

# SAMOA BUREAU OF STATISTICS

## INTERNATIONAL ARRIVAL STATISTICS SECOND QUARTER 2024

### QUARTERLY HIGHLIGHTS:

This Quarter compared with 2<sup>nd</sup> Quarter 2023:

- Total arrivals (62,006) decreased by 4.1%
- Total visitors (42,893) decreased by 9.6%
- Visitors:
  - New Zealand (down by 2,258)
  - Australia (down by 1,752)
  - Am Samoa (down by 557)
  - USA (up by 172 )
- Total departures (58,441) decreased by 3.9%

### INSIDE THIS ISSUE

Q2 2024	All Arrivals	All Visitors
Total	62,006	42,893
% change from previous quarter	21.7	21.2
% change from 2 <sup>nd</sup> quarter 2023	-4.1	-9.6

26<sup>TH</sup> JULY 2024

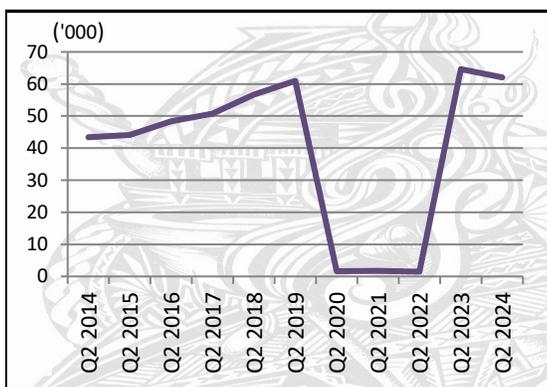
### 1. ARRIVALS

#### 1.1. TOTAL ARRIVALS

The total International Arrival Statistics documented for the reference period (table 1), revealed an increase of 21.7 percent over the previous quarter (Jan-Mar 2024) and a decrease of 4.1 percent over the corresponding quarter of 2023. Fig.1.1 reveals the impact of Covid 19 on quarterly total arrival numbers in 2020, 2021 and 2022. (Refer Fig. 1.1).

As usual, air being the most preferred mode of travel to Samoa, representing 93.1 percent of total arrivals, while those that arrived by sea accounted for the remaining 6.9 percent.

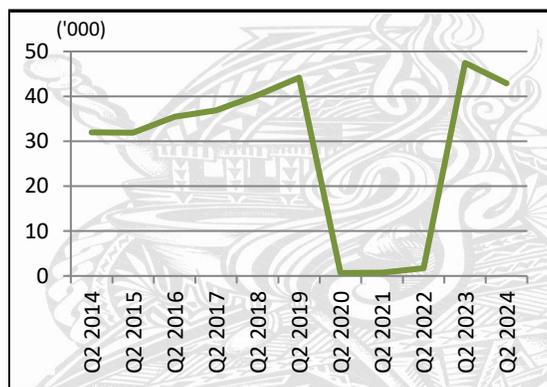
Fig. 1.1: 2<sup>nd</sup> Quarter Total Arrivals, 2014 – 2024



#### 1.2. TOTAL VISITORS

Total Visitors of 42,893 for the quarter under review revealed an increase of 21.2 percent over the previous quarter and a decrease of 9.6 percent when compared to the corresponding quarter of 2023. Fig.1.2 also reveals the impact of Covid 19 on quarterly visitor numbers in 2020,2021 and 2022.

Fig. 1.2: 2<sup>nd</sup> Quarter Total Visitors, 2014 – 2024

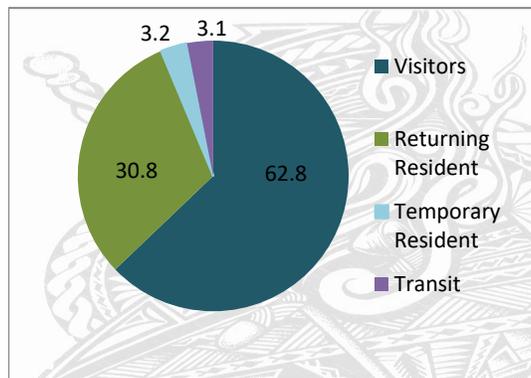


#### 1.3 TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit, made up the largest component of all arrivals with 33.9 percent (21,004) recorded for females and 32.1 percent (19,885) for males.

Male and female returning residents made up 18.3 percent (11,352) and 12.5 percent (7,761) respectively of total arrivals while Temporary residents made up 1.8 percent (1,114) for males and 1.4 percent (890) for females. (Refer Fig. 1.3).

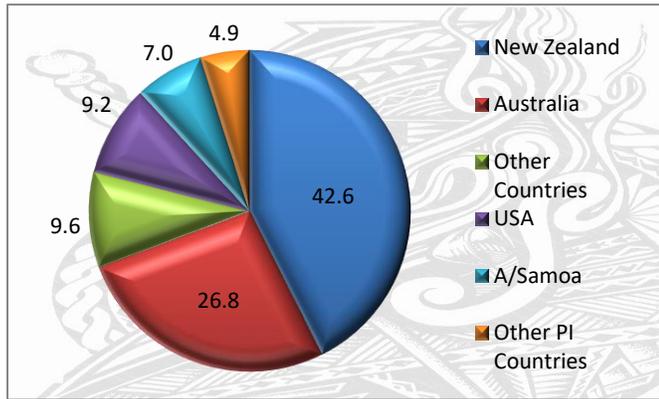
Fig. 1.3: Total Arrivals by Purpose of Visit, 2<sup>nd</sup> Quarter 2024



### 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 42.6 percent or 18,267 visitors. Australia followed next with a distant 26.8 percent share (11,515 visitors). U.S.A recorded a share of 9.2 percent (3,952 visitors) followed by American Samoa with a share of 7.0 percent (2,984 visitors). (Refer Fig. 1.4)

**Fig. 1.4: Total Visitors by Country of Usual Residence, 2<sup>nd</sup> Quarter 2024**

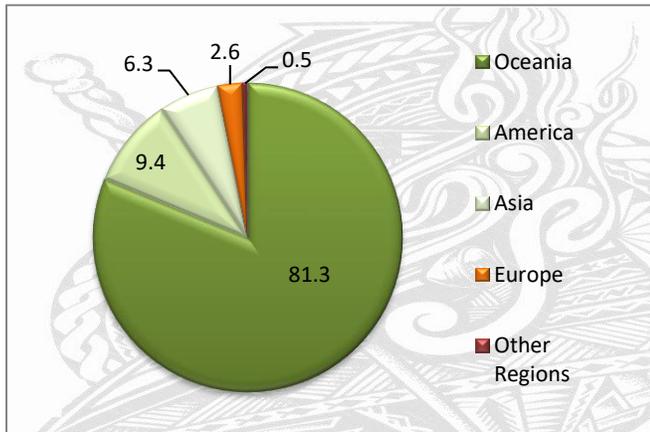


### 1.5 VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 81.3 percent, followed by America with 9.4 percent.

Asia reported a share of 6.3 percent while Europe reported the least share with 2.6 percent. (Refer Fig. 1.5).

**Fig. 1.5: Total Visitors by Region, 2<sup>nd</sup> Quarter 2024**



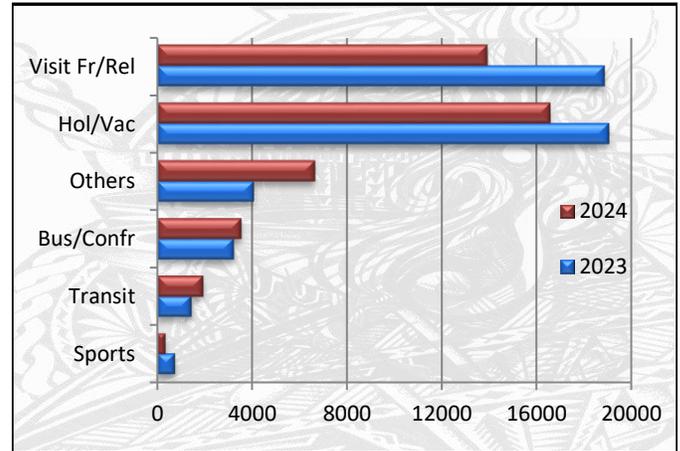
### 1.6 VISITORS BY PURPOSE OF VISIT

As depicted in Table 4, New Zealand, Australia, American Samoa, and the United States of America constituted 85.6 percent of all visitors visiting Samoa while other countries round up the remaining 14.4 percent during the reference period.

Visitors that entered our shores for holiday/vacations accounted for 38.6 percent of all visitors. Those who werw here to visit friends and relatives accounted for 32.4 percent while those that travelled for other purposes made up 15.4 percent of total visitors.

Business and Conference accounted for 8.2 percent while transients bound for other destinations and sports registered 4.5 and 0.8 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, 2<sup>nd</sup> Quarter 2023 & 2<sup>nd</sup> Quarter 2024**

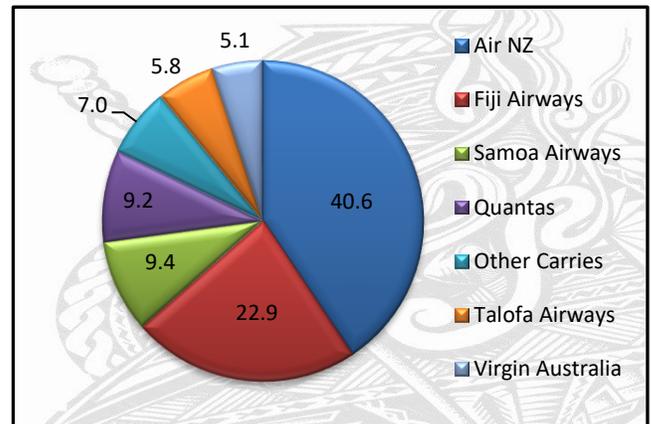


### 1.7 TOTAL ARRIVALS BY CARRIER

As tabulated in Table 5, Air New Zealand leads the way for arrivals by carriers during the reference period with a 40.6 percent share (25,167 passengers) followed by Fiji Airways with a share of 22.9 percent (14,228 passengers).

Samoa Airways recorded a 9.4 percent share (5,818), Quantas had a share of 9.2 percent (5,711), while Talofa Airways and Virgin Australia had shares of 5.8 percent (3,585) and 5.1 percent (3,140) respectively. Fig. 1.7 illustrates total arrivals by carrier during the reference period.

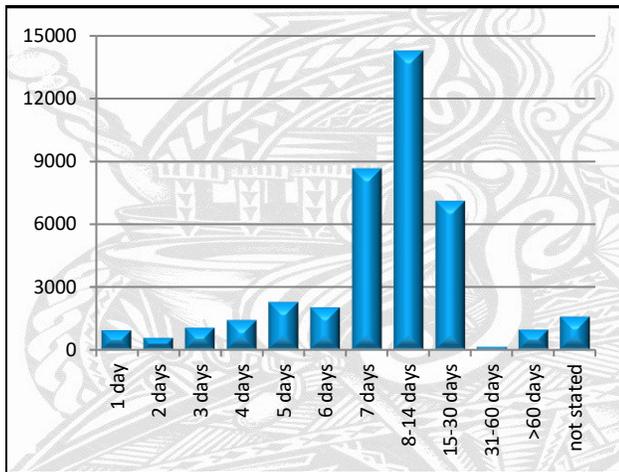
**Fig. 1.7: Total Arrivals by Carrier, 2<sup>nd</sup> Quarter 2024**



## 1.8 VISITORS DURATION AND PLACE OF STAY

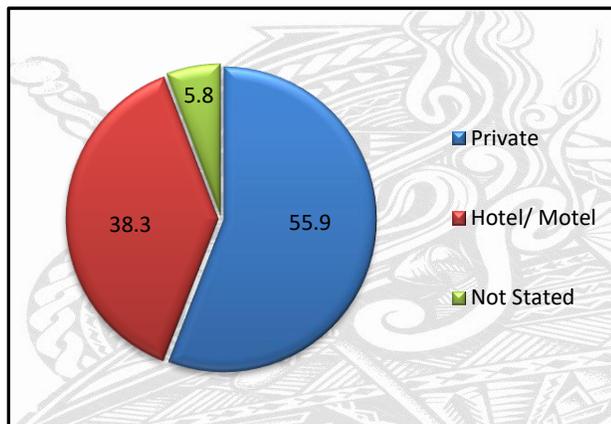
The usual trend of visitor's duration of stay in Samoa (Table 6) is between 7 days and 30 days, as revealed in Fig 1.8 below.

**Fig. 1.8: Visitors Duration of Stay, 2<sup>nd</sup> Quarter 2024**



On the other hand, 55.9 percent (22,884) stayed in private accommodations or with families/ relatives while 38.3 percent (15,675) of total visitors reported staying in hotel/ motels. (Refer Fig. 1.9).

**Fig. 1.9: Total Visitors by Place of Stay, 2<sup>nd</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:

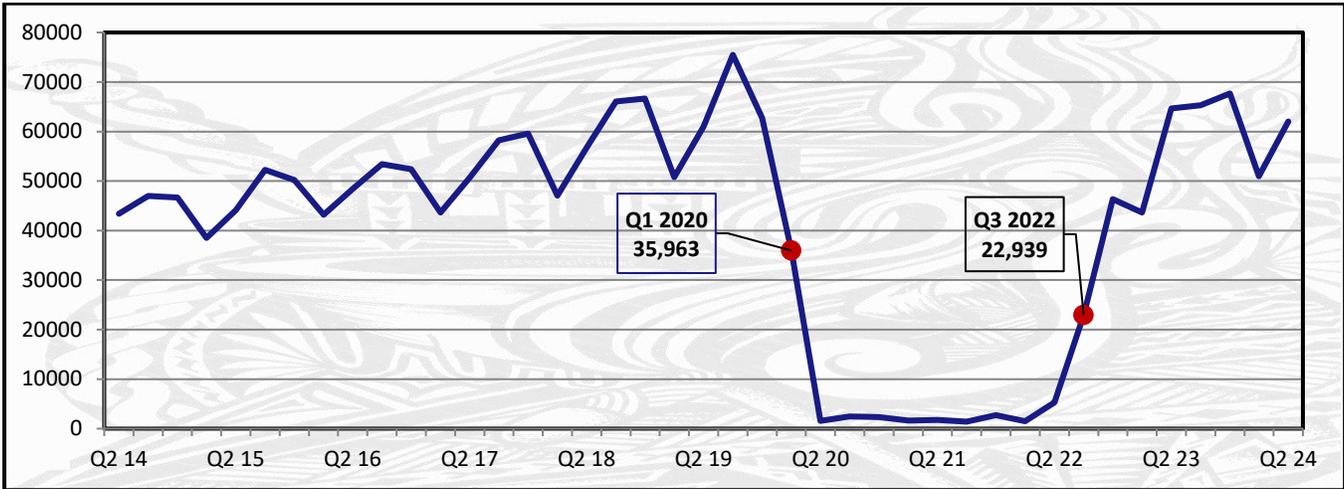
- (1) Faleolo International Airport
- (2) Fagalii International Airport
- (3) Apia Wharf (Matautu Port)

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)

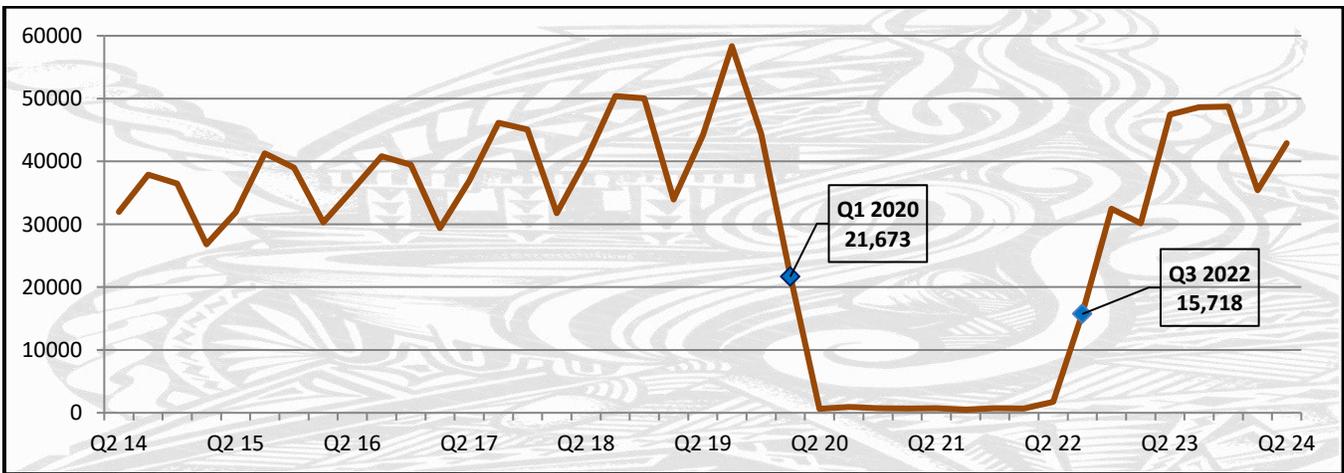
**APPENDIX**

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



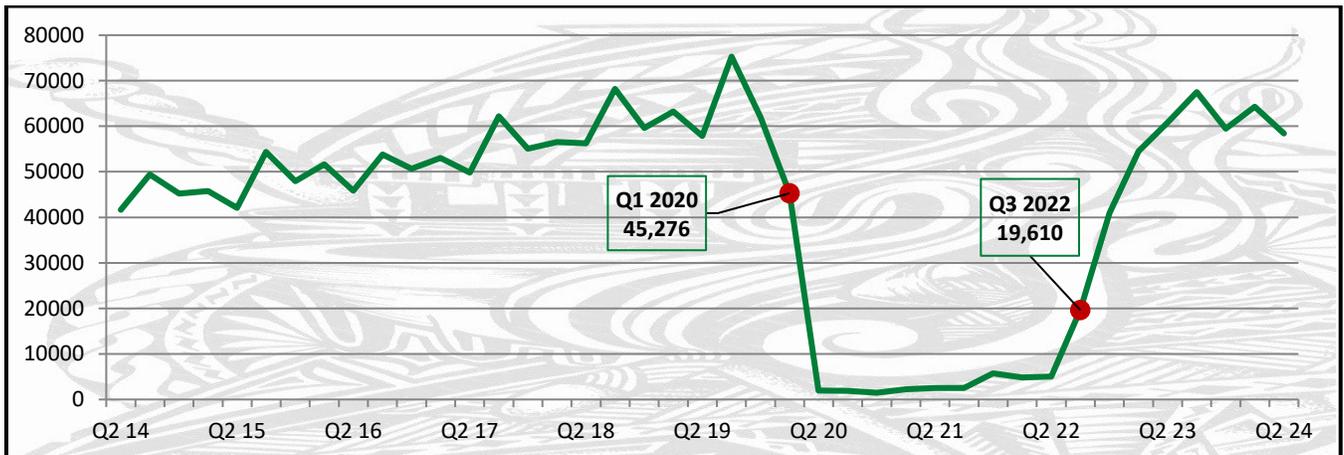
Note: Covid-19 travel restriction period from 20<sup>th</sup> March 2020 (Quarter 1) to 31<sup>st</sup> July 2022 (Quarter 3)

**Graph 2: Quarterly Total Visitors, 2<sup>nd</sup> Quarter 2014 – 2<sup>nd</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, 2<sup>nd</sup> Quarter 2014 – 2<sup>nd</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)

Table 1: Quarterly Arrival and Departure by Mode of Travel and Net Migration, 2016 - 2024 <sup>1</sup>

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>										
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
<b>2nd Quarter</b>	<b>41,364</b>	<b>1,529</b>	<b>42,893</b>	<b>57,698</b>	<b>4,308</b>	<b>62,006</b>	<b>54,370</b>	<b>4,071</b>	<b>58,441</b>	<b>3,565</b>

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, Second 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>62,006</b>	<b>32,351</b>	<b>29,655</b>	<b>38,947</b>	<b>18,758</b>	<b>20,189</b>	<b>19,113</b>	<b>11,352</b>	<b>7,761</b>	<b>1,942</b>	<b>1,127</b>	<b>815</b>	<b>2,004</b>	<b>1,114</b>	<b>890</b>
<b>0 - 4</b>	2,063	1,026	1,037	1,652	818	834	325	157	168	41	24	17	45	27	18
<b>5 - 9</b>	2,257	1,068	1,189	1,719	808	911	420	205	215	51	24	27	67	31	36
<b>10 - 14</b>	2,429	1,175	1,254	1,867	902	965	404	193	211	82	37	45	76	43	33
<b>15 - 19</b>	3,068	1,480	1,588	2,186	1,004	1,182	702	385	317	101	55	46	79	36	43
<b>20 - 24</b>	4,642	2,431	2,211	2,619	1,133	1,486	1,807	1,197	610	103	51	52	113	50	63
<b>25 - 29</b>	5,363	3,008	2,355	2,965	1,324	1,641	1,993	1,408	585	206	125	81	199	151	48
<b>30 - 34</b>	5,255	2,944	2,311	3,105	1,464	1,641	1,824	1,303	521	209	125	84	117	52	65
<b>35 - 39</b>	4,896	2,684	2,212	2,906	1,437	1,469	1,613	1,023	590	240	142	98	137	82	55
<b>40 - 44</b>	4,931	2,585	2,346	2,943	1,412	1,531	1,596	942	654	180	109	71	212	122	90
<b>45 - 49</b>	5,061	2,672	2,389	3,076	1,539	1,537	1,640	950	690	185	108	77	160	75	85
<b>50 - 54</b>	5,277	2,719	2,558	3,258	1,607	1,651	1,651	899	752	185	117	68	183	96	87
<b>55 - 59</b>	5,143	2,621	2,522	3,196	1,566	1,630	1,610	877	733	145	76	69	192	102	90
<b>60 - 64</b>	4,476	2,298	2,178	2,796	1,418	1,378	1,426	734	692	96	58	38	158	88	70
<b>65 - 69</b>	3,411	1,761	1,650	2,175	1,086	1,089	1,051	557	494	57	36	21	128	82	46
<b>70 - 74</b>	2,105	1,062	1,043	1,422	696	726	579	311	268	33	21	12	71	34	37
<b>75 +</b>	1,629	817	812	1,062	544	518	472	211	261	28	19	9	67	43	24
<b>% Distribution <sup>2</sup></b>	<b>100.0</b>	<b>52.2</b>	<b>47.8</b>	<b>62.8</b>	<b>30.3</b>	<b>32.6</b>	<b>30.8</b>	<b>18.3</b>	<b>12.5</b>	<b>3.1</b>	<b>1.8</b>	<b>1.3</b>	<b>3.2</b>	<b>1.8</b>	<b>1.4</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: Visitors Arrivals by Country of Usual Residence and Mode of Travel, Second Quarter 2024 <sup>1</sup>

Country of Usual Residence	Mode of Travel		TOTAL	Percentage <sup>2</sup>
	Air	Sea		
<b>OCEANIA</b>	<b>34,133</b>	<b>722</b>	<b>34,855</b>	<b>81.3</b>
American Samoa	2,672	312	2,984	7.0
Fiji	1,098	40	1,138	2.7
Cook Island	1	0	1	0.0
Other Pacific Is	771	179	950	2.2
New Zealand	18,117	150	18,267	42.6
Australia	11,474	41	11,515	26.8
<b>EUROPE</b>	<b>1,020</b>	<b>103</b>	<b>1,123</b>	<b>2.6</b>
United Kingdom	271	33	304	0.7
Scandinavia	50	1	51	0.1
Benelux	40	3	43	0.1
Germany	186	3	189	0.4
Other Europe	473	63	536	1.2
<b>AMERICA</b>	<b>3,950</b>	<b>87</b>	<b>4,037</b>	<b>9.4</b>
U.S.A	3,867	85	3,952	9.2
Canada	83	2	85	0.2
<b>ASIA</b>	<b>2,087</b>	<b>596</b>	<b>2,683</b>	<b>6.3</b>
Japan	210	1	211	0.5
China	967	215	1,182	2.8
Korea	77	4	81	0.2
Other Asia	833	376	1,209	2.8
<b>OTHERS</b>	<b>174</b>	<b>21</b>	<b>195</b>	<b>0.5</b>
<b>TOTAL</b>	<b>41,364</b>	<b>1,529</b>	<b>42,893</b>	<b>100%</b>
<b>Percentage Distribution <sup>2</sup></b>	<b>96.4</b>	<b>3.6</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, Second 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>42,893</b>		<b>16,557</b>	<b>3,536</b>	<b>13,887</b>	<b>345</b>	<b>1,942</b>	<b>6,626</b>
American Samoa	2,984	7.0	487	96	1,147	26	565	663
Fiji	1,138	2.7	137	291	248	41	136	285
Cook Island	1	0.0	0	0	0	0	0	1
Other Pacific Is	950	2.2	103	230	243	32	121	221
New Zealand	18,267	42.6	8,563	956	6,401	84	201	2,062
Australia	11,515	26.8	4,950	960	4,084	28	85	1,408
United Kingdom	304	0.7	156	62	37	0	11	38
Scandinavia	51	0.1	44	3	2	0	0	2
Benelux	43	0.1	14	7	6	1	1	14
Germany	189	0.4	143	17	23	0	2	4
Other Europe	536	1.2	307	65	48	2	19	95
U.S.A.	3,952	9.2	1,071	411	1,324	76	285	785
Canada	85	0.2	45	2	11	0	6	21
Japan	211	0.5	88	43	13	38	5	24
China	1,182	2.8	225	185	127	11	118	516
Korea	81	0.2	34	2	5	0	9	31
Other Asia	1,209	2.8	118	179	144	0	357	411
<b>OTHER COUNTRIES</b>	<b>195</b>	<b>0.5</b>	<b>72</b>	<b>27</b>	<b>24</b>	<b>6</b>	<b>21</b>	<b>45</b>
<b>Percentage Distribution <sup>2</sup></b>	<b>100.0</b>		<b>38.6</b>	<b>8.2</b>	<b>32.4</b>	<b>0.8</b>	<b>4.5</b>	<b>15.4</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, Second Quarter 2024 <sup>1</sup>

Carrier	TOTAL	Purpose of Entry				
		Returning Residents	% <sup>2</sup>	Total Visitors	% <sup>2</sup>	
<b>TOTAL</b>	<b>62,006</b>	<b>100%</b>	<b>19,113</b>	<b>30.8</b>	<b>42,893</b>	<b>69.2</b>
<b>AIR</b>	<b>57,698</b>	<b>93.1</b>	<b>16,334</b>	<b>26.3</b>	<b>41,364</b>	<b>66.7</b>
Quantas	5,711	9.2	892	1.4	4,819	7.8
Virgin Australia	3,140	5.1	401	0.6	2,739	4.4
Samoa Airways	5,818	9.4	2,953	4.8	2,865	4.6
Talofa Airways	3,585	5.8	1,388	2.2	2,197	3.5
Air New Zealand	25,167	40.6	7,439	12.0	17,728	28.6
Fiji Airways	14,228	22.9	3,254	5.2	10,974	17.7
Other Air Carrier	49	0.1	7	0.0	42	0.1
<b>SEA</b>	<b>4,308</b>	<b>6.9</b>	<b>2,779</b>	<b>4.5</b>	<b>1,529</b>	<b>2.5</b>
Lady Samoa IV <sup>3</sup>	3,121	5.0	2,544	4.1	577	0.9
Yacht	42	0.1	0	0.0	42	0.1
Other Sea Carrier	1,145	1.8	235	0.4	910	1.5

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 being replaced by Lady Samoa IV

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

Duration of Stay	Place of Stay			
	TOTAL	Hotel/Motel	Private	Not Stated
<b>TOTAL</b>	<b>40,951</b>	<b>15,675</b>	<b>22,884</b>	<b>2,392</b>
1day	916	565	89	262
2days	552	336	202	14
3days	1,049	663	359	27
4days	1,410	835	543	32
5days	2,280	1,371	848	61
6days	2,022	1,246	731	45
7days	8,658	3,774	4,143	741
8-14days	14,295	5,286	8,450	559
15-30days	7,111	1,324	5,524	263
31-60days	133	-	121	12
61-90days	183	0	150	33
91-180days	76	0	61	15
181-365days	191	0	140	51
> Year	498	0	309	189
Not Stated	1,577	275	1,214	88
<b>Percentage Distribution <sup>2</sup></b>	<b>100.0</b>	<b>38.3</b>	<b>55.9</b>	<b>5.8</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