

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS FEBRUARY 2024

MONTHLY HIGHLIGHTS:

In February 2024 compared with February 2023:

- ❖ Total arrivals of 14,081, increased by 23.4% (2,670)
- ❖ Total visitors of 9,630, increased by 25.3% (1,943)
- ❖ Total Visitors:
 - ✓ NZ: 26.7% (up by 826 visitors)
 - ✓ AUST: 23.1% (up by 412 visitors)
 - ✓ USA: 24.0% (up by 170 visitors)
 - ✓ AM. SAM: -1.8% (down by 12 visitors)

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February 2024	All Arrivals	All Visitors
Number	14,081	9,630
% change from previous month	-31.7	-33.7
% change with same month in 2023	23.4	25.3

20TH MARCH 2024

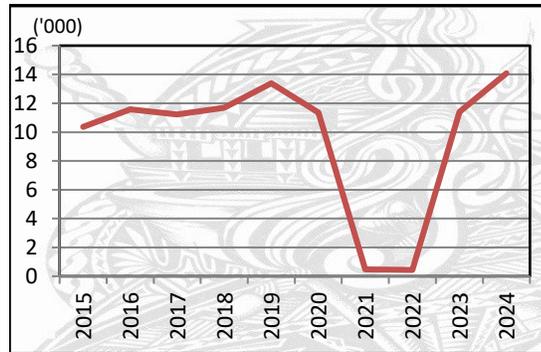
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **February 2024** totalling 14,081 arrivals, revealed a decrease of 31.7 percent over the previous month of January 2024 and an increase of 23.4 percent over the corresponding month of February 2023.

Those who travelled to Samoa by Air represented 92.0% while 8.0% was represented by those who travelled by Sea.

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

Fig. 1: February Total Arrivals, 2015 – 2024

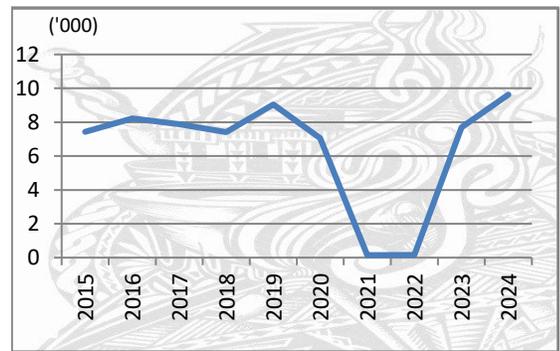


2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 9,630 revealing a decrease of 33.7 percent over the previous month of January 2024 and an increase of 25.3 percent over the corresponding month of February 2023.

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

Fig. 2: February Total Visitors, 2015 – 2024



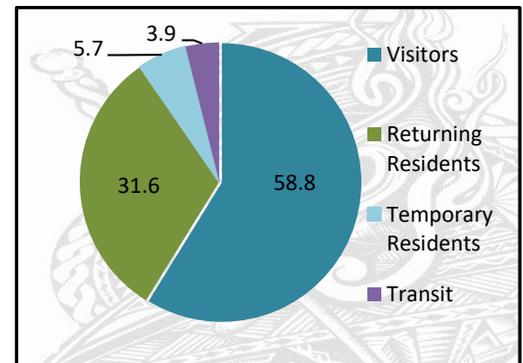
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (Table 2), made up the largest component of all arrivals with 58.8 percent (8,285), represented by 29.6 percent females (4,168) and 29.2 percent males (4,117).

Male returning residents made up 17.5 percent (2,467) of total arrivals while their female counterpart made up 14.1 percent (1,984). (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, February 2024

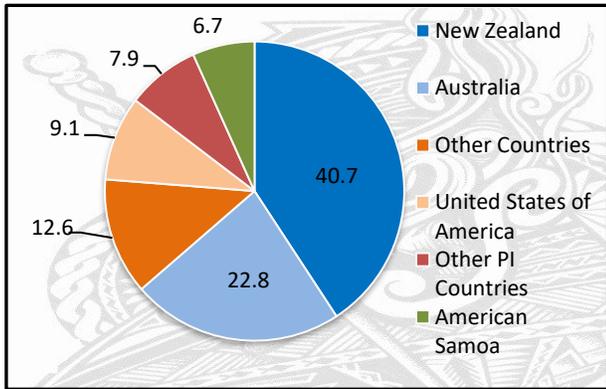


4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 40.7 percent of total visitors or 3,920 visitors. Australia followed next with a distant 22.8 percent share (2,198).

United States of America reported 9.1 percent (877 visitors) while American Samoa reported 6.7 percent (649) of total visitors. (Refer Fig. 4)

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

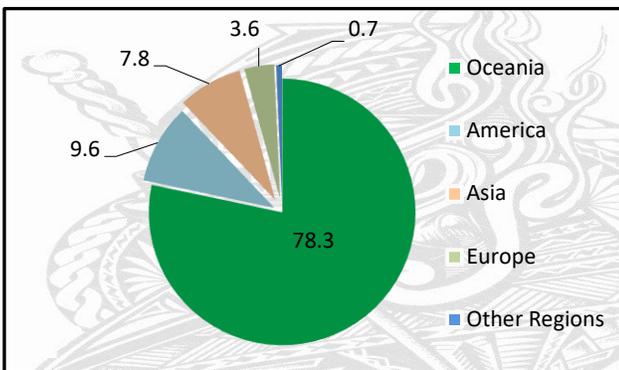


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 78.3 percent, followed by America with 9.6 percent.

Asia reported a share of 7.8 percent while Europe reported the least share of 3.6 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, February 2024



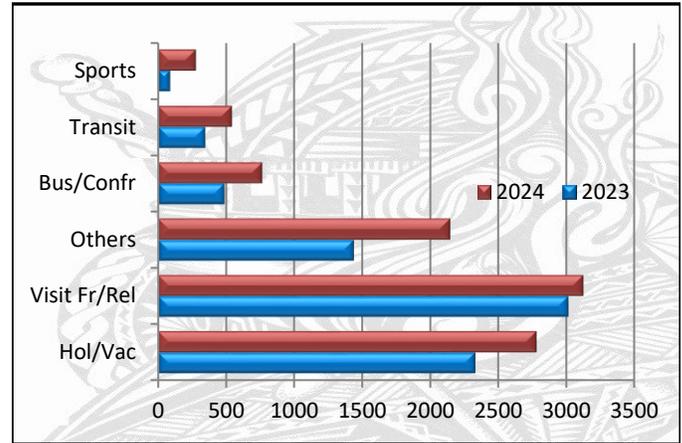
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 79.4 percent of all visitors visiting Samoa in February 2024.

The majority of visitors (3,124) entered our shores to visits friends and relatives while 2,778 entered our shores for holiday and vacation.

Those who were here on Business/Conference recorded 765 visitors while those for Sports purposes reported 277 visitors. Fig.6 depicts total visitors by purpose of visit for February 2023 and February 2024.

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

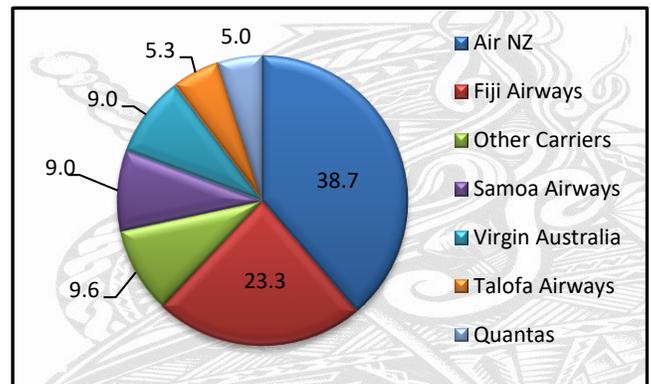


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 38.7 percent share, (5,453 passengers) followed by Fiji Airways with a 23.3 percent share (3,277 passengers).

Samoa Airways brought in 9.0 percent (1,273 passengers) of total arrivals while Virgin Australia and Talofa Airways recorded shares of 9.0 percent (1,266) and 5.3 percent (740) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

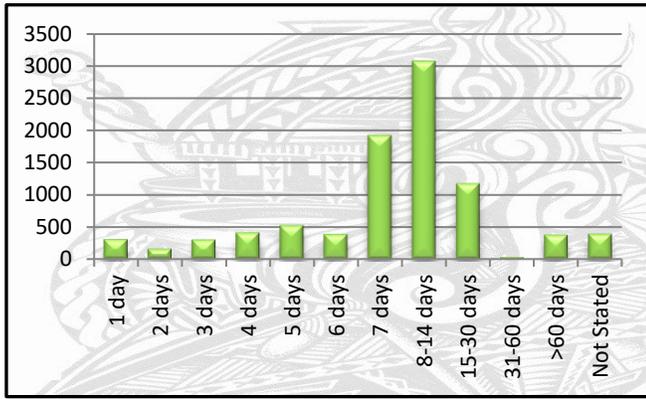
Fig. 7: Total Arrivals by Carrier, February 2024



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, February 2024



On the other hand, the majority of visitors (56.6 percent or 5,143 visitors) reported staying in private accommodations or with families/ relatives while 36.0 percent (3,269) stayed in hotel/ motel. (Refer Fig. 9).

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

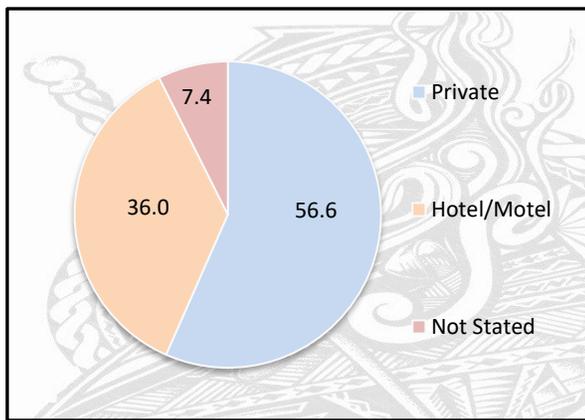
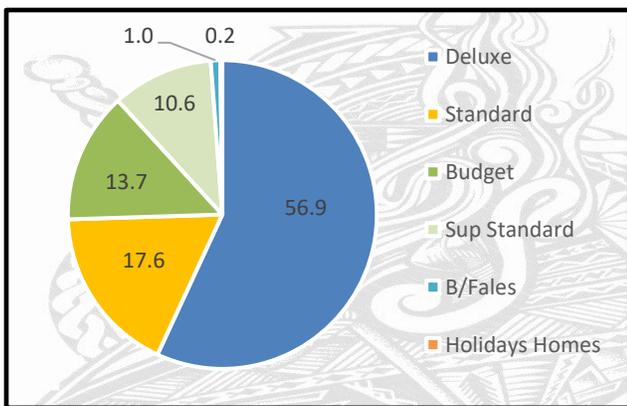


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (3,269) by type of accommodation (hotel/ motel), within the reference month.

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

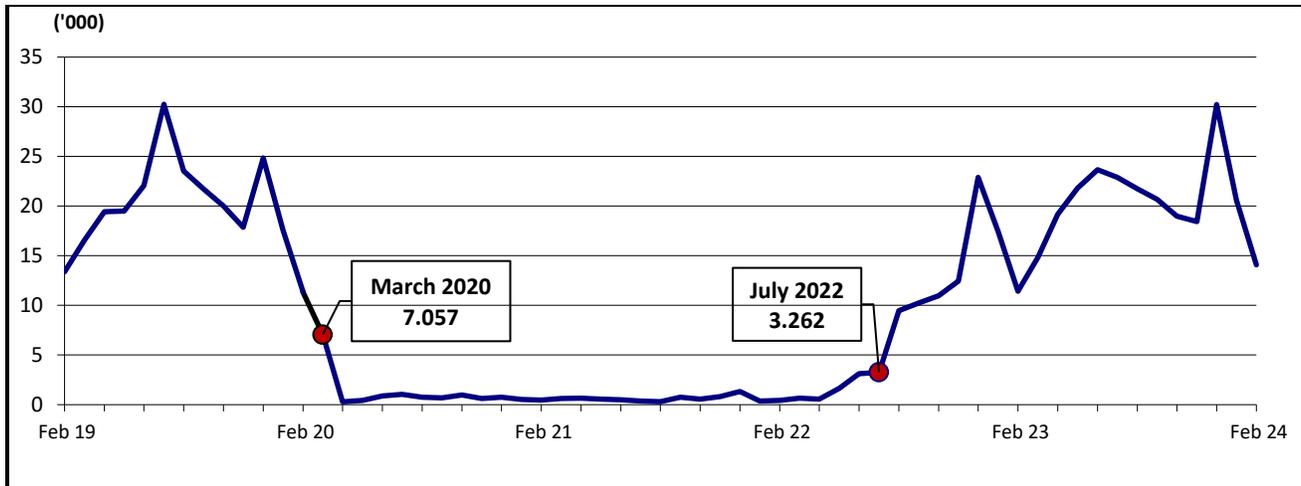
Futhermore, the BMS (Border Management Sytem) is also used for the compilation of such statistics.

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

www.sbs.gov.ws

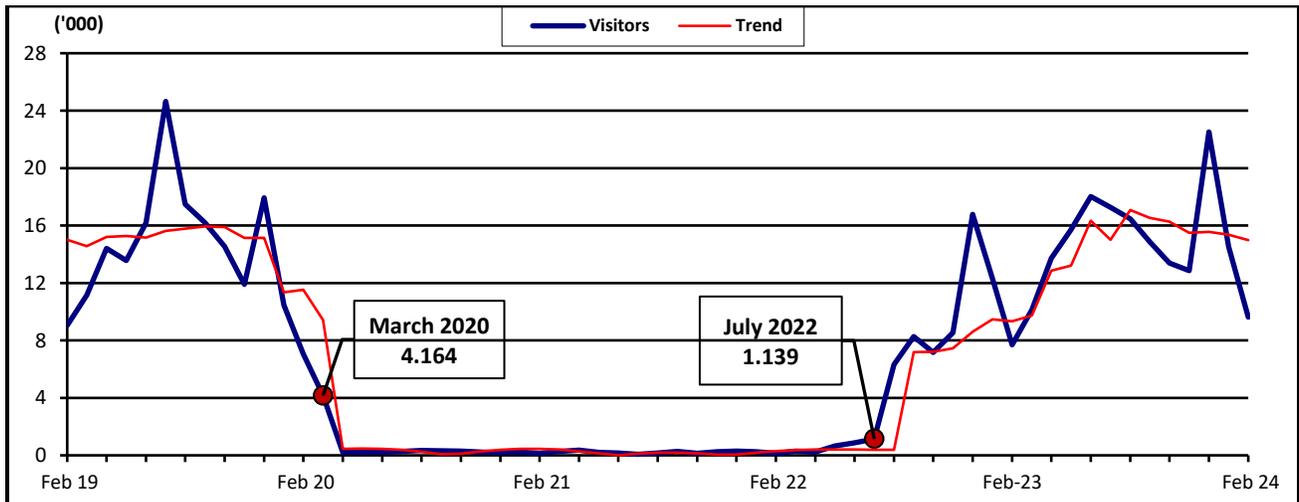
APPENDIX

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



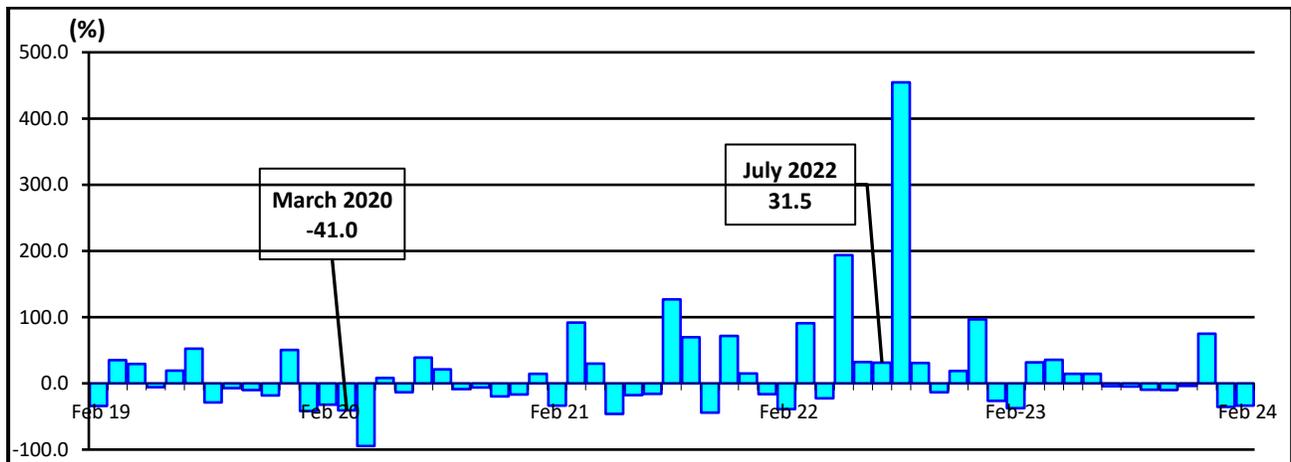
Note: Covid-19 travel restriction period from 20th March 2020 to 31st July 2022

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



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

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

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

1: Provisional figures

... Denote not yet available

Table 2: Total Arrivals by Age, Purpose of Entry and Sex, February 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	14,081	7,384	6,697	8,285	4,117	4,168	4,451	2,467	1,984	543	362	181	802	438	364
0 - 4	499	253	246	355	178	177	110	58	52	12	7	5	22	10	12
5 - 9	471	222	249	283	138	145	150	62	88	10	4	6	28	18	10
10 - 14	493	228	265	264	113	151	193	98	95	13	6	7	23	11	12
15 - 19	629	279	350	349	133	216	221	104	117	33	28	5	26	14	12
20 - 24	1,103	519	584	633	248	385	357	214	143	40	30	10	73	27	46
25 - 29	1,281	708	573	776	368	408	383	249	134	56	41	15	66	50	16
30 - 34	1,148	624	524	694	346	348	356	218	138	53	34	19	45	26	19
35 - 39	1,084	594	490	667	342	325	309	185	124	59	43	16	49	24	25
40 - 44	1,110	636	474	629	360	269	339	188	151	57	38	19	85	50	35
45 - 49	1,171	647	524	694	379	315	356	202	154	58	36	22	63	30	33
50 - 54	1,289	667	622	734	366	368	432	236	196	49	28	21	74	37	37
55 - 59	1,207	637	570	709	367	342	395	211	184	40	26	14	63	33	30
60 - 64	1,037	551	486	583	309	274	363	191	172	26	17	9	65	34	31
65 - 69	749	407	342	440	231	209	240	129	111	15	11	4	54	36	18
70 - 74	477	235	242	286	136	150	146	77	69	10	3	7	35	19	16
75 +	333	177	156	189	103	86	101	45	56	12	10	2	31	19	12
% DISTRIBUTION ²	100	52.4	47.6	58.8	29.2	29.6	31.6	17.5	14.1	3.9	2.6	1.3	5.7	3.1	2.6

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, February 2024 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	7,397	138	7,535	78.3
American Samoa	588	61	649	6.7
Fiji	366	6	372	3.9
Cook Island	12	0	12	0
Other Pacific Is	342	42	384	4.0
New Zealand	3,900	20	3,920	40.7
Australia	2,189	9	2,198	22.8
EUROPE	332	13	345	3.6
United Kingdom	83	7	90	0.9
Scandinavia	33	0	33	0.3
Benelux	16	0	16	0.2
Germany	47	0	47	0.5
Other Europe	153	6	159	1.7
AMERICA	901	23	924	9.6
U.S.A	856	21	877	9.1
Canada	45	2	47	0.5
ASIA	551	203	754	7.8
Japan	70	0	70	0.7
China	186	56	242	2.5
Korea	13	0	13	0.1
Other Asia	282	147	429	4.5
OTHERS	70	2	72	0.7
TOTAL	9,251	379	9,630	100%
PERCENTAGE DISTRIBUTION	96.1	3.9	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, February 2024 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	7,535	78.2	2,197	520	2,832	199	307	1,480
American Samoa	649	6.7	135	12	134	13	169	186
Fiji	372	3.9	56	100	25	36	41	114
Cook Island	12	0.1	7	2	0	0	3	0
Other Pacific Is	384	4.0	51	50	31	96	29	127
New Zealand	3,920	40.7	1,185	205	1,764	49	50	667
Australia	2,198	22.8	763	151	878	5	15	386
EUROPE	345	3.6	188	61	16	13	10	57
United Kingdom	90	0.9	52	6	3	6	2	21
Scandinavia	33	0.3	8	5	1	3	2	14
Benelux	16	0.2	7	4	2	0	0	3
Germany	47	0.5	31	10	1	0	0	5
Other Europe	159	1.7	90	36	9	4	6	14
AMERICA	924	9.6	272	84	228	65	90	185
U.S.A.	877	9.1	244	81	226	62	88	176
Canada	47	0.5	28	3	2	3	2	9
ASIA	754	7.8	98	91	44	0	132	389
Japan	70	0.7	11	42	3	0	0	14
China	242	2.5	47	20	38	0	10	127
Korea	13	0.1	5	4	0	0	0	4
Other Asia	429	4.5	35	25	3	0	122	244
OTHER COUNTRIES	72	0.7	23	9	4	0	4	32
TOTAL	9,630	100.0	2,778	765	3,124	277	543	2,143
Percentage Distribution ²	100.0		28.8	7.9	32.4	2.9	5.6	22.3

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, February 2024 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	14,081	100%	4,451	31.6	9,630	68.4
AIR	12,948	92.0	3,697	26.3	9,251	65.7
Quantas	710	5.0	135	1.0	575	4.1
Virgin Australia	1,266	9.0	212	1.5	1,054	7.5
Samoa Airways	1,273	9.0	689	4.9	584	4.1
Talofa Airways	740	5.3	298	2.1	442	3.1
Air New Zealand	5,453	38.7	1,601	11.4	3,852	27.4
Fiji Airways	3,277	23.3	760	5.4	2,517	17.9
Other Air Carrier	229	1.6	2	0.0	227	1.6
SEA	1,133	8.0	754	5.4	379	2.7
Lady Samoa IV ³	859	6.1	733	5.2	126	0.9
Yacht	0	0.0	0	0	0	0.0
Other Sea Carrier	274	1.9	21	0.1	253	1.8

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 has been replaced by Lady Samoa IV

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

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	9,087	3,269	5,143	675
1day	311	257	49	5
2days	161	110	47	4
3days	306	208	88	10
4days	413	259	137	17
5days	529	298	214	17
6days	388	261	120	7
7days	1,924	598	1,003	323
8-14days	3,074	960	1,976	138
15-30days	1,178	254	888	36
31-60days	33	0	29	4
61-90days	102	0	84	18
91-180days	35	0	24	11
181-365days	48	0	38	10
> Year	192	0	123	69
Not Stated	393	64	323	6
Percentage Distribution ²	100	36.0	56.6	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