

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS APRIL 2024

MONTHLY HIGHLIGHTS:

In April 2024 compared with April 2023:

- ❖ Total arrivals of 18,295 decreased by 4.5% (-869)
- ❖ Total visitors of 12,644 decreased by 7.8% (-1,076)
- ❖ Total Visitors:
 - ✓ USA: 9.5% (up by 92 visitors)
 - ✓ NZ: -12.5% (down by 759 visitors)
 - ✓ AM. SAM: -13.9% (down by 140 visitors)
 - ✓ AUST: -17.1% (down by 665 visitors)

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April 2024	All Arrivals	All Visitors
Number	18,295	12,644
% change from previous month	12.5	12.5
% change with same month in 2023	-4.5	-7.8

22ND MAY 2024

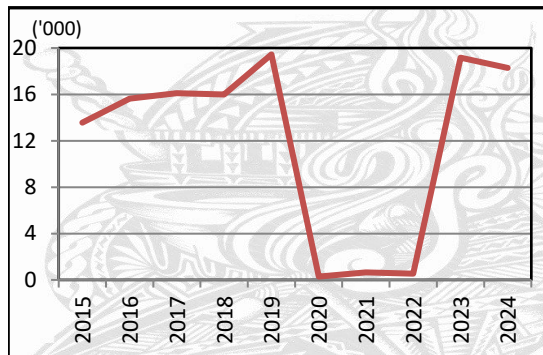
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **April 2024** totaling 18,295 arrivals, revealed an increase of 12.5 percent over the previous month of March 2024 and a decrease of 4.5 percent over the corresponding month of April 2023.

Those who travelled to Samoa by Air represented 92.3% while 7.7% was represented by those who travelled by Sea.

Fig. 1 below graphically depicts the arrival numbers from April 2015 to April 2024, clearly showing the impact of Covid 19 on arrival numbers for April in 2021 and 2022.

Fig. 1: April Total Arrivals, 2015 – 2024

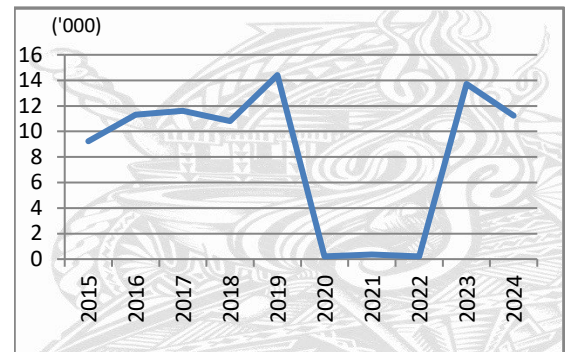


2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 12,644 revealing an increase of 12.5 percent over the previous month of March 2024 and a decrease of 7.8 percent over the corresponding month of April 2023.

Fig. 2 illustrates the total number of visitors for April between 2015 and 2024, also indicating the impact of Covid 19 on visitor numbers for April in 2021 and 2022.

Fig. 2: April Total Visitors, 2015 – 2024



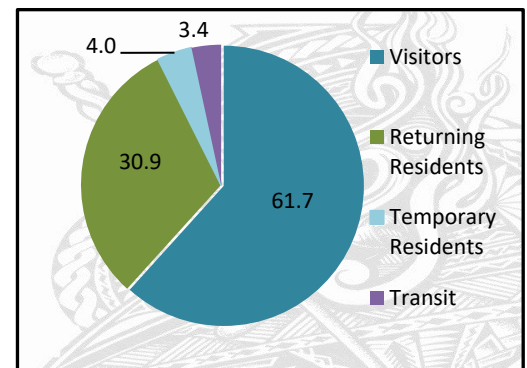
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (Table 2), made up the largest component of all arrivals with 61.7 percent (11,297), represented by 31.1 percent males (5,685) and 30.7 percent females (5,612).

Male returning residents made up 18.1 percent (3,316) of total arrivals while their female counterpart made up 12.8 percent (2,335). (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, April 2024

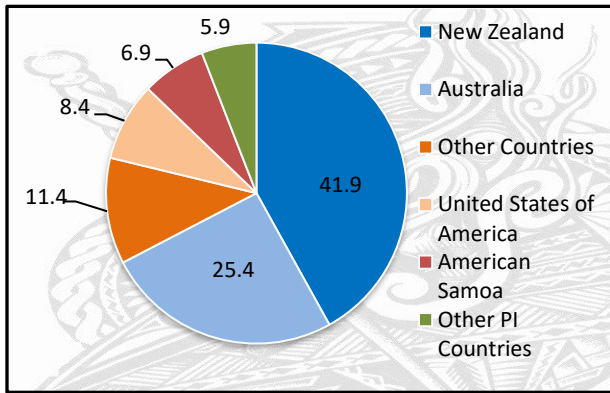


4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 41.9 percent of total visitors or 5,303 visitors. Australia followed next with a distant 25.4 percent share (3,214).

United States of America reported 8.4 percent (1,062 visitors) while American Samoa reported 6.9 percent (868) of total visitors. (Refer Fig. 4)

Fig. 4: Total Visitors, by Country of Usual Residence, April 2024

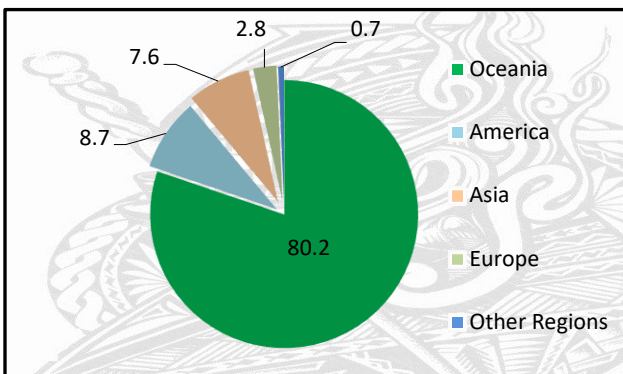


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 80.2 percent, followed by America with 8.7 percent.

Asia reported a share of 7.6 percent while Europe reported the least share of 2.8 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, April 2024



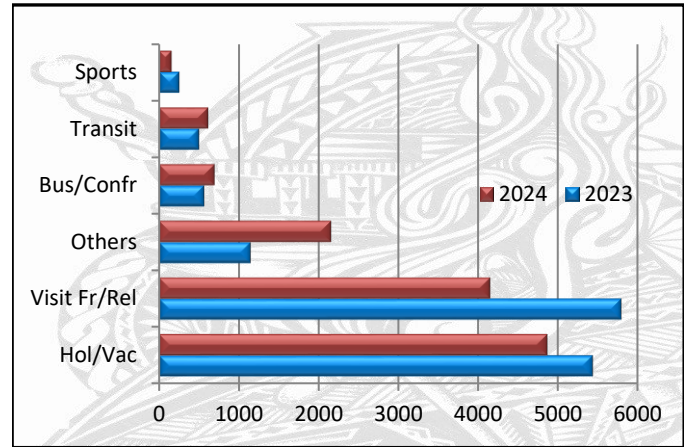
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 82.6 percent of all visitors visiting Samoa in April 2024.

The majority of visitors (4,863) entered our shores for holiday and vacation while 4,150 entered our shores to visit friends and relatives.

Those who were here on Business/Conference recorded 696 visitors while those for Sports purposes reported only 160 visitors. Fig.6 depicts total visitors by purpose of visit for April 2023 and April 2024.

Fig. 6: Total Visitors, by Purpose of Visit, April 2023 & April 2024

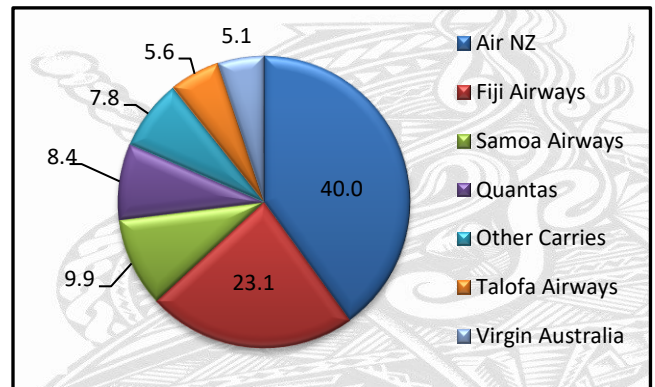


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with 40.0 percent, (7,321 passengers) followed by Fiji Airways with 23.1 percent (4,230 passengers).

Samoa Airways brought in 9.9 percent (1,815 passengers) of total arrivals while Quantas and Talofa Airways recorded shares of 8.4 percent (1,543) and 5.6 percent (1,024) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

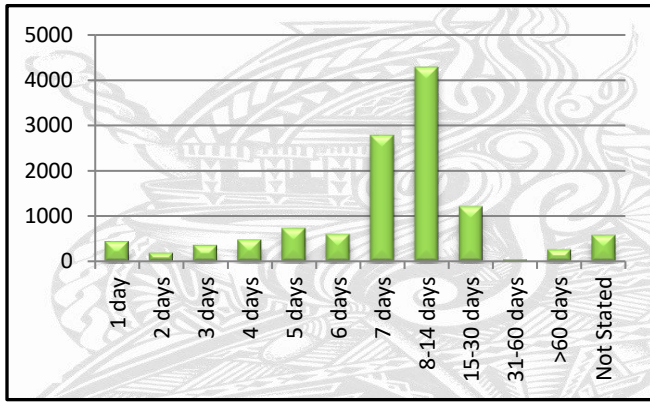
Fig. 7: Total Arrivals by Carrier, April 2024



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, April 2024



On the other hand, the majority of visitors (55.5 percent or 6,669 visitors) reported staying in private accommodations or with families/ relatives while 39.9 percent (4,804) stayed in hotel/ motel. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay, April 2024

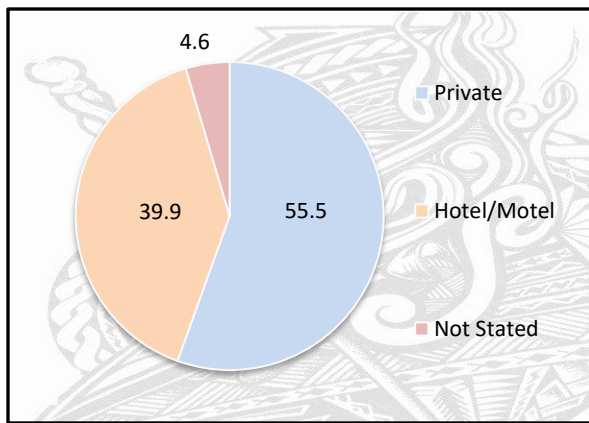
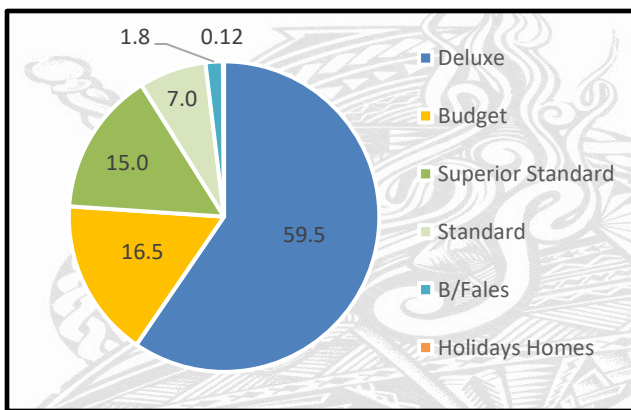


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (4,804) by type of accommodation (hotel/ motel), within the reference month.

Fig. 10: Visitors Staying in Hotels/ Motels by Type of Accommodation, April 2024



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

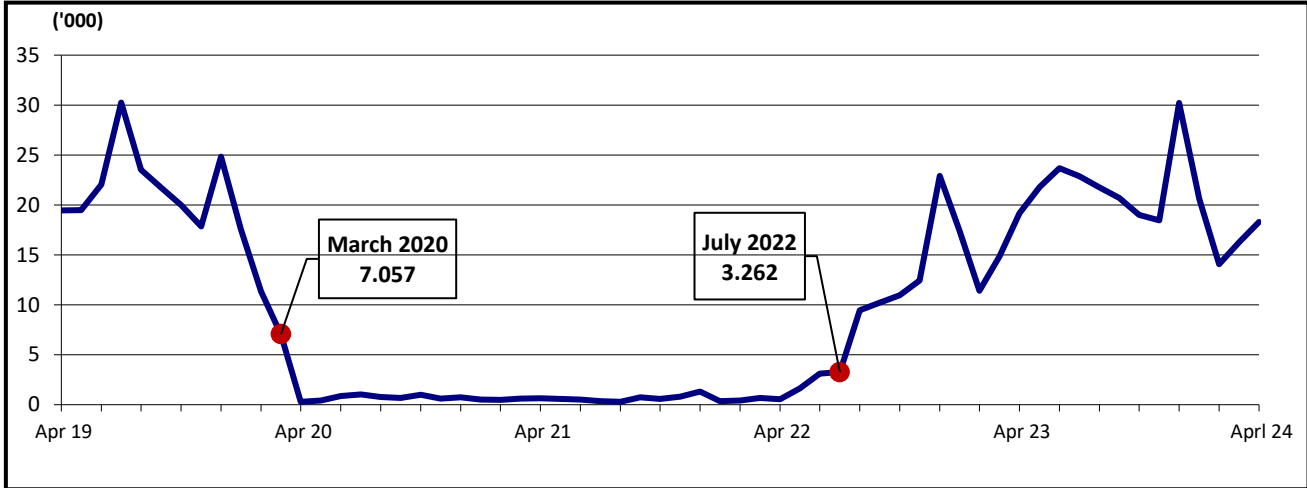
Futhermore, the BMS (Border Management Sytem) was also used for the compilation of such statistics.

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

www.sbs.gov.ws

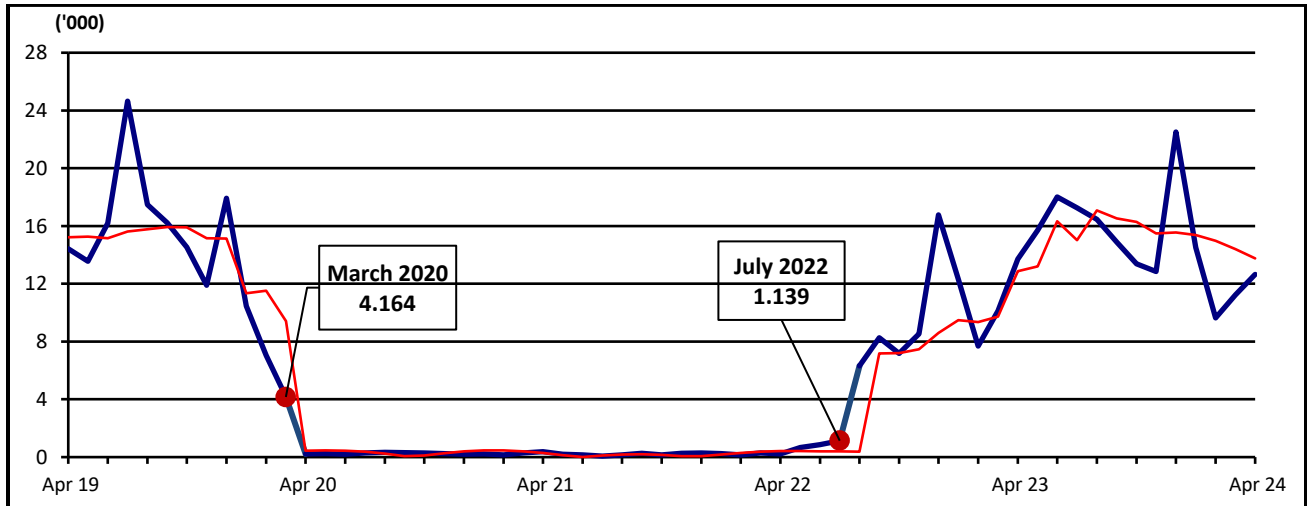
APPENDIX

Graph 1: Monthly Total Arrivals, April 2019 – April 2024



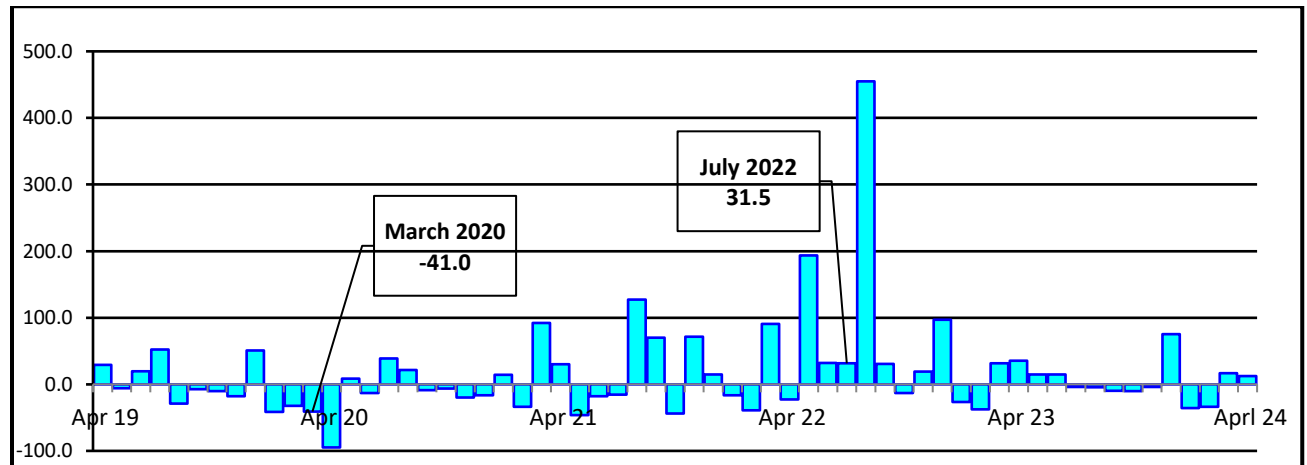
Note: Covid-19 travel restriction period from 20th March 2020 to 31st July 2022

Graph 2: Monthly Total Visitors, April 2019 – April 2024



Note: Covid-19 travel restriction period from 20th March 2020 to 31st July 2022

Graph 3: Visitors Percentage Change over Previous month, April 2019 – April 2024



Note: Covid-19 travel restriction period from 20th March 2020 to 31st July 2022

Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2012 - 2024¹

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
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
2023	167,661	6,892	174,967	223,547	17,729	241,276	224,712	17,586	242,298	-1,022
2021										
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
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	-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
2023										
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
October	12,729	654	13,383	17,626	1,363	18,989	19,205	1,198	20,403	-1,414
November	12,352	504	12,856	17,262	1,181	18,443	17,738	1,486	19,224	-781
December	21,757	755	22,512	27,960	2,264	30,224	18,767	1,099	19,866	10,358
2024										
January	13988	532	14,520	19,550	1,069	20,619	28,431	1,387	29,818	-9,199
February	9,251	379	9,630	12,948	1,133	14,081	16,674	1,292	17,966	-3,885
March	10,704	538	11,242	15,213	1,044	16,257	15,320	1,197	16,517	-260
April	12,134	510	12,644	16,883	1,412	18,295	17,650	1,522	19,172	-877

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, April 2024 ¹

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	18,295	9,788	8,507	11,297	5,685	5,612	5,651	3,316	2,335	617	385	232	730	402	328
0 - 4	595	295	300	465	229	236	105	53	52	11	6	5	14	7	7
5 - 9	635	286	349	467	214	253	130	52	78	12	9	3	26	11	15
10 - 14	763	386	377	555	283	272	152	69	83	19	14	5	37	20	17
15 - 19	824	430	394	605	301	304	165	94	71	23	18	5	31	17	14
20 - 24	1,268	670	598	751	364	387	444	273	171	27	17	10	46	16	30
25 - 29	1,523	834	689	854	386	468	530	356	174	78	48	30	61	44	17
30 - 34	1,552	880	672	926	455	471	519	360	159	64	43	21	43	22	21
35 - 39	1,512	847	665	910	471	439	472	293	179	80	50	30	50	33	17
40 - 44	1,591	835	756	971	476	495	470	273	197	61	39	22	89	47	42
45 - 49	1,575	869	706	925	494	431	535	314	221	57	37	20	58	24	34
50 - 54	1,650	902	748	1003	528	475	523	305	218	60	36	24	64	33	31
55 - 59	1,497	781	716	896	450	446	494	280	214	52	21	31	55	30	25
60 - 64	1,359	727	632	795	416	379	471	253	218	34	19	15	59	39	20
65 - 69	932	518	414	569	309	260	298	164	134	17	15	2	48	30	18
70 - 74	563	297	266	345	179	166	188	104	84	10	5	5	20	9	11
75 +	456	231	225	260	130	130	155	73	82	12	8	4	29	20	9
% DISTRIBUTION ²	100	53.5	46.5	61.7	31.1	30.7	30.9	18.1	12.8	3.4	2.1	1.3	4.0	2.2	1.8

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, April 2024 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	9,922	219	10,141	80.2
American Samoa	794	74	868	6.9
Fiji	384	11	395	3.1
Cook Island	1	0	1	0
Other Pacific Is	286	74	360	2.8
New Zealand	5,260	43	5,303	41.9
Australia	3,197	17	3,214	25.4
EUROPE	342	16	358	2.8
United Kingdom	97	11	108	0.9
Scandinavia	17	0	17	0.1
Benelux	13	2	15	0.1
Germany	67	0	67	0.5
Other Europe	148	3	151	1.2
AMERICA	1,075	26	1,101	8.7
U.S.A	1,036	26	1,062	8.4
Canada	39	0	39	0.3
ASIA	720	241	961	7.6
Japan	102	1	103	0.8
China	298	123	421	3.3
Korea	19	4	23	0.2
Other Asia	301	113	414	3.3
OTHERS	75	8	83	0.7
TOTAL	12,134	510	12,644	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, April 2024 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	10,141	80.2	4,194	456	3,451	101	356	1,583
American Samoa	868	6.9	230	21	219	5	176	217
Fiji	395	3.1	72	92	58	40	44	89
Cook Island	1	0.0	0	0	0	0	0	1
Other Pacific Is	360	2.8	83	74	61	28	32	82
New Zealand	5,303	41.9	2,483	153	1,880	14	73	700
Australia	3,214	25.4	1,326	116	1,233	14	31	494
EUROPE	358	2.8	203	19	68	1	13	54
United Kingdom	108	0.9	50	12	21	0	7	18
Scandinavia	17	0.1	16	1	0	0	0	0
Benelux	15	0.1	3	0	4	1	0	7
Germany	67	0.5	52	0	13	0	0	2
Other Europe	151	1.2	82	6	30	0	6	27
AMERICA	1,101	8.7	255	88	443	6	85	224
U.S.A.	1,062	8.4	233	88	433	6	84	218
Canada	39	0.3	22	0	10	0	1	6
ASIA	961	7.6	183	124	171	46	151	286
Japan	103	0.8	47	3	8	37	2	6
China	421	3.3	67	47	68	9	26	204
Korea	23	0.2	11	0	0	0	2	10
Other Asia	414	3.3	58	74	95	0	121	66
OTHER COUNTRIES	83	0.7	28	9	17	6	12	11
TOTAL	12,644	100.0	4,863	696	4,150	160	617	2,158
Percentage Distribution ²	100.0		38.5	5.5	32.8	1.3	4.9	17.1

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, April 2024 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	18,295	100%	5,651	30.9	12,644	69.1
AIR	16,883	92.3	4,749	26.0	12,134	66.3
Quantas	1,543	8.4	189	1.0	1,354	7.4
Virgin Australia	936	5.1	165	0.9	771	4.2
Samoa Airways	1,815	9.9	1,006	5.5	809	4.4
Talofa Airways	1,024	5.6	435	2.4	589	3.2
Air New Zealand	7,321	40.0	2,052	11.2	5,269	28.8
Fiji Airways	4,230	23.1	900	4.9	3,330	18.2
Other Air Carrier	14	0.1	2	0.0	12	0.1
SEA	1,412	7.7	902	4.9	510	2.8
Lady Samoa IV	866	4.7	745	4.1	121	0.7
Yacht	0	0.0	0	0	0	0.0
Other Sea Carrier	546	3.0	157	0.9	389	2.1

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

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

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	12,027	4,804	6,669	554
1day	451	200	25	226
2days	189	117	68	4
3days	365	246	118	1
4days	486	273	211	2
5days	738	435	293	10
6days	604	369	229	6
7days	2,791	1,156	1,526	109
8-14days	4,283	1,653	2,543	87
15-30days	1,218	247	945	26
31-60days	47	0	44	3
61-90days	49	0	42	7
91-180days	31	0	28	3
181-365days	62	0	51	11
> Year	126	0	102	24
Not Stated	587	108	444	35
Percentage Distribution ²	100	39.9	55.5	4.6

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