



GOVERNMENT OF SAMOA

## SAMOA BUREAU OF STATISTICS

# INTERNATIONAL ARRIVAL STATISTICS FIRST QUARTER 2024

### QUARTERLY HIGHLIGHTS:

This Quarter compared with 1<sup>st</sup> Quarter 2023:

- Total arrivals (50,957) increased by 16.7%
- Total visitors (35,392) increased by 17.4%

• Visitors:

New Zealand (up by 1,058)

Australia (up by 2,206)

Am Samoa (down by 26)

USA (up by 545)

- Total departures (64,301) increased by 17.9%

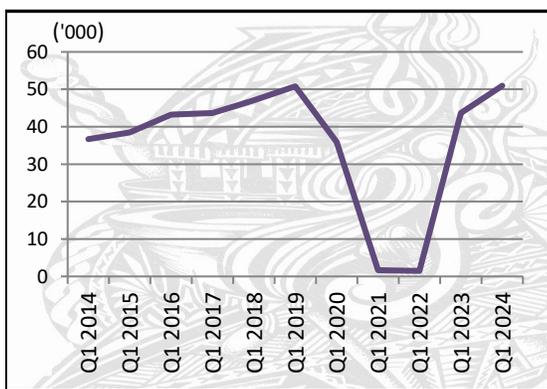
## 1. ARRIVALS

### 1.1. TOTAL ARRIVALS

The total International Arrival Statistics documented for the reference period (table 1), revealed a decrease of 24.7 percent over the previous quarter (Oct-Dec 2023) and an increase of 16.7 percent over the corresponding quarter of 2023. Fig.1.1 reveals the impact of Covid 19 on arrival numbers in 2020, 2021 and 2022.

As usual, air being the most preferred mode of travel to Samoa, representing 93.6 percent of total arrivals, while those that arrived by sea accounted for the remaining 6.4 percent.

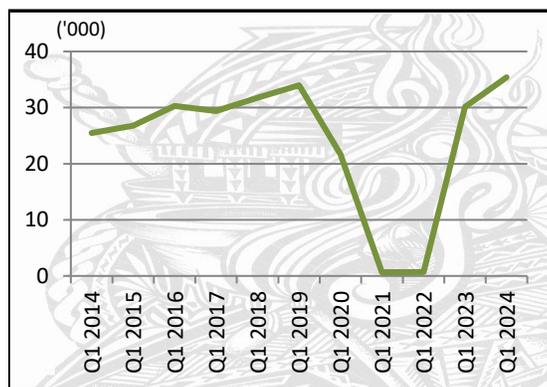
Fig. 1.1: 1<sup>st</sup> Quarter Total Arrivals, 2014 – 2024



### 1.2. TOTAL VISITORS

Total Visitors of 35,392 for the quarter under review revealed a decrease of 27.4 percent over the previous quarter and an increase of 17.4 percent when compared to the corresponding quarter of 2023. Fig.1.2 also reveals the impact of Covid 19 on visitor numbers in 2020,2021 and 2022.

Fig. 1.2: 1<sup>st</sup> Quarter Total Visitors, 2014 – 2024

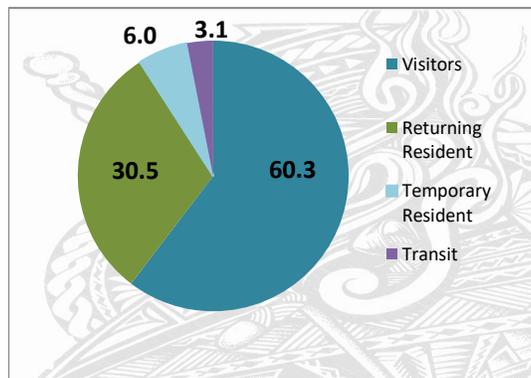


### 1.3 TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, made up the largest component of all arrivals with 60.3 percent (30,747) where 30.3 percent (15,430) were females and 30.1 percent (15,317) were males.

Male and female returning residents made up 16.6 percent (8,477) and 13.9 percent (7,088) respectively of total arrivals while Temporary residents made up 3.2 percent (1,655) of males and 2.8 percent (1,403) of females. (Refer Fig. 1.3).

Fig. 1.3: Total Arrivals by Purpose of Visit, 1<sup>st</sup> Quarter 2024



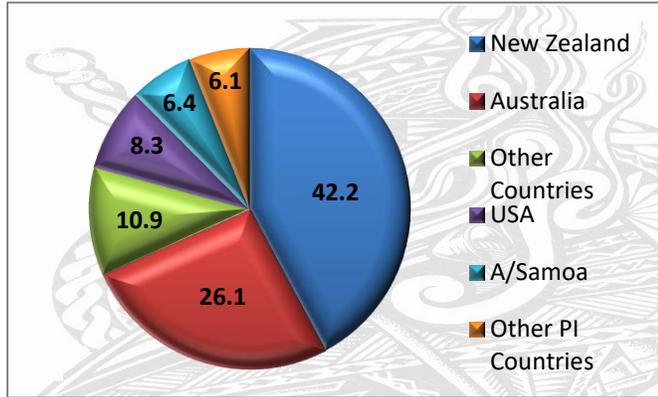
### INSIDE THIS ISSUE

Q1 2024	All Arrivals	All Visitors
Total	50,957	35,392
% change from previous quarter	-24.7	-27.4
% change from 1 <sup>st</sup> quarter 2023	16.7	17.4

### 1.4 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 42.2 percent or 14,944 of total visitors. Australia followed next with a distant 26.1 percent share (9,231). U.S.A recorded a share of 8.3 percent (2,943) while American Samoa recorded a share of 6.4 percent (2,251), as depicted in Fig. 1.4 below.

**Fig. 1.4: Total Visitors by Country of Usual Residence, 1<sup>st</sup> Quarter 2024**

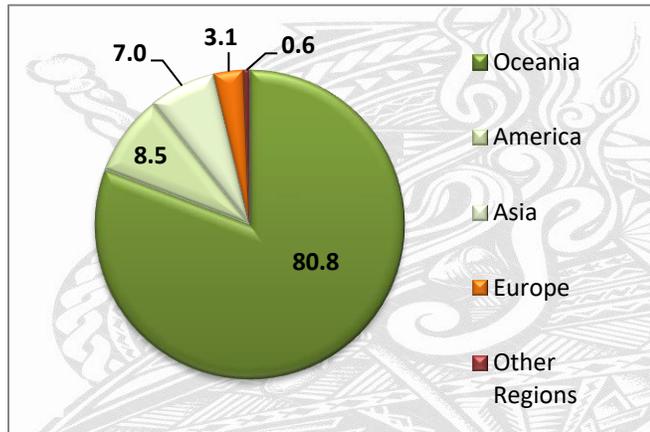


### 1.5 VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 80.8 percent, followed by America with 8.5 percent.

Asia reported a share of 7.0 percent while Europe reported the least share with 3.1 percent. (Refer Fig. 1.5).

**Fig. 1.5: Total Visitors by Region, 1<sup>st</sup> Quarter 2024**



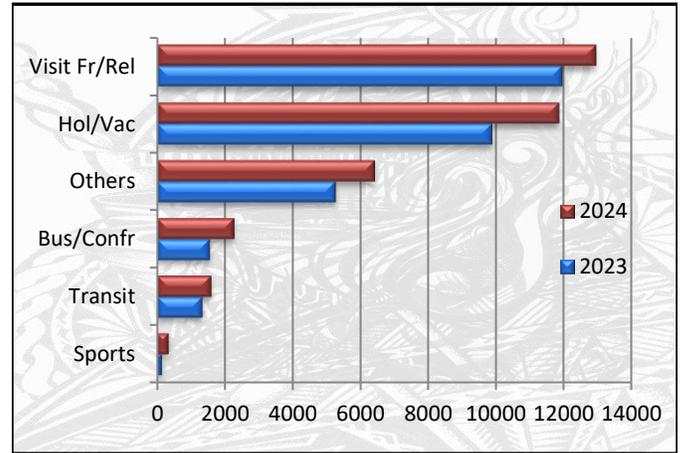
### 1.6 VISITORS BY PURPOSE OF VISIT

As depicted in Table 4, New Zealand, Australia, American Samoa, and the United States of America constituted 83.0 percent of all visitors visiting Samoa while other countries round up the remaining 17.0 percent during the reference period.

Visitors that entered our shores to visit friends and relatives accounted for 36.6 percent of all visitors. Those who were here for holiday/vacation accounted for 33.5 percent while those that travelled for other purposes made up 18.1 percent of total visitors.

Business and Conference accounted for 6.4 percent while transients bound for other destinations and sports registered 4.5 and 1.0 percent respectively. Fig. 1.6 depicts total visitors by purpose of visit during the reference period compared to the corresponding quarter of 2023.

**Fig. 1.6: Total Visitors by Purpose of Visit, 1<sup>st</sup> Quarter 2023 & 1<sup>st</sup> Quarter 2024**

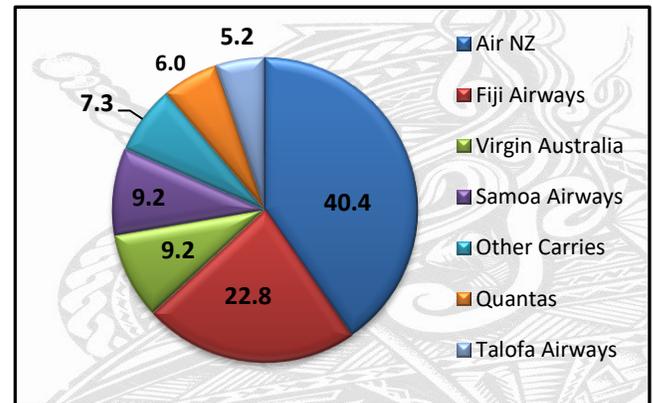


### 1.7 TOTAL ARRIVALS BY CARRIER

As tabulated in Table 5, Air New Zealand leads the way for arrivals by carriers during the reference period with a 40.4 percent share (20,573 passengers) followed by Fiji Airways with a share of 22.8 percent (11,619 passengers).

Virgin Australia recorded a 9.2 percent share (4,696), Samoa Airways had a share of 9.2 percent (4,678), while Quantas and Talofa Airways had shares of 6.0 percent (3,075) and 5.2 percent (2,633) respectively. Fig. 1.7 illustrates total arrivals by carrier during the reference period.

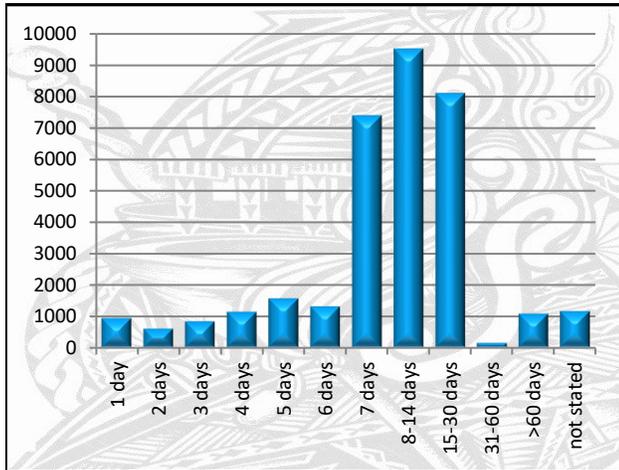
**Fig. 1.7: Total Arrivals by Carrier, 1<sup>st</sup> Quarter 2024**



## 1.8 VISITORS DURATION AND PLACE OF STAY

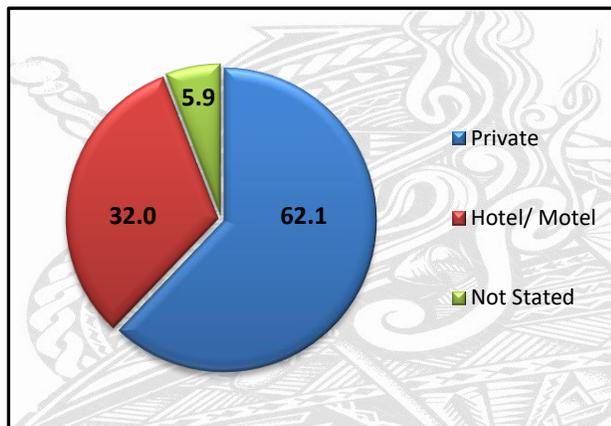
The usual trend of visitor's duration of stay in Samoa (Table 6) is between 7 days and 30 days, as revealed in Fig 1.8 below.

**Fig. 1.8: Visitors Duration of Stay, 1<sup>st</sup> Quarter 2024**



Furthermore, from a total of 33,805 visitors (excluding transit), 62.1 percent (20,980) reported staying in private accommodations or with families/ relatives while 32.0 percent (10,831) reported staying in hotel/ motels. (Refer Fig. 1.9).

**Fig. 1.9: Total Visitors by Place of Stay, 1<sup>st</sup> Quarter 2024**



## 2. DEPARTURES

### 2.1 TOTAL DEPARTURES

Regret to inform all our stakeholders that we are unable to produce detailed departure statistics at this point in time due to other competing official duties.

## 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 three local points of entry namely:*

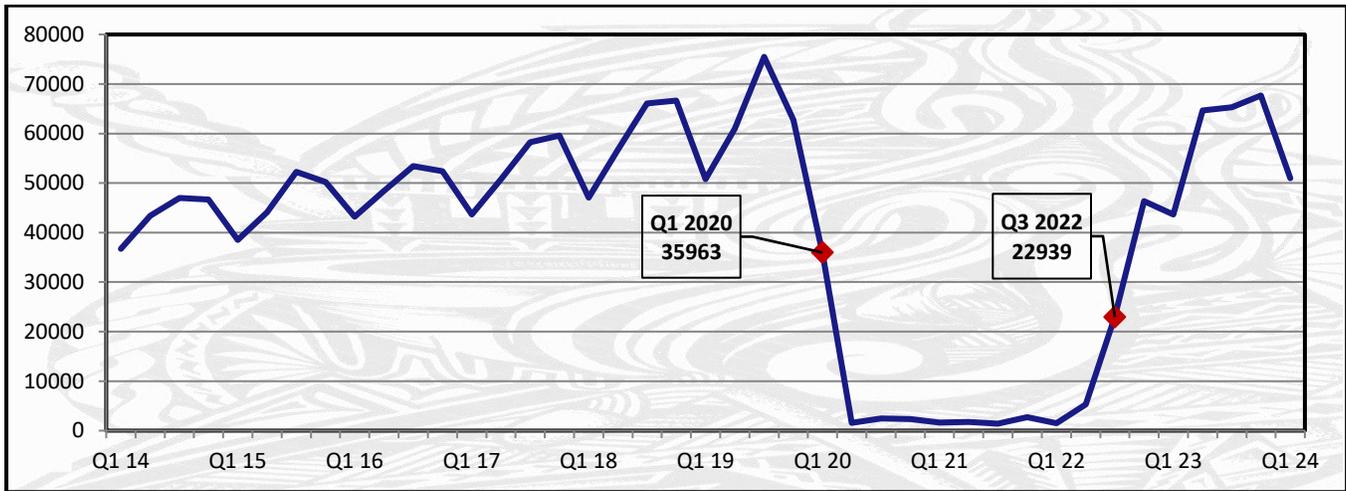
- (1) Faleolo International Airport*
- (2) Fagalii International Airport*
- (3) Apia Wharf (Matautu Port)*

*Futhermore, 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 extracted from our website: [www.sbs.gov.ws](http://www.sbs.gov.ws)*

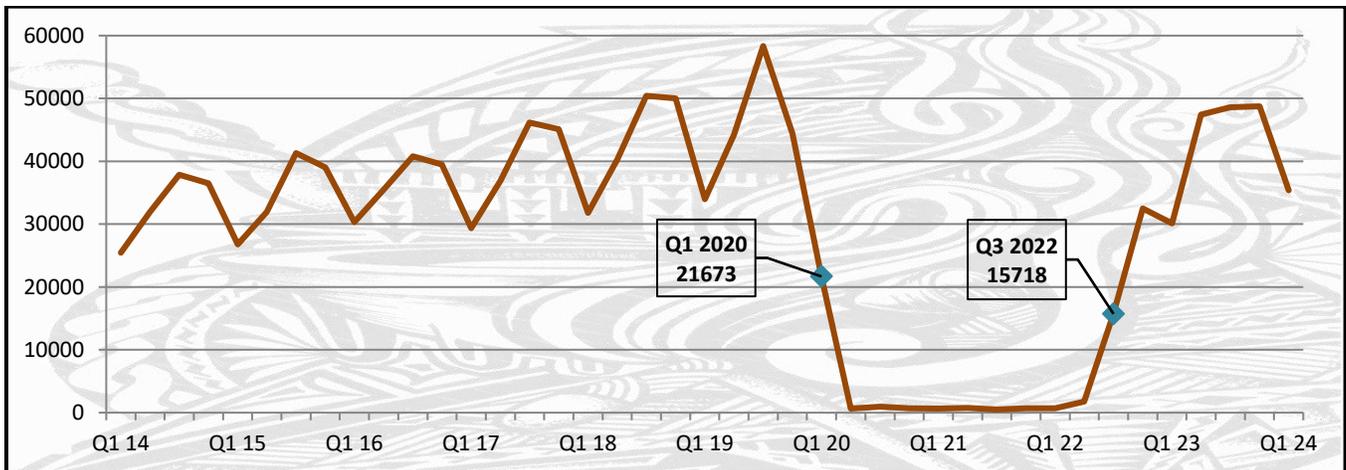
**APPENDIX**

**Graph 1: Quarterly Total Arrivals, 1<sup>st</sup> Quarter 2014 – 1<sup>st</sup> Quarter 2024**



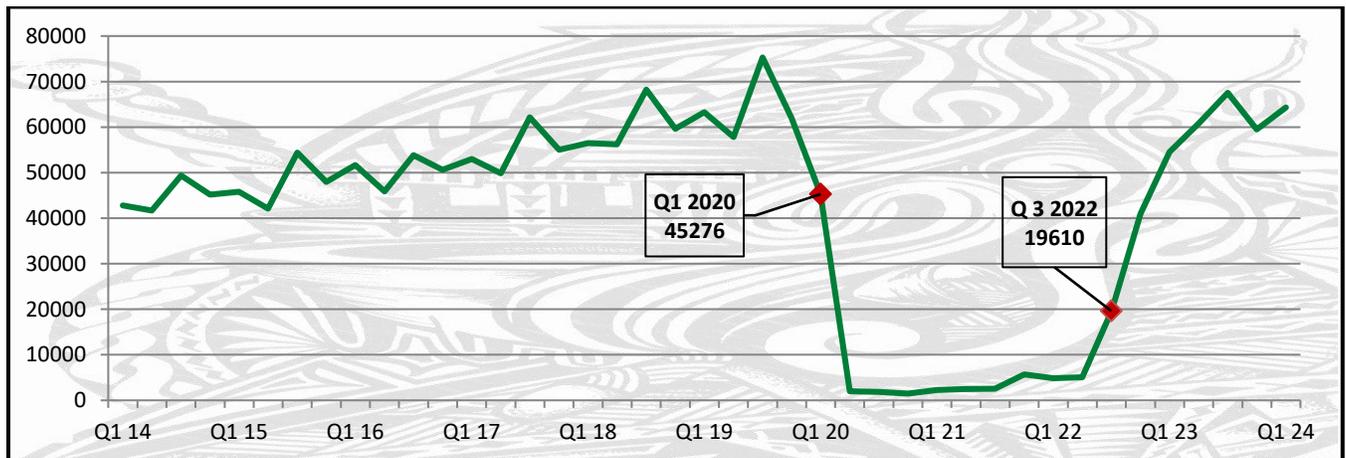
Note: Covid-19 travel restriction period from 20<sup>th</sup> March 2020 (Quarter 1) to 31<sup>st</sup> July 2022 (Quarter 3)

**Graph 2: Quarterly Total Visitors, 1<sup>st</sup> Quarter 2014 – 1<sup>st</sup> Quarter 2024**



Note: Covid-19 travel restriction period from 20<sup>th</sup> March 2020 (Quarter 1) to 31<sup>st</sup> July 2022 (Quarter 3)

**Graph 3: Quarterly Total Departures, 1<sup>st</sup> Quarter 2014 – 1<sup>st</sup> Quarter 2024**



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

Table 1: Quarterly Arrival and Departure by Mode of Tavel and Net Migration, 2016 - 2024.

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
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	231,724	8,825	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	46,645	3,937	50,582	-8,209
2021	1,096	5,401	2,591	5,011	2,452	7,463	10,879	2,115	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	7,306	174,967	223,547	17,729	241,276	224,712	17,586	242,298	-1,022
<b>2017</b>										
1st Quarter	28,151	1,221	29,372	41,707	1,917	43,624	50,616	2,401	53,017	-9,393
2nd Quarter	36,119	765	36,884	48,726	2,004	50,730	47,448	2,389	49,837	893
3rd Quarter	45,174	983	46,157	56,489	1,810	58,299	59,572	2,603	62,175	-3,876
4th Quarter	44,024	1,078	45,102	57,183	2,404	59,587	53,191	1,835	55,026	4,561
<b>2018</b>										
1st Quarter	30,725	1,049	31,774	45,087	1,979	47,066	54,317	2,195	56,512	-9,446
2nd Quarter	39,106	1,184	40,290	53,630	3,104	56,734	53,060	3,171	56,231	503
3rd Quarter	49,104	1,301	50,405	63,983	2,084	66,067	66,000	2,193	68,193	-2,126
4th Quarter	48,716	1,311	50,027	64,787	1,852	66,639	58,347	1,266	59,613	7,026
<b>2019</b>										
1st Quarter	32,845	1,117	33,962	49,342	1,439	50,781	61,825	1,405	63,230	-12,449
2nd Quarter	42,562	1,608	44,170	58,359	2,626	60,985	55,139	2,682	57,821	3,164
3rd Quarter	55,933	2,415	58,348	71,960	3,532	75,492	72,437	2,850	75,287	205
4th Quarter	42,580	1,798	44,378	59,776	2,937	62,713	59,098	2,898	61,996	717
<b>2020</b>										
1st Quarter	20,485	1,188	21,673	34,548	1,415	35,963	44,139	1,137	45,276	-9,313
2nd Quarter	7	646	653	735	854	1,589	1,182	784	1,966	-377
3rd Quarter	0	936	936	1,355	1,125	2,480	776	1,089	1,865	615
4th Quarter	28	693	721	1,448	893	2,341	548	927	1,475	866
<b>2021</b>										
1st Quarter	174	481	655	926	701	1,627	1,595	653	2,248	-621
2nd Quarter	403	327	730	1,247	492	1,739	2,108	402	2,510	-771
3rd Quarter	178	321	499	811	593	1,404	2,102	429	2,531	-1,127
4th Quarter	341	366	707	2,027	666	2,693	5,074	631	5,705	-3,012
<b>2022</b>										
1st Quarter	296	391	687	945	532	1,477	4,338	513	4,851	-3,374
2nd Quarter	1,326	418	1,744	4,733	581	5,314	4,617	440	5,057	257
3rd Quarter	14,571	1,147	15,718	21,372	1,567	22,939	18,067	1,543	19,610	3,329
4th Quarter	31,011	1,469	32,480	42,716	3,607	46,323	38,044	2,923	40,967	5,356
<b>2023</b>										
1st Quarter	28,784	1,352	30,136	40,467	3,204	43,671	50,257	4,260	54,517	-10,846
2nd Quarter	45,714	1,746	47,460	60,343	4,287	64,630	56,372	4,421	60,793	3,837
3rd Quarter	46,325	2,295	48,620	59,889	5,430	65,319	62,373	5,122	67,495	-2,176
4rd Quarter	46,838	1,913	48,751	62,848	4,808	67,656	55,710	3,783	59,493	8,163
<b>2024</b>										
1st Quarter	33,943	1,449	35,392	47,711	3,246	50,957	60,425	3,876	64,301	-13,344

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

1: Provisional figures

Table 2: Arrivals by Age, Purpose of Entry and Sex, First Quarter 2024 <sup>1</sup>

AGE	Purpose of Visit														
	TOTAL			Visitors			Returning Residents			Transit			Temporary Resident		
	TOTAL	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
<b>TOTAL</b>	<b>50,957</b>	<b>26,406</b>	<b>24,551</b>	<b>30,747</b>	<b>15,317</b>	<b>15,430</b>	<b>15,565</b>	<b>8,477</b>	<b>7,088</b>	<b>1,587</b>	<b>957</b>	<b>630</b>	<b>3,058</b>	<b>1,655</b>	<b>1,403</b>
<b>0 - 4</b>	1,965	978	987	1,389	713	676	434	204	230	49	23	26	93	38	55
<b>5 - 9</b>	2,084	1,034	1,050	1,363	697	666	543	241	302	39	21	18	139	75	64
<b>10 - 14</b>	2,202	1,052	1,150	1,458	694	764	552	259	293	57	24	33	135	75	60
<b>15 - 19</b>	2,771	1,291	1,480	1,791	780	1,011	780	398	382	81	53	28	119	60	59
<b>20 - 24</b>	3,785	1,804	1,981	2,284	956	1,328	1,207	702	505	112	65	47	182	81	101
<b>25 - 29</b>	4,460	2,400	2,060	2,617	1,244	1,373	1,454	895	559	152	98	54	237	163	74
<b>30 - 34</b>	4,186	2,252	1,934	2,515	1,257	1,258	1,307	789	518	173	107	66	191	99	92
<b>35 - 39</b>	3,830	2,068	1,762	2,438	1,265	1,173	1,044	605	439	160	100	60	188	98	90
<b>40 - 44</b>	4,023	2,156	1,867	2,338	1,219	1,119	1,230	669	561	164	102	62	291	166	125
<b>45 - 49</b>	4,131	2,157	1,974	2,447	1,242	1,205	1,282	698	584	165	100	65	237	117	120
<b>50 - 54</b>	4,495	2,359	2,136	2,636	1,341	1,295	1,462	806	656	121	68	53	276	144	132
<b>55 - 59</b>	4,176	2,187	1,989	2,509	1,273	1,236	1,288	692	596	118	75	43	261	147	114
<b>60 - 64</b>	3,498	1,832	1,666	1,934	1,023	911	1,246	637	609	87	57	30	231	115	116
<b>65 - 69</b>	2,613	1,421	1,192	1,474	800	674	872	464	408	43	26	17	224	131	93
<b>70 - 74</b>	1,522	803	719	885	469	416	470	242	228	36	18	18	131	74	57
<b>75 +</b>	1,216	612	604	669	344	325	394	176	218	30	20	10	123	72	51
<b>% Distribution <sup>2</sup></b>	<b>100.0</b>	<b>51.8</b>	<b>48.2</b>	<b>60.3</b>	<b>30.1</b>	<b>30.3</b>	<b>30.5</b>	<b>16.6</b>	<b>13.9</b>	<b>3.1</b>	<b>1.9</b>	<b>1.2</b>	<b>6.0</b>	<b>3.2</b>	<b>2.8</b>

**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

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

Country of Usual Residence	Mode of Travel		TOTAL	Percentage <sup>2</sup>
	Air	Sea		
<b>OCEANIA</b>	<b>28,034</b>	<b>545</b>	<b>28,579</b>	<b>80.8</b>
American Samoa	2,102	149	2,251	6.4
Fiji	1,075	19	1,094	3.1
Cook Island	13	0	13	0.0
Other Pacific Is	816	230	1,046	3.0
New Zealand	14,822	122	14,944	42.2
Australia	9,206	25	9,231	26.1
<b>EUROPE</b>	<b>1,015</b>	<b>90</b>	<b>1,105</b>	<b>3.1</b>
United Kingdom	225	12	237	0.7
Scandinavia	88	1	89	0.3
Benelux	108	2	110	0.3
Germany	169	0	169	0.5
Other Europe	425	75	500	1.4
<b>AMERICA</b>	<b>2,962</b>	<b>63</b>	<b>3,025</b>	<b>8.5</b>
U.S.A	2,883	60	2,943	8.3
Canada	79	3	82	0.2
<b>ASIA</b>	<b>1,714</b>	<b>746</b>	<b>2,460</b>	<b>7.0</b>
Japan	184	0	184	0.5
China	758	283	1,041	2.9
Korea	37	0	37	0.1
Other Asia	735	463	1,198	3.4
<b>OTHERS</b>	<b>218</b>	<b>5</b>	<b>223</b>	<b>0.6</b>
<b>TOTAL</b>	<b>33,943</b>	<b>1,449</b>	<b>35,392</b>	<b>100%</b>
<b>PERCENTAGE DISTRIBUTION</b>	<b>95.9</b>	<b>4.1</b>	<b>100.0%</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, First Quarter 2024 <sup>1</sup>

Usual Residence	Purpose of Visit							
	TOTAL	% <sup>2</sup>	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
<b>TOTAL</b>	<b>35,392</b>		<b>11,847</b>	<b>2,270</b>	<b>12,947</b>	<b>342</b>	<b>1,587</b>	<b>6,399</b>
American Samoa	2,251	6.4	560	47	599	17	499	529
Fiji	1,094	3.1	247	268	160	36	117	266
Cook Island	13	0.0	8	2	0	0	3	0
Other Pacific Is	1,046	3.0	225	147	189	109	73	303
New Zealand	14,944	42.2	5,532	586	6,814	60	146	1,806
Australia	9,231	26.1	3,174	551	4,086	27	59	1,334
United Kingdom	237	0.7	127	20	38	6	5	41
Scandinavia	89	0.3	30	5	5	3	2	44
Benelux	110	0.3	72	7	14	0	2	15
Germany	169	0.5	125	14	16	0	2	12
Other Europe	500	1.4	238	60	46	4	21	131
U.S.A.	2,943	8.3	898	309	821	76	255	584
Canada	82	0.2	41	4	10	3	5	19
Japan	184	0.5	65	68	10	0	2	39
China	1,041	2.9	224	78	105	1	59	574
Korea	37	0.1	15	9	3	0	4	6
Other Asia	1,198	3.4	188	67	22	0	310	611
<b>OTHER COUNTRIES</b>	<b>223</b>	<b>0.6</b>	<b>78</b>	<b>28</b>	<b>9</b>	<b>0</b>	<b>23</b>	<b>85</b>
<b>Percentage Distribution <sup>2</sup></b>	<b>100.0</b>		<b>33.5</b>	<b>6.4</b>	<b>36.6</b>	<b>1.0</b>	<b>4.5</b>	<b>18.1</b>

**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

Table 5: Total Arrivals by Carrier and Purpose of Entry, First Quarter 2024 <sup>1</sup>

Carrier	TOTAL	Purpose of Entry				
		Returning Residents	% <sup>2</sup>	Total Visitors	% <sup>2</sup>	
<b>TOTAL</b>	<b>50,957</b>	<b>100%</b>	<b>15,565</b>	<b>30.5</b>	<b>35,392</b>	<b>69.5</b>
<b>AIR</b>	<b>47,711</b>	<b>93.6</b>	<b>13,768</b>	<b>27.0</b>	<b>33,943</b>	<b>66.6</b>
Quantas	3,075	6.0	548	1.1	2,527	5.0
Virgin Australia	4,696	9.2	692	1.4	4,004	7.9
Samoa Airways	4,678	9.2	2,567	5.0	2,111	4.1
Talofa Airways	2,633	5.2	1,065	2.1	1,568	3.1
Air New Zealand	20,573	40.4	6,164	12.1	14,409	28.3
Fiji Airways	11,619	22.8	2,728	5.4	8,891	17.4
Other Air Carrier	437	0.9	4	0.0	433	0.8
<b>SEA</b>	<b>3,246</b>	<b>6.4</b>	<b>1,797</b>	<b>3.5</b>	<b>1,449</b>	<b>2.8</b>
Lady Samoa IV <sup>3</sup>	2,142	4.2	1,661	3.3	481	0.9
Yacht	0	0.0	0	0.0	0	0.0
Other Sea Carrier	1,104	2.2	136	0.3	968	1.9

**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, First Quarter 2024 <sup>1</sup>**

Duration of Stay	Place of Stay			
	TOTAL	Hotel/Motel	Private	Not Stated
<b>TOTAL</b>	<b>33,805</b>	<b>10,831</b>	<b>20,980</b>	<b>1,994</b>
1day	941	629	122	190
2days	605	429	166	10
3days	839	562	260	17
4days	1,145	683	432	30
5days	1,572	896	644	32
6days	1,311	814	470	27
7days	7,398	2,315	4,335	748
8-14days	9,512	2,986	6,278	248
15-30days	8,100	1,389	6,222	489
31-60days	144	-	131	13
61-90days	341	0	295	46
91-180days	67	0	53	14
181-365days	153	0	134	19
> Year	518	0	430	88
Not Stated	1,159	128	1,008	23
<b>Percentage Distribution</b>	<b>100.0</b>	<b>32.0</b>	<b>62.1</b>	<b>5.9</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