

# SAMOA BUREAU OF STATISTICS

## INTERNATIONAL ARRIVAL STATISTICS December 2023

### MONTHLY HIGHLIGHTS:

In December 2023:

□ Total arrivals: 30,224

Total visitors: 22,512

□ Total Visitors:

NZ: 10,848 (48.2% of total visitors)

AUST: 6,993 (31.1% of total visitors)

AM. SAM: 1,316 (5.8% of total visitors)

USA: 1,752 (7.8% of total visitors)

### INSIDE THIS ISSUE

December 2023	All Arrivals	All Visitors
Number	30,224	22,512
Holiday & Vacation		9,052
Vist Friends/Relatives		10,832
Business/Conference		357

02<sup>ND</sup> FEBRUARY 2024

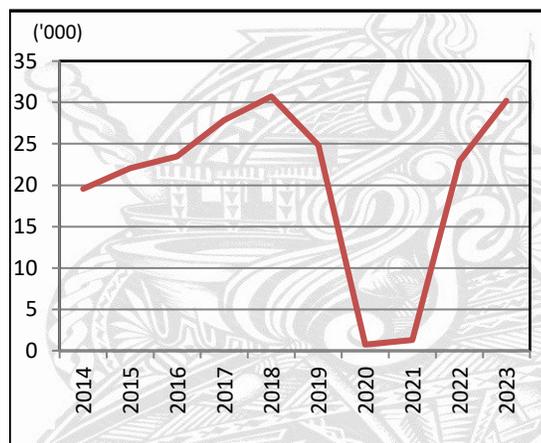
### 1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **December 2023** totalling 30,224 arrivals, revealed an increase of 63.9 percent over the previous month of November 2023.

Those who travelled to Samoa by Air represented 92.5% while 7.5% was represented by those who travelled by Sea.

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

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

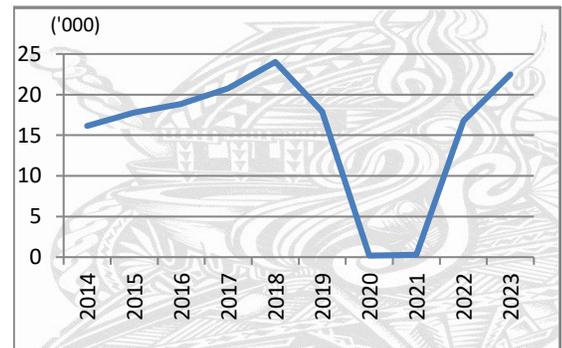


### 2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 22,512 revealing an increase of 75.1 percent over the previous month of November 2023

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

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



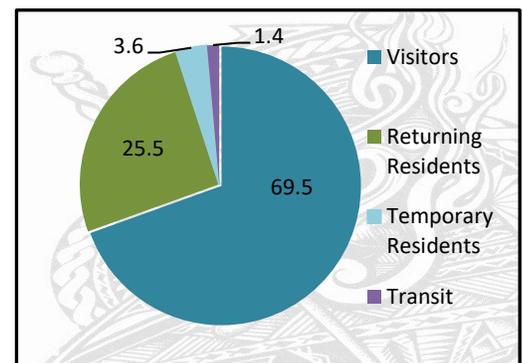
### 3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (Table 2), made up the largest component of all arrivals with 69.5 percent (21,006), represented by 36.1 percent females (10,911) and 33.4 percent males (10,095).

Male returning residents made up 15.3 percent (4,610) of total arrivals while their female counterpart made up 10.3 percent (3,102). (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, December 2023**

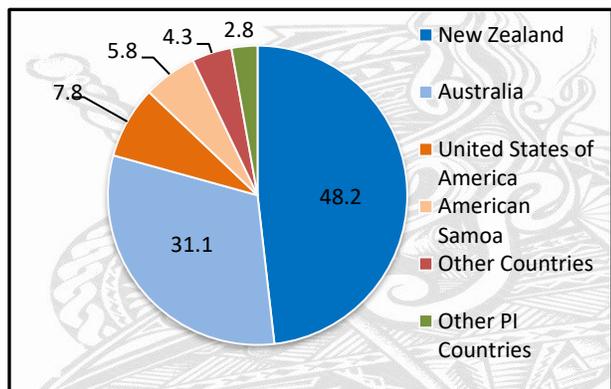


#### 4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 48.2 percent of total visitors or 10,848 visitors. Australia followed next with a distant 31.1 percent share (6,993).

United States of America reported 7.8 percent (1,752 visitors) while American Samoa reported 5.8 percent (1,316) of total visitors. (Refer Fig. 4)

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

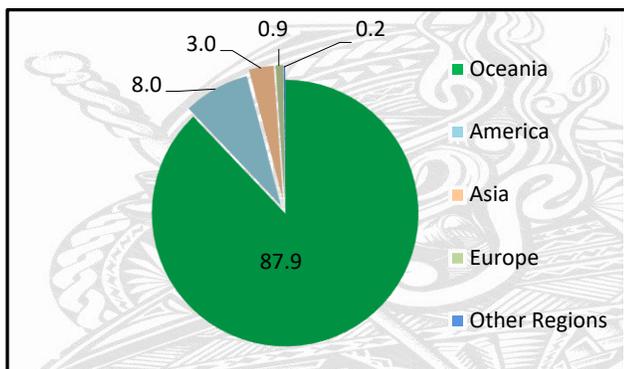


#### 5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 87.9 percent, followed by America with 8.0 percent.

Asia reported a share of 3.0 percent while Europe reported the least share of 0.9 percent. (Refer Fig. 5).

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



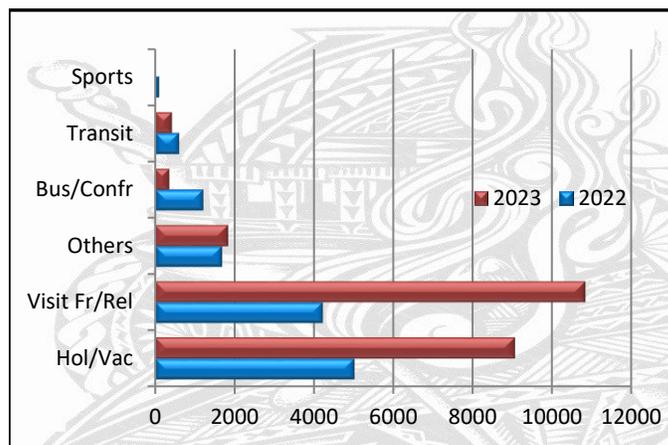
#### 6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 92.9 percent of all visitors visiting Samoa in December 2023.

The majority of visitors (10,832) entered our shores to visit friends and relatives while 9,052 entered our shores for holiday or vacation.

Those who were here on Business/Conference recorded 357 visitors while those for Sports purposes reported only 13 visitors. Fig.6 depicts total visitors by purpose of visit for December 2022 and December 2023.

**Fig. 6: Total Visitors, by Purpose of Visit, December 2022 & December 2023**

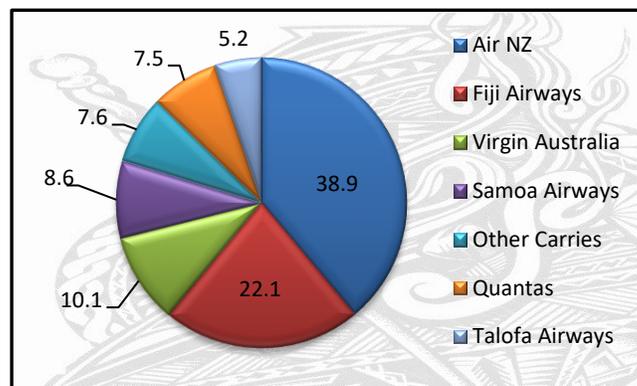


#### 7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 38.9 percent share, (11,749 passengers) followed by Fiji Airways with a 22.1 percent share (6,693 passengers).

Virgin Australia brought in 10.1 percent (3,055 passengers) of total arrivals while Samoa Airways and Qantas recorded shares of 8.6 percent (2,597) and 7.5 percent (2,272) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

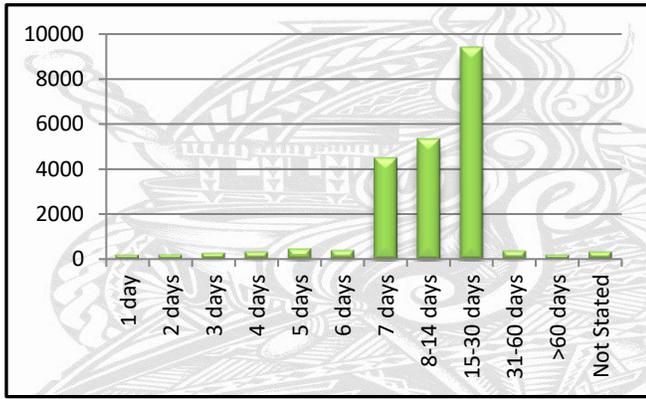
**Fig. 7: Total Arrivals by Carrier, December 2023**



#### 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, December 2023**



On the other hand, the majority of visitors (80.1 percent or 17,700 visitors) reported staying in private accommodations or with families/ relatives while 17.0 percent (3,747) stayed in hotel/ motel. (Refer Fig. 9).

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

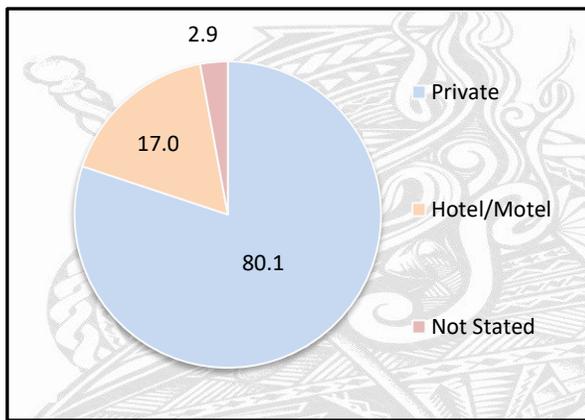
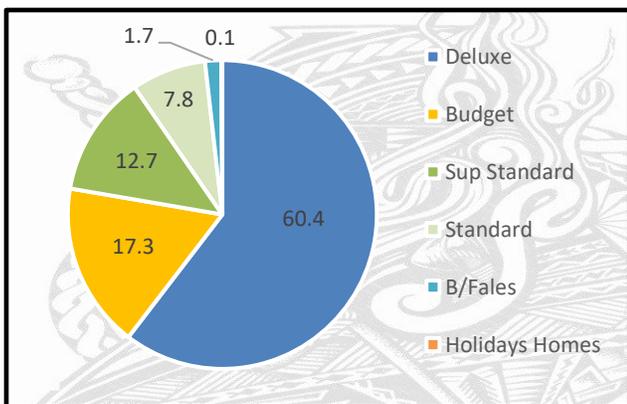


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (3,747) by type of accommodation (hotel/ motel), within the reference month.

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

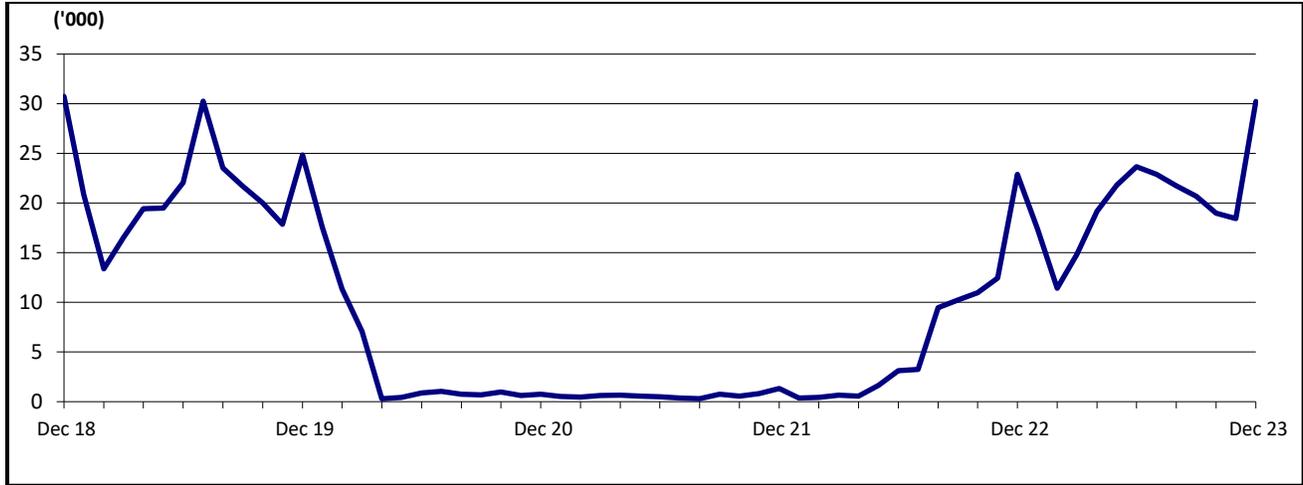
Futhermore, the BMS (Border Management Sytem) is also used for the compilation of such statistics.

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

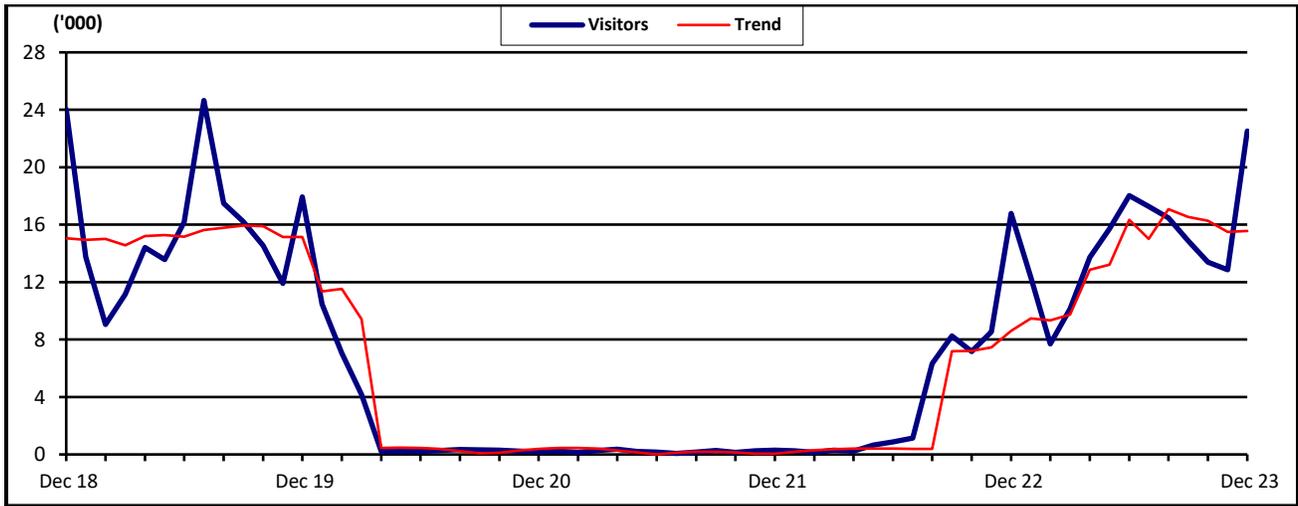
[www.sbs.gov.ws](http://www.sbs.gov.ws)

**APPENDIX**

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



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



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

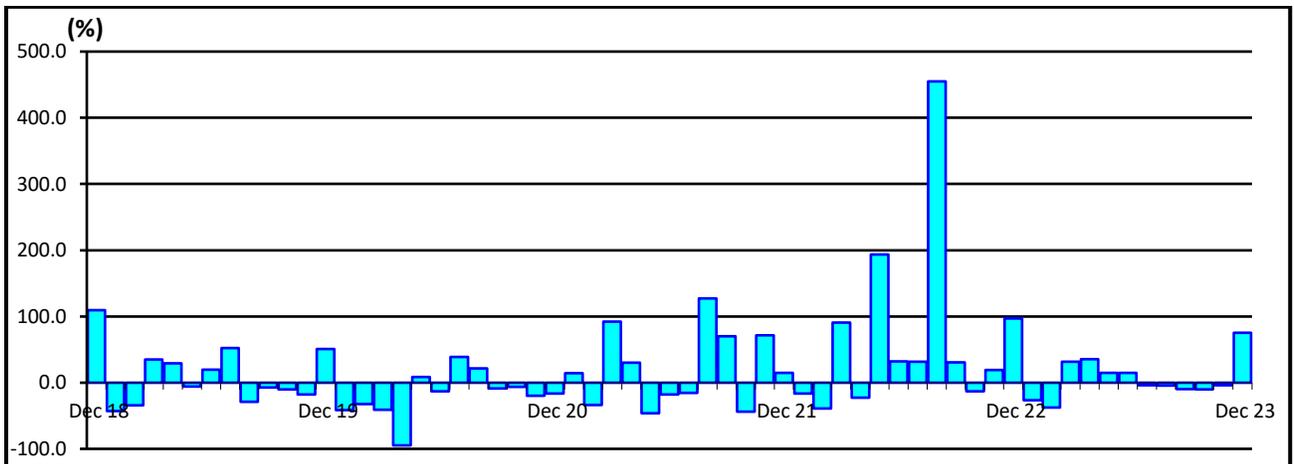


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2012 - 2023<sup>1</sup>

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
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
2023	167,661	6,892	174,967	223,547	17,729	241,276	224,712	17,586	242,298	-1,022
<b>2020</b>										
December	28	167	195	509	236	745	253	301	554	191
<b>2021</b>										
January	55	168	223	291	238	529	859	296	1155	-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	1098	-352
October	49	102	151	382	183	565	1037	247	1284	-719
November	98	161	259	567	244	811	1999	172	2171	-1,360
December	194	103	297	1,078	239	1,317	2038	212	2250	-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	-1,562
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
September	14,351	528	14,879	19,185	1,507	20,692	18,846	1,331	20,177	515
October	12,729	654	13,383	17,626	1,363	18,989	19,205	1,198	20,403	-1,414
November	12,352	504	12,856	17,262	1,181	18,443	17,738	1,486	19,224	-781
December	21,757	755	22,512	27,960	2,264	30,224	18,767	1,099	19,866	10,358

**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, December 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
<b>Total</b>	<b>30,224</b>	<b>15,496</b>	<b>14,728</b>	<b>21,006</b>	<b>10,095</b>	<b>10,911</b>	<b>7,712</b>	<b>4,610</b>	<b>3,102</b>	<b>420</b>	<b>223</b>	<b>197</b>	<b>1,086</b>	<b>568</b>	<b>518</b>
0 - 4	1,483	743	740	1302	650	652	127	58	69	12	7	5	42	28	14
5 - 9	1,699	873	826	1516	784	732	139	71	68	12	3	9	32	15	17
10 - 14	1,901	922	979	1689	814	875	151	74	77	18	8	10	43	26	17
15 - 19	2,277	1076	1201	1840	848	992	364	194	170	17	8	9	56	26	30
20 - 24	2,784	1409	1375	1764	778	986	921	579	342	37	20	17	62	32	30
25 - 29	2,737	1440	1297	1701	758	943	903	605	298	42	25	17	91	52	39
30 - 34	2,511	1345	1166	1655	783	872	746	505	241	48	28	20	62	29	33
35 - 39	2,299	1230	1069	1556	741	815	637	427	210	37	20	17	69	42	27
40 - 44	2,116	1149	967	1330	677	653	670	409	261	37	20	17	79	43	36
45 - 49	2,124	1092	1032	1337	642	695	668	387	281	41	26	15	78	37	41
50 - 54	2,240	1173	1067	1403	700	703	699	410	289	45	22	23	93	41	52
55 - 59	2,166	1092	1074	1392	671	721	631	354	277	30	7	23	113	60	53
60 - 64	1,682	851	831	1088	543	545	488	252	236	14	9	5	92	47	45
65 - 69	1,067	537	530	713	351	362	270	140	130	13	7	6	71	39	32
70 - 74	661	331	330	412	201	211	180	94	86	13	11	2	56	25	31
75 +	477	233	244	308	154	154	118	51	67	4	2	2	47	26	21
<b>% DISTRIBUTION <sup>2</sup></b>	<b>100</b>	<b>51.3</b>	<b>48.7</b>	<b>69.5</b>	<b>33.4</b>	<b>36.1</b>	<b>25.5</b>	<b>15.3</b>	<b>10.3</b>	<b>1.4</b>	<b>0.7</b>	<b>0.7</b>	<b>3.6</b>	<b>1.9</b>	<b>1.7</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, December 2023 <sup>1</sup>

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
<b>OCEANIA</b>	<b>19,347</b>	<b>437</b>	<b>19,784</b>	<b>87.9</b>
American Samoa	1,086	230	1,316	5.8
Fiji	352	28	380	1.7
Cook Island	0	0	0	0
Other Pacific Is	162	85	247	1.1
New Zealand	10,761	87	10,848	48.2
Australia	6,986	7	6,993	31.1
<b>EUROPE</b>	<b>210</b>	<b>3</b>	<b>213</b>	<b>0.9</b>
United Kingdom	41	0	41	0.2
Scandinavia	12	0	12	0.1
Benelux	19	0	19	0.1
Germany	33	0	33	0.1
Other Europe	105	3	108	0.5
<b>AMERICA</b>	<b>1,747</b>	<b>53</b>	<b>1,800</b>	<b>8.0</b>
U.S.A	1,699	53	1,752	7.8
Canada	48	0	48	0.2
<b>ASIA</b>	<b>408</b>	<b>260</b>	<b>668</b>	<b>3.0</b>
Japan	19	0	19	0.1
China	240	55	295	1.3
Korea	8	0	8	0.0
Other Asia	141	205	346	1.5
<b>OTHERS</b>	<b>45</b>	<b>2</b>	<b>47</b>	<b>0.2</b>
<b>TOTAL</b>	<b>21,757</b>	<b>755</b>	<b>22,512</b>	<b>100%</b>
<b>PERCENTAGE DISTRIBUTION</b>	<b>96.6</b>	<b>3.4</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, December 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>19,784</b>	<b>87.9</b>	<b>7,693</b>	<b>277</b>	<b>9,951</b>	<b>10</b>	<b>266</b>	<b>1,587</b>
American Samoa	1,316	5.8	585	14	430	1	120	166
Fiji	380	1.7	127	56	80	0	49	68
Cook Island	0	0.0	0	0	0	0	0	0
Other Pacific Is	247	1.1	121	11	61	0	20	34
New Zealand	10,848	48.2	4,466	133	5,402	6	54	787
Australia	6,993	31.1	2,394	63	3,978	3	23	532
<b>EUROPE</b>	<b>213</b>	<b>0.9</b>	<b>142</b>	<b>6</b>	<b>41</b>	<b>1</b>	<b>3</b>	<b>20</b>
United Kingdom	41	0.2	26	1	12	0	0	2
Scandinavia	12	0.1	8	0	4	0	0	0
Benelux	19	0.1	10	0	2	0	0	7
Germany	33	0.1	28	1	3	0	1	0
Other Europe	108	0.5	70	4	20	1	2	11
<b>AMERICA</b>	<b>1,800</b>	<b>8.0</b>	<b>764</b>	<b>27</b>	<b>811</b>	<b>2</b>	<b>57</b>	<b>139</b>
U.S.A.	1,752	7.8	748	26	782	2	56	138
Canada	48	0.2	16	1	29	0	1	1
<b>ASIA</b>	<b>668</b>	<b>3.0</b>	<b>437</b>	<b>45</b>	<b>26</b>	<b>0</b>	<b>80</b>	<b>80</b>
Japan	19	0.1	8	2	2	0	0	7
China	295	1.3	177	40	14	0	30	34
Korea	8	0.0	3	0	1	0	3	1
Other Asia	346	1.5	249	3	9	0	47	38
<b>OTHER COUNTRIES</b>	<b>47</b>	<b>0.2</b>	<b>16</b>	<b>2</b>	<b>3</b>	<b>0</b>	<b>14</b>	<b>12</b>
<b>TOTAL</b>	<b>22,512</b>	<b>100.0</b>	<b>9,052</b>	<b>357</b>	<b>10,832</b>	<b>13</b>	<b>420</b>	<b>1,838</b>
<b>Percentage Distribution <sup>2</sup></b>	<b>100.0</b>		<b>40.2</b>	<b>1.6</b>	<b>48.1</b>	<b>0.1</b>	<b>1.9</b>	<b>8.2</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.

1: Provisional figures

2: Figures are subject to rounding errors

Table 5: Total Arrivals by Carrier and Purpose of Entry, December 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>30,224</b>	<b>100%</b>	<b>7,712</b>	<b>25.5</b>	<b>22,512</b>	<b>74.5</b>
<b>AIR</b>	<b>27,960</b>	<b>92.5</b>	<b>6,203</b>	<b>20.5</b>	<b>21,757</b>	<b>72.0</b>
Quantas	2,272	7.5	244	0.8	2,028	6.7
Virgin Australia	3,055	10.1	258	0.9	2,797	9.3
Samoa Airways	2,597	8.6	1,284	4.2	1,313	4.3
Talofa Airways	1,571	5.2	649	2.1	922	3.1
Air New Zealand	11,749	38.9	2,477	8.2	9,272	30.7
Fiji Airways	6,693	22.1	1,291	4.3	5,402	17.9
Other Air Carrier	23	0.1	0	0.0	23	0.1
<b>SEA</b>	<b>2,264</b>	<b>7.5</b>	<b>1,509</b>	<b>5.0</b>	<b>755</b>	<b>2.5</b>
Lady Samoa IV <sup>3</sup>	1,798	5.9	1,405	4.6	393	1.3
Other Sea Carrier	466	1.5	104	0.3	362	1.2

**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 replaced by Lady Samoa IV

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

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
<b>Total</b>	<b>22,092</b>	<b>3,747</b>	<b>17,700</b>	<b>645</b>
1day	193	137	54	2
2days	207	133	72	2
3days	284	128	147	9
4days	340	155	179	6
5days	468	223	241	4
6days	401	204	191	6
7days	4,521	829	3,332	360
8-14days	5,366	1,507	3,800	59
15-30days	9,406	431	8,783	192
31-60days	382	0	380	2
61-90days	53	0	53	0
91-180days	14	0	14	0
181-365days	28	0	28	0
> Year	94	0	94	0
Not Stated	335	0	332	3
<b>Percentage Distribution <sup>2</sup></b>	<b>100</b>	<b>17.0</b>	<b>80.1</b>	<b>2.9</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