

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS FEBRUARY 2025

MONTHLY HIGHLIGHTS:

In February 2025 compared with February 2024:

- ❖ Total arrivals of 13,399 decreased by 4.8% (682)
- ❖ Total visitors of 8,070 decreased by 16.2% (1,560)
- ❖ Total Visitors:
 - ✓AM. SAM: -41.8% (down by 271 visitors)
 - ✓NZ: -19.5% (down by 764 visitors)
 - ✓AUST: -11.9% (down by 262 visitors)
 - ✓USA: -5.8% (down by 51 visitors)

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February 2025	All Arrivals	All Visitors
Number	13,399	8,070
% change from previous month	-39.6	-45.3
% change with same month in 2024	-4.8	-16.2

18TH MARCH 2025

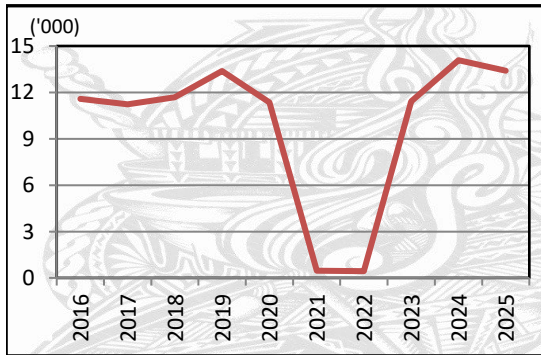
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **February 2025** totaling 13,399 arrivals, revealed a decrease of 39.6 percent over the previous month of January 2025 and a decrease of 4.8 percent over the corresponding month of February 2024.

Those who travelled to Samoa by Air represented 94.2% while 5.8% was represented by those who travelled by Sea.

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

Fig. 1: February Total Arrivals, 2016 – 2025

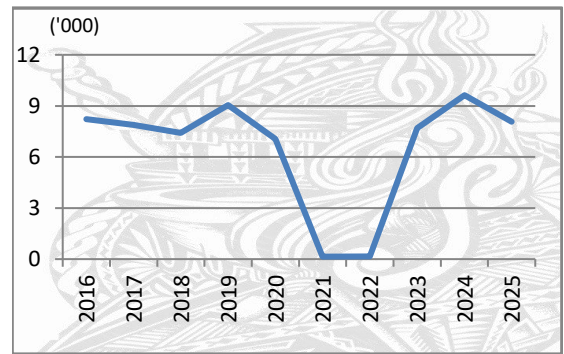


2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 8,070 revealing a decrease of 45.3 percent over the previous month of January 2025 and a decrease of 16.2 percent over the corresponding month of February 2024.

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

Fig. 2: February Total Visitors, 2016 – 2025



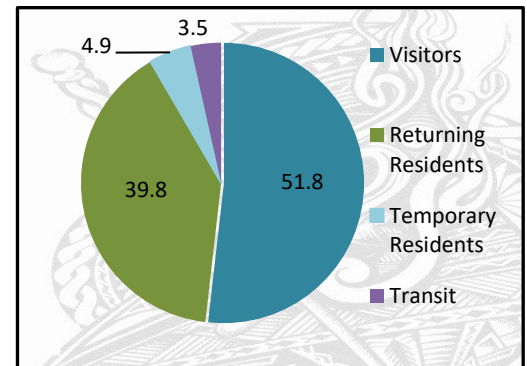
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors (Table 2), made up the largest component of all arrivals with 51.8 percent (6,947), represented by 26.5 percent males (3,551) and 25.3 percent females (3,396).

Male returning residents made up 21.0 percent (2,813) of total arrivals while their female counterpart made up 18.8 percent (2,516). (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, February 2025

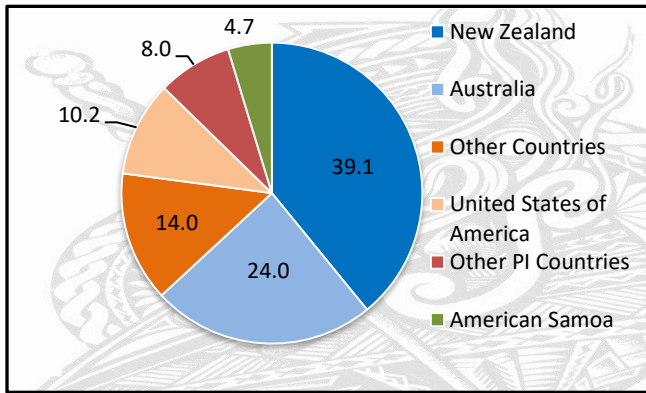


4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 39.1 percent of total visitors or 3,156 visitors. Australia followed next with a distant 24.0 percent share (1,936).

United States of America reported 10.2 percent (826 visitors) while American Samoa reported 4.7 percent (378) of total visitors. (Refer Fig. 4)

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

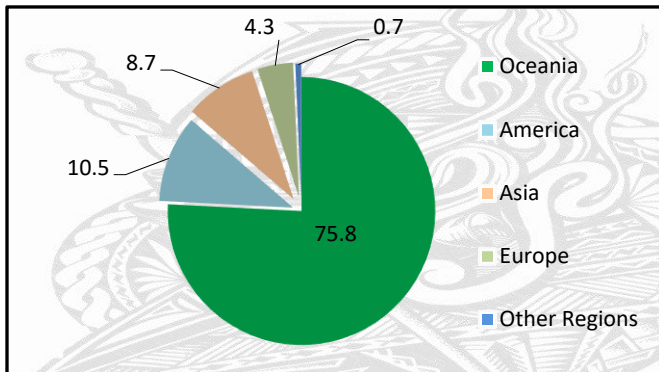


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 75.8 percent, followed by America with 10.5 percent.

Asia reported a share of 8.7 percent while Europe reported the least share of 4.3 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, February 2025



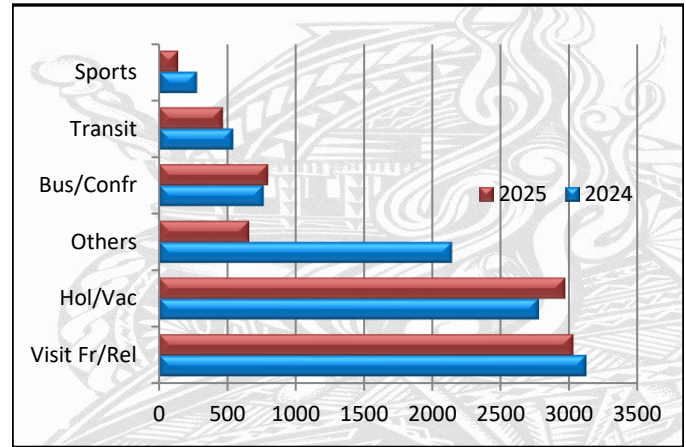
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 78.0 percent of all visitors visiting Samoa in February 2025.

The majority of visitors (3,031) entered our shores to visit friends and relatives while 2,973 entered our shores for holiday and vacation.

Those who were here on Business/Conference recorded 799 visitors, while those for Sports purposes reported only 139 visitors. Fig.6 depicts total visitors by purpose of visit for February 2024 and February 2025.

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

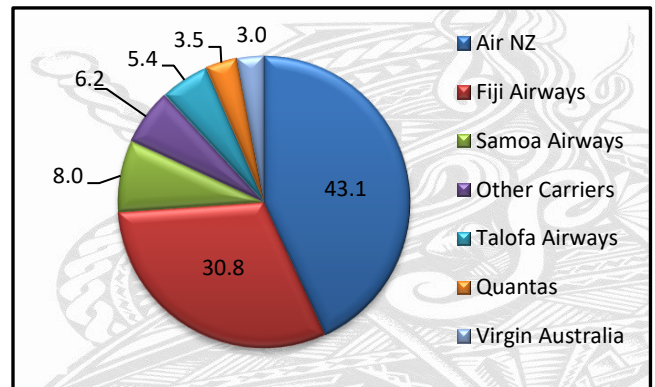


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 43.1 percent share, (5,771 passengers) followed by Fiji Airways with a 30.8 percent share (4,126 passengers).

Samoa Airways brought in 8.0 percent (1,071 passengers) of total arrivals while Talofa Airways and Qantas recorded shares of 5.4 percent (729) and 3.5 percent (467) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

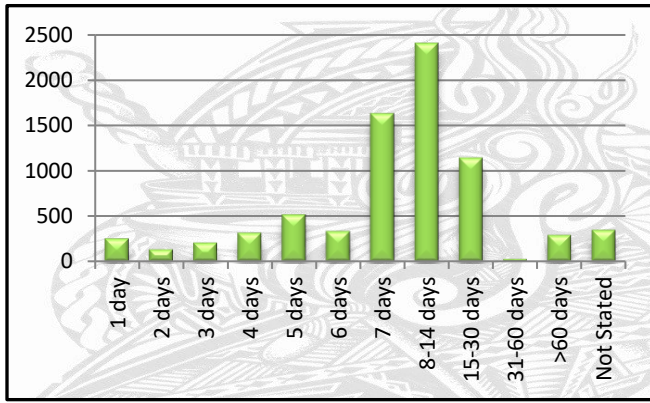
Fig. 7: Total Arrivals by Carrier, February 2025



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, February 2025



On the other hand, the majority of visitors (55.3 percent or 4,206 visitors) reported staying in private accommodations or with families/ relatives while 38.3 percent (2,909) stayed in hotel/ motel. (Refer Fig. 9).

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

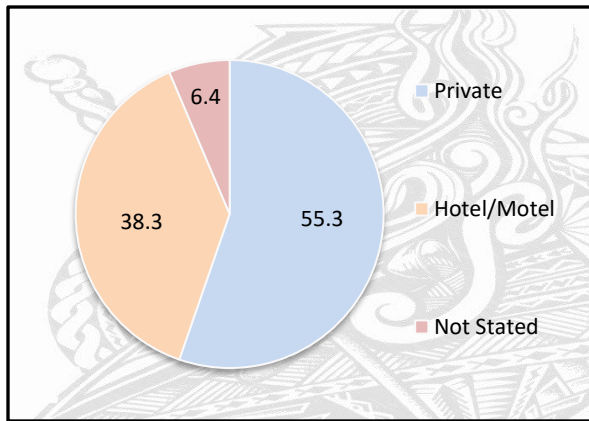
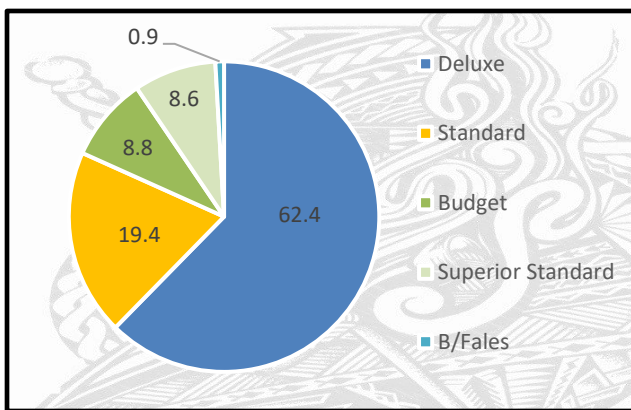


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (2,909) by type of accommodation (hotel/ motel), within the reference month.

Fig. 10: Visitors Staying in Hotels/ Motels by Type of Accommodation, February 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) Fagalii International Airport

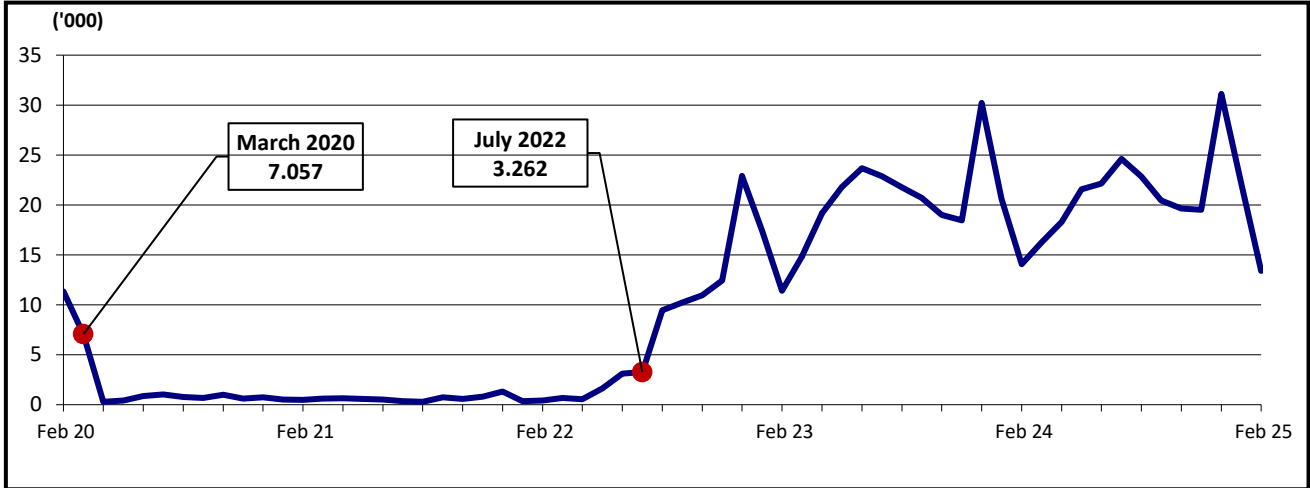
Futhermore, the BMS (Border Management Sytem) was also used for the compilation of such statistics.

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

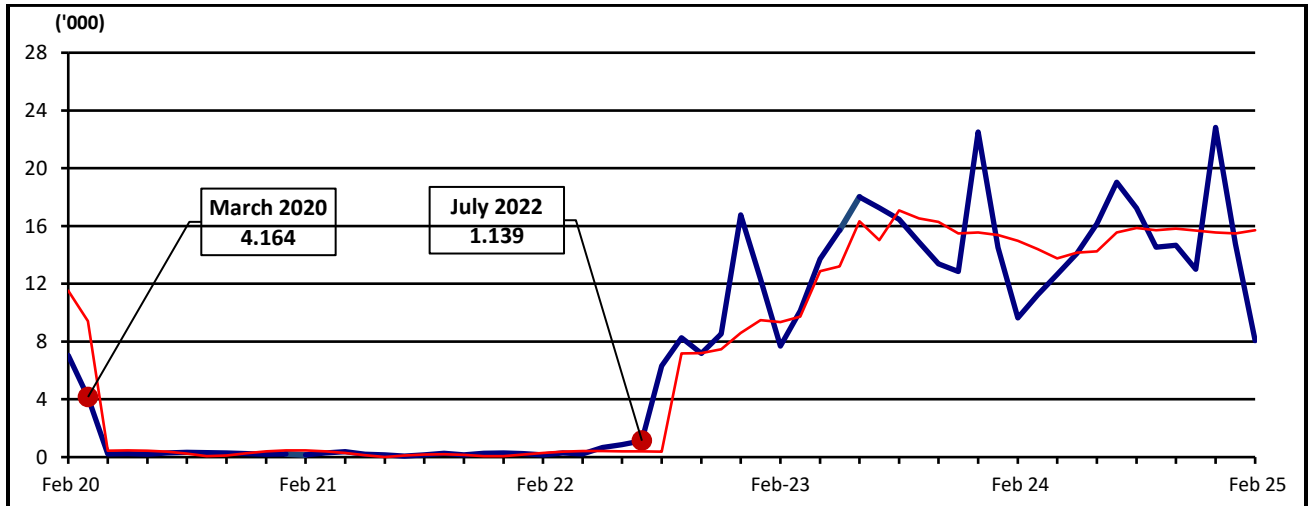
APPENDIX

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



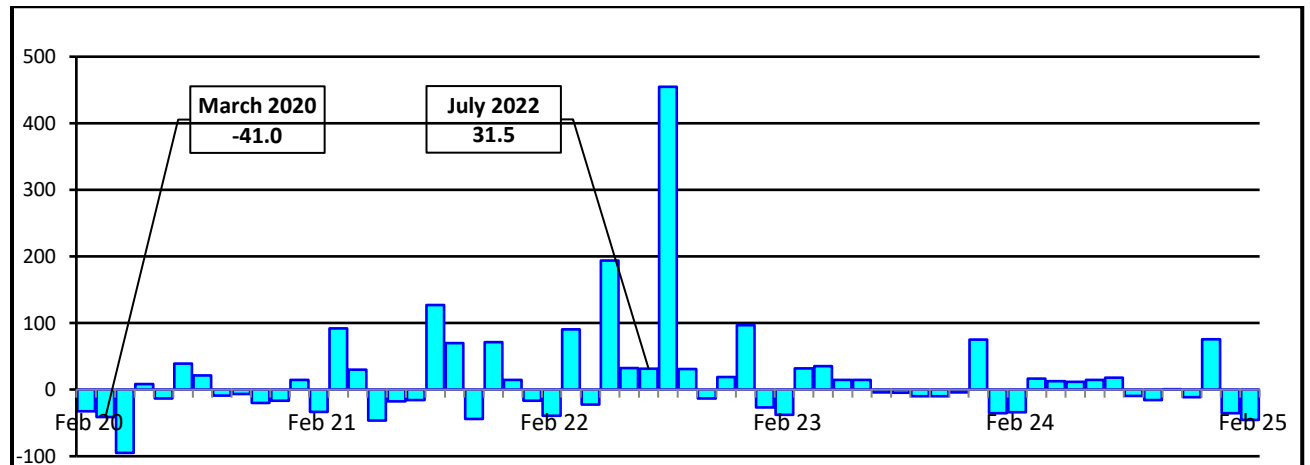
Note: Covid-19 travel restriction period from 20th March 2020 to 31st July 2022

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



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

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



Note: Covid-19 travel restriction period from 20th March 2020 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										
February	7,273	414	7,687	10,418	993	11,411	14,083	1314	15,397	-3,986
March	9,643	485	10,128	13,673	1,188	14,861	14,470	1456	15,926	-1,065
April	13,271	449	13,720	17,698	1,466	19,164	17,614	1455	19,069	95
May	15,321	398	15,719	20,666	1,130	21,796	17,909	1285	19,194	2,602
June	17,122	899	18,021	21,979	1,691	23,670	20,849	1681	22,530	1,140
July	16,145	1,125	17,270	20,528	2,347	22,875	22,836	1861	24,697	-1,822
August	15,829	642	16,471	20,176	1,576	21,752	20,691	1930	22,621	-869
September	14,351	528	14,879	19,185	1,507	20,692	18,846	1331	20,177	515
October	12,729	654	13,383	17,626	1,363	18,989	19,205	1198	20,403	-1,414
November	12,352	504	12,856	17,262	1,181	18,443	17,738	1486	19,224	-781
December	21,757	755	22,512	27,960	2,264	30,224	18,767	1099	19,866	10,358
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

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, February 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	13,399	7,028	6,371	6,947	3,551	3,396	5,329	2,813	2,516	468	280	188	655	384	271
0 - 4	509	256	253	344	169	175	143	71	72	7	6	1	15	10	5
5 - 9	488	243	245	289	150	139	179	84	95	3	0	3	17	9	8
10 - 14	503	261	242	270	140	130	198	103	95	11	2	9	24	16	8
15 - 19	631	324	307	326	171	155	250	123	127	12	6	6	43	24	19
20 - 24	923	472	451	452	215	237	376	196	180	24	14	10	71	47	24
25 - 29	1,206	630	576	596	295	301	510	268	242	50	33	17	50	34	16
30 - 34	1,124	610	514	606	307	299	425	249	176	59	37	22	34	17	17
35 - 39	1,089	590	499	582	301	281	404	222	182	52	33	19	51	34	17
40 - 44	1,058	547	511	566	275	291	385	209	176	39	24	15	68	39	29
45 - 49	1,106	603	503	538	269	269	463	265	198	46	31	15	59	38	21
50 - 54	1,115	585	530	567	307	260	464	234	230	36	21	15	48	23	25
55 - 59	1,156	618	538	570	290	280	482	270	212	44	29	15	60	29	31
60 - 64	917	467	450	437	230	207	402	191	211	41	26	15	37	20	17
65 - 69	762	401	361	374	199	175	324	174	150	22	8	14	42	20	22
70 - 74	475	243	232	240	130	110	203	93	110	12	8	4	20	12	8
75 +	337	178	159	190	103	87	121	61	60	10	2	8	16	12	4
% DISTRIBUTION ²	100	52.5	47.5	51.8	26.5	25.3	39.8	21.0	18.8	3.5	2.1	1.4	4.9	2.9	2.0

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, February 2025 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	5,966	147	6,113	75.8
American Samoa	338	40	378	4.7
Fiji	274	13	287	3.6
Cook Island	2	0	2	0.0
Other Pacific Is	334	20	354	4.4
New Zealand	3,094	62	3,156	39.1
Australia	1,924	12	1,936	24.0
EUROPE	333	17	350	4.3
United Kingdom	84	15	99	1.2
Scandinavia	26	0	26	0.3
Benelux	24	0	24	0.3
Germany	64	0	64	0.8
Other Europe	135	2	137	1.7
AMERICA	829	16	845	10.5
U.S.A	811	15	826	10.2
Canada	18	1	19	0.2
ASIA	591	111	702	8.7
Japan	42	0	42	0.5
China	316	48	364	4.5
Korea	13	0	13	0.2
Other Asia	220	63	283	3.5
OTHER COUNTRIES	59	1	60	0.7
TOTAL	7,778	292	8,070	
PERCENTAGE DISTRIBUTION	96.4	3.6	100%	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, February 2025 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	6,113	75.7	1,897	593	2,813	108	214	488
American Samoa	378	4.7	101	11	147	9	63	47
Fiji	287	3.6	92	93	24	5	41	32
Cook Island	2	0.0	0	0	2	0	0	0
Other Pacific Is	354	4.4	126	89	14	50	44	31
New Zealand	3,156	39.1	996	279	1,601	20	46	214
Australia	1,936	24.0	582	121	1,025	24	20	164
EUROPE	350	4.3	268	31	10	9	19	13
United Kingdom	99	1.2	67	11	1	0	13	7
Scandinavia	26	0.3	20	6	0	0	0	0
Benelux	24	0.3	21	1	2	0	0	0
Germany	64	0.8	57	2	2	0	1	2
Other Europe	137	1.7	103	11	5	9	5	4
AMERICA	845	10.5	425	74	154	17	84	91
U.S.A.	826	10.2	411	73	153	17	83	89
Canada	19	0.2	14	1	1	0	1	2
ASIA	702	8.7	355	89	54	5	134	65
Japan	42	0.5	15	19	4	0	1	3
China	364	4.5	220	35	40	2	34	33
Korea	13	0.2	10	0	0	0	2	1
Other Asia	283	3.5	110	35	10	3	97	28
OTHER COUNTRIES	60	0.7	28	12	0	0	17	3
TOTAL	8,070	100.0	2,973	799	3,031	139	468	660
Percentage Distribution ²		100.0	36.8	9.9	37.6	1.7	5.8	8.2

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, February 2025 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	13,399	100%	5,329	39.8	8,070	60.2
<u>AIR</u>						
Quantas	467	3.5	123	0.9	344	2.6
Virgin Australia	407	3.0	87	0.6	320	2.4
Talofa Airways	729	5.4	309	2.3	420	3.1
Samoa Airways	1,071	8.0	617	4.6	454	3.4
Air New Zealand	5,771	43.1	2,333	17.4	3,438	25.7
Fiji Airways	4,126	30.8	1,378	10.3	2,748	20.5
Other Air Carrier	54	0.4	0	0.0	54	0.4
<u>SEA</u>						
Lady Naomi ³	507	3.8	444	3.3	63	0.5
Other Sea Carrier	267	2.0	38	0.3	229	1.7

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, February 2025 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	7,602	2,909	4,206	487
1day	252	227	21	4
2days	133	73	59	1
3days	206	131	71	4
4days	315	181	127	7
5days	518	327	181	10
6days	334	234	94	6
7days	1,630	667	737	226
8-14days	2,405	794	1,516	95
15-30days	1,143	225	827	91
31-60days	28	0	28	0
61-90days	71	0	65	6
91-180days	44	0	36	8
181-365days	40	0	37	3
> Year	136	0	131	5
Not Stated	347	50	276	21
Percentage Distribution ²	100	38.3	55.3	6.4

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