			389
Private plane	40	36	64	15	134	0	3	3	12	14			321
Greater Bay Airlines	0	0	0	0	0	0	676	863	430	611			2580
Sailing yacht	1	0	1	0	0	5	0	0	0	1			8
Motor Yacht	4	0	1	0	0	0	0	0	0	6			11
Motor Vessel	0	0	123	0	0	0	3	0	0	0			126
Research Vessel	0	0	10	0	0	0	0	0	0	1			11
Military	49	41	2	24	25	51	273	190	56	13			724
Cruise Ship	0	0	0	163	173	0	0	0	0	434			770
Others	0	0	0	0	0	0	0	0	0	0			0
Totals	6902	5135	5702	5426	4752	6351	6071	6061	4499	6471			57370

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	Sailing Yacht	Motor Yacht	Cruise Ship	Research Vessel
JAPAN	2%	22%	0.0%	0%	9%	0%	0%	0%	0%	0%	0%	50%	0%	0%
SOUTH KOREA	8%	0%	0.0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TAIWAN	50%	0%	0.0%	7%	4%	0%	0.9%	0.5%	0%	0%	0%	0%	0%	0%
CHINA	2%	1%	98.2%	0%	0%	0%	98%	96%	0%	21%	0%	0%	0%	0%
USA/CANADA	9%	55%	0.6%	47%	4%	3%	1%	1%	69%	64%	0%	0%	60%	100%
EUROPE	21%	5%	0.7%	20%	9%	6%	0%	1.5%	0%	7%	0%	0%	34%	0%
AUSTRALIA	1%	2%	0%	13%	0%	78%	0.3%	0.2%	0%	0%	100%	0%	2%	0%
OTHERS	8%	14%	0.4%	13%	74%	12%	0.3%	1%	31%	7%	0%	50%	3%	0%
Total %%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

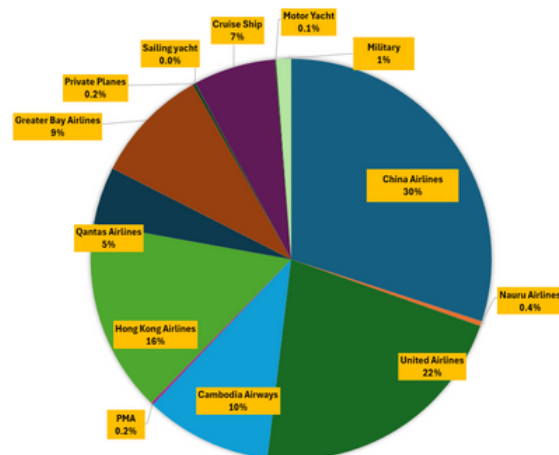
In **October 2025**, Palau maintained a diverse network of air and sea connections, with scheduled carriers, charter airlines, and a mix of private and specialty services supporting inbound tourism. Scheduled commercial carriers included China Airlines, United Airlines, Pacific Mission Aviation, Nauru Airlines, and Qantas, alongside major charter operators like Cambodia Airways, Hong Kong Airlines, and Greater Bay Airlines. Additionally, private planes, military flights, and maritime arrivals such as motor yachts and cruise ships contributed to overall visitor access.

Key Airlines and Market Contributions

- China Airlines** continued to dominate arrivals from Taiwan, accounting for 50% of travelers from this market, and also contributed significantly to Europe (21%) and USA/Canada (9%).
- United Airlines** was pivotal for USA/Canada, carrying 55% of arrivals, while also serving Japan (22%) and Others (14%).
- Pacific Mission Aviation** provided important lift for the Others market (13%), played a critical role for USA/Canada (47%), and had contributions to Europe and Australia.
- Nauru Airlines** was especially important for the Others market (74%), with a smaller share for Europe and Japan (9%).
- Qantas** was a dominant force for arrivals from Australia, handling 78% of traffic.
- Cambodia Airways, Hong Kong Airlines, and Greater Bay Airlines** together accounted for nearly all charter arrivals from China, with shares of 98%, 98%, and 96% respectively, concentrating their service almost exclusively on the China market.

For other modes, **military** and **private plane** arrivals collectively played a smaller but targeted role—military flights were significant for USA/Canada (69%) and Others (31%), while private planes contributed mainly to USA/Canada (64%) and China (21%). Maritime arrivals such as **motor yachts** and **cruise ships** played seasonal roles, with motor yachts notable for Japan (50%), cruise ships for USA/Canada (60%) and Europe (34%), and sailing yachts driving nearly all arrivals from Australia (100%). This multifaceted transportation network highlights Palau's successful partnerships and underscores its progress as a resilient, accessible destination, able to attract a broad mix of travelers from key regional and global markets.

OCTOBER 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%	30.3%			32.1%
Nauru Airlines	0.4%	0.8%	0.30%	0.3%	0.3%	5.0%	0.7%	0.4%	1.1%	0.4%			1.0%
United Airlines	22.4%	30.1%	22.68%	22.3%	23.5%	24.3%	22.8%	21.1%	25.4%	21.7%			23.5%
Cambodia Airways	26.7%	18.0%	15.19%	13.3%	17.6%	10.3%	13.0%	11.0%	7.4%	10.3%			14.5%
PMA	0.3%	0.4%	0.53%	0.3%	0.5%	0.9%	0.4%	0.2%	0.7%	0.2%			0.4%
Hong Kong Airlines	14.3%	11.2%	8.42%	16.2%	13.6%	11.1%	15.4%	15.9%	20.0%	15.7%			14.1%
Qantas Airlines	2.9%	3.6%	5.51%	6.5%	4.1%	7.2%	3.0%	3.4%	8.5%	4.7%			4.8%
Japan Airlines	0.0%	0.0%	6.82%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%			0.7%
Private plane	0.6%	0.7%	1.12%	0.3%	2.8%	0.0%	0.05%	0.05%	0.27%	0.22%			0.6%
Greater Bay Airlines	0.00%	0.00%	0.00%	0.0%	0.00%	0.00%	11.13%	14.24%	9.56%	9.44%			4.5%
Sailing yacht	0.01%	0.00%	0.02%	0.0%	0.00%	0.08%	0.00%	0.00%	0.00%	0.02%			0.0%
Motor Yacht	0.1%	0.0%	0.02%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%			0.0%
Motor Vessel	0.0%	0.0%	2.16%	0.0%	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%			0.0%
Military	0.7%	0.8%	0.04%	0.4%	0.5%	0.8%	4.5%	3.1%	1.2%	0.2%			1.3%
Cruise Ship	0.0%	0.0%	0.00%	3.0%	3.6%	0.0%	0.0%	0.0%	0.0%	6.7%			1.3%
Others	0.0%	0.0%	0.00%	0.0%	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%			100%

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

The table displays arrival data spanning from 1980 to **October 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	5,322	794	11,304	19,060	9,734	4,271	2,290	4,595	57,370

OCTOBER 2025 HAPPENINGS

Airline Operations: Other scheduled and chartered airlines continue suspended operations until further notice.

United Airlines: Scheduled Flight arriving ten times a week. Six flights arriving from Guam and two flights arriving from the Philippines since July 2021, and two flights arriving from Japan since October 29, 2025.

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.

October 01, 2025: Palau recently celebrated its 31st Independence Day and the 25th Olchotel Belau Fair at the Capital grounds in Ngerulmud, Melekeok. The event began with a welcoming of distinguished guests, followed by local vendors from each state showcasing unique artifacts and traditional Palauan cuisines. The day also featured vibrant local entertainment, including traditional dances and music, all of which highlighted Palau's rich cultural heritage, national pride, and the unity of its people.

October 01, 2025: October 01, 2025: Palau Visitors Authority and the Ministry of Human Resources, Culture, Tourism & Development (MHRCTD) hosted a successful promotional event in collaboration with Professor Mita and students from Kyoto Sangyo University. The event featured several engaging presentations on Palau, followed by a lively Q&A session and fun giveaways. Attendees included Sharrise Ngriraked, Strategic and Planning Manager, Jasmine N. Isaac, State and Community Representative III, and JICA Expert Mika Onodera.

October 09 - 18, 2025: Ms. Khursheed Dinshaw, a renowned travel writer, recently visited Palau, where she embarked on a comprehensive journey to experience the breathtaking beauty and rich culture of the islands. Her itinerary included exhilarating tours around the Rock Islands, immersive traditional experiences, insightful historical excursions, and a spectacular aerial tour, providing a unique perspective of Palau's stunning landscapes.

October 13 - 16, 2025: The Association of Terminal Operators, Stevedores & Shipping Companies of Micronesia (ATOSSCM) held its annual conference in Palau from October 13 to 17, 2025. The event brought together key stakeholders from across the Micronesian region to discuss critical issues facing the maritime and shipping industry, including logistics, port operations, and regional cooperation for enhanced trade and efficiency.

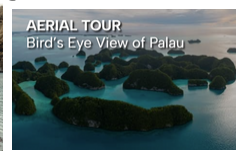
October 13 -17, 2025: The Palau Visitors Authority (PVA) successfully completed its 2025 Sales Mission to Australia from October 13-17, aiming to strengthen existing partnerships and build new ones to promote Palau as a luxury, adventure, and sustainable tourism destination. The delegation, including PVA representatives and key tourism partners, engaged in meetings and training sessions across major Australian cities. Highlights of the mission include continued collaboration with Qantas Airways to expand direct flights, strengthened ties with luxury travel wholesalers, training sessions for travel agents, and discussions with adventure and sustainable tourism operators. The PVA also explored new market engagements with Mobile Travel Agent (MTA) and engaged with various wholesalers and retailers to expand Palau's product portfolios and visibility among Australian consumers. Managing Director Kadoi Ruloked expressed enthusiasm for growing visitor arrivals, enhancing flight services, and bringing Palau's unique experiences to Australian travelers. The PVA extended thanks to all partners and looks forward to continued collaboration in developing Palau's tourism sector.

October 24-26, 2025: The 2025 Micro Cup Va'a Canoe Racing event was successfully hosted in Palau, bringing together paddlers from across Micronesia for a weekend of intense competition and cultural celebration. The event featured various races, including V6 and V1 (outrigger) categories, challenging participants in the waters around Koror. Beyond the races, the event promoted regional camaraderie and the shared Pacific heritage of traditional seafaring.

October 25, 2025: The last Night Market of the year was successfully held, providing a vibrant conclusion to the year's series of community gatherings. The event featured lively entertainment, including local musical acts and traditional Palauan performances, which captivated the attendees. A diverse array of local and international vendors participated, offering unique merchandise, traditional crafts, and a wide selection of local and global cuisines, reinforcing the market as a hub for cultural exchange and local commerce.

October 29, 2025: Palau celebrated a significant milestone in its tourism and travel history with the successful arrival of the inaugural United Airlines direct flight from Narita, Japan. The flight, which touched down on October 29, 2025, carried an impressive contingent of more than 100 excited visitors, marking a vital step in strengthening the connection between Palau and the Japanese market. The arrival was met with a warm traditional Palauan welcome, including cultural performances and greetings from local dignitaries and tourism officials. This new direct air service is anticipated to be a major boost to the nation's post-pandemic recovery efforts, offering a convenient and non-stop travel option that is expected to increase the flow of Japanese tourists, known for their appreciation of Palau's pristine marine environment and rich history. Local businesses, from resorts and dive operators to restaurants and craft vendors, are looking forward to the economic benefits that this regular service will bring.

Website



Driven largely by organic Google search, total website traffic surged from 20,600 sessions in September to 29,170 in October. A notable trend was the spike in interest from the United Kingdom, which grew by around 1,300 sessions. Generally, users showed high intent for travel planning, specifically focusing on content related to lodging options and 7-day itinerary for Palau.

Final Report

1 Oct 2025 - 31 Oct 2025

Marketing Website Summary

Data from Google Analytics

Sessions	New users	Returning Users	Views	Event count	Sessions per user	Engagement rate
29,170	21,071	731	51,535	214.8K	1.3	53.4%
↑ 143.0%	↑ 100.8%	↑ 125.1%	↑ 245.6%	↓ -0.1%	↓ -5.7%	

Most Requested Pages / Visits

Page title	Sessions	% Δ	Engagement rate	% Δ
1...Visit Palau: The Official To...	18,139	2...	61.98%	-4....
2...Stay in Palau: Best Accom...	2,797	2...	87.95%	-6....
3... 7 Days in Palau Travel Itin...	2,583	3...	71.23%	-5....
4...Travel Entry Requirements...	1,646	1...	88.82%	12....
5... Travelers Tips - Pristine Pa...	1,289	5...	82.39%	4.0...
6... Drone Registration - Pristi...	963	9...	58.46%	34....
7... Beyond the Dive - Discover...	937	9...	83.56%	-8....
8... Culture - Pristine Paradise ...	872	2...	70.99%	7.0...
1 - 100 / 1179 < >				

Most Searched Queries

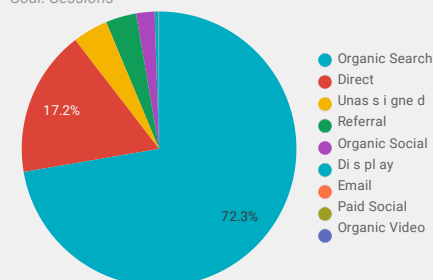
Query	Impressions	% Δ	Clicks	%...
neco plaza palau "3.4%"	2	-	1	-
december 2016... "3.4%"	2	-	0	-
december 2016... alii	2	-	0	-
palau angaur blue	3	0...	0	-
corner cafe	1	-	0	-
	1	-	0	-
1 - 52 / 52 < >				

What are the top countries by sessions?

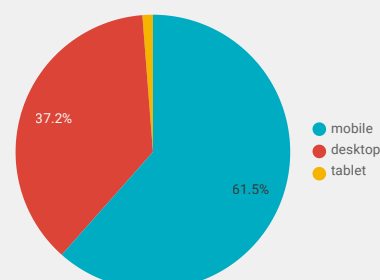
Country	Sessions	% Δ
United States	6,731	187....
Australia	6,569	196....
China	2,444	858....
United Kingdom	2,026	539....
Palau	1,547	0.3% ↑
India	1,343	813....
Singapore	985	378....
Japan	887	11.2...
1 - 100 / 170 < >		

Which channels are driving engagement?

Goal: Sessions



Engagement by Device / Users



Session source	Sessions	% Δ
google	18,923	203.1% ↑
(direct)	4,978	17.3% ↑
(not set)	1,023	3,310.0...
bing	1,016	202.4% ↑
linstagram.com	267	480.4% ↑
duckduckgo	224	224.6% ↑
nine	217	-
1 - 100 / 190 < >		

PALAU ENTRY FORMS SUMMARY REPORT

October 2025
Based on 5,789 Tourist Entries



No. of times Traveler has been to Palau



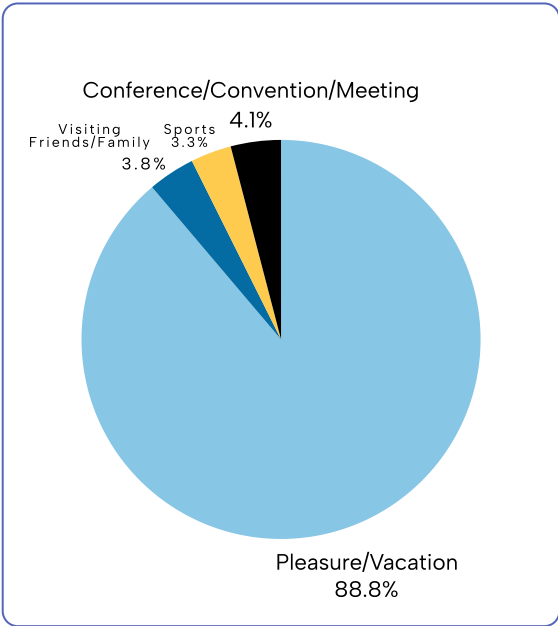
In October 2025, Palau recorded a total of 5,789 arrivals according to the Palau Entry Form. Approximately 79% of these visitors were experiencing Palau for the first time, while repeat visitors made up 21%. Holidays and leisure trips dominated, accounting for 88.8% of all visits. Conference, convention, and meeting attendees represented 4.1%, those visiting friends and family accounted for 3.8%, and sports travelers, notably participants and supporters of the 2025 Micronesia Cup for paddling, made up 3.3%.

Visitors enjoyed a wide array of recreational activities throughout October. Water-based activities such as scuba diving, swimming, and snorkeling remained especially popular. Tourists also engaged in sightseeing, shopping excursions, and tours focused on Palau's cultural and historical heritage, demonstrating the destination's appeal to diverse interests.

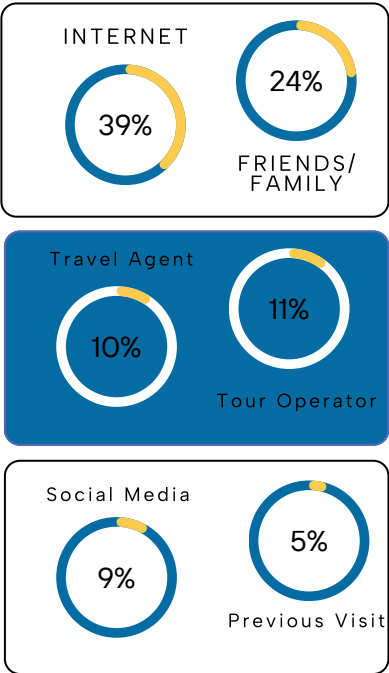
Regarding how visitors first learned about Palau, digital platforms remained the leading source at 39%. Recommendations from friends and family influenced 24% of arrivals, highlighting the importance of word-of-mouth. Tour agents and tour operators contributed 11% and 10%, respectively, while social media and repeat visitors accounted for 9% and 5%.

Booking habits showed a mix of traditional and independent planning, with many tourists using tour agents while others booked independently or through referrals and packages. This highlights Palau's evolving tourism market blending old and new approaches.

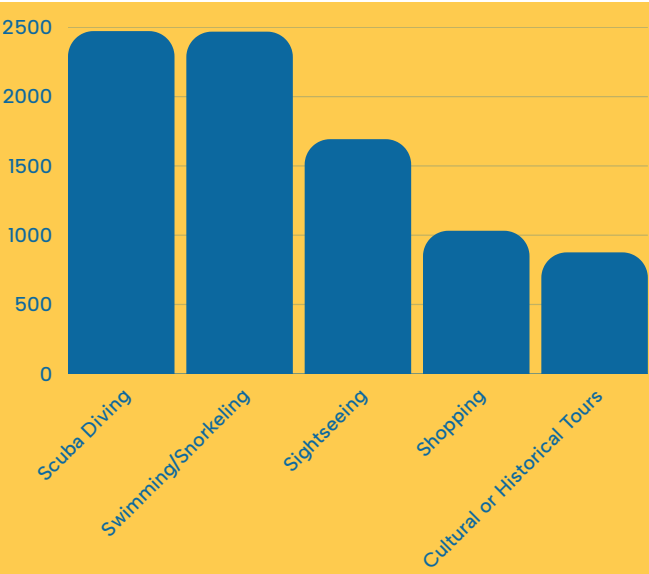
Purpose of Travel



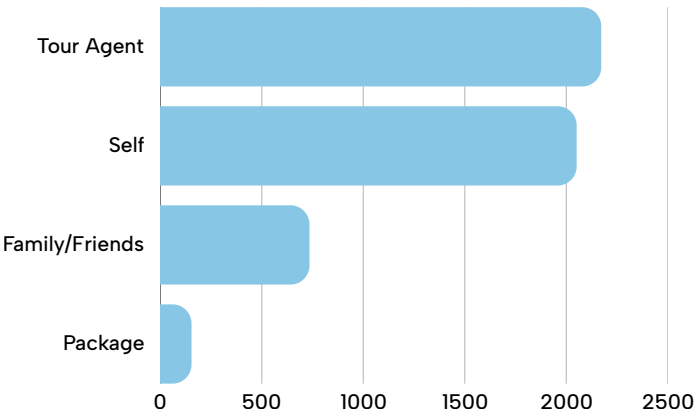
How Travelers hear about Palau



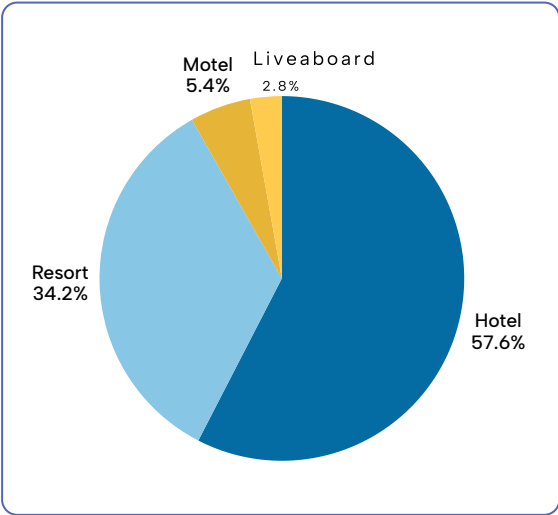
Activities in Palau (Top 5)



Visitor Trip Booking



Accommodation in Palau



In October, tourists' accommodation preferences in Palau showed slight changes from the previous month. Hotels remained the top choice with 57.6% of visitors, while resorts attracted 34.2%. Motels accounted for 5.4% of stays, and liveaboards made up 2.8%, illustrating Palau's diverse lodging options.

Regarding the economic profile of visitors, 15% reported annual household incomes below \$16,000, while high-income travelers earning above \$100,000 represented 15%. Visitors who chose not to disclose their income comprised 14%. Income groups between \$20,000-\$40,000, \$40,000-\$60,000, \$60,000-\$80,000, and \$80,000-\$100,000 made up 14%, 12%, 10%, 10%, and 9%, respectively.

Annual household Income

Less Than \$16,000	15%	\$40,000-\$60,000	12%
Over \$100,000	15%	\$16,000-\$20,000	10%
Prefer Not To Say	14%	\$60,000-\$80,000	10%
\$20,000-\$40,000	14%	\$80,000-\$100,000	9%