

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS JUNE 2024

MONTHLY HIGHLIGHTS:

In June 2024 compared with June 2023:

- ❖ Total arrivals of 22,146 decreased by 6.4% (-1,524)
- ❖ Total visitors of 16,143 decreased by 10.4% (-1,878)
- ❖ Total Visitors:
 - ✓ USA: 16.4% (up by 257 visitors)
 - ✓ AUST: -15.6% (down by 763 visitors)
 - ✓ NZ: -6.8% (down by 513 visitors)
 - ✓ AM. SAM: -28.8% (down by 494 visitors)

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June 2024	All Arrivals	All Visitors
Number	22,146	16,143
% change from previous month	2.7	14.4
% change with same month in 2023	-6.4	-10.4

23RD JULY 2024

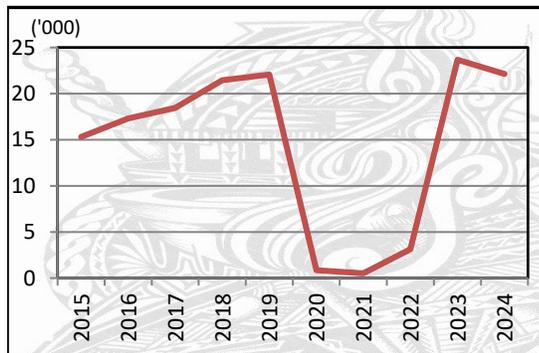
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **June 2024** totaling 22,146 arrivals, revealed an increase of 2.7 percent over the previous month of May 2024 and a decrease of 6.4 percent over the corresponding month of June 2023.

Those who travelled to Samoa by Air represented 93.7% while 6.3% was represented by those who travelled by Sea.

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

Fig. 1: June Total Arrivals, 2015 – 2024

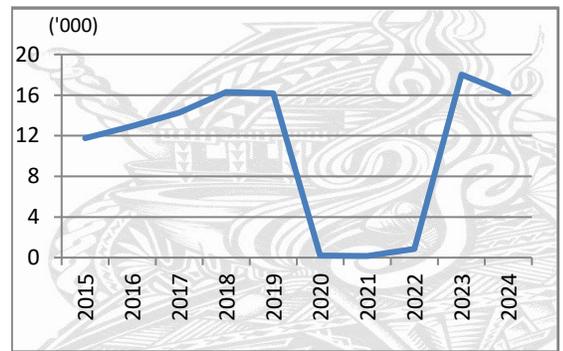


2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 16,143 revealing an increase of 14.4 percent over the previous month of May 2024 and a decrease of 10.4 percent over the corresponding month of June 2023.

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

Fig. 2: June Total Visitors, 2015 – 2024



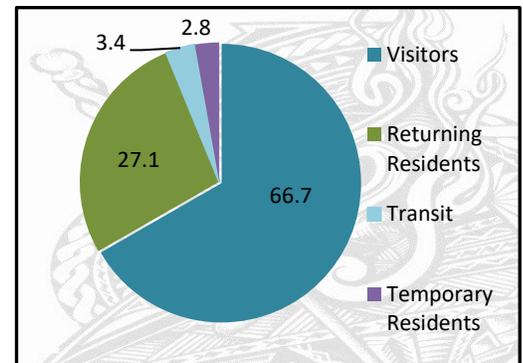
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (Table 2), made up the largest component of all arrivals with 66.7 percent (14,768), represented by 35.3 percent females (7,813) and 31.4 percent males (6,995).

Male returning residents made up 14.9 percent (3,300) of total arrivals while their female counterpart made up 12.2 percent (2,703). (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, June 2024

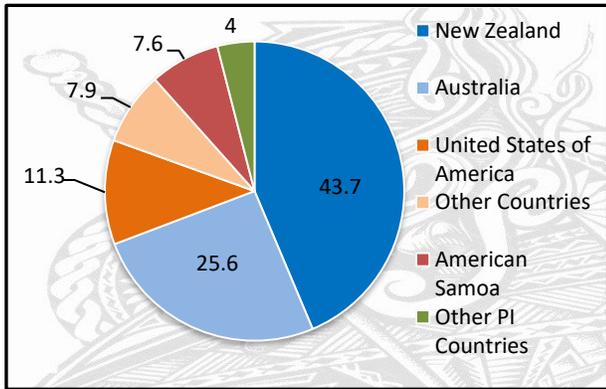


4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 43.7 percent of total visitors or 7,048 visitors. Australia followed next with a distant 25.6 percent share (4,130).

United States of America reported 11.3 percent (1,820 visitors) while American Samoa reported 7.6 percent (1,220) of total visitors. (Refer Fig. 4)

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

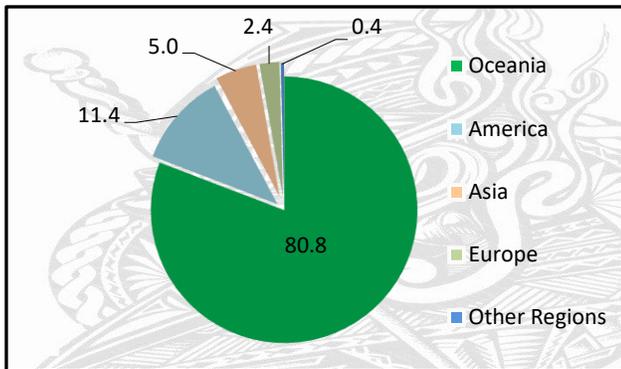


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 80.8 percent, followed by America with 11.4 percent.

Asia reported a share of 5.0 percent while Europe reported the least share of 2.4 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, June 2024



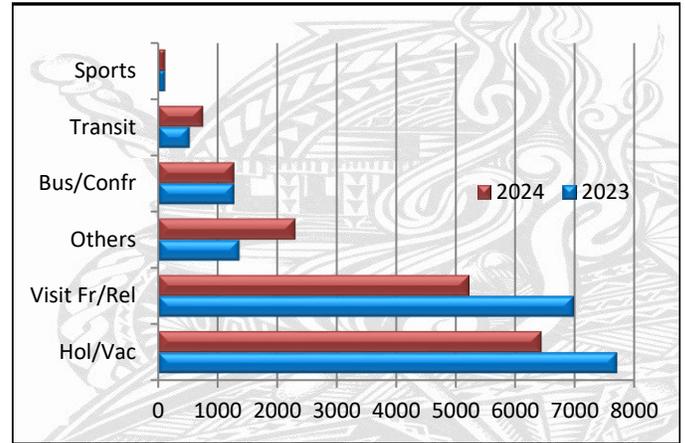
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 88.1 percent of all visitors visiting Samoa in June 2024.

The majority of visitors (6,442) entered our shores for holiday and vacation while 5,232 entered our shores to visit friends and relatives.

Those who were here on Business/Conference recorded 1,281 visitors while those for Sports purposes reported only 121 visitors. Fig.6 depicts total visitors by purpose of visit for June 2023 and June 2024.

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

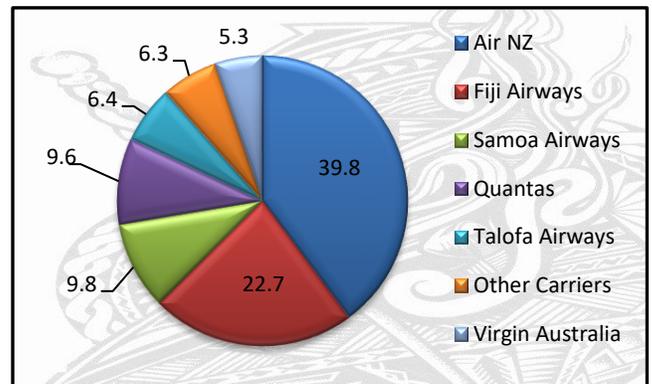


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 39.8 percent share, (8,822 passengers) followed by Fiji Airways with a 22.7 percent share (5,020 passengers).

Samoa Airways brought in 9.8 percent (2,168 passengers) of total arrivals while Quantas and Talofa Airways recorded shares of 9.6 percent (2,132) and 6.4 percent (1,427) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

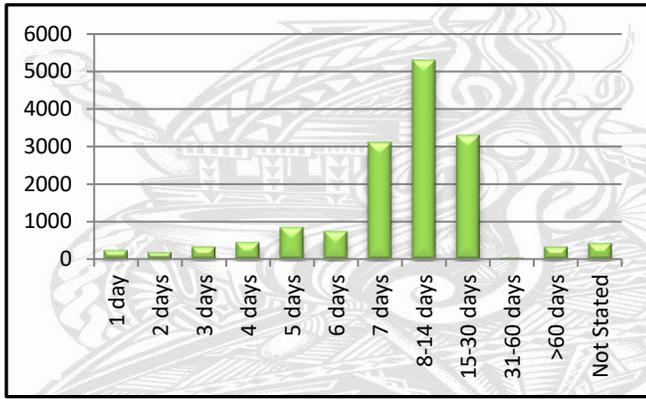
Fig. 7: Total Arrivals by Carrier, June 2024



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, June 2024



On the other hand, the majority of visitors (51.2 percent or 7,881 visitors) reported staying in private accommodations or with families/ relatives while 40.6 percent (6,254) stayed in hotel/ motel. (Refer Fig. 9).

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

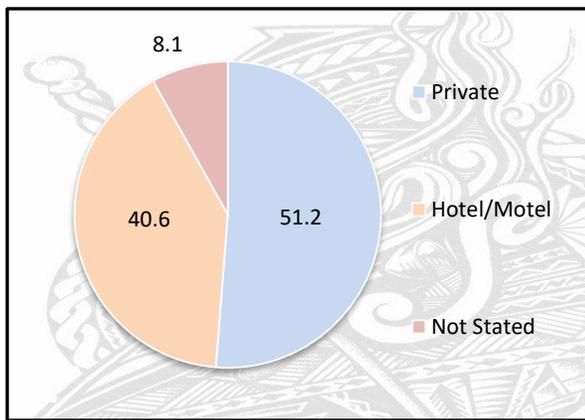
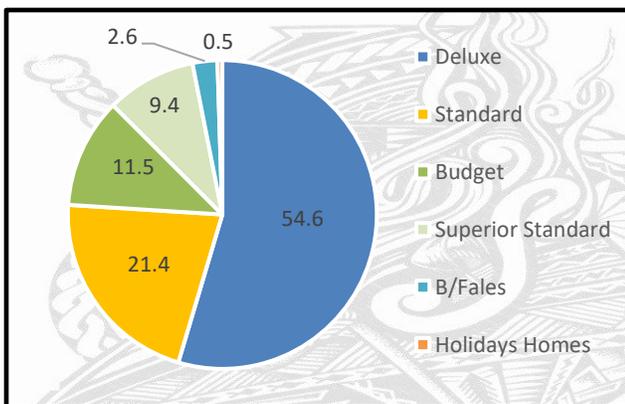


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (6,254) by type of accommodation (hotel/ motel), within the reference month.

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

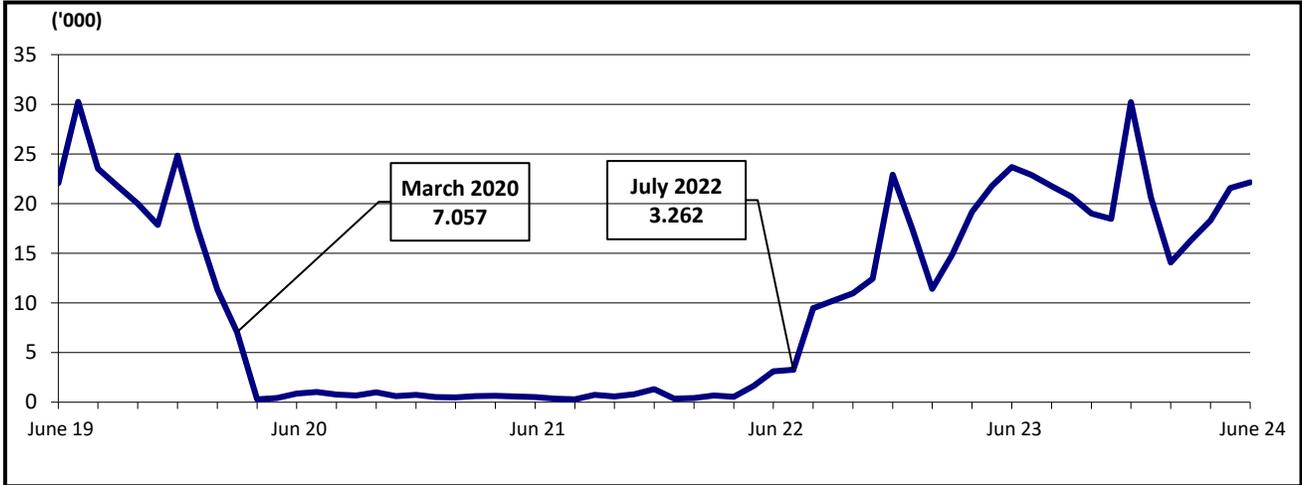
Futhermore, the BMS (Border Management Sytem) was also used for the compilation of such statistics.

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

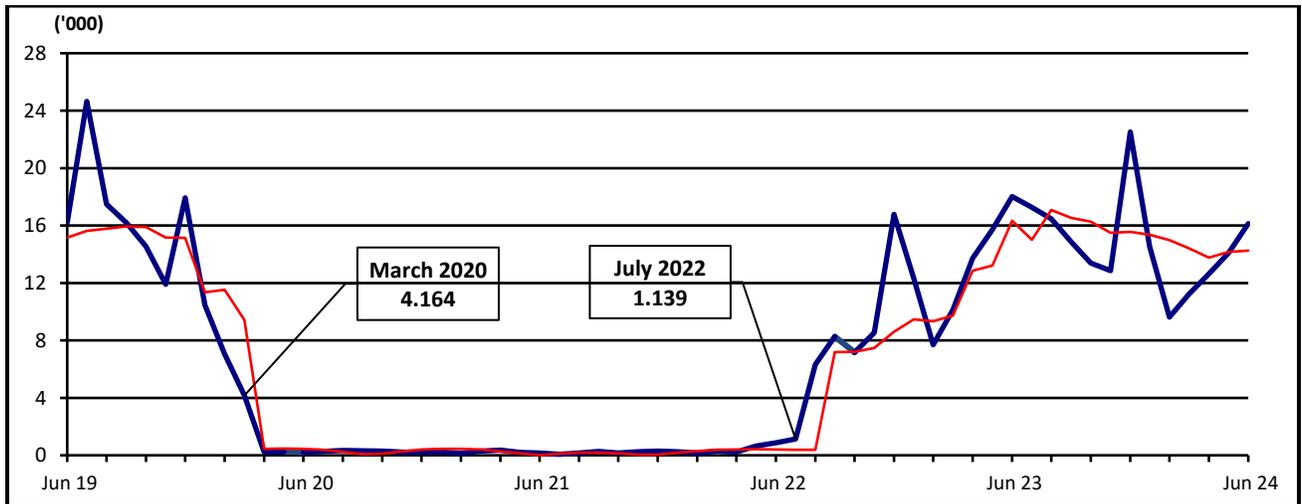
APPENDIX

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



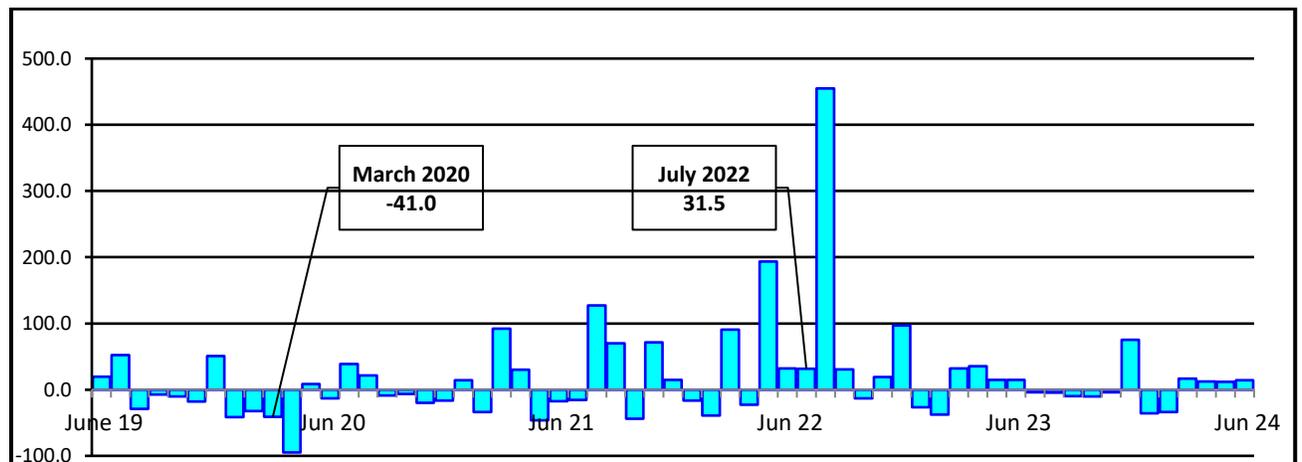
Note: Covid-19 travel restriction period from 20th March 2020 to 31st July 2022

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



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

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

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, June 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	22,146	11,022	11,124	14,768	6,955	7,813	6,003	3,300	2,703	755	410	345	620	357	263
0 - 4	729	349	380	595	294	301	107	37	70	18	12	6	9	6	3
5 - 9	890	419	471	706	332	374	140	65	75	26	11	15	18	11	7
10 - 14	1,058	497	561	842	388	454	137	71	66	57	21	36	22	17	5
15 - 19	1,390	613	777	1031	451	580	267	122	145	65	28	37	27	12	15
20 - 24	1,686	790	896	1041	428	613	568	328	240	47	19	28	30	15	15
25 - 29	1,797	937	860	1091	489	602	573	361	212	65	38	27	68	49	19
30 - 34	1,714	898	816	1107	524	583	488	311	177	83	47	36	36	16	20
35 - 39	1,592	817	775	1007	487	520	459	263	196	84	46	38	42	21	21
40 - 44	1,625	808	817	1018	478	540	491	263	228	54	32	22	62	35	27
45 - 49	1,818	937	881	1177	576	601	506	287	219	78	45	33	57	29	28
50 - 54	1,854	935	919	1170	568	602	560	294	266	66	39	27	58	34	24
55 - 59	1,819	913	906	1149	540	609	553	301	252	44	31	13	73	41	32
60 - 64	1,578	814	764	1029	524	505	469	242	227	35	21	14	45	27	18
65 - 69	1,254	644	610	845	414	431	355	195	160	19	11	8	35	24	11
70 - 74	754	362	392	543	248	295	183	99	84	9	6	3	19	9	10
75 +	588	289	299	417	214	203	147	61	86	5	3	2	19	11	8
% DISTRIBUTION ²	100	49.8	50.2	66.7	31.4	35.3	27.1	14.9	12.2	3.4	1.9	1.6	2.8	1.6	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, June 2024 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	12,752	295	13,047	80.8
American Samoa	1,051	169	1,220	7.6
Fiji	357	5	362	2.2
Cook Island	0	0	0	0
Other Pacific Is	250	37	287	1.8
New Zealand	6,969	79	7,048	43.7
Australia	4,125	5	4,130	25.6
EUROPE	341	54	395	2.4
United Kingdom	87	4	91	0.6
Scandinavia	19	1	20	0.1
Benelux	10	0	10	0.1
Germany	47	3	50	0.3
Other Europe	178	46	224	1.4
AMERICA	1,798	39	1,837	11.4
U.S.A	1,781	39	1,820	11.3
Canada	17	0	17	0.1
ASIA	652	154	806	5.0
Japan	54	0	54	0.3
China	348	50	398	2.5
Korea	15	0	15	0.1
Other Asia	235	104	339	2.1
OTHERS	53	5	58	0.4
TOTAL	15,596	547	16,143	
PERCENTAGE DISTRIBUTION ²	96.6	3.4	100%	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, June 2024 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	13,047	80.8	5,474	884	4,503	84	424	1,678
American Samoa	1,220	7.6	83	45	594	17	221	260
Fiji	362	2.2	12	97	92	1	52	108
Cook Island	0	0.0	0	0	0	0	0	0
Other Pacific Is	287	1.8	1	64	88	4	43	87
New Zealand	7,048	43.7	3,515	370	2,233	52	78	800
Australia	4,130	25.6	1,863	308	1,496	10	30	423
EUROPE	395	2.4	231	38	39	2	13	72
United Kingdom	91	0.6	52	20	11	0	1	7
Scandinavia	20	0.1	16	0	2	0	0	2
Benelux	10	0.1	3	1	2	0	0	4
Germany	50	0.3	38	2	9	0	1	0
Other Europe	224	1.4	122	15	15	2	11	59
AMERICA	1,837	11.4	582	153	617	34	138	313
U.S.A.	1,820	11.3	574	152	617	34	134	309
Canada	17	0.1	8	1	0	0	4	4
ASIA	806	5.0	136	197	67	1	172	233
Japan	54	0.3	15	26	4	1	3	5
China	398	2.5	90	103	27	0	43	135
Korea	15	0.1	5	0	1	0	5	4
Other Asia	339	2.1	26	68	35	0	121	89
OTHER COUNTRIES	58	0.4	19	9	6	0	8	16
TOTAL	16,143	100.0	6,442	1,281	5,232	121	755	2,312
Percentage Distribution ²	100.0		39.9	7.9	32.4	0.7	4.7	14.3

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, June 2024 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	22,146	100%	6,003	27.1	16,143	72.9
AIR	20,755	93.7	5,159	23.3	15,596	70.4
Quantas ⁵	2,132	9.6	290	1.3	1,842	8.3
Virgin Australia ⁶	1,177	5.3	115	0.5	1,062	4.8
Samoa Airways ³	2,168	9.8	965	4.4	1,203	5.4
Talofa Airways	1,427	6.4	461	2.1	966	4.4
Air New Zealand	8,822	39.8	2,087	9.4	6,735	30.4
Fiji Airways ⁴	5,020	22.7	1,240	5.6	3,780	17.1
Other Air Carrier	9	0.0	1	0.0	8	0.0
SEA	1,391	6.3	844	3.8	547	2.5
Lady Samoa IV ⁷	1,130	5.1	825	3.7	305	1.4
Yacht	17	0.1	0	0	17	0.1
Other Sea Carrier	244	1.1	19	0.1	225	1.0

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 replace by Lady Samoa IV

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

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	15,388	6,254	7,881	1,253
1day	240	181	31	28
2days	182	111	64	7
3days	338	208	111	19
4days	458	267	172	19
5days	859	523	295	41
6days	754	478	240	36
7days	3,123	1,323	1,421	379
8-14days	5,308	2,298	2,645	365
15-30days	3,312	804	2,314	194
31-60days	49	0	45	4
61-90days	73	0	57	16
91-180days	17	0	9	8
181-365days	55	0	36	19
> Year	188	0	107	81
Not Stated	432	61	334	37
Percentage Distribution ²	100	40.6	51.2	8.1

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

Note: Visitors here, exclude transit.

1: Provisional figures

2: Figures are subject to rounding errors