

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS JULY 2024

MONTHLY HIGHLIGHTS:

In July 2024 compared with July 2023:

- ❖ Total arrivals of 24,596 increased by 7.5% (1,721)
- ❖ Total visitors of 19,039 increased by 10.2% (1,769)
- ❖ Total Visitors:
 - ✓ USA: 10.0% (up by 183 visitors)
 - ✓ AUST: 7.7% (up by 325 visitors)
 - ✓ NZ: 11.7% (up by 916 visitors)
 - ✓ AM. SAM: 36.0% (up by 363 visitors)

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July 2024	All Arrivals	All Visitors
Number	24,596	19,036
% change from previous month	11.1	17.9
% change with same month in 2023	7.5	10.2

2ND SEPTEMBER 2024

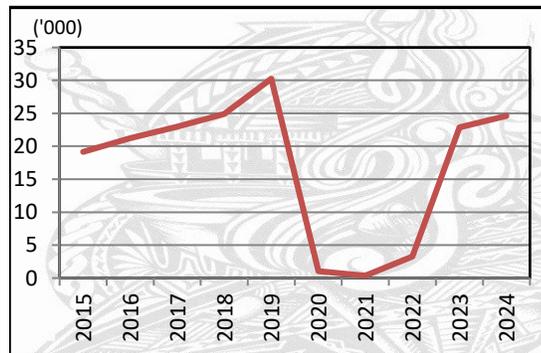
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **July 2024** totaling 24,596 arrivals, revealed an increase of 11.1 percent over the previous month of June 2024 and an increase of 7.5 percent over the corresponding month of July 2023.

Those who travelled to Samoa by Air represented 93.3% while 6.7% was represented by those who travelled by Sea.

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

Fig. 1: July Total Arrivals, 2015 – 2024

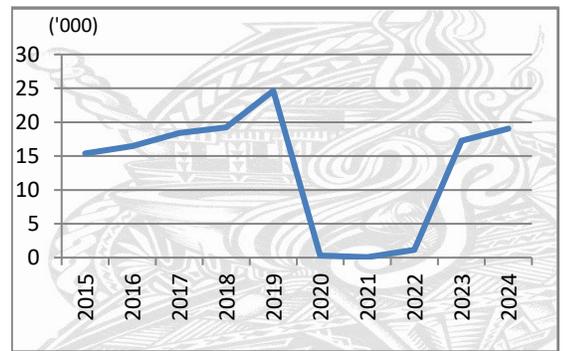


2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 19,036 revealing an increase of 17.9 percent over the previous month of June 2024 and an increase of 10.2 percent over the corresponding month of July 2023.

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

Fig. 2: July Total Visitors, 2015 – 2024



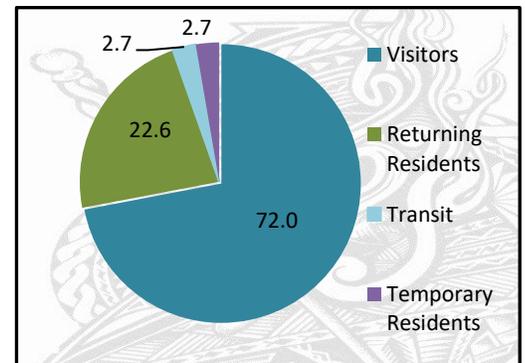
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (Table 2), made up the largest component of all arrivals with 72.0 percent (17,717), represented by 37.0 percent females (9,093) and 35.1 percent males (8,624).

Male returning residents made up 12.2 percent (2,998) of total arrivals while their female counterpart made up 10.4 percent (2,559). (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, July 2024

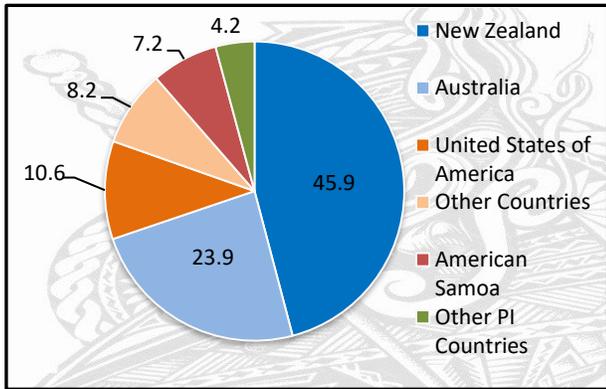


4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 45.9 percent of total visitors or 8,743 visitors. Australia followed next with a distant 23.9 percent share (4,554).

United States of America reported 10.6 percent (2,014 visitors) while American Samoa reported 7.2 percent (1,370) of total visitors. (Refer Fig. 4)

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

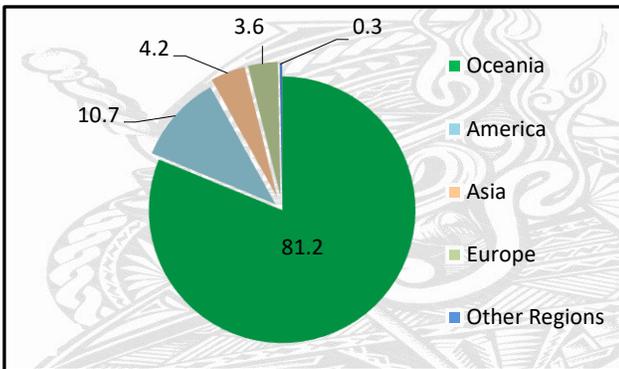


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 81.2 percent, followed by America with 10.7 percent.

Asia reported a share of 4.2 percent while Europe reported the least share of 3.6 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, July 2024



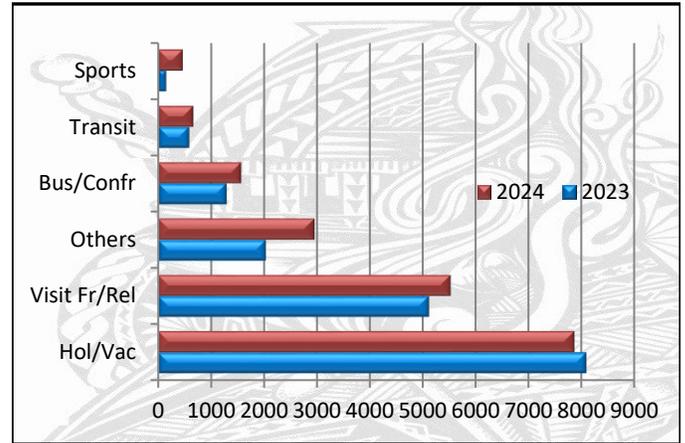
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 87.6 percent of all visitors visiting Samoa in July 2024.

The majority of visitors (7,865) entered our shores for holiday and vacation while 5,523 entered our shores to visit friends and relatives.

Those who were here on Business/Conference recorded 1,567 visitors while those for Sports purposes reported only 469 visitors. Fig.6 depicts total visitors by purpose of visit for July 2023 and July 2024.

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

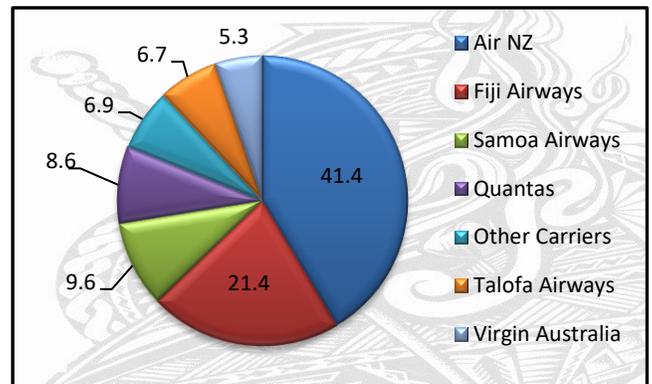


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 41.4 percent share, (10,191 passengers) followed by Fiji Airways with a 21.4 percent share (5,259 passengers).

Samoa Airways brought in 9.6 percent (2,373 passengers) of total arrivals while Quantas and Talofa Airways recorded shares of 8.6 percent (2,110) and 6.7 percent (1,657) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

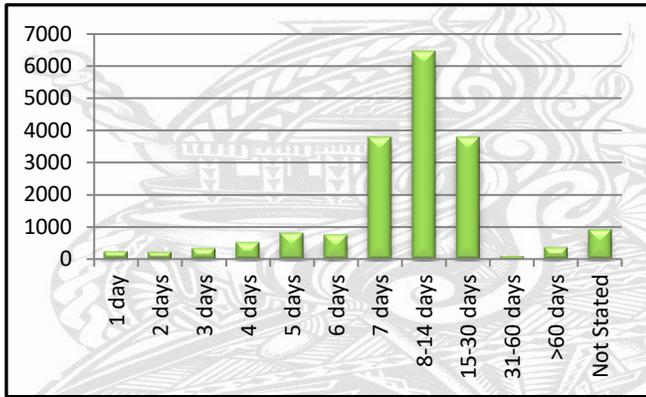
Fig. 7: Total Arrivals by Carrier, July 2024



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, July 2024



On the other hand, the majority of visitors (47.1 percent or 8,647 visitors) reported staying in private accommodations or with families/ relatives while 42.3 percent (7,765) stayed in hotel/ motel. (Refer Fig. 9).

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

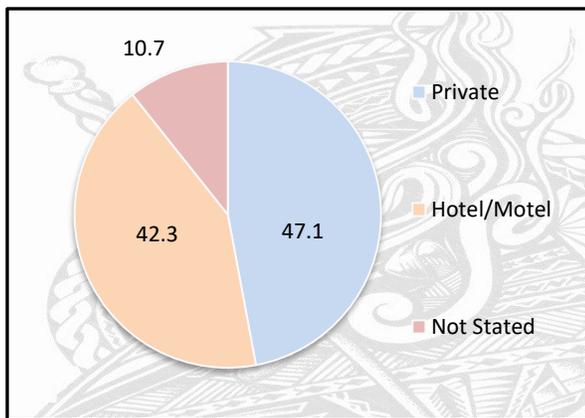
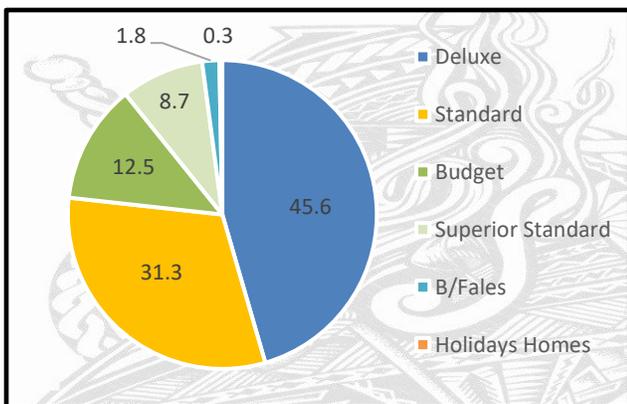


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (7,765) by type of accommodation (hotel/ motel), within the reference month.

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

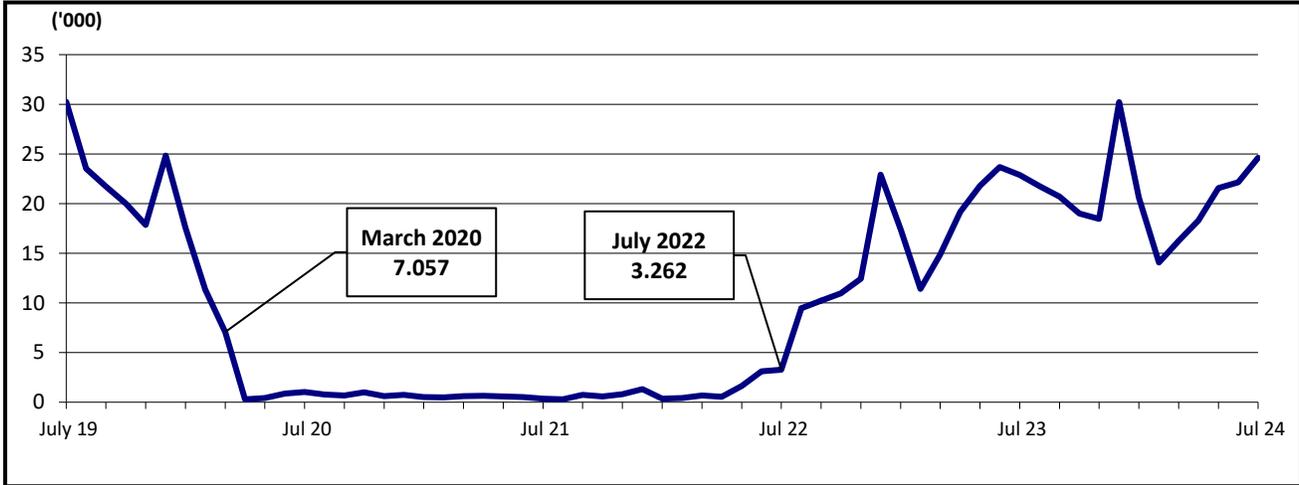
- (1) Faleolo International Airport
- (2) Apia Wharf (Matautu Port)
- (3) Fagalii International Airport

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

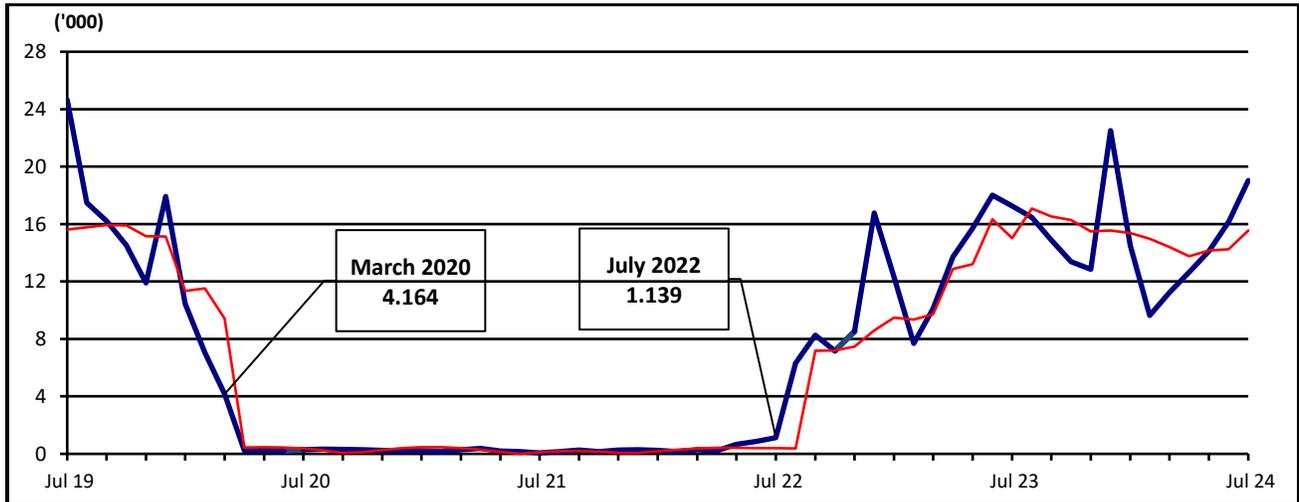
APPENDIX

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



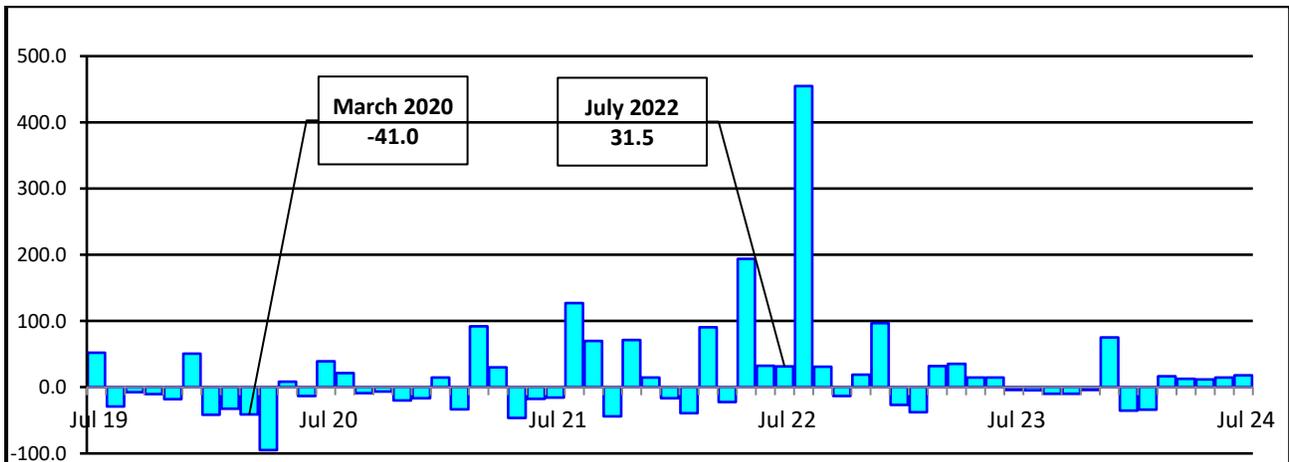
Note: Covid-19 travel restriction period from 20th March 2020 to 31st July 2022

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



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

Graph 3: Visitors Percentage Change over Previous month, July 2019 – July 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										
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	13,988	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
May	13,634	472	14,106	20,060	1,505	21,565	17,673	1,441	19,114	2,451
June	15,596	547	16,143	20,755	1,391	22,146	19,047	1,108	20,155	1,991
July	18,276	763	19,039	22,955	1,641	24,596	22,823	1,501	24,324	272

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, July 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	24,596	12,375	12,221	17,717	8,624	9,093	5,557	2,998	2,559	664	389	275	658	364	294
0 - 4	860	444	416	718	371	347	116	60	56	13	7	6	13	6	7
5 - 9	1,124	570	554	944	470	474	137	73	64	18	10	8	25	17	8
10 - 14	1,386	675	711	1148	551	597	148	79	69	60	29	31	30	16	14
15 - 19	1,780	862	918	1487	714	773	227	114	113	35	17	18	31	17	14
20 - 24	1,488	724	764	1016	480	536	408	213	195	37	20	17	27	11	16
25 - 29	1,771	923	848	1160	529	631	479	303	176	64	40	24	68	51	17
30 - 34	1,858	970	888	1265	614	651	481	287	194	81	52	29	31	17	14
35 - 39	1,835	950	885	1300	629	671	415	250	165	67	42	25	53	29	24
40 - 44	1,867	938	929	1278	634	644	471	235	236	62	37	25	56	32	24
45 - 49	2,086	1029	1057	1412	677	735	548	283	265	66	38	28	60	31	29
50 - 54	2,144	1099	1045	1472	723	749	568	315	253	45	29	16	59	32	27
55 - 59	2,030	1003	1027	1398	677	721	516	262	254	48	33	15	68	31	37
60 - 64	1,704	836	868	1159	555	604	463	238	225	39	19	20	43	24	19
65 - 69	1,271	639	632	918	467	451	303	148	155	14	9	5	36	15	21
70 - 74	782	416	366	571	302	269	166	87	79	11	5	6	34	22	12
75 +	610	297	313	471	231	240	111	51	60	4	2	2	24	13	11
% DISTRIBUTION ²	100	50.3	49.7	72.0	35.1	37.0	22.6	12.2	10.4	2.7	1.6	1.1	2.7	1.5	1.2

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, July 2024 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	15,016	452	15,468	81.2
American Samoa	1,086	284	1,370	7.2
Fiji	313	8	321	1.7
Cook Island	0	0	0	0
Other Pacific Is	372	105	477	2.5
New Zealand	8,704	39	8,743	45.9
Australia	4,541	16	4,557	23.9
EUROPE	638	50	688	3.6
United Kingdom	149	10	159	0.8
Scandinavia	32	10	42	0.2
Benelux	27	7	34	0.2
Germany	73	2	75	0.4
Other Europe	357	21	378	2.0
AMERICA	2,000	34	2,034	10.7
U.S.A	1,981	33	2,014	10.6
Canada	19	1	20	0.1
ASIA	573	223	796	4.2
Japan	59	0	59	0.3
China	237	83	320	1.7
Korea	10	0	10	0.1
Other Asia	267	140	407	2.1
OTHERS	49	4	53	0.3
TOTAL	18,276	763	19,039	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, July 2024 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	15,468	81.2	6,758	1,201	4,767	258	335	2,149
American Samoa	1,370	7.2	337	63	446	11	145	368
Fiji	321	1.7	65	83	40	37	38	58
Cook Island	0	0.0	0	0	0	0	0	0
Other Pacific Is	477	2.5	92	55	94	96	33	107
New Zealand	8,743	45.9	4,486	617	2,446	94	94	1,006
Australia	4,557	23.9	1,778	383	1,741	20	25	610
EUROPE	688	3.6	306	69	54	163	22	74
United Kingdom	159	0.8	71	30	15	16	2	25
Scandinavia	42	0.2	35	2	3	0	0	2
Benelux	34	0.2	21	1	6	0	0	6
Germany	75	0.4	51	6	6	5	3	4
Other Europe	378	2.0	128	30	24	142	17	37
AMERICA	2,034	10.7	680	159	630	39	128	398
U.S.A.	2,014	10.6	673	158	627	39	128	389
Canada	20	0.1	7	1	3	0	0	9
ASIA	796	4.2	114	118	67	7	172	318
Japan	59	0.3	17	21	1	0	3	17
China	320	1.7	59	53	47	3	39	119
Korea	10	0.1	5	1	2	0	0	2
Other Asia	407	2.1	33	43	17	4	130	180
OTHER COUNTRIES	53	0.3	7	20	5	2	7	12
TOTAL	19,039	100.0	7,865	1,567	5,523	469	664	2,951
Percentage Distribution ²	100.0		41.3	8.2	29.0	2.5	3.5	15.5

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, July 2024 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	24,596	100%	5,557	22.6	19,039	77.4
AIR	22,955	93.3	4,679	19.0	18,276	74.3
Quantas	2,110	8.6	232	0.9	1,878	7.6
Virgin Australia	1,298	5.3	140	0.6	1,158	4.7
Samoa Airways	2,373	9.6	1,024	4.2	1,349	5.5
Talofa Airways	1,657	6.7	542	2.2	1,115	4.5
Air New Zealand	10,191	41.4	1,673	6.8	8,518	34.6
Fiji Airways .	5,259	21.4	1,068	4.3	4,191	17.0
Other Air Carrier	67	0.3	0	0.0	67	0.3
SEA	1,641	6.7	878	3.6	763	3.1
Lady Samoa IV ³	1,215	4.9	818	3.3	397	1.6
Yacht	38	0.2	0	0	38	0.2
Other Sea Carrier	388	1.6	60	0.2	328	1.3

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, July 2024 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	18,375	7,765	8,647	1,963
1day	246	203	31	12
2days	219	117	79	23
3days	341	213	98	30
4days	530	315	181	34
5days	822	526	257	39
6days	769	506	198	65
7days	3,792	1,658	1,561	573
8-14days	6,463	3,078	2,831	554
15-30days	3,798	942	2,337	519
31-60days	94	20	69	5
61-90days	116	12	75	29
91-180days	45	1	40	4
181-365days	77	0	61	16
> Year	132	0	129	3
Not Stated	931	174	700	57
Percentage Distribution ²	100	42.3	47.1	10.7

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