



PAPUA NEW GUINEA TOURISM PROMOTION AUTHORITY

2025

VISITOR ARRIVAL REPORT



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2025 International Visitor Arrival Snapshot

 Cruise Arrival: 26,527

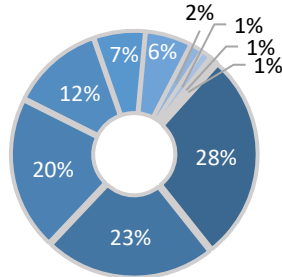
 Air Arrival: 103,881

 130,408 TOTAL VISITORS



Purpose of Visits

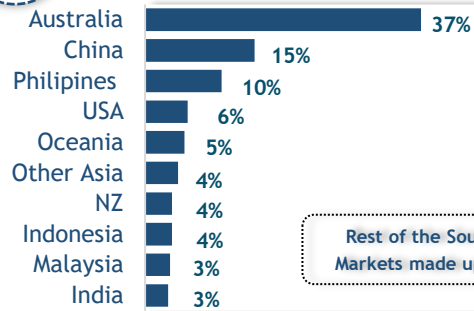
- Employment - 28%
- Business - 23%
- Holiday (Cruise) - 20%
- Holiday (Air) - 12%
- VFR - 7%
- Other - 6%
- MICE - 2%
- Education - 1%
- Church - 1%
- Sport - 1%



Medical are under 1%



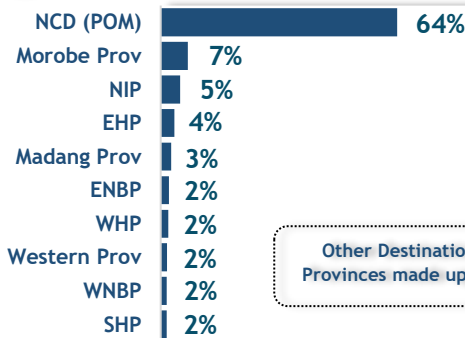
Top 10 Source Markets



Rest of the Source Markets made up 9%



Top 10 Most Visited Province



Other Destination Provinces made up 7%



Most Participated Activities (2025)



Visitor Arrival Comparison chart (2017 - 2025)



Economic Impact

Jan - Dec 2025

PGK 1 BILLION
USD 244.3 MILLION

$$\begin{array}{l}
 \text{USD 1,356} \\
 \text{Avg. Prepaid spend} \\
 \text{per person per trip}
 \end{array}
 +
 \begin{array}{l}
 \text{USD 995} \\
 \text{Avg. local spends} \\
 \text{per person per trip}
 \end{array}
 =
 \begin{array}{l}
 \text{USD 2,352} \\
 \text{Total expenditure} \\
 \text{per person per trip}
 \end{array}$$

Note: The estimated revenue is based on the air arrivals only and not including cruise. It could be more when cruise visitor spending included. The prepaid spending per person per trip and total is obtained from the PNG International Visitor Survey conducted from Jan-Dec 2025. This is then used to calculate the revenue.



Key Findings

✓ Top Source Market - Australia

Australia was the largest source market, highlighting PNG's trust in regional tourism.

✓ Emerging source Markets

China, the Philippines, and the USA showed significant visitor numbers, reflecting diversification beyond Oceania.

✓ Slight Decline After 2023

After the 2023 peak, arrivals dipped in 2024 and further in 2025, indicating stabilisation rather than continued growth.

✓ Top Destination Province - NCD (Port Moresby)

The National Capital District attracted many of our visitors, making it the most visited province in PNG.

✓ Purpose of Visit - Employment Leads

Employment was the top reason for visiting PNG, followed by Business and Holiday, indicating PNG's attractiveness for work and business opportunities.

1.0 Introduction

This is the final total visitor arrivals report for PNG in 2025.

The report covers the key source market performance, the monthly visitor arrival trend, the main area visited by international visitors, tourism revenue and it concluded with 5-year visitor forecast.

The report presents trends and market analysis for all short-term international visitors to PNG, with a focus on holiday visitors. It is reported by the **source market** and the **purpose of the visit** to the country. The report also presents summary tables and graphical analysis of the annual and monthly trends to observe the historical performance of tourism in the year compared to the previous years. Additional marketing briefs based on the recent **2025 International Visitor Survey Report**, research to complement the visitor arrivals trend from the key source markets, are also included in the report.

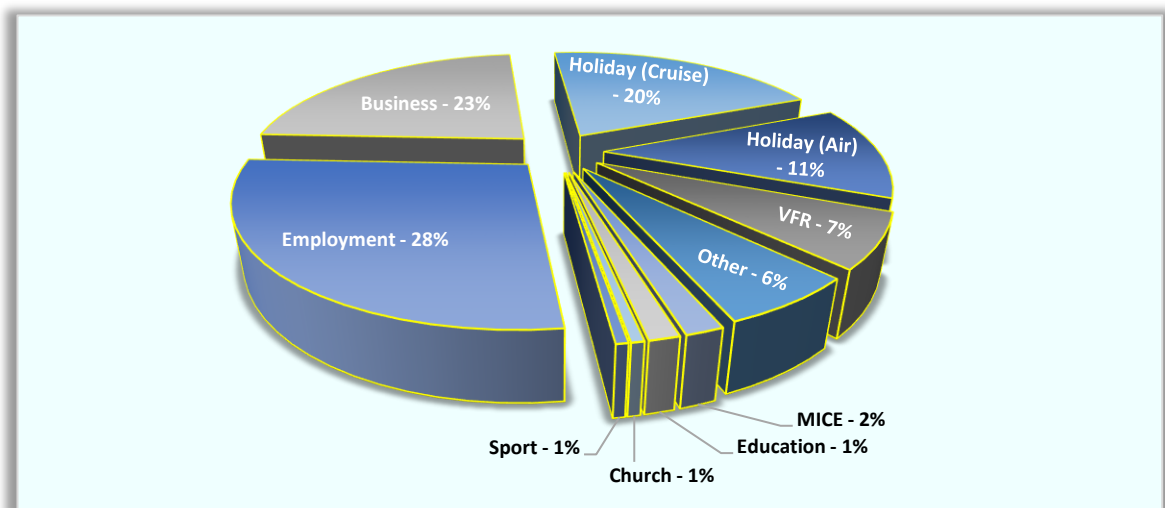


1.1 Executive summary

Despite ongoing global wars and natural disasters, Papua New Guinea received a total of about 130,408 international visitors (air and sea) from January to December 2025. However, there was a slight decrease of 2% or 2,317 international arrivals compared to the 2024 (132,725) total visitor arrivals. The figure shows that total air arrivals have slightly increased while total cruise arrivals have slightly dropped in 2025 compared to 2024. Holiday arrivals to the country increased by over 11% in 2025. Business, VFR, MICE, and Employment related arrivals to the country also increased during the year. On the other hand, cruise tourists to Papua New Guinea also show a slight decrease of 18% in 2025 compared to 2024.

Out of the total arrivals, 23% came for business, 32% on holiday, including tourist that came on cruise (20%), and air arrivals (12), 7% came to visit friends and relatives, 28% came for employment, 2% MICE, 1% each for education, sports and church, and the remaining 6% visited the country for other reasons. Most of the visitors were primarily attracted by employment and business opportunities, nature attractions, friendliness of locals, cultural experience and connection with family and friends in Papua New Guinea.

Percentage distribution by purpose of visits – 2025



Note: Cruise data will be updated soon when we receive full data from the immigration office.

Papua New Guinea recorded a slight decrease in total international visitor arrivals in 2025 compared to 2024, mainly due to challenges such as safety concerns, high costs, and poor infrastructure, frequent flight cancellations, law and order issues, and other issues highlighted by visitors through the **International Visitor Survey (IVS 2025)**.

Despite this slight decrease, there was strong growth in holiday arrivals to the country as a result of the PNG Tourism Promotion Authority working in partnership with the industry players and key stakeholders to promote our unique cultures and other various attraction sites around the country as well as carrying out more marketing awareness, including the Hello Poro Campaign. This upward trend is expected to continue in 2026 as TPA has set out clear long and short-term plans to develop the tourism industry in Papua New Guinea and as TPA leads in implementing and achieving the objectives, tourism in the future will be a significant contributor to the economy.

Holiday arrivals from all the key source markets have increased/decreased in 2025

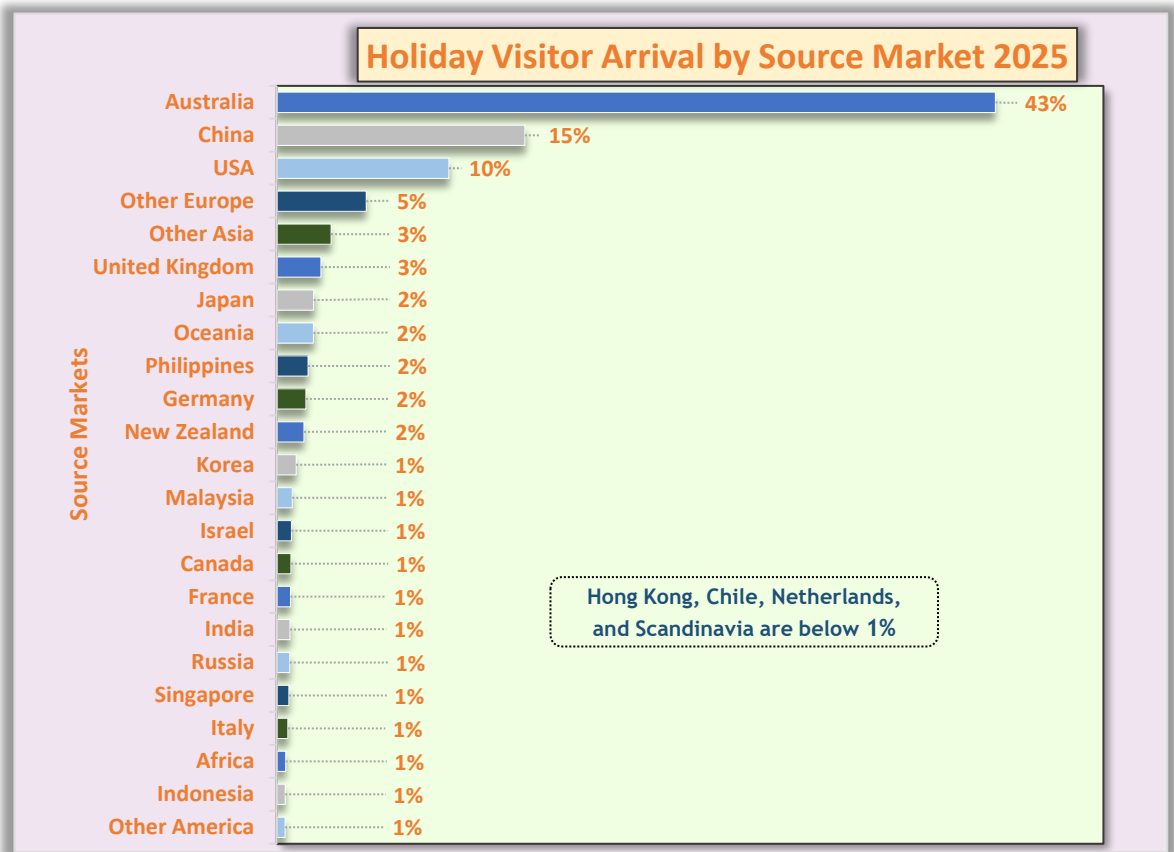
USA	(↑)	Canada	(↑)	United Kingdom	(↑)
China	(↑)	Israel	(↑)	France	(↑)
Japan	(↑)	Asia	(↑)	Germany	(↓)
Australia	(↓)	Oceania	(↓)	New Zealand	(↓)

Holiday Arrivals by Source Markets - 2025/2024.

HOLIDAY ARRIVALS & PERCENTAGE CHANGE – 2025/2024			
Source Markets	2025	2024	% +/-
Chile	17	4	325
Israel	142	65	118
Hong Kong	65	34	91
Korea	188	103	83
USA	1666	1074	55
China	2401	1577	52
Singapore	117	79	48
Asia	526	379	39
France	132	98	35
Africa	86	64	34
Other America	81	61	33
United Kingdom	427	332	29
Italy	107	90	19
Japan	357	305	17
Canada	137	118	16
Russia	126	114	11
Malaysia	150	146	3
Netherlands	41	41	0
Other Europe	866	872	-1
Australia	6955	7204	-3
Indonesia	82	85	-4
India	128	134	-4
Germany	282	298	-5
Oceania	355	389	-9
New Zealand	263	312	-16
Philippines	303	414	-27
Scandinavia	0	3	-
			100
TOTAL	16000	14395	11%

1.2 Holiday Arrival Distribution by Source Markets.

The market share distribution shows how holiday visitor arrivals to Papua New Guinea from different source markets were in 2025. It clearly highlights the markets that contribute the most visitors and those that contribute smaller shares.



Note: Holiday visitor Arrival by source market does not include cruise visitors.

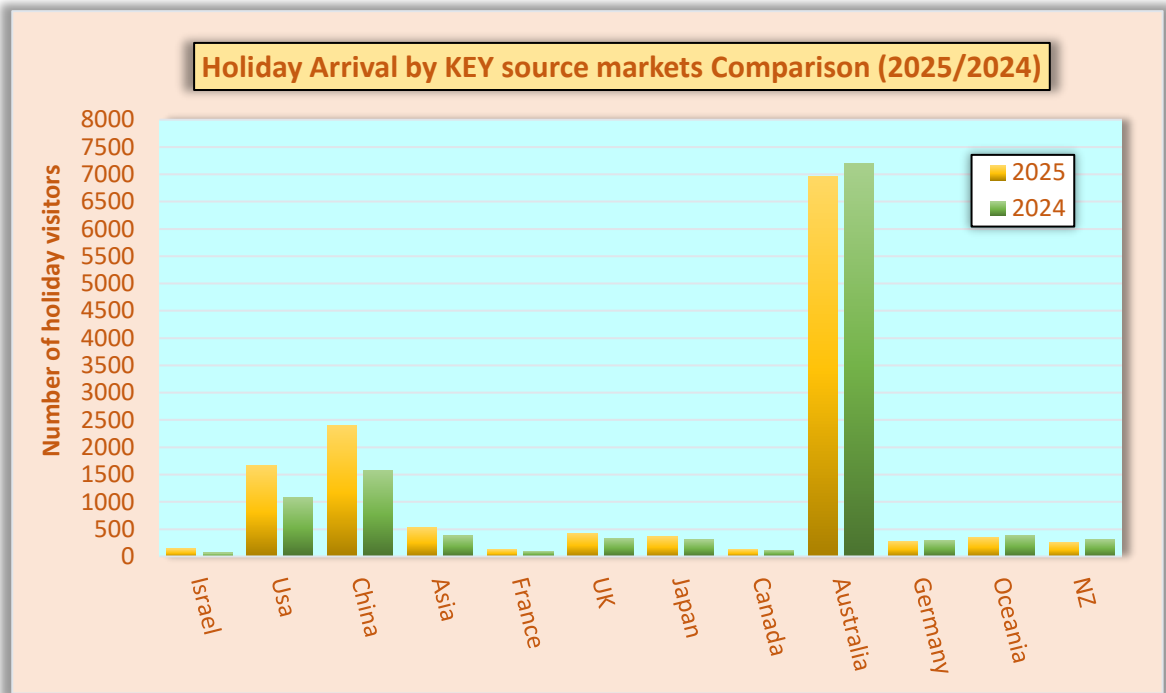
Australia continues to lead as the major source market, contributing about 43% of holiday arrivals, which clearly shows its close connection with Papua New Guinea. This tells us that almost half of all holiday visitors were from Australia.

China follows as the second major source market, contributing 15% of total holiday visitors. The United States is next, contributing about 10%.

Among the European countries, United Kingdom alone contributes 3% of holiday visitors. While Other Europe combined together they contribute about 5% of holiday visitors, these figures indicate that Europe remains an important market for Papua New Guinea tourism as well. The Asia market contributes about 3%, while countries like Japan, Oceania, Philippines, Germany, and New Zealand each contribute around 2% of total arrivals.

Smaller markets such as Korea, Malaysia, Israel, Canada, France, India, Russia, Singapore, Italy, Africa, Indonesia, and other Americas each contribute about 1%. Even though their individual shares are small, together they play an important role in supporting overall visitor numbers.

Holiday Arrival Market share from Australia, China, US and other European countries increased significantly compared to 2024. Most of the visitors came to PNG for business, holiday and visiting friends & relative.



The comparison chart above give a clear picture of visitor from the key source markets only that came in to PNG between 2024 and 2025.



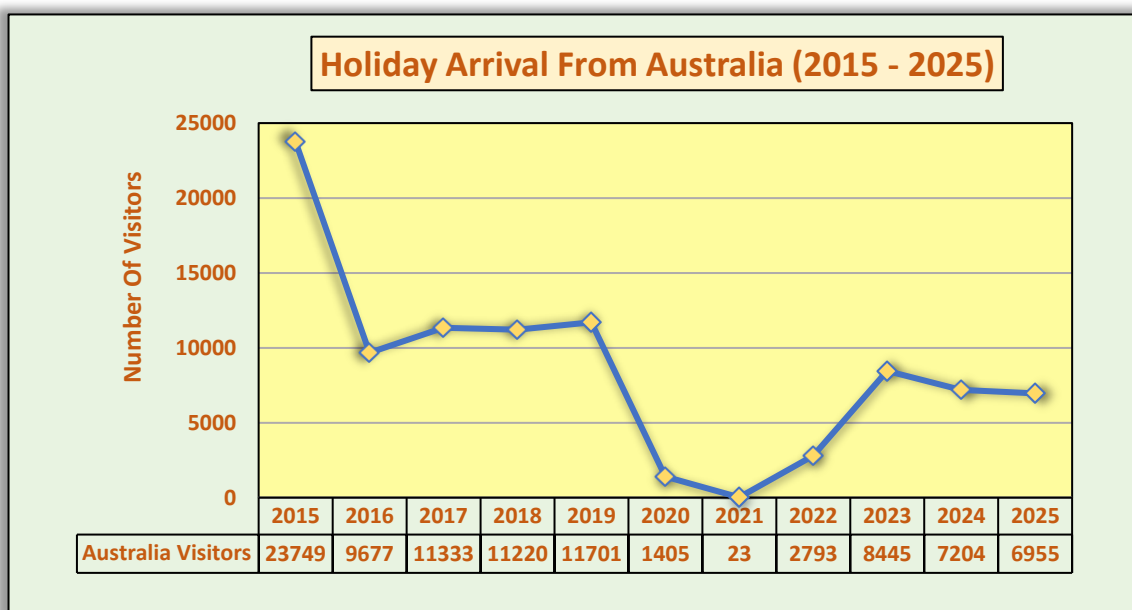
1.3 Source Markets Performance

Australia Source Market

The Australian market remains Papua New Guinea’s largest and most important source of visitors. In 2025, Australia accounted for about 40% (41,438) of total arrivals, recording a slight increase of 4% from 2024. This growth was primarily driven by a surge in trekker numbers on the Kokoda Track following its reopening in January 2025, after nearly four months of closure (September–December 2024) due to a dispute over a K40 million unpaid royalty to landowners.

When we look at holiday arrivals, the trend shows a small decline of about 3% in 2025 compared to 2024. This indicates that slightly fewer Australians travelled to PNG for holiday purposes during the year. While total arrivals increased, the drop in holiday visitors suggests that more travel may have been for business, employment, or other purposes rather than leisure.

From 2022 onwards, the holiday arrivals began to recover, with steady improvement in 2023 and 2024. However, the slight decrease in 2025 shows that the recovery in the holiday segment has slowed down and is not yet fully stable.



Overall, Australia remains the key driver of visitor arrivals to Papua New Guinea, with continued growth in total visitors. Australians consistently describe Papua New Guinea as one of the world’s most unique and authentic tourism experiences. PNG’s strengths lie in its unmatched cultural diversity, world-class adventure experiences, uncrowded nature, and proximity to Australia. However, the small decline in holiday arrivals highlights the need to strengthen destination promotion and encourage more Australians to visit PNG for leisure purposes.

China Source Market

The Chinese market remains an important and growing source market for Papua New Guinea, contributing approximately 13% of total visitor arrivals in 2025. However, its overall share is still relatively smaller compared to major markets such as Australia.

Looking at total arrivals, the China market recorded an increase of about 16% in 2025 compared to 2024. This shows that more visitors from China travelled to Papua New Guinea during the year, indicating a strong recovery and growing interest from this market.

When focusing on holiday arrivals, the growth is even more significant. Holiday visitors from China increased by about 52% in 2025 compared to 2024. This means a large number of Chinese travellers are now visiting Papua New Guinea for holiday purposes, which is a very positive sign for tourism development.



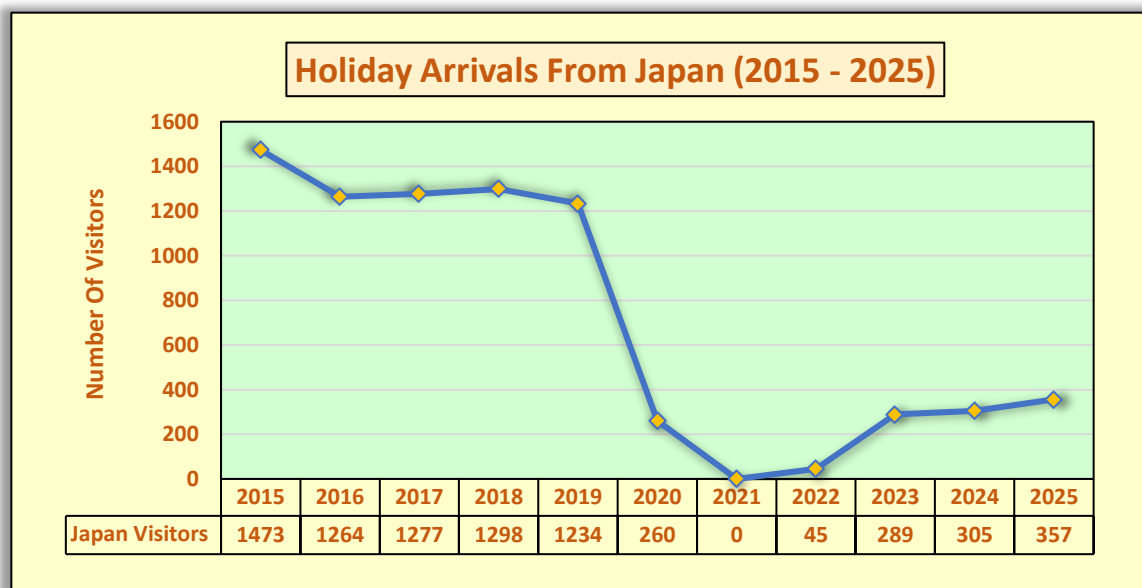
From the holiday arrivals trend, numbers dropped sharply in 2020 and 2021 due to COVID-19. From 2022 onwards, arrivals started to recover, with continued growth in 2023 and 2024, and a strong improvement in 2025, showing a clear upward trend.

The Chinese market is showing strong recovery in both total and holiday arrivals, with especially high growth in holiday travel. This indicates increasing awareness and interest in Papua New Guinea as a tourism destination, and highlights the strong potential for further growth in this market.

Japan Source Market

The Japanese market remained one of the important source markets for Papua New Guinea in 2025, although its overall contribution to total visitor arrivals was relatively small compared to other major markets. In 2025. Showing that while the market is not large, it is still significant, especially for holiday tourism.

Looking at total arrivals, Japan recorded a slight decline in 2025 compared to 2024. Visitor numbers decreased from around 1,172 in 2024 to about 1,163 in 2025, representing a 1% decrease. This shows that overall travel from Japan to PNG slowed down slightly in 2025. This decline may be influenced by factors such as economic conditions in Japan, high travel costs, and the long travel distance to Papua New Guinea.

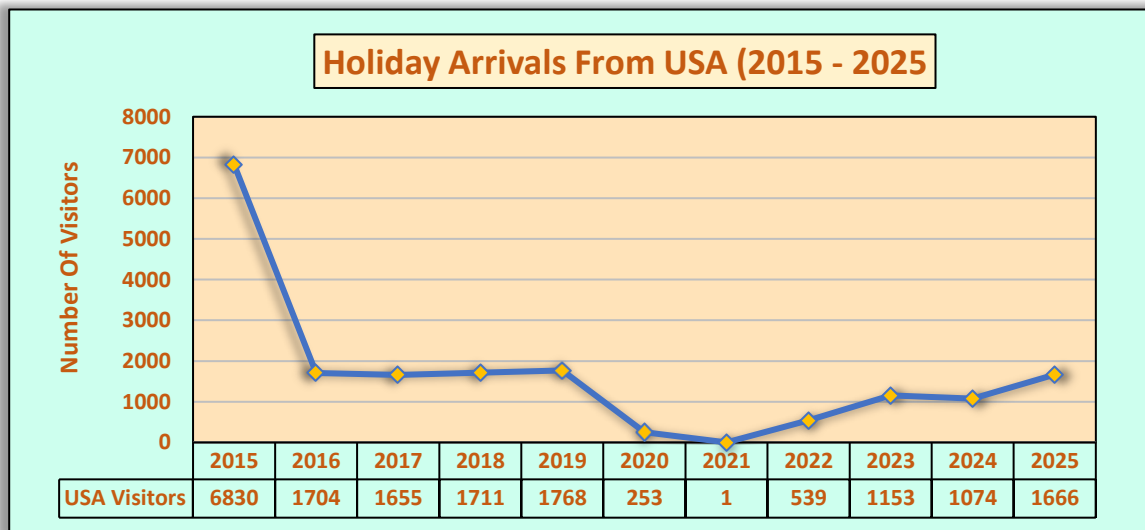


However, when we look at holiday arrivals only, the Japanese market showed a small improvement. Holiday visitors increased from about 305 in 2024 to around 357 in 2025, which is a 17% increase. This means that even though fewer Japanese visitors came overall, more of those who travelled came for holiday purposes. The graph shows that holiday arrivals have been slowly improving from 2023 to 2025.

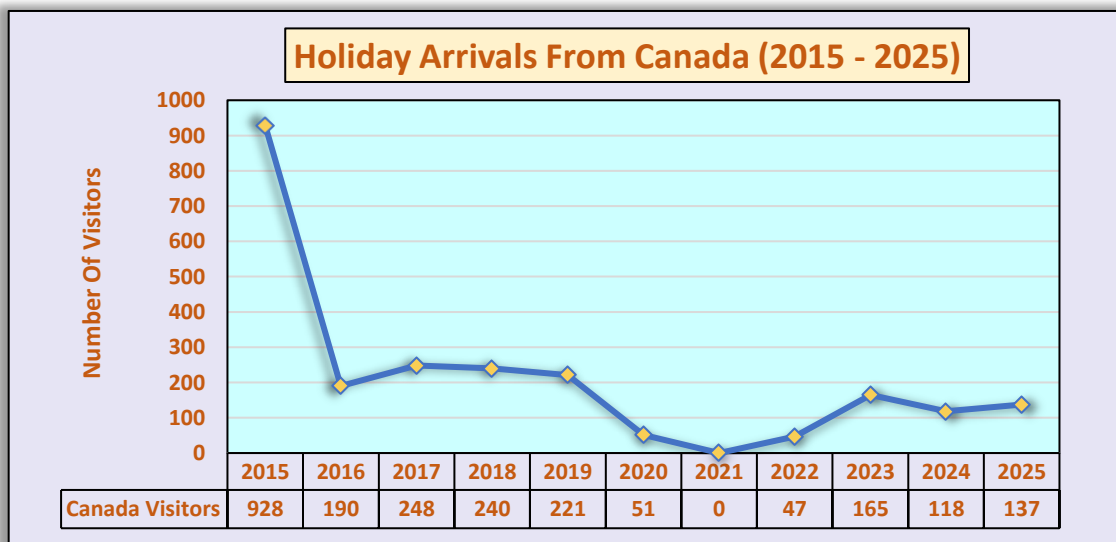
North America Markets

The North American market, made up of the United States and Canada, contributed about 6% of total visitor arrivals to Papua New Guinea in 2025, with the United States accounting for about 5% and Canada about 1% of total arrivals. In 2025, total arrivals from this market showed mixed performance compared to 2024. The United States recorded a decline in total arrivals from 5,520 in 2024 to 5,163 in 2025, representing a 6% decrease, while Canada recorded an increase from 847 in 2024 to 906 in 2025, representing a 7% increase. This shows that although the overall North American market remained strong, performance varied between the two countries.

Looking at holiday arrivals, the United States market showed positive growth. Holiday visitors increased from 1,074 in 2024 to 1,666 in 2025, which is a strong 55% increase. This indicates that more American visitors are now travelling to PNG for holiday purposes, especially for adventure, culture, Birdwatching and nature-based experiences. The graph shows that after a slight drop in 2024, holiday arrivals picked up again in 2025, continuing the recovery trend after COVID-19.



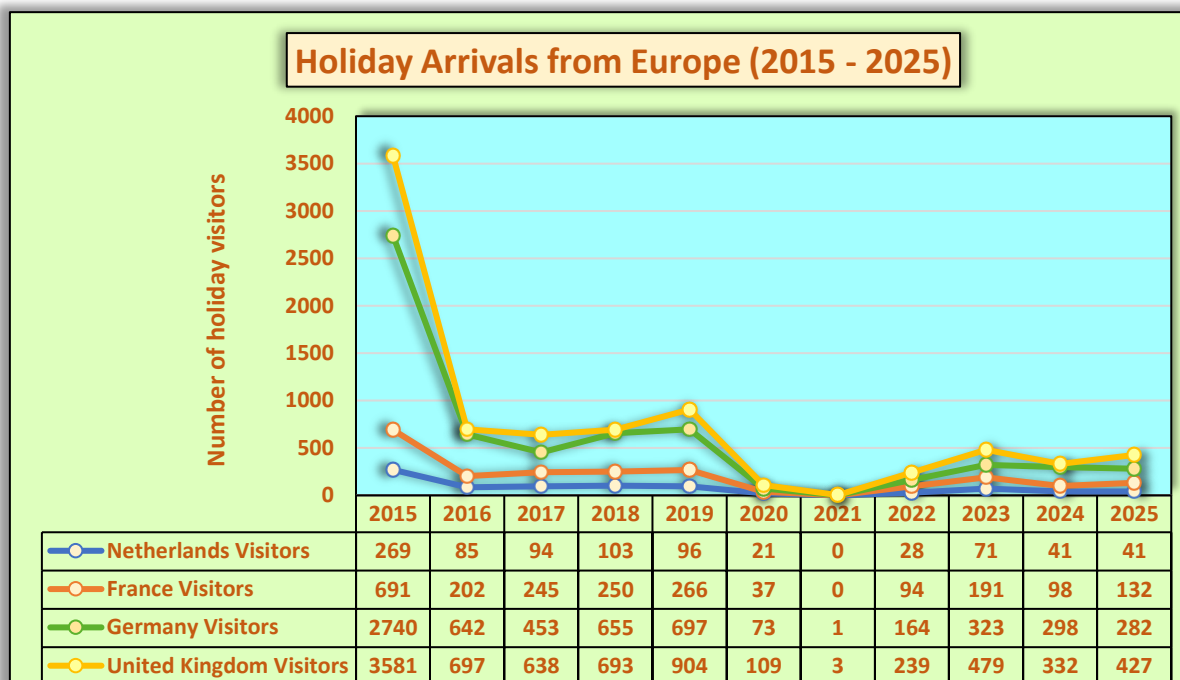
Similarly, Canada also showed growth in holiday arrivals, increasing from 118 in 2024 to 137 in 2025, which is a 16% increase. This steady growth shows that interest from Canadian travellers is improving.



Europe Markets

The European market, consisting of France, Germany, Italy, Netherlands, and the United Kingdom, remained an important source of visitors to Papua New Guinea in 2025. Together, these markets contributed a moderate share of total visitor arrivals, with the United Kingdom being the largest contributor among them. In 2025, performance across the European markets was mixed, with some countries recording strong growth while others showed slight declines compared to 2024.

Looking at total arrivals, the United Kingdom recorded an increase from 1,529 in 2024 to 1,602 in 2025, representing a 5% growth. France also showed growth in holiday arrivals, even though total arrivals declined slightly from 562 to 495, representing 12% decrease. This indicates that out of small travellers, most of them were coming for holiday purposes. Italy recorded a decrease in total arrivals from 263 to 223, which is a 15% decline, while Germany also declined from 707 to 590, representing a 17% decrease. The Netherlands showed a small increase from 238 to 244, which is a 3% growth, indicating stable performance.



Focusing on holiday arrivals, most European markets showed positive growth in 2025. The United Kingdom recorded a strong increase in holiday arrivals from 332 in 2024 to 427 in 2025, which is a 29% increase. France also increased from 98 to 132, showing a 35% growth, while Italy increased from 90 to 107, representing a 19% increase. Germany was the only major European market in this group to record a slight decline in holiday arrivals, dropping from 298 to 282, which is a 5% decrease. The Netherlands remained stable, with 41 holiday visitors in both 2024 and 2025, showing no change.

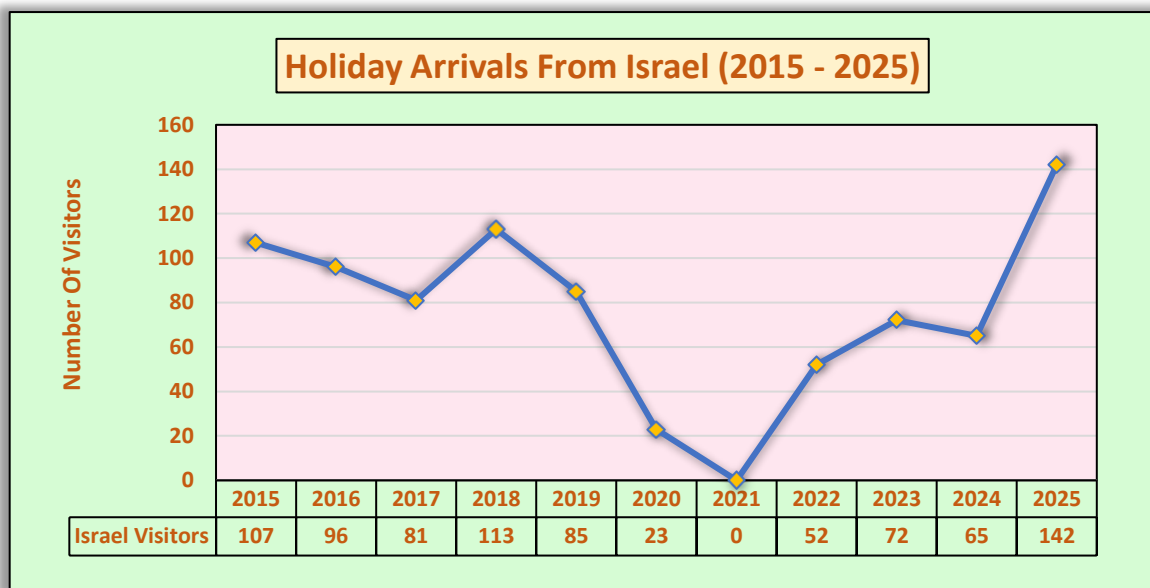
The graph for European markets shows a general recovery and upward trend in holiday arrivals after the COVID-19 period, especially from 2022 onwards. The strong growth in countries like the United Kingdom and France indicates increasing interest in Papua New Guinea as a tourism destination. European visitors are mainly holiday travellers, and they are highly interested in PNG's natural environment, cultural diversity, and adventure tourism activities such as trekking, diving, and bird watching. PNG is seen as a unique and untouched destination, which attracts travellers from Europe who are looking for different experiences.

Israel Source Market

The Israeli market is a small but growing source market for Papua New Guinea. In 2025, Israel contributed about 0.5% of total visitor arrivals, showing its small but important role in the overall market distribution.

Looking at total arrivals, visitor numbers from Israel increased from approximately 132 in 2024 to around 197 in 2025, representing an increase of about 49%. This shows that more visitors from Israel travelled to Papua New Guinea during the year.

When focusing on holiday arrivals, the trend also shows positive growth. Holiday visitors increased slightly in 2025 (241) compared to 2024 (65), indicating a growing interest in Papua New Guinea as a holiday destination among Israeli travellers.

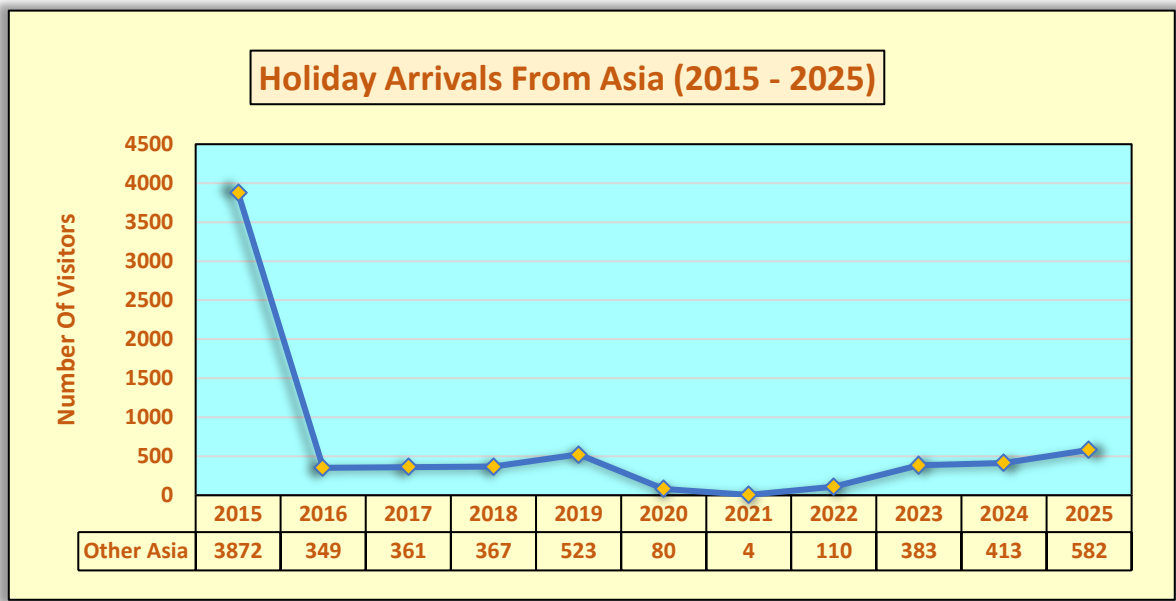


Overall, while Israel contributes a small share (0.5%) of total visitor arrivals, the market recorded an outstanding increase of about 49% in total arrivals from 2024 to 2025, showing good potential for future growth.

Asia Source Market

The Asia market remains a small but slowly growing source of holiday visitors to Papua New Guinea. Based on the holiday arrivals graph from 2015 to 2025, the trend shows a very sharp decline followed by a gradual recovery over recent years.

In 2020 and 2021, holiday arrivals dropped again to very low levels (80 in 2020 and only 4 in 2021) due to the global COVID-19 pandemic, which affected international travel. This was the lowest point for this market.



From 2022 onwards, the graph shows a clear recovery trend. Holiday arrivals increased from 110 in 2022 to 383 in 2023, and continued to grow to 413 in 2024. In 2025, arrivals further increased to 582, which is a 41% increase from 2024 to 2025. This shows a strong recovery and growing interest from this market.

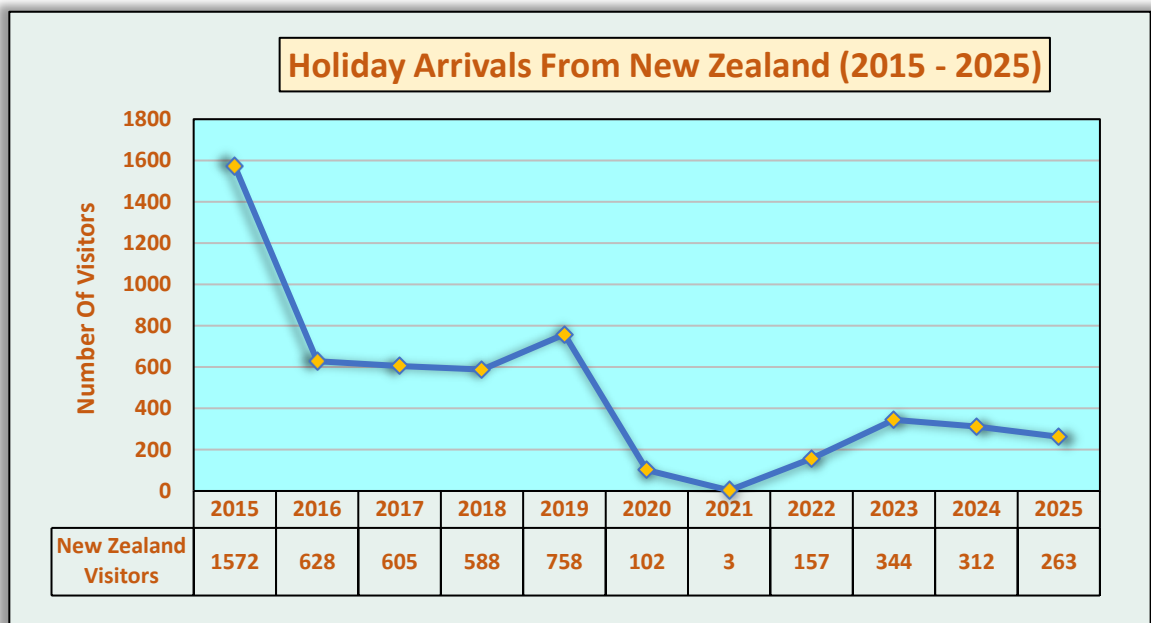
Even though the numbers are still lower compared to the peak in 2015, the steady increase from 2022 to 2025 shows that the Other Asia market is recovering well. More visitors from these countries are now travelling to Papua New Guinea for holiday purposes.

New Zealand Source Market

The New Zealand market is one of the key regional source markets for Papua New Guinea and continues to contribute a steady share of visitor arrivals each year. In 2025, New Zealand contributed around 4% of total visitor arrivals, making it an important market within the Oceania region.

Looking at total arrivals, the New Zealand market showed strong growth in 2025 compared to 2024. Visitor numbers increased from approximately 3,214 in 2024 to around 3,849 in 2025, representing a 20% increase. This indicates that overall travel from New Zealand increased during the year.

However, when focusing on holiday arrivals, the trend shows a decline. Holiday visitors decreased from about 312 in 2024 to around 263 in 2025, which is a 16% decrease. The holiday arrivals trend also shows a downward movement from 2023 to 2025, indicating reduced interest in Papua New Guinea as a holiday destination from this market.



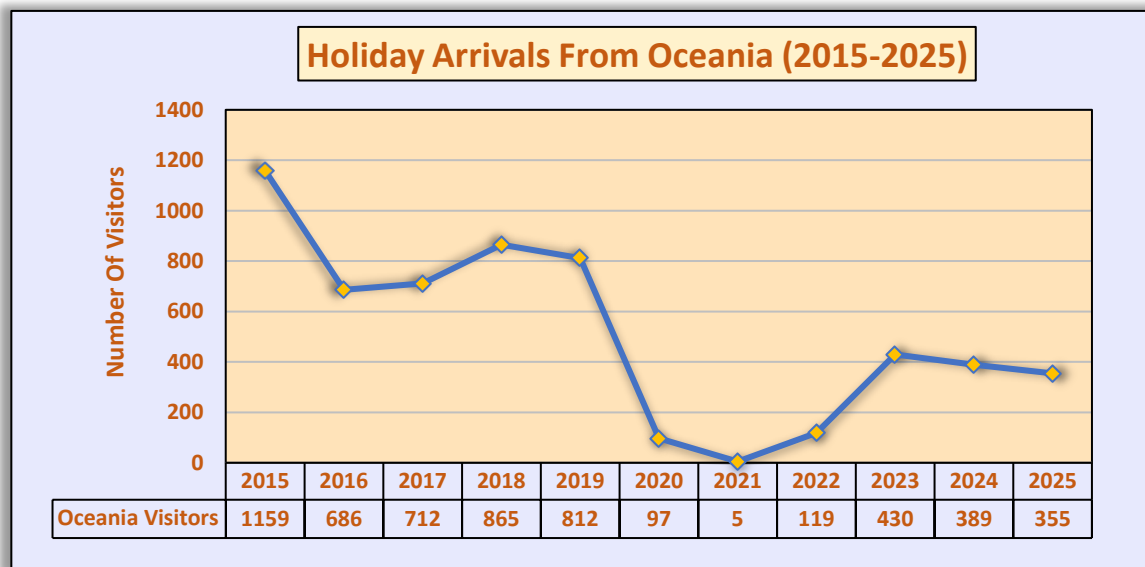
The increase in total arrivals, together with the decline in holiday visitors, suggests that more travel from New Zealand in 2025 was for business, employment, or other purposes rather than holidays. While the New Zealand market recorded strong growth in total arrivals, the decline in holiday travel highlights the need to strengthen tourism promotion and encourage more visitors from New Zealand to travel to Papua New Guinea for leisure purposes.

Oceania Source Markets.

The Oceania market, which includes Pacific Island countries (excluding Australia and New Zealand), remains a small but important regional source market for Papua New Guinea. In 2025, this market contributed 6% of total visitor arrivals, but it continues to play a role due to close regional and cultural connections.

Looking at total arrivals, the Oceania market recorded an increase of about 6% in 2025 compared to 2024. This shows that overall visitor numbers from these countries pick up a little during the year. Although the increase is small, it indicates a positive growth in travel within the region.

However, when we focus on holiday arrivals, the trend is slightly negative. Holiday visitors from Oceania decreased by about 9% in 2025 compared to 2024. This means fewer people from Pacific countries are now travelling to Papua New Guinea for holiday purposes, even though total arrivals went up slightly.



From the holiday arrivals trend, the numbers started to improve again from 2022 onwards. However, the steady decline in 2024 and 2025 shows that the recovery in holiday travel has slowed and is not yet fully stable. While the Oceania market recorded a small increase in total arrivals, the decline in holiday visitors highlights the need to strengthen tourism promotion and encourage more leisure travel from Pacific Island countries.

1.4 Areas Visited by International Visitors in PNG

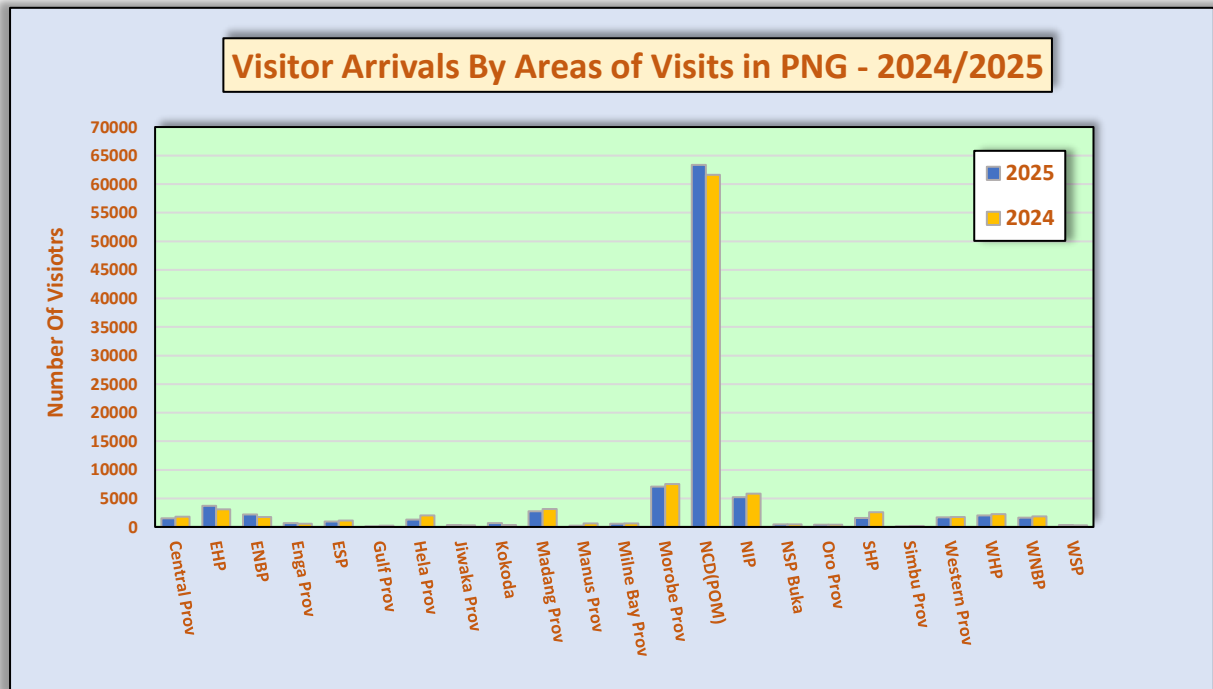
Main Areas	Business	MICE	Holiday	VFR	Employment	Education	Medical	Sports	Church	Other	Total 2025
Central Prov	351	17	199	305	571	13	0	0	4	62	1522
EHP	618	39	503	326	1689	85	10	1	71	331	3673
ENBP	442	18	514	276	713	18	0	6	16	177	2180
Enga Prov	96	6	25	12	479	4	1	0	1	32	656
ESP	199	7	191	93	318	26	5	0	27	105	971
Gulf Pro	17	0	11	12	46	1	1	0	2	5	95
Hela Pro	242	0	47	5	952	3	0	0	5	24	1278
Jiwaka Prov	21	4	54	42	50	32	3	0	33	73	312
Kokoda	21	0	587	3	9	9	0	0	0	17	646
Madang Prov	361	18	361	105	1589	62	20	0	34	222	2772
Manus Pro	116	1	15	40	55	1	0	0	4	5	237
Milne Bay Pro	68	7	188	85	149	6	0	0	7	57	567
Morobe Prov	1983	96	611	361	3460	75	0	37	52	403	7078
NCD(PO M)	21231	1822	9900	6209	16570	1235	68	614	366	5368	63383
NIP	893	6	567	126	3457	28	1	2	2	155	5237
NSP Buka	110	9	81	80	118	3	0	0	10	34	445
Oro Prov	23	6	211	20	126	2	0	0	0	22	410
SHP	327	5	41	30	1139	5	0	0	11	23	1581
Simbu Prov	11	1	31	19	35	0	0	0	15	17	129
Western Pro	425	13	57	41	1079	19	2	0	3	55	1694
WHP	238	32	541	190	817	27	0	0	41	114	2000
WNBP	250	6	565	111	528	33	0	0	11	115	1619
WSP	47	5	153	13	82	0	1	0	1	23	325
Total	28090	2118	15453	8504	34031	1687	112	660	716	7439	98810

The National Capital District (NCD – Port Moresby) recorded the highest number of visitors with a total of 63,383 arrivals, making it the main entry and activity hub in the country. This is mainly driven by very high numbers in business (21,231), holiday (9,900), VFR (6,209), and employment (16,570), showing that NCD remains the centre for economic, administrative, and tourism activities.

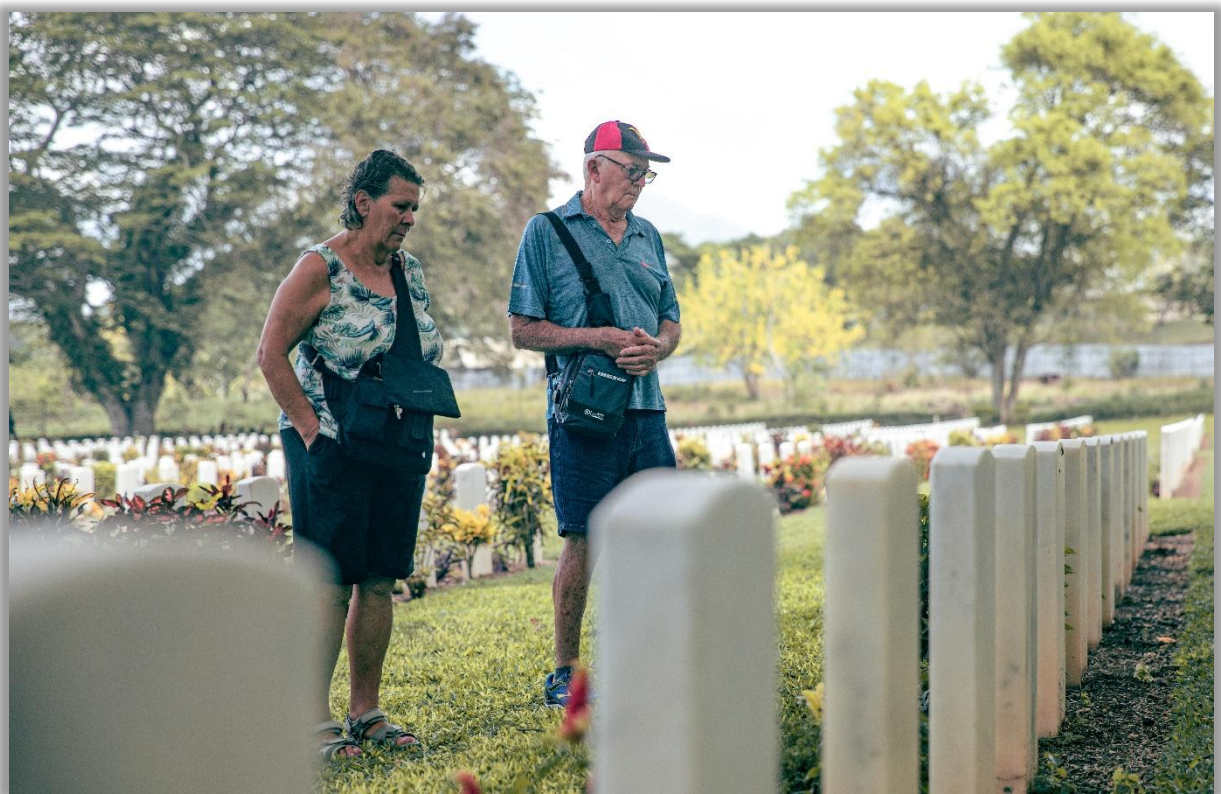
The Morobe Province follows as the second highest with 7,078 total arrivals, supported strongly by business (1,983) and employment (3,460) travel. Similarly, New Ireland Province (NIP) recorded 5,237 arrivals, largely driven by employment-related travel (3,457).

Eastern Highlands Province (EHP) also recorded a significant 3,673 arrivals, with strong contributions from employment (1,689) and holiday (503) visitors. Madang Province reported 2,772 arrivals, showing a balanced spread across business, holiday, and employment travel.

Provinces such as East New Britain (2,180), Western Highlands Province (2,000), and Western Province (1,694) also contributed notable visitor numbers, with a mix of holiday, business, and employment travel. Special tourism areas like Kokoda recorded 646 arrivals, with the majority coming for holiday purposes (587), highlighting its importance as a key trekking and historical tourism destination.

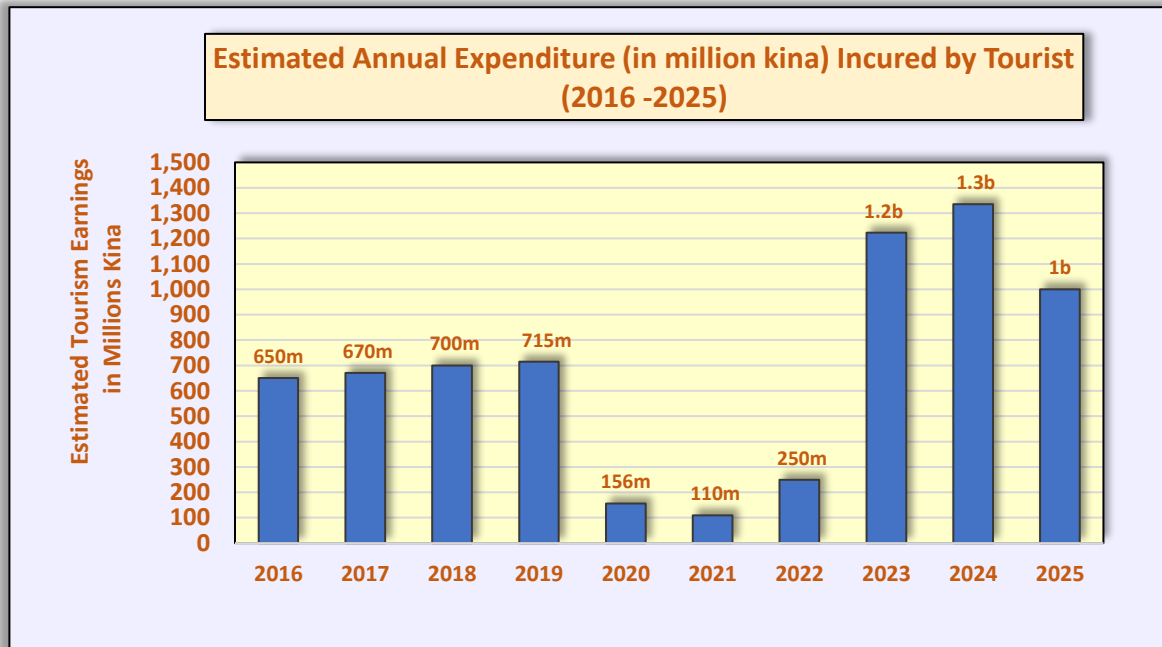


Other provinces, such as Milne Bay (567), Manus (237), Gulf (95), and Simbu (129), recorded smaller numbers, reflecting limited tourism and business activities in those areas.



1.5 Tourism Revenue (Estimated)

The estimated annual tourism expenditure shows how much money international visitors spend in Papua New Guinea each year. This spending includes accommodation, food, transport, tours, shopping, and other services, and it is an important contribution to the country's economy.



From 2016 to 2019, tourism earnings showed steady growth, increasing from about K650 million in 2016 to around K715 million in 2019. This indicates that tourism was performing well during this period, with more visitors spending money across different sectors of the economy.

After the COVID-19 pandemic, recovery began in 2022, with revenue increasing to about K250 million, as travel restrictions were open and visitors started returning. This recovery continued strongly in 2023 and 2024, with tourism earnings reaching about K1.2 billion in 2023 and K1.3 billion in 2024. These figures are based on the International Visitor Survey (IVS) 2023 and 2024, which collects information directly from visitors about how much they spend during their stay in Papua New Guinea.

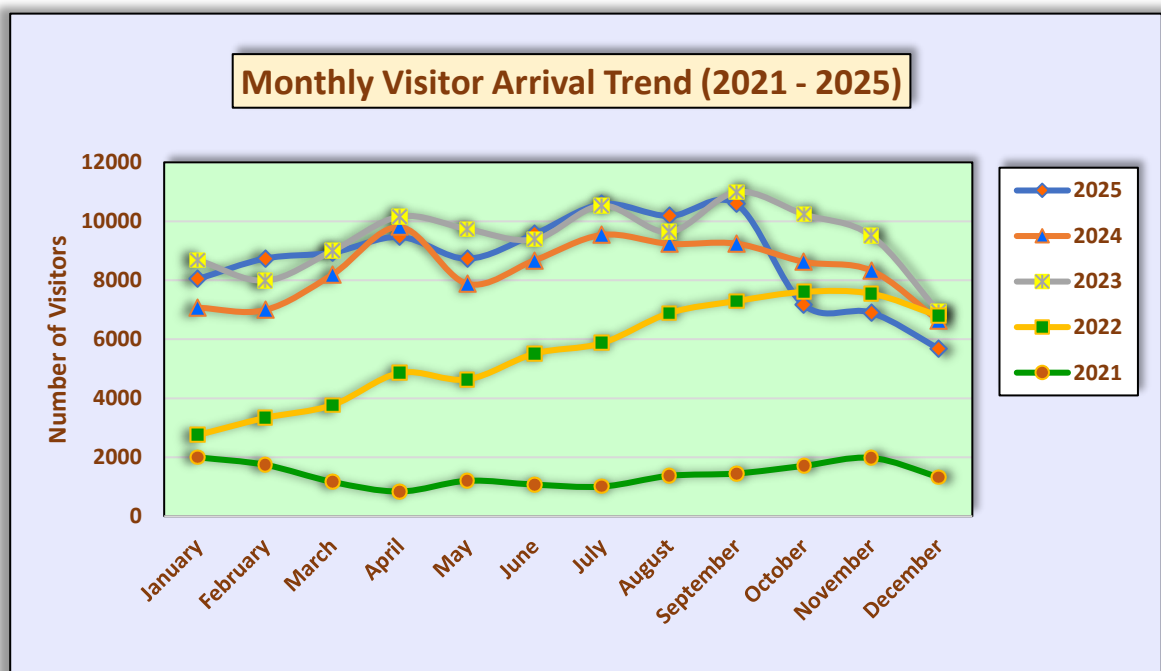
Similarly, for 2025, estimated tourism revenue is around K1 billion. **This figure obtained from the air arrival visitors only and not including cruise visitors spendings in the country.** The revenue could have been more if cruise visitor spendings included. The total visitor arrivals and average spending per visitor is obtain from the **January to December 2025 International Visitor Survey.** Even though visitor arrivals slightly decreased in 2025, tourism revenue remained high, showing that visitors are still spending well during their stay.

1.6 Arrival Monthly Trend

The arrival monthly trend shows how visitor numbers change across each month in 2025. This helps to understand the busy and slow periods for tourism in Papua New Guinea.

Visitor arrivals usually start at a moderate level in the beginning of the year, especially in January and February, as travel is still recovering after the holiday season. From March to May, arrivals begin to increase slowly as business activities and travel movements pick up.

A stronger increase is normally seen from June to October, where visitor numbers reach higher levels. This period is often considered a peak season, as it includes good weather and popular tourism events such as cultural shows, bird watching, surfing etc that attract both international and regional visitors.



Arrivals remain relatively strong in September and October, because of the business travel and tourism activities across the country. However, towards the end of the year, in November and December, visitor numbers were slightly declining, as travel patterns change and some visitors return home for the festive season.

1.7 2025 Visitor Arrival Summary Table

Country	MICE	Business	VFR	Holiday (Air)	Holiday (Cruise)	Employment	Education	Medical	Sport	Church	Other	2025	2024	Change	%
Africa	67	476	95	74	0	700	49	0	1	14	131	1607	1435	172	12%
Australia	794	15454	6034	6955	0	9045	527	29	375	167	2058	41438	39675	1763	4%
Canada	12	278	60	189	0	265	4	3	0	9	86	906	847	59	7%
Chile	1	8	2	16	0	7	0	0	0	0	1	35	37	-2	-5%
China	141	4056	537	2127	0	6373	80	1	0	4	655	13974	12061	1913	16%
France	14	195	17	126	0	70	8	1	0	0	64	495	562	-67	12%
Germany	26	70	44	281	0	59	20	5	1	8	76	590	707	-117	17%
Hong Kong	1	64	4	64	0	22	2	1	0	0	16	174	137	37	27%
India	26	830	105	145	0	1189	89	2	1	28	273	2688	2595	93	4%
Indonesia	72	824	31	73	0	1915	24	0	1	6	158	3104	3033	71	2%
Israel	2	24	7	132	0	20	0	0	0	0	12	197	132	65	49%
Italy	5	58	8	95	0	31	4	0	1	7	14	223	263	-40	15%
Japan	63	591	36	314	0	62	16	0	0	1	80	1163	1172	-9	-1%
Korea	43	305	38	240	0	94	15	1	3	11	95	845	569	276	49%
Malaysia	42	707	96	179	0	1077	42	1	1	6	208	2359	2595	-236	-9%
Netherlands	2	63	36	39	0	61	3	0	0	4	36	244	238	6	3%
New Zealand	202	1591	224	292	0	1128	44	3	29	31	305	3849	3214	635	20%
Oceania	764	1210	540	357	0	1209	395	3	268	158	816	5720	5416	304	6%
Other America	17	76	9	77	0	88	3	3	0	4	40	317	411	-94	23%
Other Asia	63	940	136	496	0	1629	72	7	5	9	313	3670	3564	106	3%
Other Europe	40	417	52	843	0	373	30	4	2	30	234	2025	2294	-269	12%
Philippines	118	916	384	326	0	7638	201	3	1	73	602	10262	11155	-893	-8%
Russia	0	56	9	112	0	59	2	0	0	0	23	261	249	12	5%
Scandinavia	0	3	1	0	0	0	0	0	0	0	2	6	8	-2	25%
Singapore	31	623	13	152	0	92	3	12	0	1	37	964	805	159	20%
United Kingdom	27	534	78	452	0	351	14	3	1	5	137	1602	1529	73	5%
USA	178	1470	448	1285	0	524	223	41	4	218	772	5163	5520	-357	-6%
2025	2751	31839	9044	15441	26527	34081	1870	123	694	794	7244	130408			
2024	814	27822	8934	14395	32502	37785	1056	39	641	1251	7486	132725			
change	1937	4017	110	1046	-5975	-3704	814	84	53	-457	-242	-2317			
%	238%	14%	1%	7%	-18%	-10%	77%	215%	8%	-37%	-3%	-2%			

1.8 Visitor Arrival Trend and Forecast in the next 5 years.

The visitor arrival trend shows how the number of visitors to Papua New Guinea has changed over the years.

Over the past years, visitor arrivals have shown variations, especially during the period affected by global challenges such as the COVID-19 pandemic, where arrivals dropped significantly. However, in recent years, arrivals have started to recover steadily, showing positive growth as travel restrictions were lifted and international travel resumed.

In 2025, total visitor arrivals reached 130,408, indicating that the tourism sector is continuing to recover. This improvement is supported by increased business activities, employment related travel, and the gradual return of holiday visitors.

Looking ahead, visitor arrivals are expected to grow at a modest and steady rate of 5% over the next five years. This growth will likely be supported by strong markets such as Australia, China, and North America, along with continued efforts by the PNG Tourism Promotion Authority to promote Papua New Guinea internationally.



Note: The bars in blue are the forecast (~5% each year)

The forecast also assumes improvements in domestic air services connectivity, concerns around PNG tourism operators' readiness and professionalism, communication across the PNG tourism sector, marketing campaigns, tourism infrastructure, safety measures, consumer awareness and positive storytelling within the key source market, which will help attract more visitors. In addition, the development of niche tourism products such as culture, adventure, and eco-tourism is expected to further support growth.

1.9 Conclusion and Recommendation

In 2025, Papua New Guinea recorded a total of 130,408 international visitors, showing a slight decline of 2% compared to 2024. Australia remained the top source market, while emerging markets such as China, Europe, the Philippines, and the USA continued to grow, showing better variation of visitors. The National Capital District remained the main destination, and employment, business, and holiday were the leading purposes of visit, confirming PNG's strong position as both a business and tourism destination. Despite the small decline in total arrivals and cruise visitors, the increase in holiday travel and an estimated tourism revenue of PGK 1 billion shows positive performance and strong economic contribution.

Moving forward, it is recommended that Papua New Guinea continue to strengthen key markets like Australia, China, and North America, while also expanding into emerging markets, increasing promotion of holiday tourism, improving air access, and developing tourism infrastructure across provinces to support steady growth, focusing on developing core tourism such as culture, diving, fishing, surfing, trekking and increase visitor numbers in the coming years.

THANK YOU.

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