

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS ANNUAL 2024

2024

HIGHLIGHTS:

2024 compared with
2023:

- **TOTAL ARRIVALS**
(251,147) increased by
4.1%
- **TOTAL VISITORS**
(179,590) increased by
2.6%
 - NZ: increased by 0.3%
(252)
 - AUST: decreased by
1.9% (-925)
 - USA: increased by
15.0% (2,078)
 - AM. SAM: decreased
by 4.4% (507)
- **TOTAL DEPARTURES**
(254,321) increased by
1.3%
- **NET MIGRATION:** -
3,174

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2024	All Arrivals	All Visitors
Number	251,147	179,590
% change from 2023	4.1	2.6
NET MIGRATION	-3,174	

05TH FEBRUARY
2025

1. ARRIVALS

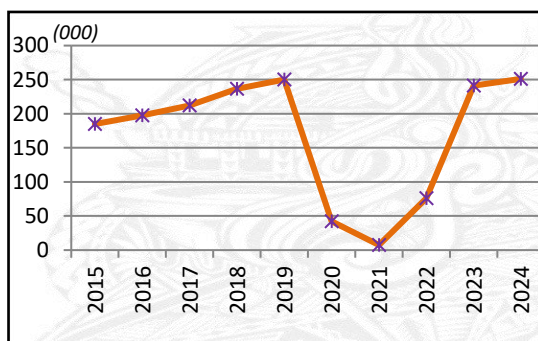
1.1 TOTAL ARRIVALS

During the reference period, a total of 251,147 travelers arrived in Samoa (Table 1). This indicates an increased of 4.1 percent compared to the same period of 2023 (241,147).

Air was the preferred mode of travel to Samoa constituting 93.5 percent (234,902) while the remaining 6.5 percent (16,245) percent arrived by sea.

Fig 1.1 illustrates the impact of Covid-19 on the number of total arrivals in 2020, 2021 and 2022.

Fig. 1.1: Total Arrivals, 2015 – 2024

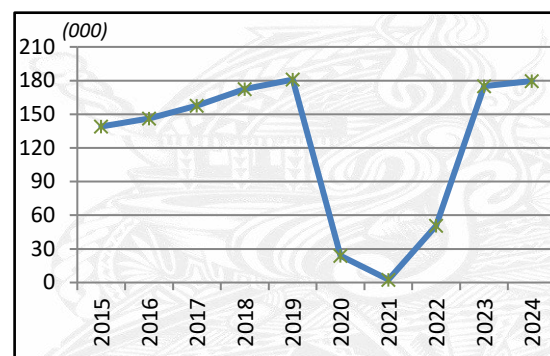


1.2. TOTAL VISITORS

Total visitors of 179,590 during the reference period revealed an increase of 2.6 percent when compared with 2023 (174,967).

Fig 1.2 also illustrates the impact of Covid-19 on the number of total visitors in 2020, 2021 and 2022.

Fig. 1.2: Total Visitors, 2015 – 2024



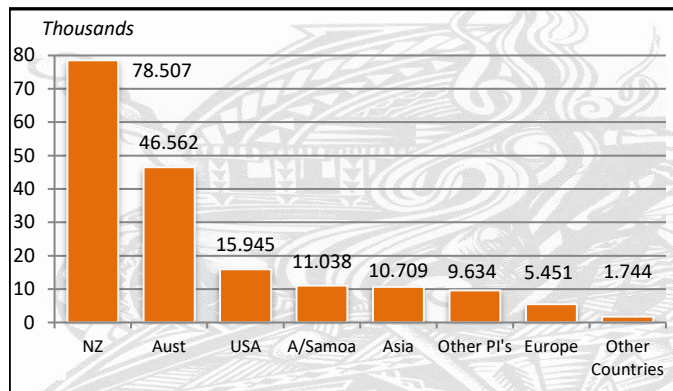
1.3. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand was the leading country in visitors' arrival (Tables 3) during the reference period totaling 78,507 inbound travelers (43.7 percent) followed by Australia with a distant total of 46,562 inbound travelers (25.9 percent).

United States of America reported 15,945 inbound travelers (8.9 percent) while the American Samoa reported 11,038 inbound travelers (6.1 percent). This is graphically portrayed in Fig 1.3

The remaining 27,538 (15.3%) comprises of other Pacific Island countries with 9,634 visitors (5.4%), Asian countries with 10,709 visitors (6.0%), European countries with 5,451 visitors (3.0%) and other countries with 1,385 visitors (0.8%). This is graphically portrayed in Fig 1.3.

Fig. 1.3: Total Visitors by Country of Usual Residence, 2024

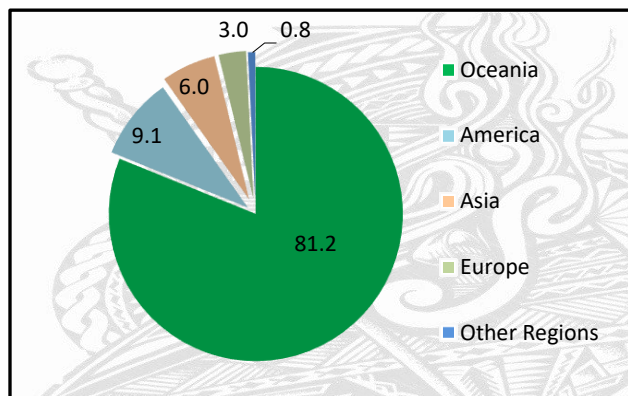


1.4. TOTAL VISITORS BY REGION

Of Total visitors by region, Oceania had the highest share with 81.2 percent (145,741 visitors) followed by the America region with 9.1 percent (16,304 visitors).

Asia had a share of 6.0 percent (10,709 visitors) while Europe reported the lowest share with 3.0 percent (5,451 visitors). This is graphically presented in Fig. 1.4 below.

Fig. 1.4: Percentage distribution of Total Visitors by Region, 2024

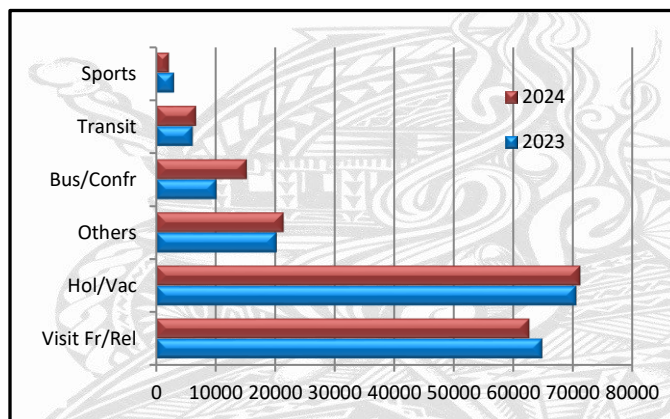


1.5. TOTAL VISITORS BY PURPOSE OF VISIT

Visitors that entered our shores for holiday/vacation made up the largest proportion of all visitors with 39.7 percent (71,234) while 34.9 percent (62,716) of all visitors entered our shores to visit friends/relatives.

Other purpose of visit made up 11.9 percent (21,457) while 8.5 percent (15,238) visited Samoa for business/conference and those who were here on transit to other destinations made up the remaining 3.8 percent (6,771) and this is shown in Fig 1.5.

Fig. 1.5: Total Visitors by Purpose of Visit, 2024 & 2023

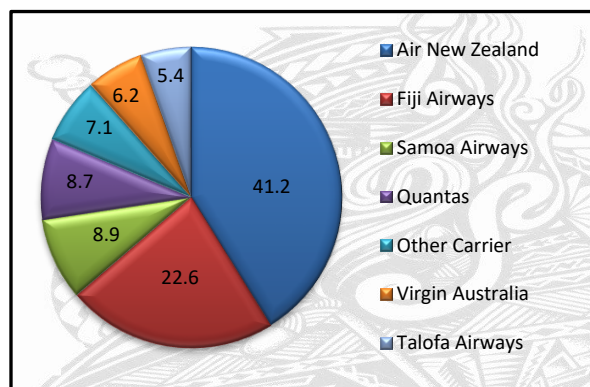


1.6. TOTAL ARRIVALS BY CARRIER

Table 5 Table 5 revealed Air New Zealand as the main carrier for all those arriving in Samoa for the calendar year 2024 with 103,381 passengers (41.2 percent) followed by Fiji Airways with 56,875 passengers (22.6 percent).

Next is Samoa Airways with 22,244 passengers (8.9 percent) then by Qantas with 21,950 passengers (8.7 percent). Fig. 1.6 portrays a graphical presentation of all carriers during the reference period.

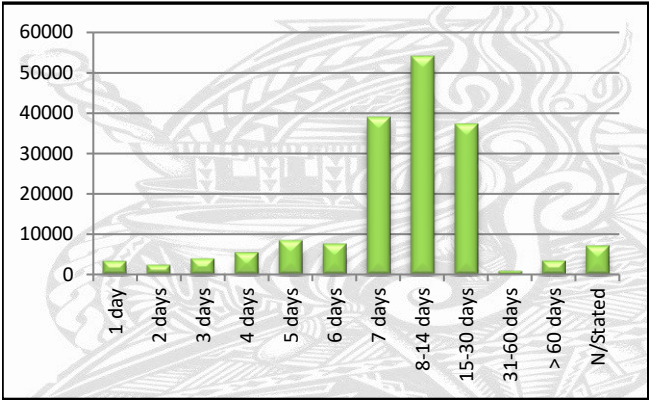
Fig. 1.6: Percentage distribution of Total Arrivals by Carrier, 2024



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.

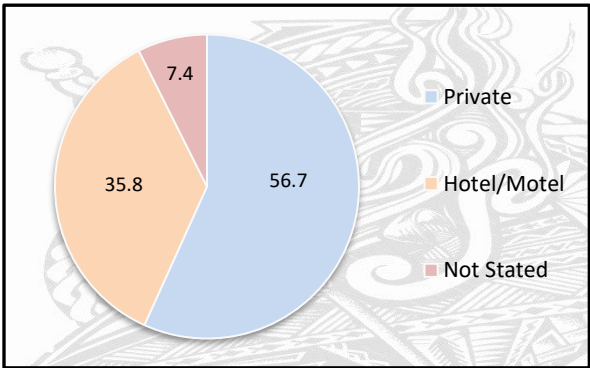
Fig. 1.7: Total Visitors by Duration of Stay, 2024



1.8. TOTAL VISITORS BY PLACE OF STAY

As revealed in Table 6, 56.7 percent of all visitors (98,037) preferred to stay with private accommodations or families/ relatives compared to those that have a preference for hotels/ motels, yielding a distant 35.8 percent or 61,918 visitors as shown below.

Fig. 1.8: Percentage distribution of Total Visitors by Place of Stay, 2024



2. DEPARTURES

Regret to inform all our stakeholders that we are unable to produce detailed departure statistics at this point in time for 2024 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:

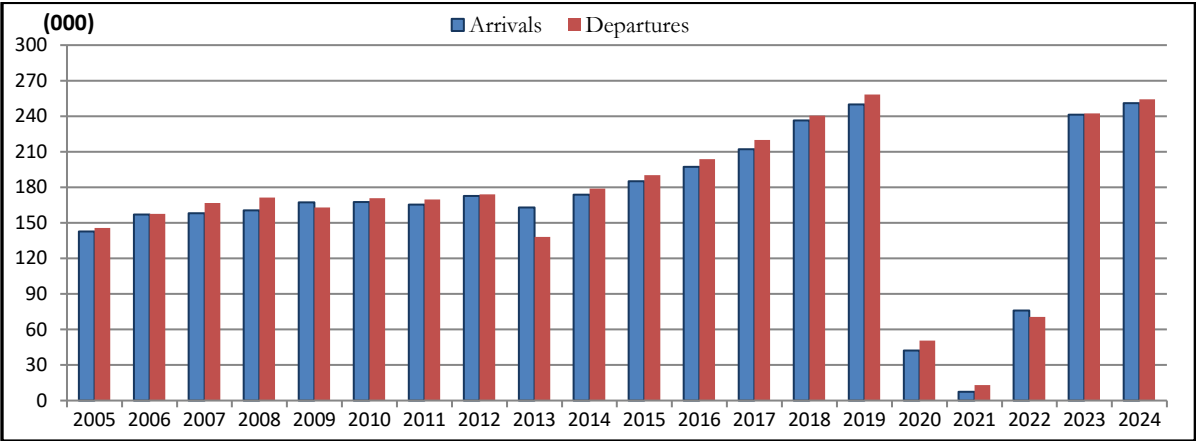
- (1) Faleolo International Airport
- (2) Fagalii International Airport
- (3) Apia Wharf (Matautu Port)

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

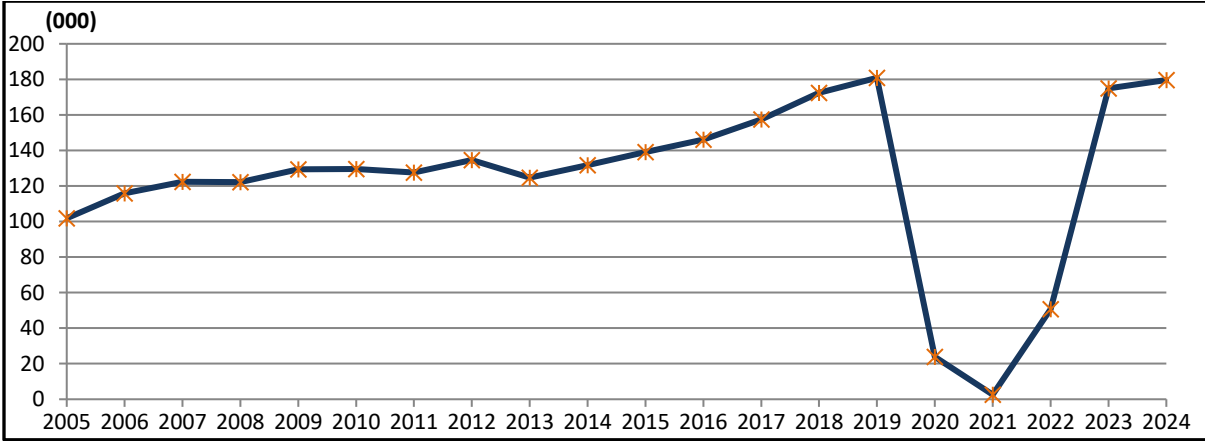
APPENDIX

Graph 1: Annual Total Arrivals and Departures, 2005 – 2024



Note: Covid-19 Years - 2020, 2021 and 2022

Graph 2: Annual Total Visitors, 2005 – 2024



Note: Covid-19 Years - 2020, 2021 and 2022

Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2005 - 2024¹

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
2005	98,544	3,263	101,807	132,200	10,557	142,757	134,775	10,936	145,711	-2,954
2006	112,411	3,471	115,882	147,807	9,349	157,156	147,991	9,489	157,480	-324
2007	118,653	3,703	122,356	150,584	7,635	158,219	158,099	8,578	166,677	-8,458
2008	118,459	3,743	122,202	151,883	8,628	160,511	161,482	9,908	171,390	-10,879
2009	127,327	1,978	129,305	161,858	5,261	167,119	156,768	6,267	163,035	4,084
2010	126,970	2,530	129,500	162,052	5,539	167,591	164,426	6,326	170,752	-3,161
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	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
2024	172,397	7,193	179,590	234,902	16,245	251,147	237,942	16,379	254,321	-3,174
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
2024										
January	13988	532	14,520	19,550	1,069	20,619	28,431	1387	29,818	-9,199
February	9,251	379	9,630	12,948	1,133	14,081	16,674	1292	17,966	-3,885
March	10,704	538	11,242	15,213	1,044	16,257	15,320	1197	16,517	-260
April	12,134	510	12,644	16,883	1,412	18,295	17,650	1522	19,172	-877
May	13,634	472	14,106	20,060	1,505	21,565	17,673	1441	19,114	2,451
June	15,596	547	16,143	20,755	1,391	22,146	19,047	1108	20,155	1,991
July	18,276	763	19,039	22,955	1,641	24,596	22,823	1501	24,324	272
August	16,441	807	17,248	21,314	1,547	22,861	22,295	1949	24,244	-1,383
September	14,041	495	14,536	19,308	1,137	20,445	19,316	1084	20,400	45
October	13,516	1,142	14,658	18,099	1,540	19,639	20,138	1848	21,986	-2,347
November	12,460	536	12,996	18,265	1,259	19,524	17,816	1078	18,894	630
December	22,356	472	22,828	29,552	1,567	31,119	20,759	972	21,731	9,388

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, 2024 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	251,147	130,044	121,103	163,469	80,353	83,116	71,557	40,615	30,942	6,771	3,939	2,832	9,350	5,137	4,213
0 - 4	9,162	4,636	4,526	7,233	3,696	3,537	1,540	748	792	154	84	70	235	108	127
5 - 9	10,008	4,979	5,029	7,684	3,816	3,868	1,784	879	905	172	83	89	368	201	167
10 - 14	10,922	5,328	5,594	8,491	4,147	4,344	1,777	856	921	282	128	154	372	197	175
15 - 19	13,957	6,731	7,226	10,240	4,750	5,490	2,959	1,577	1,382	342	190	152	416	214	202
20 - 24	18,519	9,217	9,302	11,446	5,022	6,424	6,161	3,745	2,416	385	198	187	527	252	275
25 - 29	22,116	11,984	10,132	13,189	6,145	7,044	7,395	4,828	2,567	689	416	273	843	595	248
30 - 34	21,378	11,640	9,738	13,481	6,608	6,873	6,548	4,274	2,274	772	466	306	577	292	285
35 - 39	19,647	10,773	8,874	12,571	6,451	6,120	5,722	3,529	2,193	709	429	280	645	364	281
40 - 44	19,753	10,474	9,279	12,256	6,206	6,050	5,861	3,324	2,537	695	410	285	941	534	407
45 - 49	20,255	10,483	9,772	12,660	6,289	6,371	6,176	3,402	2,774	656	396	260	763	396	367
50 - 54	21,366	11,009	10,357	13,464	6,684	6,780	6,518	3,572	2,946	560	329	231	824	424	400
55 - 59	20,370	10,380	9,990	12,908	6,351	6,557	6,089	3,276	2,813	537	310	227	836	443	393
60 - 64	17,088	8,700	8,388	10,710	5,393	5,317	5,311	2,712	2,599	364	219	145	703	376	327
65 - 69	12,779	6,726	6,053	8,032	4,175	3,857	3,905	2,058	1,847	225	143	82	617	350	267
70 - 74	7,703	3,957	3,746	5,100	2,603	2,497	2,108	1,075	1,033	134	80	54	361	199	162
75 +	6,124	3,027	3,097	4,004	2,017	1,987	1,703	760	943	95	58	37	322	192	130
% DISTRIBUTION ²	100	51.8	48.2	65.1	32.0	33.1	28.5	16.2	12.3	2.7	1.6	1.1	3.7	2.0	1.7

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, 2024 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	142,611	3,130	145,741	81.2
American Samoa	9,788	1,250	11,038	6.1
Fiji	4,426	192	4,618	2.6
Cook Island	28	0	28	0.0
Other Pacific Is	4,235	753	4,988	2.8
New Zealand	77,769	738	78,507	43.7
Australia	46,365	197	46,562	25.9
EUROPE	5,064	387	5,451	3.0
United Kingdom	1,547	89	1,636	0.9
Scandinavia	274	19	293	0.2
Benelux	282	19	301	0.2
Germany	786	12	798	0.4
Other Europe	2,175	248	2,423	1.3
AMERICA	15,896	408	16,304	9.1
U.S.A	15,548	397	15,945	8.9
Canada	348	11	359	0.2
ASIA	7,527	3,182	10,709	6.0
Japan	729	9	738	0.4
China	3,102	874	3,976	2.2
Korea	193	4	197	0.1
Other Asia	3,503	2,295	5,798	3.2
OTHER COUNTRIES	1,299	86	1,385	0.8
TOTAL	172,397	7,193	179,590	100%
PERCENTAGE DISTRIBUTION	96.0	4.0	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, 2024 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	145,741	81.2	59,218	10,578	57,030	1,563	3,740	13,612
American Samoa	11,038	6.1	2,818	382	4,124	104	1,760	1,850
Fiji	4,618	2.6	1,104	1,353	673	192	488	808
Cook Island	28	0.0	11	8	5	0	3	1
Other Pacific Is	4,988	2.8	1,058	1,496	776	415	423	820
New Zealand	78,507	43.7	34,361	4,231	32,624	594	797	5,900
Australia	46,562	25.9	19,866	3,108	18,828	258	269	4,233
EUROPE	5,451	3.0	3,063	898	379	249	118	744
United Kingdom	1,636	0.9	703	542	119	28	29	215
Scandinavia	293	0.2	190	18	18	3	2	62
Benelux	301	0.2	193	25	31	1	3	48
Germany	798	0.4	606	63	60	6	12	51
Other Europe	2,423	1.3	1,371	250	151	211	72	368
AMERICA	16,304	9.1	6,125	1,514	4,528	252	1,150	2,735
U.S.A.	15,945	8.9	5,932	1,477	4,481	249	1,134	2,672
Canada	359	0.2	193	37	47	3	16	63
ASIA	10,709	6.0	2,487	1,587	730	102	1,686	4,117
Japan	738	0.4	299	218	46	49	13	113
China	3,976	2.2	1,136	512	420	24	325	1,559
Korea	197	0.1	90	24	13	0	21	49
Other Asia	5,798	3.2	962	833	251	29	1,327	2,396
OTHER COUNTRIES	1,385	0.8	341	661	49	8	77	249
TOTAL	179,590	100.0	71,234	15,238	62,716	2,174	6,771	21,457
Percentage Distribution ²	100.0		39.7	8.5	34.9	1.2	3.8	11.9

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, 2024 ¹

Carrier	Purpose of Entry					
	Total		Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	251,147	100%	71,557	28.5	179,590	71.5
<u>AIR</u>						
Qantas	21,950	8.7	3,659	1.5	18,291	7.3
Virgin Australia	15,470	6.2	2,434	1.0	13,036	5.2
Talofa Airways	13,551	5.4	5,103	2.0	8,448	3.4
Samoa Airways	22,244	8.9	11,089	4.4	11,155	4.4
Air New Zealand	103,381	41.2	26,879	10.7	76,502	30.5
Fiji Airways	56,875	22.6	13,310	5.3	43,565	17.3
Other Air Carrier	1,431	0.6	31	0.0	1,400	0.6
<u>SEA</u>						
Lady Naomi ³	10,442	4.2	8,219	3.3	2223	0.9
Yacht	88	0.0	0	0.0	88	0.0
Other Sea Carrier	5,715	2.3	833	0.3	4882	1.9

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 being replaced by Lady Samoa IV

Table 6: Visitors by Duration of Stay and Place of Stay, 2024 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	172,819	61,918	98,037	12,864
1day	3,322	2,442	391	489
2days	2,377	1,410	818	149
3days	3,972	2,470	1,368	134
4days	5,482	3,287	2,035	160
5days	8,494	5,072	3,203	219
6days	7,573	4,699	2,652	222
7days	38,918	15,189	18,222	5,507
8-14days	54,026	19,873	31,723	2,430
15-30days	37,274	6,325	28,478	2,471
31-60days	850	20	785	45
61-90days	1,015	12	837	166
91-180days	341	1	245	95
181-365days	608	0	471	137
> Year	1,409	0	1,117	292
Not Stated	7,158	1,118	5,692	348
Percentage Distribution ²	100	35.8	56.7	7.4

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