



PAPUA NEW GUINEA  
TOURISM PROMOTION AUTHORITY

# 2024

## VISITOR ARRIVAL REPORT

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## PNG International Visitor Arrival | Snapshot January - December 2024



Visitors travel by cruise: 32,502



Visitors travel by Air : 100,223

**Total Visitors: 132,725**



Please note that all estimations presented in the 2024 report do not include cruise ship arrivals.

### Country of residence



### Purpose of visit



### Economic impact

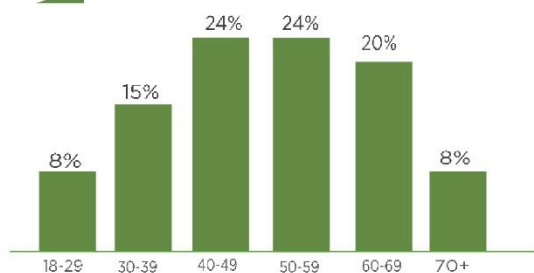
**Over USD 309 MILLION**



### Top 5 influencing factors in the decision to travel to



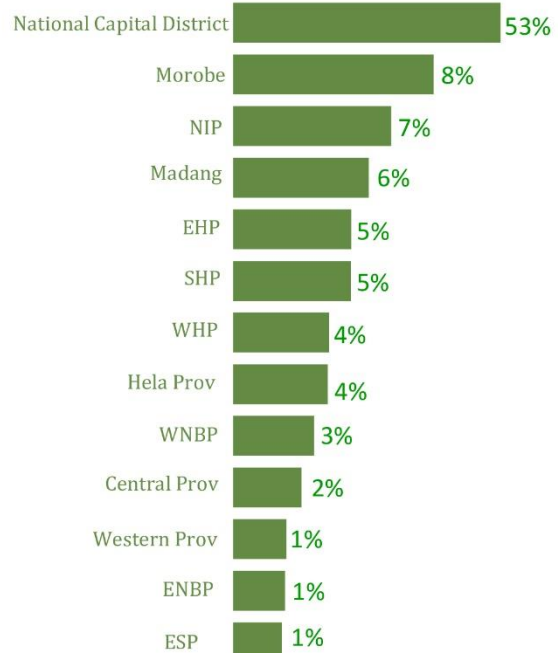
### Age Groups.



### Most Participated Activities



### Top 13 most visited province



## 1.1 Introduction

Tourism continues to be an important industry for Papua New Guinea. In 2024, PNG experienced a strong increase in international visitor arrivals across all major markets, but there has been a slight decrease in holiday arrivals for visitors travelling by Air. However, this does not affect the growth in tourism in PNG. The growth was supported by improved air connectivity, proactive marketing by the Tourism Promotion Authority (TPA), and new tourism product developments. More people visited the country for holidays, business, employment, education, and other purposes, showing strong signs of recovery and progress in the tourism sector.

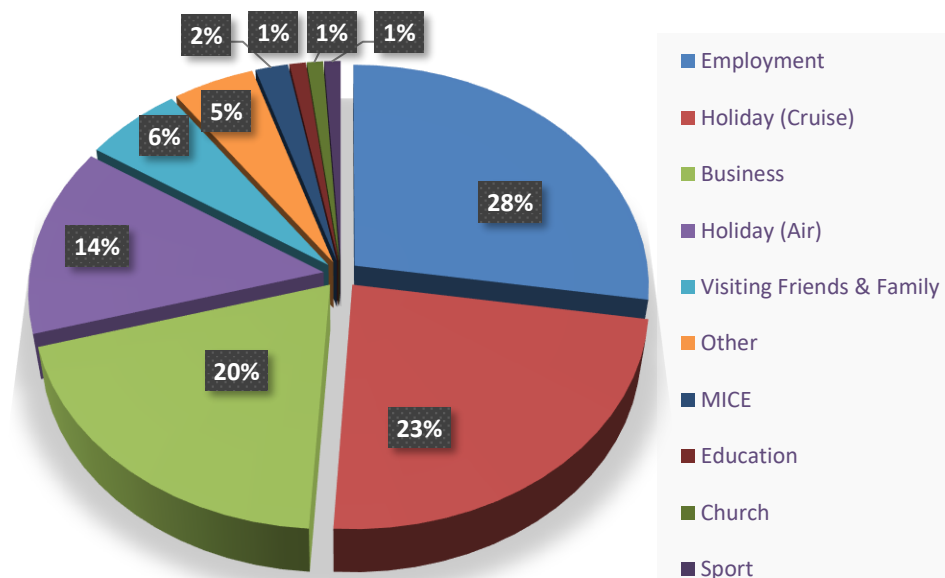
The following section outlines the performance of each market for 2024, based on data and graphs provided in the report. These explanations aim to give a clearer understanding of the trends and changes that occurred over the year.

## 1.2 Executive Summary

In 2024 Papua New Guinea received 132 725 International Visitors, of which, 32502 were via cruise and 100 223 were by air. This was a drop of 9 percent compared to 144 067 International Visitors in 2023. The top five sources of our inbound visitors were from Australia, China, United States, Europe, and the United Kingdom. Most of our major source markets saw a decline in visitor numbers except for China which grew by just 5 percent, with 11476 visitors in 2023 to 12061 in 2024. Australia, being our major source market saw a big decline of 32.5 percent, with 39 675 visitor arrivals in 2024 as compared to 55 839 in 2023.

The major reasons for visitors to come to our shores were, employment, holiday, business, and for visiting friends and families. The others were meetings and conferences, education, and sports. The employment sector represented 28 percent of our visitor arrivals. Most of these visitors were employed in mines throughout the country, followed by cruise visitors who arrived by sea which represented 23 percent, 20 percent were business visitors, and holiday makers who came by air represented 14 percent of our overall visitor arrivals.

Percentage distribution by purpose of visit – 2024



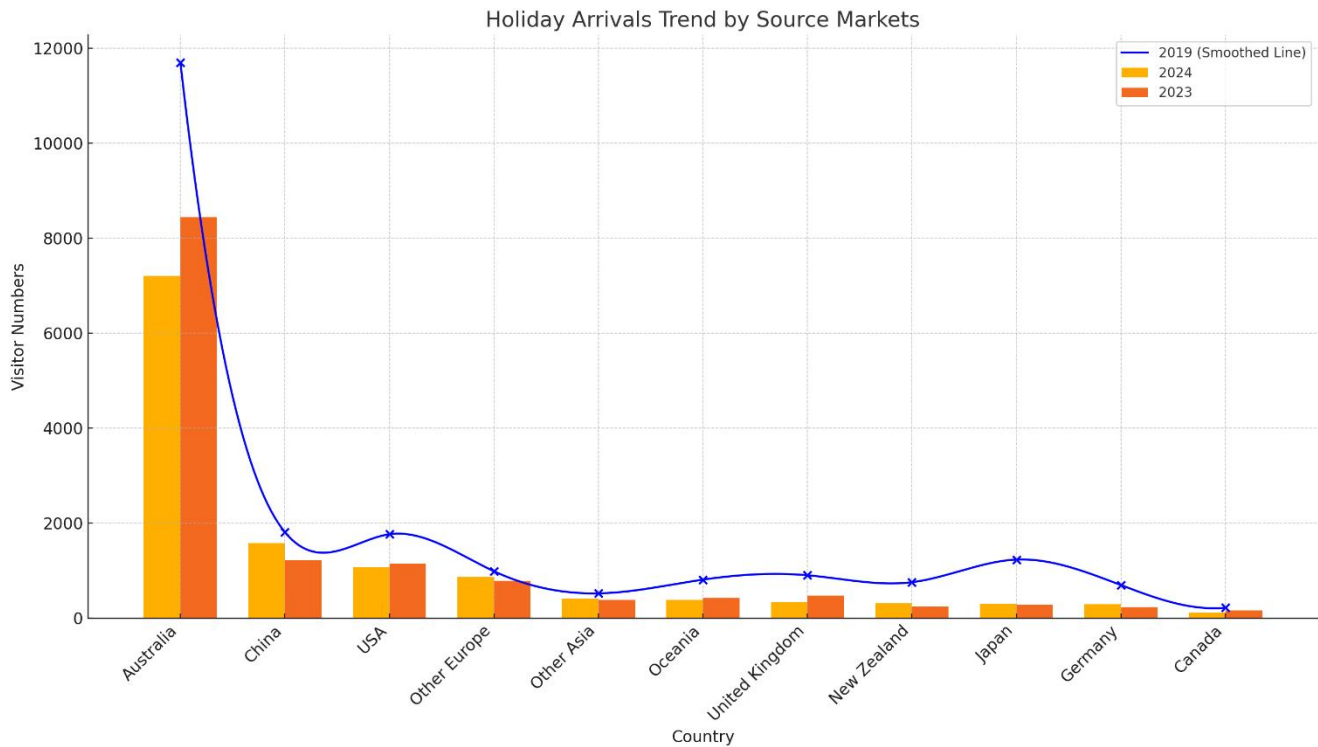
Holiday arrivals from all the key source markets margin in 2024 by Air only:

Australia	[↓]	UK	[↓]	New Zealand	[↑]
America	[↓]	Canada	[↑]	Malaysia	[↓]
Japan	[↑]	China	[↑]	Singapore	[↓]
Germany	[↑]	France	[↓]	Philippines	[↓]

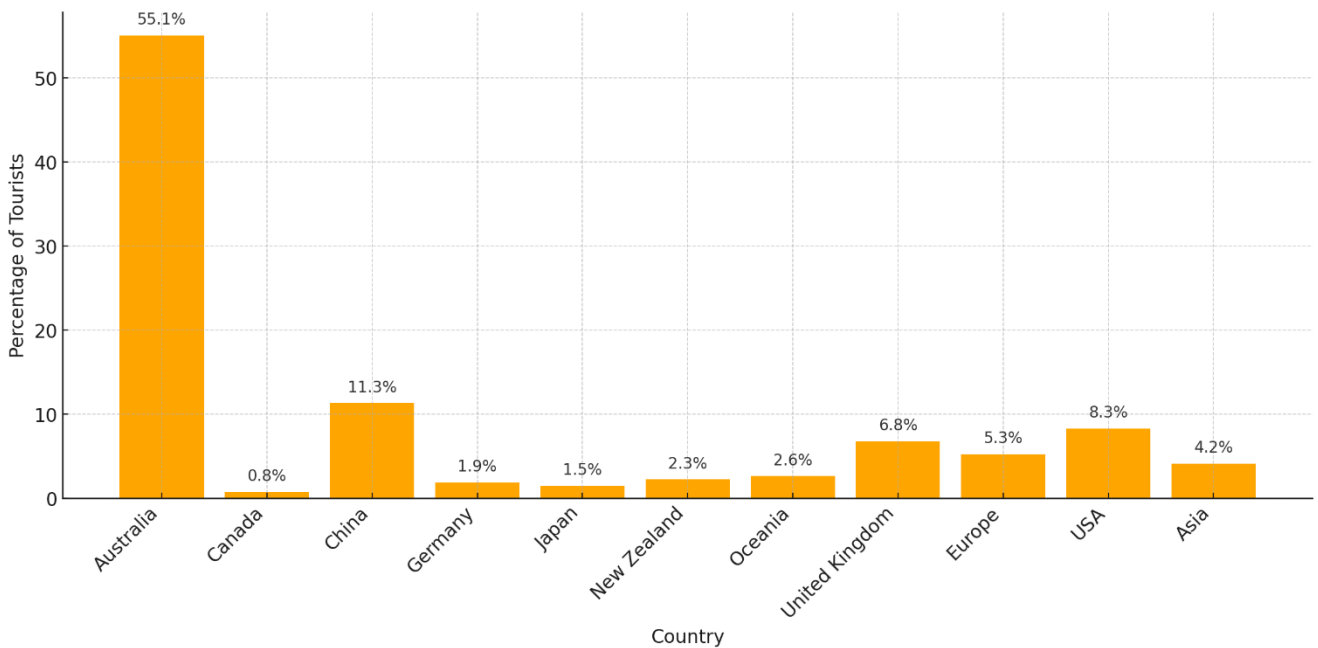
Holiday arrivals by source market – 2024/2023 by Air only

Country	2024	2023	Difference	Change (%)
Australia	7204	8445	-1241	-15%
China	1577	1218	359	29%
USA	1074	1153	-79	-7%
Other Europe	845	788	57	7%
Philippines	414	524	-110	-21%
Other Asia	379	383	-4	-1%
United Kingdom	332	479	-147	-31%
Oceania	315	430	-115	-27%
New Zealand	312	344	-32	-9%
Japan	305	289	16	6%
Germany	298	323	-25	-7%
Malaysia	146	228	-82	-36%
India	134	272	-138	-51%
Canada	118	165	-47	-28%
Russia	114	80	34	43%
Korea	103	98	5	5%
France	98	191	-93	-49%
Italy	90	85	5	6%
Indonesia	85	101	-16	-16%
Singapore	79	100	-21	-21%
PNG	74	0	74	NA
Israel	65	72	-7	-10%
Africa	64	136	-72	-53%
Other America	61	112	-51	-46%
Netherlands	41	71	-30	-42%
Hong Kong	34	0	34	NA
Other E.E.C	27	0	27	NA
Chile	4	4	0	0%
Scandinavia	3	22	-19	-86%
TOTAL	14395	16113	-1718	-5%



**Holiday arrival trend by source market – 2024/2023 & 2019****1.3 Market Share Distribution**

In 2024, Australia continued to dominate the market, accounting for **55.1%** of all holiday arrivals. Other key contributors include China (11.3%), USA (8.3%), UK (6.8%), Europe (5.3%), Asia (4.2%), New Zealand (2.3%) Germany (1.9%), Japan (1.5%), and Canada (0.8%).

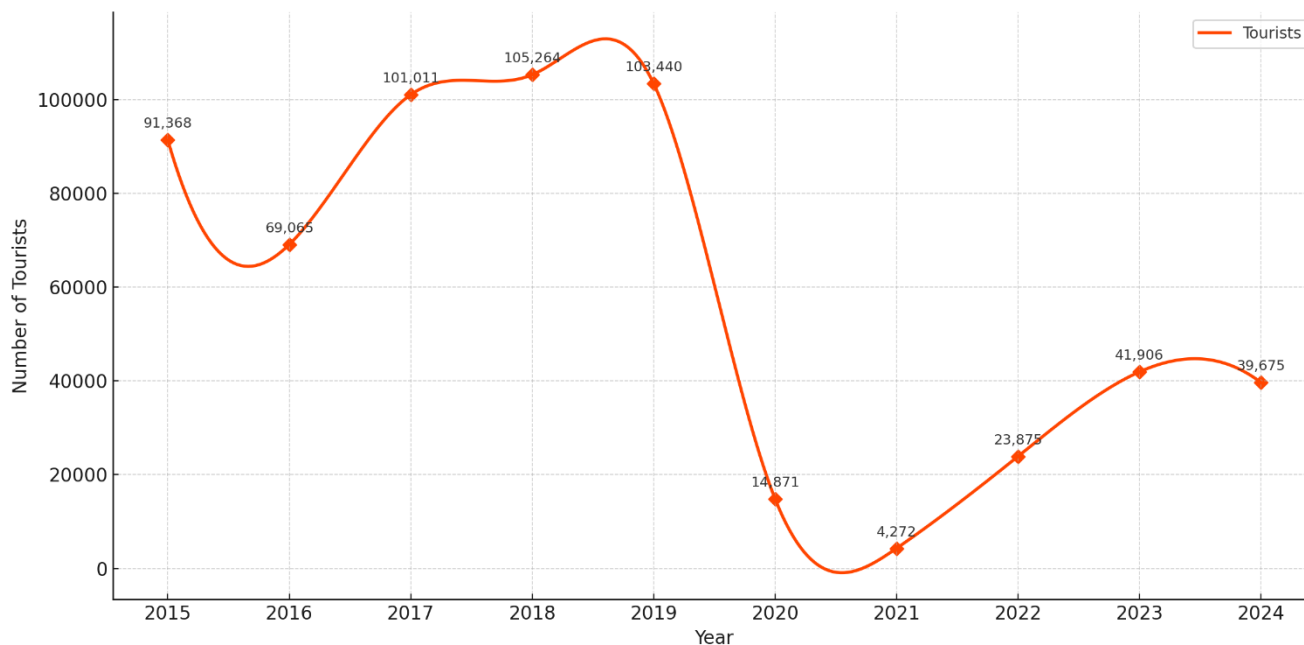
**Holiday arrivals share by source market – 2024**

## 1.4 Source Market Performance

### Australian Market

Australia remains the largest source of tourists to PNG. In 2024, total arrivals from Australia reached **39,675**, a huge increase compared to the previous year. Most visitors come for holidays, employment, and business purposes. This growth highlights the strong travel connection between PNG and Australia, supported by regular flight schedules and ongoing partnerships.

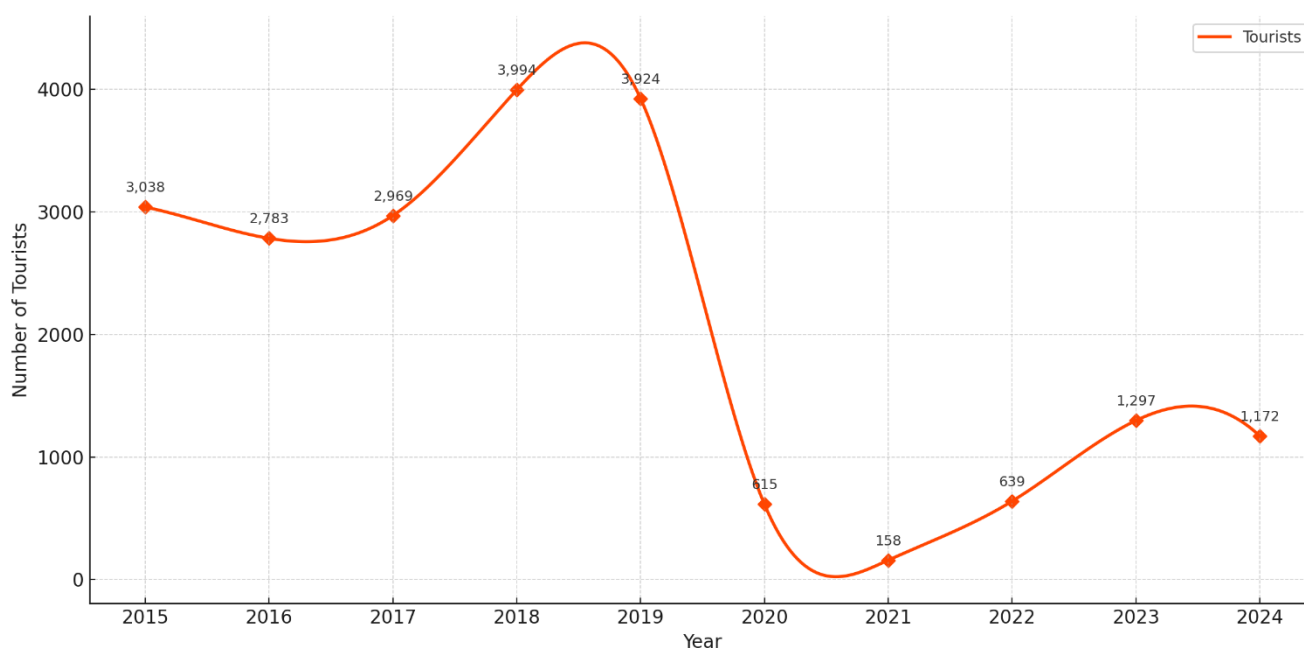
Arrivals from Australian Market (2015 - 2024)



### Japan Market

Arrivals from Japan reached **1,172** in 2024, showing a steady recovery from the pandemic years. Most of the Japanese visitors arrived by air for holiday and business. Continuous marketing efforts in Japan and the re-opening of travel borders helped improve this market's performance.

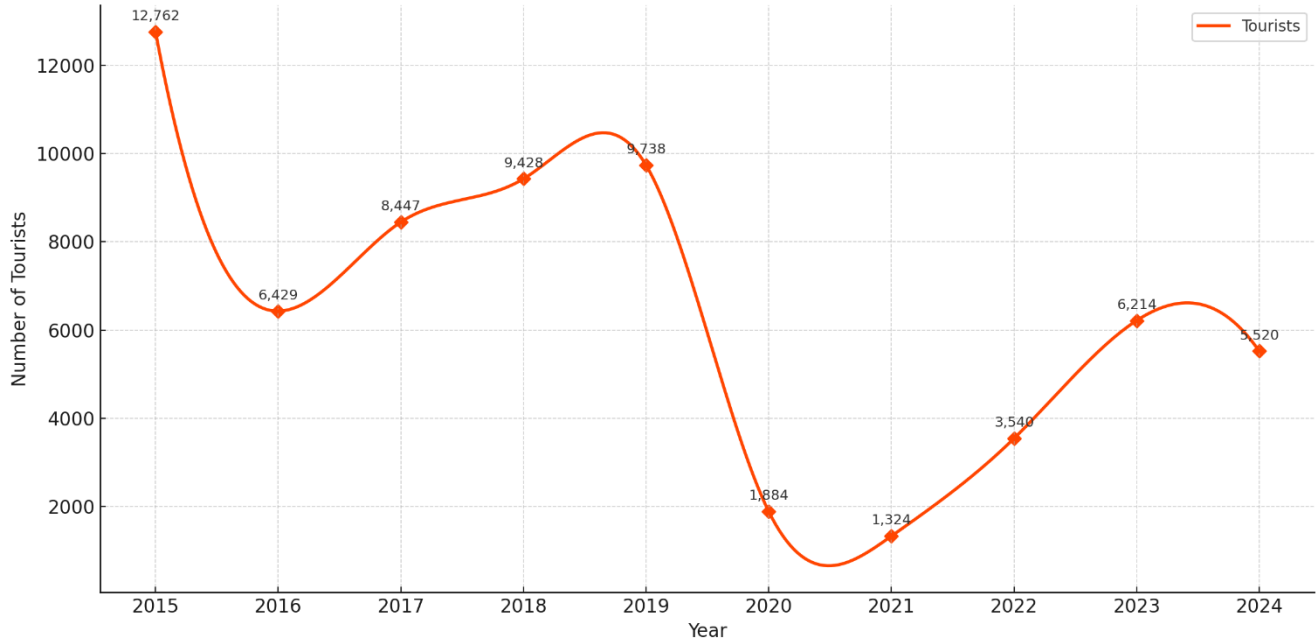
Arrivals from Japan market (2015 - 2024)



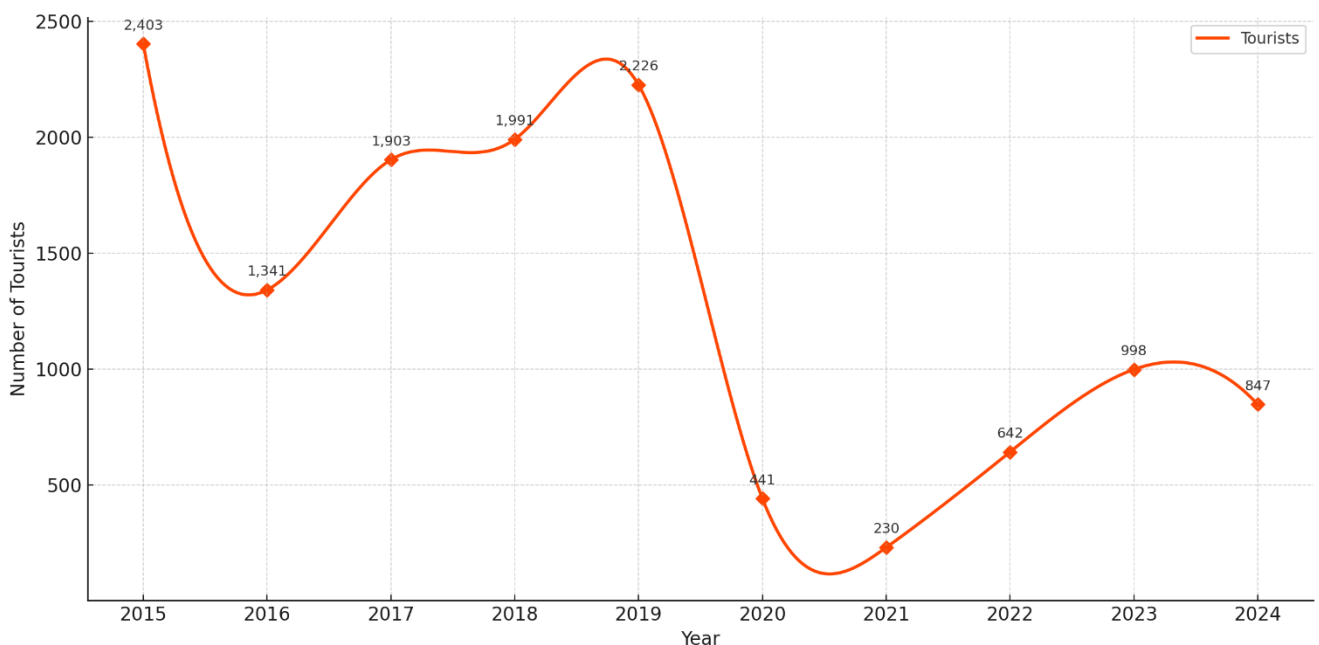
## North American Market

In 2024, the USA brought in **5,520** visitors while Canada had **847**. Both countries showed an increase from the previous year. Visitors from North America are mostly motivated by PNG's nature, culture, and adventure tourism. With travel restrictions eased, interest in PNG continues to grow in this market.

Arrivals from the USA market (2015 – 2024)



Arrivals from Canada (2015 -2024)

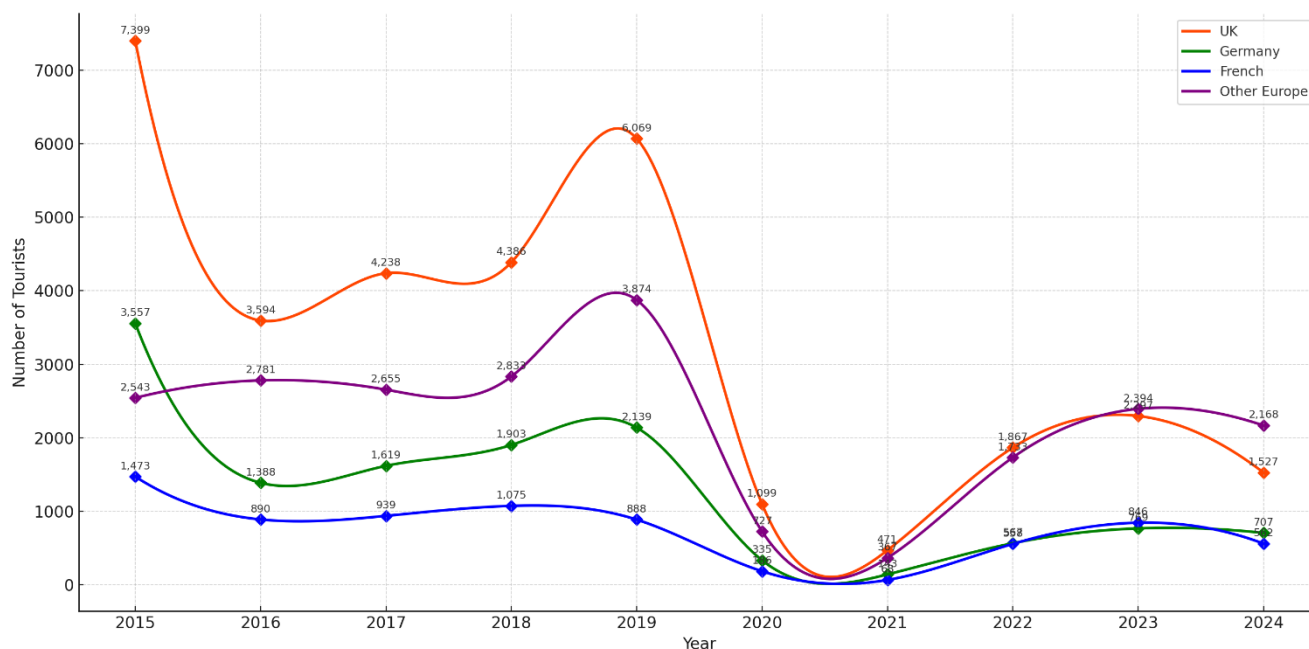




## Europe

Europe remains an important market for PNG, with a total of **2,168** visitors from countries like the UK (**1,527**), Germany (**707**), France (**562**), and others. Most visitors from Europe come for holidays, cultural festivals, and exploration. This growth reflects positive demand for PNG's unique tourism experiences among European travellers.

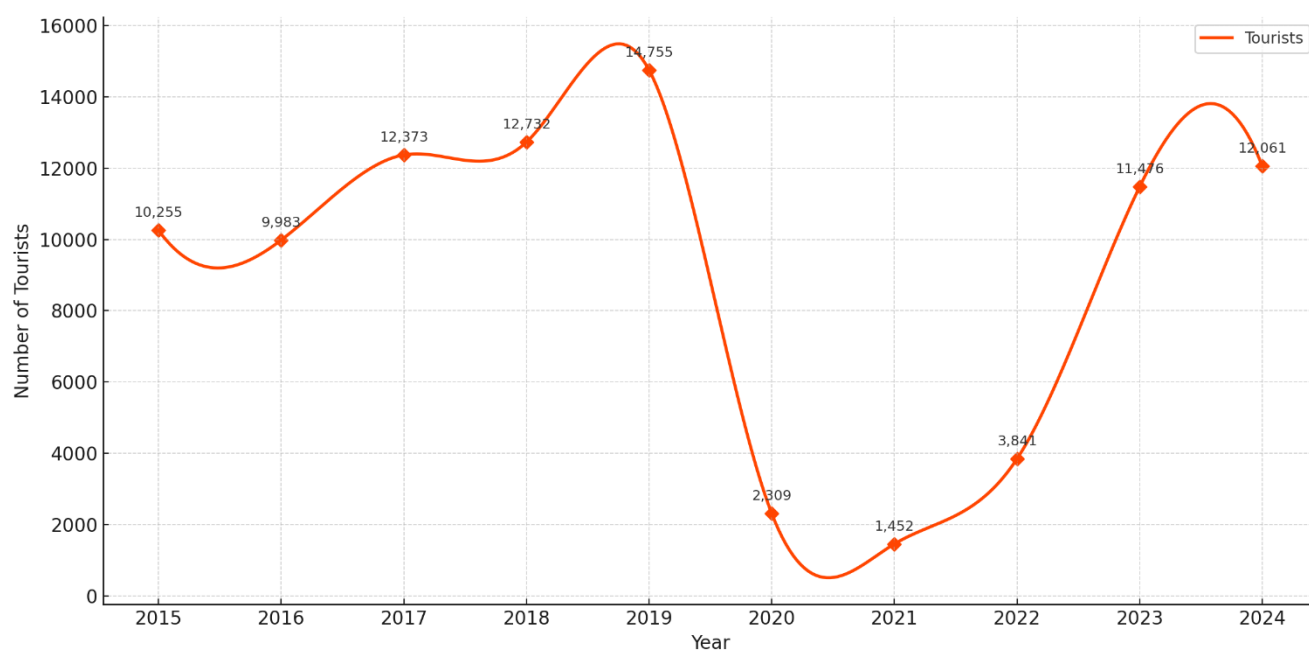
### Arrivals from Europe market (2015 -2024)



## China

China contributed **12,061** visitors in 2024, one of the highest from the Asian region. This is a huge increase from the previous year. Chinese tourists mainly visited for employment and business, but holiday visits are also picking up. PNG should continue strengthening ties with China to grow this market further.

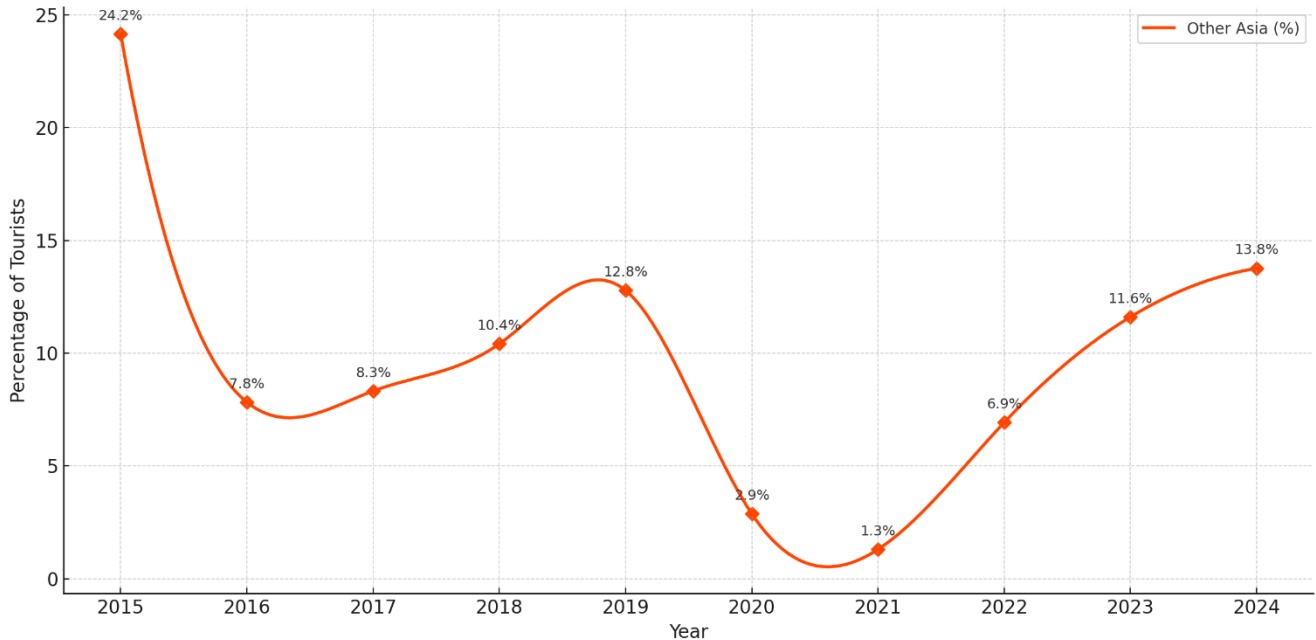
### Arrivals from China Market (2015 - 2024)



### Other Asian Markets

Other Asian countries such as India (**2,595**), Indonesia (**3,033**), Philippines (**11,155**), Malaysia (**2,595**), and Singapore (**805**) showed strong increases in 2024. These visitors came mainly for business, employment, and holiday purposes. With growing populations and interest in travel, PNG has the potential to benefit more from these markets.

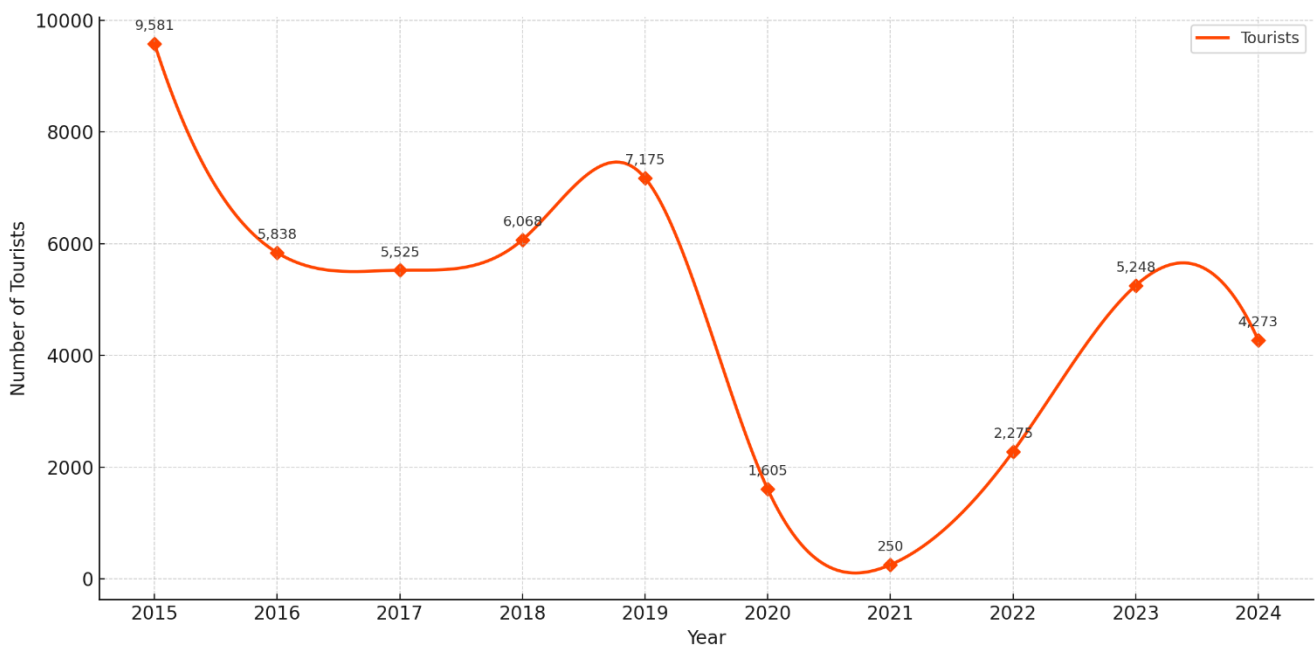
#### Arrivals from Other Asian Market (2015 - 2024)



### Oceania

Oceania excluding Australia and New Zealand contributed **4,273** visitors in 2024. Most came for work and business, with a growing interest in holiday tourism. This is an encouraging sign for regional travel and short-haul markets.

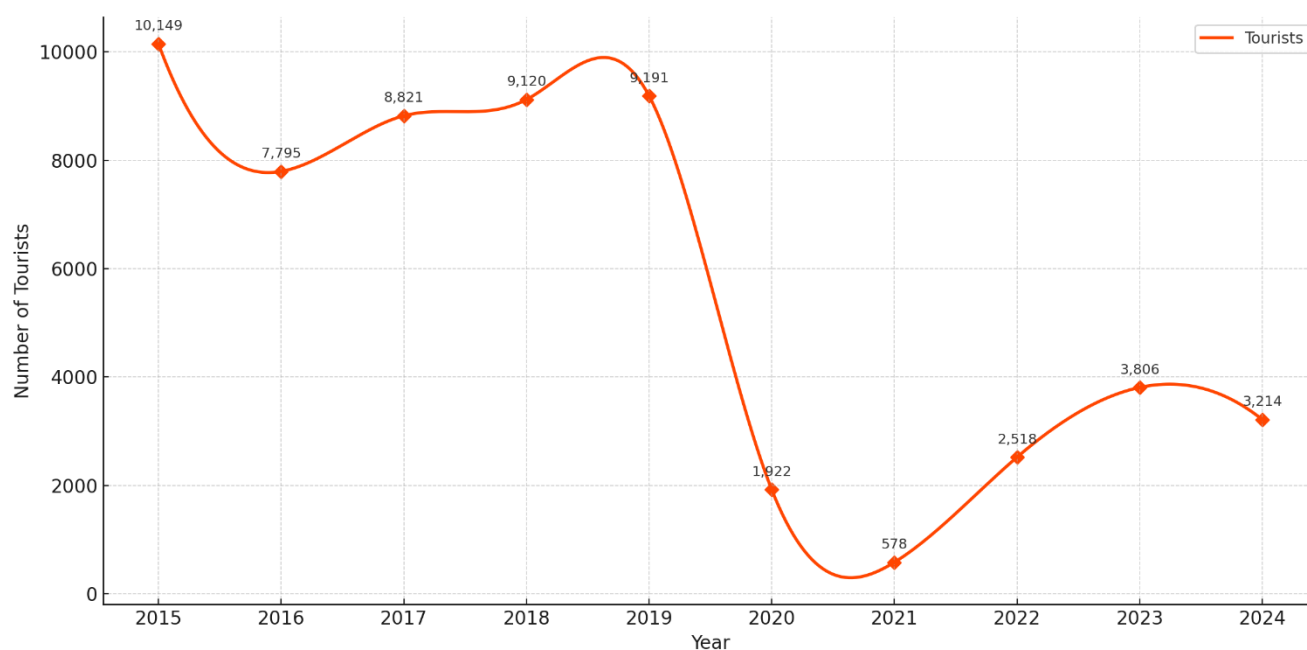
#### Arrivals from Oceania market (2015 - 2024)



## New Zealand

New Zealand brought in **3,214** visitors in 2024, showing significant growth. Most came for holiday and employment reasons. This market has shown consistent growth and should be supported with continuous promotions.

### Arrivals from New Zealand market (2015 – 2024)





## 1.5 Areas/ Provinces visited by international visitors in PNG

In 2024, the most visited areas were NCD (Port Moresby) with over 61,630 visitors, followed by Morobe (7,500), EHP (3,074), Madang (3,111), New Ireland (1,840), Western (1,759), and WHP (2,222).

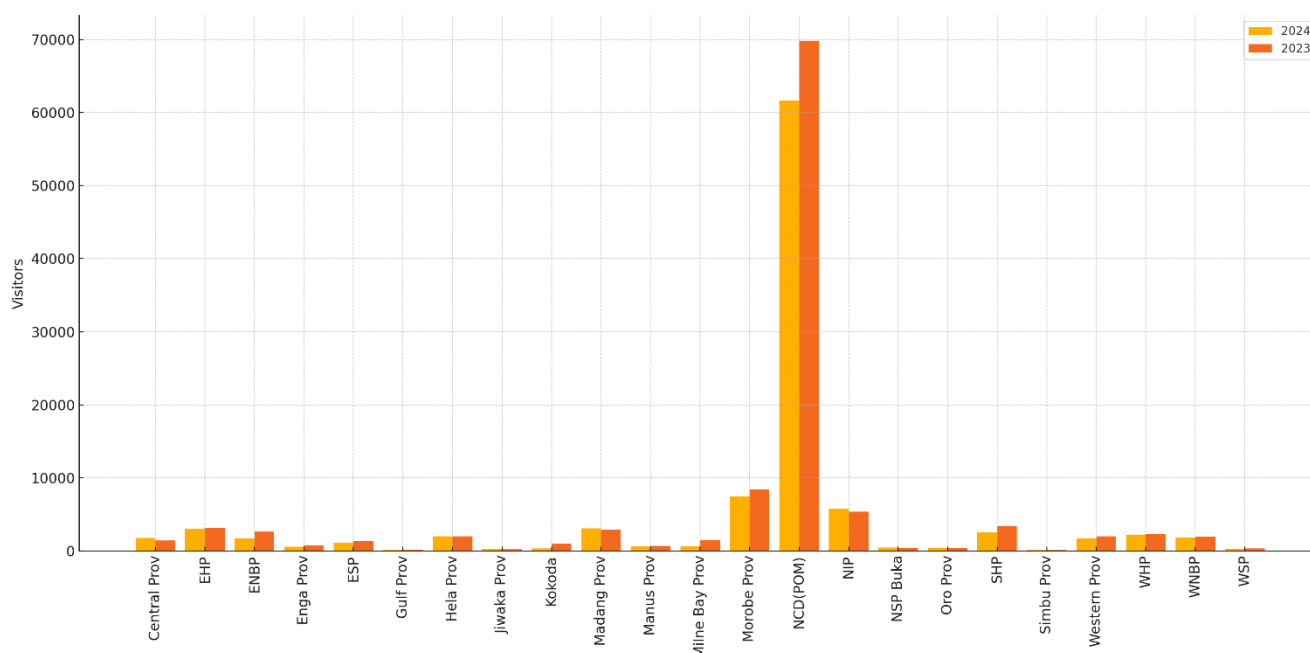
The rise in visitor numbers in provinces like Milne Bay, ENBP, and Madang is due to increased tourism activities, while visits to Hela, Southern Highlands, and Western are largely linked to business and mining operations.

### Visitor arrival summary

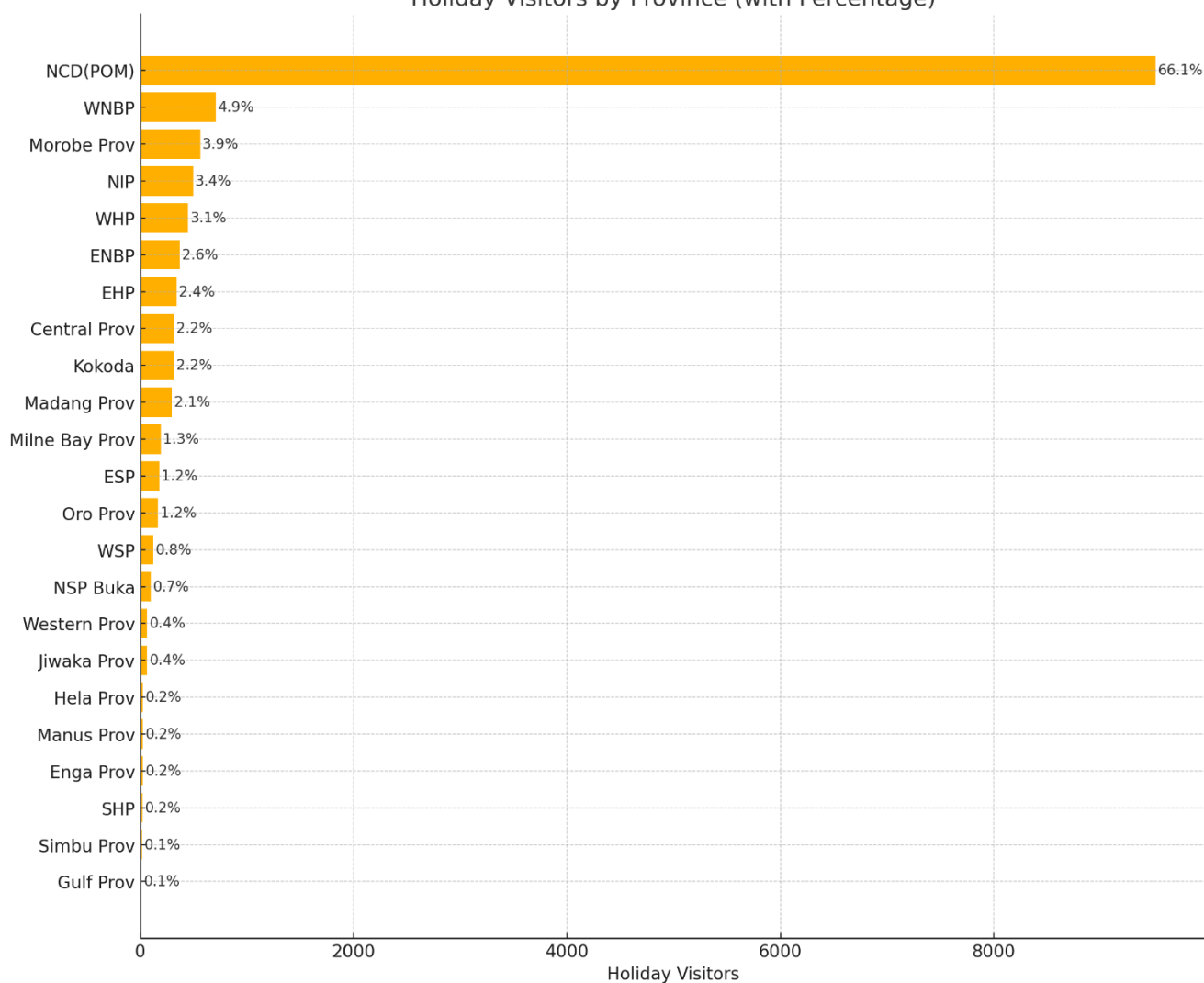
#### Main Areas Visited & Purpose of Visit (January-December 2024)

Province	Business	MICE	Holiday	VFR	Employment	Education	Medical	Sports	Church	Other	Total: 2024
Central Prov	333	11	319	357	625	22	1	0	17	84	1769
EHP	498	28	342	333	1234	81	0	0	199	359	3074
ENBP	292	4	371	198	649	6	1	0	32	97	1750
Enga Prov	123	0	26	37	51	7	0	0	15	27	586
ESP	234	4	179	117	400	9	0	0	46	142	1131
Gulf Prov	26	0	12	26	27	0	0	0	5	7	203
Hela Prov	336	0	28	14	605	2	0	1	5	40	2031
Jiwaka Prov	23	4	62	34	62	12	4	0	12	84	287
Kokoda	6	0	319	1	0	2	0	0	0	9	340
Madang Prov	508	16	297	145	222	31	2	0	68	222	3111
Manus Prov	175	2	26	47	37	0	0	0	6	31	624
Milne Bay Prov	67	2	192	123	72	8	0	0	23	47	634
Morobe Prov	2075	41	562	479	3727	64	0	32	87	433	7500
NCD(POM)	20536	667	9515	6297	17462	736	18	607	524	5268	61630
NIP	964	5	494	155	4051	8	1		11	123	5812
NSP Buka	94	1	100	97	110	2	0	0	21	48	473
Oro Prov	60	0	167	16	142	3	0	0	11	10	409
SHP	503	1	23	42	971	1	0	0	17	37	2595
Simbu Prov	19	0	18	36	88	2	0	0	23	15	151
Western Prov	339	1	64	51	234	13	1	0	13	43	1759
WHP	249	21	450	201	108	28	12	0	82	271	2222
WNBP	331	4	709	112	159	17	0	0	26	82	1840
WSP	32	0	120	17	106	2	0	0	8	7	292
<b>Total</b>	<b>27823</b>	<b>812</b>	<b>14395</b>	<b>8935</b>	<b>37785</b>	<b>1056</b>	<b>39</b>	<b>641</b>	<b>1251</b>	<b>7486</b>	<b>100223</b>

## Visitors arrivals by air to provinces in PNG - 2023/ 2024



## Holiday Visitors by Province (with Percentage)



Visitors Arrival Analysis Total - 2024 January - December

Country	Busins	MICE	VFR	Holiday (Air)	Holiday (Cruise)	EmPLYnt	Educatn	Medical	Sports	Church	Other	Total 2023	Total 2024	Change	% (+/-)
Australia	13410	279	5274	7204	0	10551	259	9	530	248	1911	58839	39675	-19164	-32.57
New Zealand	1063	25	280	312	0	1168	14	0	27	53	272	3807	3214	-593	-15.58
Oceania	1075	163	574	315	0	860	248	1	69	221	747	5248	4273	-975	-18.58
China	3018	69	664	1577	0	6325	49	3	0	4	352	11476	12061	585	5.1
Japan	560	16	31	305	0	82	12	0	0	4	162	1297	1172	-125	-9.64
Korea	242	7	45	103	0	72	12	0	0	21	67	745	569	-176	-23.62
Malaysia	712	7	147	146	0	1424	25	1	0	11	122	4014	2595	-1419	-35.35
Singapore	517	5	27	79	0	91	8	0	0	6	72	1061	805	-256	-24.13
Philippines	1020	40	483	414	0	8377	83	12	1	82	643	14275	11155	-3120	-21.86
Indonesia	745	11	47	85	0	1940	17	0	0	11	177	3726	3033	-693	-18.6
India	592	21	165	134	0	1340	47	1	1	35	259	4838	2595	-2243	-46.36
Other Asia	799	51	167	379	0	1817	36	0	0	10	305	3006	3564	-770	-33.52
United Kingdom	484	14	88	332	0	473	15	1	2	13	105	2297	1527	-62	-8.06
Germany	115	4	58	298	0	87	10	0	0	17	118	769	707	-284	-33.57
France	245	6	26	98	0	119	3	3	7	2	53	846	562	-139	-36.87
Netherlands	666	0	33	41	0	59	2	0	0	11	26	377	238	-226	-9.44
Other Europe	537	14	86	845	0	396	26	0	2	27	235	2394	2168	-694	-11.17
USA	1539	53	466	1074	0	735	146	7	0	372	1128	6214	5520	-151	-15.13
Canada	196	3	64	118	0	365	5	0	0	33	63	998	847	-193	-31.95
Other America	107	2	24	61	0	159	5	0	0	15	38	604	411	-492	-25.53
Africa	413	18	92	64	0	694	14	1	1	20	118	1927	1435	88	27.33
Russia	38	0	6	114	0	77	0	0	0	1	13	322	249	-36	-12.04
Italy	60	1	15	90	0	39	2	0	0	20	36	299	263	-27	-77.14
Scandinavia	0	0	2	3	0	1	0	0	0	0	2	80	8	-53	-28.65
Chile	14	0	3	4	0	15	0	0	0	0	1	35	37	-29459	-22.72
Israel	31	2	1	65	0	21	0	0	1	1	10	186	132	-19164	-32.57
Total 2023	29059	1245	8550	16113	16933	49584	1512	81	1292	992	4319	129680	100223	-593	-15.58
Total 2024	27822	812	8934	14395	32502	37785	1056	39	641	1251	7486				
Change	-1237	-433	384	-1718	15569	-11799	-456	-42	-651	259	3167				
% (+/-)	-4.26	-34.78	4.49	-10.66	91.94	-23.8	-30.16	-51.85	-50.39	26.11	73.33				



## 1.6 Tourism Arrival Trends & Forecast (2017 – 2028)

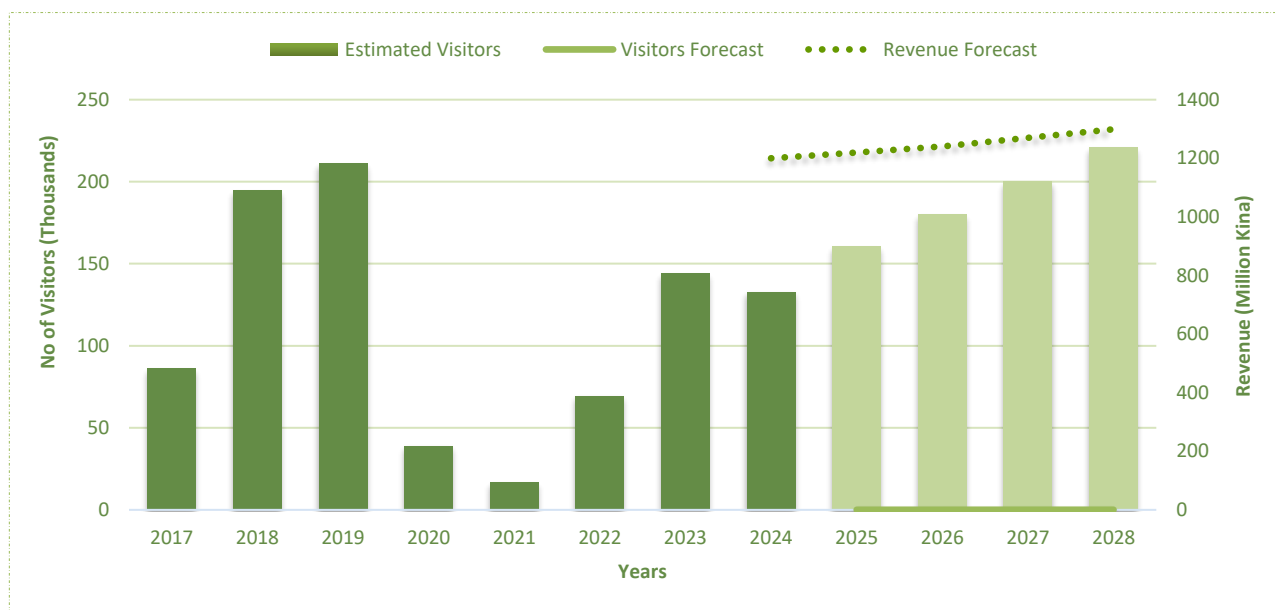
Looking ahead, the tourism industry in PNG is expected to continue growing. The positive trends seen in 2024 provide a strong foundation for 2025 and beyond. With increased awareness of PNG's tourism products, improved marketing campaigns, better infrastructure, and more international flights, the country is well positioned to attract more visitors.

The biggest opportunities lie in:

- Increasing holiday and leisure travel from Australia, Asia, and North America.
- Expanding niche markets such as cultural festivals, diving, birdwatching, trekking, and adventure tourism.
- Enhancing the tourism experience in provinces outside of Port Moresby to spread the benefits of tourism more evenly.
- Continuing to work with airlines, travel agents, and international partners to promote PNG.

If current efforts are maintained, PNG can expect steady year-on-year growth in visitor arrivals, with even stronger performance projected for 2025.

### Tourism Arrival Trend and Forecast in PNG – 2017- 2028



## Conclusion

Since 2021, we have seen consistent growth in tourist arrivals, though we did experience a slight dip of almost 11 percent in 2024. This decrease is largely due to ongoing law and order issues in the country. The “Black Wednesday” riot on January 10, 2024, was a significant event that received extensive media coverage worldwide, which understandably affected tourism negatively. However, there is a promising development: the number of inbound Chinese visitors has increased by 5 percent, even as other source markets have declined. This growth presents a valuable opportunity for us. By strengthening our marketing and promotional efforts in this sector, we can capitalize on this trend and foster further positive growth.

The Australian holiday market, particularly through trekking the Kokoda Trail, faces challenges due to ongoing landowner disputes. Addressing these issues could open doors for renewed visitor interest. Additionally, our cruise visits have seen a decline due to cancellations related to law-and-order concerns in East New Britain, one of our major ports of call. Looking ahead, we are optimistic about the National Government’s focus on enhancing law and order in 2025. This intervention is crucial for restoring visitor confidence, and we believe it will pave the way for a resurgence in tourism. With the upcoming celebration of our 50th independence anniversary, we are hopeful for an increase in international visitor arrivals, positioning us for a brighter future in tourism.