

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS MARCH 2025

MONTHLY HIGHLIGHTS:

In March 2025 compared with March 2024:

- ❖ Total arrivals of 17,153 increased by 5.5% (896)
- ❖ Total visitors of 11,605 increased by 3.2% (363)
- ❖ Total Visitors:
 - ✓ USA: 9.5% (up by 101 visitors)
 - ✓ AUST: -20.6% (down by 576 visitors)
 - ✓ NZ: 27.6% (up by 1,234 visitors)
 - ✓ AM. SAM: -7.8% (down by 56 visitors)

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March 2025	All Arrivals	All Visitors
Number	17,153	11,605
% change from previous month	28.0	43.8
% change with same month in 2024	5.5	3.2

17TH APRIL 2025

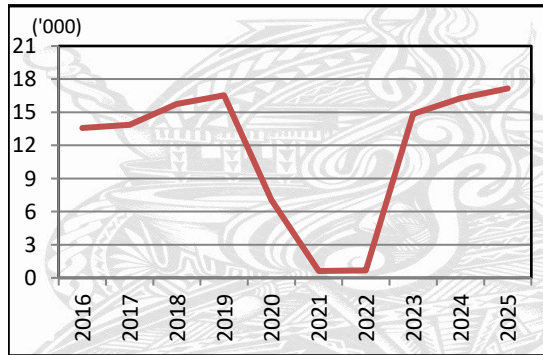
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **March 2025** totaling 17,153 arrivals, revealed an increase of 28.0 percent over the previous month of February 2025 and an increase of 5.5 percent over the corresponding month of March 2024.

Those who travelled to Samoa by Air represented 93.8% while 6.2% was represented by those who travelled by Sea.

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

Fig. 1: March Total Arrivals, 2016 – 2025

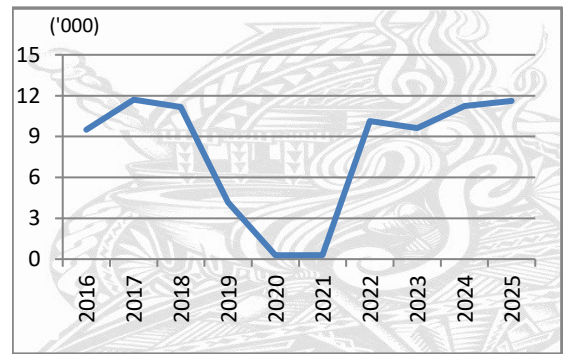


2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 11,605 revealing an increase of 43.8 percent over the previous month of February 2025 and an increase of 3.2 percent over the corresponding month of March 2024.

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

Fig. 2: March Total Visitors, 2016 – 2025



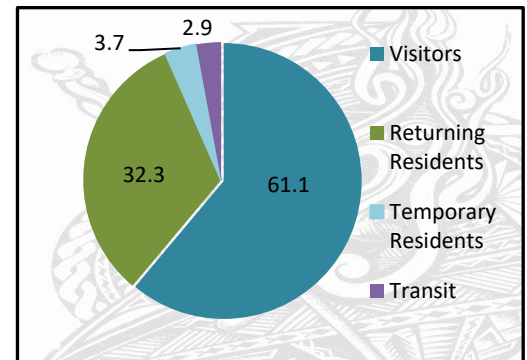
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors (Table 2), made up the largest component of all arrivals with 61.1 percent (10,472), represented by 31.1 percent females (5,341) and 29.9 percent males (5,131).

Male returning residents made up 17.5 percent (3,007) of total arrivals while their female counterpart made up 14.8 percent (2,541). (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, March 2025

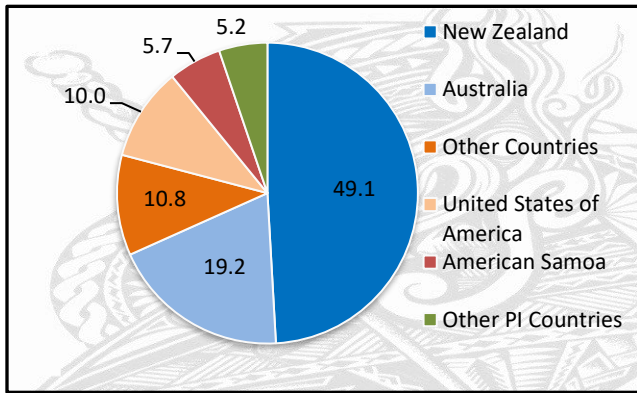


4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 49.1 percent of total visitors or 5,697 visitors. Australia followed next with a distant 19.2 percent share (2,225).

United States of America reported 10.0 percent (1,165 visitors) while American Samoa reported 5.7 percent (663) of total visitors. (Refer Fig. 4)

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

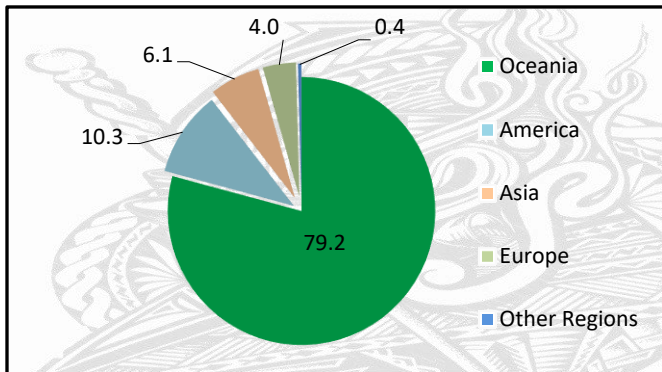


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 79.2 percent, followed by America with 10.3 percent.

Asia reported a share of 6.1 percent while Europe reported the least share of 4.0 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, March 2025



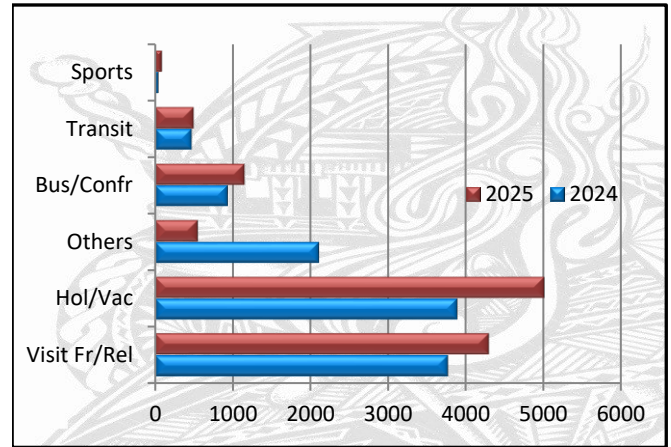
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 84.0 percent of all visitors visiting Samoa in March 2025.

The majority of visitors (5,012) entered our shores for holiday and vacation while 4,300 entered our shores to visit friends and relatives.

Those who were here on Business/Conference recorded 1,154 visitors, while those for Sports purposes reported only 89 visitors. Fig.6 depicts total visitors by purpose of visit for March 2024 and March 2025.

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

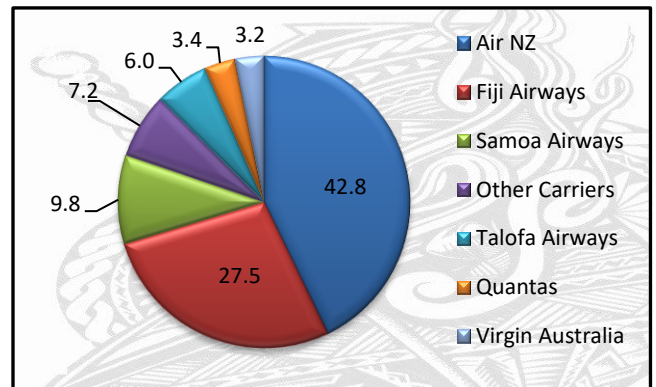


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 42.8 percent share, (7,350 passengers) followed by Fiji Airways with a 27.5 percent share (4,716 passengers).

Samoa Airways brought in 9.8 percent (1,678 passengers) of total arrivals while Talofa Airways and Qantas recorded shares of 6.0 percent (1,032) and 3.4 percent (584) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

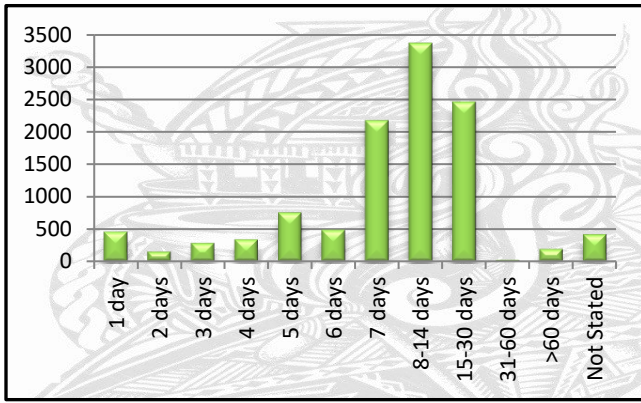
Fig. 7: Total Arrivals by Carrier, March 2025



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, March 2025



On the other hand, the majority of visitors (47.4 percent or 5,270 visitors) reported staying in private accommodations or with families/ relatives while 37.8 percent (4,202) stayed in hotel/ motel. (Refer Fig. 9).

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

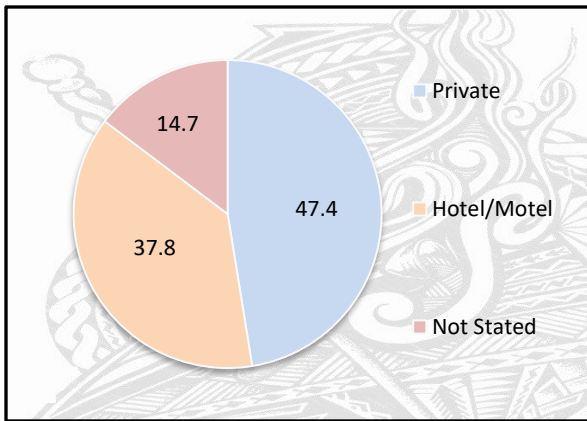
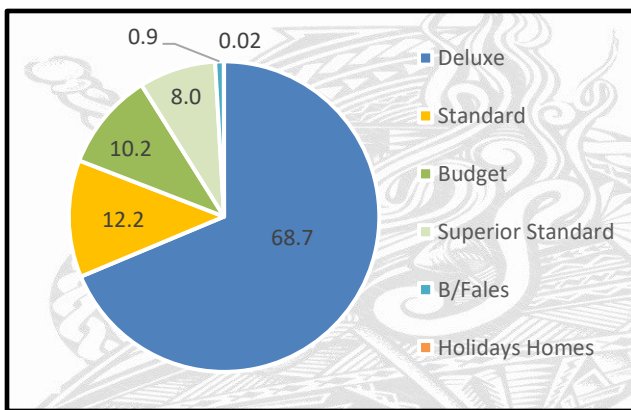


Fig. 10 portrays the number of visitors who stayed in hotel/ motel (4,202) by type of accommodation (hotel/ motel), within the reference month.

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

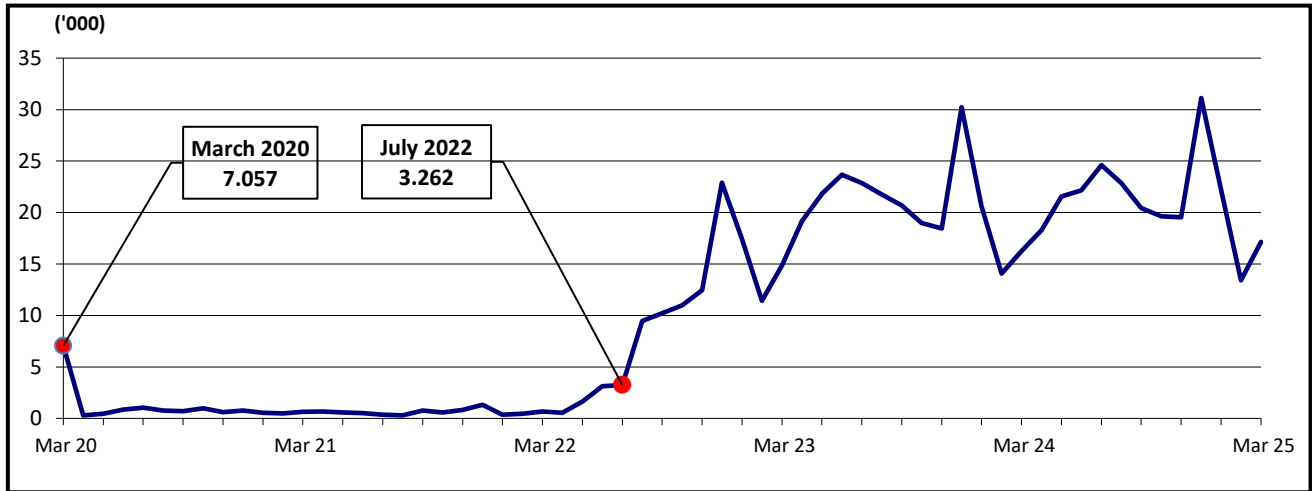
Futhermore, the BMS (Border Management Sytem) was also used for the compilation of such statistics.

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

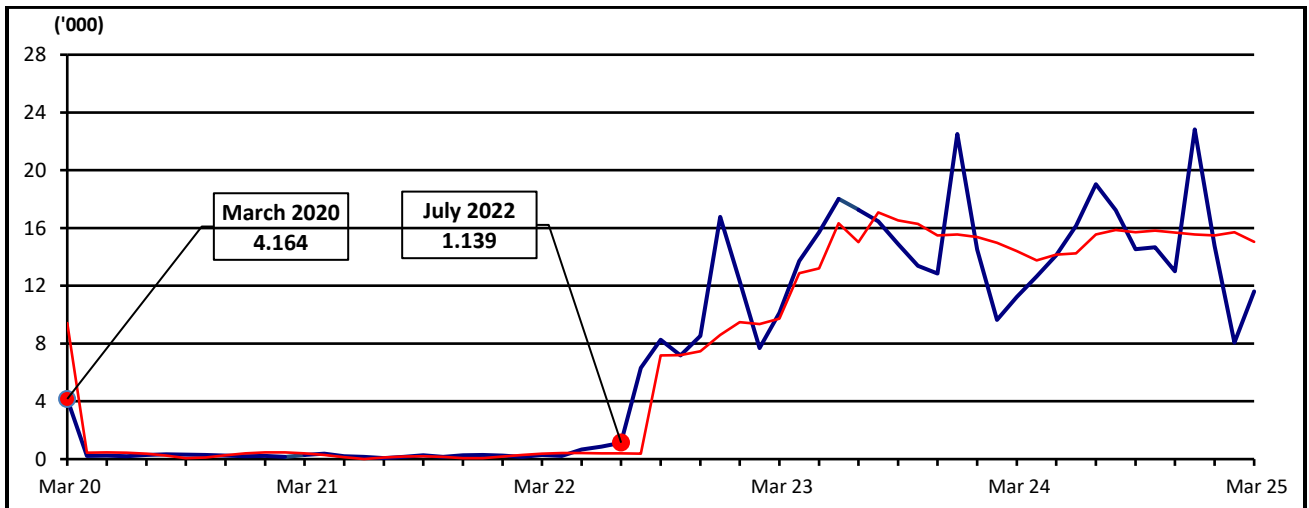
APPENDIX

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



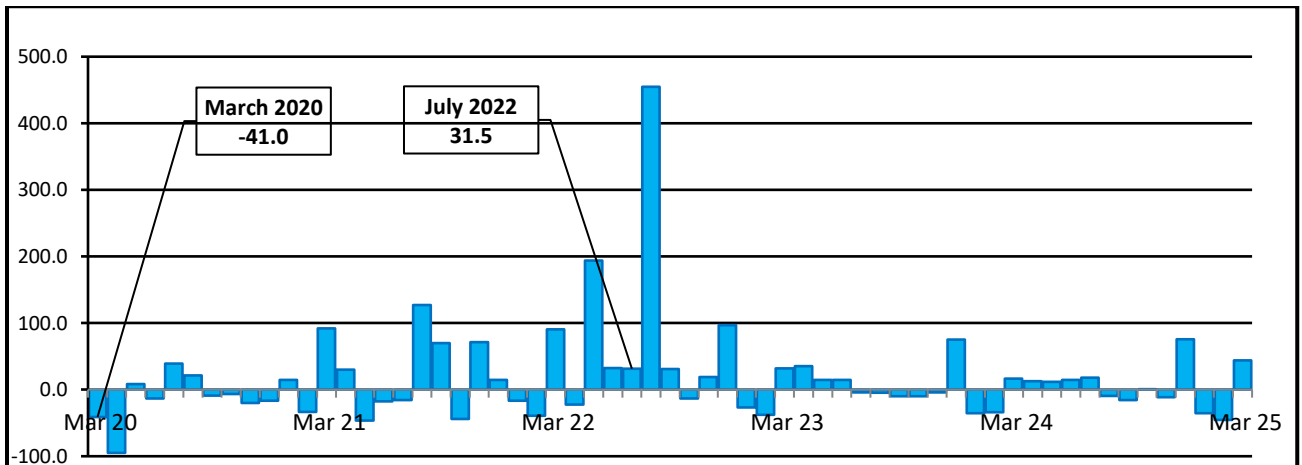
Note: Covid-19 travel restriction period from 20th March 2020 to 31st July 2022

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



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

Graph 3: Visitors Percentage Change over Previous month, March 2020 – March 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										
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
March	11,250	355	11,605	16,087	1,066	17,153	16,969	862	17,831	-678

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, March 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	17,153	8,832	8,321	10,472	5,131	5,341	5,548	3,007	2,541	498	326	172	635	368	267
0 - 4	608	286	322	479	230	249	109	48	61	9	3	6	11	5	6
5 - 9	513	255	258	403	196	207	90	47	43	13	8	5	7	4	3
10 - 14	493	235	258	383	183	200	73	39	34	19	6	13	18	7	11
15 - 19	720	347	373	476	216	260	199	104	95	28	16	12	17	11	6
20 - 24	1,127	561	566	658	270	388	387	228	159	24	17	7	58	46	12
25 - 29	1,451	737	714	839	364	475	514	309	205	45	29	16	53	35	18
30 - 34	1,513	811	702	952	465	487	485	307	178	44	25	19	32	14	18
35 - 39	1,332	716	616	824	414	410	394	232	162	70	42	28	44	28	16
40 - 44	1,393	744	649	826	415	411	440	248	192	56	42	14	71	39	32
45 - 49	1,396	721	675	842	424	418	459	233	226	41	31	10	54	33	21
50 - 54	1,572	808	764	922	455	467	545	286	259	46	38	8	59	29	30
55 - 59	1,546	814	732	868	450	418	568	306	262	37	22	15	73	36	37
60 - 64	1,312	657	655	754	389	365	480	219	261	25	20	5	53	29	24
65 - 69	1,064	560	504	626	319	307	378	206	172	17	11	6	43	24	19
70 - 74	614	325	289	344	195	149	233	107	126	14	8	6	23	15	8
75 +	499	255	244	276	146	130	194	88	106	10	8	2	19	13	6
% DISTRIBUTION ²	100	51.5	48.5	61.1	29.9	31.1	32.3	17.5	14.8	2.9	1.9	1.0	3.7	2.1	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, March 2025 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	8,966	221	9,187	79.2
American Samoa	609	54	663	5.7
Fiji	313	13	326	2.8
Cook Island	0	0	0	0.0
Other Pacific Is	247	29	276	2.4
New Zealand	5,587	110	5,697	49.1
Australia	2,210	15	2,225	19.2
EUROPE	456	5	461	4.0
United Kingdom	99	2	101	0.9
Scandinavia	20	0	20	0.2
Benelux	25	0	25	0.2
Germany	66	0	66	0.6
Other Europe	246	3	249	2.1
AMERICA	1,171	30	1,201	10.3
U.S.A	1,135	30	1,165	10.0
Canada	36	0	36	0.3
ASIA	607	99	706	6.1
Japan	52	4	56	0.5
China	276	15	291	2.5
Korea	10	2	12	0.1
Other Asia	269	78	347	3.0
OTHER COUNTRIES	50	0	50	0.4
TOTAL	11,250	355	11,605	100%
PERCENTAGE DISTRIBUTION	96.9	3.1	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, March 2025 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	9,187	79.2	3,734	850	3,976	64	263	300
American Samoa	663	5.7	252	31	184	9	98	89
Fiji	326	2.8	124	99	21	4	43	35
Cook Island	0	0.0	0	0	0	0	0	0
Other Pacific Is	276	2.4	112	86	4	13	32	29
New Zealand	5,697	49.1	2,266	382	2,869	28	76	76
Australia	2,225	19.2	980	252	898	10	14	71
EUROPE	461	4.0	358	55	9	2	15	22
United Kingdom	101	0.9	74	10	2	0	3	12
Scandinavia	20	0.2	15	5	0	0	0	0
Benelux	25	0.2	19	4	0	1	0	1
Germany	66	0.6	55	8	2	0	1	0
Other Europe	249	2.1	195	28	5	1	11	9
AMERICA	1,201	10.3	549	106	271	16	95	164
U.S.A.	1,165	10.0	525	101	269	16	95	159
Canada	36	0.3	24	5	2	0	0	5
ASIA	706	6.1	342	132	43	7	121	61
Japan	56	0.5	22	20	4	1	1	8
China	291	2.5	169	44	24	3	16	35
Korea	12	0.1	6	2	2	0	0	2
Other Asia	347	3.0	145	66	13	3	104	16
OTHER COUNTRIES	50	0.4	29	11	1	0	4	5
TOTAL	11,605	100.0	5,012	1,154	4,300	89	498	552
Percentage Distribution ²		100.0	43.2	9.9	37.1	0.8	4.3	4.8

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, March 2025 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	17,153	100%	5,548	32.3	11,605	67.7
<u>AIR</u>						
Quantas	584	3.4	172	1.0	412	2.4
Virgin Australia	555	3.2	174	1.0	381	2.2
Talofa Airways	1,032	6.0	395	2.3	637	3.7
Samoa Airways	1,678	9.8	812	4.7	866	5.0
Air New Zealand	7,350	42.8	2,061	12.0	5,289	30.8
Fiji Airways	4,716	27.5	1,221	7.1	3,495	20.4
Other Air Carrier	172	1.0	2	0.0	170	1.0
<u>SEA</u>						
Lady Naomi ³	749	4.4	659	3.8	90	0.5
Yacht	0	0.0	0	0.0	0	0.0
Other Sea Carrier	317	1.8	52	0.3	265	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, March 2025 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	11,107	4,202	5,270	1,635
1day	457	314	26	117
2days	149	117	32	0
3days	287	190	93	4
4days	340	208	127	5
5days	757	493	251	13
6days	486	279	200	7
7days	2,174	601	1,010	563
8-14days	3,366	956	1,741	669
15-30days	2,461	969	1,291	201
31-60days	22	0	18	4
61-90days	109	0	108	1
91-180days	8	0	7	1
181-365days	10	0	8	2
> Year	64	0	45	19
Not Stated	417	75	313	29
Percentage Distribution ²	100	37.8	47.4	14.7

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