

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS FOURTH QUARTER 2023

QUARTERLY HIGHLIGHTS:

This Quarter compared with 4th Quarter 2019:

□ Total arrivals (67,656) increased by 7.9%

□ Total visitors (48,751) increased by 9.9%

• Visitors:

New Zealand (up by 2,231)

Australia (up by 3,170)

Am Samoa (up by 325)

USA (up by 445)

• Total departures (59,493) decreased by 4.0%

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Q4 2023	All Arrivals	All Visitors
Total	67,656	48,751
% change from previous quarter	3.6	0.3
% change from 4 th quarter 2019	7.9	9.9

9TH FEBRUARY 2024

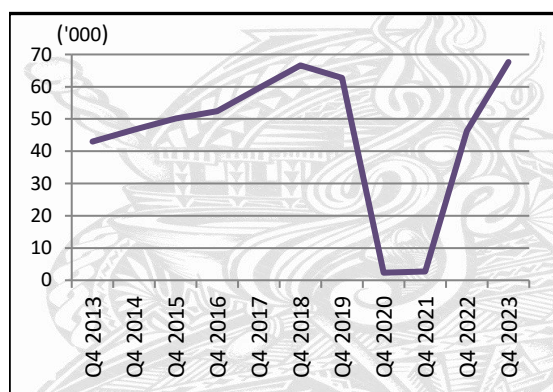
1. ARRIVALS

1.1. TOTAL ARRIVALS

The total International Arrival Statistics documented for the reference period (table 1), revealed an increase of 3.6 percent over the previous quarter (Jul-Sep 2023) and an increase of 7.9 percent over the corresponding quarter of 2019. Fig.1.1 reveals 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 92.9 percent of total arrivals, while those that arrived by sea accounted for the remaining 7.1 percent.

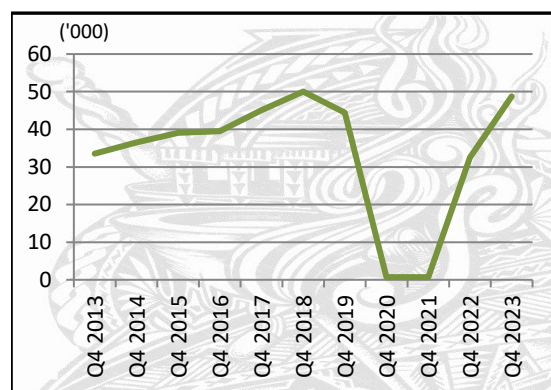
Fig. 1.1: 4th Quarter Total Arrivals, 2013 – 2023



1.2. TOTAL VISITORS

Total Visitors of 48,751 for the quarter under review revealed an increase of 0.3 percent over the previous quarter and an increase of 9.9 percent when compared to the corresponding quarter of 2019. Fig.1.2 also reveals the impact of Covid 19 on visitor numbers in 2020, 2021 and 2022.

Fig. 1.2: 4th Quarter Total Visitors, 2013 – 2023

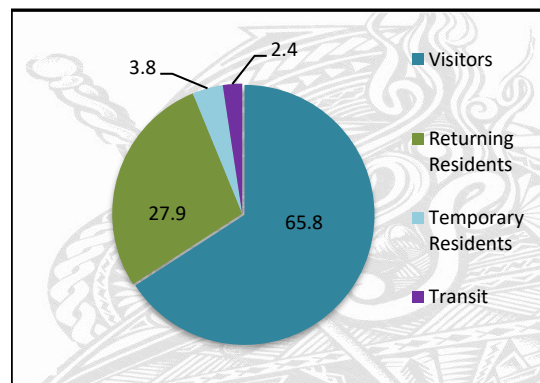


1.3 TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit, made up the largest component of all arrivals with 35.0 percent (23,691) recorded for females and 33.2 percent (22,459) for males.

Male and female returning residents made up 16.3 percent (11,014) and 11.7 percent (7,891) respectively of total arrivals while Temporary residents made up 2.1 percent (1,409) for males and 1.8 percent (1,192) for females. (Refer Fig. 1.3).

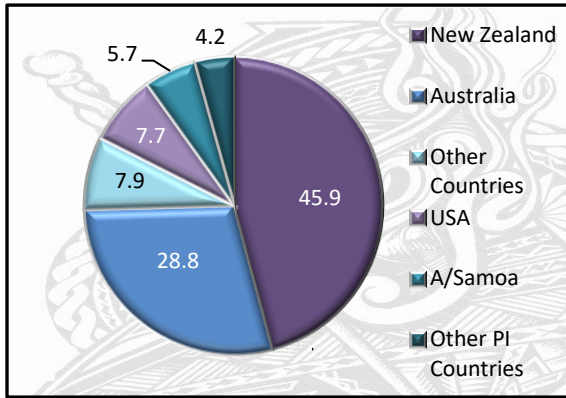
Fig. 1.3: Total Arrivals by Purpose of Visit, 4th Quarter 2023



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 45.9 percent or 22,365 total visitors. Australia followed next with a distant 28.8 percent share (14,061). U.S.A recorded a share of 7.7 percent (3,736) followed by American Samoa with a share of 5.7 percent (2,762). (Refer Fig. 1.4)

Fig. 1.4: Total Visitors by Country of Usual Residence, 4th Quarter 2023

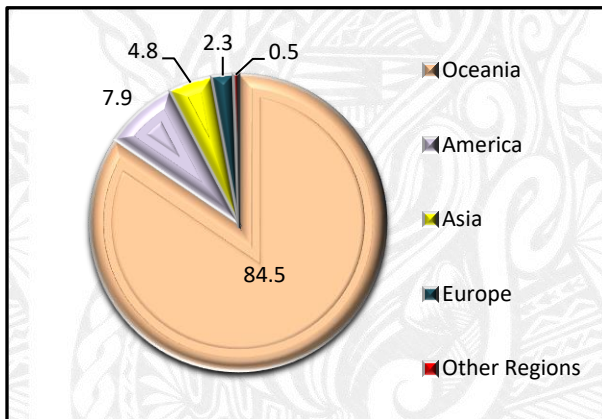


1.5 VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 84.5 percent, followed by America with 7.9 percent.

Asia reported a share of 4.8 percent while Europe reported the least share with 2.3 percent. (Refer Fig. 1.5).

Fig. 1.5: Total Visitors by Region, 4th Quarter 2023



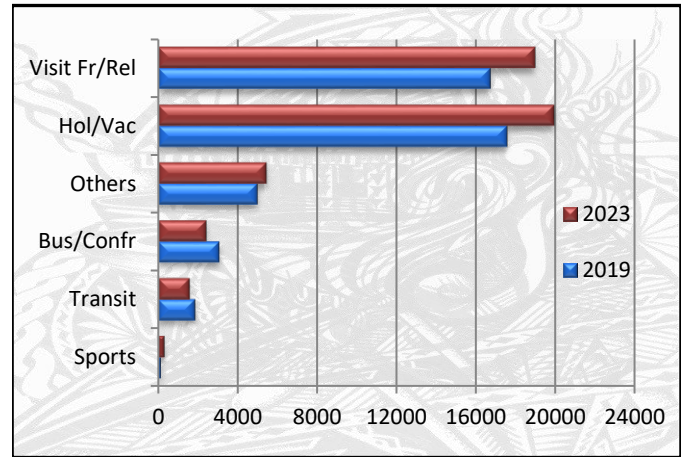
1.6 VISITORS BY PURPOSE OF VISIT

As depicted in Table 4, New Zealand, Australia, American Samoa, and the United States of America constituted 88.0 percent of all visitors visiting Samoa while other countries round up the remaining 12.0 percent during the reference period.

Visitors that entered our shores for holiday/ vacation accounted for 40.9 percent of all visitors. Those who were here to visit friends and relatives accounted for 39.0 percent while those that travelled for other purposes made up 11.2 percent of total visitors.

Business and Conference accounted for 5.0 percent while transients bound for other destinations and sports registered 3.3 and 0.7 percent respectively. For relative comparison, Fig. 1.6 depicts total visitors by purpose of visit during the reference period compared to the corresponding quarter of 2019 during pre-Covid 19 level.

Fig. 1.6: Total Visitors by Purpose of Visit, 4th Quarter 2019 & 4th Quarter 2023

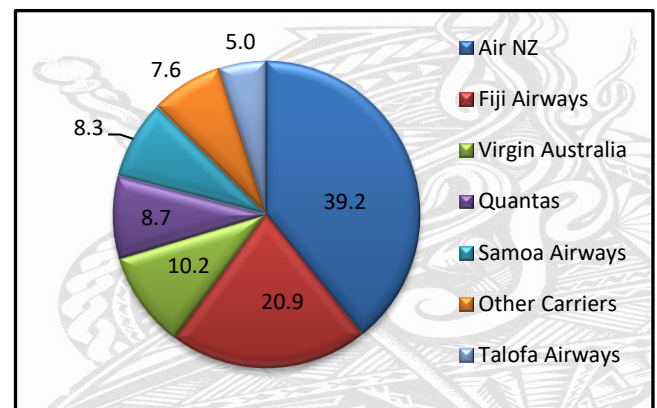


1.7 TOTAL ARRIVALS BY CARRIER

As tabulated in Table 5, Air New Zealand leads the way for arrivals by carriers during the reference period with a 39.2 percent share (26,519 passengers) followed by Fiji Airways with a share of 20.9 percent (14,163 passengers).

Virgin Australia recorded a 10.2 percent share (6,926), Quantas had a share of 8.7 percent (5,917), while Samoa Airways and Talofa Airways had shares of 8.3 percent (5,604) and 5.0 percent (3,389) respectively. Fig. 1.7 illustrates total arrivals by carrier during the reference period.

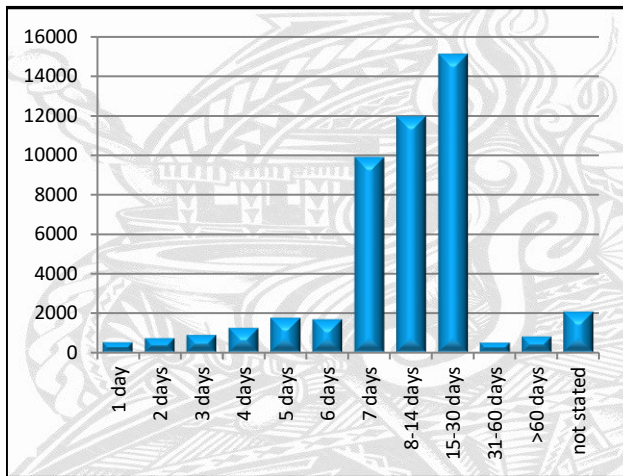
Fig. 1.7: Total Arrivals by Carrier, 4th Quarter 2023



1.8 VISITORS DURATION AND PLACE OF STAY

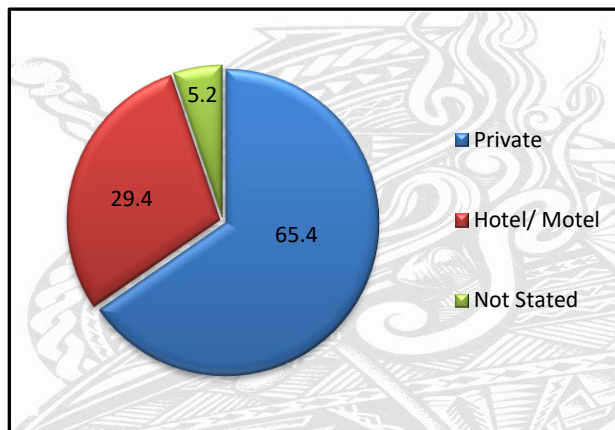
The usual trend of visitor's duration of stay in Samoa (Table 6) is between 7 days and 30 days, as revealed in Fig 1.8 below.

Fig. 1.8: Visitors Duration of Stay, 4th Quarter 2023



In relation to the above, 65.4 percent (30,837) stayed in private accommodations or with families/ relatives while 29.4 percent (13,865) of total visitors reported staying in hotel/ motels. (Refer Fig. 1.9).

Fig. 1.9: Total Visitors by Place of Stay, 4th 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:

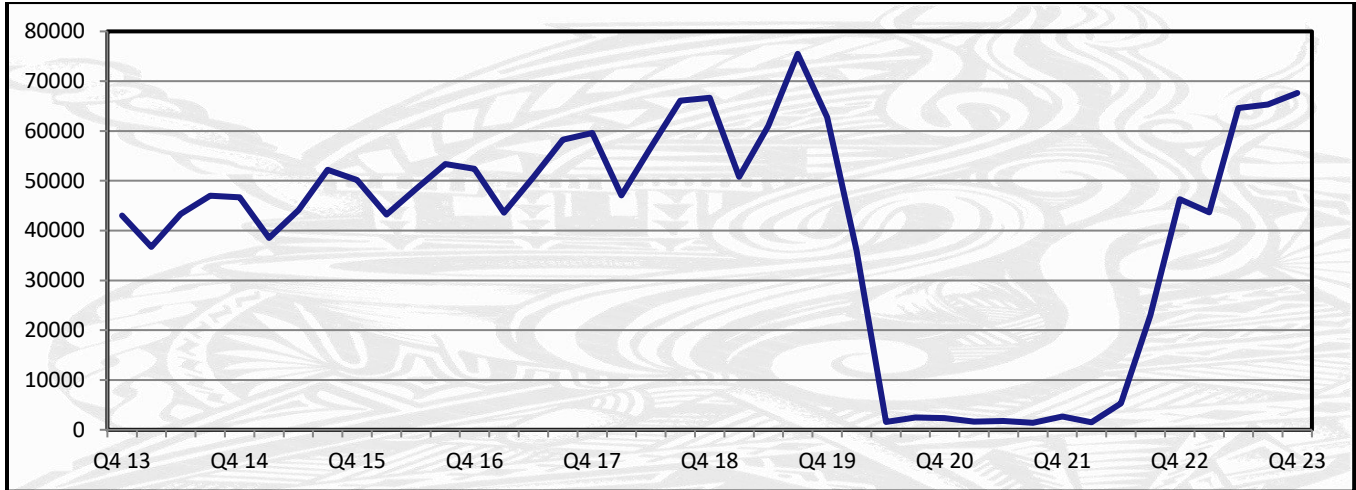
- (1) Faleolo International Airport*
- (2) Fagalii International Airport*
- (3) Apia Wharf (Matautu Port)*

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

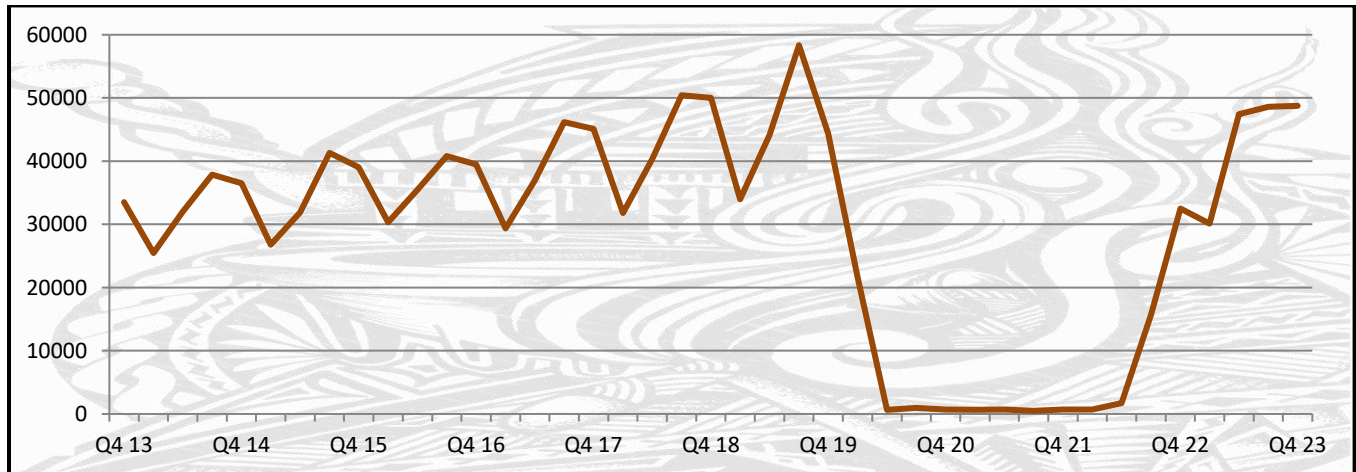
International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: www.sbs.gov.ws

APPENDIX

Graph 1: Quarterly Total Arrivals, 4th Quarter 2013 – 4th Quarter 2023



Graph 2: Quarterly Total Visitors, 4th Quarter 2013 – 4th Quarter 2023



Graph 3: Quarterly Total Departures, 4th Quarter 2013 – 4th Quarter 2023

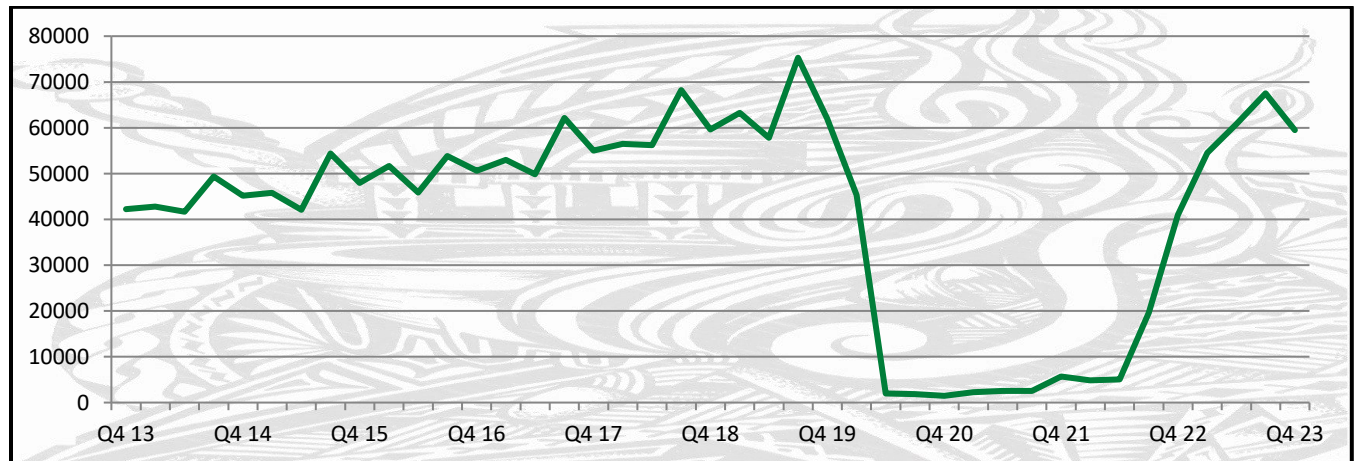


Table 1: Quarterly Arrival and Departure by Mode of Travel and Net Migration, 2015 - 2023.

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
2023	167,661	7,306	174,967	223,547	17,729	241,276	224,712	17,586	242,298	-1,022
2016										
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
4rd Quarter	46,838	1,913	48,751	62,848	4,808	67,656	55,710	3,783	59,493	8,163

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, Fourth 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	67,656	34,882	32,774	44,551	21,595	22,956	18,905	11,014	7,891	1,599	864	735	2,601	1,409	1,192
0 - 4	2,811	1,397	1,414	2,308	1,153	1,155	376	177	199	38	18	20	89	49	40
5 - 9	2,886	1,489	1,397	2,428	1,259	1,169	340	172	168	32	10	22	86	48	38
10 - 14	3,196	1,521	1,675	2,730	1,289	1,441	332	156	176	43	19	24	91	57	34
15 - 19	4,097	1,847	2,250	3,068	1,339	1,729	803	409	394	94	29	65	132	70	62
20 - 24	5,674	2,896	2,778	3,397	1,487	1,910	2,012	1,276	736	117	62	55	148	71	77
25 - 29	6,149	3,281	2,868	3,758	1,711	2,047	2,060	1,366	694	158	97	61	173	107	66
30 - 34	5,818	3,182	2,636	3,684	1,786	1,898	1,786	1,193	593	182	120	62	166	83	83
35 - 39	5,220	2,819	2,401	3,359	1,670	1,689	1,535	961	574	153	85	68	173	103	70
40 - 44	5,070	2,759	2,311	3,076	1,573	1,503	1,607	956	651	135	74	61	252	156	96
45 - 49	5,101	2,620	2,481	3,182	1,558	1,624	1,580	886	694	148	81	67	191	95	96
50 - 54	5,634	2,922	2,712	3,499	1,738	1,761	1,754	991	763	162	88	74	219	105	114
55 - 59	5,148	2,642	2,506	3,265	1,621	1,644	1,524	839	685	129	62	67	230	120	110
60 - 64	4,315	2,175	2,140	2,673	1,319	1,354	1,326	681	645	81	52	29	235	123	112
65 - 69	3,125	1,613	1,512	1,974	999	975	911	487	424	64	32	32	176	95	81
70 - 74	1,978	1,009	969	1,245	639	606	554	279	275	43	25	18	136	66	70
75 +	1,434	710	724	905	454	451	405	185	220	20	10	10	104	61	43
% Distribution ²	100.0	51.6	48.4	65.8	31.9	33.9	27.9	16.3	11.7	2.4	1.3	1.1	3.8	2.1	1.8

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, Fourth Quarter 2023 ¹

Country of Usual Residence	Mode of Travel		TOTAL	Percentage ²
	Air	Sea		
OCEANIA	40,390	822	41,212	84.5
American Samoa	2,418	344	2,762	5.7
Fiji	1,143	62	1,205	2.5
Cook Island	3	0	3	0.0
Other Pacific Is	669	147	816	1.7
New Zealand	22,118	247	22,365	45.9
Australia	14,039	22	14,061	28.8
EUROPE	1,055	70	1,125	2.3
United Kingdom	223	33	256	0.5
Scandinavia	88	4	92	0.2
Benelux	86	3	89	0.2
Germany	164	0	164	0.3
Other Europe	494	30	524	1.1
AMERICA	3,735	125	3,860	7.9
U.S.A	3,615	121	3,736	7.7
Canada	120	4	124	0.3
ASIA	1,433	885	2,318	4.8
Japan	97	1	98	0.2
China	604	185	789	1.6
Korea	28	0	28	0.1
Other Asia	704	699	1,403	2.9
OTHERS	225	11	236	0.5
TOTAL	46,838	1,913	48,751	100%
PERCENTAGE DISTRIBUTION	96.1	3.9	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, Fourth Quarter 2023 ¹

Usual Residence	Purpose of Visit							
	TOTAL	% ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
TOTAL	48,751		19,930	2,445	18,989	321	1,599	5,467
American Samoa	2,762	5.7	948	110	852	5	413	434
Fiji	1,205	2.5	352	313	219	23	111	187
Cook Island	3	0.0	1	0	2	0	0	0
Other Pacific Is	816	1.7	206	193	139	25	104	149
New Zealand	22,365	45.9	9,707	644	9,809	114	216	1,875
Australia	14,061	28.8	5,601	450	6,427	106	117	1,360
United Kingdom	256	0.5	142	41	33	9	4	27
Scandinavia	92	0.2	57	27	7	0	0	1
Benelux	89	0.2	48	23	5	0	0	13
Germany	164	0.3	115	32	7	0	5	5
Other Europe	524	1.1	315	105	33	7	31	33
U.S.A.	3,736	7.7	1,499	134	1,327	10	188	578
Canada	124	0.3	72	2	37	0	3	10
Japan	98	0.2	39	19	10	1	5	24
China	789	1.6	301	119	44	20	73	232
Korea	28	0.1	8	6	6	1	3	4
Other Asia	1,403	2.9	454	163	28	0	281	477
OTHER COUNTRIES	236	0.5	65	64	4	0	45	58
Percentage Distribution ²	100.0		40.9	5.0	39.0	0.7	3.3	11.2

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

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

Carrier	TOTAL	Purpose of Entry				
		Returning Residents	% ²	Total Visitors	% ²	
TOTAL	67,656	100%	18,905	27.9	48,751	72.1
AIR	62,848	92.9	16,010	23.7	46,838	69.2
Quantas	5,917	8.7	935	1.4	4,982	7.4
Virgin Australia	6,926	10.2	786	1.2	6,140	9.1
Samoa Airways	5,604	8.3	2,803	4.1	2,801	4.1
Talofa Airways	3,389	5.0	1,322	2.0	2,067	3.1
Air New Zealand	26,519	39.2	6,649	9.8	19,870	29.4
Fiji Airways	14,163	20.9	3,514	5.2	10,649	15.7
Other Air Carrier	330	0.5	1	0.0	329	0.5
SEA	4,808	7.1	2,895	4.3	1,913	2.8
Lady Samoa IV ³	3,222	4.8	2,657	3.9	565	0.8
Yacht	39	0.1	0	0.0	39	0.1
Other Sea Carrier	1,547	2.3	238	0.4	1,309	1.9

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, Fourth Quarter 2023 ¹

Duration of Stay	Place of Stay			
	TOTAL	Hotel/Motel	Private	Not Stated
TOTAL	47,152	13,865	30,837	2,450
1day	510	374	123	13
2days	730	590	112	28
3days	891	482	354	55
4days	1,250	697	496	57
5days	1,769	1,099	602	68
6days	1,682	1,074	515	93
7days	9,901	3,883	4,813	1,205
8-14days	11,956	4,616	7,092	248
15-30days	15,106	809	13,793	504
31-60days	491	-	480	11
61-90days	226	0	218	8
91-180days	54	0	53	1
181-365days	113	0	99	14
> Year	410	0	323	87
Not Stated	2,063	241	1,764	58
Percentage Distribution	100.0	29.4	65.4	5.2

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