

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS ANNUAL 2025

2025 HIGHLIGHTS:

2025 compared with
2024:

- **TOTAL ARRIVALS** (250,984) decreased by 0.1%
- **TOTAL VISITORS** (183,147) increased by 2.0%
- **NZ: increased by 12.6%** (9,899)
- **USA: increased by 6.5%** (1,029)
- **AUST: decreased by 3.4%** (-1,595)
- **AM. SAM: decreased by 19.8%** (-2,188)
- **TOTAL DEPARTURES** (257,393) increased by 1.2%
- **NET MIGRATION:** -6,409

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2025	All Arrivals	All Visitors
Number	250,984	183,147
% change from 2024	-0.1	2.0
NET MIGRATION		-6,409

19TH FEBRUARY
2026

1. ARRIVALS

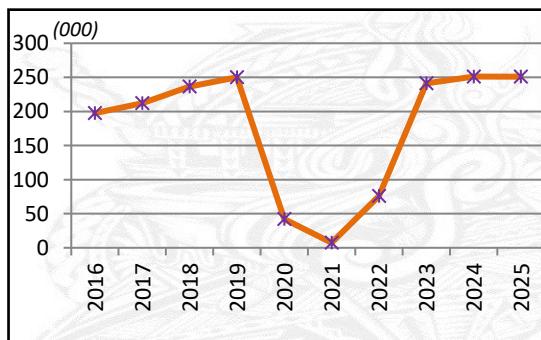
1.1 TOTAL ARRIVALS

During the reference period, a total of 250,984 travelers arrived in Samoa (Table 1). This indicates a decreased of 0.1 percent compared to the same period of 2024 (251,147).

Air was the preferred mode of travel to Samoa constituting 94.4 percent (236,837) while the remaining 5.6 percent (14,147) percent arrived by sea.

Fig 1 illustrates the impact of Coivd-19 on the number of total arrivals in 2020, 2021 and 2022.

Fig. 1: Total Arrivals, 2016 – 2025

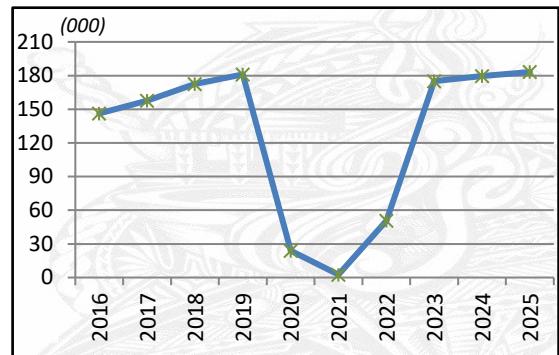


1.2. TOTAL VISITORS

Total visitors of 183,147 during the reference period revealed an increase of 2.0 percent when compared with 2024 (179,590).

Fig 2 also illustrates the impact of Coivd-19 on the number of total visitors in 2020, 2021 and 2022.

Fig. 2: Total Visitors, 2016 – 2025

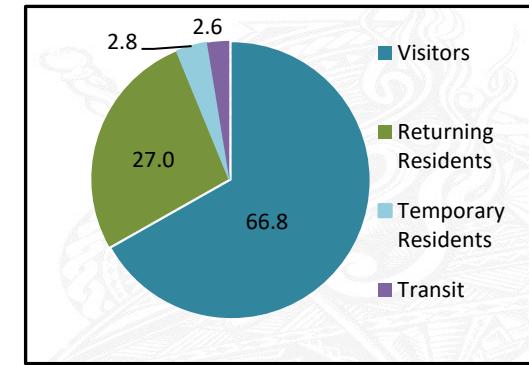


1.3 TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors (Table 2), made up the largest component of all arrivals with 66.8 percent (167,706), represented by 34.4 percent female (86,313) and 32.4 percent male (81,393).

Returning residence constituted 27.0 percent where male represent 15.3 percent (38,353) while their female counterpart represent 11.7 percent (29,484), as shown in Fig. 3.

Fig. 3: Total Arrivals by Purpose of Entry, 2025



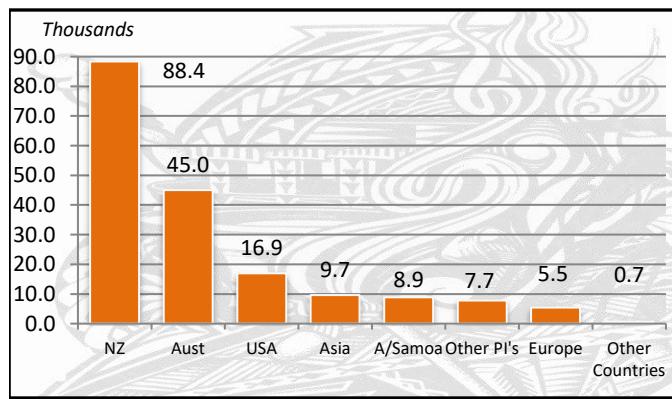
1.4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand was the leading country in visitors' arrival (Tables 3) during the reference period totaling 88,406 inbound travelers (48.3 percent) followed by Australia with a distant total of 44,967 inbound travelers (24.6 percent).

United States of America reported 16,947 inbound travelers (9.3 percent) while American Samoa reported 8,850 inbound travelers (4.8 percent).

The remaining 23,977 (13.1%) comprises of other Pacific Island countries with 7,746 visitors (4.2%), Asian countries with 9,657 visitors (5.3%), European countries with 5,452 visitors (3.0%) and other countries with 706 visitors (0.4%). This is graphically portrayed in Fig 4.

Fig. 4: Total Visitors by Country of Usual Residence, 2025

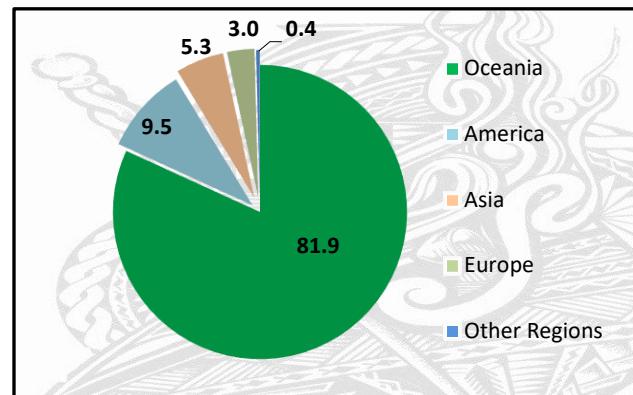


1.5. TOTAL VISITORS BY REGION

Of total visitors by region, Oceania had the highest share with 81.9 percent (149,969 visitors) followed by the America region with 9.5 percent (17,363 visitors).

Asia had a share of 5.3 percent (9,657 visitors) while Europe reported the lowest share with 3.0 percent (5,452 visitors). This is graphically presented in Fig. 5 below.

Fig. 5: Percentage distribution of Total Visitors by Region, 2025

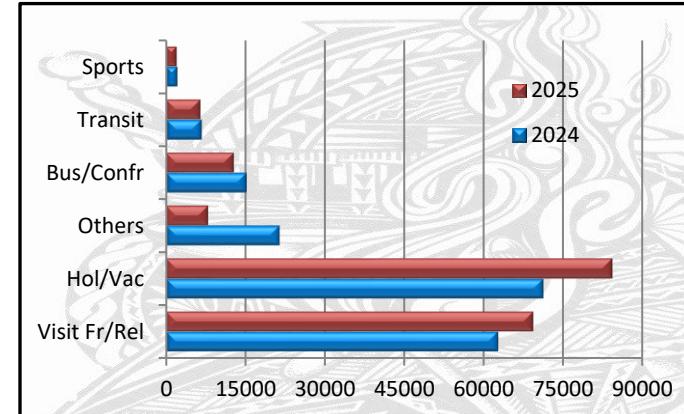


1.6. TOTAL VISITORS BY PURPOSE OF VISIT

Visitors that entered our shores for holiday/vacation made up the largest proportion of all visitors with 46.1 percent (84,370) while 37.9 percent (69,445) of all visitors entered our shores to visit friends/relatives.

Other purpose of visit made up 4.3 percent (7,957) while 7.0 percent (12,826) visited Samoa for business/conference and those who were here on transit to other destinations made up the remaining 3.6 percent (6,516) and this is shown in Fig 6.

Fig. 6: Total Visitors by Purpose of Visit, 2024 & 2025

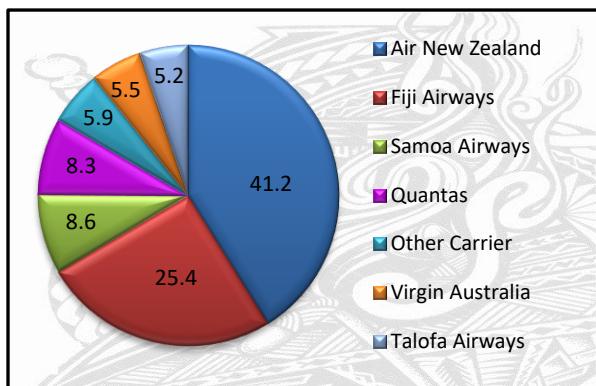


1.6. TOTAL ARRIVALS BY CARRIER

Table 5 revealed Air New Zealand as the main carrier for all those arriving in Samoa for the calendar year 2025 with 103,292 passengers (41.2 percent) followed by Fiji Airways with 63,760 passengers (25.4 percent).

Next is Samoa Airways with 21,466 passengers (8.6 percent) then by Quantas with 20,853 passengers (8.3 percent). Fig. 6 portrays a graphical presentation of all carriers during the reference period.

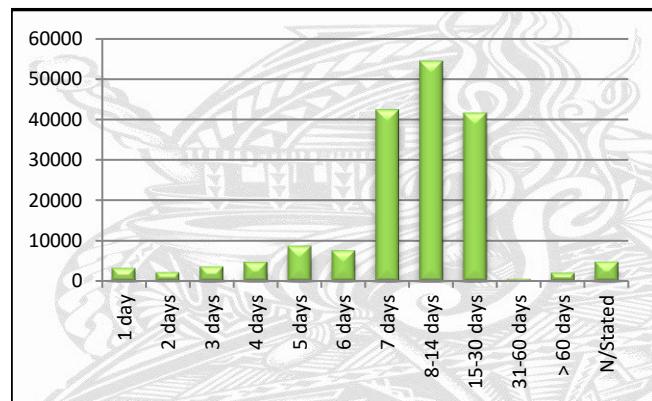
Fig. 6: Percentage distribution of Total Arrivals by Carrier, 2025



1.7. TOTAL VISITORS BY DURATION OF STAY AND PLACE OF STAY

Visitor's duration of stay in Samoa, as tabulated in Table 6, was between seven and thirty days, as graphically presented in Fig. 7.

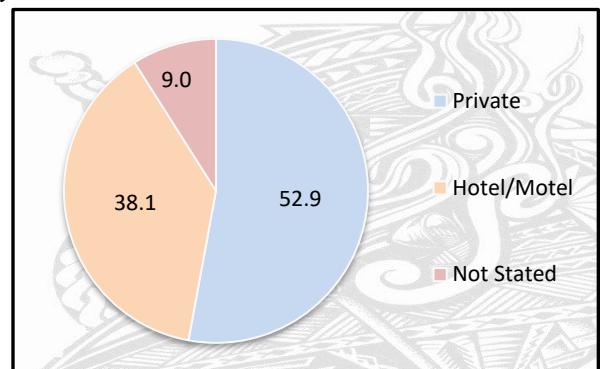
Fig. 7: Total Visitors by Duration of Stay, 2025



1.8. TOTAL VISITORS BY PLACE OF STAY

As revealed in Table 6, 52.9 percent of all visitors (93,392) preferred to stay with private accommodations or families/relatives compared to those that have a preference for hotels/motels, yielding a distant 38.1 percent or 67,373 visitors as shown below.

Fig. 8: Percentage distribution of Total Visitors by Place of Stay, 2025



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:

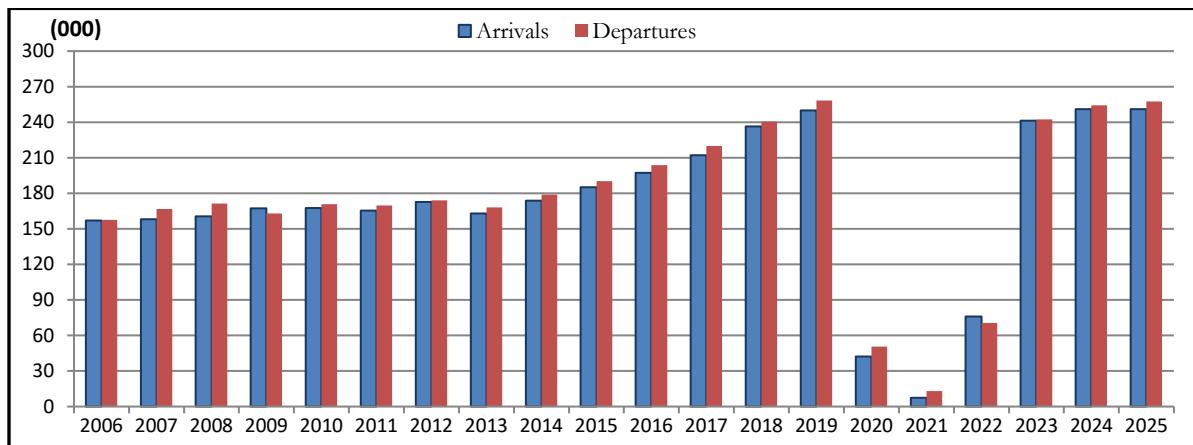
- (1) Faleolo International Airport
- (2) Fagali'i International Airport
- (3) Apia Wharf (Matautu Port)

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 extracted from our website: www.sbs.gov.ws

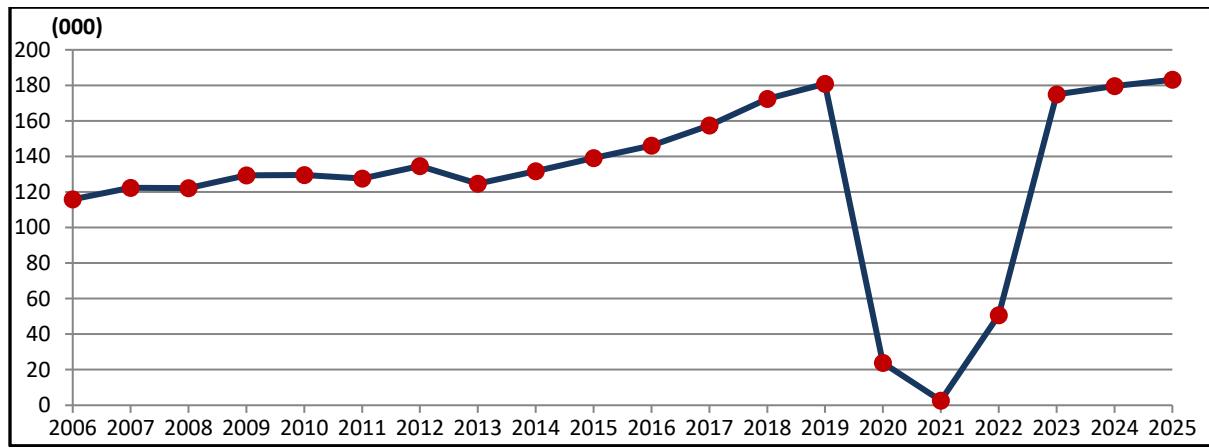
APPENDIX

Graph 1: Annual Total Arrivals and Departures, 2006 – 2025



Note: Covid-19 Years - 2020, 2021 and 2022

Graph 2: Annual Total Visitors, 2006 – 2025



Note: Covid-19 Years - 2020, 2021 and 2022

Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2006 - 2025¹

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
2006	112,411	3,471	115,882	147,807	9,349	157,156	147,991	9,489	157,480	-324
2007	118,653	3,703	122,356	150,584	7,635	158,219	158,099	8,578	166,677	-8,458
2008	118,459	3,743	122,202	151,883	8,628	160,511	161,482	9,908	171,390	-10,879
2009	127,327	1,978	129,305	161,858	5,261	167,119	156,768	6,267	163,035	4,084
2010	126,970	2,530	129,500	162,052	5,539	167,591	164,426	6,326	170,752	-3,161
2011	124,706	2,898	127,604	159,660	5,738	165,398	163,605	6,216	169,821	-4,423
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	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	3,395	23,915	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	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
2024	172,397	7,193	179,590	234,902	16,245	251,147	237,942	16,379	254,321	-3,174
2025	177,276	5,871	183,147	236,837	14,147	250,984	243,191	14,202	257,393	-6,409

2024

January	13988	532	14,520	19,550	1,069	20,619	28,431	1387	29,818	-9,199
February	9,251	379	9,630	12,948	1,133	14,081	16,674	1292	17,966	-3,885
March	10,704	538	11,242	15,213	1,044	16,257	15,320	1197	16,517	-260
April	12,134	510	12,644	16,883	1,412	18,295	17,650	1522	19,172	-877
May	13,634	472	14,106	20,060	1,505	21,565	17,673	1441	19,114	2,451
June	15,596	547	16,143	20,755	1,391	22,146	19,047	1108	20,155	1,991
July	18,276	763	19,039	22,955	1,641	24,596	22,823	1501	24,324	272
August	16,441	807	17,248	21,314	1,547	22,861	22,295	1949	24,244	-1,383
September	14,041	495	14,536	19,308	1,137	20,445	19,316	1084	20,400	45
October	13,516	1,142	14,658	18,099	1,540	19,639	20,138	1848	21,986	-2,347
November	12,460	536	12,996	18,265	1,259	19,524	17,816	1078	18,894	630
December	22,356	472	22,828	29,552	1,567	31,119	20,759	972	21,731	9,388

2025

January	14,311	435	14,746	21,255	928	22,183	30,438	1,305	31,743	-9,560
February	7,778	292	8,070	12,625	774	13,399	16,045	1,008	17,053	-3,654
March	11,250	355	11,605	16,087	1,066	17,153	16,969	862	17,831	-678
April	12,825	385	13,210	17,764	1,105	18,869	17,310	1,166	18,476	393
May	13,631	346	13,977	19,391	1,147	20,538	18,488	1,156	19,644	894
June	17,156	585	17,741	21,794	1,318	23,112	19,424	1,300	20,724	2,388
July	18,218	625	18,843	22,969	1,741	24,710	23,640	1,652	25,292	-582
August	16,790	720	17,510	21,488	1,489	22,977	20,927	1,298	22,225	752
September	15,246	545	15,791	19,857	1,117	20,974	20,649	1,413	22,062	-1,088
October	13,930	348	14,278	17,848	880	18,728	19,813	1,074	20,887	-2,159
November	11,101	347	11,448	16,715	1,024	17,739	17,568	967	18,535	-796
December	25,040	888	25,928	29,044	1,558	30,602	21,920	1,001	22,921	7,681

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, 2025 ¹

Age	Purpose of Entry															
	Total			Visitors			Returning Residence			Transit			Temporary Resident			
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	
Total	250,984	128,552	122,432	167,706	81,393	86,313	67,837	38,353	29,484	6,516	3,780	2,736	8,925	5,026	3,899	
0 - 4	8,712	4,487	4,225	6,930	3,600	3,330	1,398	685	713	158	89	69	226	113	113	
5 - 9	9,863	4,963	4,900	7,755	3,911	3,844	1,597	789	808	187	78	109	324	185	139	
10 - 14	11,278	5,502	5,776	8,902	4,326	4,576	1,772	870	902	276	133	143	328	173	155	
15 - 19	14,222	6,642	7,580	10,516	4,717	5,799	2,886	1,467	1,419	349	167	182	471	291	180	
20 - 24	17,813	9,025	8,788	11,017	4,757	6,260	5,556	3,437	2,119	331	184	147	909	647	262	
25 - 29	21,181	11,024	10,157	12,835	5,823	7,012	6,984	4,462	2,522	595	351	244	767	388	379	
30 - 34	21,317	11,517	9,800	13,700	6,623	7,077	6,430	4,190	2,240	624	381	243	563	323	240	
35 - 39	19,438	10,494	8,944	12,671	6,378	6,293	5,419	3,330	2,089	678	401	277	670	385	285	
40 - 44	19,529	10,213	9,316	12,629	6,207	6,422	5,453	3,160	2,293	659	404	255	788	442	346	
45 - 49	20,118	10,364	9,754	12,820	6,247	6,573	5,895	3,243	2,652	641	420	221	762	454	308	
50 - 54	21,241	10,688	10,553	13,830	6,665	7,165	6,142	3,352	2,790	584	350	234	685	321	364	
55 - 59	20,297	10,324	9,973	13,149	6,484	6,665	5,800	3,124	2,676	566	335	231	782	381	401	
60 - 64	17,271	8,680	8,591	11,455	5,709	5,746	4,845	2,451	2,394	354	197	157	617	323	294	
65 - 69	13,538	7,001	6,537	9,030	4,646	4,384	3,747	1,914	1,833	251	149	102	510	292	218	
70 - 74	8,310	4,247	4,063	5,617	2,890	2,727	2,238	1,093	1,145	176	100	76	279	164	115	
75 +	6,856	3,381	3,475	4,850	2,410	2,440	1,675	786	889	87	41	46	244	144	100	
% DISTRIBUTION ²	100	51.2	48.8	66.8	32.4	34.4	27.0	15.3	11.7	2.6	1.5	1.1	3.6	2.0	1.6	

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, 2025 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	146,940	3,029	149,969	81.9
American Samoa	7,827	1,023	8,850	4.8
Fiji	3,924	176	4,100	2.2
Cook Island	31	0	31	0.0
Other Pacific Is	3,180	435	3,615	2.0
New Zealand	87,313	1,093	88,406	48.3
Australia	44,665	302	44,967	24.6
EUROPE	5,169	283	5,452	3.0
United Kingdom	1,447	72	1,519	0.8
Scandinavia	277	38	315	0.2
Benelux	248	11	259	0.1
Germany	916	36	952	0.5
Other Europe	2,281	126	2,407	1.3
AMERICA	16,854	509	17,363	9.5
U.S.A	16,462	485	16,947	9.3
Canada	392	24	416	0.2
ASIA	7,640	2,017	9,657	5.3
Japan	644	11	655	0.4
China	3,269	489	3,758	2.1
Korea	316	44	360	0.2
Other Asia	3,411	1,473	4,884	2.7
OTHER COUNTRIES	673	33	706	0.4
TOTAL	177,276	5,871	183,147	100%
PERCENTAGE DISTRIBUTION	96.8	3.2	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, 2025 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	149,969	81.9	65,961	9,956	64,060	1,697	3,548	4,747
American Samoa	8,850	4.8	3,050	501	3,277	114	1,310	598
Fiji	4,100	2.2	1,438	1,018	487	165	494	498
Cook Island	31	0.0	8	4	10	0	2	7
Other Pacific Is	3,615	2.0	1,303	895	354	187	437	439
New Zealand	88,406	48.3	39,079	4,750	41,090	791	977	1,719
Australia	44,967	24.6	21,083	2,788	18,842	440	328	1,486
EUROPE	5,452	3.0	4,381	355	269	63	147	237
United Kingdom	1,519	0.8	1,175	116	107	5	39	77
Scandinavia	315	0.2	266	27	9	0	4	9
Benelux	259	0.1	223	11	11	3	4	7
Germany	952	0.5	840	38	34	4	11	25
Other Europe	2,407	1.3	1,877	163	108	51	89	119
AMERICA	17,363	9.5	8,887	1,165	4,408	213	1,199	1,491
U.S.A.	16,947	9.3	8,606	1,126	4,365	210	1,184	1,456
Canada	416	0.2	281	39	43	3	15	35
ASIA	9,657	5.3	4,727	1,243	673	58	1,545	1,411
Japan	655	0.4	319	155	72	5	13	91
China	3,758	2.1	2,013	378	383	16	313	655
Korea	360	0.2	181	63	12	0	73	31
Other Asia	4,884	2.7	2,214	647	206	37	1,146	634
OTHER COUNTRIES	706	0.4	414	107	35	2	77	71
TOTAL	183,147	100.0	84,370	12,826	69,445	2,033	6,516	7,957
Percentage Distribution ²		100.0	46.1	7.0	37.9	1.1	3.6	4.3

Source: Ministry of the Prime Minister and Cabinet; Immigration Division, Ministry of Customs and Revenue 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, 2025 ¹

Carrier	Total	Purpose of Entry			
		Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	250,984	100%	67,837	27.0	183,147
<u>AIR</u>					
Quantas	20,853	8.3	3,022	1.2	17,831
Virgin Australia	13,799	5.5	1,841	0.7	11,958
Talofa Airways	13,063	5.2	4,801	1.9	8,262
Samoa Airways	21,466	8.6	10,280	4.1	11,186
Air New Zealand	103,292	41.2	25,078	10.0	78,214
Fiji Airways	63,760	25.4	14,532	5.8	49,228
Other Air Carrier	604	0.2	7	0.0	597
<u>SEA</u>					
Lady Naomi ³	9,553	3.8	7,603	3.0	1,950
Yacht	235	0.1	0	0.0	235
Other Sea Carrier	4,359	1.7	673	0.3	3,686

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, 2025 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	176,631	67,373	93,392	15,866
1day	3,317	2,017	673	627
2days	2,273	1,341	851	81
3days	3,718	2,360	1,258	100
4days	4,833	2,923	1,787	123
5days	8,784	5,759	2,802	223
6days	7,691	4,916	2,578	197
7days	42,412	16,617	21,140	4,655
8-14days	54,356	22,661	28,383	3,312
15-30days	41,649	7,811	28,328	5,510
31-60days	582	0	484	98
61-90days	841	11	670	160
91-180days	250	0	206	44
181-365days	313	0	256	57
> Year	738	0	657	81
Not Stated	4,874	957	3,319	598
Percentage Distribution ²	100	38.1	52.9	9.0

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