

# SAMOA BUREAU OF STATISTICS

## INTERNATIONAL ARRIVAL STATISTICS SEPTEMBER 2023

### MONTHLY HIGHLIGHTS:

In September 2023:

□ Total arrivals: 20,692

Total visitors: 14,879

□ Total Visitors:

NZ: 6,679 (44.9% of total visitors)

AUST: 4,472 (30.1% of total visitors)

AM. SAM: 777 (5.2% of total visitors)

USA: 892 (6.0% of total visitors)

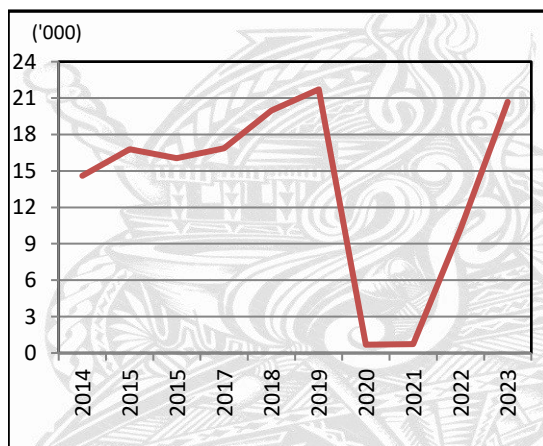
### 1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **September 2023** totalling 20,692 arrivals, revealed a decrease of 4.9 percent over the previous month of August 2023.

Those who travelled to Samoa by Air represented 92.7% while 7.3% was represented by those who travelled by Sea.

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

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

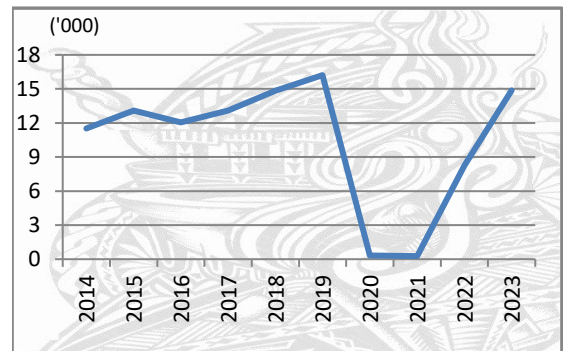


### 2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 14,879 revealing a decrease of 9.7 percent over the previous month of August 2023

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

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



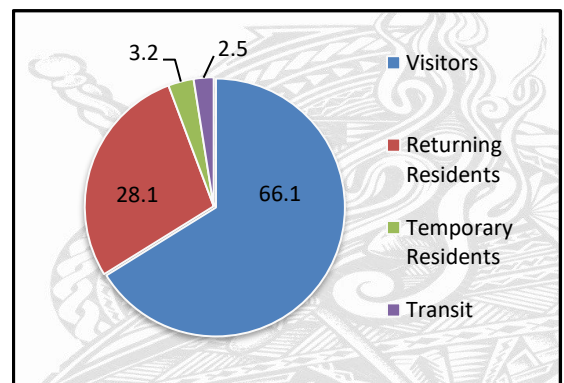
### 3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (Table 2), made up the largest component of all arrivals with 66.1 percent (13,687), represented by 33.9 percent females (7,007) and 32.3 percent males (6,680).

Male returning residents made up 17.7 percent (3,670) of total arrivals while their female counterpart made up 10.4 percent (2,143). (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, September 2023**



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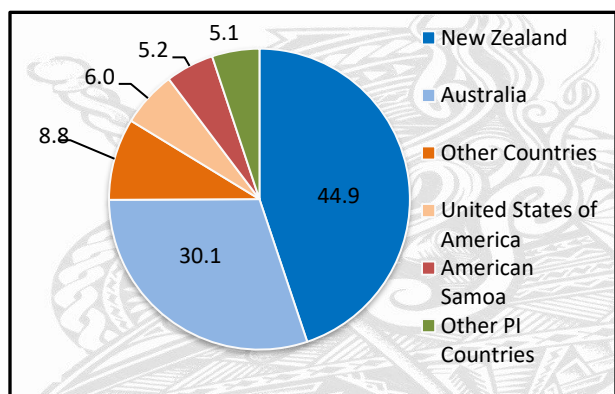
September 2023	All Arrivals	All Visitors
Number	20,692	14,879
Holiday & Vacation		6,372
Vist Friends/Relatives		4,845
Business/Conference		887

#### 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 44.9 percent of total visitors or 6,679 visitors. Australia followed next with a distant 30.1 percent share (4,472).

United States of America reported 6.0 percent (892 visitors) while American Samoa reported 5.2 percent (777) of total visitors. (Refer Fig. 4)

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

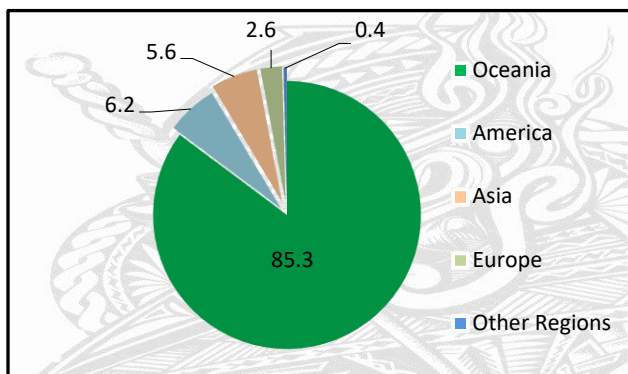


#### 5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 85.3 percent, followed by America with 6.2 percent.

Asia reported a share of 5.6 percent while Europe reported the least share of 2.6 percent. (Refer Fig. 5).

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



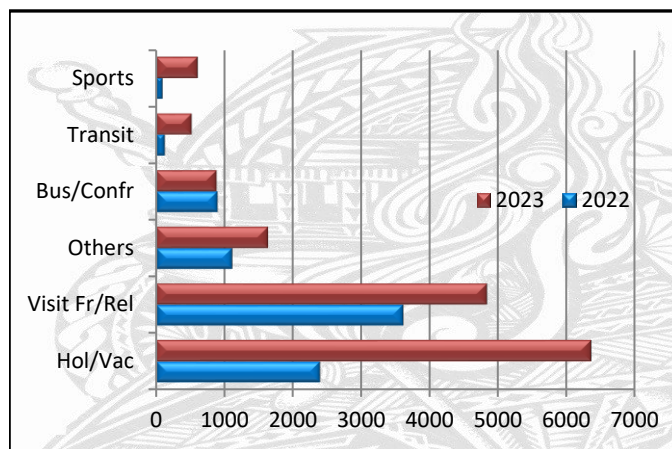
#### 6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 86.2 percent of all visitors visiting Samoa in September 2023.

The majority of visitors (6,372) entered our shores for holiday and vacation while 4,845 entered our shores to visits friends and relatives.

Those who were here on Business/Conference recorded 887 visitors while those for Sports reported 611 visitors. Fig.6 depicts total visitors by purpose of visit with international borders reopening on September 2022 and September 2023.

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

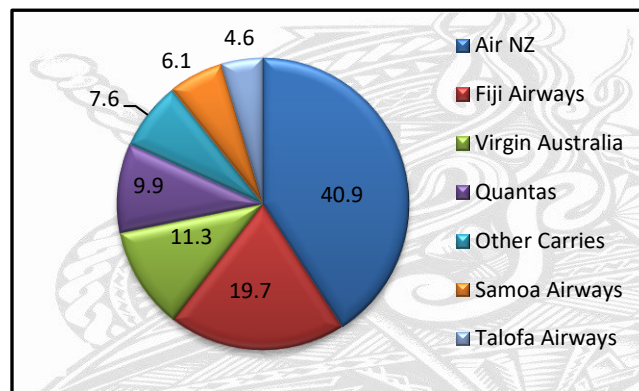


#### 7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 40.9 percent share, (8,457 passengers) followed by Fiji Airways with a 19.7 percent share (4,079 passengers).

Virgin Australia brought in 11.3 percent (2,337 passengers) of total arrivals while Quantas and Samoa Airways recorded shares of 9.9 percent (2,049) and 6.1 percent (1,258) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

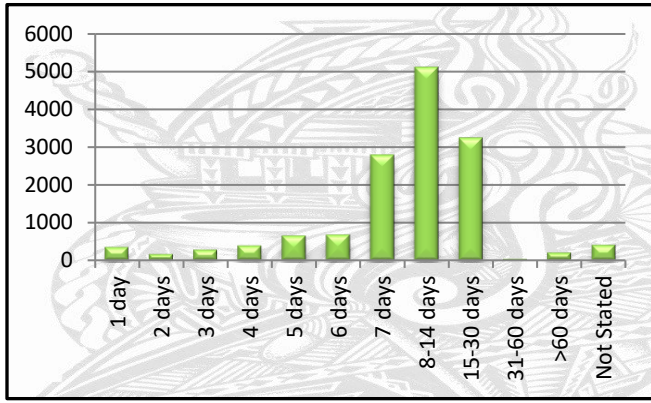
**Fig. 7: Total Arrivals by Carrier, September 2023**



#### 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, September 2023**



On the other hand, the majority of visitors (49.9 percent or 7,162 visitors) reported staying in private accommodations or with families/ relatives while 42.7 percent (6,133) stayed in hotel/ motel. (Refer Fig. 9).

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

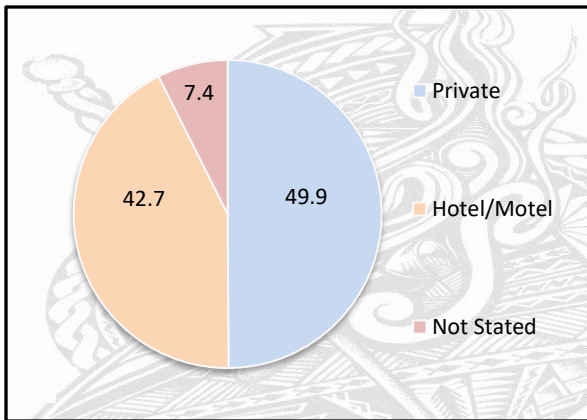
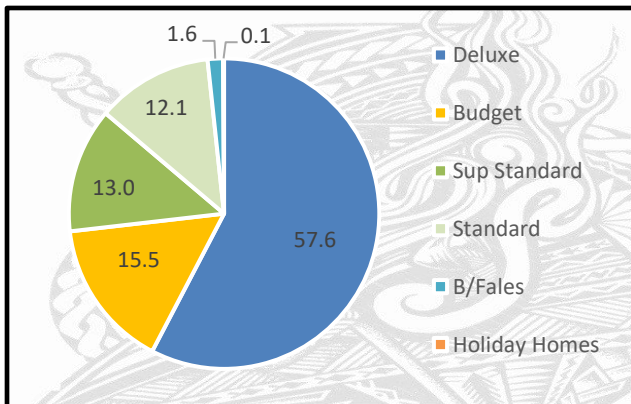


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (6,133) by type of accommodation (hotel/ motel), within the reference month.

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

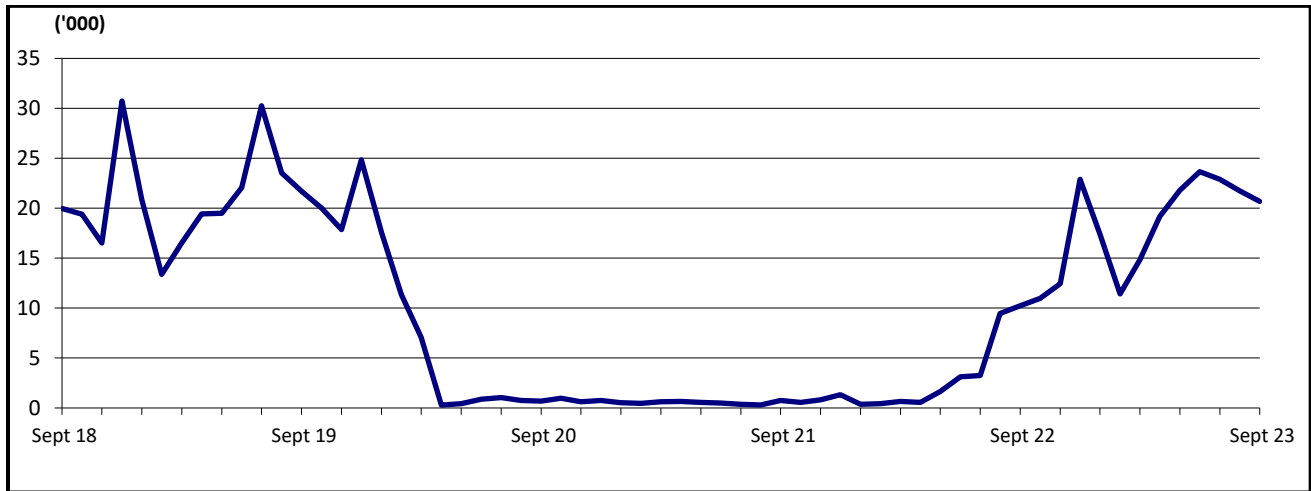
- (1) Faleolo International Airport
- (2) Apia Wharf (Matautu Port)
- (3) Fagalii International Airport

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

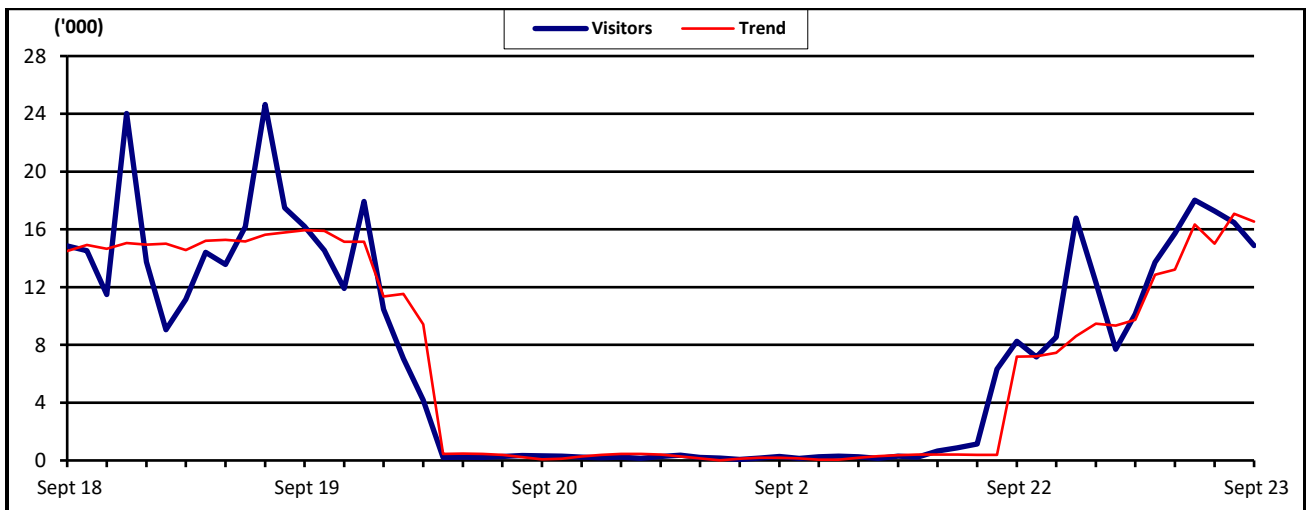
[www.sbs.gov.ws](http://www.sbs.gov.ws)

**APPENDIX**

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



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



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

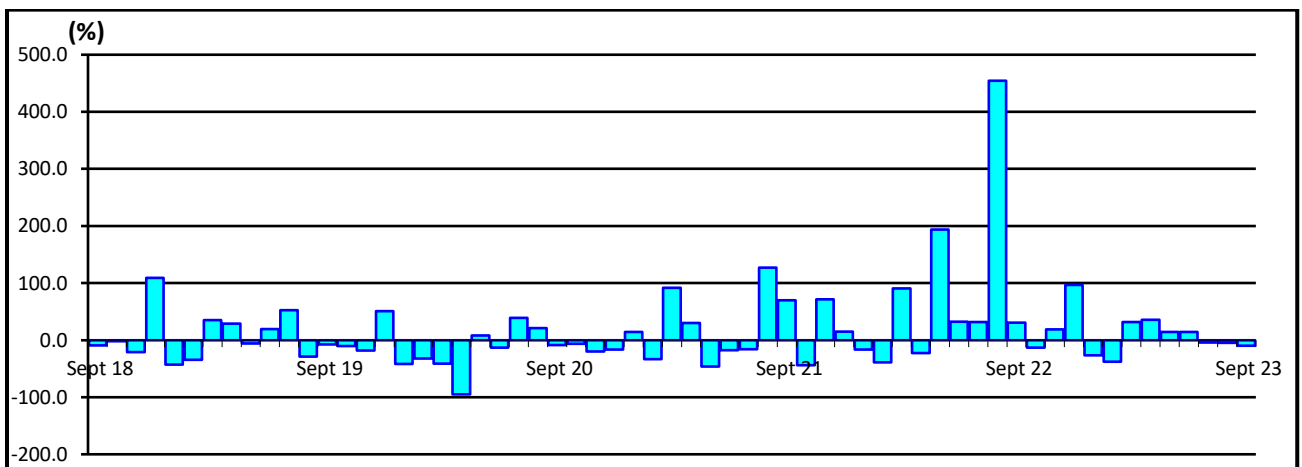


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2012 - 2023<sup>1</sup>

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>										
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	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	-1360
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	-1710
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	2395
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
September	14,351	528	14,879	19,185	1,507	20,692	18,846	1,331	20,177	515

**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, September 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	20,692	11,005	9,687	13,687	6,680	7,007	5,813	3,670	2,143	524	323	201	668	332	336
0 - 4	749	376	373	603	306	297	115	60	55	15	5	10	16	5	11
5 - 9	805	444	361	682	386	296	89	40	49	12	5	7	22	13	9
10 - 14	1,046	522	524	896	443	453	110	60	50	16	3	13	24	16	8
15 - 19	1,095	451	644	898	363	535	162	74	88	15	4	11	20	10	10
20 - 24	1,498	797	701	851	362	489	588	415	173	29	11	18	30	9	21
25 - 29	1,818	1062	756	1049	514	535	699	498	201	44	35	9	26	15	11
30 - 34	1,880	1093	787	1124	539	585	646	485	161	60	43	17	50	26	24
35 - 39	1,700	997	703	1043	542	501	542	389	153	58	38	20	57	28	29
40 - 44	1,800	979	821	1097	538	559	551	354	197	76	52	24	76	35	41
45 - 49	1,699	901	798	1074	504	570	507	325	182	59	40	19	59	32	27
50 - 54	1,760	907	853	1173	568	605	479	280	199	42	26	16	66	33	33
55 - 59	1,527	807	720	975	506	469	455	242	213	40	29	11	57	30	27
60 - 64	1,288	643	645	834	413	421	364	182	182	30	16	14	60	32	28
65 - 69	946	481	465	639	311	328	246	138	108	18	11	7	43	21	22
70 - 74	618	307	311	432	219	213	147	75	72	7	3	4	32	10	22
75 +	463	238	225	317	166	151	113	53	60	3	2	1	30	17	13
<b>% DISTRIBUTION <sup>2</sup></b>	<b>100</b>	<b>53.2</b>	<b>46.8</b>	<b>66.1</b>	<b>32.3</b>	<b>33.9</b>	<b>28.1</b>	<b>17.7</b>	<b>10.4</b>	<b>2.5</b>	<b>1.6</b>	<b>1.0</b>	<b>3.2</b>	<b>1.6</b>	<b>1.6</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, September 2023 <sup>1</sup>

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
<b>OCEANIA</b>	<b>12,504</b>	<b>185</b>	<b>12,689</b>	<b>85.3</b>
American Samoa	715	62	777	5.2
Fiji	340	15	355	2.4
Cook Island	2	0	2	0
Other Pacific Is	355	49	404	2.7
New Zealand	6,633	46	6,679	44.9
Australia	4,459	13	4,472	30.1
<b>EUROPE</b>	<b>354</b>	<b>28</b>	<b>382</b>	<b>2.6</b>
United Kingdom	88	13	101	0.7
Scandinavia	9	0	9	0.1
Benelux	20	0	20	0.1
Germany	68	0	68	0.5
Other Europe	169	15	184	1.2
<b>AMERICA</b>	<b>879</b>	<b>40</b>	<b>919</b>	<b>6.2</b>
U.S.A	855	37	892	6.0
Canada	24	3	27	0.2
<b>ASIA</b>	<b>555</b>	<b>274</b>	<b>829</b>	<b>5.6</b>
Japan	40	0	40	0.3
China	209	74	283	1.9
Korea	34	0	34	0.2
Other Asia	272	200	472	3.2
<b>OTHERS</b>	<b>59</b>	<b>1</b>	<b>60</b>	<b>0.4</b>
<b>TOTAL</b>	<b>14,351</b>	<b>528</b>	<b>14,879</b>	<b>100%</b>
<b>PERCENTAGE DISTRIBUTION</b>	<b>96.5</b>	<b>3.5</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, September 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>12,689</b>	<b>85.3</b>	<b>5,624</b>	<b>611</b>	<b>4,201</b>	<b>608</b>	<b>297</b>	<b>1,348</b>
American Samoa	777	5.2	272	22	251	4	149	79
Fiji	355	2.4	118	100	60	17	18	42
Cook Island	2	0.0	0	0	0	1	1	0
Other Pacific Is	404	2.7	98	103	65	59	33	46
New Zealand	6,679	44.9	3,380	214	2,087	235	63	700
Australia	4,472	30.1	1,756	172	1,738	292	33	481
<b>EUROPE</b>	<b>382</b>	<b>2.6</b>	<b>223</b>	<b>16</b>	<b>105</b>	<b>1</b>	<b>13</b>	<b>24</b>
United Kingdom	101	0.7	51	5	37	1	2	5
Scandinavia	9	0.1	5	0	4	0	0	0
Benelux	20	0.1	8	4	7	0	0	1
Germany	68	0.5	50	0	11	0	2	5
Other Europe	184	1.2	109	7	46	0	9	13
<b>AMERICA</b>	<b>919</b>	<b>6.2</b>	<b>236</b>	<b>80</b>	<b>383</b>	<b>2</b>	<b>75</b>	<b>143</b>
U.S.A.	892	6.0	223	76	377	2	73	141
Canada	27	0.2	13	4	6	0	2	2
<b>ASIA</b>	<b>829</b>	<b>5.6</b>	<b>272</b>	<b>170</b>	<b>139</b>	<b>0</b>	<b>132</b>	<b>116</b>
Japan	40	0.3	19	11	5	0	0	5
China	283	1.9	136	51	33	0	29	34
Korea	34	0.2	30	1	0	0	1	2
Other Asia	472	3.2	87	107	101	0	102	75
<b>OTHER COUNTRIES</b>	<b>60</b>	<b>0.4</b>	<b>17</b>	<b>10</b>	<b>17</b>	<b>0</b>	<b>7</b>	<b>9</b>
<b>TOTAL</b>	<b>14,879</b>	<b>100.0</b>	<b>6,372</b>	<b>887</b>	<b>4,845</b>	<b>611</b>	<b>524</b>	<b>1,640</b>
<b>Percentage Distribution <sup>2</sup></b>	<b>100.0</b>		<b>42.8</b>	<b>6.0</b>	<b>32.6</b>	<b>4.1</b>	<b>3.5</b>	<b>11.0</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, September 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>20,692</b>	<b>100%</b>	<b>5,813</b>	<b>28.1</b>	<b>14,879</b>	<b>71.9</b>
<b>AIR</b>	<b>19,185</b>	<b>92.7</b>	<b>4,834</b>	<b>23.4</b>	<b>14,351</b>	<b>69.4</b>
Quantas	2,049	9.9	252	1.2	1,797	8.7
Virgin Australia	2,337	11.3	220	1.1	2,117	10.2
Samoa Airways	1,258	6.1	656	3.2	602	2.9
Talofa Airways	953	4.6	289	1.4	664	3.2
Air New Zealand	8,457	40.9	2,332	11.3	6,125	29.6
Fiji Airways	4,079	19.7	1,084	5.2	2,995	14.5
Other Air Carrier	52	0.3	1	0.0	51	0.2
<b>SEA</b>	<b>1,507</b>	<b>7.3</b>	<b>979</b>	<b>4.7</b>	<b>528</b>	<b>2.6</b>
Lady Samoa IV <sup>3</sup>	994	4.8	900	4.3	94	0.5
Yacht	22	0.1	0	0	22	0.1
Other Sea Carrier	491	2.4	79	0.4	412	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
- 3: Lady Naomi is now replace by Lady Samoa IV

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

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
<b>Total</b>	<b>14,355</b>	<b>6,133</b>	<b>7,162</b>	<b>1,060</b>
1day	352	281	62	9
2days	167	90	67	10
3days	283	156	103	24
4days	397	203	163	31
5days	659	377	230	52
6days	684	456	174	54
7days	2,796	1,274	1,141	381
8-14days	5,109	2,360	2,494	255
15-30days	3,249	848	2,237	164
31-60days	36	0	35	1
61-90days	86	0	82	4
91-180days	13	0	2	11
181-365days	7	0	0	7
> Year	104	0	52	52
Not Stated	413	88	320	5
<b>Percentage Distribution <sup>2</sup></b>	<b>100</b>	<b>42.7</b>	<b>49.9</b>	<b>7.4</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