

# SAMOA BUREAU OF STATISTICS

## INTERNATIONAL ARRIVAL STATISTICS MARCH 2024

### MONTHLY HIGHLIGHTS:

In March 2024 compared with March 2023:

- ❖ Total arrivals of 16,257, increased by 9.4% (1,396)
- ❖ Total visitors of 11,242, increased by 11.0% (1,114)
- ❖ Total Visitors:
  - ✓ USA: 22.7% (up by 197 visitors)
  - ✓ AUST: 14.8% (up by 362 visitors)
  - ✓ NZ: 3.9% (up by 167 visitors)
  - ✓ AM. SAM: -13.0% (down by 107 visitors)

### INSIDE THIS ISSUE

March 2024	All Arrivals	All Visitors
Number	16,257	11,242
% change from previous month	15.5	16.7
% change with same month in 2023	9.4	11.0

19<sup>TH</sup> APRIL 2024

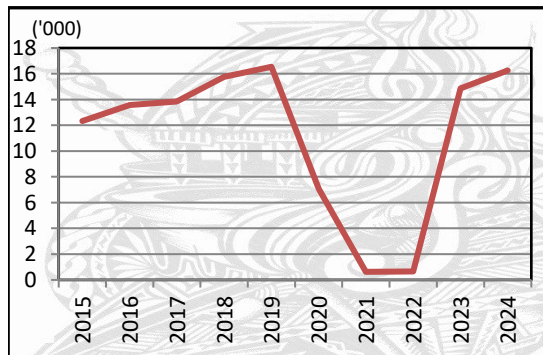
### 1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **March 2024** totalling 16,257 arrivals, revealed an increase of 15.5 percent over the previous month of February 2024 and an increase of 9.4 percent over the corresponding month of March 2023.

Those who travelled to Samoa by Air represented 93.6% while 6.4% was represented by those who travelled by Sea.

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

**Fig. 1: March Total Arrivals, 2015 – 2024**

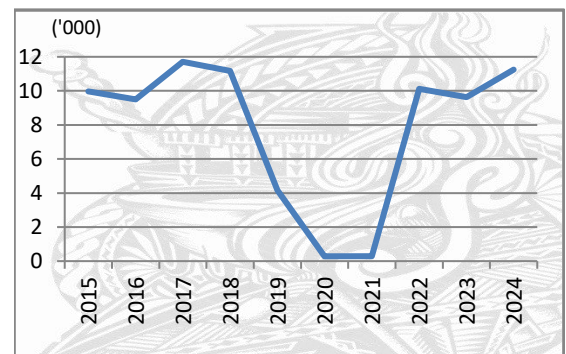


### 2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 11,242 revealing an increase of 16.7 percent over the previous month of February 2024 and an increase of 11.0 percent over the corresponding month of March 2023.

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

**Fig. 2: March Total Visitors, 2015 – 2024**



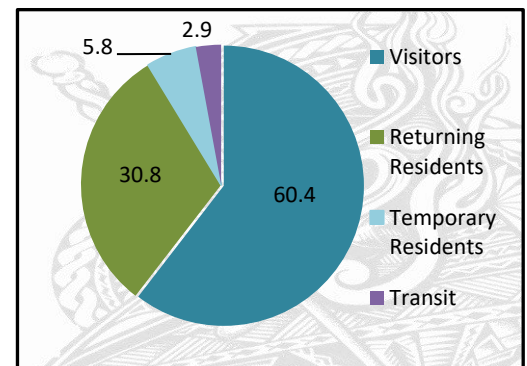
### 3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (Table 2), made up the largest component of all arrivals with 60.4 percent (9,825), represented by 31.1 percent males (5,054) and 29.3 percent females (4,771).

Male returning residents made up 17.3 percent (2,806) of total arrivals while their female counterpart made up 13.6 percent (2,209). (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, March 2024**

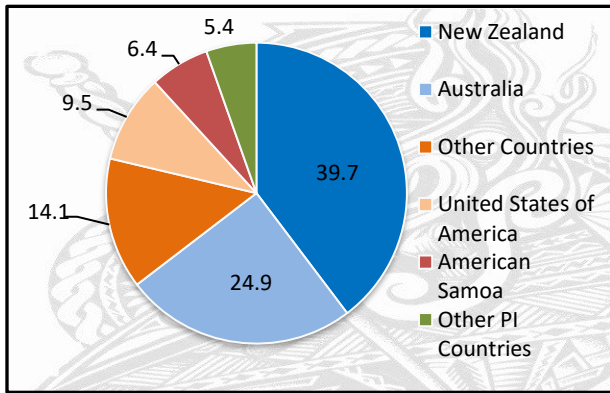


**4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE**

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 39.7 percent of total visitors or 4,463 visitors. Australia followed next with a distant 24.9 percent share (2,801).

United States of America reported 9.5 percent (1,064 visitors) while American Samoa reported 6.4 percent (719) of total visitors. (Refer Fig. 4)

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

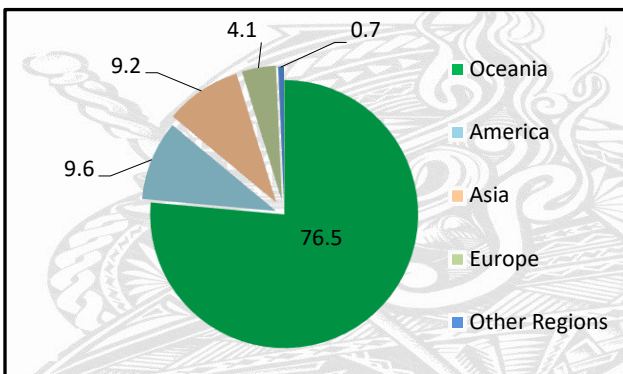


**5. TOTAL VISITORS BY REGION**

As usual, the Oceanic Region had the highest share of total visitors with 76.5 percent, followed by America with 9.6 percent.

Asia reported a share of 9.2 percent while Europe reported the least share of 4.1 percent. (Refer Fig. 5).

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



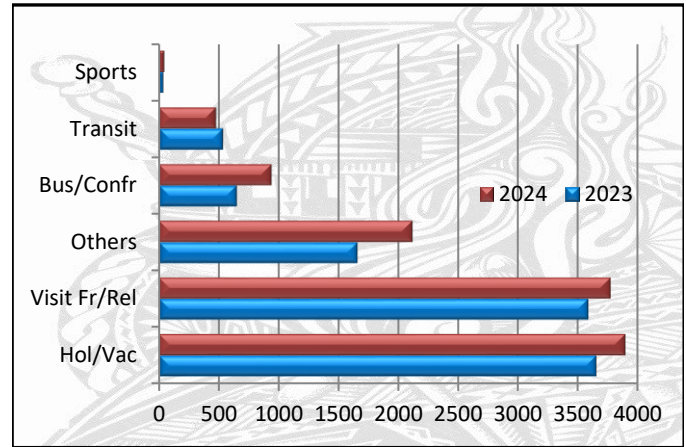
**6. TOTAL VISITORS BY PURPOSE OF VISIT**

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 80.5 percent of all visitors visiting Samoa in March 2024.

The majority of visitors (3,897) entered our shores for holiday and vacation while 3,776 entered our shores to visit friends and relatives.

Those who were here on Business/Conference recorded 938 visitors while those for Sports purposes reported only 44 visitors. Fig.6 depicts total visitors by purpose of visit for March 2023 and March 2024.

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

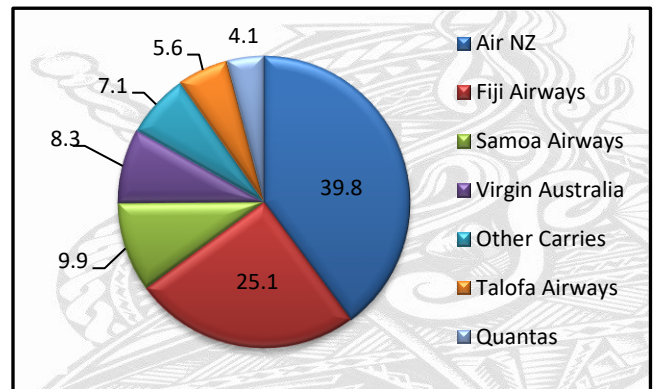


**7. TOTAL ARRIVALS BY CARRIER**

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 39.8 percent share, (6,474 passengers) followed by Fiji Airways with a 25.1 percent share (4,076 passengers).

Samoa Airways brought in 9.9 percent (1,617 passengers) of total arrivals while Virgin Australia and Talofa Airways recorded shares of 8.3 percent (1,349) and 5.6 percent (907) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

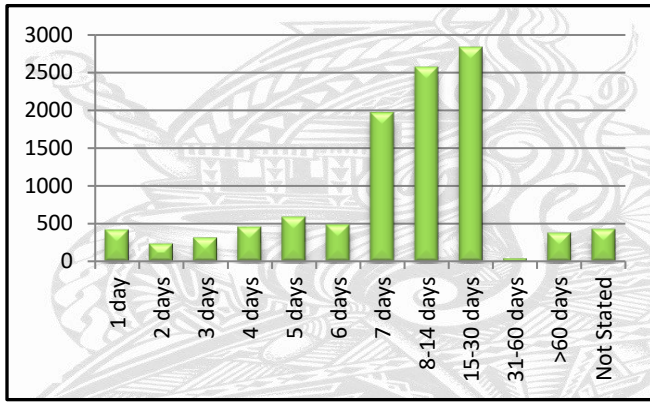
**Fig. 7: Total Arrivals by Carrier, March 2024**



**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, March 2024**



On the other hand, the majority of visitors (57.7 percent or 6,211 visitors) reported staying in private accommodations or with families/ relatives while 36.3 percent (3,909) stayed in hotel/ motel. (Refer Fig. 9).

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

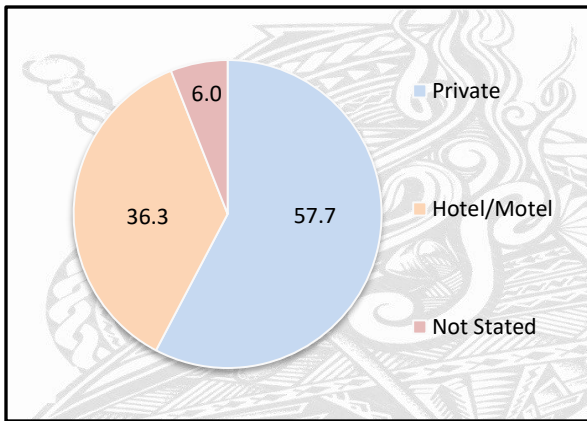
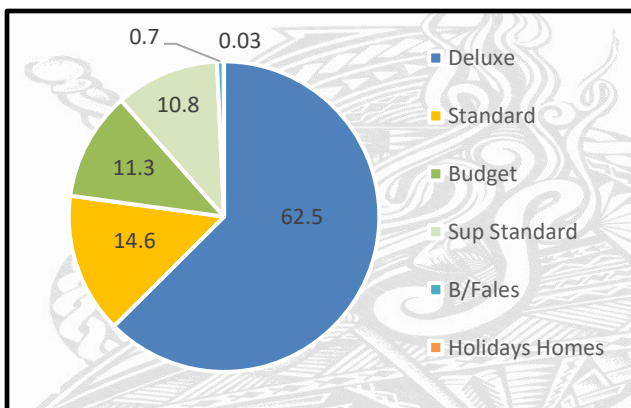


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (3,909) by type of accommodation (hotel/ motel), within the reference month.

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

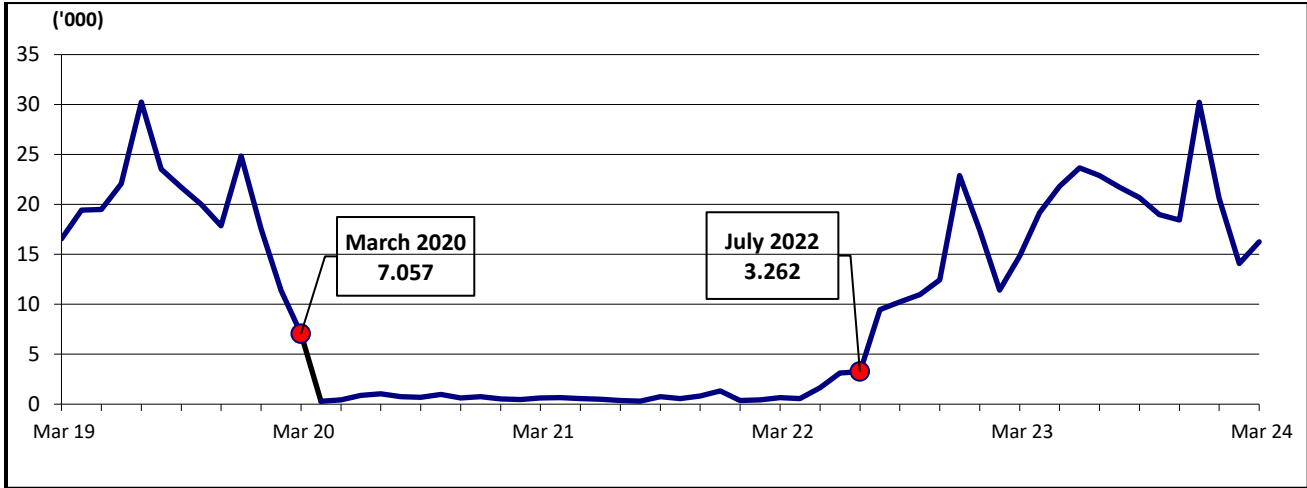
Furthermore, the BMS (Border Management System) was also used for the compilation of such statistics.

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

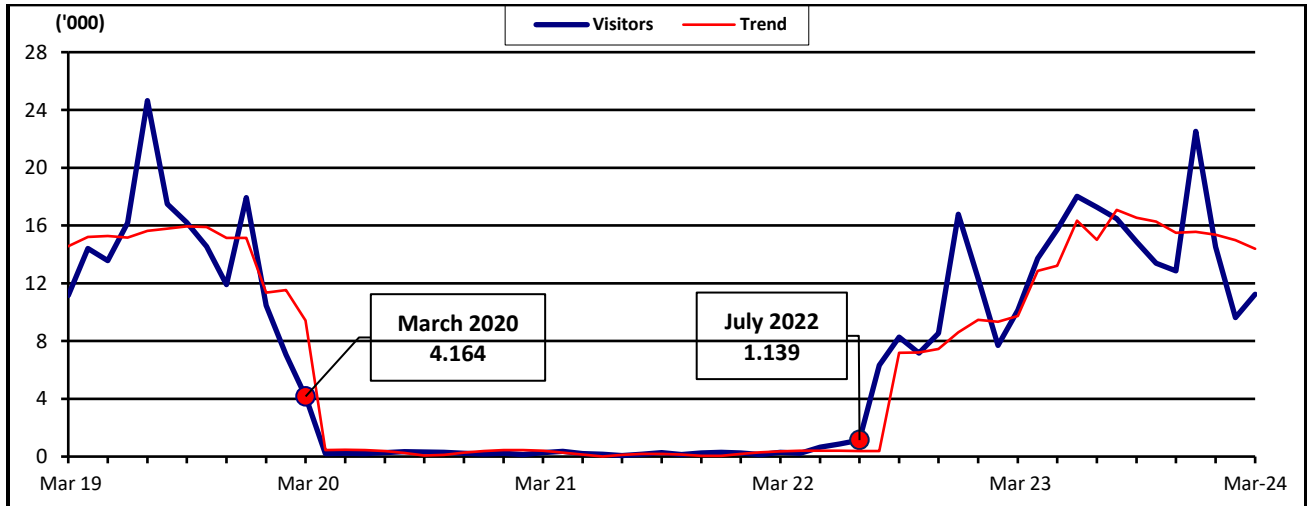
**APPENDIX**

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



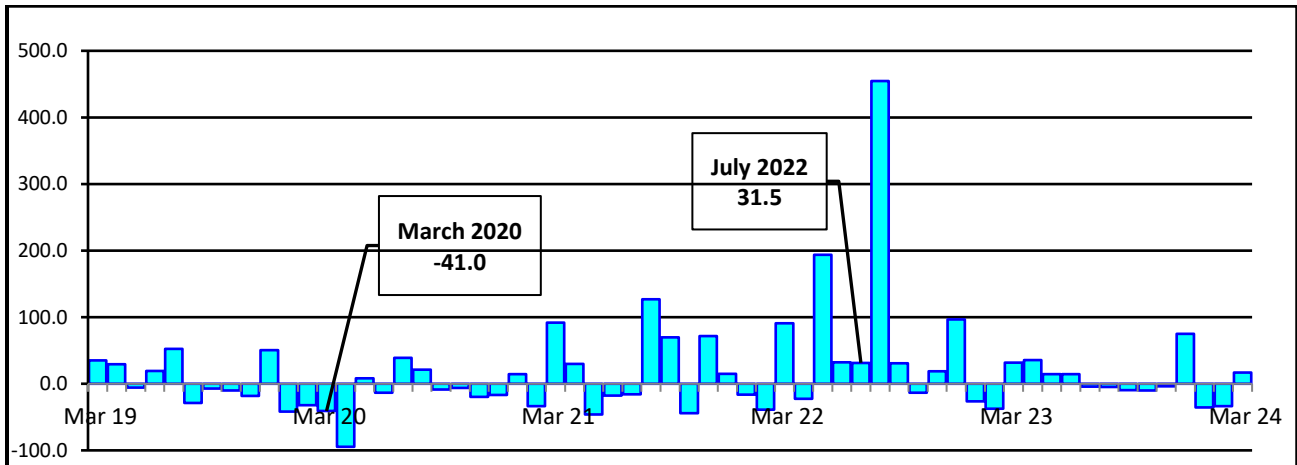
Note: Covid-19 travel restriction period from 20<sup>th</sup> March 2020 to 31<sup>st</sup> July 2022

Graph 2: Monthly Total Visitors, March 2019 – March 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, March 2019 – March 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
<b>2021</b>										
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
<b>2022</b>										
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
<b>2023</b>										
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
<b>2024</b>										
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

**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, March 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	16,257	8,689	7,568	9,825	5,054	4,771	5,015	2,806	2,209	474	282	192	943	547	396
0 - 4	581	300	281	434	231	203	106	47	59	18	11	7	23	11	12
5 - 9	492	283	209	356	208	148	97	49	48	9	7	2	30	19	11
10 - 14	482	221	261	371	171	200	82	34	48	9	2	7	20	14	6
15 - 19	654	331	323	420	190	230	188	115	73	14	7	7	32	19	13
20 - 24	1,098	547	551	652	288	364	366	221	145	31	12	19	49	26	23
25 - 29	1,423	794	629	815	406	409	490	307	183	40	25	15	78	56	22
30 - 34	1,454	805	649	884	457	427	439	272	167	67	42	25	64	34	30
35 - 39	1,301	729	572	849	458	391	347	210	137	43	27	16	62	34	28
40 - 44	1,429	762	667	833	432	401	438	232	206	54	36	18	104	62	42
45 - 49	1,386	735	651	784	405	379	471	259	212	53	31	22	78	40	38
50 - 54	1,553	829	724	925	474	451	503	286	217	33	19	14	92	50	42
55 - 59	1,371	736	635	824	429	395	420	229	191	45	26	19	82	52	30
60 - 64	1,165	612	553	638	334	304	427	217	210	28	20	8	72	41	31
65 - 69	882	504	378	491	283	208	308	173	135	9	5	4	74	43	31
70 - 74	543	290	253	305	166	139	182	92	90	12	7	5	44	25	19
75 +	443	211	232	244	122	122	151	63	88	9	5	4	39	21	18
<b>% DISTRIBUTION <sup>2</sup></b>	<b>100</b>	<b>53.4</b>	<b>46.6</b>	<b>60.4</b>	<b>31.1</b>	<b>29.3</b>	<b>30.8</b>	<b>17.3</b>	<b>13.6</b>	<b>2.9</b>	<b>1.7</b>	<b>1.2</b>	<b>5.8</b>	<b>3.4</b>	<b>2.4</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

Table 3: Total Visitors Arrivals by Country of Usual Residence and Mode of Travel, March 2024 <sup>1</sup>

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
<b>OCEANIA</b>	<b>8,437</b>	<b>158</b>	<b>8,595</b>	<b>76.5</b>
American Samoa	670	49	719	6.4
Fiji	325	6	331	2.9
Cook Island	1	0	1	0
Other Pacific Is	223	57	280	2.5
New Zealand	4,426	37	4,463	39.7
Australia	2,792	9	2,801	24.9
<b>EUROPE</b>	<b>387</b>	<b>76</b>	<b>463</b>	<b>4.1</b>
United Kingdom	95	5	100	0.9
Scandinavia	36	1	37	0.3
Benelux	40	2	42	0.4
Germany	70	0	70	0.6
Other Europe	146	68	214	1.9
<b>AMERICA</b>	<b>1,063</b>	<b>13</b>	<b>1,076</b>	<b>9.6</b>
U.S.A	1,052	12	1,064	9.5
Canada	11	1	12	0.1
<b>ASIA</b>	<b>746</b>	<b>288</b>	<b>1,034</b>	<b>9.2</b>
Japan	59	0	59	0.5
China	391	152	543	4.8
Korea	9	0	9	0.1
Other Asia	287	136	423	3.8
<b>OTHERS</b>	<b>71</b>	<b>3</b>	<b>74</b>	<b>0.7</b>
<b>TOTAL</b>	<b>10,704</b>	<b>538</b>	<b>11,242</b>	
<b>PERCENTAGE DISTRIBUTION</b>	<b>95.2</b>	<b>4.8</b>	<b>100%</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 Purpose of Visit, March 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>8,595</b>	<b>76.5</b>	<b>3,147</b>	<b>606</b>	<b>3,368</b>	<b>35</b>	<b>240</b>	<b>1,199</b>
American Samoa	719	6.4	188	22	197	0	141	171
Fiji	331	2.9	109	95	46	0	23	58
Cook Island	1	0.0	1	0	0	0	0	0
Other Pacific Is	280	2.5	69	69	39	11	14	78
New Zealand	4,463	39.7	1,879	236	1,786	7	48	507
Australia	2,801	24.9	901	184	1,300	17	14	385
<b>EUROPE</b>	<b>463</b>	<b>4.1</b>	<b>216</b>	<b>40</b>	<b>82</b>	<b>0</b>	<b>12</b>	<b>113</b>
United Kingdom	100	0.9	44	14	30	0	3	9
Scandinavia	37	0.3	19	0	4	0	0	14
Benelux	42	0.4	26	2	10	0	1	3
Germany	70	0.6	55	4	10	0	1	0
Other Europe	214	1.9	72	20	28	0	7	87
<b>AMERICA</b>	<b>1,076</b>	<b>9.6</b>	<b>342</b>	<b>199</b>	<b>263</b>	<b>8</b>	<b>83</b>	<b>181</b>
U.S.A.	1,064	9.5	340	198	263	8	81	174
Canada	12	0.1	2	1	0	0	2	7
<b>ASIA</b>	<b>1,034</b>	<b>9.2</b>	<b>172</b>	<b>77</b>	<b>59</b>	<b>1</b>	<b>132</b>	<b>593</b>
Japan	59	0.5	28	9	5	0	1	16
China	543	4.8	88	32	43	1	29	350
Korea	9	0.1	5	2	1	0	1	0
Other Asia	423	3.8	51	34	10	0	101	227
<b>OTHER COUNTRIES</b>	<b>74</b>	<b>0.7</b>	<b>20</b>	<b>16</b>	<b>4</b>	<b>0</b>	<b>7</b>	<b>27</b>
<b>TOTAL</b>	<b>11,242</b>	<b>100.0</b>	<b>3,897</b>	<b>938</b>	<b>3,776</b>	<b>44</b>	<b>474</b>	<b>2,113</b>
<b>Percentage Distribution <sup>2</sup></b>	<b>100.0</b>		<b>34.7</b>	<b>8.3</b>	<b>33.6</b>	<b>0.4</b>	<b>4.2</b>	<b>18.8</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, March 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>16,257</b>	<b>100%</b>	<b>5,015</b>	<b>30.8</b>	<b>11,242</b>	<b>69.2</b>
<b>AIR</b>	<b>15,213</b>	<b>93.6</b>	<b>4,509</b>	<b>27.7</b>	<b>10,704</b>	<b>65.8</b>
Quantas	671	4.1	143	0.9	528	3.2
Virgin Australia	1,349	8.3	220	1.4	1,129	6.9
Samoa Airways	1,617	9.9	943	5.8	674	4.1
Talofa Airways	907	5.6	380	2.3	527	3.2
Air New Zealand	6,474	39.8	1,915	11.8	4,559	28.0
Fiji Airways	4,076	25.1	908	5.6	3,168	19.5
Other Air Carrier	119	0.7	0	0.0	119	0.7
<b>SEA</b>	<b>1,044</b>	<b>6.4</b>	<b>506</b>	<b>3.1</b>	<b>538</b>	<b>3.3</b>
Lady Samoa IV <sup>3</sup>	577	3.5	456	2.8	121	0.7
Yacht	0	0.0	0	0	0	0.0
Other Sea Carrier	467	2.9	50	0.3	417	2.6

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

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
<b>Total</b>	<b>9,087</b>	<b>3,269</b>	<b>5,143</b>	<b>675</b>
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
<b>Percentage Distribution <sup>2</sup></b>	<b>100</b>	<b>36.0</b>	<b>56.6</b>	<b>7.4</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