

## SAMOA BUREAU OF STATISTICS

# INTERNATIONAL ARRIVAL STATISTICS JANUARY 2024

### MONTHLY HIGHLIGHTS:

In January 2024 compared with January 2023:

- ❖ Total arrivals of 20,619, increased by 18.5% (3,220)
- ❖ Total visitors of 14,520, increased by 17.8% (2,199)
- ❖ Total Visitors:
  - ✓ NZ: 1.0% (up by 65 visitors)
  - ✓ AUST: 51.1% (up by 1,432 visitors)
  - ✓ USA: 21.6% (up by 178 visitors)
  - ✓ AM. SAM: 19.6% (up by 145 visitors)

### INSIDE THIS ISSUE

January 2024	All Arrivals	All Visitors
Number	20,619	14,520
% change from previous month	-31.8	-35.5
% change with same month in 2023	18.5	17.8

28<sup>TH</sup> FEBRUARY 2024

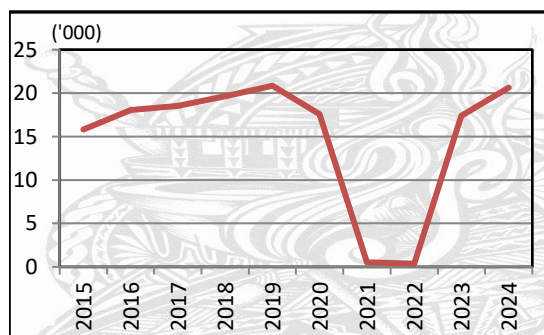
### 1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **January 2024** totalling 20,619 arrivals, revealed a decrease of 31.8 percent over the previous month of December 2023 and an increase of 18.5 percent over the corresponding month of January 2023.

Those who travelled to Samoa by Air represented 94.8% while 5.2% was represented by those who travelled by Sea.

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

Fig. 1: January Total Arrivals, 2015 – 2024

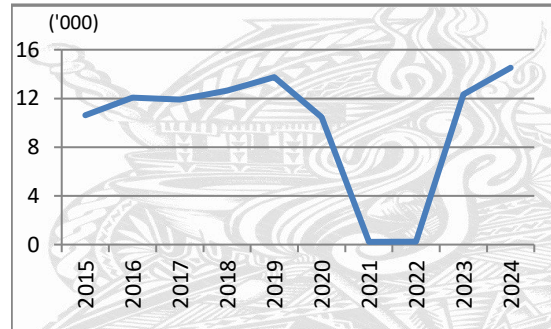


### 2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 14,520 revealing a decrease of 35.5 percent over the previous month of December 2023 and an increase of 17.8 percent over the corresponding month of January 2023.

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

Fig. 2: January Total Visitors, 2015 – 2024



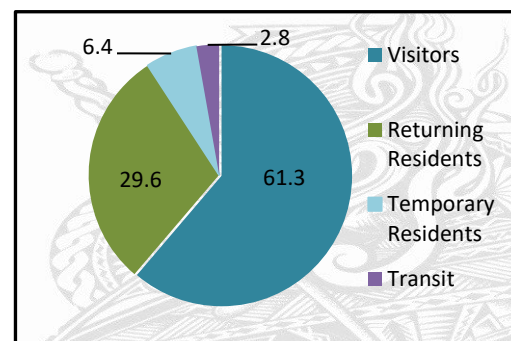
### 3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (Table 2), made up the largest component of all arrivals with 61.3 percent (12,637), represented by 31.5 percent females (6,491) and 29.8 percent males (6,146).

Male returning residents made up 15.5 percent (3,204) of total arrivals while their female counterpart made up 14.0 percent (2,895). (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, January 2024

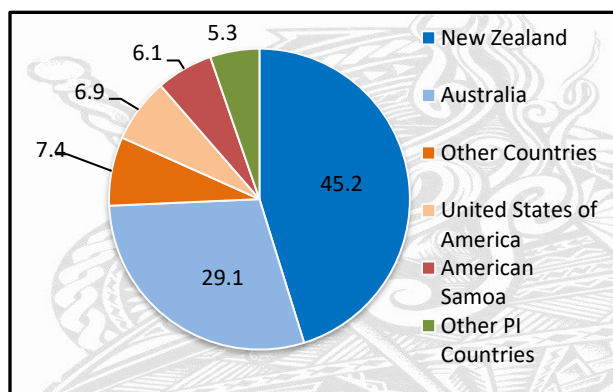


#### 4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 45.2 percent of total visitors or 6,561 visitors. Australia followed next with a distant 29.1 percent share (4,232).

United States of America reported 6.9 percent (1,002 visitors) while American Samoa reported 6.1 percent (883) of total visitors. (Refer Fig. 4)

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

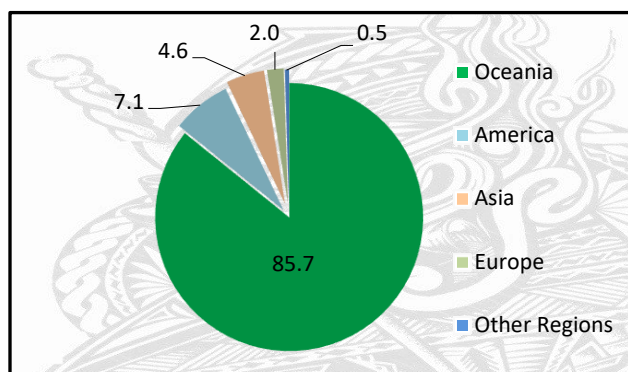


#### 5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 85.7 percent, followed by America with 7.1 percent.

Asia reported a share of 4.6 percent while Europe reported the least share of 2.0 percent. (Refer Fig. 5).

**Fig. 5: Total Visitors by Region, January 2024**



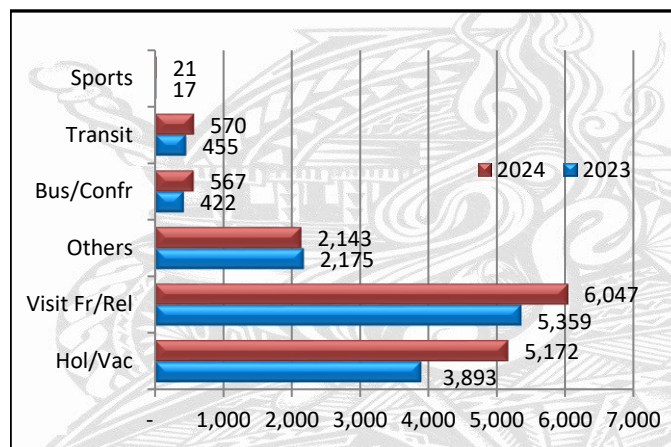
#### 6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 87.3 percent of all visitors visiting Samoa in January 2024.

The majority of visitors (6,047) entered our shores to visits friends and relatives while 5,172 entered our shores for holiday/ vacation.

Those who were here for Business/Conference recorded 567 visitors while those who visit Samoa for Sports purposes reported only 21 visitors. Fig.6 depicts total visitors by purpose of visit for January 2023 and January 2024.

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

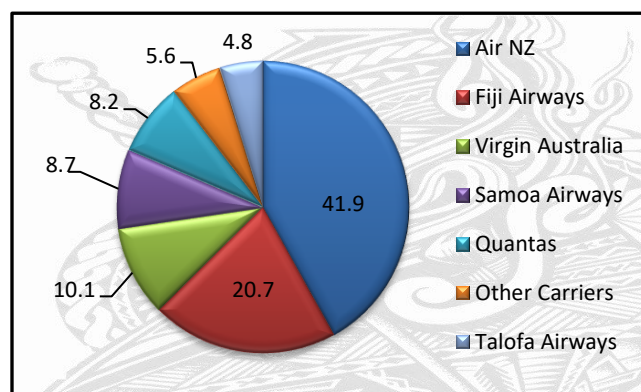


#### 7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand brought in the highest share of passengers to Samoa with 41.9 percent (8,646 passengers) followed by Fiji Airways with a 20.7 percent share (4,266 passengers).

Virgin Australia brought in 10.1 percent (2,081 passengers) of total arrivals while Samoa Airways and Qantas recorded shares of 8.7 percent (1,788) and 8.2 percent (1,694) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

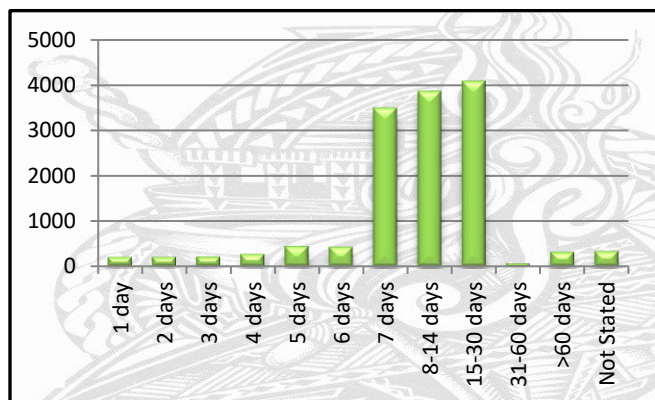
**Fig. 7: Total Arrivals by Carrier, January 2024**



#### 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, January 2024**



On the other hand, the majority of visitors (69.0 percent or 9,626 visitors) reported staying in private accommodations or with families/ relatives while 26.2 percent (3,653) stayed in hotel/ motel. (Refer Fig. 9).

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

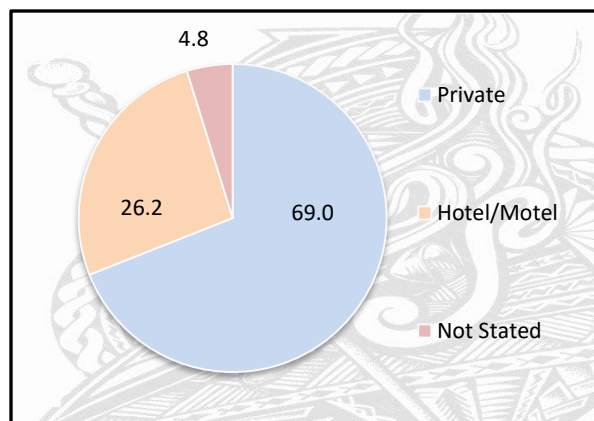
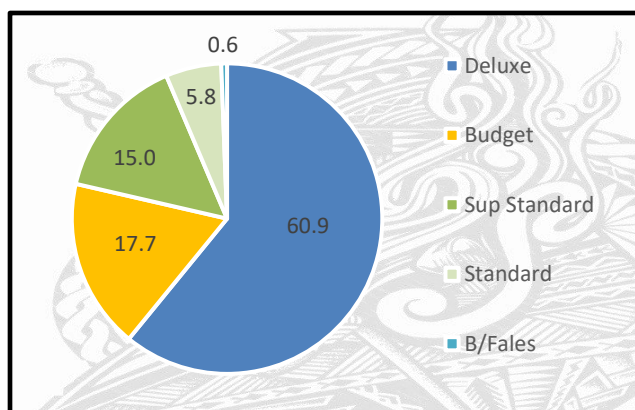


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (3,653) by type of accommodation (hotel/ motel), during the reference month.

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

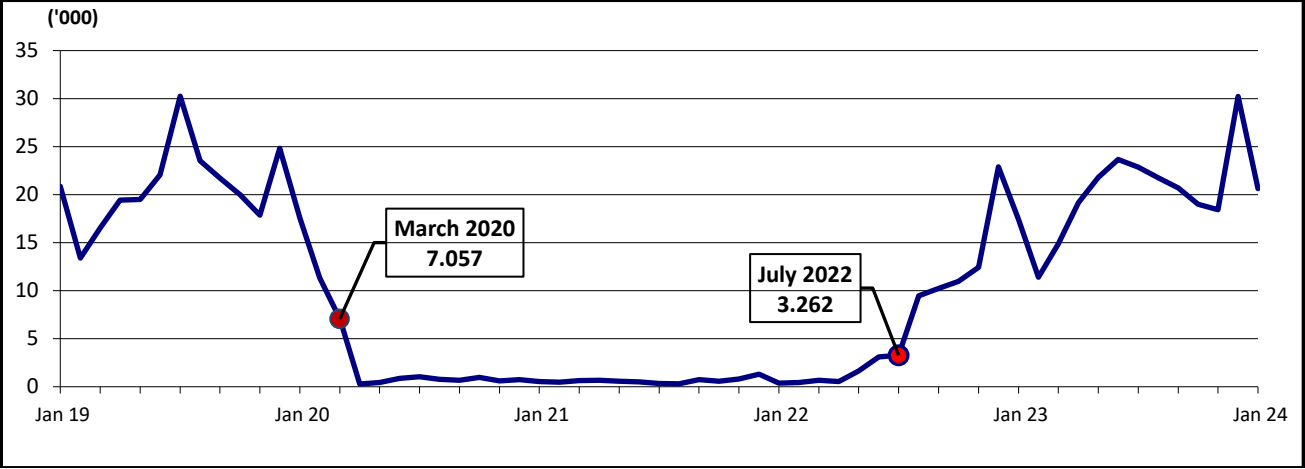
International Arrival Statistics are compiled on a monthly, quarterly and annual basis. These reports can also be downloaded from our website:

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



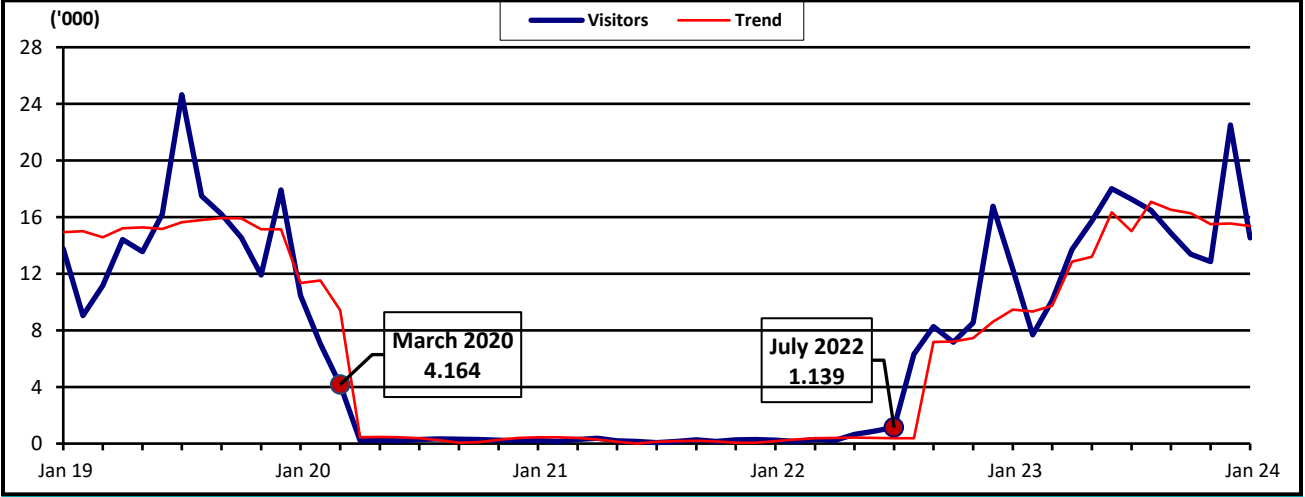
**APPENDIX**

Graph 1: Monthly Total Arrivals, January 19 – January 2024



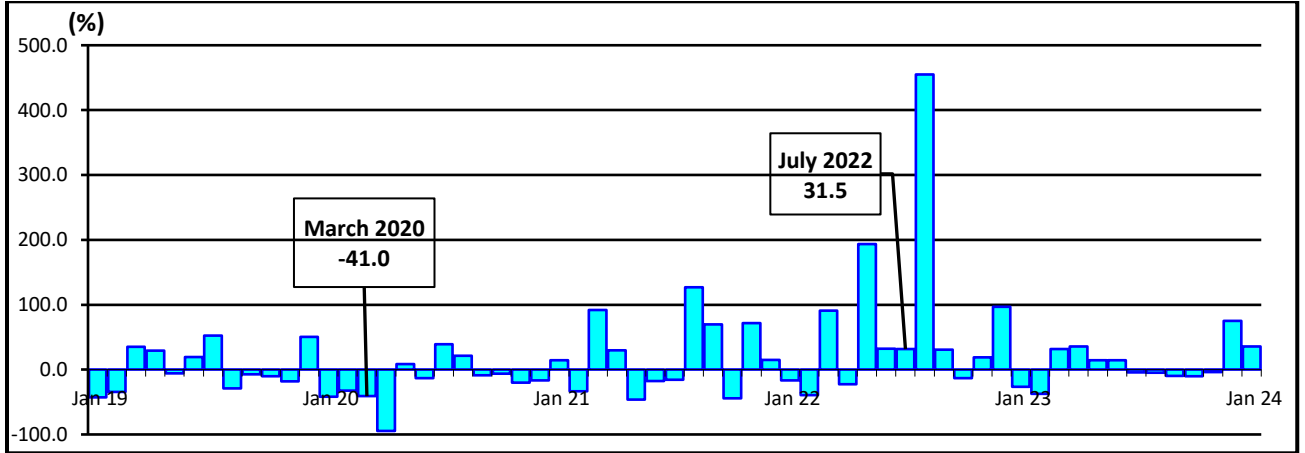
Note: Covid-19 travel restriction period from 20<sup>th</sup> March 2020 to 31<sup>st</sup> July 2022

Graph 2: Monthly Total Visitors, January 19 – January 2024



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

Graph 3: Visitors Percentage Change over Previous month, January 19 – January 2024



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

Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2012 - 2024<sup>1</sup>

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										
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
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

**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, January 2024 <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	20,619	10,333	10,286	12,637	6,146	6,491	6,099	3,204	2,895	570	313	257	1,313	670	643
0 - 4	885	425	460	600	304	296	218	99	119	19	5	14	48	17	31
5 - 9	1,121	529	592	724	351	373	296	130	166	20	10	10	81	38	43
10 - 14	1,227	603	624	823	410	413	277	127	150	35	16	19	92	50	42
15 - 19	1,488	681	807	1022	457	565	371	179	192	34	18	16	61	27	34
20 - 24	1,584	738	846	999	420	579	484	267	217	41	23	18	60	28	32
25 - 29	1,756	898	858	1026	470	556	581	339	242	56	32	24	93	57	36
30 - 34	1,584	823	761	937	454	483	512	299	213	53	31	22	82	39	43
35 - 39	1,445	745	700	922	465	457	388	210	178	58	30	28	77	40	37
40 - 44	1,484	758	726	876	427	449	453	249	204	53	28	25	102	54	48
45 - 49	1,574	775	799	969	458	511	455	237	218	54	33	21	96	47	49
50 - 54	1,653	863	790	977	501	476	527	284	243	39	21	18	110	57	53
55 - 59	1,598	814	784	976	477	499	473	252	221	33	23	10	116	62	54
60 - 64	1,296	669	627	713	380	333	456	229	227	33	20	13	94	40	54
65 - 69	982	510	472	543	286	257	324	162	162	19	10	9	96	52	44
70 - 74	502	278	224	294	167	127	142	73	69	14	8	6	52	30	22
75 +	440	224	216	236	119	117	142	68	74	9	5	4	53	32	21
% DISTRIBUTION <sup>2</sup>	100	50.1	49.9	61.3	29.8	31.5	29.6	15.5	14.0	2.8	1.5	1.2	6.4	3.2	3.1

**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, January 2024 <sup>1</sup>

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
<b>OCEANIA</b>	<b>12,200</b>	<b>249</b>	<b>12,449</b>	<b>85.7</b>
American Samoa	844	39	883	6.1
Fiji	384	7	391	2.7
Cook Island	0	0	0	0
Other Pacific Is	251	131	382	2.6
New Zealand	6,496	65	6,561	45.2
Australia	4,225	7	4,232	29.1
<b>EUROPE</b>	<b>296</b>	<b>1</b>	<b>297</b>	<b>2.0</b>
United Kingdom	47	0	47	0.3
Scandinavia	19	0	19	0.1
Benelux	52	0	52	0.4
Germany	52	0	52	0.4
Other Europe	126	1	127	0.9
<b>AMERICA</b>	<b>998</b>	<b>27</b>	<b>1,025</b>	<b>7.1</b>
U.S.A	975	27	1,002	6.9
Canada	23	0	23	0.2
<b>ASIA</b>	<b>417</b>	<b>255</b>	<b>672</b>	<b>4.6</b>
Japan	55	0	55	0.4
China	181	75	256	1.8
Korea	15	0	15	0.1
Other Asia	166	180	346	2.4
<b>OTHERS</b>	<b>77</b>	<b>0</b>	<b>77</b>	<b>0.5</b>
<b>TOTAL</b>	<b>13,988</b>	<b>532</b>	<b>14,520</b>	<b>100%</b>
<b>PERCENTAGE DISTRIBUTION</b>	<b>96.3</b>	<b>3.7</b>	<b>100%</b>	

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 Pupose of Visit, January 2024 <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>12,449</b>	<b>85.7</b>	<b>4,402</b>	<b>475</b>	<b>5,648</b>	<b>15</b>	<b>350</b>	<b>1,559</b>
American Samoa	883	6.1	237	13	268	4	189	172
Fiji	391	2.7	82	73	89	0	53	94
Cook Island	0	0.0	0	0	0	0	0	0
Other Pacific Is	382	2.6	105	28	119	2	30	98
New Zealand	6,561	45.2	2,468	145	3,264	4	48	632
Australia	4,232	29.1	1,510	216	1,908	5	30	563
<b>EUROPE</b>	<b>297</b>	<b>2.0</b>	<b>188</b>	<b>5</b>	<b>21</b>	<b>0</b>	<b>10</b>	<b>73</b>
United Kingdom	47	0.3	31	0	5	0	0	11
Scandinavia	19	0.1	3	0	0	0	0	16
Benelux	52	0.4	39	1	2	0	1	9
Germany	52	0.4	39	0	5	0	1	7
Other Europe	127	0.9	76	4	9	0	8	30
<b>AMERICA</b>	<b>1,025</b>	<b>7.1</b>	<b>325</b>	<b>30</b>	<b>340</b>	<b>6</b>	<b>87</b>	<b>237</b>
U.S.A.	1,002	6.9	314	30	332	6	86	234
Canada	23	0.2	11	0	8	0	1	3
<b>ASIA</b>	<b>672</b>	<b>4.6</b>	<b>222</b>	<b>54</b>	<b>37</b>	<b>0</b>	<b>111</b>	<b>248</b>
Japan	55	0.4	26	17	2	0	1	9
China	256	1.8	89	26	24	0	20	97
Korea	15	0.1	5	3	2	0	3	2
Other Asia	346	2.4	102	8	9	0	87	140
<b>OTHER COUNTRIES</b>	<b>77</b>	<b>0.5</b>	<b>35</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>12</b>	<b>26</b>
<b>TOTAL</b>	<b>14,520</b>	<b>100.0</b>	<b>5,172</b>	<b>567</b>	<b>6,047</b>	<b>21</b>	<b>570</b>	<b>2,143</b>
<b>Percentage Distribution <sup>2</sup></b>	<b>100.0</b>		<b>35.6</b>	<b>3.9</b>	<b>41.6</b>	<b>0.1</b>	<b>3.9</b>	<b>14.8</b>

**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, January 2024 <sup>1</sup>

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage <sup>2</sup>	Total Visitors	Percentage <sup>2</sup>
<b>Total</b>	<b>20,619</b>	<b>100%</b>	<b>6,099</b>	<b>29.6</b>	<b>14,520</b>	<b>70.4</b>
<b>AIR</b>	<b>19,550</b>	<b>94.8</b>	<b>5,562</b>	<b>27.0</b>	<b>13,988</b>	<b>67.8</b>
Quantas	1,694	8.2	270	1.3	1,424	6.9
Virgin Australia	2,081	10.1	260	1.3	1,821	8.8
Samoa Airways	1,788	8.7	935	4.5	853	4.1
Talofa Airways	986	4.8	387	1.9	599	2.9
Air New Zealand	8,646	41.9	2,648	12.8	5,998	29.1
Fiji Airways	4,266	20.7	1,060	5.1	3,206	15.5
Other Air Carrier	89	0.4	2	0.0	87	0.4
<b>SEA</b>	<b>1,069</b>	<b>5.2</b>	<b>537</b>	<b>2.6</b>	<b>532</b>	<b>2.6</b>
Lady Samoa IV <sup>3</sup>	706	3.4	472	2.3	234	1.1
Yacht	0	0.0	0	0	0	0.0
Other Sea Carrier	363	1.8	65	0.3	298	1.4

**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 is now replaced by Lady Samoa IV

Table 6: Visitors by Duration of Stay and Place of Stay, January 2024 <sup>1</sup>

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
<b>Total</b>	<b>13,950</b>	<b>3,653</b>	<b>9,626</b>	<b>671</b>
1day	206	177	29	0
2days	207	144	60	3
3days	216	142	71	3
4days	270	155	110	5
5days	449	240	202	7
6days	432	248	175	9
7days	3,500	932	2,186	382
8-14days	3,861	1,100	2,720	41
15-30days	4,083	490	3,395	198
31-60days	70	0	67	3
61-90days	141	0	132	9
91-180days	10	0	10	0
181-365days	43	0	43	0
> Year	127	0	124	3
Not Stated	335	25	302	8
<b>Percentage Distribution <sup>2</sup></b>	<b>100</b>	<b>26.2</b>	<b>69.0</b>	<b>4.8</b>

**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