

# SAMOA BUREAU OF STATISTICS

## INTERNATIONAL ARRIVAL STATISTICS AUGUST 2023

### MONTHLY HIGHLIGHTS:

In August 2023:

□ Total arrivals: 21,752

Total visitors: 16,471

□ Total Visitors:

NZ: 6,973 (42.3% of total visitors)

AUST: 4,455 (27.0% of total visitors)

AM. SAM: 1,233 (7.5% of total visitors)

USA: 1,230 (7.5% of total visitors)

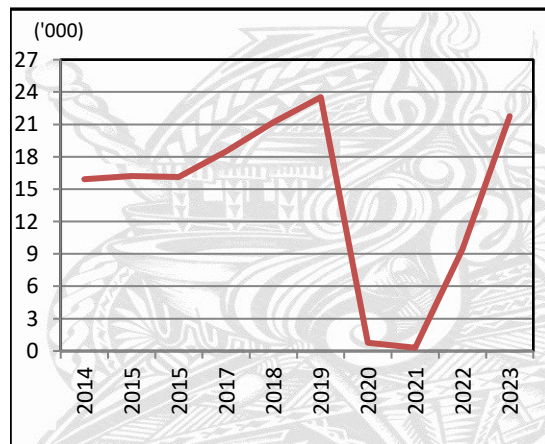
### 1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **August 2023** totalling 21,752 arrivals, revealed a decrease of 4.9 percent over the previous month of July 2023.

Those who travelled to Samoa by Air represented 96.1% while 3.9% was represented by those who travelled by Sea.

Fig. 1 below graphically depicts the arrival numbers from August 2014 to August 2023, clearly showing the impact of Covid 19 on arrival numbers between April 2020 and July 2022.

**Fig. 1: August Total Arrivals, 2014 – 2023**

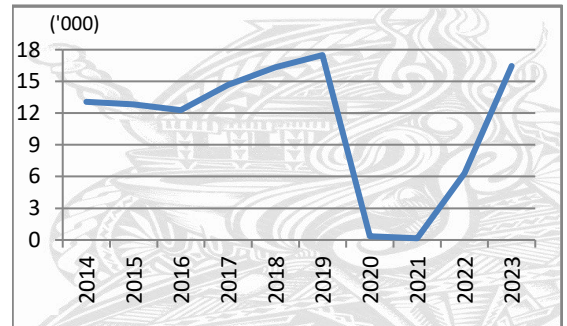


### 2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 16,471 revealing a decrease of 4.6 percent over the previous month of July 2023

Fig 2 shows the visitor numbers from August 2014 to August 2023, further showing the impacts of Covid 19 on monthly visitors numbers between April 2020 and July 2022.

**Fig. 2: August Total Visitors, 2014 – 2023**



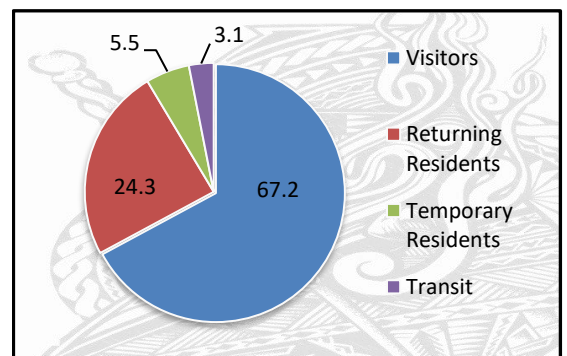
### 3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (Table 2), made up the largest component of all arrivals with 67.2 percent (14,609), represented by 35.0 percent females (7,611) and 32.2 percent males (6,998).

Male returning residents made up 14.2 percent (3,085) of total arrivals while their female counterpart made up 10.1 percent (2,196). (Refer Fig. 3)

The Appendix provide readers with a more detailed trend presentation of total arrivals and visitors over the years.

**Fig. 3: Total Arrivals, by Purpose of Entry, August 2023**



### INSIDE THIS ISSUE

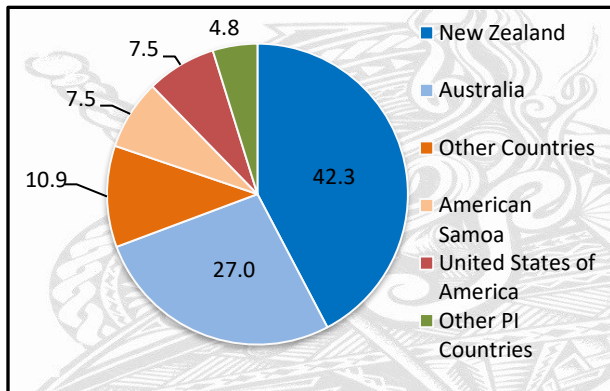
August 2023	All Arrivals	All Visitors
Number	21,752	16,471
Holiday & Vacation		7,249
Vist Friends/Relatives		5,056
Sports		1,070

#### 4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 42.3 percent of total visitors or 6,973 visitors. Australia followed next with a distant 27.0 percent share (4,455).

American Samoa reported 7.5 percent (1,233 visitors) while United States of America reported 7.5 percent (1,230) of total visitors. (Refer Fig. 4)

**Fig. 4: Total Visitors, by Country of Usual Residence, August 2023**

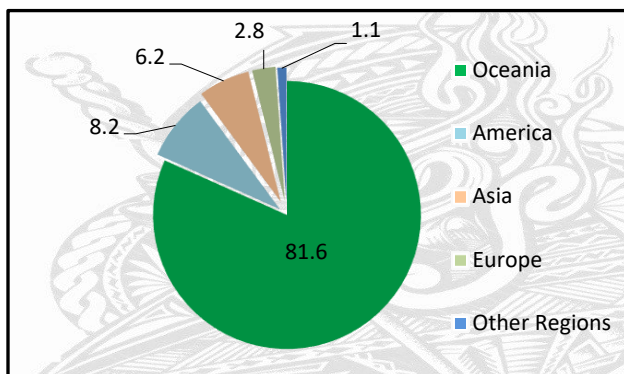


#### 5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 81.6 percent, followed by America with 8.2 percent.

Asia reported a share of 6.2 percent while Europe reported the least share of 2.8 percent. (Refer Fig. 5).

**Fig. 5: Total Visitors by Region, August 2023**



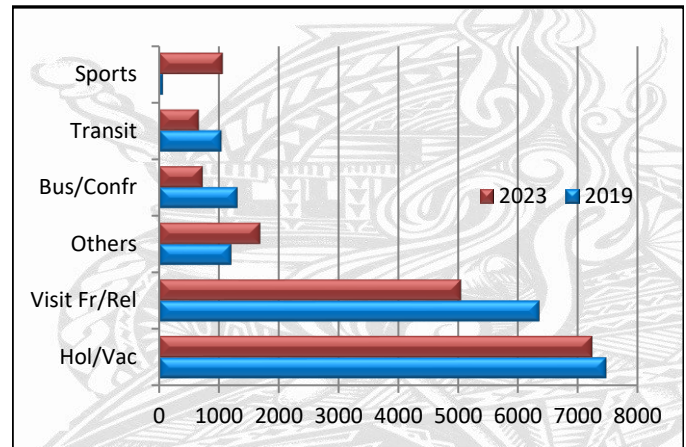
#### 6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constituted 84.3 percent of all visitors visiting Samoa in August 2023.

The majority of visitors (7,249) entered our shores for holiday and vacation while 5,056 entered our shores to visits friends and relatives.

Those who were here for Sports recorded 1,070 visitors while those on Business/Conference reported 732 visitors. Fig.6 depicts total visitors by purpose of visit with international borders reopening on August 2022 and August 2023.

**Fig. 6: Total Visitors, by Purpose of Visit, August 2019 & August 2023**

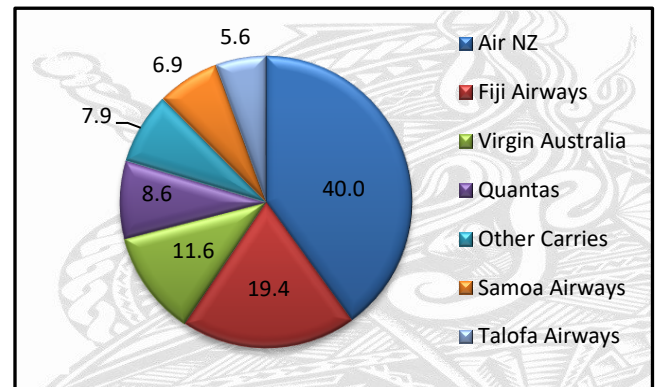


#### 7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 40.0 percent share, (8,700 passengers) followed by Fiji Airways with a 19.4 percent share (4,220 passengers).

Virgin Australia brought in 11.6 percent (2,526 passengers) of total arrivals while Quantas and Samoa Airways recorded shares of 8.6 percent (1,875) and 6.9 percent (1,499) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

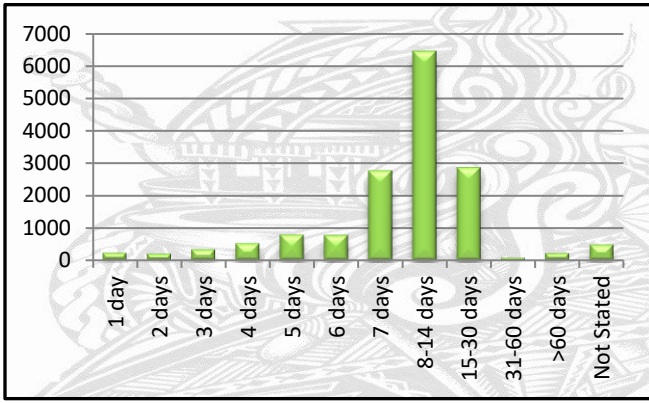
**Fig. 7: Total Arrivals by Carrier, August 2023**



#### 8. TOTAL VISITORS BY DURATION OF STAY AND PLACE OF STAY

As shown in Fig. 8 below, visitor's duration of stay in Samoa (Table 6) is between seven and thirty days.

**Fig. 8: Total Visitors by Duration of Stay, August 2023**



On the other hand, the majority of visitors (50.7 percent or 8,014 visitors) reported staying in private accommodations or with families/ relatives while 42.8 percent (6,769) stayed in hotel/ motel. (Refer Fig. 9).

**Fig. 9: Total Visitors by Place of Stay, August 2023**

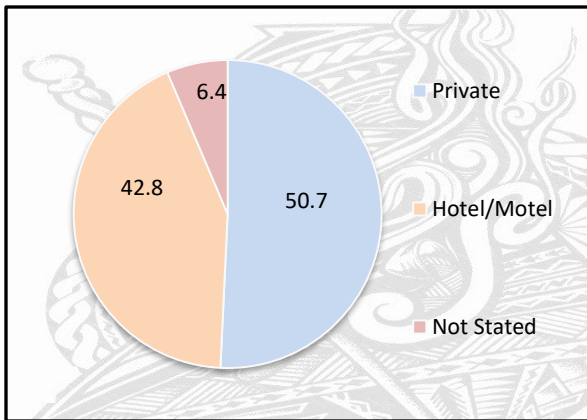
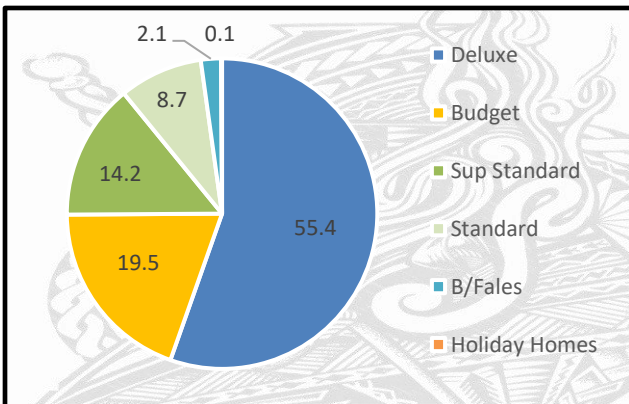


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (6,769) by type of accommodation (hotel/ motel), within the reference month.

**Fig. 10: Visitors Staying in Hotels/ Motels by Type of Accommodation, August 2023**



**BACKGROUND**

The sourced documents for the compilation of International Arrival Statistics are the immigration arrival and departure card forms.

These forms are completed by all incoming and outgoing travelers at the two local points of entry namely:

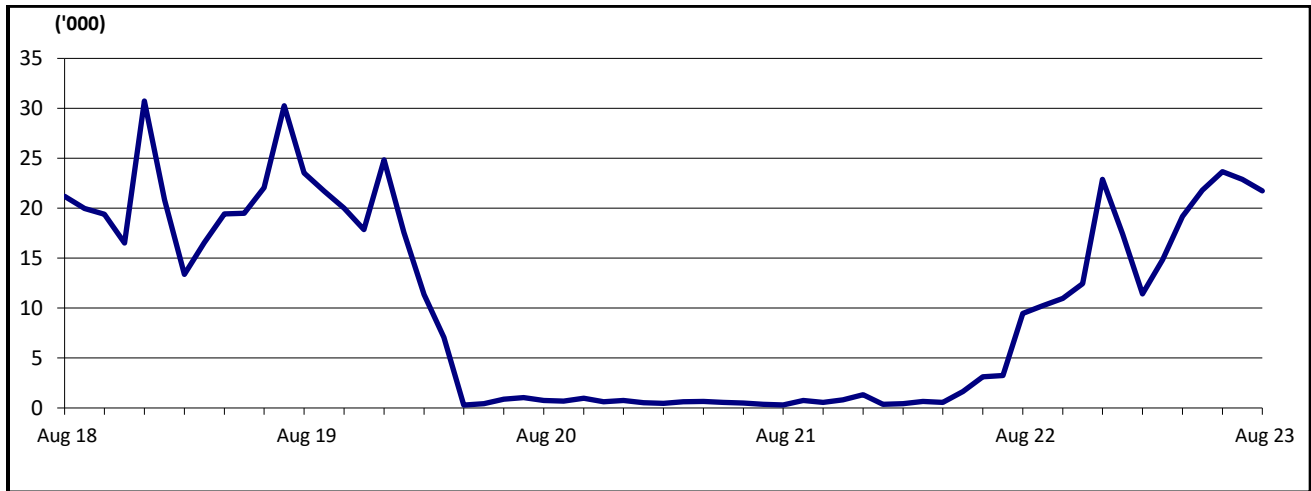
- (1) Faleolo International Airport
- (2) Apia Wharf (Matautu Port)
- (3) Fagalii International Airport

International Arrival Statistics are compiled on a monthly, quarterly and annual basis. These reports can also be downloaded from our website:

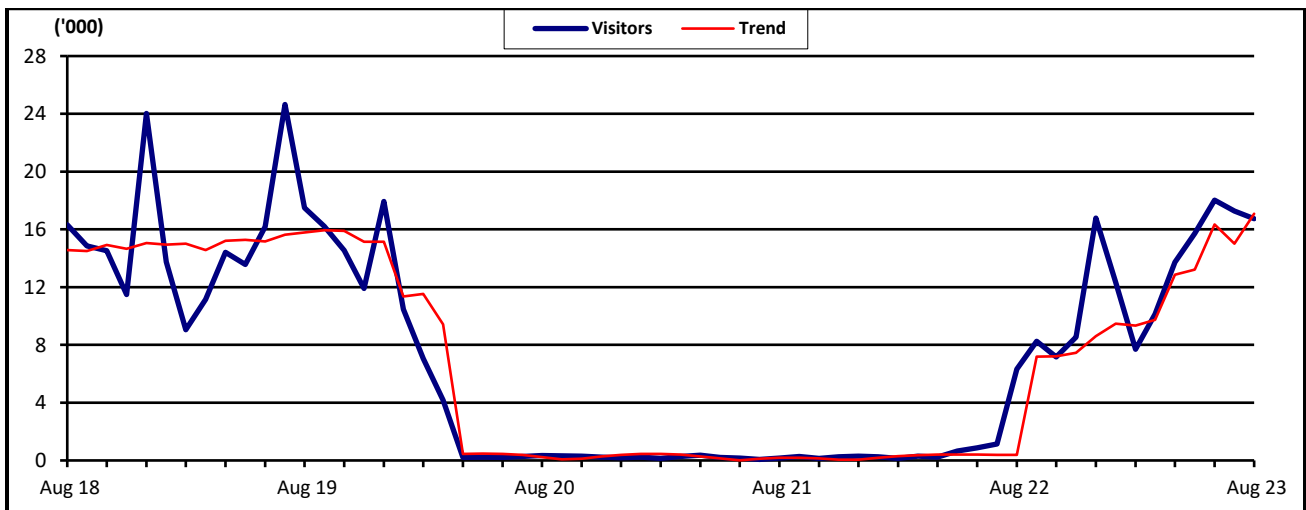
[www.sbs.gov.ws](http://www.sbs.gov.ws)

**APPENDIX**

Graph 1: Monthly Total Arrivals, August 2018 – August 2023



Graph 2: Monthly Total Visitors, August 2018 – August 2023



Graph 3: Visitors Percentage Change over Previous month, August 2018 – August 2023

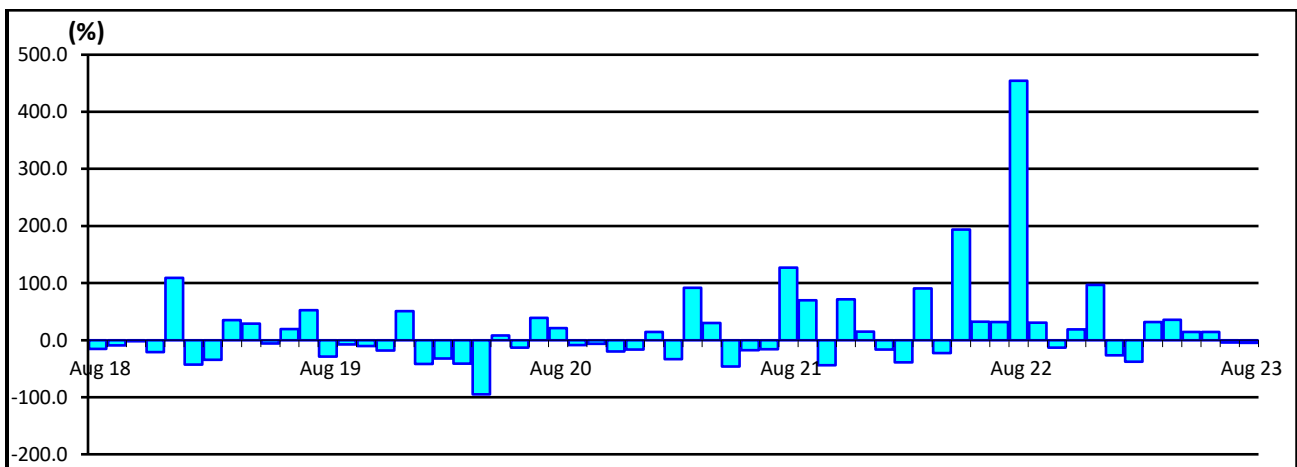


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2012 - 2023<sup>1</sup>

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
2011	124,706	2,898	127,604	159,660	5,738	165,398	163,605	6,216	169,821	-4,423
2012	131,945	2,749	134,694	167,211	5,509	172,720	167,842	6,297	174,139	-1,419
2013	122,171	2,502	124,673	157,542	5,335	162,877	162,333	5,885	168,218	-5,341
2014	128,623	3,172	131,795	166,075	7,638	173,713	170,742	8,275	179,017	-5,304
2015	135,012	4,031	139,043	176,782	8,248	185,030	181,343	8,867	190,210	-5,180
2016	140,288	5,801	146,089	186,810	10,586	197,396	193,759	9,955	203,714	-6,318
2017	153,468	4,047	157,515	204,105	8,135	212,240	210,827	9,228	220,055	-7,815
2018	167,651	4,845	172,496	227,487	9,019	236,506	210,595	8,361	240,549	-4,043
2019	173,920	6,938	180,858	239,437	10,534	249,971	248,499	9,835	258,334	-8,363
2020	20,520	3,463	23,983	38,086	4,287	42,373	36,471	3,937	50,582	-8,209
2021	1,096	1,495	2,591	5,011	2,452	7,463	8,614	1,462	12,994	-5,531
2022	47,204	3,425	50,629	69,766	6,287	76,053	65,066	5,419	70,485	5,568
<b>2020</b>										
August	0	342	342	369	390	759	336	352	688	71
September	0	312	312	312	372	684	151	348	499	185
October	0	292	292	640	348	988	206	364	570	418
November	0	234	234	299	309	608	89	262	351	257
December	28	167	195	509	236	745	253	301	554	191
<b>2021</b>										
January	55	168	223	291	238	529	859	296	1,155	-626
February	34	114	148	278	192	470	502	144	646	-176
March	85	199	284	357	271	628	234	213	447	181
April	239	130	369	486	174	660	670	173	843	-183
May	44	154	198	334	236	570	419	164	583	-13
June	120	43	163	427	82	509	1019	65	1084	-575
July	59	11	70	255	103	358	589	116	705	-347
August	74	85	159	179	121	300	715	13	728	-428
September	45	225	270	377	369	746	798	300	1,098	-352
October	49	102	151	382	183	565	1037	247	1,284	-719
November	98	161	259	567	244	811	1999	172	2,171	-1,360
December	194	103	297	1,078	239	1,317	2038	212	2,250	-933
<b>2022</b>										
January	107	141	248	191	180	371	1,015	198	1,213	-842
February	47	104	151	295	141	436	1,105	153	1,258	-822
March	142	146	288	459	211	670	2,218	162	2,380	-1,710
April	81	142	223	374	175	549	945	164	1,109	-560
May	530	125	655	1,466	178	1,644	1,446	126	1,572	72
June	715	151	866	2,893	228	3,121	2,226	150	2,376	745
July	975	164	1,139	2,948	314	3,262	2,700	242	2,942	320
August	5,967	351	6,318	8,910	546	9,456	6,688	373	7,061	2,395
September	7,629	632	8,261	9,514	707	10,221	8,679	928	9,607	614
October	6,917	254	7,171	10,303	673	10,976	10,790	693	11,483	-507
November	8,085	445	8,530	11,493	949	12,442	13,020	984	14,004	-1562
December	16,009	770	16,779	20,920	1,985	22,905	14,234	1,246	15,480	7,425
<b>2023</b>										
January	11,868	453	12,321	16,376	1,023	17,399	21,704	1,490	23,194	-5,795
February	7,273	414	7,687	10,418	993	11,411	14,083	1,314	15,397	-3,986
March	9,643	485	10,128	13,673	1,188	14,861	14,470	1,456	15,926	-1,065
April	13,271	449	13,720	17,698	1,466	19,164	17,614	1,455	19,069	95
May	15,321	398	15,719	20,666	1,130	21,796	17,909	1,285	19,194	2,602
June	17,122	899	18,021	21,979	1,691	23,670	20,849	1,681	22,530	1,140
July	16,145	1,125	17,270	20,528	2,347	22,875	22,836	1,861	24,697	-1,822
August	15,829	642	16,471	20,176	1,576	21,752	20,691	1,930	22,621	-869

**Source :** Ministry of the Prime Minister and Cabinet- Immigration Division; Ministry of Customs and Revenue and Samoa Bureau of Statistics.

1: Provisional figures

... Denote not yet available

Table 2: Total Arrivals by Age, Purpose of Entry and Sex, August 2023 <sup>1</sup>

Age	Purpose of Entry														
	Total			Visitors			Returning Residents			Transit			Temporary Residents		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	21,752	11,062	10,690	14,609	6,998	7,611	5,281	3,085	2,196	669	389	280	1,193	590	603
0 - 4	775	374	401	599	294	305	116	52	64	28	15	13	32	13	19
5 - 9	805	397	408	617	299	318	130	69	61	24	11	13	34	18	16
10 - 14	866	432	434	691	347	344	91	41	50	40	23	17	44	21	23
15 - 19	1,045	467	578	770	334	436	185	82	103	41	24	17	49	27	22
20 - 24	1,546	806	740	945	395	550	506	360	146	46	30	16	49	21	28
25 - 29	1,773	962	811	1072	512	560	567	376	191	52	32	20	82	42	40
30 - 34	1,911	996	915	1235	566	669	532	365	167	70	39	31	74	26	48
35 - 39	1,682	885	797	1071	536	535	473	273	200	69	44	25	69	32	37
40 - 44	1,758	897	861	1156	543	613	421	251	170	82	47	35	99	56	43
45 - 49	1,805	918	887	1171	563	608	446	257	189	74	42	32	114	56	58
50 - 54	1,919	955	964	1279	605	674	502	282	220	40	24	16	98	44	54
55 - 59	1,840	930	910	1225	598	627	433	237	196	46	28	18	136	67	69
60 - 64	1,557	779	778	1030	513	517	395	197	198	25	16	9	107	53	54
65 - 69	1,185	617	568	817	423	394	241	124	117	19	7	12	108	63	45
70 - 74	734	378	356	538	267	271	127	65	62	9	6	3	60	40	20
75 +	551	269	282	393	203	190	116	54	62	4	1	3	38	11	27
<b>% DISTRIBUTION <sup>2</sup></b>	<b>100</b>	<b>50.9</b>	<b>49.1</b>	<b>67.2</b>	<b>32.2</b>	<b>35.0</b>	<b>24.3</b>	<b>14.2</b>	<b>10.1</b>	<b>3.1</b>	<b>1.8</b>	<b>1.3</b>	<b>5.5</b>	<b>2.7</b>	<b>2.8</b>

**Source:** Ministry of the Prime Minister and Cabinet; Immigration Division, Ministry of Customs and Revenue, and Samoa Bureau of Statistics.

1: Provisional figures

2: Figures are subject to rounding errors

Table 3: Total Visitors Arrivals by Country of Usual Residence and Mode of Travel, August 2023 <sup>1</sup>

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
<b>OCEANIA</b>	<b>13,155</b>	<b>292</b>	<b>13,447</b>	<b>81.6</b>
American Samoa	1,064	169	1,233	7.5
Fiji	297	12	309	1.9
Cook Island	0	0	0	0
Other Pacific Is	414	63	477	2.9
New Zealand	6,951	22	6,973	42.3
Australia	4,429	26	4,455	27.0
<b>EUROPE</b>	<b>443</b>	<b>26</b>	<b>469</b>	<b>2.8</b>
United Kingdom	136	14	150	0.9
Scandinavia	6	0	6	0.0
Benelux	16	1	17	0.1
Germany	76	4	80	0.5
Other Europe	209	7	216	1.3
<b>AMERICA</b>	<b>1,321</b>	<b>33</b>	<b>1,354</b>	<b>8.2</b>
U.S.A	1,206	24	1,230	7.5
Canada	115	9	124	0.8
<b>ASIA</b>	<b>737</b>	<b>287</b>	<b>1,024</b>	<b>6.2</b>
Japan	60	2	62	0.4
China	298	59	357	2.2
Korea	28	0	28	0.2
Other Asia	351	226	577	3.5
<b>OTHERS</b>	<b>173</b>	<b>4</b>	<b>177</b>	<b>1.1</b>
<b>TOTAL</b>	<b>15,829</b>	<b>642</b>	<b>16,471</b>	<b>100%</b>
<b>PERCENTAGE DISTRIBUTION</b>	<b>96.1</b>	<b>3.9</b>	<b>100%</b>	

**Source:** Ministry of the Prime Minister and Cabinet; Immigration Division, Ministry of Customs and Revenue and Samoa Bureau of Statistics.

1: Provisional figures.

2: Figures are subject to rounding errors

**Note:** (i) Visitors refer to all person visiting Samoa other than returning residents and also expatriates who are employed and living in Samoa (**include transit**).

(ii) Visitors also include Samoan citizens whose country of usual residence are country abroad.

(iii) **Scandinavia**- refers to countries of Norway, Sweden, Finland and Denmark.

(iv) **Benelux:** - refers to countries of Belgium, Netherlands and Luxembourg.

(v) Exclude Cruise Liner Passengers.

Table 4: Total Visitors by Usual Residence and Purpose of Visit, August 2023 <sup>1</sup>

Country of Usual Residence	Purpose of Visit							
	Total	Percentage <sup>2</sup>	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
<b>OCEANIA</b>	<b>13,447</b>	<b>81.6</b>	<b>6,061</b>	<b>620</b>	<b>4,378</b>	<b>593</b>	<b>389</b>	<b>1,406</b>
American Samoa	1,233	7.5	413	60	329	33	236	162
Fiji	309	1.9	71	73	41	30	36	58
Cook Island	0	0.0	0	0	0	0	0	0
Other Pacific Is	477	2.9	71	94	68	156	26	62
New Zealand	6,973	42.3	3,475	238	2,382	217	72	589
Australia	4,455	27.0	2,031	155	1,558	157	19	535
<b>EUROPE</b>	<b>469</b>	<b>2.8</b>	<b>298</b>	<b>6</b>	<b>48</b>	<b>78</b>	<b>11</b>	<b>28</b>
United Kingdom	150	0.9	85	3	27	19	2	14
Scandinavia	6	0.0	4	0	2	0	0	0
Benelux	17	0.1	14	0	0	1	0	2
Germany	80	0.5	56	0	5	9	6	4
Other Europe	216	1.3	139	3	14	49	3	8
<b>AMERICA</b>	<b>1,354</b>	<b>8.2</b>	<b>431</b>	<b>37</b>	<b>408</b>	<b>276</b>	<b>51</b>	<b>151</b>
U.S.A.	1,230	7.5	395	35	407	199	51	143
Canada	124	0.8	36	2	1	77	0	8
<b>ASIA</b>	<b>1,024</b>	<b>6.2</b>	<b>400</b>	<b>59</b>	<b>219</b>	<b>35</b>	<b>210</b>	<b>101</b>
Japan	62	0.4	40	5	10	0	1	6
China	357	2.2	123	25	80	12	65	52
Korea	28	0.2	10	11	1	0	5	1
Other Asia	577	3.5	227	18	128	23	139	42
<b>OTHER COUNTRIES</b>	<b>177</b>	<b>1.1</b>	<b>59</b>	<b>10</b>	<b>3</b>	<b>88</b>	<b>8</b>	<b>9</b>
<b>TOTAL</b>	<b>16,471</b>	<b>100.0</b>	<b>7,249</b>	<b>732</b>	<b>5,056</b>	<b>1,070</b>	<b>669</b>	<b>1,695</b>
<b>Percentage Distribution <sup>2</sup></b>	<b>100.0</b>		<b>44.0</b>	<b>4.4</b>	<b>30.7</b>	<b>6.5</b>	<b>4.1</b>	<b>10.3</b>

**Source:** Ministry of the Prime Minister and Cabinet; Immigration Division, Ministry of Customs and Revenue and Samoa Bureau of Statistics.

**Note :** Overall visitors include transit.

: Sports was re-introduced again in the Purpose of Visit Category as of August 2008.

1: Provisional figures

2: Figures are subject to rounding errors



Table 5: Total Arrivals by Carrier and Purpose of Entry, August 2023 <sup>1</sup>

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage <sup>2</sup>	Total Visitors	Percentage <sup>2</sup>
<b>Total</b>	<b>21,752</b>	<b>100%</b>	<b>5,281</b>	<b>24.3</b>	<b>16,471</b>	<b>75.7</b>
<b>AIR</b>	<b>20,176</b>	<b>92.8</b>	<b>4,347</b>	<b>20.0</b>	<b>15,829</b>	<b>72.8</b>
Quantas	1,875	8.6	283	1.3	1,592	7.3
Virgin Australia	2,526	11.6	327	1.5	2,199	10.1
Samoa Airways	1,499	6.9	758	3.5	741	3.4
Talofa Airways	1,216	5.6	423	1.9	793	3.6
Air New Zealand	8,700	40.0	1,776	8.2	6,924	31.8
Fiji Airways	4,220	19.4	780	3.6	3,440	15.8
Other Air Carrier	140	0.6	0	0.0	140	0.6
<b>SEA</b>	<b>1,576</b>	<b>7.2</b>	<b>934</b>	<b>4.3</b>	<b>642</b>	<b>3.0</b>
Lady Samoa IV <sup>3</sup>	1,052	4.8	868	4.0	184	0.8
Yacht	79	0.4	0	0	79	0.4
Other Sea Carrier	445	2.0	66	0.3	379	1.7

**Source:** Ministry of the Prime Minister and Cabinet; Immigration Division, Ministry of Customs and Revenue and Samoa Bureau of Statistics.

**Note:** Total visitors include transit.

- 1: Provisional figures
- 2: Figures are subject to rounding errors
- 3: Lady Naomi is now replace by Lady Samoa IV

Table 6: Visitors by Duration of Stay and Place of Stay, August 2023 <sup>1</sup>

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
<b>Total</b>	<b>15,802</b>	<b>6,769</b>	<b>8,014</b>	<b>1,019</b>
1day	235	171	60	4
2days	201	116	65	20
3days	338	187	136	15
4days	526	294	213	19
5days	800	477	253	70
6days	792	492	228	72
7days	2,776	1,558	853	365
8-14days	6,462	3,245	2,981	236
15-30days	2,873	120	2,612	141
31-60days	83	0	78	5
61-90days	28	0	23	5
91-180days	25	0	23	2
181-365days	22	0	19	3
> Year	152	0	102	50
Not Stated	489	109	368	12
<b>Percentage Distribution <sup>2</sup></b>	<b>100</b>	<b>42.8</b>	<b>50.7</b>	<b>6.4</b>

**Source:** Ministry of the Prime Minister and Cabinet; Immigration Division, Ministry of Customs and Revenue and Samoa Bureau of Statistics.

**Note:** Visitors here, exclude transit.

1: Provisional figures

2: Figures are subject to rounding errors