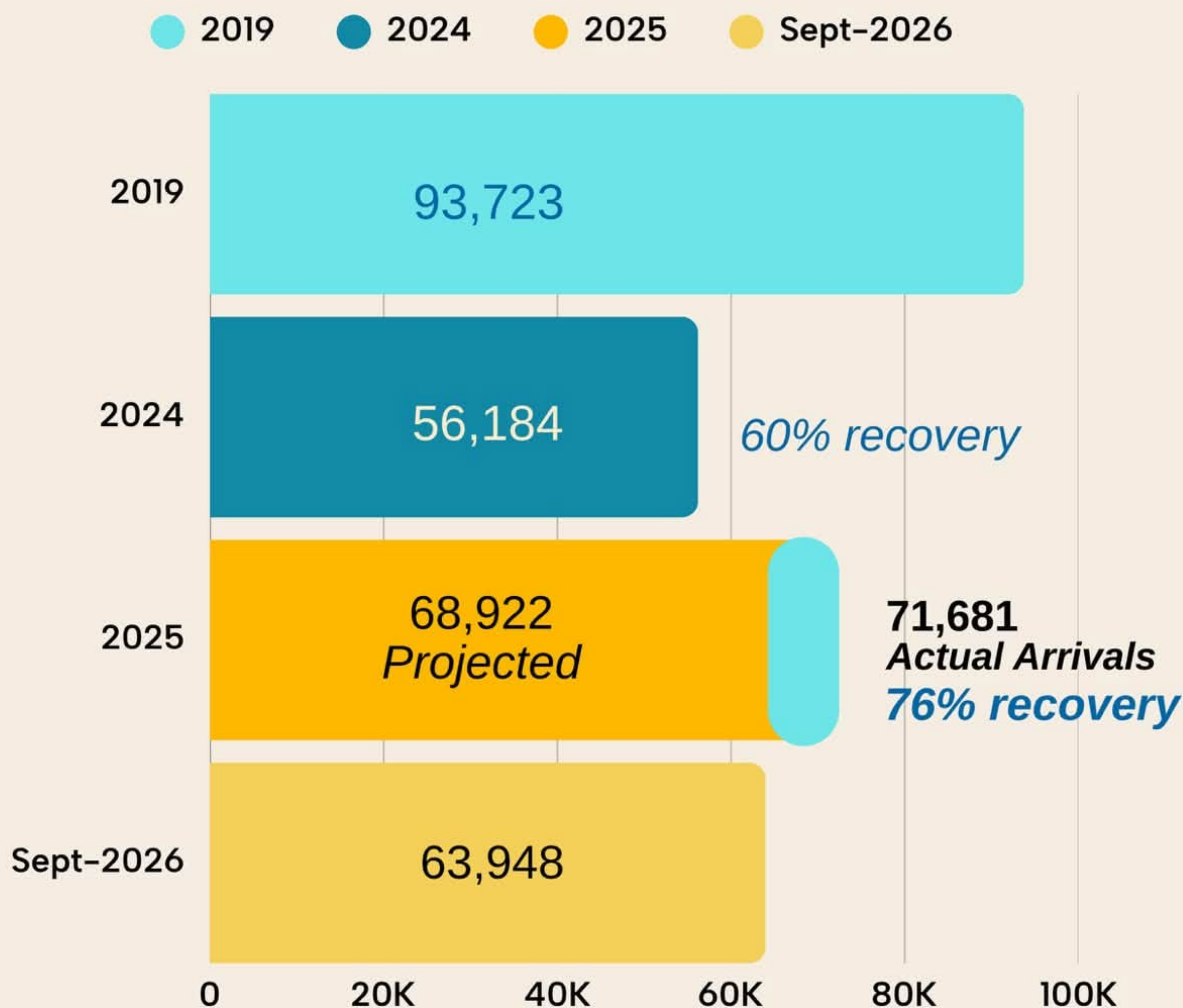




Palau Visitors Authority

Data Visualization of Tourism Arrivals 2019, 2024, 2025 & 2026



Palau's visitor arrivals in 2025 totaled 71,681, which is 22,042 fewer than the pre-pandemic level of 93,723.



Palau Visitors Authority

2025 Tourism Takeaways

Strategic Progress and High-Value Growth

Palau reached a 76% recovery in arrival volume. Though have not reached pre-pandemic volume levels, we are breaking records and far more aligned with Palau's National Sustainable Tourism Strategy for high-value growth.

パラオの魅力を発見

成田発パラオ行き、
10月29日より直行便就航

※スケジュールは変更となる場合があります。



A



「サンダル・ビーチ」の製作者ラザルス・メイヤー。

Palau Visitors Authority

2025 Tourism Takeaways

The Return of the Japan Traveler

Palau's Top Source Market – Japan – is seeing a comeback. Japan reclaimed its position as the 2nd leading market for two consecutive months, following the launch of the new direct connection in late October and has been consistent throughout their peak travel months in early 2026.



Palau Visitors Authority

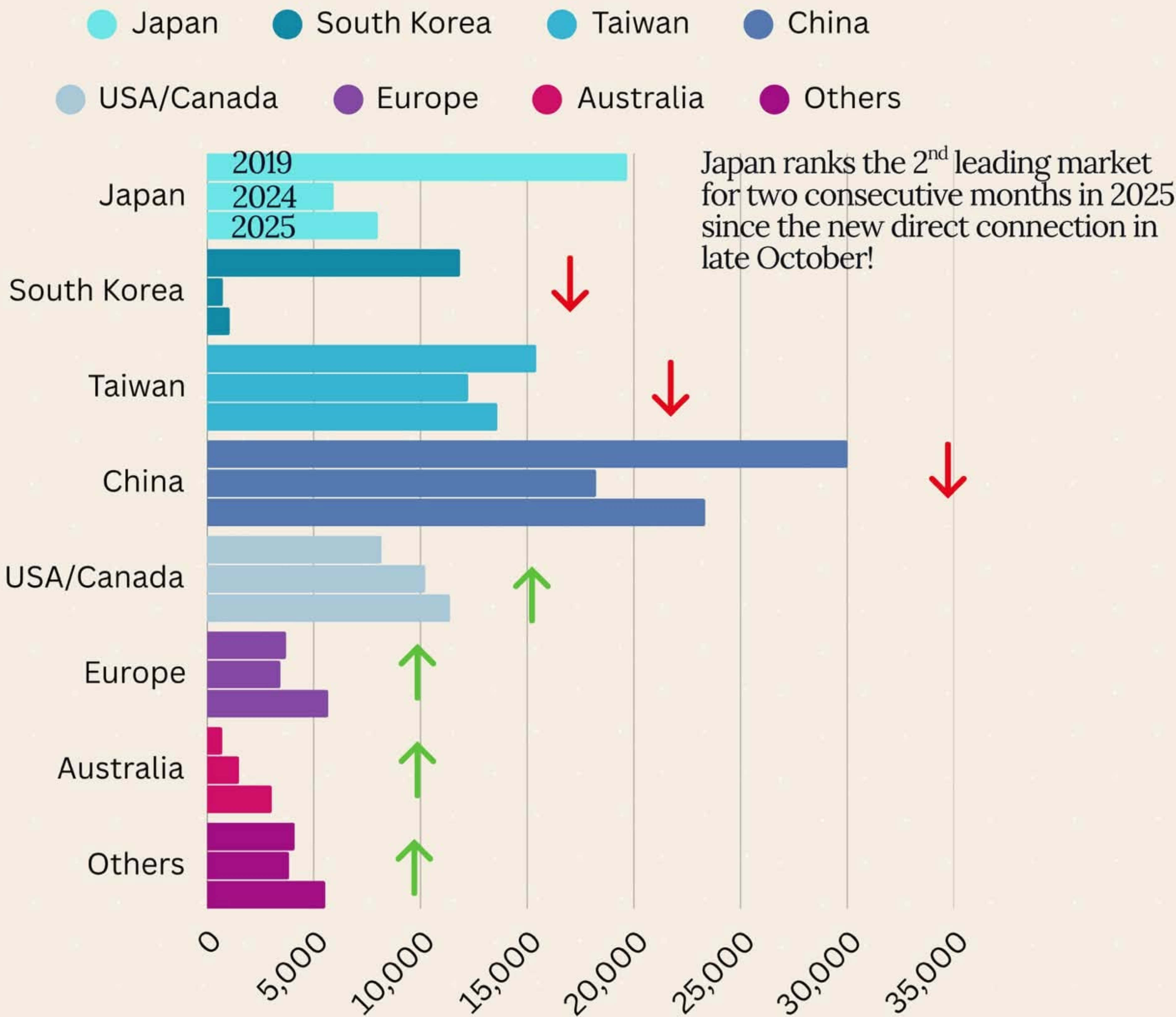
2025 Tourism Takeaways

Historic Highs

Palau recorded its highest volume of European, American, and Australian tourists in the nation's history.

Palau Visitors Authority

Data Visualization of Tourism Arrivals
2019 vs 2024 vs 2025 by Market



This comparison illustrates the distribution of interest and growing demand across different markets, indicating a more balanced and sustainable pattern of tourism growth. The USA/Canada, Australia, and Europe markets continue to progress. Notably, while China had the highest volume, and in all countries in the Asian region their visitor numbers still haven't reached pre-pandemic levels, indicating a slow recovery for these key segments.



Shifted Traveler Behavior

Record Stay Length: The average visitor stay has reached a record high of 5.9 nights.

Why this matters? Longer stays are a win-win for Palau. They provide visitors more time to explore all of Palau deeply while significantly boosting the local economy and supporting our long-term sustainability goals.



Palau Visitors Authority

Data Visualization of Tourism Arrivals 2019 vs 2024 vs 2025 by Length of Stay

	2019		2024		2025
Japan	4.6	↑	5.1	↓	4.9
South Korea	4.1	↑	5.8	↑	6
Taiwan	4.4	↑	4.5	↓	4.4
China	5.3	↓	5.1		5.1
USA/Canada	7.4	↑	7.5	↓	7.4
Europe	9.1	↓	7.5		7.5
Australia	7.4	↑	8.2		8.2
Others	6.6		6.6	↑	8

AVERAGE
Length of Stay
(Visitors Nights)

2019

5.3

2024

5.7



2025

5.9

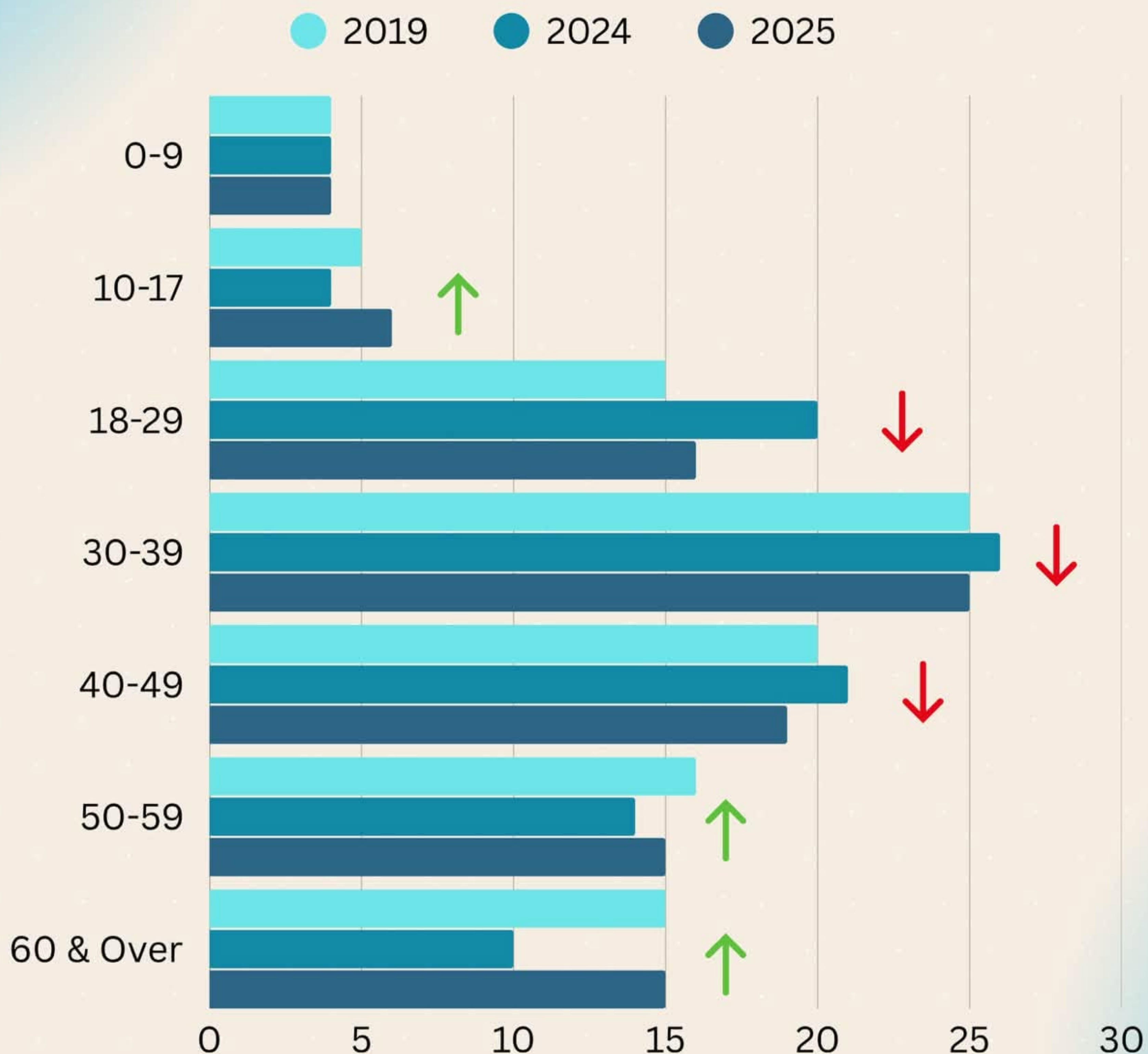


Palau experienced a general trend of longer visitor stays in 2025, with the average reaching 5.9 nights. This is the highest recorded average length of stay for Palau.



Palau Visitors Authority

Data Visualization of Tourism Arrivals 2019 vs 2024 vs 2025 by Age



While 2024 was characterized by a larger proportion of visitors between 18-29, 30-39, 40-49, we are now seeing an upward trend in 2025 with ages between 10-17, 50-59, and 60 & over.



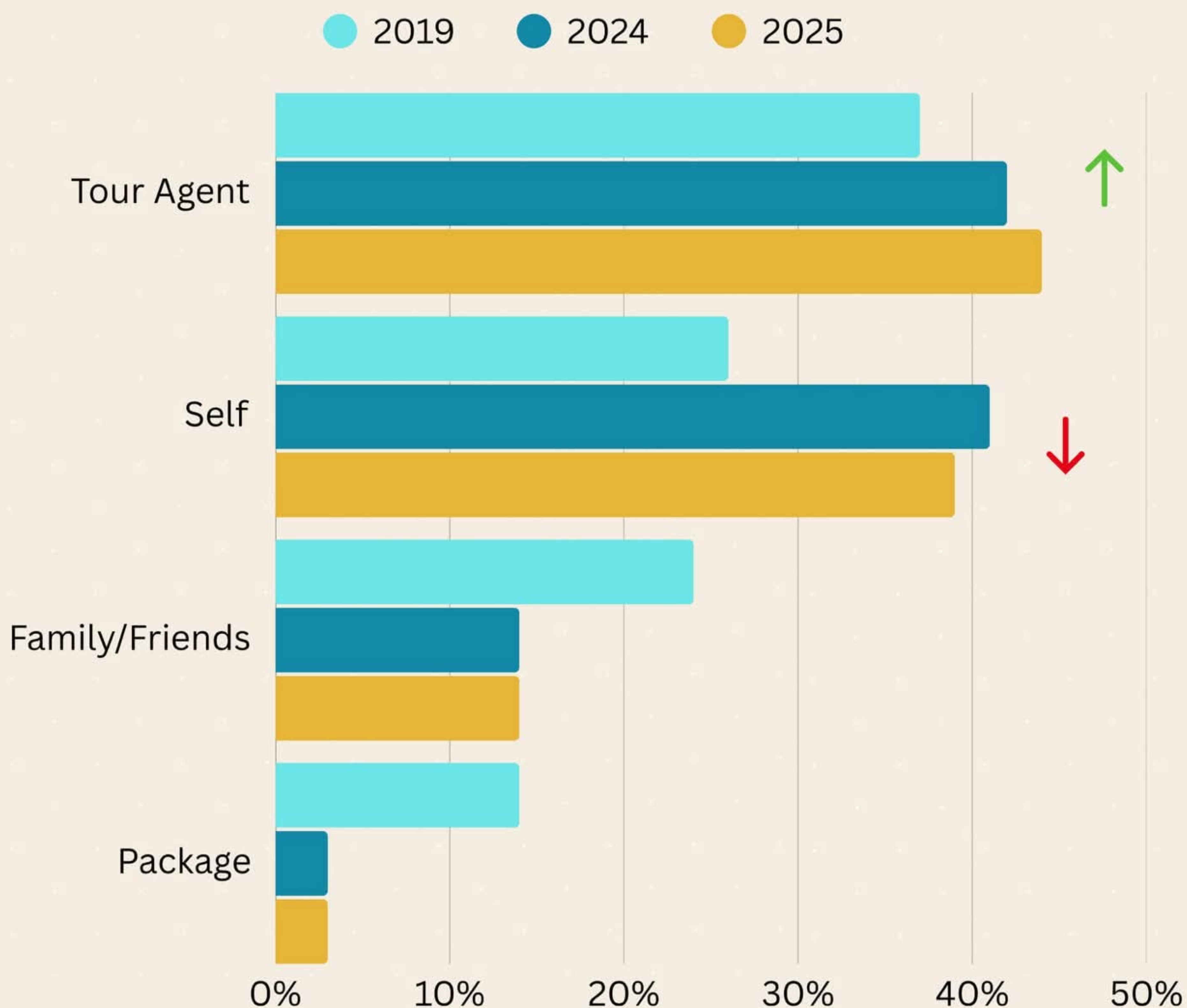
Shifted Traveler Behavior

Booking Trends: There is a significant shift toward self-booking, which is now a dominant method alongside traditional agents. This reflects a more independent traveler who prioritizes authenticity and personal research over rigid tour packages.



Palau Visitors Authority

Data Visualization of Tourism Arrivals 2019 vs 2024 vs 2025 by Trip Booking



The dominant booking methods for Palau travel in 2025 are agent bookings and self-bookings, reflecting a substantial change in traveler behavior compared to 2019, when self-booking was far less common.



Palau Visitors Authority

Data Visualization of Tourism Arrivals

2019 vs 2025

Visitor Spend Per Night



According to data provided by the Office of Planing & Statistics, in 2025, total tourism receipts reached \$93.4 million, reflecting a strong recovery from 2019's total of \$87.8 million.