

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS JUNE 2025

MONTHLY HIGHLIGHTS:

In June 2025 compared with June 2024:

- ❖ Total arrivals of 23,112 increased by 4.4% (966)
- ❖ Total visitors of 17,741 increased by 9.9% (1,598)
- ❖ Total Visitors:
 - ✓ NZ: 28.8% (up by 2,030 visitors)
 - ✓ USA: 10.1% (up by 184 visitors)
 - ✓ AM. SAM: -38.3% (down by 467 visitors)
 - ✓ AUST: -11.0% (down by 455 visitors)

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June 2025	All Arrivals	All Visitors
Number	23,112	17,741
% change from previous month	12.5	26.9
% change with same month in 2024	4.4	9.9

24TH JULY 2025

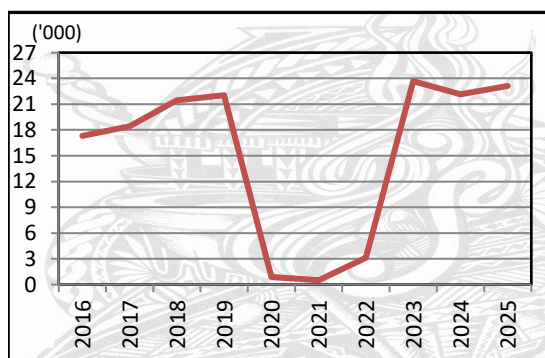
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **June 2025** totaling 23,112 arrivals, revealed an increase of 12.5 percent over the previous month of May 2025 and an increase of 4.4 percent over the corresponding month of June 2024.

Those who travelled to Samoa by Air represented 94.3% while 5.7% was represented by those who travelled by Sea.

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

Fig. 1: June Total Arrivals, 2016 – 2025

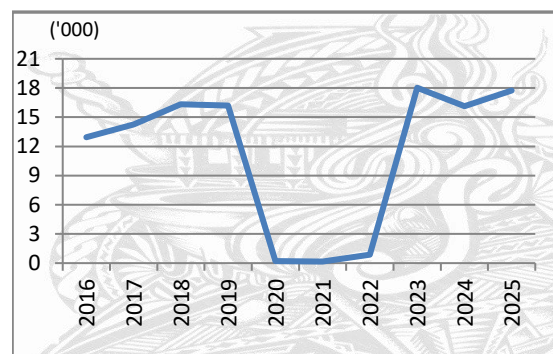


2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 17,741 revealing an increase of 26.9 percent over the previous month of May 2025 and an increase of 9.9 percent over the corresponding month of June 2024.

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

Fig. 2: June Total Visitors, 2016 – 2025



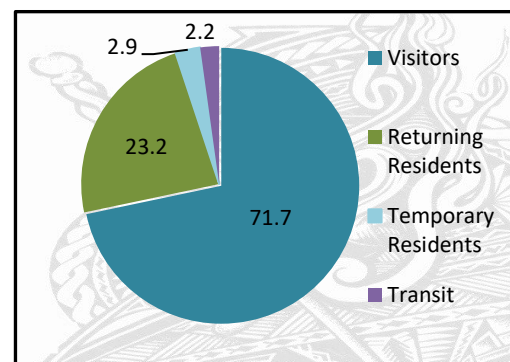
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors (Table 2), made up the largest component of all arrivals with 71.7 percent (16,560), represented by 36.9 percent females (8,523) and 34.8 percent males (8,037).

Male returning residents made up 12.5 percent (2,890) of total arrivals while their female counterpart made up 10.7 percent (2,481). (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, June 2025

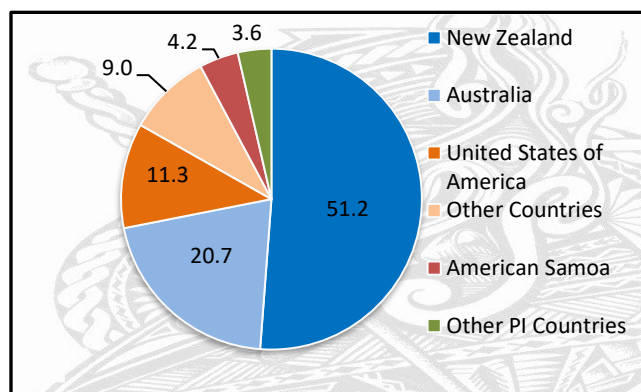


4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 51.2 percent of total visitors or 9,078 visitors. Australia followed next with a distant 20.7 percent share (3,675).

United States of America reported 11.3 percent (2,004 visitors) while American Samoa reported 4.2 percent (753) of total visitors. (Refer Fig. 4)

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

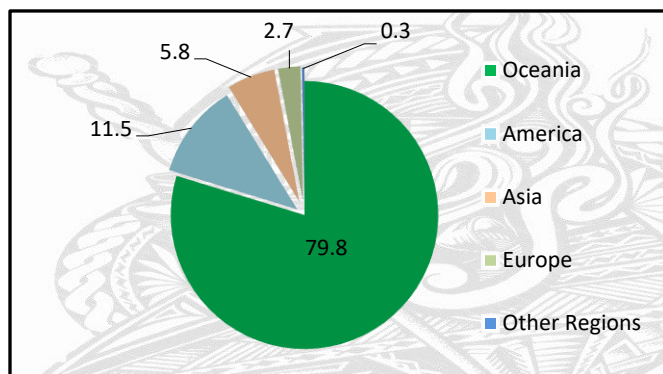


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 79.8 percent, followed by America with 11.5 percent.

Asia reported a share of 5.8 percent while Europe reported the least share of 2.7 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, June 2025



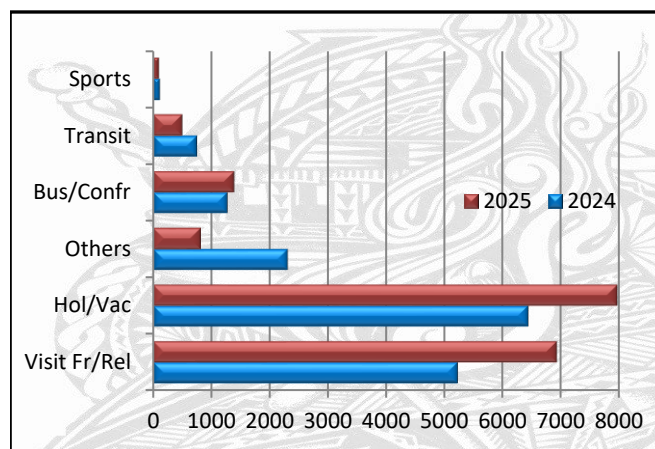
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 87.4 percent of all visitors visiting Samoa in June 2025.

The majority of visitors (7,978) entered our shores for holiday and vacation while 6,936 entered our shores to visit friends and relatives.

Those who were here on Business/Conference recorded 1,397 visitors, while those for Sports purposes reported only 102 visitors. Fig.6 depicts total visitors by purpose of visit for June 2024 and May 2025.

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

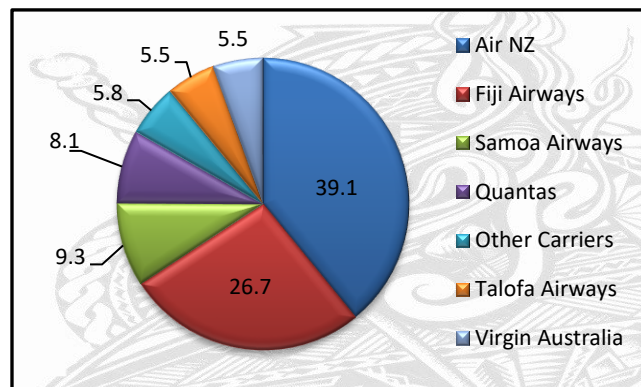


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand reported the highest share of passengers travelling to Samoa with a 39.1 percent share, (9,044 passengers) followed by Fiji Airways with a 26.7 percent share (6,165 passengers).

Samoa Airways brought in 9.3 percent (2,152 passengers) of total arrivals while Qantas and Talofa Airways recorded shares of 8.1 percent (1,871) and 5.5 percent (1,276) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

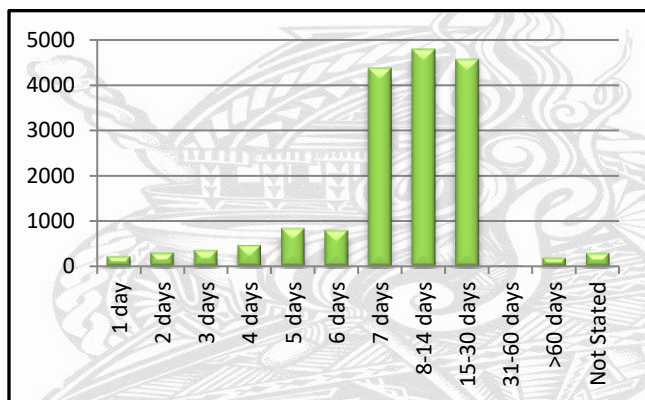
Fig. 7: Total Arrivals by Carrier, June 2025



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, June 2025



On the other hand, the majority of visitors (45.1 percent or 7,774 visitors) reported staying in private accommodations or with families/ relatives while 39.3 percent (6,781) stayed in hotel/ motel. (Refer Fig. 9).

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

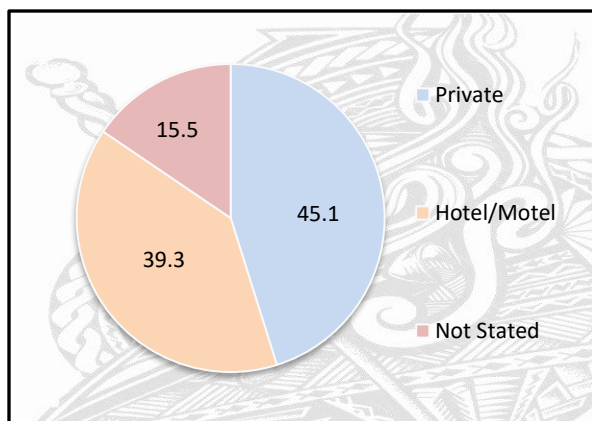
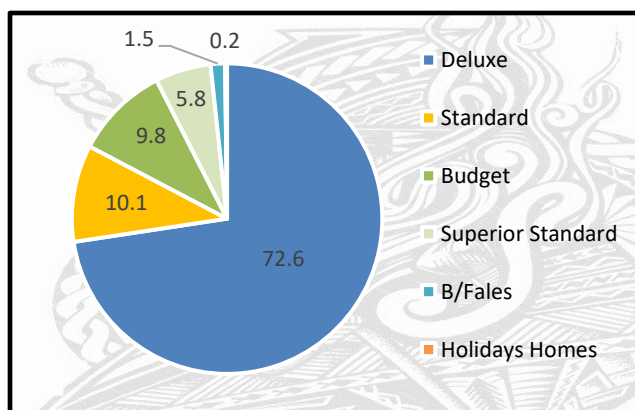


Fig. 10 portrays the number of visitors who stayed in hotel/ motel (6,781) by type of accommodation (hotel/ motel), within the reference month.

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

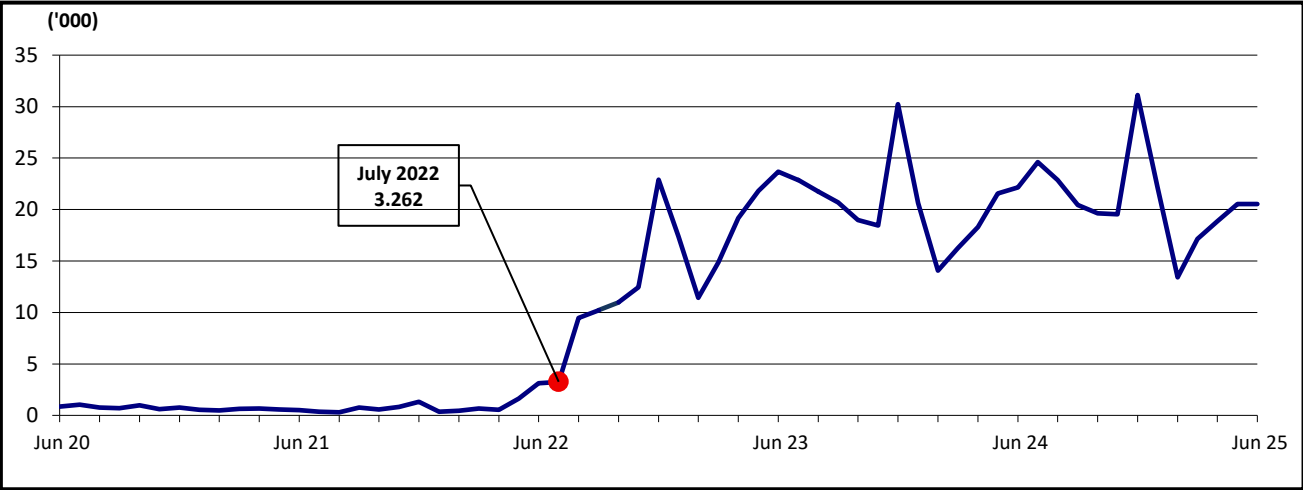
- (1) Faleolo International Airport
- (2) Apia Wharf (Matautu Port)
- (3) Fagalii International Airport

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

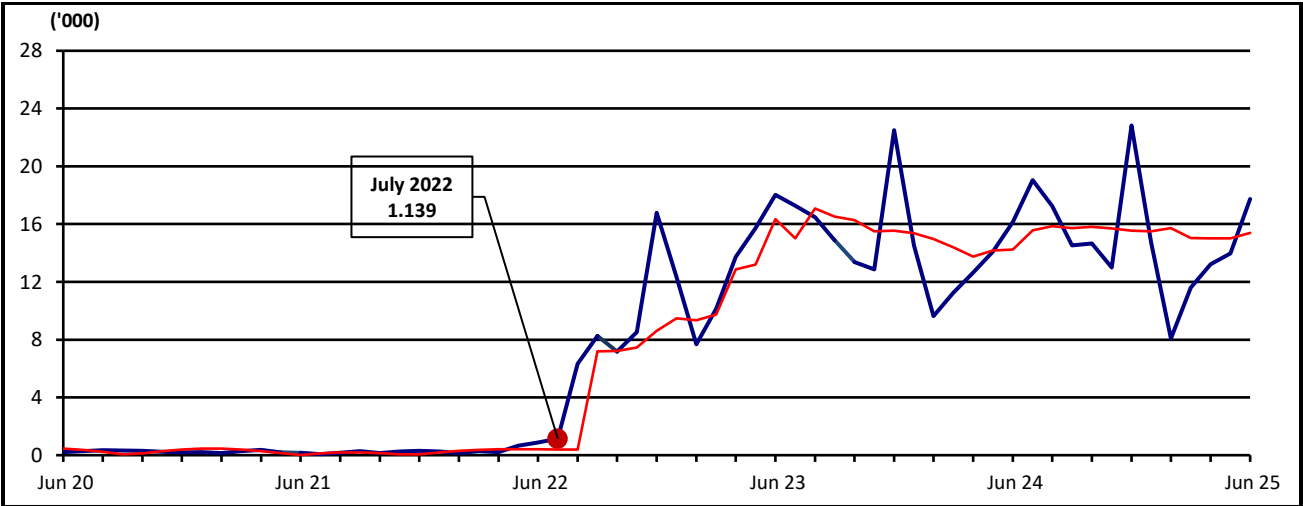
APPENDIX

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



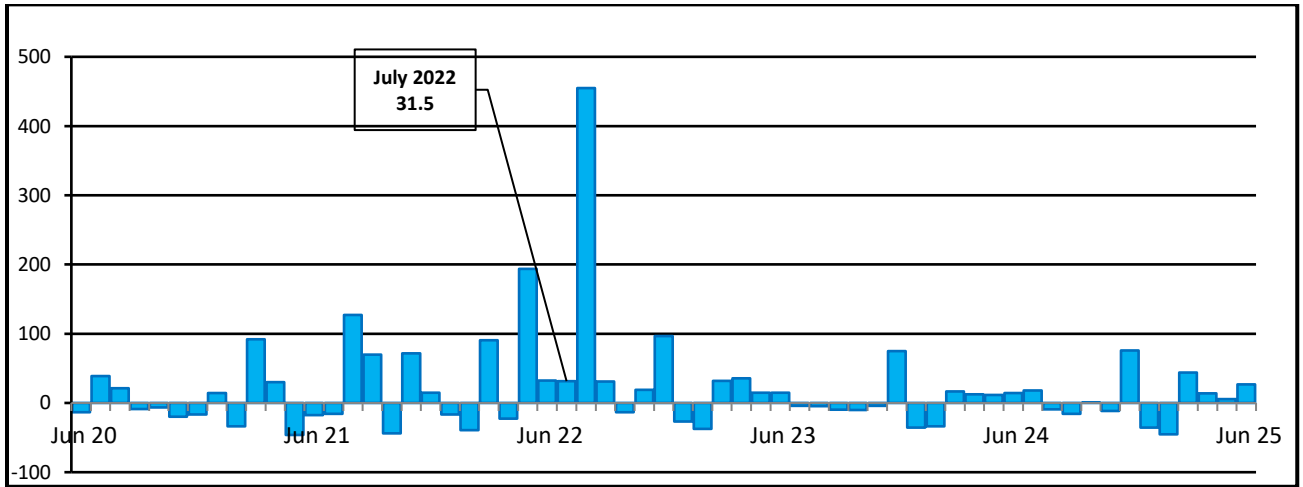
Note: Covid-19 travel restriction period from 20th March to 31st July 2022

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



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

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

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, June 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	23,112	11,585	11,527	16,560	8,037	8,523	5,371	2,890	2,481	507	280	227	674	378	296
0 - 4	828	443	385	655	358	297	142	70	72	15	7	8	16	8	8
5 - 9	972	479	493	793	390	403	133	68	65	25	8	17	21	13	8
10 - 14	1,108	563	545	911	461	450	156	79	77	20	12	8	21	11	10
15 - 19	1,522	672	850	1,207	528	679	246	110	136	34	14	20	35	20	15
20 - 24	1,592	759	833	1,034	424	610	461	271	190	18	8	10	79	56	23
25 - 29	1,797	910	887	1,200	560	640	504	293	211	38	31	7	55	26	29
30 - 34	1,913	1,003	910	1,322	643	679	493	304	189	48	26	22	50	30	20
35 - 39	1,790	949	841	1,256	639	617	424	246	178	58	32	26	52	32	20
40 - 44	1,771	886	885	1,238	590	648	412	226	186	54	29	25	67	41	26
45 - 49	1,799	930	869	1,239	628	611	457	235	222	53	37	16	50	30	20
50 - 54	1,862	913	949	1,336	643	693	440	233	207	40	19	21	46	18	28
55 - 59	1,850	913	937	1,292	619	673	461	245	216	37	19	18	60	30	30
60 - 64	1,603	799	804	1,119	555	564	415	212	203	25	10	15	44	22	22
65 - 69	1,239	632	607	863	441	422	317	155	162	22	15	7	37	21	16
70 - 74	802	385	417	582	285	297	192	85	107	9	6	3	19	9	10
75 +	664	349	315	513	273	240	118	58	60	11	7	4	22	11	11
% DISTRIBUTION ²	100	50.1	49.9	71.7	34.8	36.9	23.2	12.5	10.7	2.2	1.2	1.0	2.9	1.6	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, June 2025 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	13,911	243	14,154	79.8
American Samoa	653	100	753	4.2
Fiji	325	13	338	1.9
Cook Island	0	0	0	0.0
Other Pacific Is	284	26	310	1.7
New Zealand	9,002	76	9,078	51.2
Australia	3,647	28	3,675	20.7
EUROPE	449	25	474	2.7
United Kingdom	158	2	160	0.9
Scandinavia	22	1	23	0.1
Benelux	22	0	22	0.1
Germany	71	6	77	0.4
Other Europe	176	16	192	1.1
AMERICA	1,966	72	2,038	11.5
U.S.A	1,934	70	2,004	11.3
Canada	32	2	34	0.2
ASIA	777	245	1,022	5.8
Japan	49	0	49	0.3
China	324	64	388	2.2
Korea	30	0	30	0.2
Other Asia	374	181	555	3.1
OTHER COUNTRIES	53	0	53	0.3
TOTAL	17,156	585	17,741	100%
PERCENTAGE DISTRIBUTION	96.7	3.3	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, June 2025 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	14,154	79.8	6,035	950	6,310	93	256	510
American Samoa	753	4.2	257	33	241	6	96	120
Fiji	338	1.9	61	96	34	1	42	104
Cook Island	0	0.0	0	0	0	0	0	0
Other Pacific Is	310	1.7	51	121	32	0	38	68
New Zealand	9,078	51.2	3,653	464	4,697	42	58	164
Australia	3,675	20.7	2,013	236	1,306	44	22	54
EUROPE	474	2.7	392	29	26	1	13	13
United Kingdom	160	0.9	127	16	13	1	1	2
Scandinavia	23	0.1	18	1	0	0	2	2
Benelux	22	0.1	17	2	3	0	0	0
Germany	77	0.4	66	2	5	0	0	4
Other Europe	192	1.1	164	8	5	0	10	5
AMERICA	2,038	11.5	1,112	114	544	5	113	150
U.S.A.	2,004	11.3	1,087	113	538	5	113	148
Canada	34	0.2	25	1	6	0	0	2
ASIA	1,022	5.8	399	299	54	2	124	144
Japan	49	0.3	28	10	6	0	2	3
China	388	2.2	193	72	35	1	15	72
Korea	30	0.2	11	14	0	0	4	1
Other Asia	555	3.1	167	203	13	1	103	68
OTHER COUNTRIES	53	0.3	40	5	2	1	1	4
TOTAL	17,741	100.0	7,978	1,397	6,936	102	507	821
Percentage Distribution ²	100.0		45.0	7.9	39.1	0.6	2.9	4.6

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, June 2025 ¹

Carrier	Purpose of Entry					
	Total		Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	23,112	100%	5,371	23.2	17,741	76.8
<u>AIR</u>						
Quantas	1,871	8.1	236	1.0	1,635	7.1
Virgin Australia	1,263	5.5	175	0.8	1,088	4.7
Talofa Airways	1,276	5.5	457	2.0	819	3.5
Samoa Airways	2,152	9.3	996	4.3	1,156	5.0
Air New Zealand	9,044	39.1	1,470	6.4	7,574	32.8
Fiji Airways	6,165	26.7	1,304	5.6	4,861	21.0
Other Air Carrier	23	0.1	0	0.0	23	0.1
<u>SEA</u>						
Lady Samoa IV	855	3.7	697	3.0	158	0.7
Yacht	0	0.0	0	0.0	0	0.0
Other Sea Carrier	463	2.0	36	0.2	427	1.8

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, June 2025 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	17,234	6,781	7,774	2,679
1day	226	115	109	2
2days	300	114	164	22
3days	359	202	143	14
4days	472	254	204	14
5days	847	541	268	38
6days	797	541	239	17
7days	4,373	1,437	2,809	127
8-14days	4,791	2,386	2,197	208
15-30days	4,565	1,171	1,407	1,987
31-60days	27	0	6	21
61-90days	67	0	42	25
91-180days	29	0	14	15
181-365days	61	0	41	20
> Year	29	0	0	29
Not Stated	291	20	131	140
Percentage Distribution ²	100	39.3	45.1	15.5

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