

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS ANNUAL 2023

2023

HIGHLIGHTS:

2023 compared with 2022:

- **TOTAL ARRIVALS** (241,276) increased by 217.2%
- **TOTAL VISITORS** (174,967) increased by 245.6%
 - NZ: increased by 251.7% (56,005)
 - AUST: increased by 268.5% (34,601)
 - USA: increased by 258.2% (9,996)
 - AM. SAM: increased by 145.3% (6,838)
- **TOTAL DEPARTURES** (242,298) increased by 243.8%
- **NET MIGRATION:** -1,022

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2023	All Arrivals	All Visitors
Number	241,276	174,967
% change from 2022	217.2	245.6
NET MIGRATION	-1,022	

08TH MARCH 2024

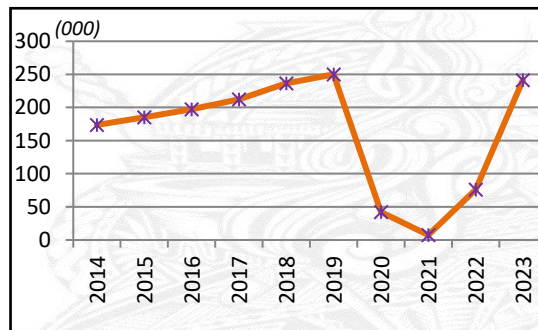
1. ARRIVALS

1.1 TOTAL ARRIVALS

During the reference period, a total of 241,276 travelers arrived in Samoa (Table 1). This indicates an increase of 217.2 percent (165,223 arrivals) compared to the same period of 2022. This immense increase was mainly due to the fact that all international borders for Samoa were re-opened in August 2022 after being closed since the end of March 2020. Fig 1.1 illustrates the impact of Covid-19 on the number of total arrivals in 2020, 2021 and 2022.

Air was the preferred mode of travel to Samoa constituting 92.7 percent (223,547) while the remaining 7.3 percent (17,729) percent arrived by sea.

Fig. 1.1: Total Arrivals, 2014 - 2023

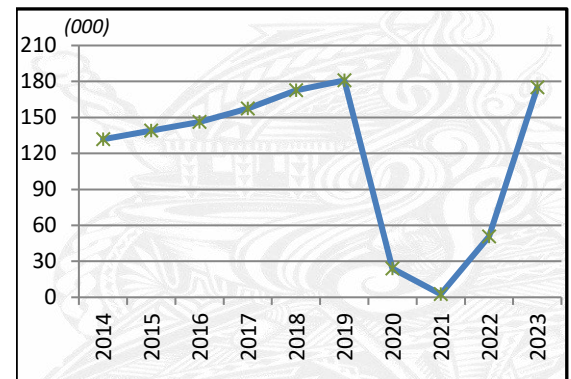


1.2. TOTAL VISITORS

Total visitors of 174,967 during the reference period revealed an increase of 245.6 percent (124,338 visitors) compared with 2022. This immense increase was also attributed to the re-opening of all international borders in August 2022 after being closed in the end of March 2020.

Similarly with total arrivals, Fig 1.2 exhibit the same impact of ovid-19 on the number of total visitors in 2020, 2021 and 2022.

Fig. 1.2: Total Visitors, 2014 - 2023



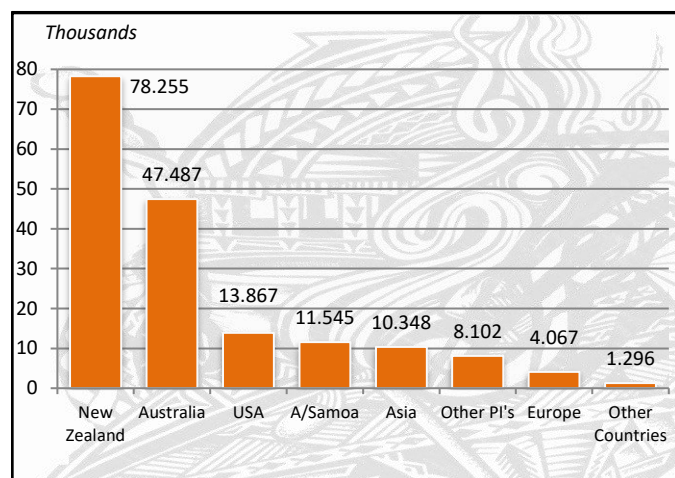
1.3. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand was the leading country in visitors' arrival (Tables 3) during the reference period totaling 78,255 inbound travelers (44.7 percent) followed by Australia with a distant total of 47,487 inbound travelers (27.1 percent).

United States of America reported 13,867 inbound visitors (7.9 percent) while American Samoa reported 11,545 inbound visitors (6.6 percent).

The remaining 23,813 (13.6%) comprises of other Pacific Island countries with 8,102 visitors (4.6%), Asian countries with 10,348 visitors (5.9%), European countries with 4,067 visitors (2.3%) and other countries with 1,296 visitors (0.8%). This is graphically portrayed in Fig 1.3.

Fig. 1.3: Total Visitors by Country of Usual Residence, 2023

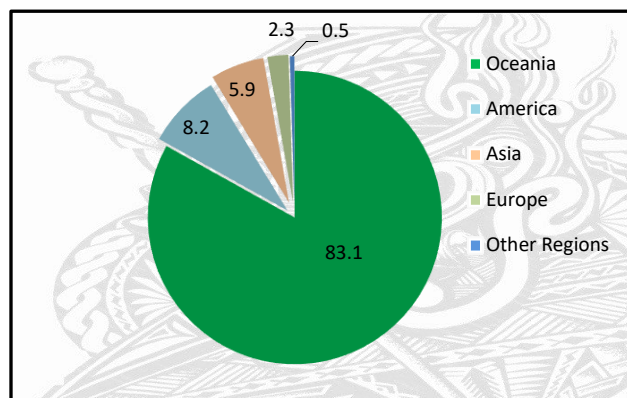


1.4. TOTAL VISITORS BY REGION

Of Total visitors by region, Oceania had the highest share with 83.1 percent (145,389 visitors) followed by the America region with 8.2 percent (14,353 visitors).

Asia had a share of 5.9 percent (10,348 visitors) while Europe reported the lowest share with 2.3 percent (4,067 visitors). This is graphically presented in Fig. 1.4 below.

Fig. 1.4: Total Visitors by Region, 2023

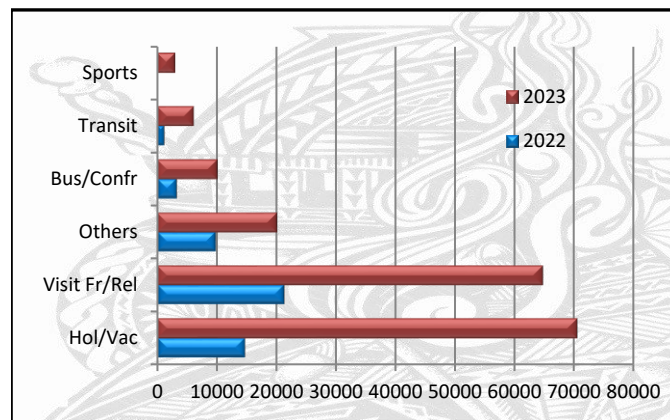


1.5. TOTAL VISITORS BY PURPOSE OF VISIT

Visitors that entered our shores for holiday/vacation made up the largest component of all visitors with 40.3 percent (70,580) while 37.1 percent (64,827) of all visitors entered our shores to visit friends/relatives.

Other purposes of visit made up 11.5 percent (20,179) while 5.8 percent (10,158) visited Samoa for business/conference. Those who were here on transit to other destinations made up the remaining 3.5 percent (6,167). Fig 1.5 illustrates total visitors by purpose of visit between 2023 and 2022, clearly showing the vast increase since international borders were re-opened in August 2022.

Fig. 1.5: Total Visitors by Purpose of Visit, 2023 & 2022

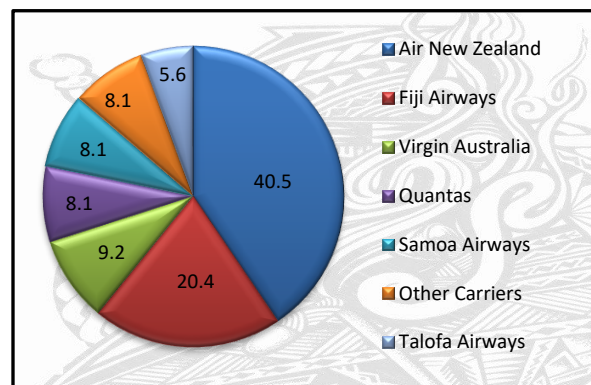


1.6. TOTAL ARRIVALS BY CARRIER

Table 5 revealed Air New Zealand as the main carrier for all those arriving in Samoa for the calendar year 2023 with 97,652 passengers (40.5 percent) followed by Fiji Airways with 49,105 passengers (20.4 percent).

Next is Virgin Australia with 22,289 passengers (9.2 percent) then by Qantas with 19,626 passengers (8.1 percent). Fig. 1.6 portrays a graphical presentation of all carriers during the reference period.

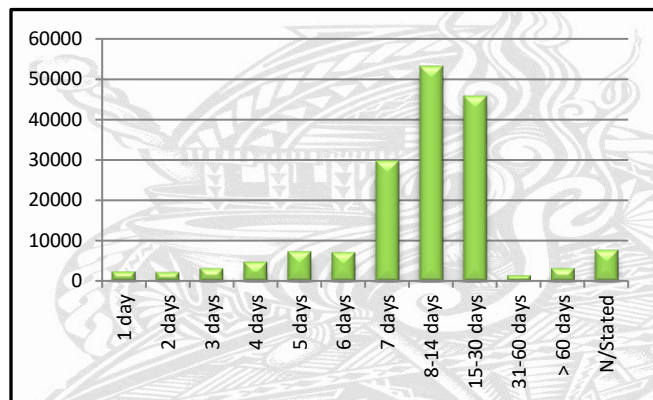
Fig. 1.6: Total Arrivals by Carrier, 2023



1.7. TOTAL VISITORS BY DURATION OF STAY AND PLACE OF STAY

Visitor's duration of stay in Samoa, as tabulated in Table 6, was between seven and thirty days, as graphically presented in Fig. 1.7.

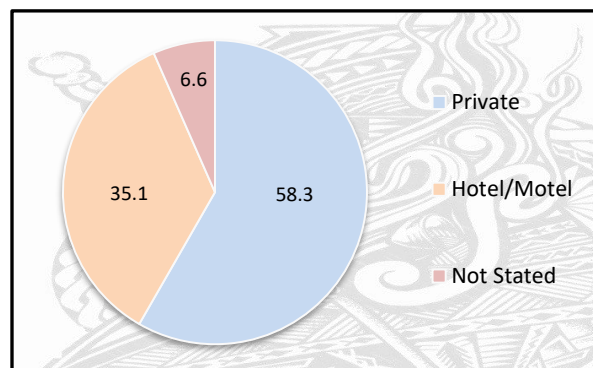
Fig. 1.7: Total Visitors by Duration of Stay, 2023



1.8. TOTAL VISITORS BY PLACE OF STAY

As revealed in Table 6, 58.3 percent of all visitors preferred to stay with private accommodations or families/ relatives (98,370) compared to those that have a preference for hotels/ motels, yielding a distant 35.1 percent or 59,292 visitors as shown below.

Fig. 1.8: Total Visitors by Place of Stay, 2023



2. 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:

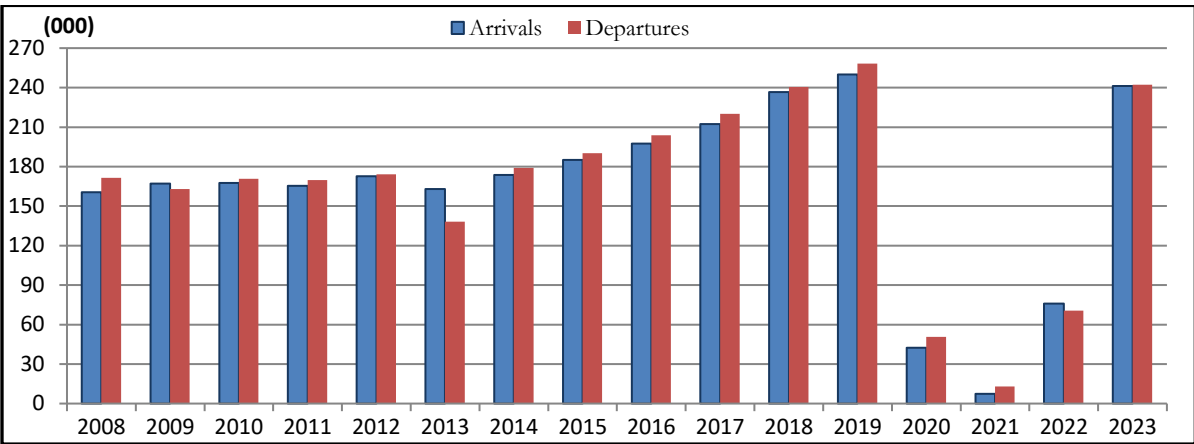
- (1) Faleolo International Airport*
- (2) Fagalii International Airport*
- (3) Apia Wharf (Matautu Port)*

Futhermore, the BMS (Border Management Sytem) was 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 extracted from our website: www.sbs.gov.ws

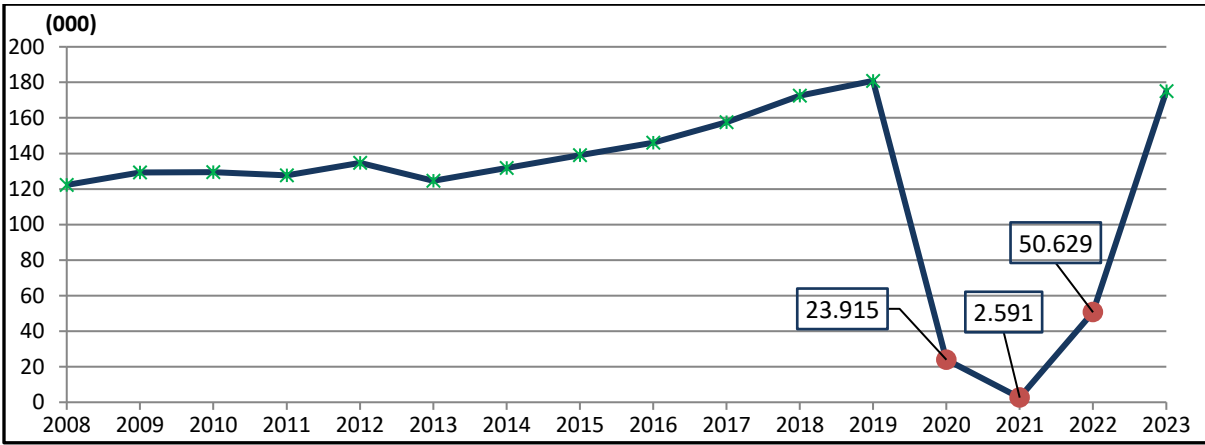
APPENDIX

Graph 1: Annual Total Arrivals and Departures, 2008 – 2023



Note: Covid-19 Years 2020, 2021 and 2022

Graph 2: Annual Total Visitors, 2008 – 2023



Note: Covid-19 Years 2020, 2021 and 2022

Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2014 - 2023¹

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
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	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	3,395	23,915	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	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
2023	167,661	7,306	174,967	223,547	17,729	241,276	224,712	17,586	242,298	-1,022
2021										
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	1,019	65	1,084	-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	1,037	247	1,284	-719
November	98	161	259	567	244	811	1,999	172	2,171	-1,360
December	194	103	297	1,078	239	1,317	2,038	212	2,250	-933
2022										
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	1246	15,480	7,425
2023										
January	11,868	453	12,321	16,376	1,023	17,399	21,704	1490	23,194	-5,795
February	7,273	414	7,687	10,418	993	11,411	14,083	1314	15,397	-3,986
March	9,643	485	10,128	13,673	1,188	14,861	14,470	1456	15,926	-1,065
April	13,271	449	13,720	17,698	1,466	19,164	17,614	1455	19,069	95
May	15,321	398	15,719	20,666	1,130	21,796	17,909	1285	19,194	2,602
June	17,122	899	18,021	21,979	1,691	23,670	20,849	1681	22,530	1,140
July	16,145	1,125	17,270	20,528	2,347	22,875	22,836	1861	24,697	-1,822
August	15,829	642	16,471	20,176	1,576	21,752	20,691	1930	22,621	-869
September	14,351	528	14,879	19,185	1,507	20,692	18,846	1331	20,177	515
October	12,729	654	13,383	17,626	1,363	18,989	19,205	1198	20,403	-1,414
November	12,352	504	12,856	17,262	1,181	18,443	17,738	1486	19,224	-781
December	21,757	755	22,512	27,960	2,264	30,224	18,767	1099	19,866	10,358

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

1: Provisional figures

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

Age	Purpose of Entry														
	Total			Visitors			Returning Residence			Transit			Temporary Resident		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	241,276	125,151	116,125	160,477	78,448	82,029	66,309	38,622	27,687	6,167	3,540	2,627	8,323	4,541	3,782
0 - 4	8,639	4,311	4,328	6,926	3,458	3,468	1,306	641	665	177	91	86	230	121	109
5 - 9	9,795	5,010	4,785	7,901	4,046	3,855	1,465	750	715	152	68	84	277	146	131
10 - 14	10,923	5,326	5,597	8,922	4,356	4,566	1,495	725	770	235	88	147	271	157	114
15 - 19	13,106	6,024	7,082	10,008	4,457	5,551	2,469	1,264	1,205	303	140	163	326	163	163
20 - 24	18,077	9,285	8,792	11,232	4,917	6,315	6,013	3,929	2,084	385	208	177	447	231	216
25 - 29	20,987	11,557	9,430	12,779	6,049	6,730	7,002	4,732	2,270	553	336	217	653	440	213
30 - 34	20,611	11,222	9,389	13,055	6,236	6,819	6,331	4,270	2,061	645	420	225	580	296	284
35 - 39	18,683	10,174	8,509	12,070	6,080	5,990	5,360	3,363	1,997	666	402	264	587	329	258
40 - 44	19,078	10,202	8,876	12,009	6,013	5,996	5,606	3,300	2,306	657	395	262	806	494	312
45 - 49	19,181	9,993	9,188	12,123	5,948	6,175	5,743	3,310	2,433	642	389	253	673	346	327
50 - 54	20,824	10,783	10,041	13,310	6,641	6,669	6,293	3,484	2,809	535	315	220	686	343	343
55 - 59	19,203	9,837	9,366	12,462	6,190	6,272	5,511	2,989	2,522	498	286	212	732	372	360
60 - 64	16,356	8,303	8,053	10,474	5,275	5,199	4,901	2,491	2,410	290	167	123	691	370	321
65 - 69	12,196	6,228	5,968	8,043	4,068	3,975	3,344	1,722	1,622	228	122	106	581	316	265
70 - 74	7,715	3,939	3,776	5,227	2,647	2,580	1,927	984	943	127	75	52	434	233	201
75 +	5,902	2,957	2,945	3,936	2,067	1,869	1,543	668	875	74	38	36	349	184	165
% DISTRIBUTION ²	100	51.9	48.1	66.5	32.5	34.0	27.5	16.0	11.5	2.6	1.5	1.1	3.4	1.9	1.6

Source : Ministry of the Prime Minister and Cabinet- Immigration Division 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, 2023 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	142,333	3,056	145,389	83.1
American Samoa	10,151	1,394	11,545	6.6
Fiji	4,110	152	4,262	2.4
Cook Island	16	0	16	0.0
Other Pacific Is	3,302	522	3,824	2.2
New Zealand	77,374	881	78,255	44.7
Australia	47,380	107	47,487	27.1
EUROPE	3,790	277	4,067	2.3
United Kingdom	1,028	71	1,099	0.6
Scandinavia	285	41	326	0.2
Benelux	175	12	187	0.1
Germany	672	21	693	0.4
Other Europe	1,630	132	1,762	1.0
AMERICA	13,863	490	14,353	8.2
U.S.A	13,396	471	13,867	7.9
Canada	467	19	486	0.3
ASIA	6,894	3,454	10,348	5.9
Japan	500	3	503	0.3
China	3,044	974	4,018	2.3
Korea	225	4	229	0.1
Other Asia	3,125	2,473	5,598	3.2
OTHERS	781	29	810	0.5
TOTAL	167,661	7,306	174,967	100%
PERCENTAGE DISTRIBUTION	95.8	4.2	100%	

Source : Ministry of the Prime Minister and Cabinet- Immigration Division 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, 2023 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	145,411	83.1	57,645	7,970	58,558	2,427	3,491	15,320
American Samoa	11,545	6.6	3,143	501	4,021	137	1,718	2,025
Fiji	4,262	2.4	1,103	1,033	583	187	409	947
Cook Island	16	0.0	6	3	5	1	1	0
Other Pacific Is	3,824	2.2	883	754	531	386	454	816
New Zealand	78,255	44.7	33,738	3,172	32,935	910	596	6,904
Australia	47,509	27.2	18,772	2,507	20,483	806	313	4,628
EUROPE	4,045	2.3	2,721	367	393	114	111	339
United Kingdom	1,077	0.6	668	96	154	37	18	104
Scandinavia	326	0.2	228	31	25	0	0	42
Benelux	187	0.1	116	28	17	1	2	23
Germany	693	0.4	567	36	36	10	21	23
Other Europe	1,762	1.0	1,142	176	161	66	70	147
AMERICA	14,353	8.2	5,193	668	5,058	335	802	2,297
U.S.A.	13,867	7.9	4,934	651	4,976	257	792	2,257
Canada	486	0.3	259	17	82	78	10	40
ASIA	10,348	5.9	4,710	1,045	783	90	1,658	2,062
Japan	503	0.3	218	113	43	15	12	102
China	4,018	2.3	2,009	420	344	41	389	815
Korea	229	0.1	100	53	14	2	22	38
Other Asia	5,598	3.2	2,383	459	382	32	1,235	1,107
OTHER COUNTRIES	810	0.5	311	108	35	90	105	161
TOTAL	174,967	100.0	70,580	10,158	64,827	3,056	6,167	20,179
Percentage Distribution ²	100.0		40.3	5.8	37.1	1.7	3.5	11.5

Source : Ministry of the Prime Minister and Cabinet- Immigration Division 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, 2023 ¹

Carrier	Purpose of Entry					
	Total		Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	241,276	100%	66,309	27.5	174,967	72.5
<u>AIR</u>						
Quantas	19,626	8.1	2,759	1.1	16,867	7.0
Virgin Australia	22,289	9.2	2,611	1.1	19,678	8.2
Talofa Airways	13,623	5.6	5,190	2.2	8,433	3.5
Samoa Airways	19,517	8.1	9,645	4.0	9,872	4.1
Air New Zealand	97,652	40.5	24,066	10.0	73,586	30.5
Fiji Airways	49,105	20.4	11,602	4.8	37,503	15.5
Other Air Carrier	1,735	0.7	13	0.0	1,722	0.7
<u>SEA</u>						
Lady Samoa IV ³	11,485	4.8	9,352	3.9	2133	0.9
Yacht	314	0.1	0	0.0	314	0.1
Other Sea Carrier	5,930	2.5	1,071	0.4	4859	2.0

Source : Ministry of the Prime Minister and Cabinet- Immigration Division 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 1V

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

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	168,800	59,292	98,370	11,138
1day	2,437	1,997	370	70
2days	2,267	1,538	602	127
3days	3,263	1,885	1,209	169
4days	4,843	2,642	1,959	242
5days	7,460	4,357	2,740	363
6days	7,174	4,652	2,128	394
7days	29,794	13,634	12,645	3,515
8-14days	53,198	21,719	29,668	1,811
15-30days	45,856	5,847	37,063	2,946
31-60days	1,497	4	1,333	160
61-90days	1,134	0	1,065	69
91-180days	277	0	213	64
181-365days	331	0	264	67
> Year	1,469	0	931	538
Not Stated	7,800	1,017	6,180	603
Percentage Distribution ²	100	35.1	58.3	6.6

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

Note: Visitors here, exclude transit.

1: Provisional figures

2: Figures are subject to rounding errors