

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS DECEMBER 2025

MONTHLY HIGHLIGHTS:

In December 2025 compared with December 2024:

- ❖ Total arrivals of 30,602 decreased by 1.7% (-517)
- ❖ Total visitors of 25,928 increased by 13.6% (3,100)
- ❖ Total Visitors:
 - ✓ AM. SAM: 54.1% (up by 662 visitors)
 - ✓ USA: 42.6% (up by 714 visitors)
 - ✓ NZ: 22.9% (up by 2,532 visitors)
 - ✓ AUST: -9.6% (down by 643 visitors)

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December 2025	All Arrivals	All Visitors
Number	30,602	25,928
% change from previous month	72.5	126.5
% change with same month in 2024	-1.7	13.6

9TH FEBRUARY 2026

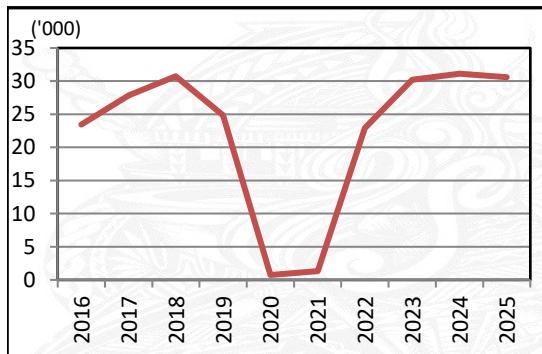
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of December 2025 totaling 30,602 arrivals, revealed an increase of 72.5 percent over the previous month of November 2025 and a decrease of 1.7 percent over the corresponding month of December 2024.

Those who travelled to Samoa by Air represented 94.9% while 5.1% was represented by those who travelled by Sea.

Fig. 1 below graphically depicts the arrival numbers from December 2016 to December 2025, clearly showing the impact of Covid 19 on arrival numbers for December in 2020 and 2021.

Fig. 1: December Total Arrivals, 2016 – 2025

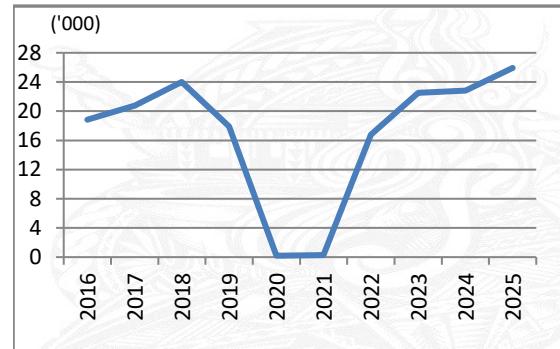


2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 25,928 revealing an increase of 126.5 percent over the previous month of November 2025 and an increase of 13.6 percent over the corresponding month of December 2024.

Fig. 2 illustrates the total number of visitors for December between 2016 and 2025, also indicating the impact of Covid 19 on visitor's numbers for December in 2020 and 2021.

Fig. 2: December Total Visitors, 2016 – 2025



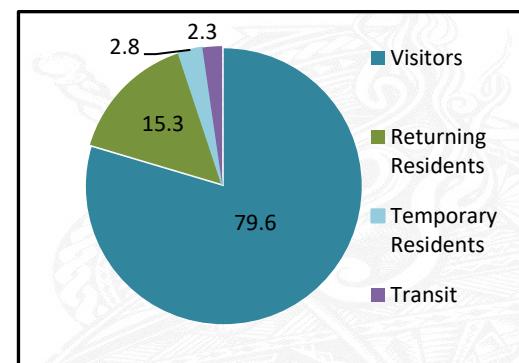
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors (Table 2), made up the largest component of all arrivals with 79.6 percent (24,344), represented by 40.4 percent females (12,351) and 39.2 percent males (11,993).

Male returning residents made up 8.8 percent (2,678) of total arrivals while their female counterpart made up 6.5 percent (1,996). (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, December 2025

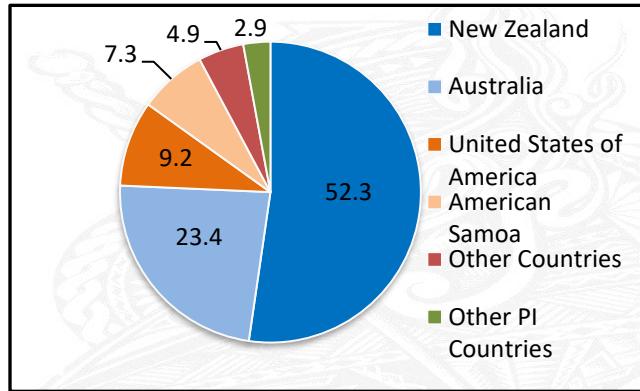


4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 52.3 percent of total visitors or 13,571 visitors. Australia followed next with a distant 23.4 percent share (6,078).

United States of America reported 9.2 percent (2,389 visitors) while American Samoa reported 7.3 percent (1,886) of total visitors. (Refer Fig. 4)

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

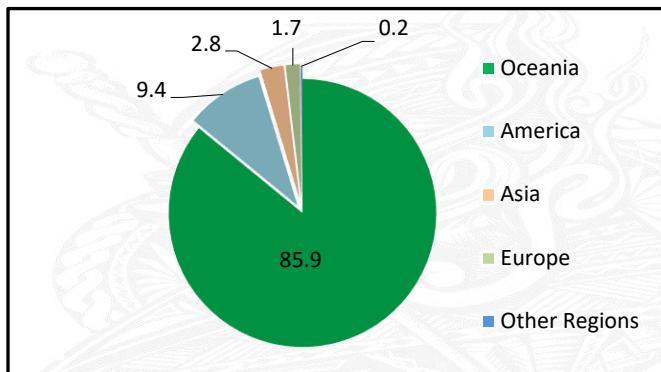


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 85.9 percent, followed by America with 9.4 percent.

Asia reported a share of 2.8 percent while Europe reported the least share of 1.7 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, December 2025



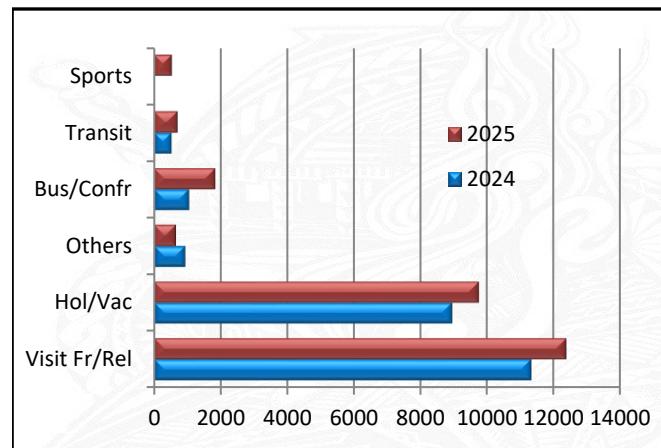
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 92.3 percent of all visitors visiting Samoa in December 2025.

The majority of visitors (12,398) entered our shores to visit friends and relatives while 9,779 entered our shores for holiday and vacation.

Those who were here on Business/Conference recorded 1,843 visitors, while those for Sports purposes reported only 533 visitors. Fig.6 depicts total visitors by purpose of visit for December 2024 and December 2025.

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

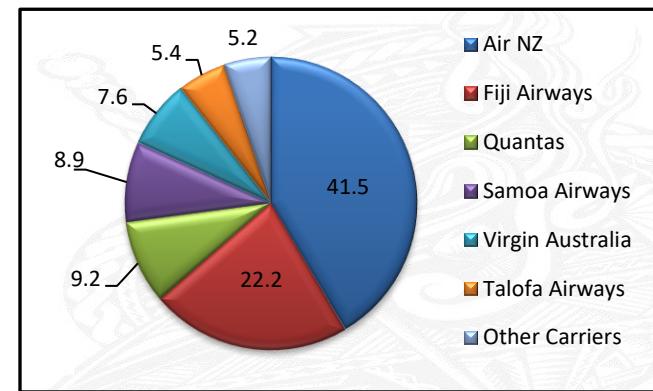


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 41.5 percent share, (12,705 passengers) followed by Fiji Airways with a 22.2 percent share (6,799 passengers).

Quantas brought in 9.2 percent (2,824 passengers) of total arrivals while Samoa Airways and Talofa Airways recorded shares of 8.9 percent (2,710) and 5.4 percent (1,660) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

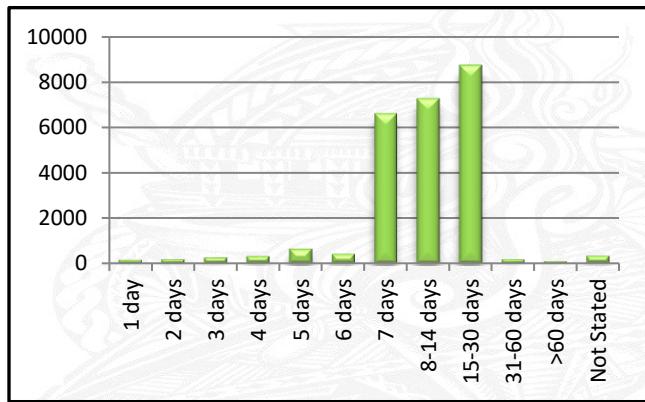
Fig. 7: Total Arrivals by Carrier, December 2025



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, December 2025



On the other hand, the majority of visitors (67.8 percent or 17,107 visitors) reported staying in private accommodations or with families/ relatives while 27.0 percent (6,809) stayed in hotel/ motel. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay, December 2025

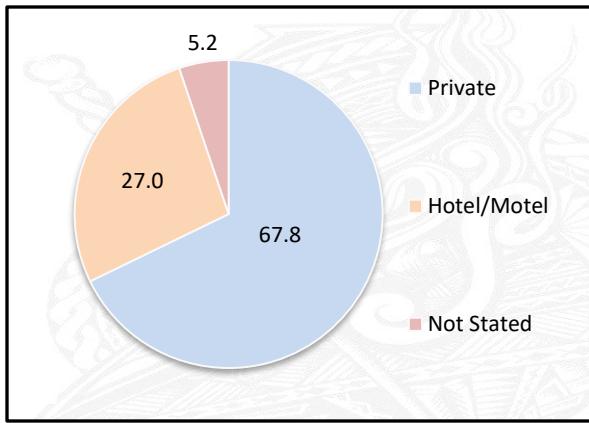
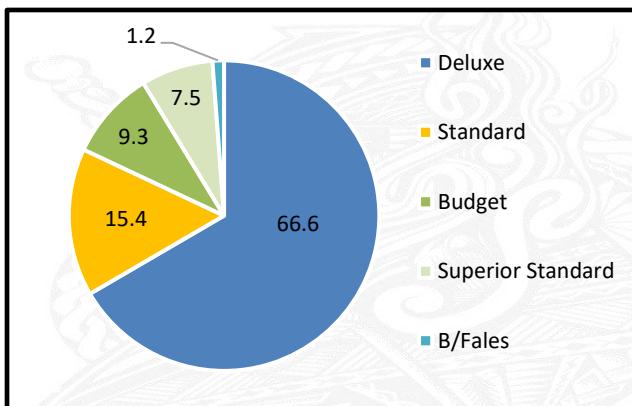


Fig. 10 portrays the number of visitors who stayed in hotel/ motel (6,809) by type of accommodation (hotel/ motel), within the reference month.

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

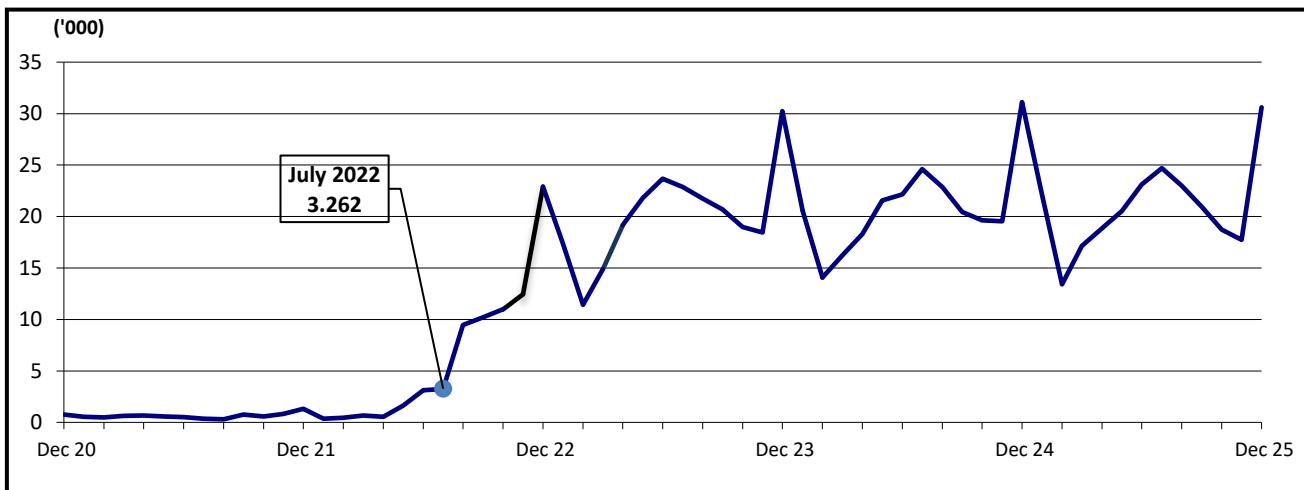
- (1) Faleolo International Airport
- (2) Apia Wharf (Matautu Port)
- (3) Fagali'i International Airport

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

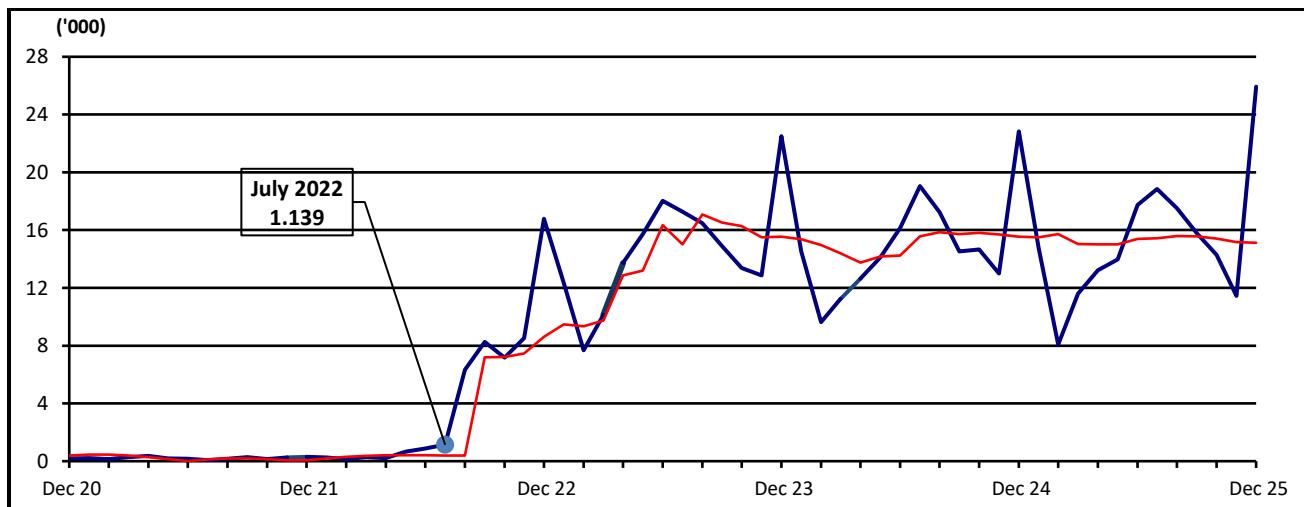
APPENDIX

Graph 1: Monthly Total Arrivals, December 2020 – December 2025



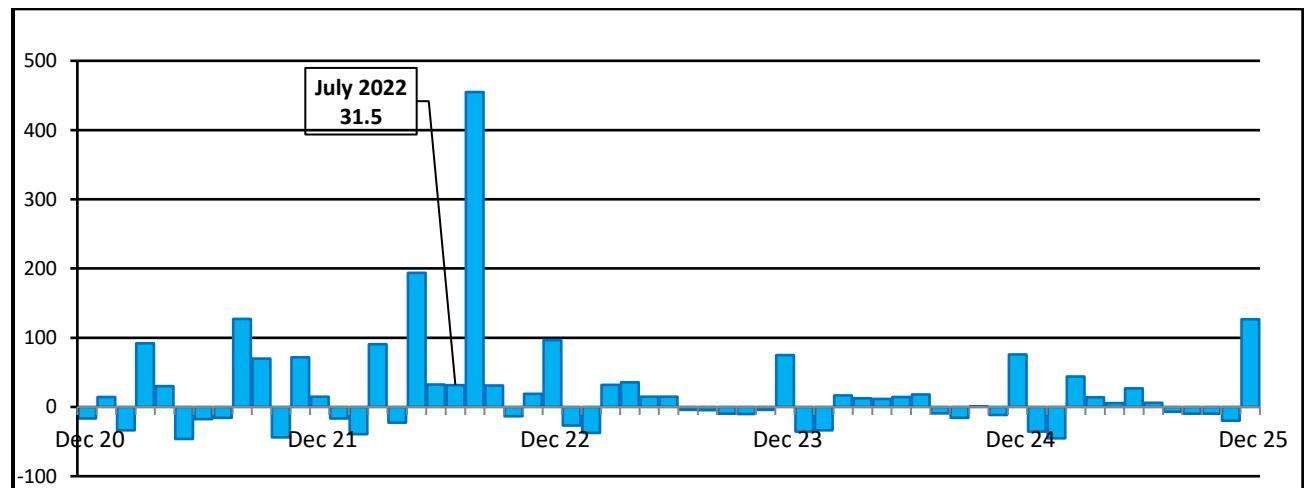
Note: Covid-19 travel restriction period from 20th March to 31st July 2022

Graph 2: Monthly Total Visitors, December 2020 – December 2025



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

Graph 3: Visitors Percentage Change over Previous month, December 2020 – December 2025



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

Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2005 - 2025¹

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
2005	98,544	3,263	101,807	132,200	10,557	142,757	134,775	10,936	145,711	-2,954
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

2023

December	21,757	755	22,512	27,960	2,264	30,224	18,767	1099	19,866	10,358
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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	1305	31,743	-9,560
February	7,778	292	8,070	12,625	774	13,399	16,045	1008	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, December 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	30,602	15,528	15,074	24,344	11,993	12,351	4,674	2,678	1,996	713	389	324	871	468	403	
0 - 4	1,242	655	587	1,076	573	503	103	50	53	25	11	14	38	21	17	
5 - 9	1,540	774	766	1,339	673	666	127	68	59	24	12	12	50	21	29	
10 - 14	1,857	948	909	1,583	809	774	173	83	90	38	22	16	63	34	29	
15 - 19	2,409	1,148	1,261	2,083	997	1,086	232	115	117	42	15	27	52	21	31	
20 - 24	2,594	1,268	1,326	2,034	939	1,095	426	256	170	57	31	26	77	42	35	
25 - 29	2,696	1,345	1,351	2,037	949	1,088	529	334	195	61	33	28	69	29	40	
30 - 34	2,641	1,418	1,223	1,998	1,016	982	512	325	187	64	38	26	67	39	28	
35 - 39	2,253	1,233	1,020	1,733	916	817	396	253	143	62	29	33	62	35	27	
40 - 44	2,090	1,131	959	1,605	829	776	375	230	145	60	40	20	50	32	18	
45 - 49	2,236	1,127	1,109	1,733	837	896	389	221	168	55	38	17	59	31	28	
50 - 54	2,251	1,127	1,124	1,756	837	919	359	215	144	43	24	19	93	51	42	
55 - 59	2,208	1,113	1,095	1,714	846	868	360	184	176	74	46	28	60	37	23	
60 - 64	1,782	871	911	1,395	683	712	293	136	157	43	23	20	51	29	22	
65 - 69	1,293	657	636	1,020	514	506	205	107	98	33	15	18	35	21	14	
70 - 74	794	379	415	638	299	339	105	58	47	25	9	16	26	13	13	
75 +	716	334	382	600	276	324	90	43	47	7	3	4	19	12	7	
% DISTRIBUTION ²	100	50.7	49.3	79.6	39.2	40.4	15.3	8.8	6.5	2.3	1.3	1.1	2.8	1.5	1.3	

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, December 2025 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	21,575	692	22,267	85.9
American Samoa	1,499	387	1,886	7.3
Fiji	404	24	428	1.7
Cook Island	0	0	0	0.0
Other Pacific Is	270	34	304	1.2
New Zealand	13,417	154	13,571	52.3
Australia	5,985	93	6,078	23.4
EUROPE	438	4	442	1.7
United Kingdom	149	1	150	0.6
Scandinavia	17	0	17	0.1
Benelux	9	0	9	0.0
Germany	66	0	66	0.3
Other Europe	197	3	200	0.8
AMERICA	2,333	93	2,426	9.4
U.S.A	2,296	93	2,389	9.2
Canada	37	0	37	0.1
ASIA	639	94	733	2.8
Japan	36	0	36	0.1
China	238	25	263	1.0
Korea	78	2	80	0.3
Other Asia	287	67	354	1.4
OTHER COUNTRIES	55	5	60	0.2
TOTAL	25,040	888	25,928	100%
PERCENTAGE DISTRIBUTION	96.6	3.4	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, December 2025 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	22,267	85.9	7,710	1,469	11,638	445	539	466
American Samoa	1,886	7.3	699	145	885	32	82	43
Fiji	428	1.7	188	55	78	32	45	30
Cook Island	0	0.0	0	0	0	0	0	0
Other Pacific Is	304	1.2	149	45	60	7	26	17
New Zealand	13,571	52.3	4,558	838	7,453	246	287	189
Australia	6,078	23.4	2,116	386	3,162	128	99	187
EUROPE	442	1.7	270	46	79	8	12	27
United Kingdom	150	0.6	98	8	31	1	5	7
Scandinavia	17	0.1	15	0	2	0	0	0
Benelux	9	0.0	5	1	2	1	0	0
Germany	66	0.3	44	8	9	2	0	3
Other Europe	200	0.8	108	29	35	4	7	17
AMERICA	2,426	9.4	1,397	213	555	68	78	115
U.S.A.	2,389	9.2	1,373	208	552	67	78	111
Canada	37	0.1	24	5	3	1	0	4
ASIA	733	2.8	362	108	117	12	82	52
Japan	36	0.1	25	3	5	1	0	2
China	263	1.0	123	40	58	5	11	26
Korea	80	0.3	37	7	7	0	26	3
Other Asia	354	1.4	177	58	47	6	45	21
OTHER COUNTRIES	60	0.2	40	7	9	0	2	2
TOTAL	25,928	100.0	9,779	1,843	12,398	533	713	662
Percentage Distribution ²		100.0	37.7	7.1	47.8	2.1	2.7	2.6

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, December 2025 ¹

Carrier	Total	Purpose of Entry			
		Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	30,602	100%	4,674	15.3	25,928
<u>AIR</u>					
Quantas	2,824	9.2	210	0.7	2,614
Virgin Australia	2,322	7.6	112	0.4	2,210
Talofa Airways	1,660	5.4	380	1.2	1,280
Samoa Airways	2,710	8.9	729	2.4	1,981
Air New Zealand	12,705	41.5	1,683	5.5	11,022
Fiji Airways	6,799	22.2	890	2.9	5,909
Other Air Carrier	24	0.1	0	0.0	24
<u>SEA</u>					
Lady Samoa IV	1,153	3.8	587	1.9	566
Yacht	8	0.0	0	0.0	8
Other Sea Carrier	397	1.3	83	0.3	314

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 6: Visitors by Duration of Stay and Place of Stay, December 2025 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	25,215	6,809	17,107	1,299
1day	150	72	72	6
2days	174	59	106	9
3days	260	90	156	14
4days	323	109	198	16
5days	643	211	397	35
6days	421	163	241	17
7days	6,612	1,710	4,534	368
8-14days	7,280	2,089	4,889	302
15-30days	8,751	2,211	6,082	458
31-60days	184	0	178	6
61-90days	60	0	20	40
91-180days	1	0	1	0
181-365days	5	0	5	0
> Year	23	0	20	3
Not Stated	328	95	208	25
Percentage Distribution ²	100	27.0	67.8	5.2

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