

Palau Visitors Authority NTO REPORT



Local/Regional Events (2022-2023)x



680 Night Market



Local/Regional Events (2022-2023)x



680 Night Market

<u>Month</u>	<u>Days</u>	<u>Year</u>
February	11,25	2023
March	11,25	2023
April	8,22	2023
May	6,22	2023
June	3,17	2023
July	1,15,	2023
August	12,26	2023
September	9,23	2023
October	7,21,	2023
November	4,18	2023
December	2,16,	2023



Local/Regional Events (2022-2023)



Green Fair – April 22nd

Palau Taiwan Marathon - June 1st





Independence Day – Oct 1st

Olechotel Belau Fair – Oct 24th



Overseas Events (2022-2023)



Exhibitions:

Quality of Life Expo, Guam (Feb)

TTE, Taiwan (May)

Scuba Show, Long Beach California (Jun)

ADEX, Singapore (Mar-Apr)





Overseas Events (2022-2023)

Tradeshows:

ADEX 2022 | Total visitors: 28,954

- **September 16, 2022** | Total 3,462
(Consumer 1,396 + Trade 1,832 + Guests 234)
- **September 17, 2022** | Total 14,979
(Consumer 10,032 + Trade 4,964 + Guests 983)
- **September 18, 2022** | Total 9,514
(Consumer 5,832 + Trade 3,038 + Guests 654)

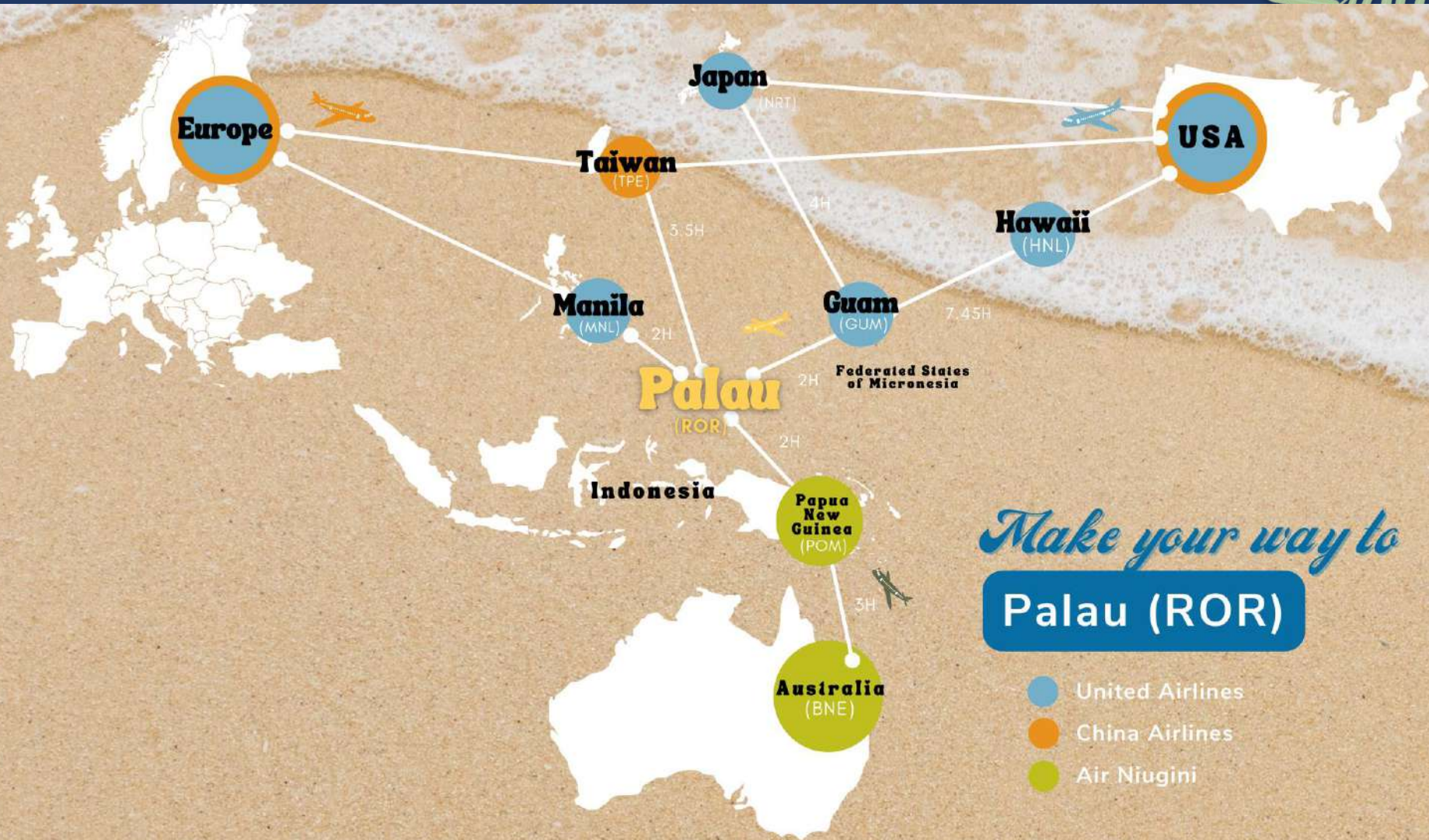
ADEX Ocean Mission 2023, 31 March – 2 April.

Latest News



- Increase in Flights





Make your way to

Palau (ROR)

- United Airlines
- China Airlines
- Air Niugini

Latest News



- Biodiversity-Friendly Local Product Showcase



Latest News

- Taro Seedling Project
- State Attraction Assessment - Alii Pass Program



NGARAARD NGERCHOKL



SITE
NEW



LOCATION

NEAR THE COMPACT ROAD,
DESTINATION IS 10MIN WALK
AWAY FROM THE ROAD



SIGNAGE
NO SIGNAGE



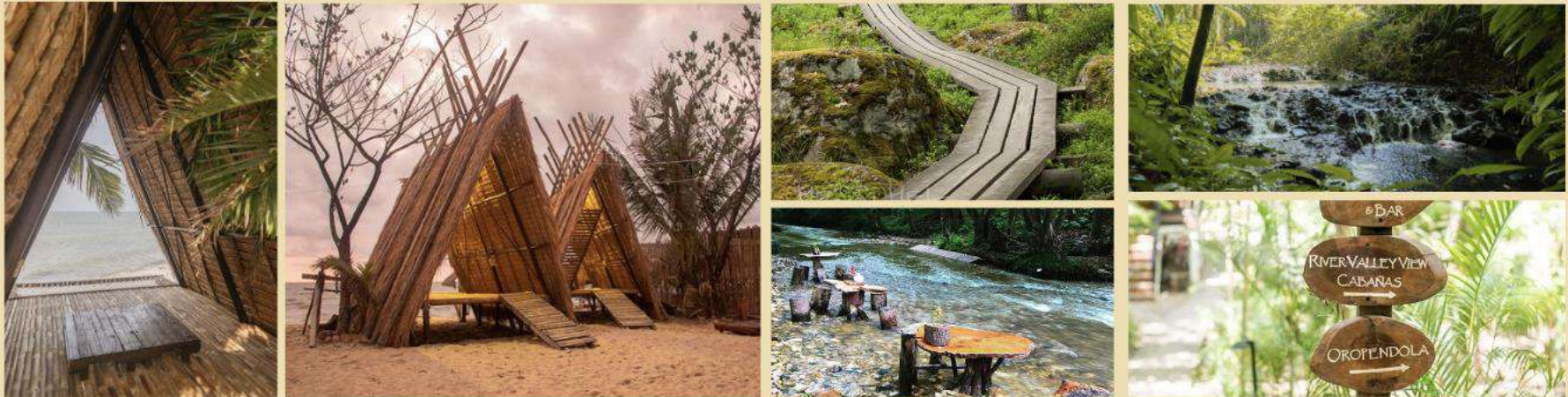
FEE
\$3



ACCESSIBILITY
NOT ACCESSIBLE FOR
PERSONS W/ DISABILITIES

NGARAARD NGERCHOKL RECOMMENDATIONS

FOCUS: WELLNESS TOURISM | NATURE-BASED TOURISM



1. CREATE INFRASTRUCTURE: RESTROOM, RESTING SPOTS, YOGA SPOT
2. CREATE A SAFE WALKWAY FOR VISITORS
3. PARTNER UP WITH YOGA INSTRUCTOR/MASSEUSE

1. CREATE NEW SIGNAGE AT THE ENTRANCE AND AT MAIN LOCATION, UTILIZE QR CODE (DOUBLE SIDED- ONE SIDE: INFO; OTHER SIDE: KO MESULANG, MECHIKUNG!)
2. CREATE SIGNAGES ALONG THE WAY: HIGHLIGHT ENDEMIC PLANTS

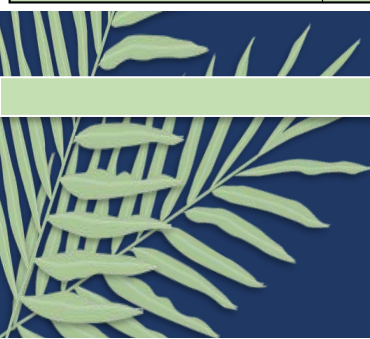
Visitor Arrivals Stats

Monthly by Key Markets – 2021 vs. 2022



CY2022	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
JAPAN	29	36	37	80	101	62	96	99	135	147	238		1060
SOUTH KOREA	0	11	2	15	16	15	8	17	40	27	56		207
TAIWAN	30	9	5	38	2	8	15	82	21	34	605		849
CHINA	1	0	3	5	5	10	9	5	6	20	38		102
USA/CANADA	315	414	429	688	541	761	708	375	543	658	705		6137
EUROPE	17	19	30	101	18	38	127	133	39	85	163		770
OTHERS	37	29	72	311	68	93	137	125	146	207	215		1440
Total Visitor Arrivals	429	518	578	1,238	751	987	1,100	836	930	1,178	2020		10,565
Y-on_Y change	898%	1380%	970%	384%	425%	1119%	277%	-28%	-28%	80%	402%		140%

CY2021	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
JAPAN	0	0	9	0	5	0	4	23	31	20	39	28	159
SOUTH KOREA	0	0	0	0	0	0	0	6	6	0	5	7	24
TAIWAN	17	2	8	205	97	5	1	669	884	367	6	309	2570
CHINA	1	0	0	0	0	0	0	24	7	6	3	4	45
USA/CANADA	23	29	28	48	39	74	268	349	322	210	303	400	2093
EUROPE	0	0	0	0	0	0	2	7	9	17	12	12	59
OTHERS	2	4	9	3	2	2	17	80	30	33	34	65	281
Total Visitor Arrivals	43	35	54	256	143	81	292	1158	1289	653	402	825	5,231
Y-on_Y change	-100%	-99%	-98%	5020%	14200%	3950%	1360%	3760%	1532%	4253%	1727%	6775%	-71%



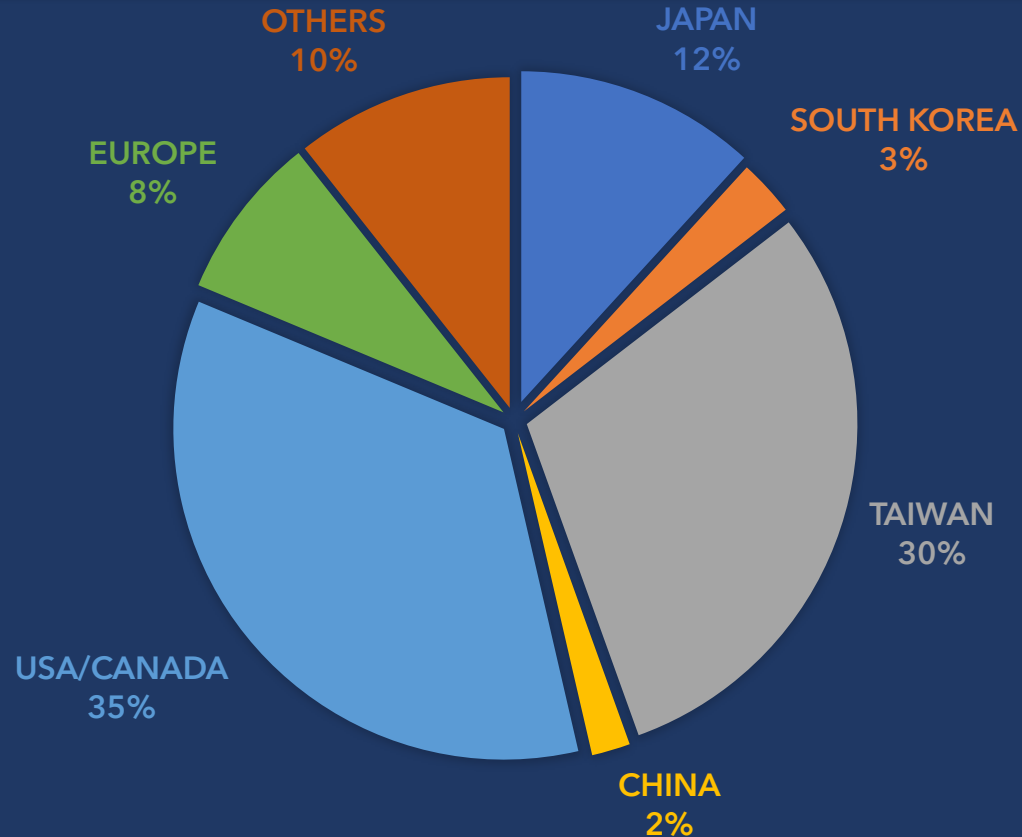
Visitor Arrivals Stats

Market Share January-November 2022



Total Arrivals CYTD

10,565



Visitor Arrivals Stats

ALL YEARS: JULY 2007-NOVEMBER 2022



YEAR	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	Growth
2007							6,709	8,021	9,196	7,595	6,795	6,252	37,859	
2008	8,911	8,766	7,817	6,606	4,963	4,628	6,679	7,341	6,497	6,237	5,767	6,869	81,081	114.17%
2009	8,225	6,881	7,208	5,137	4,712	4,180	5,246	6,313	6,248	5,237	5,341	6,435	71,163	-12.23%
2010	6,815	8,579	7,693	5,096	5,427	4,440	9,758	8,988	7,088	6,679	6,012	7,833	84,408	18.61%
2011	9,615	8,833	7,619	8,060	7,319	7,597	11,225	12,474	10,434	8,363	8,810	10,457	110,806	31.27%
2012	11,158	11,330	10,040	8,480	7,829	9,826	11,635	11,852	8,935	8,766	9,754	10,521	120,126	8.41%
2013	10,144	10,916	10,611	7,375	6,184	7,004	9,360	10,491	9,485	8,476	8,036	9,961	108,043	-10.06%
2014	10,915	11,108	10,945	8,855	8,671	10,462	12,308	13,853	11,835	11,821	13,998	15,413	140,184	29.75%
2015	14,852	17,711	14,928	12,818	12,674	12,807	12,811	15,546	13,045	12,421	11,387	12,545	163,545	16.66%
2016	14,162	14,109	12,223	10,633	9,573	11,350	12,458	13,249	12,158	8,957	9,351	9,851	138,074	-15.57%
2017	11,629	9,993	8,866	9,843	8,981	10,080	12,248	13,120	8,751	9,596	9,330	9,722	122,159	-11.53%
2018	10,423	12,386	10,982	10,311	7,618	8,145	8,970	11,055	7,026	6,177	5,881	6,967	105,941	-13.28%
2019	7,329	9,752	9,033	8,405	7,478	6,071	7,054	8,518	6,714	6,174	7,951	9,244	93,723	-11.53%
2020	9,789	5,594	2,739	5	1	2	20	30	79	15	22	12	18,308	-80.47%
2021	43	35	54	256	143	81	292	1,158	1,289	653	402	825	5,231	-71.43%
2022	429	518	578	1,238	751	987	1,100	836	930	1,178	2,020	0	10,565	101.97%

