



## *October 2011 Visitor Arrival Report*

Based on the Arrival Form in October, overseas visitor arrivals to Palau totaled 8,286 representing an increase of 1,453 (21.26%) compared to October 2010 total of 6,833.

October Year to Date visitor arrivals totaled 90,475 compared to October 2010 year to date of 71,535 (26.48%) arrivals.

### **Key Markets**

Market performance shows that ROC Taiwan continues to be on the rise with an increase of 11,857 (59.45%) visitor arrivals compared to October 2010 year to date; Japan continues to show an increase of 8,502 (36.70%) arrivals; Korea was decreased by 276 (-2.16%) compared to 2010 year to date; North America shows an increase of 152 (3.23%) compared to 2010 arrivals; Europe visitor arrivals was decreased by 26 (-0.98%) compared to 2010 year to date.

### **Potential Market**

These markets include Australia which was decreased by 54 (-5.24%) visitor arrival; Hong Kong shows an increase of 32 (8.47%) compared to 2010 year to date; Philippines shows an increase of 37 (4.81%); China PRC continues to show an increase of 737 (124.49%) visitor arrival year to date; Guam was decreased by 1,211 (-42.17%) and Russia arrivals was decreased by 9 (-2.12%) compared to 2010 year to date.

### **Mode of Transportation**

Continental Airlines fly weekly from Guam and 2x a week from Philippines to Palau. Total tourist & business arrivals by Continental was 2,657 in October; China Airlines regular schedule flight (4x a week) totaled 2,302 tourist & business arrivals in October from Taipei; Asiana Airlines 4x a week (2 are regular flight and other 2 are charter flight until February 2012) total tourist & business arrivals in October was 1,575; Japan Airlines totaled tourist & business arrivals was 622; TransAsia Airline chartered flights totaled tourist & business 994; Fly Guam flights from Taipei tourist & business arrivals totaled 105; Fly Guam flight from Guam totaled 31.

**Delta flight will resume December 28<sup>th</sup>, 2011.**

## 2010 Visitor Arrival For Each Market Group by Residency (Excluding Residents, Flight Crew, Students, Employment & Others)

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
AUS / NZ	52	52	63	169	154	104	170	104	85	77	92	40	1,162
GERMANY	50	81	92	48	34	26	30	35	39	70	112	45	662
GUAM	207	211	264	266	217	290	581	244	213	379	209	255	3,336
HONG KONG	20	64	52	76	38	10	31	26	22	39	26	89	493
ITALY	59	56	52	33	12	2	16	88	12	6	16	32	384
JAPAN	2,378	2,855	3,322	1,373	1,931	1,074	2,298	2,766	3,127	2,040	2,067	4,087	29,318
KOREA	1,311	1,077	1,079	1,125	1,067	1,002	1,826	2,214	925	1,155	1,216	1,147	15,144
MICRONESIA	51	98	93	77	109	161	796	365	93	88	94	119	2,144
PHILIPPINES	48	114	80	110	70	67	89	68	65	58	61	83	913
PRC CHINA	53	183	9	32	21	42	81	44	33	94	26	107	725
ROC TAIWAN	1,909	3,015	1,411	1,176	1,172	1,291	3,348	2,444	2,019	2,159	1,185	1,032	22,161
RUSSIA	59	45	99	36	55	3	4	39	4	81	108	29	562
SWITZERLAND	15	16	29	27	17	7	15	11	8	14	24	33	216
UNITED KINGDOM	31	24	30	37	30	10	23	30	21	21	22	32	311
US MAINLAND	546	490	547	431	493	429	511	425	425	416	528	568	5,809
OTHER EUROPE	92	134	147	101	68	41	79	116	66	88	207	136	1,275
OTHERS	28	115	94	116	80	51	110	59	46	48	103	128	978
<b>TOTAL</b>	<b>6,909</b>	<b>8,630</b>	<b>7,463</b>	<b>5,233</b>	<b>5,568</b>	<b>4,610</b>	<b>10,008</b>	<b>9,078</b>	<b>7,203</b>	<b>6,833</b>	<b>6,096</b>	<b>7,962</b>	<b>85,593</b>

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	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL	Oct 2011 vs. Oct 2010	Sept 2011 Market Share	Oct '11 YTD vs. Oct '10 YTD
AUS / NZ	65	68	77	189	180	117	43	45	101	91			976	18.18%	1.10%	-5.24%
GERMANY	89	88	77	41	21	18	18	56	59	77			544	10.00%	0.93%	7.72%
GUAM	195	230	225	186	134	238	119	138	99	97			1,661	-74.41%	1.17%	-42.17%
HONG KONG	53	45	57	112	42	26	16	16	15	28			410	-28.21%	0.34%	8.47%
ITALY	43	61	40	5	2	9	13	52	8	4			237	-33.33%	0.05%	-29.46%
JAPAN	3,453	4,435	3,700	2,006	2,242	1,774	2,773	4,399	4,595	2,289			31,666	12.21%	27.62%	36.70%
KOREA	1,204	887	516	742	880	903	2,438	2,417	1,215	1,303			12,505	12.81%	15.73%	-2.16%
MICRONESIA	75	66	74	141	113	134	68	49	51	59			830	-32.95%	0.71%	-57.02%
PHILIPPINES	84	98	102	80	73	76	65	79	65	84			806	44.83%	1.01%	4.81%
PRC CHINA	93	161	89	116	48	60	166	212	105	279			1,329	196.81%	3.37%	124.49%
ROC TAIWAN	3,066	1,913	1,501	3,272	2,769	3,526	4,753	4,314	3,442	3,245			31,801	50.30%	39.16%	59.45%
RUSSIA	69	69	68	66	26	10	10	5	28	65			416	-19.75%	0.78%	-2.12%
SWITZERLAND	24	20	39	51	13	16	20	13	5	27			228	92.86%	0.33%	43.40%
UNITED KINGDOM	19	18	39	25	15	22	16	17	10	15			196	-28.57%	0.18%	-23.74%
US MAINLAND	563	547	629	574	566	453	454	365	320	394			4,865	-5.29%	4.76%	3.23%
OTHER EUROPE	143	160	184	106	52	37	65	76	74	117			1,014	32.95%	1.41%	8.80%
OTHERS	70	39	98	267	64	70	54	82	135	112			991	133.33%	1.35%	32.66%
<b>TOTAL</b>	<b>9,308</b>	<b>8,905</b>	<b>7,515</b>	<b>7,979</b>	<b>7,240</b>	<b>7,489</b>	<b>11,091</b>	<b>12,335</b>	<b>10,327</b>	<b>8,286</b>	<b>-</b>	<b>-</b>	<b>90,475</b>	<b>21.26%</b>	<b>100.00%</b>	<b>26.48%</b>

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<b>Key Markets</b>	Asiana Airlines	Continental Airlines	China Airline	Japan Airlines	TransAsia Airlines	FlyGaumFly Airline	Guam Taipei
ROC Taiwan	7	3	2,141	0	991	0	103
Japan	50	1,597	16	621	2	2	1
Korea	1,288	10	4	1	0	0	1
North America	17	356	10	0	1	10	0
Europe	31	121	87	0	0	0	0

<b>Potential Markets</b>							
Australia	3	83	5	0	0	0	0
China PRC	156	101	22	0	0	0	0
Guam	0	79	0	0	0	18	0
Hong Kong	2	17	9	0	0	0	0
Philippines	1	83	0	0	0	0	0
Russia	15	50	0	0	0	0	0
OTHERS	5	157	8	0	0	1	0
<b>TOTAL</b>	<b>1,575</b>	<b>2,657</b>	<b>2,302</b>	<b>622</b>	<b>994</b>	<b>31</b>	<b>105</b>

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