



# JANUARY 2026 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 2025 vs. 2026 Monthly Arrivals By Key Markets and YOY percentage change

CY2026	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
JAPAN	1,296												1,296
SOUTH KOREA	249												249
TAIWAN	1,147												1,147
CHINA	2,381												2,381
USA/CANADA	1,196												1,196
EUROPE	608												608
AUSTRALIA	471												471
OTHERS	462												462
<b>Total Visitor Arrivals</b>	<b>7,810</b>												<b>7,810</b>
Y-on_Ychange	13%												-89%

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%

### Summary

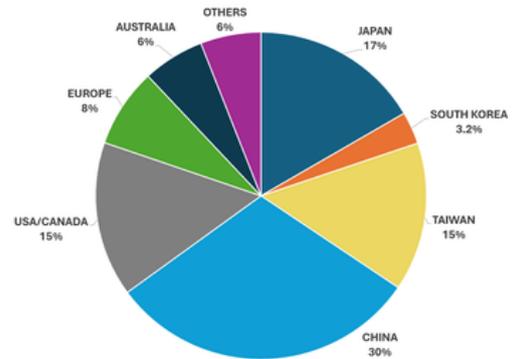
Palau welcomed 7,810 visitors in January 2026, marking a 4.3% increase from December 2025's total of 7,486. This steady growth signals consistent travel momentum as the new year begins, reflecting continued confidence and interest across Palau's key markets.

Market performance was led by China (2,381 arrivals; 30% share), followed by Japan (1,296; 17%), USA/Canada (1,147; 15%), and Taiwan (1,147; 15%). Other markets contributed to a well-balanced mix, including Europe (608; 8%), Australia (471; 6%), Others (462; 6%), and South Korea (249; 3%). The diversity across source markets highlights Palau's broadening appeal and signals a resilient visitor base entering 2026.

Compared to January 2025, total arrivals rose by 13%, driven by renewed momentum from China, Japan, Taiwan, and North America. The improvement reflects not only an expanding visitor footprint but also the continued strengthening of long-haul travel segments.

Month-over-month, arrival levels from December to January (7,486 → 7,810) demonstrate sustained continuity, with consistent performance among major markets balancing typical seasonal patterns. Emerging strength from Japan and stable engagement from North America contributed to a healthy start to the year.

As Palau's tourism continues to progress, the focus remains on cultivating a balanced and resilient industry—one that prioritizes visitor quality, community benefit, and environmental stewardship over sheer volume. This measured approach ensures that tourism growth supports Palau's long-term vision for sustainable prosperity.



### RANKING OF KEY MARKETS JAN 2026

KEY MARKETS	ARRIVALS
1 CHINA	2,381
2 JAPAN	1,296
3 USA/CANADA	1,196
4 TAIWAN	1,147
5 EUROPE	608
6 AUSTRALIA	471
7 OTHERS	462
8 SOUTH KOREA	249

TOTAL **7,810**

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

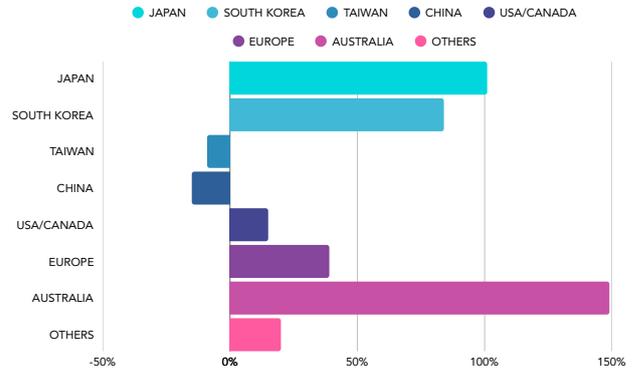
FY2026	Oct 2025	Nov 2025	Dec 2025	Jan 2026	Feb 2026	Mar 2026	Apr 2026	May 2026	Jun 2026	Jul 2026	Aug 2026	Sep 2026	Totals
JAPAN	361	1,204	1,482	1,296									4,343
SOUTH KOREA	154	106	173	249									682
TAIWAN	988	1,080	1,220	1,147									4,435
CHINA	2,303	2,055	2,234	2,381									8,973
USA/CANADA	1,256	685	968	1,196									4,105
EUROPE	676	787	624	608									2,695
AUSTRALIA	292	366	379	471									1,508
OTHERS	441	542	406	462									1,851
<b>Total Visitor Arrivals</b>	<b>6,471</b>	<b>6,825</b>	<b>7,486</b>	<b>7,810</b>									<b>28,592</b>
Y-on_Ychange	48%	47%	33%	13%									-56%

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
<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 2025 vs. January 2026

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

Market	Jan-25	Jan-26	Change (%)
JAPAN	645	1296	101%
SOUTH KOREA	135	249	84%
TAIWAN	1267	1147	-9%
CHINA	2803	2381	-15%
USA/CANADA	1043	1196	15%
EUROPE	436	608	39%
AUSTRALIA	189	471	149%
OTHERS	384	462	20%
TOTAL	6902	7810	13%



Visitor arrivals to Palau showed overall growth in **January 2026** compared to **January 2025**, with total arrivals rising **13%** from **6,902** to **7,810**

### Growth Ranking

- Australia: 149% increase
- Japan: 101% increase
- South Korea: 84%
- Europe: 39%
- Others: 20%
- USA/Canada: 15%

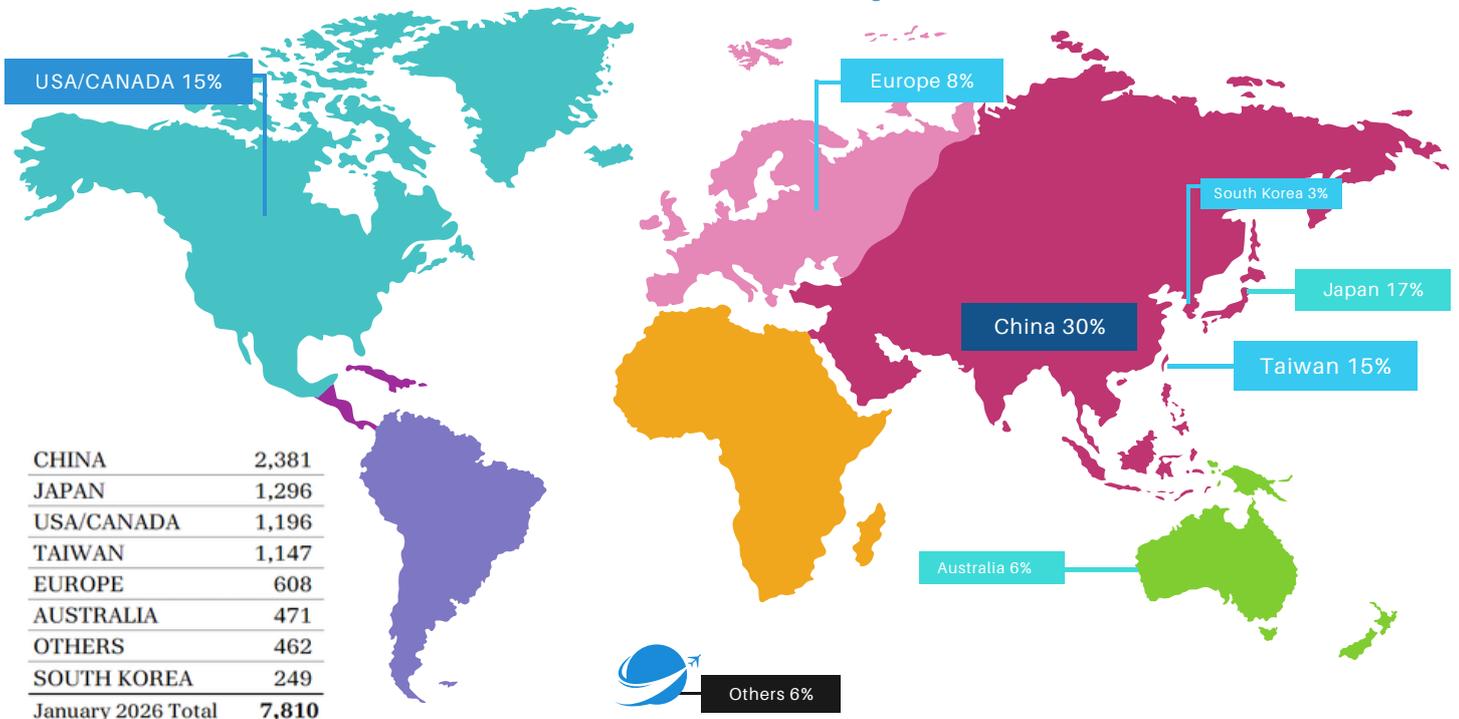
### Declines

Taiwan/Korea dropped 9%, and China fell 15% or 422 visitors, likely the largest volume loss despite its prior dominance.

### Market Insights

USA/Canada grew steadily by 15%, contributing to the total uptick. Strong gains from Japan and Australia offset Asian declines, signaling successful marketing and eased travel from those regions

## Total Visitor Arrivals, Ranking and Percentage Share by Key Markets **January 2026**



## Monthly Arrivals by Country Group

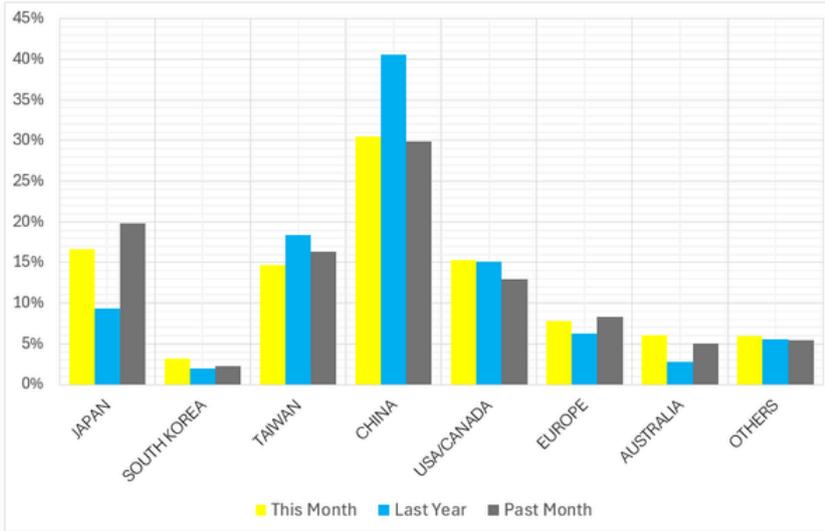
This table presents the breakdown of visitor arrivals to Palau by country and region from **January 2026**. It details monthly and total arrivals for each source market, highlighting both Palau's key tourism markets—Japan, South Korea, Taiwan, China, USA/Canada, Europe, Australia, and Others— additional 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>5,296</b>												<b>5,296</b>
Japan	1,296												1,296
Korea, Republic of	249												249
Taiwan, Republic of China	1,147												1,147
China	2,381												2,381
Bangladesh	-												-
Indonesia	9												9
India	14												14
Malaysia	19												19
Philippines	103												103
Singapore	36												36
Thailand	10												10
Asia-Other	32												32
<b>North America</b>	<b>1,196</b>												<b>1,196</b>
Canada	58												58
United States of America	1,138												1,138
North America-Other	-												-
<b>Caribbean</b>	<b>4</b>												<b>4</b>
<b>Central America</b>	<b>15</b>												<b>15</b>
<b>South America</b>	<b>26</b>												<b>26</b>
Argentina	4												4
Brazil	20												20
Chile	1												1
Ecuador	1												1
South America-Other	-												-
<b>Europe</b>	<b>619</b>												<b>619</b>
Austria	48												48
Belgium	12												12
Switzerland	43												43
Czech Republic	14												14
Germany	124												124
Denmark	9												9
Spain	30												30
Finland	9												9
France	26												26
United Kingdom	68												68
Greece	9												9
Italy	35												35
Norway	4												4
Poland	25												25
Portugal	11												11
Russian Federation	37												37
Sweden	12												12
Europe-Other	103												103
<b>Middle East</b>	<b>72</b>												<b>72</b>
<b>Africa</b>	<b>6</b>												<b>6</b>
<b>Oceania</b>	<b>574</b>												<b>574</b>
Australia	471												471
Fiji	11												11
Micronesia, Federated States of	39												39
Marshall Islands	10												10
New Zealand	-												-
Solomon Islands	-												-
Tuvalu	1												1
Oceania-Other	11												11
<b>Total</b>	<b>7,808</b>												<b>7,808</b>
Unidentified	2												2
<b>Total</b>	<b>7,810</b>												<b>7,810</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.

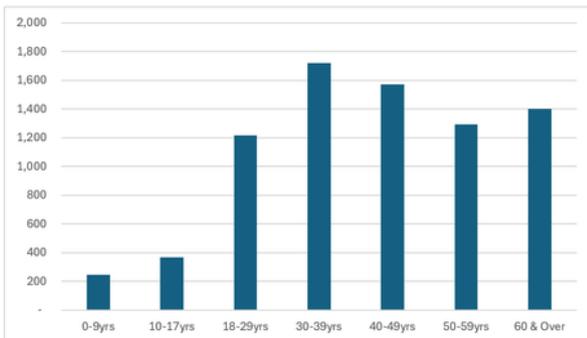
KEY MARKETS	This Month		Last Year		Past Month	
	JANUARY 2026	Share %	JANUARY 2025	Share %	DECEMBER 2025	Share %
JAPAN	1296	17%	645	9%	1482	20%
SOUTH KOREA	249	3%	135	2%	173	2%
TAIWAN	1147	15%	1267	18%	1220	16%
CHINA	2381	30%	2803	41%	2234	30%
USA/CANADA	1196	15%	1043	15%	968	13%
EUROPE	608	8%	436	6%	624	8%
AUSTRALIA	471	6%	189	3%	379	5%
OTHERS	462	6%	384	6%	406	5%
<b>Total:</b>	<b>7810</b>	<b>100%</b>	<b>6902</b>	<b>100%</b>	<b>7486</b>	<b>100%</b>



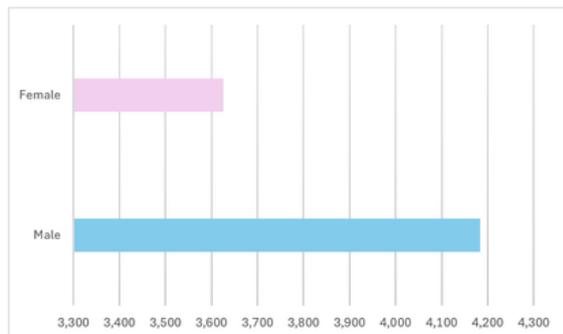
## JANUARY 2026 Arrivals By Gender and Age Group

Age Group	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTALS
0-9yrs	244												244
10-17yrs	365												365
18-29yrs	1,217												1,217
30-39yrs	1,719												1,719
40-49yrs	1,570												1,570
50-59yrs	1,295												1,295
60 & Over	1,400												1,400
Unknown	-												-
<b>Total</b>	<b>7,810</b>												<b>7,810</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	4,184												4,184
Female	3,625												3,625
Other	1												1
<b>Total</b>	<b>7,810</b>												<b>7,810</b>

## Visitor Nights by Key Markets: Comparison 2025 vs. 2026

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.

CY2026	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
JAPAN	6,425												6,425
SOUTH KOREA	1,489												1,489
TAIWAN	5,092												5,092
CHINA	11,953												11,953
USA/CANADA	8,655												8,655
EUROPE	4,566												4,566
AUSTRALIA	3,770												3,770
OTHERS	3,014												3,014
<b>Total Visitor Nights</b>	<b>44,963</b>												<b>44,963</b>
Y-on_Ychange	15%												-89%

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	7,802	39,314
SOUTH KOREA	946	532	562	386	399	316	247	233	235	924	690	1,108	6,578
TAIWAN	5,672	4,606	5,133	4,722	4,689	5,824	5,298	5,744	3,211	4,414	4,825	5,906	60,043
CHINA	14,286	7,786	7,560	8,229	7,595	7,143	11,926	12,197	8,384	11,576	10,645	11,159	118,485
USA/CANADA	7,620	6,324	6,258	5,466	5,609	11,276	10,160	6,934	5,056	6,799	5,144	7,337	83,985
EUROPE	3,557	3,905	4,764	4,271	1,814	3,861	1,969	1,725	1,455	3,726	6,896	5,368	43,312
AUSTRALIA	1,628	1,253	2,106	2,854	1,187	2,395	1,175	1,446	2,435	2,257	3,157	3,233	25,127
OTHERS	2,307	2,157	3,137	1,769	2,007	17,316	2,496	1,537	2,546	2,680	3,427	2,616	43,995
<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>44,530</b>	<b>420,839</b>
Y-on_Ychange	49%	-5%	27%	16%	9%	78%	38%	24%	12%	41%	48%	36%	30%

### Visitor nights: Past Ten Years

Visitor Nights	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
JAPAN	121,590	109,841	98,226	89,812	25,577	1,933	10,593	22,851	30,238	39,314	6,425
SOUTH KOREA	47,749	47,122	56,452	49,193	11,492	101	1,805	5,366	4,298	6,578	1,489
TAIWAN	56,748	39,848	44,848	67,738	10,843	9,738	6,223	43,777	55,331	60,043	5,092
CHINA	292,859	267,140	196,109	160,047	18,545	261	1,175	55,029	92,731	118,485	11,953
USA/CANADA	58,299	55,966	63,379	60,231	14,719	21,831	59,697	63,825	76,815	83,985	8,655
EUROPE	45,454	42,017	36,500	33,806	11,618	613	8,631	22,913	25,894	43,312	4,566
AUSTRALIA	5,463	4,672	4,541	5,295	717	193	2,241	9,373	12,307	25,127	3,770
OTHERS	23,502	22,969	22,896	27,056	4,917	1,837	10,959	23,025	25,318	43,995	3,014
<b>Total Visitor Nights</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>420,839</b>	<b>44,963</b>

### Average Length of Stay: Comparison 2025 vs. 2026

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.

CY2026	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
JAPAN	5.0											
SOUTH KOREA	6.0											
TAIWAN	4.4											
CHINA	5.0											
USA/CANADA	7.2											
EUROPE	7.5											
AUSTRALIA	8.0											
OTHERS	6.5											
<b>Total</b>	<b>5.6</b>											

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	5.3	5.3
SOUTH KOREA	7.0	6.0	6.0	6.7	5.4	4.9	6.3	5.3	5.3	6.0	6.4	6.4
TAIWAN	4.5	4.6	4.6	4.3	4.3	4.2	4.4	4.2	4.3	4.5	4.8	4.8
CHINA	5.1	5.0	5.4	5.1	5.0	5.3	5.0	4.9	5.0	5.0	5.0	5.0
USA/CANADA	7.3	7.3	7.3	7.0	6.6	9.5	7.8	7.7	7.4	5.4	7.6	7.6
EUROPE	8.2	8.9	9.2	5.6	4.9	10.1	7.3	7.7	7.2	5.5	8.6	8.6
AUSTRALIA	8.6	8.2	9.0	8.3	7.4	8.9	7.5	7.8	7.9	7.7	8.5	8.5
OTHERS	6.0	6.6	6.8	6.0	6.9	12.2	7.0	6.9	6.3	6.1	6.4	6.4
<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>5.9</b>	<b>5.9</b>

### Average Length of Stay: Past Ten Years

Length of Stay	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
JAPAN	4.2	4.2	4.4	4.6	4.4	12.2	8.1	5.9	5.1	4.9	5.0
SOUTH KOREA	3.9	4.0	3.9	4.1	4.3	4.2	8.0	5.7	5.8	6.1	6.0
TAIWAN	4.1	4.1	4.0	4.4	4.2	3.8	4.4	4.3	4.5	4.4	4.4
CHINA	4.5	4.6	4.8	5.3	5.6	5.8	9.0	5.2	5.1	5.1	5.0
USA/CANADA	6.9	7.0	7.5	7.4	7.7	10.4	8.9	7.6	7.5	7.4	7.2
EUROPE	9.3	9.0	8.4	9.1	9.4	10.4	9.6	8.4	7.5	7.6	7.5
AUSTRALIA	7.1	7.2	7.3	7.4	6.1	5.4	9.0	8.0	8.2	8.3	8.0
OTHERS	6.4	6.5	6.8	6.6	6.4	7.5	7.9	7.1	6.6	7.9	6.5
<b>Total</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>	<b>5.6</b>

# 2026 MODE OF TRANSPORTATION

## BY MODE OF TRANSPORTATION AND KEY MARKETS % SHARE

The table illustrates the breakdown of total arrivals in **January 2026** amounting to **7,810** categorized by key markets and mode of transportation.

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
China Airlines	2209												2209
Nauru Airlines	33												33
United Airlines	2463												2463
Cambodia Airways	674												674
Pacific Mission Aviation	30												30
Hong Kong Airlines	1123												1123
Qantas Airlines	503												503
Private plane	5												5
Greater Bay Airlines	626												626
Sailing yacht	0												0
Motor Yacht	0												0
Motor Vessel	0												0
Research Vessel	0												0
Military	144												144
Cruise Ship	0												0
Others	0												0
<b>Totals</b>	<b>7810</b>	<b>0</b>	<b>7810</b>										

## PERCENTAGE SHARE

The chart shows total arrivals by mode of transportation, indicating the percentage share by key market.

	China Airlines	United Airlines	Cambodia Airways	Pacific Mission Aviation	Nauru Airlines	Qantas	Hong Kong Airlines	Greater Bay Airlines	Military	Private Plane
JAPAN	3%	49%	0.4%	3%	0%	0%	0%	0%	0%	80%
SOUTH KOREA	10%	1%	0.0%	0%	0%	0%	0%	0%	0%	0%
TAIWAN	52%	0%	0.3%	0%	12%	0%	0.0%	0.0%	0%	0%
CHINA	1%	0%	96.4%	0%	0%	0%	99%	94%	0%	0%
USA/CANADA	9%	32%	0.9%	33%	3%	4%	0%	2%	100%	20%
EUROPE	16%	6%	1.3%	27%	30%	9%	0%	2.7%	0%	0%
AUSTRALIA	1%	2%	0%	0%	18%	79%	0.0%	0.2%	0%	0%
OTHERS	7%	9%	0.4%	37%	36%	7%	0.4%	1%	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>

In **January 2026**, 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, and military flights contributed to overall visitor access.

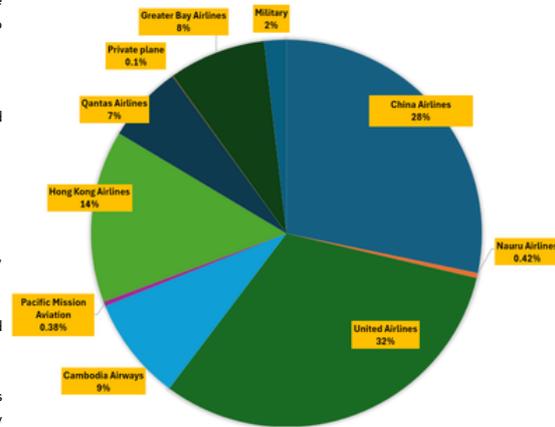
### Key Airlines and Market Contributions

- China Airlines continued to dominate arrivals from Taiwan, accounting for 52% of travelers from this market, and also contributed to Europe (16%) and South Korea (10%).
- United Airlines was pivotal for Japan, carrying 49%, USA/Canada (32%) and Others 9%.
- Pacific Mission Aviation provided important lift for Others (37%), and USA/Canada (33%), Europe (27%)
- Nauru Airlines was especially important for the Others market (36%), Europe (30%) and Australia (18%).
- Qantas was a dominant force for arrivals from Australia, handling 79% of traffic.
- Cambodia Airways, Hong Kong Airlines, and Greater Bay Airlines together accounted for nearly all charter arrivals from China, with shares of 96%, 99%, and 94% 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 Japan (80%) and USA/Canada (20%) followed by China (21%).

Palau's varied transportation system continues to underpin strong overall arrivals via reliable airline access. These vital connections showcase the nation's robust global partnerships and solidify its standing as a dependable, welcoming hub for travelers across key regional and international markets.

JANUARY 2026 Mode of Transportation % SHARE



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTALS
China Airlines	28.3%												28.3%
Nauru Airlines	0.4%												0.4%
United Airlines	31.5%												31.5%
Cambodia Airways	8.6%												8.6%
PMA	0.4%												0.4%
Hong Kong Airlines	14.4%												14.4%
Qantas Airlines	6.4%												6.4%
Private plane	0.1%												0.1%
Greater Bay Airlines	8.02%												8.0%
Sailing yacht	0.00%												0.0%
Motor Yacht	0.0%												0.0%
Motor Vessel	0.0%												0.0%
Research Vessel	0.0%												0.0%
Military	1.8%												1.8%
Cruise Ship	0.0%												0.0%
Others	0.0%												0.0%
<b>Totals</b>	<b>100%</b>	<b>0%</b>	<b>100%</b>										

## ALL YEARS BY KEY MARKETS: 1980 ~ 2026 (JANUARY)

The table displays arrival data spanning from 1980 to January 2026, 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
2026	1,296	249	1,147	2,381	1,196	608	471	462	7,810

# JANUARY 2026 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> 📱

## January 15 - 17, 2026

The Palau Visitors Authority (PVA) staff and JICA Expert Ms. Mika Onodera recently assessed Peleliu State's historical sites, tourist areas, and accommodations. The visit focused on evaluating WWII battlegrounds, interpretive signage, visitor infrastructure, and the quality of guesthouses and resorts, checking hygiene, safety, and service. This joint PVA and JICA effort aims to strategically enhance Peleliu as a sustainable, high-quality historical and cultural tourism destination, respecting its profound legacy. The findings will guide future tourism development planning.

## January 14 - February 19, 2026

Mr. Jasmine N. Isaac, a State and Community Representative II from Palau Visitors Authority, departed from the Republic of Palau on January 14, 2026, to attend the JICA Osaka Kansai Eco Friendly and Sustainable Tourism training program in Japan. The five-week course focused on sustainable development practices, policy frameworks, and green infrastructure to enhance Palau's tourism sector. Upon successful completion, he returned on February 19, 2026, with new expertise to implement the nation's "Pristine Paradise Palau" vision.

## January 21, 2026

The Palau Visitors Authority (PVA) recently visited the newly revitalized Ngerchebal island, which has been transformed into a fully-equipped, multi-purpose eco-tourism getaway. The location is now ideal for activities such as snorkeling, picnicking, and camping under the stars. The PVA's visit was to assess the site's readiness and potential as a major, sustainable tourism attraction.

## January 22, 2026

Ground was officially broken for the new and renovated Visitor Information Center in Aimeliik. The project is expected to enhance visitor services and provide a central hub for tourism-related information and activities in the region.

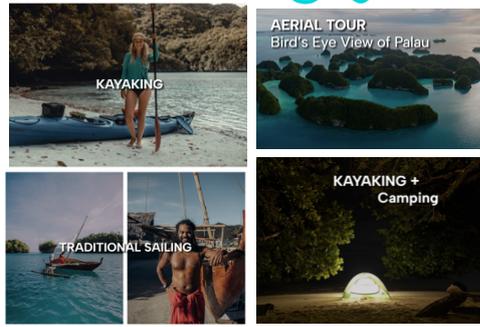
## January 25-27, 2026

The Palau Visitors Authority (PVA) Staff, accompanied by JICA Expert Ms. Mika Onodera, conducted a comprehensive three-day assessment visit to Kayangel State. The delegation's mission was to thoroughly evaluate the state's existing tourism sites, including beaches and natural attractions, and to inspect the available visitor accommodations. This assessment is part of an ongoing effort to ensure sustainable tourism development and enhance the quality of the visitor experience across Palau's states.

## January 29, 2026

**Community Update** | Kudos to Governor Sharp and his team for their visionary leadership and hard work! They are constantly raising the bar for tourism in their State. Ngaraard State has also launched its cultural/community-based tour, an integral part of the Alii Pass program, and important for Palau's sustainable tourism growth. Today, visitors can experience our culture and legends by visiting the very landmarks where Palau's famous legends were born or linked to. And the best part is, you'll get an authentic perspective you won't find anywhere else with local guides from Ngaraard. Great things are truly on the horizon!

# 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 Jan 2026 - 31 Jan 2026

Marketing Website Summary Data from Google Analytics

Sessions	New users	Returning Users	Views	Event count	Sessions per user	Engagement rate
20,853	14,770	823	39,918	161.3k	1.4	54.2%
	↓ -1.0%	↑ 16.2%	↑ 3.8%	↑ 51.1%	↑ 3.0%	↓ -4.0%

### Most Requested Pages / Visits

Page title	Sessions	% Δ	Engagement rate	% Δ
1. Visit Palau: The Official To...	11,313	~	60.85%	-2...
2. Stay in Palau: Best Accom...	1,929	~	86.11%	-6...
3. 7 Days in Palau Travel Itin...	1,365	~	73.55%	-3...
4. Travelers Tips - Pristine Pa...	1,080	~	81.48%	2.1...
5. Travel Entry Requirements...	1,057	~	84.58%	0.8...
6. Drone Registration - Pristi...	977	3...	62.23%	18...
7. Beyond the Dive - Discover...	847	~	80.76%	-7...
8. Culture - Pristine Paradise ...	796	~	67.96%	-7...

### Most Searched Queries

Query	Impressi...	% Δ	Clicks	%...
1. koror map	35	-3...	1	-
2. palau koror map	8	-7...	1	-
3. all countries in the pa...	1	-	0	-
4. asian pacific islands	1	-	0	-
5. cocoro hotel palau	1	-	0	-
6. countries in the pacific	1	-	0	-

1 - 97 / 97

### Which channels are driving engagement?

Goal: Sessions

Organic Search	67.1%
Direct	23.8%
Referral	
Organic Social	
Unassigned	
Email	
Paid Social	
Organic Video	

### Engagement by Device / Users

mobile	55.8%
desktop	43.1%
tablet	

### What are the top countries by sessions?

Country ID	Country	Sessions	% Δ
1. US	United States	6,542	46.9...
2. AU	Australia	2,524	-47.7...
3. CN	China	2,055	466...
4. PW	Palau	1,505	-9.8%...
5. GB	United Kingdom	915	-14.6...
6. CA	Canada	667	11.5...
7. JP	Japan	588	-16.1...
8. TW	Taiwan	544	1.9% ↑

1 - 100 / 164

### Session source

Session source	Sessions	% Δ
1. google	12,532	8.7% ↑
2. (direct)	4,999	-7.8% ↓
3. bing	931	31.5% ↑
4. sfmc	180	-
5. duckduckgo	177	37.2% ↑
6. (not set)	169	-77.2% ↓
7. m.facebook.com	168	257.4% ↑

1 - 100 / 165

# PALAU ENTRY FORMS SUMMARY REPORT

January 2026  
Based on 7,680 Tourist Entries



## No. of times Traveler has been to Palau



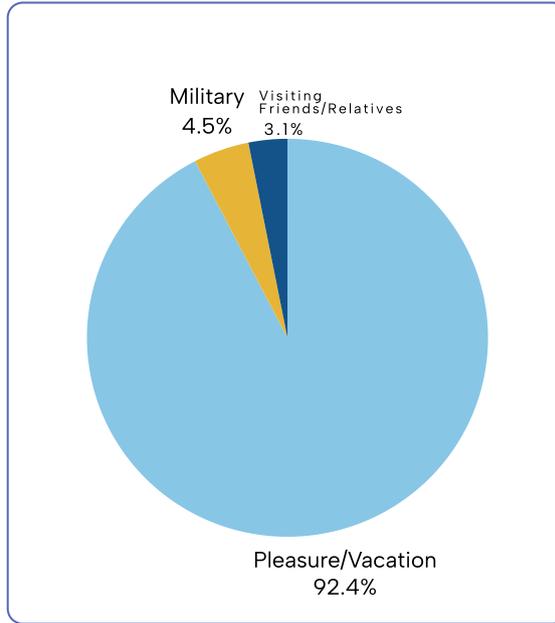
In January 2026, Palau welcomed 7,680 visitor arrivals, per Palau Entry Form data. Newcomers comprised 76% of the total, with repeat visitors at 24%. Leisure and vacation trips dominated at 92.4%, followed by military-related stays (4.5%) and visit friends/relatives (3.1%).

Travelers plunged into Palau's exciting adventures, with ocean activities like scuba diving, and Swimming/Snorkeling taking center stage. On land, they explored breathtaking sights, indulged in shopping, and immersed in cultural tours, revealing the island's diverse appeal.

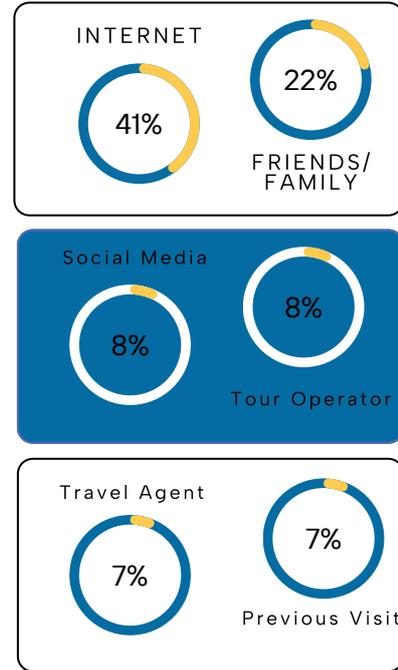
Palau's allure reached travelers primarily through online sources (41%), then word-of-mouth from friends and family (22%). Social media and tour operators each pulled in 8% and 7%, alongside travel agents and prior visits (7% apiece).

Booking preferences leaned heavily toward self-arranged trips, trailed by tour agents, family/friend recommendations, and packaged deals—blending personal choice with reliable networks

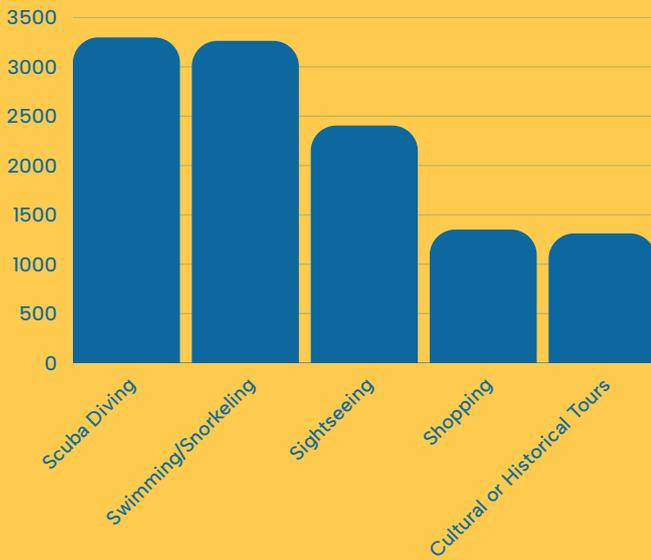
## Purpose of Travel



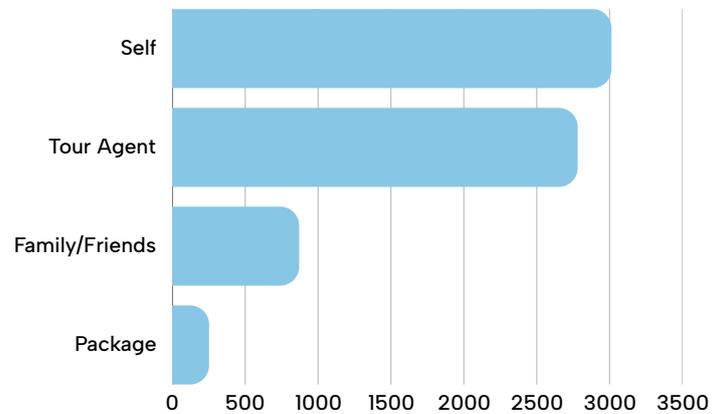
## How Travelers hear about Palau



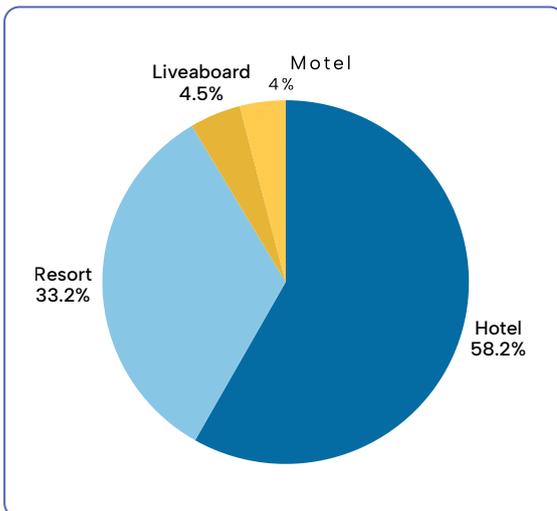
## Activities in Palau (Top 5)



## Visitor Trip Booking



## Accommodation in Palau



In January, hotels dominated visitor stays in Palau at 58.2%, followed closely by resorts at 33.2%. Liveaboards and motels tied for the niche spots with 4% each, showcasing the island's diverse options from high-end escapes to bold dive adventures.

January guests reflected diverse household incomes, led by 16% earning over \$100,000 annually, fueling premium experiences tied with another 16% under \$16,000. Next came 14% in the \$20,000-\$40,000 range, 12% who preferred not to disclose, and 10% between \$16,000-\$20,000 and \$60,000-\$80,000. 8% between \$80,000-\$100,000, revealing Palau's draw across income levels

## Annual household Income

Over \$100,000	16%	Prefer Not To Say	12%
Less Than \$16,000	16%	\$16,000-\$20,000	10%
\$20,000-\$40,000	14%	\$60,000-\$80,000	10%
\$40,000-\$60,000	13%	\$80,000-\$100,000	8%