

# DECEMBER 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	1,204	1,482	8,008
SOUTH KOREA	135	89	93	58	74	64	39	44	44	154	106	173	1,073
TAIWAN	1,267	1,012	1,111	1,105	1,097	1,398	1,208	1,366	752	988	1,080	1,220	13,604
CHINA	2,803	1,544	1,395	1,605	1,518	1,348	2,379	2,492	1,673	2,303	2,055	2,234	23,349
USA/CANADA	1,043	868	855	786	851	1,188	1,307	901	679	1,256	685	968	11,387
EUROPE	436	437	517	758	368	383	268	225	203	676	787	624	5,682
AUSTRALIA	189	152	234	342	160	269	157	186	309	292	366	379	3,035
OTHERS	384	329	461	296	289	1,417	355	222	401	441	542	406	5,543
<b>Total Visitor Arrivals</b>	<b>6,902</b>	<b>5,135</b>	<b>5,702</b>	<b>5,426</b>	<b>4,752</b>	<b>6,351</b>	<b>6,071</b>	<b>6,061</b>	<b>4,499</b>	<b>6,471</b>	<b>6,825</b>	<b>7,486</b>	<b>71,681</b>
Y-on_Ychange	56%	-11%	24%	23%	6%	47%	32%	25%	9%	48%	47%	33%	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_Ychange	122%	138%	57%	54%	78%	9%	-6%	1%	12%	34%	21%	40%	234%

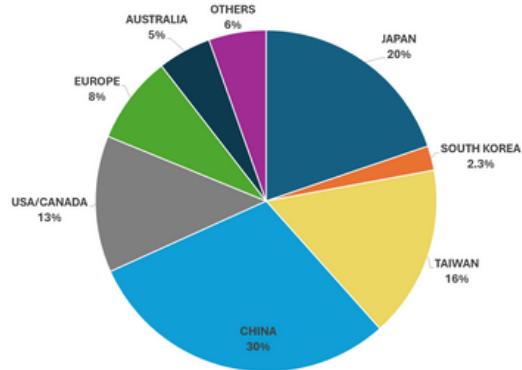
## Summary

In December 2025, Palau registered a total of 7,486 visitor arrivals, marking a continued rebound from November's total of 6,825. This reflects a 9.7% increase compared to the previous month, indicating sustained travel momentum heading into the year-end peak.

While China remained the leading market, Japan recorded substantial growth of 23.1% to 1,482 visitors (20% share)—now firmly the second largest market since November 2025. Taiwan advanced to 1,220 (16%), USA/Canada surged 41.3% to 968 (13%), and Australia grew 3.6% to 379 (5%), while others contributed 406 (6%), fueling the overall monthly gain.

Palau's record 71,681 visitor arrivals in 2025, up 27.6% from 2024's 56,184, mark a sustained growth phase following post-COVID recovery, driven by PVA's multi-year marketing efforts across key regions and amplified by expanded flight connectivity. All major markets showed strong year-over-year expansion, with China leading in total volume, solid gains from Taiwan, Japan, USA/Canada and significant advances in Europe, Australia, and South Korea. These broad gains across diverse markets demonstrate how PVA's targeted marketing initiatives cultivated demand that new routes and frequencies are now fulfilling, transitioning from post-COVID recovery to established sustained growth.

PVA's persistent strategies, combined with enhanced airline partnerships, underpin this sustained growth and momentum, positioning Palau for ongoing success as a premier Pacific destination.



RANKING OF KEY MARKETS		DEC 2025 ARRIVALS
KEY MARKETS	ARRIVALS	
1 CHINA	2,234	
2 JAPAN	1,482	
3 TAIWAN	1220	
4 USA/CANADA	968	
5 EUROPE	624	
6 OTHERS	406	
7 AUSTRALIA	379	
8 SOUTH KOREA	173	
		<b>TOTAL 7,486</b>

## Visitor arrivals by Fiscal Year: Comparison Oct'24~Sept'25 vs. Oct'25~Sept'26

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	1,204	1,482										3,047
SOUTH KOREA	154	106	173										433
TAIWAN	988	1,080	1,220										3,288
CHINA	2,303	2,055	2,234										6,592
USA/CANADA	1,256	685	968										2,909
EUROPE	676	787	624										2,087
AUSTRALIA	292	366	379										1,037
OTHERS	441	542	406										1,389
<b>Total Visitor Arrivals</b>	<b>6,471</b>	<b>6,825</b>	<b>7,486</b>										<b>20,782</b>
Y-on_Ychange	48%	47%	33%										-68%

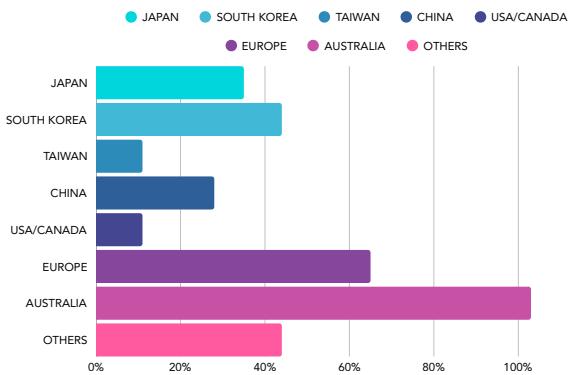
  

FY2025	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025	Totals
JAPAN	356	587	798	645	704	1,036	476	395	284	358	625	438	6,702
SOUTH KOREA	32	56	135	135	89	93	58	74	64	39	44	44	863
TAIWAN	829	1,086	1,136	1,267	1,012	1,111	1,105	1,097	1,398	1,208	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	406	5,543
<b>Total Visitor Arrivals</b>	<b>4,365</b>	<b>4,651</b>	<b>5,643</b>	<b>6,902</b>	<b>5,135</b>	<b>5,702</b>	<b>5,426</b>	<b>4,752</b>	<b>6,351</b>	<b>6,071</b>	<b>6,061</b>	<b>4,499</b>	<b>65,558</b>
Y-on_Ychange	34%	21%	40%	56%	-11%	24%	23%	6%	47%	32%	25%	9%	24%

# January–December 2024 vs. January–December 2025

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

Market	Jan–Dec 2024	Jan–Dec 2025	Change (%)
JAPAN	5936	8008	35%
SOUTH KOREA	747	1073	44%
TAIWAN	12243	13604	11%
CHINA	18236	23349	28%
USA/CANADA	10234	11387	11%
EUROPE	3442	5682	65%
AUSTRALIA	1498	3035	103%
OTHERS	3848	5543	44%
<b>TOTAL</b>	<b>56184</b>	<b>71681</b>	<b>28%</b>

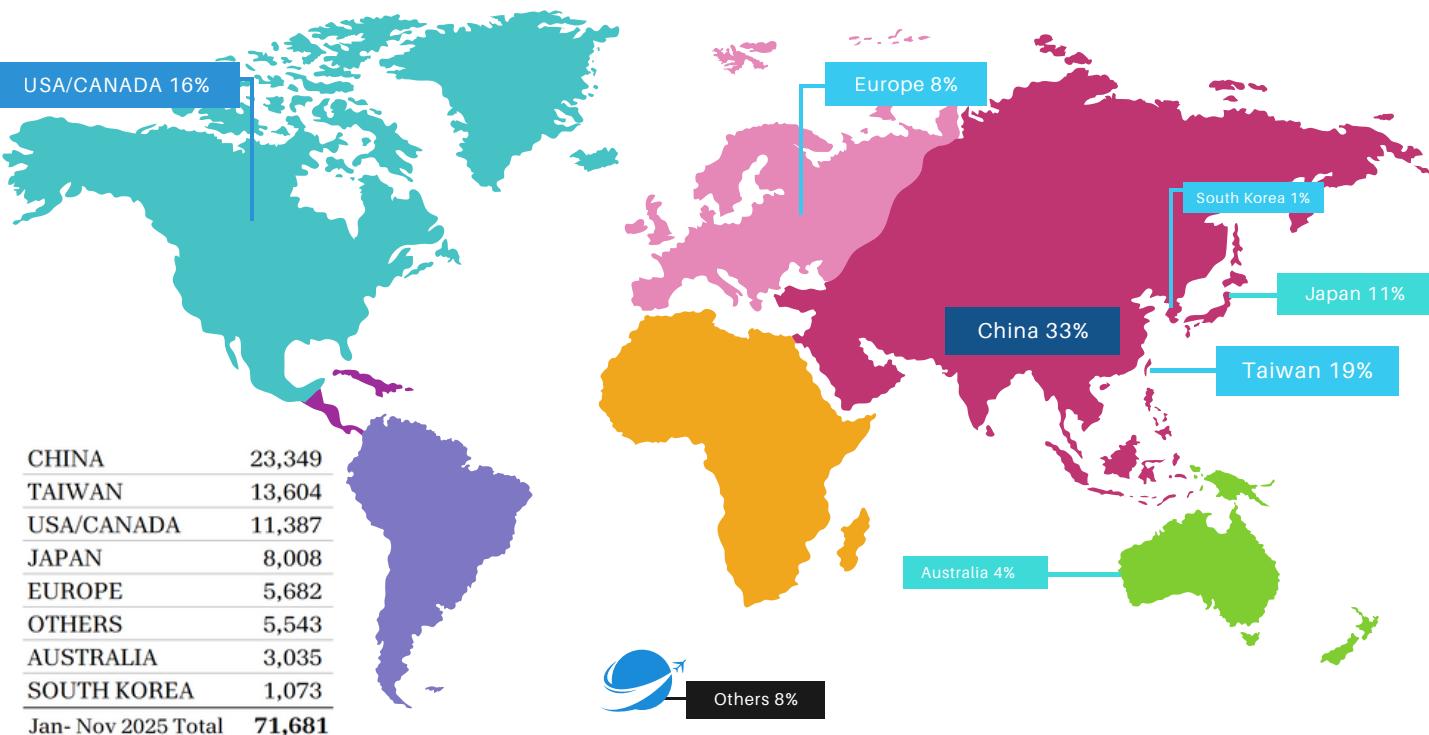


From **January to December 2025**, Palau welcomed a total of **71,681** international visitors, representing a 28% increase from 56,184 arrivals recorded during the same period in 2024. This full-year growth builds on the strong January–November performance of 64,195 visitors (up 27% year-on-year), driven by the addition of December gains.

**Japan** surged dramatically by 35% to 8,008 arrivals, emerging as the third-largest market behind Taiwan and fueled by reinstated direct flights from Tokyo. **China** posted a 28% rise to 23,349 visitors, maintaining its lead position with consistent demand. **Australia** more than doubled with a remarkable 103% increase to 3,035 arrivals, supported by new direct connections and targeted regional promotions. **Europe** advanced sharply by 65% to 5,682, while **Others** climbed 44% to 5,543, showcasing Palau's broadening global appeal. **Taiwan** grew steadily by 11% to 13,604, and **USA/Canada** expanded 11% to 11,387, reflecting reliable demand from these core markets. **South Korea** also recorded a 44% increase to 1,073 arrivals, indicating sustained market interest despite the limited availability of direct flights.

This exceptional full-year performance, highlighted by triple-digit surges in Australia and strong rebounds in Japan and Europe, shows the success of Palau Visitors Authority's marketing strategies, enhanced air connectivity, and diversified visitor sourcing.

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



## Monthly Arrivals by Country Group

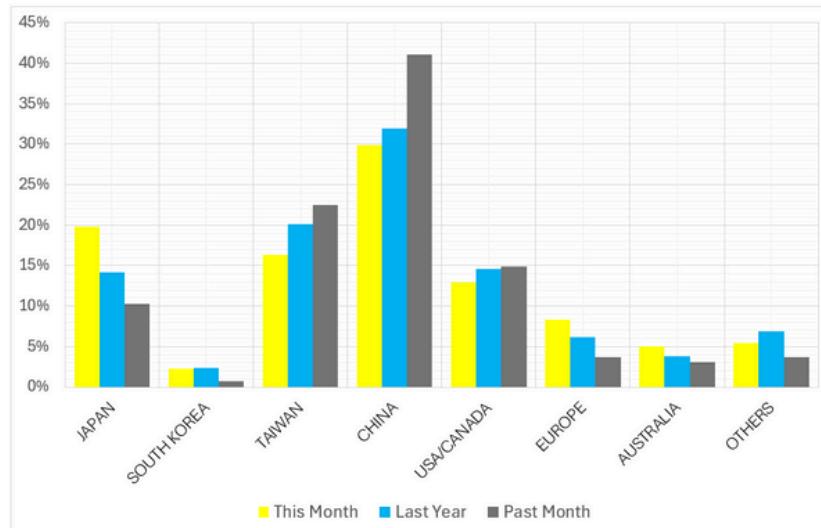
This table presents the breakdown of visitor arrivals to Palau by country and region from **January to December 2025**. It details monthly and total arrivals for each source market, highlighting both Palau's key tourism markets—Japan, South Korea, Taiwan, China, USA/Canada, Europe, Australia, and Others—additional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

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Totals
<b>Asia</b>	<b>5,056</b>	<b>3,541</b>	<b>3,893</b>	<b>3,381</b>	<b>3,211</b>	<b>3,220</b>	<b>4,087</b>	<b>4,648</b>	<b>3,059</b>	<b>4,029</b>	<b>4,697</b>	<b>5,343</b>	<b>48,165</b>
Japan	645	704	1036	476	395	284	358	625	438	361	1204	1482	8,008
Korea, Republic of	135	89	93	58	74	64	39	44	44	154	106	173	1,073
Taiwan, Republic of China	1,267	1,012	1,111	1,105	1,097	1,398	1,208	1,366	752	988	1,080	1,220	13,604
China	2,803	1,544	1,395	1,605	1,518	1,348	2,379	2,492	1,673	2,303	2,055	2,234	23,349
Bangladesh	-	-	0	0	1	0	0	0	8	2	1	1	13
Indonesia	6	6	10	16	5	6	4	2	9	18	10	9	101
India	38	5	46	19	7	8	12	5	22	6	15	21	204
Malaysia	19	24	38	17	14	25	7	16	14	32	64	48	318
Philippines	80	73	58	47	71	64	50	59	68	81	88	83	822
Singapore	28	30	32	31	9	13	13	22	11	52	34	37	312
Thailand	24	33	62	2	6	4	9	2	1	4	24	10	181
Asia-Other	11	21	12	5	14	6	8	15	19	28	16	25	180
<b>North America</b>	<b>1,043</b>	<b>868</b>	<b>855</b>	<b>786</b>	<b>851</b>	<b>1,188</b>	<b>1,307</b>	<b>901</b>	<b>679</b>	<b>1,256</b>	<b>685</b>	<b>968</b>	<b>11,387</b>
Canada	50	24	47	56	27	12	21	8	17	74	56	45	437
United States of America	992	844	808	730	824	1,176	1,286	893	662	1,182	629	923	10,949
North America-Other	1	-	0	0	0	0	0	0	0	0	0	0	1
<b>Caribbean</b>	<b>4</b>	<b>-</b>	<b>-</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>7</b>	<b>2</b>	<b>2</b>	<b>-</b>	<b>18</b>
<b>Central America</b>	<b>5</b>	<b>-</b>	<b>8</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>5</b>	<b>4</b>	<b>1</b>	<b>4</b>	<b>7</b>	<b>40</b>
<b>South America</b>	<b>9</b>	<b>4</b>	<b>16</b>	<b>23</b>	<b>12</b>	<b>8</b>	<b>8</b>	<b>2</b>	<b>15</b>	<b>9</b>	<b>11</b>	<b>17</b>	<b>134</b>
Argentina	-	-	4	4	0	0	0	1	0	0	0	2	11
Brazil	8	3	6	16	0	6	6	1	13	6	8	14	87
Chile	1	-	3	0	0	1	0	0	0	1	1	0	7
Ecuador	-	-	1	0	0	0	0	0	0	0	0	0	1
South America-Other	-	1	2	3	12	1	2	0	2	2	2	1	28
<b>Europe</b>	<b>438</b>	<b>443</b>	<b>525</b>	<b>760</b>	<b>371</b>	<b>389</b>	<b>269</b>	<b>225</b>	<b>207</b>	<b>678</b>	<b>799</b>	<b>630</b>	<b>5,734</b>
Austria	11	20	40	25	13	6	15	6	10	32	43	16	237
Belgium	11	20	7	6	3	3	3	2	1	8	15	7	86
Switzerland	26	28	43	81	31	10	15	8	7	37	43	35	364
Czech Republic	21	20	6	22	4	1	2	1	14	18	61	16	186
Germany	71	85	148	336	143	22	23	27	34	317	183	108	1,497
Denmark	6	8	4	9	0	3	2	4	2	2	12	13	65
Spain	17	18	14	19	13	6	16	33	17	21	46	38	258
Finland	4	2	12	0	1	1	1	0	2	2	4	12	41
France	36	27	39	25	30	262	70	22	24	23	44	38	640
United Kingdom	54	54	72	63	26	26	46	31	36	56	92	79	635
Greece	2	1	0	1	0	0	2	4	1	10	1	5	27
Italy	24	25	21	37	21	6	12	43	9	40	21	40	299
Norway	4	3	3	2	1	0	6	0	0	6	3	2	30
Poland	30	42	17	21	10	8	7	10	4	29	87	49	314
Portugal	10	9	8	11	6	1	5	2	4	4	13	21	94
Russian Federation	38	44	28	26	27	12	4	9	7	9	29	35	268
Sweden	13	9	10	4	2	1	5	1	2	8	12	15	82
Europe-Other	60	28	53	72	40	21	35	22	33	56	90	101	611
<b>Middle East</b>	<b>12</b>	<b>19</b>	<b>22</b>	<b>21</b>	<b>5</b>	<b>3</b>	<b>11</b>	<b>8</b>	<b>9</b>	<b>23</b>	<b>40</b>	<b>46</b>	<b>219</b>
<b>Africa</b>	<b>8</b>	<b>11</b>	<b>8</b>	<b>3</b>	<b>10</b>	<b>4</b>	<b>7</b>	<b>3</b>	<b>6</b>	<b>9</b>	<b>4</b>	<b>3</b>	<b>76</b>
<b>Oceania</b>	<b>326</b>	<b>248</b>	<b>373</b>	<b>446</b>	<b>287</b>	<b>1,530</b>	<b>376</b>	<b>267</b>	<b>512</b>	<b>462</b>	<b>583</b>	<b>469</b>	<b>5,879</b>
Australia	189	152	234	342	160	269	157	186	309	292	366	379	3,035
Fiji	6	9	28	16	19	208	14	8	29	22	45	2	406
Micronesia, Federated States of	42	38	37	61	35	182	93	40	72	70	48	46	764
Marshall Islands	35	8	12	2	4	86	42	8	17	29	16	14	273
New Zealand	-	-	0	0	0	0	0	0	0	0	0	0	-
Solomon Islands	-	1	5	0	2	43	3	0	5	5	6	0	70
Tuvalu	2	1	3	3	1	26	1	0	2	0	5	0	44
Oceania-Other	25	19	26	4	10	609	24	3	31	9	35	5	800
<b>Total</b>	<b>6,901</b>	<b>5,134</b>	<b>5,700</b>	<b>5,423</b>	<b>4,750</b>	<b>6,344</b>	<b>6,066</b>	<b>6,059</b>	<b>4,498</b>	<b>6,469</b>	<b>6,825</b>	<b>7,483</b>	<b>71,652</b>
Unidentified	1	1	2	3	2	7	5	2	1	2	0	3	29
<b>Total</b>	<b>6,902</b>	<b>5,135</b>	<b>5,702</b>	<b>5,426</b>	<b>4,752</b>	<b>6,351</b>	<b>6,071</b>	<b>6,061</b>	<b>4,499</b>	<b>6,471</b>	<b>6,825</b>	<b>7,486</b>	<b>71,681</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.

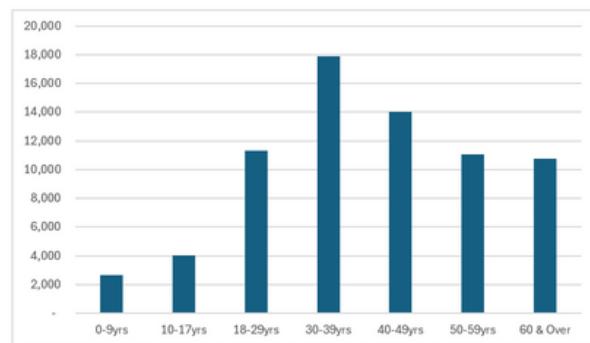
KEY MARKETS	This Month		Last Year		Past Month	
	DECEMBER 2025	Share %	DECEMBER 2024	Share %	NOVEMBER 2025	Share %
JAPAN	1482	20%	798	14%	1204	10%
SOUTH KOREA	173	2%	135	2%	106	1%
TAIWAN	1220	16%	1136	20%	1080	23%
CHINA	2234	30%	1802	32%	2055	41%
USA/CANADA	968	13%	824	15%	685	15%
EUROPE	624	8%	346	6%	787	4%
AUSTRALIA	379	5%	214	4%	366	3%
OTHERS	406	5%	388	7%	542	4%
<b>Total:</b>	<b>7486</b>	<b>100%</b>	<b>5643</b>	<b>100%</b>	<b>6825</b>	<b>100%</b>



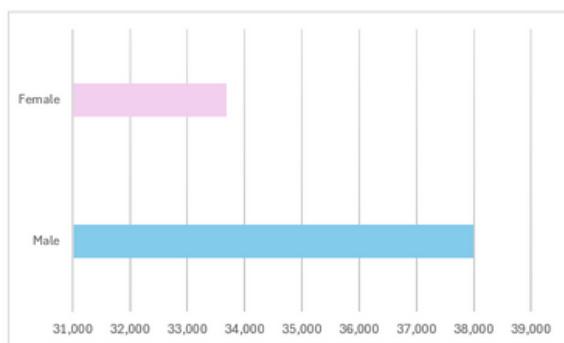
## DECEMBER 2025 Arrivals By Gender and Age Group

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	121	212	2,633
10-17yrs	506	185	96	179	94	595	881	719	123	180	181	284	4,023
18-29yrs	894	644	906	698	781	1,659	907	1,030	790	1,021	891	1,096	11,317
30-39yrs	1,689	1,276	1,402	1,419	1,314	1,380	1,254	1,300	1,302	1,772	1,804	1,980	17,892
40-49yrs	1,433	1,027	1,122	1,047	827	1,082	1,325	1,243	898	1,132	1,371	1,504	14,011
50-59yrs	1,034	910	1,012	887	704	839	746	790	687	952	1,163	1,323	11,047
60 & Over	969	923	1,056	1,019	933	620	520	543	568	1,223	1,294	1,087	10,755
Unknown	-	-	-	-	-	1	2	-	-	-	-	-	3
<b>Total</b>	<b>6,902</b>	<b>5,135</b>	<b>5,702</b>	<b>5,426</b>	<b>4,752</b>	<b>6,351</b>	<b>6,071</b>	<b>6,061</b>	<b>4,499</b>	<b>6,471</b>	<b>6,825</b>	<b>7,486</b>	<b>71,681</b>

Jan-Dec Arrivals by Age Group



Jan-Dec 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	3,653	3,823	37,989
Female	3,293	2,268	2,621	2,575	2,266	2,911	2,862	2,866	2,048	3,141	3,172	3,663	33,686
Other	2	-	-	-	2	-	-	-	2	2	-	-	6
<b>Total</b>	<b>6,902</b>	<b>5,135</b>	<b>5,702</b>	<b>5,426</b>	<b>4,752</b>	<b>6,351</b>	<b>6,071</b>	<b>6,061</b>	<b>4,499</b>	<b>6,471</b>	<b>6,825</b>	<b>7,486</b>	<b>71,681</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	1,995	1,511	1,929	2,939	2,038	1,715	6,002	7,360	38,872
SOUTH KOREA	946	532	562	386	399	316	247	233	235	924	690	992	6,462
TAIWAN	5,672	4,606	5,133	4,722	4,689	5,824	5,298	5,744	3,211	4,414	4,825	5,279	59,416
CHINA	14,286	7,786	7,560	8,229	7,595	7,143	11,926	12,197	8,384	11,576	10,645	11,328	118,654
USA/CANADA	7,620	6,324	6,258	5,466	5,609	11,276	10,160	6,934	5,056	6,799	5,144	7,313	83,960
EUROPE	3,557	3,905	4,764	4,271	1,814	3,861	1,969	1,725	1,455	3,726	6,896	4,840	42,783
AUSTRALIA	1,628	1,253	2,106	2,854	1,187	2,395	1,175	1,446	2,435	2,257	3,157	3,057	24,952
OTHERS	2,307	2,157	3,137	1,769	2,007	17,316	2,496	1,537	2,546	2,680	3,427	3,040	44,419
<b>Total Visitor Nights</b>	<b>39,043</b>	<b>30,292</b>	<b>33,911</b>	<b>29,936</b>	<b>25,295</b>	<b>49,641</b>	<b>35,199</b>	<b>32,753</b>	<b>25,361</b>	<b>34,092</b>	<b>40,787</b>	<b>43,209</b>	<b>419,518</b>
Y-on-Y change	49%	-5%	27%	16%	9%	78%	38%	24%	12%	41%	48%	32%	30%

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
<b>Total Visitor Nights</b>	<b>26,193</b>	<b>31,951</b>	<b>26,716</b>	<b>25,832</b>	<b>25,305</b>	<b>27,823</b>	<b>25,541</b>	<b>26,479</b>	<b>22,681</b>	<b>24,154</b>	<b>27,610</b>	<b>32,645</b>	<b>322,932</b>
Y-on-Y change	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	38,872
SOUTH KOREA	46,871	47,749	47,122	56,452	49,193	11,492	101	1,805	5,366	4,298	6,462
TAIWAN	57,452	56,748	39,848	44,848	67,738	10,843	9,738	6,223	43,777	55,331	59,416
CHINA	380,638	292,859	267,140	196,109	160,047	18,545	261	1,175	55,029	92,731	118,654
USA/CANADA	62,457	58,299	55,966	63,379	60,231	14,719	21,831	59,697	63,825	76,815	83,960
EUROPE	36,841	45,454	42,017	36,500	33,806	11,618	613	8,631	22,913	25,894	42,783
AUSTRALIA	6,984	5,463	4,672	4,541	5,295	717	193	2,241	9,373	12,307	24,952
OTHERS	21,995	23,502	22,969	22,896	27,056	4,917	1,837	10,959	23,025	25,318	44,419
<b>Total Visitor Nights</b>	<b>745,899</b>	<b>651,665</b>	<b>589,575</b>	<b>522,953</b>	<b>493,178</b>	<b>98,430</b>	<b>36,508</b>	<b>101,324</b>	<b>246,158</b>	<b>322,932</b>	<b>419,518</b>

### 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	4.8	5.0	5.0
SOUTH KOREA	7.0	6.0	6.0	6.7	5.4	4.9	6.3	5.3	5.3	6.0	6.5	5.7
TAIWAN	4.5	4.6	4.6	4.3	4.3	4.2	4.4	4.2	4.3	4.5	4.5	4.3
CHINA	5.1	5.0	5.4	5.1	5.0	5.3	5.0	4.9	5.0	5.0	5.2	5.1
USA/CANADA	7.3	7.3	7.3	7.0	6.6	9.5	7.8	7.7	7.4	5.4	7.5	7.6
EUROPE	8.2	8.9	9.2	5.6	4.9	10.1	7.3	7.7	7.2	5.5	8.8	7.8
AUSTRALIA	8.6	8.2	9.0	8.3	7.4	8.9	7.5	7.8	7.9	7.7	8.6	8.1
OTHERS	6.0	6.6	6.8	6.0	6.9	12.2	7.0	6.9	6.3	6.1	6.3	7.5
<b>Total</b>	<b>5.6</b>	<b>5.9</b>	<b>5.9</b>	<b>5.5</b>	<b>5.3</b>	<b>7.8</b>	<b>5.7</b>	<b>5.3</b>	<b>5.6</b>	<b>5.3</b>	<b>6.0</b>	<b>5.9</b>

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
<b>Total</b>	<b>5.9</b>	<b>5.5</b>	<b>5.8</b>	<b>5.8</b>	<b>5.6</b>	<b>6.3</b>	<b>5.5</b>	<b>5.3</b>	<b>5.5</b>	<b>5.5</b>	<b>5.9</b>	<b>5.8</b>

### Average Length of Stay: Past Ten Years

Length of Stay	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
JAPAN	4.3	4.2	4.2	4.4	4.6	4.4	12.2	8.1	5.9	5.1	4.9
SOUTH KOREA	3.8	3.9	4.0	3.9	4.1	4.3	4.2	8.0	5.7	5.8	6.0
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	7.4
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	8.0
<b>Total</b>	<b>4.6</b>	<b>4.7</b>	<b>4.8</b>	<b>4.9</b>	<b>5.3</b>	<b>5.4</b>	<b>7.0</b>	<b>8.2</b>	<b>6.0</b>	<b>5.7</b>	<b>5.9</b>

# 2025 MODE OF TRANSPORTATION

## BY MODE OF TRANSPORTATION AND KEY MARKETS % SHARE

The table illustrates the breakdown of total arrivals in **December 2025** amounting to **7,486** 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	2172	2406	23018
Nauru Airlines	25	42	17	16	14	319	42	22	49	23	34	20	623
United Airlines	1543	1545	1293	1212	1117	1546	1385	1281	1141	1403	2013	2323	17802
Cambodia Airways	1842	924	866	719	834	655	790	666	335	667	482	560	9340
Pacific Mission Aviation	23	18	30	18	23	58	25	11	32	15	27	17	297
Hong Kong Airlines	989	574	480	878	648	702	937	963	902	1015	1060	1016	10164
Qantas Airlines	200	183	314	350	194	455	181	208	384	306	486	412	3673
Japan Airlines	0	0	389	0	0	0	0	0	0	0	0	0	389
Private plane	40	36	64	15	134	0	3	3	12	14	29	19	369
Greater Bay Airlines	0	0	0	0	0	0	676	863	430	611	489	707	3776
Sailing yacht	1	0	1	0	0	5	0	0	0	1	0	1	9
Motor Yacht	4	0	1	0	0	0	0	0	0	6	0	0	11
Motor Vessel	0	0	123	0	0	0	3	0	0	0	0	1	127
Research Vessel	0	0	10	0	0	0	0	0	0	1	0	0	11
Military	49	41	2	24	25	51	273	190	56	13	32	4	760
Cruise Ship	0	0	0	163	173	0	0	0	0	434	0	0	770
Others	0	0	0	0	0	0	0	0	0	0	1	0	1
<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>6061</b>	<b>4499</b>	<b>6471</b>	<b>6825</b>	<b>7486</b>	<b>71681</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	Mission Aviation	Nauru Airlines	Qantas	Hong Kong Airlines	Greater Bay Airlines	Military	Private Plane	Motor Vessel	Sailing Yacht	
JAPAN	9%	54%	0.0%	0%	15%	1%	0%	0%	0%	0%	0%	0%	
SOUTH KOREA	6%	1%	0.2%	0%	0%	0%	0%	1%	0%	0%	0%	0%	
TAIWAN	50%	0%	0.2%	0%	0%	1%	0.3%	1.0%	0%	32%	0%	0%	
CHINA	2%	1%	96.4%	0%	15%	0%	96%	92%	0%	21%	0%	0%	
USA/CANADA	9%	30%	1.4%	41%	0%	3%	1%	1%	100%	11%	100%	0%	
EUROPE	18%	5%	1.6%	24%	35%	6%	1%	2.4%	0%	5%	0%	100%	
AUSTRALIA	1%	1%	0%	0%	0%	81%	0.1%	0.4%	0%	0%	0%	0%	
OTHERS	6%	8%	0.2%	35%	35%	7%	0.9%	2%	0%	32%	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>	<b>100%</b>	

In **December 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 with additional direct flights from Tokyo, 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, motor vessels and sailing yachts contributed to overall visitor access.

### Key Airlines and Market Contributions

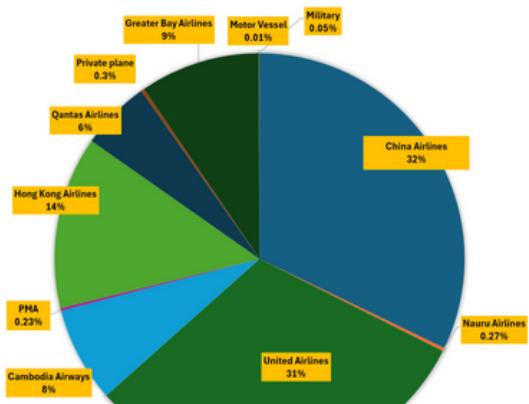
1. **China Airlines** continued to dominate arrivals from Taiwan, accounting for 50% of travelers from this market, and also contributed to Europe (18%) and Japan (9%).
2. **United Airlines** was pivotal for Japan, carrying 54% of arrivals from the new direct flight from Tokyo, USA/Canada (30%) and Others (8%).
3. **Pacific Mission Aviation** provided important lift for USA/Canada (41%), and Europe (24%)
4. **Nauru Airlines** was especially important for the Others market (50%), Europe (50%) and China, Japan both with (15%).
5. **Qantas** was a dominant force for arrivals from Australia, handling 81% of traffic.
6. **Cambodia Airways, Hong Kong Airlines, and Greater Bay Airlines** together accounted for nearly all charter arrivals from China, with shares of 96%, 96%, and 92% respectively, concentrating their service almost exclusively on the China market.

For other modes of entry, **military** arrivals were entirely from the USA/Canada (100%). **Private plane** arrivals were evenly split between Taiwan and Other markets (32% each), followed by China (21%). **Motor vessel** arrivals were entirely from the USA/Canada (100%), while **sailing yacht** arrivals were exclusively from Europe (100%).

This multifaceted transportation network—now further strengthened by United Airlines' new direct flight from Tokyo—highlights the continued increase in arrivals from Japan and reflects Palau's strong international partnerships. It shows Palau's progress as a resilient and accessible destination that continues to attract a diverse mix of travelers from key regional and global markets.

	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%	31.8%	32.1%	32.1%
Nauru Airlines	0.4%	0.8%	0.30%	0.3%	0.3%	5.0%	0.7%	0.4%	1.1%	0.4%	0.5%	0.3%	0.9%
United Airlines	22.4%	30.1%	22.68%	22.3%	23.5%	24.3%	22.8%	21.1%	25.4%	21.7%	29.5%	31.0%	24.8%
Cambodia Airways	26.7%	18.0%	15.19%	13.3%	17.6%	10.3%	13.0%	11.0%	7.4%	10.3%	7.1%	7.5%	13.0%
PMA	0.3%	0.4%	0.53%	0.3%	0.5%	0.9%	0.4%	0.2%	0.7%	0.2%	0.4%	0.2%	0.4%
Hong Kong Airlines	14.3%	11.2%	8.42%	16.2%	13.6%	11.1%	15.4%	15.9%	20.0%	15.7%	15.5%	13.6%	14.2%
Qantas Airlines	2.9%	3.6%	5.51%	6.5%	4.1%	7.2%	3.0%	3.4%	8.5%	4.7%	7.1%	5.5%	5.1%
Japan Airlines	0.0%	0.0%	6.82%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Private plane	0.6%	0.7%	1.12%	0.3%	2.8%	0.0%	0.05%	0.05%	0.27%	0.22%	0.42%	0.25%	0.5%
Greater Bay Airlines	0.00%	0.00%	0.00%	0.0%	0.00%	0.00%	11.13%	14.24%	9.56%	9.44%	7.16%	9.44%	5.3%
Sailing yacht	0.01%	0.00%	0.02%	0.0%	0.00%	0.08%	0.00%	0.00%	0.00%	0.02%	0.00%	0.01%	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%	0.0%	0.0%
Motor Vessel	0.0%	0.0%	2.16%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	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%	0.5%	0.1%	1.1%
Cruise Ship	0.0%	0.0%	0.00%	3.0%	3.6%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	1.1%
Others	0.0%	0.0%	0.00%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Totals</b>	<b>100%</b>												

## DECEMBER 2025 Mode of Transportation % SHARE



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

The table displays arrival data spanning from 1980 to December 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	8,008	1,073	13,604	23,349	11,387	5,682	3,035	5,543	71,681

## DECEMBER 2025 HAPPENINGS

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

**United Airlines:** The airline operates 10 scheduled flights per week to Koror (ROR), Palau, aligning with recent expansions in regional connectivity. This includes 6 flights from Guam, 2 from Manila, and 2 new direct flights from Tokyo Narita 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> 

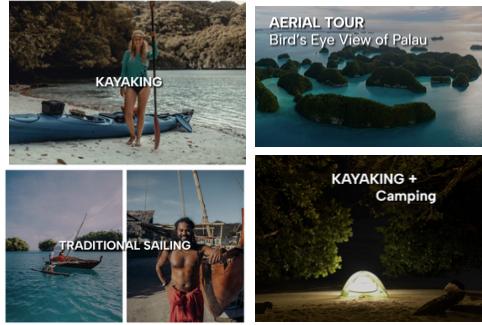
**December 05, 2025:** Peleliu: Guernica of Paradise, Based on the award-winning manga by Kazuyoshi Takeda, this upcoming animated film, tells the story of Private Tamaru, a young soldier with dreams of becoming a mangaka (a Japanese comic book artist). Set during the Battle of Peleliu in 1944, Tamaru and 10,000 Japanese soldiers are ordered to resist 40,000 American troops. What unfolds is a poignant story of survival, friendship, and the cost of war—told through the eyes of a soldier who longed for peace. Premiere date December 5, 2025.

**December 8–12, 2025** — The Palau delegation participated in the Pacific Asia Travel Association (PATA) Micronesia Chapter Tri-Annual Meeting held in Guam, joining regional leaders, airline partners, tourism organizations, and media to advance a unified vision for Micronesian tourism under the "One Micronesia / Our Micronesia" collaboration framework. The Palau delegation was led by *Minister of Human Resources, Culture, Tourism & Development and Ex-Oficio PVA Board Member Ngiraibelas Tmetuchi*, alongside *Palau Visitors Authority (PVA) Managing Director Kadoi Ruluked*, *PVA Strategic Planning Manager Sharrise Ngiraked*, and *PVA Marketing Representative Kiruu Kanai*.

**December 13 - 15, 2025:** The Palau Visitors Authority (PVA) participated in the Diving Resort Travel Expo (DRT) event in Hong Kong to promote Palau as a premier tourist destination, foster industry partnerships, and support air service routes. Attendees from the Palau Visitors Authority included Chairman Jackson Doktok, Managing Director Kadoi Ruluked, and Strategic Analyst II Geena Gerald.

**December 29, 2025:** PVA Launches Digital Taxi Listing for Enhanced Visitor Experience: The Palau Visitors Authority (PVA) launched a comprehensive digital taxi listing, designed to provide easy access to the taxi zone map, standard rates, and a verified directory of licensed taxi drivers. This initiative aims to help locals and visitors navigate the island with confidence, ensuring transparency and safety in ground transportation.

# Website



In December, website traffic remained steady at approximately 21,415 sessions, sustained primarily by organic search. A significant shift occurred in geographic engagement: Singapore jumped from its typical #7 spot to become the 5th largest source of traffic. User behavior signaled strong travel intent, with a clear preference for accommodation guides and 7-day Palau itineraries.

## Final Report

1 Dec 2025 - 31 Dec 2025

### Marketing Website Summary

Data from Google Analytics

Sessions	New users	Returning Users	Views	Event count	Sessions per user	Engagement rate
21,415	15,687	1,091	38,045	158.1k	1.3	53.3%

↑ 22.0%

↑ 77.4%

↑ 10.5%

↑ 66.7%

↓ -3.4%

↓ -5.2%

### Most Requested Pages / Visits

Page title	Sessions	% Δ	Engagement rate	% Δ
Visit Palau: The Official To...	11,281	8...	64.95%	-0...
Stay in Palau: Best Accom...	1,655	-...	86.1%	-3...
Travel Entry Requirements...	1,322	1...	73.68%	-3...
7 Days in Palau Travel Itin...	985	1...	57.87%	9.4...
Drone Registration - Pristi...	964	-...	80.39%	3.9...
Travelers Tips - Pristine Pa...	889	-	7.09%	-
Page not found - Pristine ...	827	-	83.92%	0.6...
Beyond the Dive - Discover...	769	...	77.37%	-10...

### Most Searched Queries

Query	Impressions	% Δ	Clicks	%...
alii palau	1 0...	0	-	-
all islands in oceania	1 -	0	-	-
all oceania islands	1 -	0	-	-
all the islands in the p...	1 -	0	-	-
and then...	1 -	0	-	-
asia and oceania cou...	1 - 100 / 112	< >		

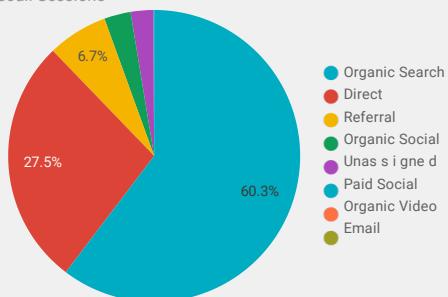
### What are the top countries by sessions?

Country	Sessions	% Δ
United States	5,790	22.7...
Australia	3,336	-27.9...
China	2,816	788...
Palau	1,633	-3.6...
Singapore	1,598	456...
Japan	758	28.9...
United Kingdom	675	-16.6...
Taiwan	632	6.0% ↑

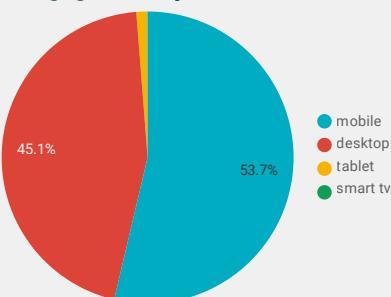
1 - 100 / 158 < >

### Which channels are driving engagement?

Goal: Sessions



### Engagement by Device / Users



Session source	Sessions	% Δ
google	11,500	10.4% ↑
(direct)	5,889	21.5% ↑
bing	825	117.7% ↑
trafficfacebook.com	498	-
(not set)	481	-28.2% ↓
duckduckgo	215	55.8% ↑
m.facebook.com	202	274.1% ↑

# PALAU ENTRY FORMS SUMMARY REPORT

December 2025  
Based on 7,269 Tourist Entries



## No. of times Traveler has been to Palau

75%  
First Time Visitors

25%  
Repeat Visitors

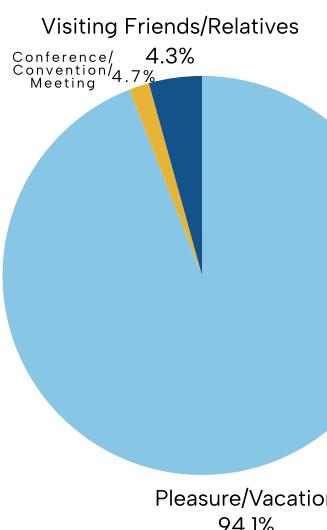
In December 2025, Palau saw 7,269 visitors arrival, according to Palau Entry Form records. New visitors made up 75% of arrivals, while returning travelers accounted for 25%. The top purpose was leisure and vacations at 94.1%, with business events like conferences at 4.7% and family visits at 4.3%.

Guests dove into Palau's adventures, prioritizing ocean pursuits like scuba, snorkeling, and swimming. Land activities shone too, from scenic sightseeing to cultural heritage tours and shopping sprees, showcasing different activities for travelers to enjoy.

Word of Palau spread mainly online (40%), followed by friend and family tips (23%). Social media and past trips each drew 9% and 8%, with travel agents (7%) and tour operators (6%) rounding out key channels.

Travelers favored self-bookings most, followed by tour agents, family and friend referrals, then packages, merging trusted traditions with modern independence.

## Purpose of Travel



## How Travelers hear about Palau

INTERNET  
40%

23%  
FRIENDS/ FAMILY

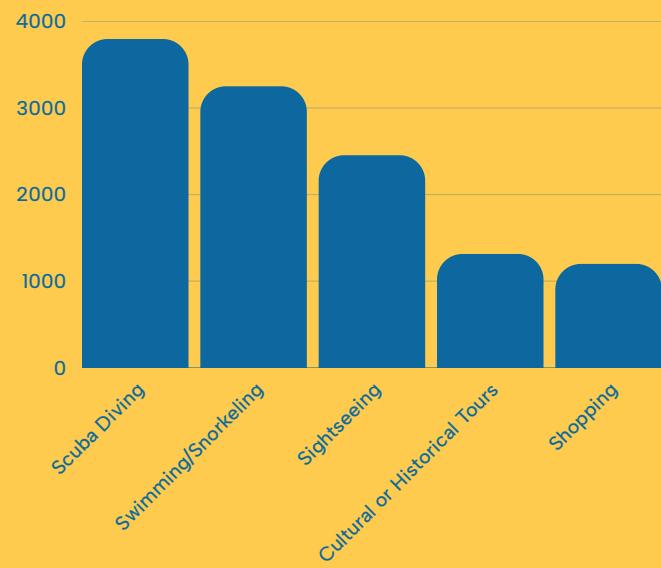
Social Media  
9%

8%  
Previous Visit

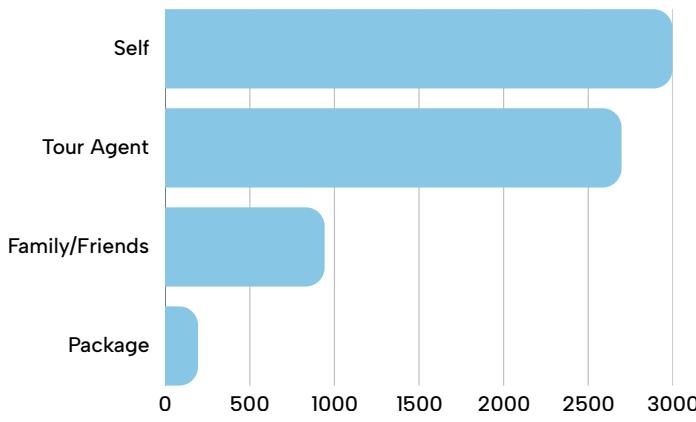
Travel Agent  
7%

6%  
Tour Operator

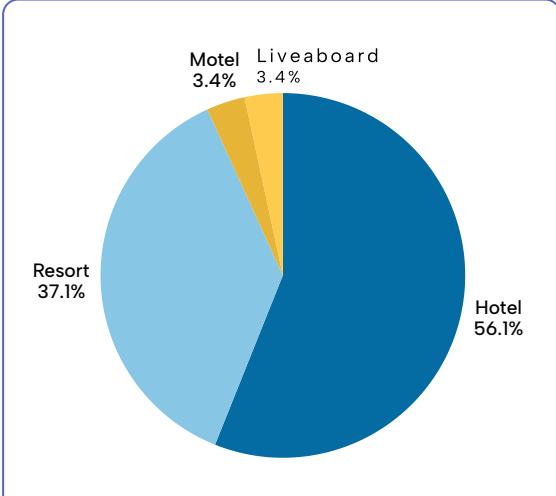
## Activities in Palau (Top 5)



## Visitor Trip Booking



## Accommodation in Palau



In December, hotels remained the top choice in terms of accommodation preferences in Palau, with 56.1% of visitors. Resorts attracted 37.1%, Liveaboards and motels each snagged 3.4%, spotlighting Palau's exciting mix of lodging vibes from luxe retreats to adventure hubs.

In terms of household incomes, 19% of December visitors earned over \$100,000 yearly, supporting upscale stays and activities. Equal shares of 13% reported under \$16,000, \$20,000-\$40,000, or preferred not to share details, revealing Palau's wide-ranging visitor base. Meanwhile, 12% fell in \$40,000-\$60,000; 10% each in \$16,000-\$20,000 and \$60,000-\$80,000; and 9% in \$80,000-\$100,000.

## Annual household Income

Over \$100,000	19%	\$40,000-\$60,000	12%
\$20,000-\$40,000	13%	\$16,000-\$20,000	10%
Less Than \$16,000	13%	\$60,000-\$80,000	10%
Prefer Not To Say	13%	\$80,000-\$100,000	9%