



GOVERNMENT OF SAMOA

File Ref: IAS Q3/2023

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS THIRD QUARTER 2023

QUARTERLY HIGHLIGHTS:

This Quarter compared with 3rd Quarter 2019:

- Total arrivals (65,319) decreased by 13.5%
- Total visitors (48,620) decreased by 16.7%
- Visitors:
 - New Zealand (down by 2,783)
 - Australia (up by 1,321)
 - Am Samoa (down by 2,231)
 - USA (down by 263)
- Total departures (60,793) decreased by 10.4%

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Q2 2023	All Arrivals	All Visitors
Total	65,319	48,620
% change from previous quarter	1.1	2.4
% change from 3 rd quarter 2019	-13.5	-16.7

25TH OCTOBER 2023

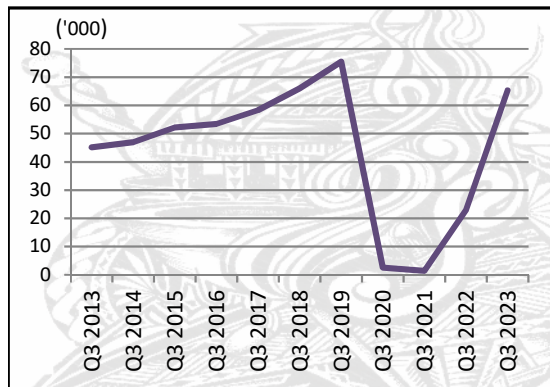
1. ARRIVALS

1.1. TOTAL ARRIVALS

The total International Arrival Statistics documented for the reference period (table 1), revealed an increase of 1.1 percent over the previous quarter (April-Jun 2023) and a decrease of 13.5 percent over the corresponding quarter of 2019 indicating that Samoa is slowly recovering from covid 19. Fig.1.1 clearly revealing the impact of Covid 19 on arrival numbers in 2020, 2021 and 2022. (Refer Fig. 1.1).

As usual, air being the most preferred mode of travel to Samoa, representing 91.7 percent of total arrivals, while those that arrived by sea accounted for the remaining 8.3 percent.

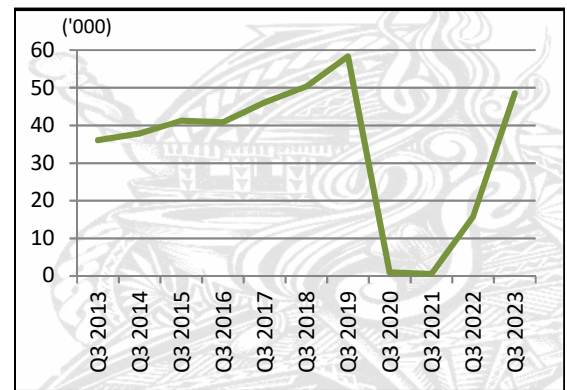
Fig. 1.1: 3rd Quarter Total Arrivals, 2013 – 2023



1.2. TOTAL VISITORS

Total Visitor number of 48,620 for the quarter under review revealed an increase of 2.4 percent over the previous quarter and a decrease of 16.7 percent when compared to the corresponding quarter of 2019. Fig.1.2 further reveals the impact of Covid 19 on visitor numbers in 2020, 2021 and 2022.

Fig. 1.2: 3rd Quarter Total Visitors, 2013 – 2023

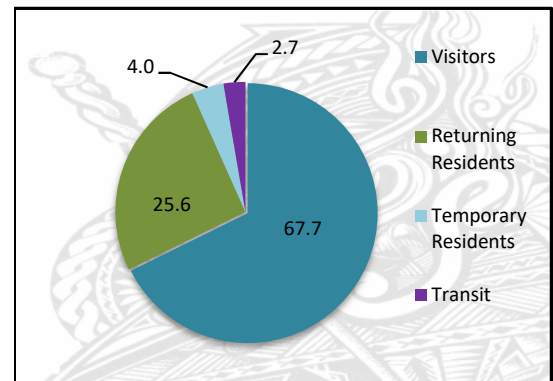


1.3 TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit, made up the largest component of all arrivals with 35.6 percent (23,266) recorded for females and 34.8 percent (22,724) for males.

Male and female returning residents made up 15.1 percent (9,833) and 10.5 percent (6,866) respectively of total arrivals while Temporary residents made up 2.1 percent (1,341) of males and 2.0 percent (1,289) of females. (Refer Fig. 1.3).

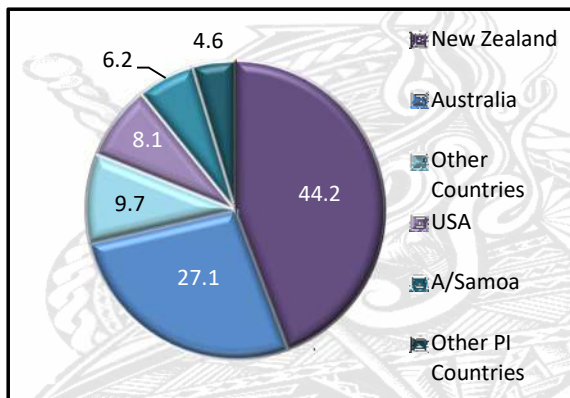
Fig. 1.3: Total Arrivals by Purpose of Visit, 3rd Quarter 2023



1.4 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 44.2 percent or 21,479 of total visitors. Australia followed next with a distant 27.1 percent share (13,156). U.S.A recorded a share of 8.1 percent (3,953) followed by American Samoa with a share of 6.2 percent (3,017). (Refer Fig. 1.4)

Fig. 1.4: Total Visitors by Country of Usual Residence, 3rd Quarter 2023

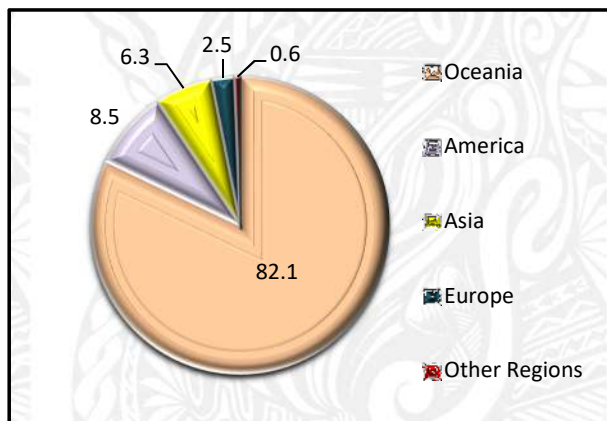


1.5 VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 82.1 percent, followed by America with 8.5 percent.

Asia reported a share of 6.3 percent while Europe reported the least share with 2.5 percent. (Refer Fig. 1.5).

Fig. 1.5: Total Visitors by Region, 3rd Quarter 2023



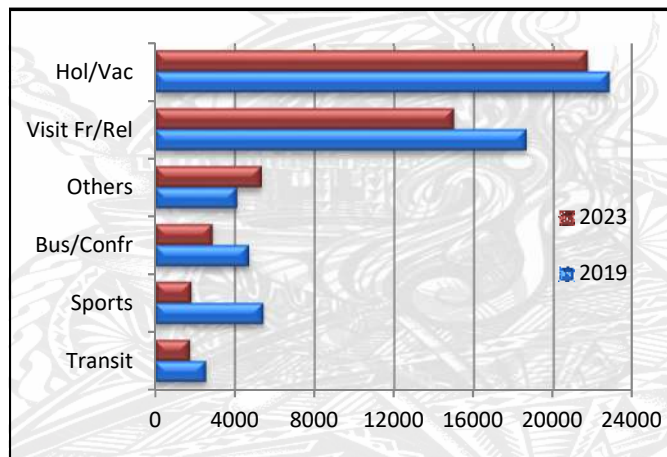
1.6 VISITORS BY PURPOSE OF VISIT

As depicted in Table 4, New Zealand, Australia, American Samoa, and the United States of America constituted 85.6 percent of all visitors visiting Samoa while other countries round up the remaining 14.4 percent during the reference period.

Visitors that entered our shores for holiday/ vacation accounted for 44.7 percent of all visitors. Those who were here to visit friends and relatives accounted for 30.9 percent while those that travelled for other purposes made up 11.0 percent of total visitors.

Business and Conference accounted for 6.0 percent while sports and transients bound for other destinations registered 3.8 and 3.7 percent respectively. Fig. 1.6 depicts total visitors by purpose of visit during the reference period compared to the corresponding quarter of 2019.

Fig. 1.6: Total Visitors by Purpose of Visit, 3rd Quarter 2019 & 3rd Quarter 2023

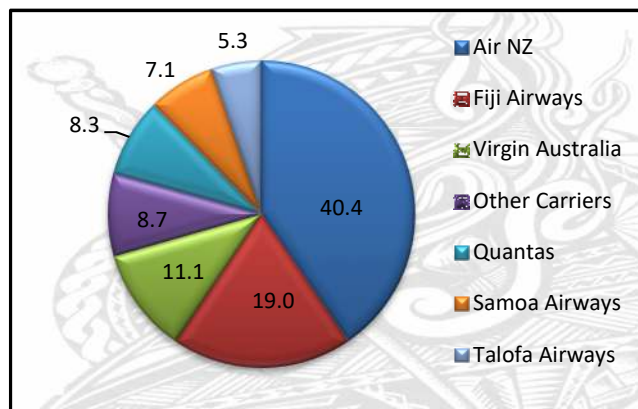


1.7 TOTAL ARRIVALS BY CARRIER

As tabulated in Table 5, Air New Zealand leads the way for arrivals by carriers during the reference period with a 40.4 percent share (26,391 passengers) followed by Fiji Airways with a share of 19.0 percent (12,429 passengers).

Virgin Australia recorded a 11.1 percent share (7,254), Quantas had a share of 8.3 percent (5,438), while Samoa Airways and Talofa Airways had shares of 7.1 percent (4,644) and 5.3 percent (3,465) respectively. This is graphically presented in Fig. 1.7.

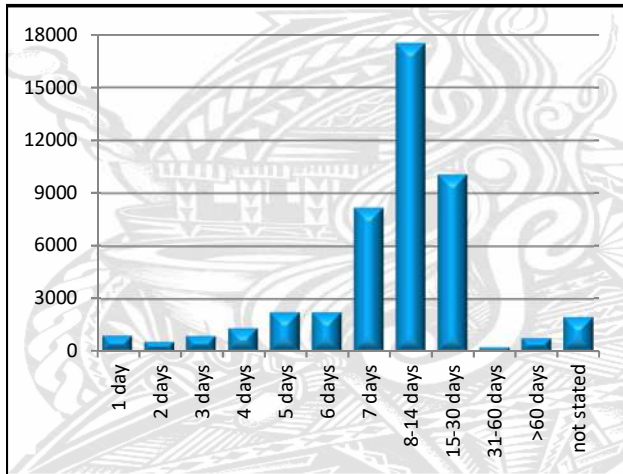
Fig. 1.7: Total Arrivals by Carrier, 3rd Quarter 2023



1.8 VISITORS DURATION AND PLACE OF STAY

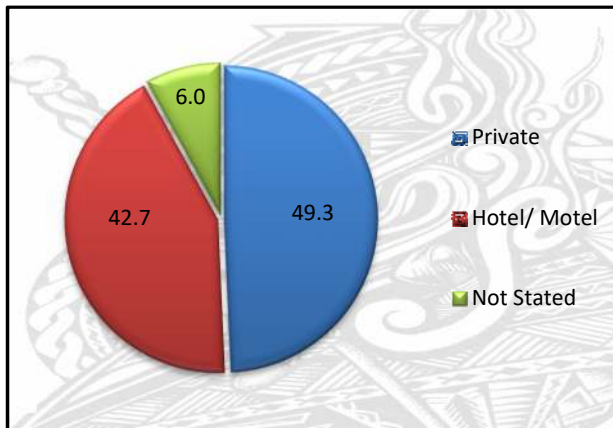
The usual trend of visitor's duration of stay in Samoa (Table 6) is between 7 days and 30 days, as revealed in Fig 1.8 below.

Fig. 1.8: Visitors Duration of Stay, 3rd Quarter 2023



On the other hand, 49.3 percent (23,097) stayed in private accommodations or with families/ relatives while 42.7 percent (19,985) of total visitors reported staying in hotel/ motels. (Refer Fig. 1.9).

Fig. 1.9: Total Visitors by Place of Stay, 3rd Quarter 2023



2. DEPARTURES

2.1 TOTAL DEPARTURES

Regret to inform all our stakeholders that we are unable to produce detailed departure statistics at this point in time due to other competing official duties.

BACKGROUND

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

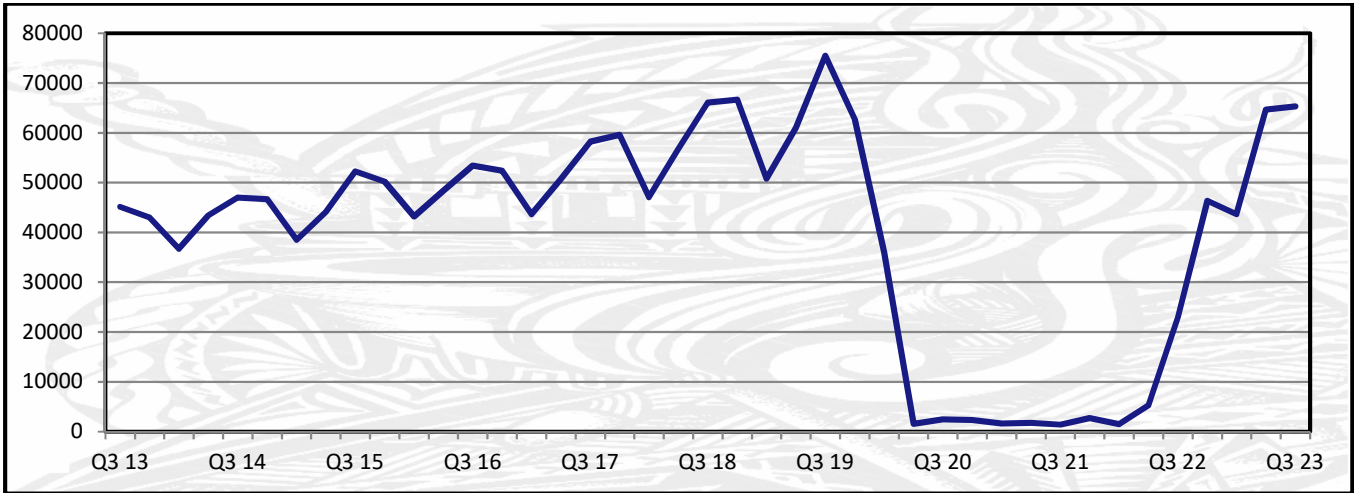
These forms are completed by all incoming and outgoing travelers at the three local points of entry namely:

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

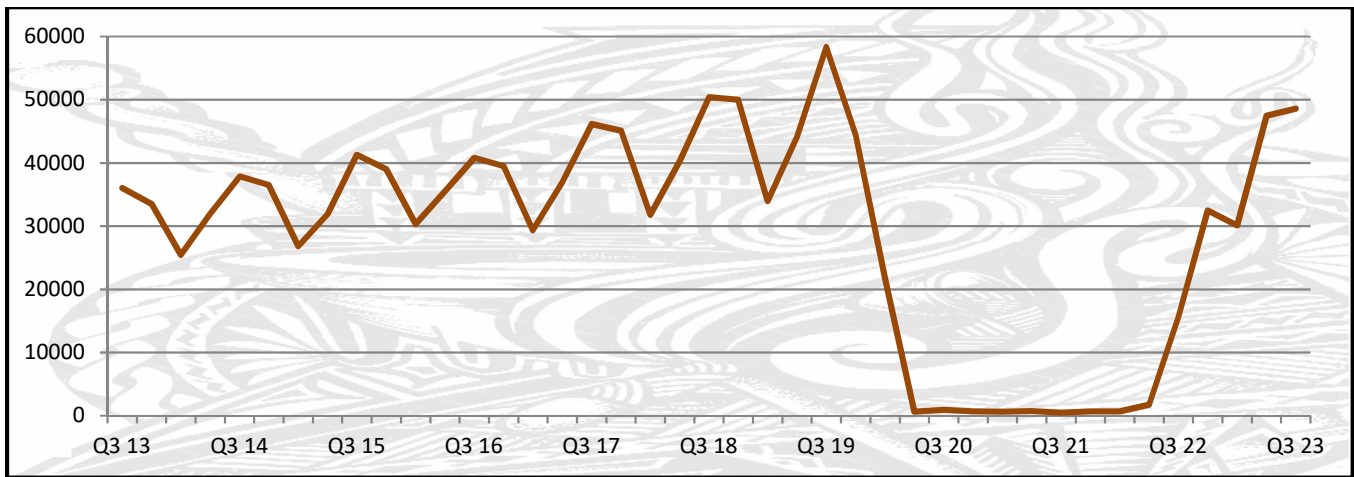
International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: www.sbs.gov.ws

APPENDIX

Graph 1: Quarterly Total Arrivals, 3rd Quarter 2013 – 3rd Quarter 2023



Graph 2: Quarterly Total Visitors, 3rd Quarter 2013 – 3rd Quarter 2023



Graph 3: Quarterly Total Departures, 3rd Quarter 2013 – 3rd Quarter 2023

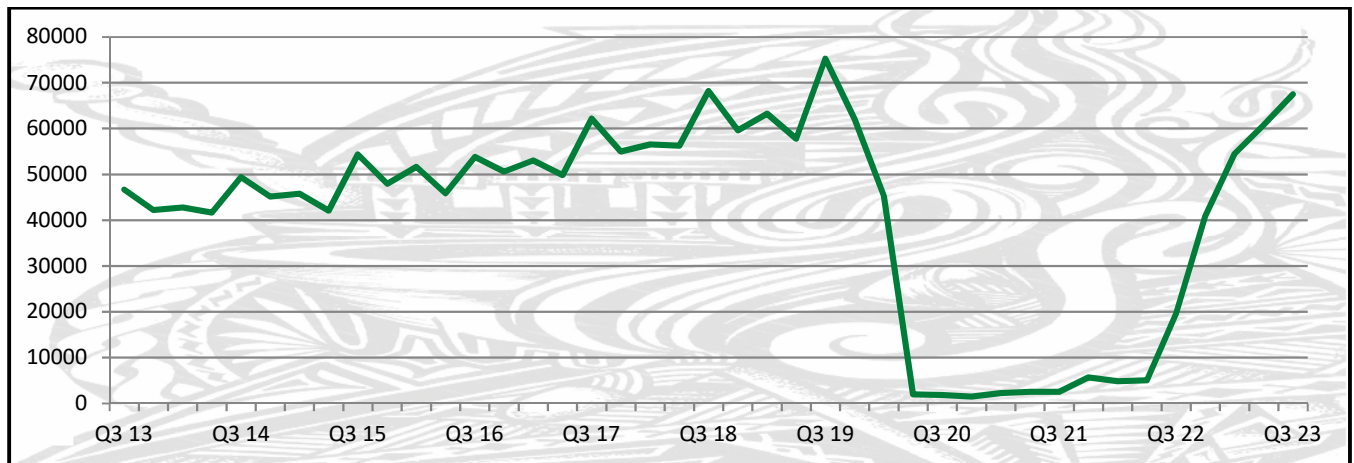


Table 1: Quarterly Arrival and Departure by Mode of Tavel and Net Migration, 2015 - 2023.

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
2015	135,012	4,031	139,043	176,782	8,248	185,030	181,687	8,523	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	231,724	8,825	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	46,645	3,937	50,582	-8,209
2021	1,096	5,401	2,591	5,011	2,452	7,463	10,879	2,115	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
2016										
3rd Quarter	39,045	1,773	40,818	50,277	3,114	53,391	51,681	2,532	54,213	-822
4th Quarter	37,943	1,536	39,479	49,534	2,875	52,409	48,649	2,272	50,921	1,488
2017										
1st Quarter	28,151	1,221	29,372	41,707	1,917	43,624	50,616	2,401	53,017	-9,393
2nd Quarter	36,119	765	36,884	48,726	2,004	50,730	47,448	2,389	49,837	893
3rd Quarter	45,174	983	46,157	56,489	1,810	58,299	59,572	2,603	62,175	-3,876
4th Quarter	44,024	1,078	45,102	57,183	2,404	59,587	53,191	1,835	55,026	4,561
2018										
1st Quarter	30,725	1,049	31,774	45,087	1,979	47,066	54,317	2,195	56,512	-9,446
2nd Quarter	39,106	1,184	40,290	53,630	3,104	56,734	53,060	3,171	56,231	503
3rd Quarter	49,104	1,301	50,405	63,983	2,084	66,067	66,000	2,193	68,193	-2,126
4th Quarter	48,716	1,311	50,027	64,787	1,852	66,639	58,347	1,266	59,613	7,026
2019										
1st Quarter	32,845	1,117	33,962	49,342	1,439	50,781	61,825	1,405	63,230	-12,449
2nd Quarter	42,562	1,608	44,170	58,359	2,626	60,985	55,139	2,682	57,821	3,164
3rd Quarter	55,933	2,415	58,348	71,960	3,532	75,492	72,437	2,850	75,287	205
4th Quarter	42,580	1,798	44,378	59,776	2,937	62,713	59,098	2,898	61,996	717
2020										
1st Quarter	20,485	1,188	21,673	34,548	1,415	35,963	44,139	1,137	45,276	-9,313
2nd Quarter	7	646	653	735	854	1,589	1,182	784	1,966	-377
3rd Quarter	0	936	936	1,355	1,125	2,480	776	1,089	1,865	615
4th Quarter	28	693	721	1,448	893	2,341	548	927	1,475	866
2021										
1st Quarter	174	481	655	926	701	1,627	1,595	653	2,248	-621
2nd Quarter	403	327	730	1,247	492	1,739	2,108	402	2,510	-771
3rd Quarter	178	321	499	811	593	1,404	2,102	429	2,531	-1,127
4th Quarter	341	366	707	2,027	666	2,693	5,074	631	5,705	-3,012
2022										
1st Quarter	296	391	687	945	532	1,477	4,338	513	4,851	-3,374
2nd Quarter	1,326	418	1,744	4,733	581	5,314	4,617	440	5,057	257
3rd Quarter	14,571	1,147	15,718	21,372	1,567	22,939	18,067	1,543	19,610	3,329
4th Quarter	31,011	1,469	32,480	42,716	3,607	46,323	38,044	2,923	40,967	5,356
2023										
1st Quarter	28,784	1,352	30,136	40,467	3,204	43,671	50,257	4,260	54,517	-10,846
2nd Quarter	45,714	1,746	47,460	60,343	4,287	64,630	56,372	4,421	60,793	3,837
3rd Quarter	46,325	2,295	48,620	59,889	5,430	65,319	62,373	5,122	67,495	-2,176

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

1: Provisional figures

Table 2: Arrivals by Age, Purpose of Entry and Sex, Third Quarter 2023 ¹

AGE	Purpose of Visit														
	TOTAL			Visitors			Returning Residents			Transit			Temporary Resident		
	TOTAL	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
TOTAL	65,319	33,898	31,421	44,207	21,676	22,531	16,699	9,833	6,866	1,783	1,048	735	2,630	1,341	1,289
0 - 4	2,383	1,195	1,188	1,900	968	932	356	167	189	57	29	28	70	31	39
5 - 9	2,673	1,398	1,275	2,164	1,135	1,029	364	185	179	61	34	27	84	44	40
10 - 14	3,135	1,550	1,585	2,569	1,281	1,288	383	183	200	88	37	51	95	49	46
15 - 19	3,470	1,506	1,964	2,709	1,146	1,563	571	260	311	88	45	43	102	55	47
20 - 24	4,580	2,409	2,171	2,808	1,242	1,566	1,552	1,058	494	98	54	44	122	55	67
25 - 29	5,389	2,981	2,408	3,306	1,617	1,689	1,798	1,194	604	138	91	47	147	79	68
30 - 34	5,639	3,064	2,575	3,615	1,737	1,878	1,652	1,133	519	186	110	76	186	84	102
35 - 39	5,205	2,836	2,369	3,424	1,747	1,677	1,423	894	529	180	110	70	178	85	93
40 - 44	5,504	2,905	2,599	3,539	1,742	1,797	1,498	892	606	223	135	88	244	136	108
45 - 49	5,435	2,835	2,600	3,508	1,717	1,791	1,480	870	610	210	130	80	237	118	119
50 - 54	5,649	2,915	2,734	3,743	1,844	1,899	1,548	883	665	137	80	57	221	108	113
55 - 59	5,068	2,616	2,452	3,327	1,660	1,667	1,353	738	615	131	88	43	257	130	127
60 - 64	4,331	2,204	2,127	2,841	1,428	1,413	1,176	598	578	85	51	34	229	127	102
65 - 69	3,231	1,659	1,572	2,208	1,115	1,093	762	403	359	57	32	25	204	109	95
70 - 74	2,096	1,059	1,037	1,483	748	735	435	214	221	31	15	16	147	82	65
75 +	1,531	766	765	1,063	549	514	348	161	187	13	7	6	107	49	58
% Distribution ²	100.0	51.9	48.1	67.7	33.2	34.5	25.6	15.1	10.5	2.7	1.6	1.1	4.0	2.1	2.0

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

Table 3: Visitors Arrivals by Country of Usual Residence and Mode of Travel, Third Quarter 2023 ¹

Country of Usual Residence	Mode of Travel		TOTAL	Percentage ²
	Air	Sea		
OCEANIA	38,969	960	39,929	82.1
American Samoa	2,491	526	3,017	6.2
Fiji	1,044	44	1,088	2.2
Cook Island	5	0	5	0.0
Other Pacific Is	1,040	144	1,184	2.4
New Zealand	21,285	194	21,479	44.2
Australia	13,104	52	13,156	27.1
EUROPE	1,147	75	1,222	2.5
United Kingdom	338	28	366	0.8
Scandinavia	50	0	50	0.1
Benelux	47	1	48	0.1
Germany	185	5	190	0.4
Other Europe	527	41	568	1.2
AMERICA	3,984	148	4,132	8.5
U.S.A	3,818	135	3,953	8.1
Canada	166	13	179	0.4
ASIA	1,956	1,107	3,063	6.3
Japan	152	2	154	0.3
China	779	392	1,171	2.4
Korea	94	0	94	0.2
Other Asia	931	713	1,644	3.4
OTHERS	269	5	274	0.6
TOTAL	46,325	2,295	48,620	100%
PERCENTAGE DISTRIBUTION	95.3	4.7	100.0%	

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, Third Quarter 2023 ¹

Usual Residence	Purpose of Visit							
	TOTAL	% ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
TOTAL	48,620		21,719	2,909	15,008	1,835	1,783	5,366
American Samoa	3,017	6.2	923	131	987	41	511	424
Fiji	1,088	2.2	255	277	168	85	95	208
Cook Island	5	0.0	0	2	1	1	1	0
Other Pacific Is	1,184	2.4	203	265	205	224	108	179
New Zealand	21,479	44.2	10,952	867	7,014	503	185	1,958
Australia	13,156	27.1	5,553	747	4,812	472	67	1,505
United Kingdom	366	0.8	195	20	84	25	5	37
Scandinavia	50	0.1	39	2	6	0	0	3
Benelux	48	0.1	29	4	9	1	1	4
Germany	190	0.4	145	1	16	10	8	10
Other Europe	568	1.2	369	19	71	54	16	39
U.S.A.	3,953	8.1	1,477	223	1,197	211	264	581
Canada	179	0.4	63	7	18	78	2	11
Japan	154	0.3	86	30	19	1	2	16
China	1,171	2.4	608	111	133	12	144	163
Korea	94	0.2	47	23	1	0	12	11
Other Asia	1,644	3.4	678	156	247	29	346	188
OTHER COUNTRIES	274	0.6	97	24	20	88	16	29
Percentage Distribution ²	100.0		44.7	6.0	30.9	3.8	3.7	11.0

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

Table 5: Total Arrivals by Carrier and Purpose of Entry, Third Quarter 2023 ¹

Carrier	TOTAL	Purpose of Entry				
		Returning Residents	% ²	Total Visitors	% ²	
TOTAL	65,319	100%	16,699	25.6	48,620	74.4
AIR	59,889	91.7	13,564	20.8	46,325	70.9
Quantas	5,438	8.3	693	1.1	4,745	7.3
Virgin Australia	7,254	11.1	827	1.3	6,427	9.8
Samoa Airways	4,644	7.1	2,307	3.5	2,337	3.6
Talofa Airways	3,465	5.3	1,139	1.7	2,326	3.6
Air New Zealand	26,391	40.4	5,778	8.8	20,613	31.6
Fiji Airways	12,429	19.0	2,818	4.3	9,611	14.7
Other Air Carrier	268	0.4	2	0.0	266	0.4
SEA	5,430	8.3	3,135	4.8	2,295	3.5
Lady Samoa IV ³	3,546	5.4	2,894	4.4	652	1.0
Yacht	149	0.2	0	0.0	149	0.2
Other Sea Carrier	1,735	2.7	241	0.4	1,494	2.3

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 has now being replace by Lady Samoa IV

Table 6: Visitors by Duration of Stay and Place of Stay, Third Quarter 2023 ¹

Duration of Stay	Place of Stay			
	TOTAL	Hotel/Motel	Private	Not Stated
TOTAL	46,837	19,985	23,097	3,755
1day	910	734	146	30
2days	554	320	175	59
3days	895	525	317	53
4days	1,330	757	495	78
5days	2,228	1,343	717	168
6days	2,237	1,470	609	158
7days	8,163	4,406	2,672	1,085
8-14days	17,494	8,596	8,054	844
15-30days	10,052	1,476	7,904	672
31-60days	256	0	240	16
61-90days	226	0	205	21
91-180days	76	0	50	26
181-365days	48	0	28	20
> Year	406	0	191	215
Not Stated	1,962	358	1,294	310
Percentage Distribution	100.0	42.7	49.3	8.0

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