

## SAMOA BUREAU OF STATISTICS

# INTERNATIONAL ARRIVAL STATISTICS MAY 2025

### MONTHLY HIGHLIGHTS:

*In May 2025 compared with May 2024:*

- ❖ Total arrivals of 20,538 decreased by 4.8% (-1,027)
- ❖ Total visitors of 13,977 decreased by 0.9% (-129)
- ❖ Total Visitors:
  - ✓ USA: 13.5% (up by 144 visitors)
  - ✓ NZ: 13.1% (up by 772 visitors)
  - ✓ AUST: -21.5% (down by 896 visitors)
  - ✓ AM. SAM: -20.1% (down by 180 visitors)

### INSIDE THIS ISSUE

May 2025	All Arrivals	All Visitors
Number	20,538	13,977
% change from previous month	8.9	5.8
% change with same month in 2024	-4.8	-0.9

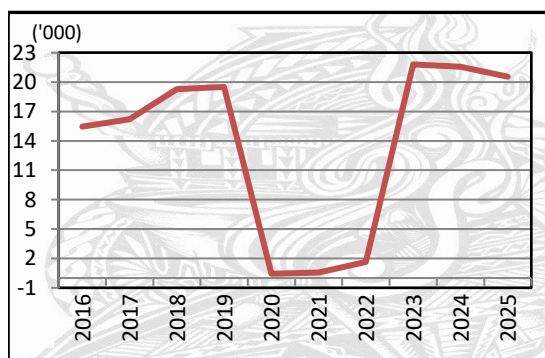
### 1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **May 2025** totaling 20,538 arrivals, revealed an increase of 8.9 percent over the previous month of April 2025 and a decrease of 4.8 percent over the corresponding month of May 2024.

Those who travelled to Samoa by Air represented 94.4% while 5.6% was represented by those who travelled by Sea.

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

**Fig. 1: May Total Arrivals, 2016 – 2025**

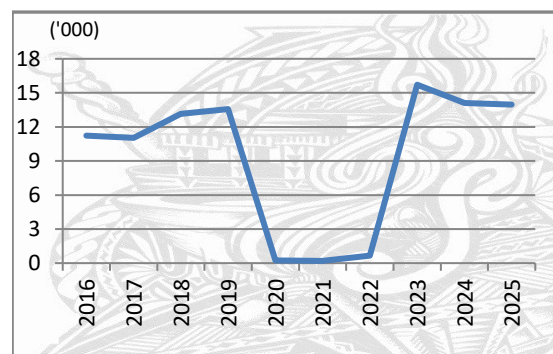


### 2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 13,977 revealing an increase of 5.8 percent over the previous month of April 2025 and a decrease of 0.9 percent over the corresponding month of May 2024.

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

**Fig. 2: May Total Visitors, 2016 – 2025**



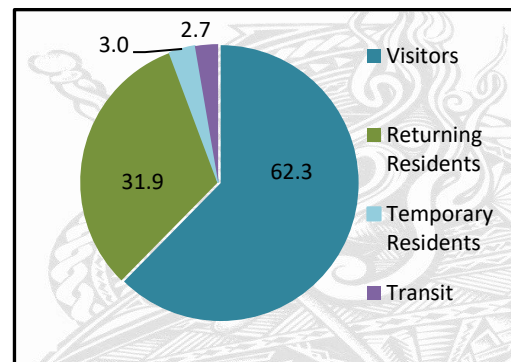
### 3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors (Table 2), made up the largest component of all arrivals with 62.3 percent (12,805), represented by 32.3 percent females (6,633) and 30.1 percent males (6,172).

Male returning residents made up 20.6 percent (4,232) of total arrivals while their female counterpart made up 11.3 percent (2,329). (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, May 2025**

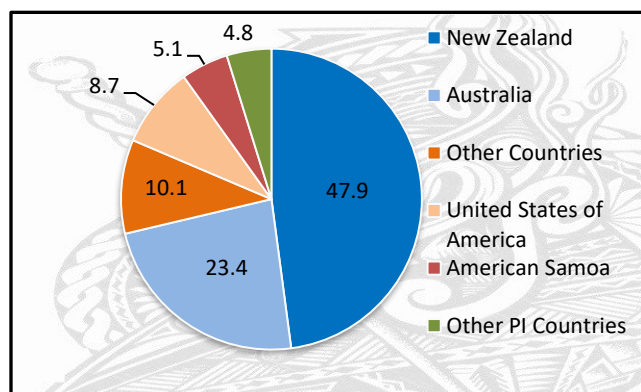


#### 4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 47.9 percent of total visitors or 6,688 visitors. Australia followed next with a distant 23.4 percent share (3,275).

United States of America reported 8.7 percent (1,214 visitors) while American Samoa reported 5.1 percent (716) of total visitors. (Refer Fig. 4)

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

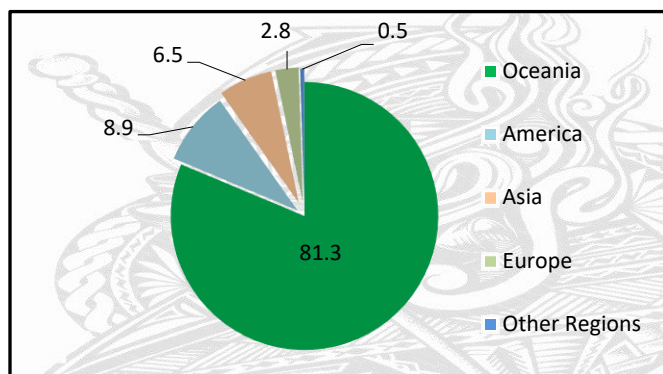


#### 5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 81.3 percent, followed by America with 8.9 percent.

Asia reported a share of 6.5 percent while Europe reported the least share of 2.8 percent. (Refer Fig. 5).

**Fig. 5: Total Visitors by Region, May 2025**



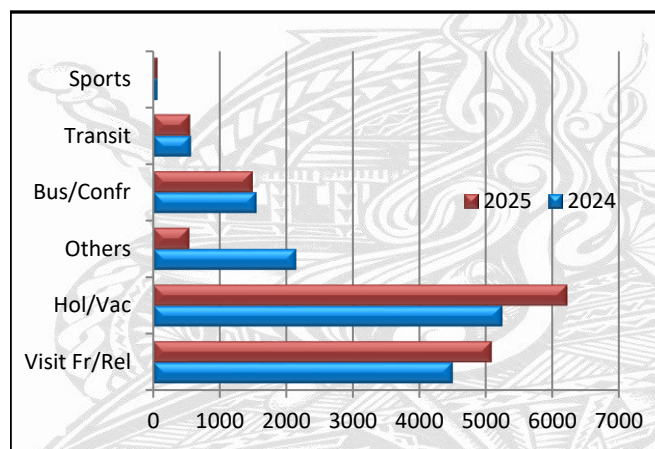
#### 6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 85.1 percent of all visitors visiting Samoa in May 2025.

The majority of visitors (6,225) entered our shores for holiday and vacation while 5,087 entered our shores to visit friends and relatives.

Those who were here on Business/Conference recorded 1,498 visitors, while those for Sports purposes reported only 66 visitors. Fig.6 depicts total visitors by purpose of visit for May 2024 and May 2025.

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

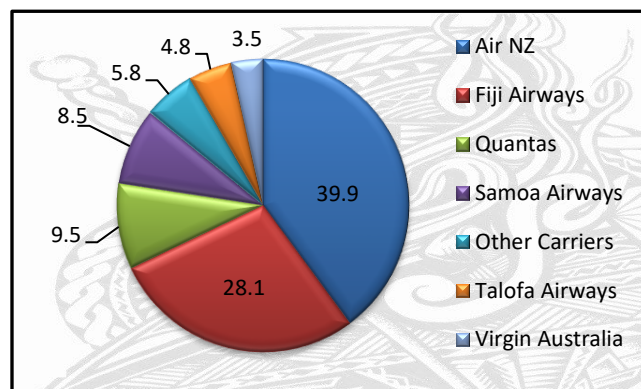


#### 7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 39.9 percent share, (8,190 passengers) followed by Fiji Airways with a 28.1 percent share (5,774 passengers).

Quantas brought in 9.5 percent (1,947 passengers) of total arrivals while Samoa Airways and Talofa Airways recorded shares of 8.5 percent (1,742) and 4.8 percent (989) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

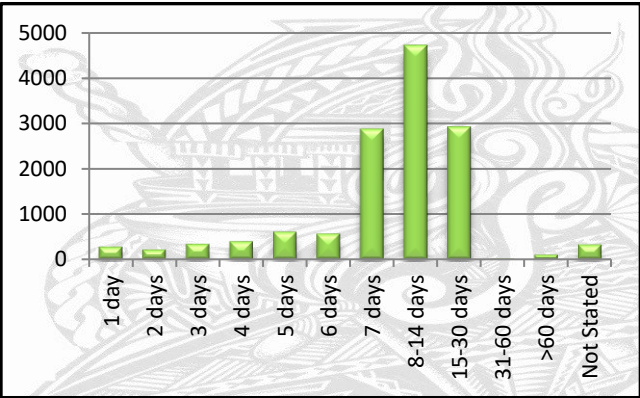
**Fig. 7: Total Arrivals by Carrier, May 2025**



#### 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, May 2025**



On the other hand, the majority of visitors (48.9 percent or 6,563 visitors) reported staying in private accommodations or with families/ relatives while 40.0 percent (5,374) stayed in hotel/ motel. (Refer Fig. 9).

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

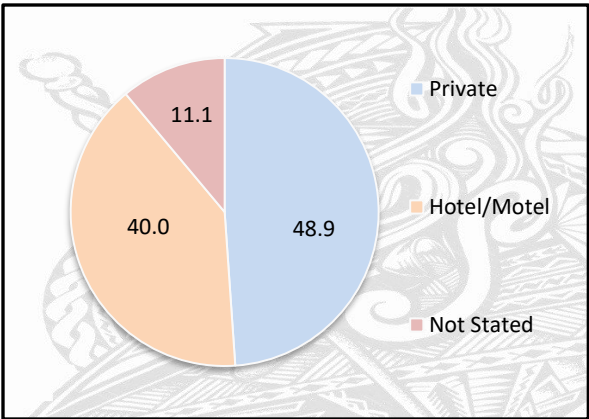
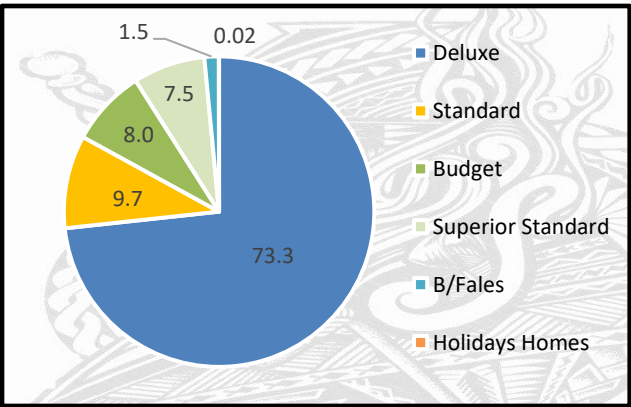


Fig. 10 portrays the number of visitors who stayed in hotel/ motel (5,374) by type of accommodation (hotel/ motel), within the reference month.

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

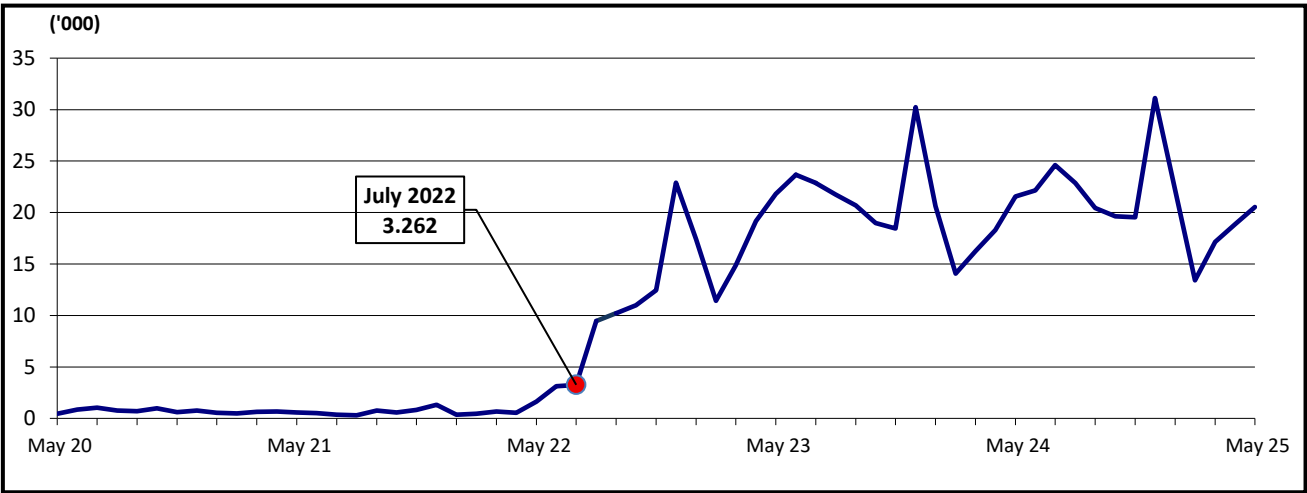
Futhermore, the BMS (Border Management Sytem) was also used for the compilation of such statistics.

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](http://www.sbs.gov.ws)



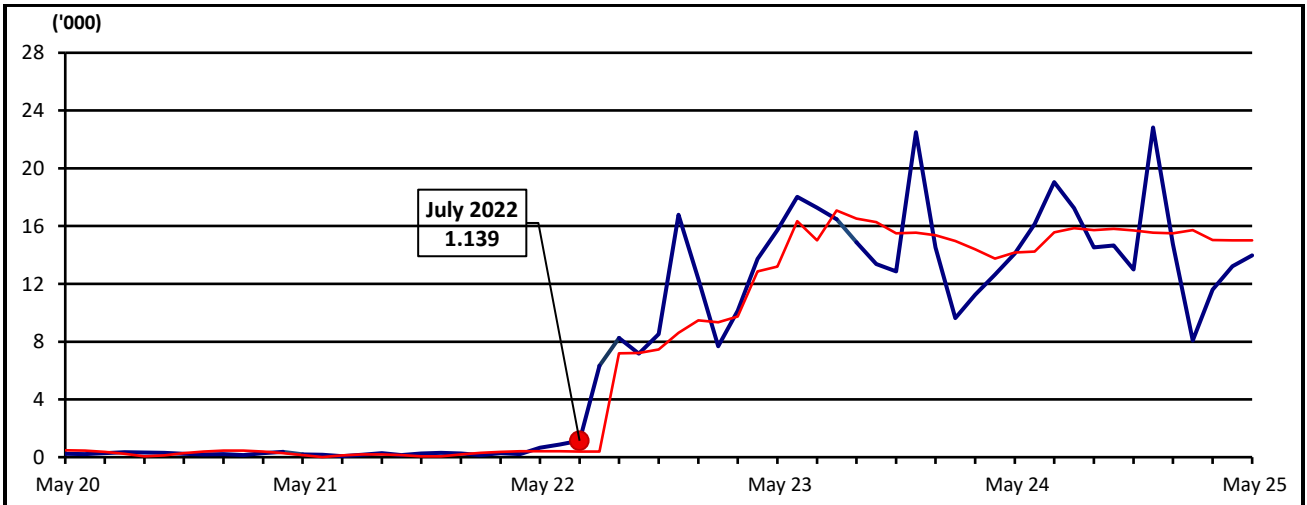
**APPENDIX**

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



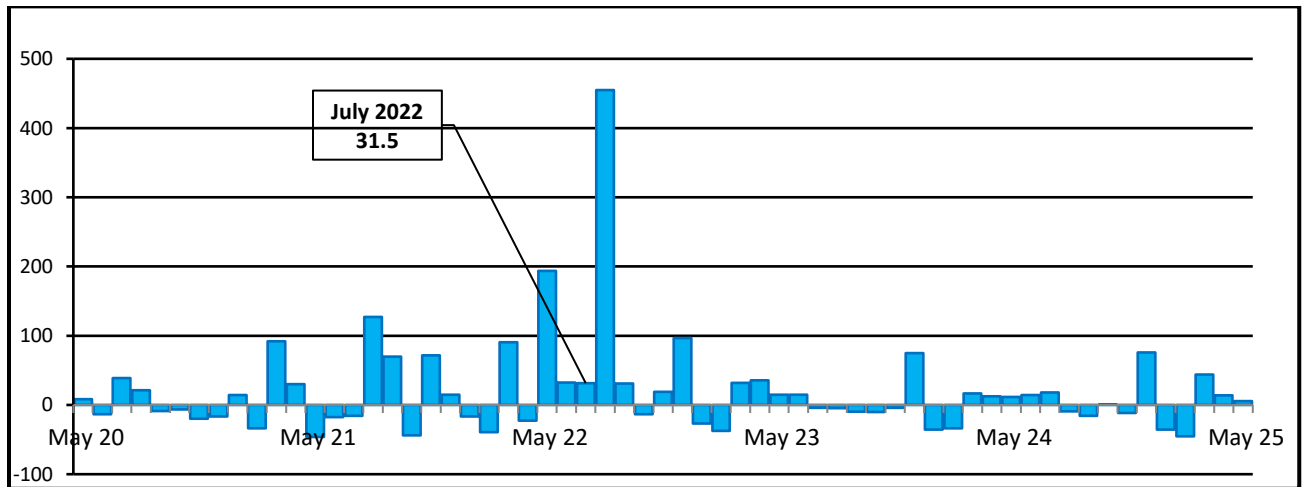
*Note: Covid-19 travel restriction period from 20<sup>th</sup> March to 31<sup>st</sup> July 2022*

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



*Note: Covid-19 travel restriction period from 20<sup>th</sup> March to 31<sup>st</sup> July 2022*

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



*Note: Covid-19 travel restriction period from 20<sup>th</sup> March to 31<sup>st</sup> July 2022*

Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2005 - 2025<sup>1</sup>

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										
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
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

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, May 2025 <sup>1</sup>

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
<b>Total</b>	<b>20,538</b>	<b>11,082</b>	<b>9,456</b>	<b>12,805</b>	<b>6,172</b>	<b>6,633</b>	<b>6,561</b>	<b>4,232</b>	<b>2,329</b>	<b>556</b>	<b>335</b>	<b>221</b>	<b>616</b>	<b>343</b>	<b>273</b>
0 - 4	602	310	292	502	261	241	82	38	44	9	7	2	9	4	5
5 - 9	597	300	297	481	252	229	86	36	50	13	4	9	17	8	9
10 - 14	531	250	281	425	204	221	69	32	37	24	5	19	13	9	4
15 - 19	747	389	358	505	241	264	181	109	72	42	26	16	19	13	6
20 - 24	1,512	854	658	770	313	457	650	477	173	27	12	15	65	52	13
25 - 29	1,889	1,083	806	932	375	557	847	657	190	48	29	19	62	22	40
30 - 34	1,883	1,099	784	1,045	479	566	743	565	178	57	31	26	38	24	14
35 - 39	1,719	982	737	969	475	494	636	441	195	64	39	25	50	27	23
40 - 44	1,651	882	769	972	449	523	572	371	201	50	34	16	57	28	29
45 - 49	1,731	928	803	1,018	498	520	600	357	243	53	34	19	60	39	21
50 - 54	1,846	965	881	1,174	572	602	570	335	235	52	33	19	50	25	25
55 - 59	1,713	904	809	1,150	577	573	476	282	194	39	24	15	48	21	27
60 - 64	1,567	791	776	1,054	513	541	433	226	207	26	21	5	54	31	23
65 - 69	1,247	677	570	871	478	393	317	163	154	28	19	9	31	17	14
70 - 74	731	387	344	505	263	242	181	94	87	19	16	3	26	14	12
75 +	572	281	291	432	222	210	118	49	69	5	1	4	17	9	8
<b>% DISTRIBUTION <sup>2</sup></b>	<b>100</b>	<b>54.0</b>	<b>46.0</b>	<b>62.3</b>	<b>30.1</b>	<b>32.3</b>	<b>31.9</b>	<b>20.6</b>	<b>11.3</b>	<b>2.7</b>	<b>1.6</b>	<b>1.1</b>	<b>3.0</b>	<b>1.7</b>	<b>1.3</b>

**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, May 2025 <sup>1</sup>

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
<b>OCEANIA</b>	<b>11,185</b>	<b>172</b>	<b>11,357</b>	<b>81.3</b>
American Samoa	653	63	716	5.1
Fiji	322	15	337	2.4
Cook Island	2	0	2	0.0
Other Pacific Is	327	12	339	2.4
New Zealand	6,611	77	6,688	47.9
Australia	3,270	5	3,275	23.4
<b>EUROPE</b>	<b>367</b>	<b>29</b>	<b>396</b>	<b>2.8</b>
United Kingdom	100	3	103	0.7
Scandinavia	14	9	23	0.2
Benelux	18	3	21	0.2
Germany	67	0	67	0.5
Other Europe	168	14	182	1.3
<b>AMERICA</b>	<b>1,227</b>	<b>14</b>	<b>1,241</b>	<b>8.9</b>
U.S.A	1,200	14	1,214	8.7
Canada	27	0	27	0.2
<b>ASIA</b>	<b>787</b>	<b>124</b>	<b>911</b>	<b>6.5</b>
Japan	61	0	61	0.4
China	322	32	354	2.5
Korea	39	1	40	0.3
Other Asia	365	91	456	3.3
<b>OTHER COUNTRIES</b>	<b>65</b>	<b>7</b>	<b>72</b>	<b>0.5</b>
<b>TOTAL</b>	<b>13,631</b>	<b>346</b>	<b>13,977</b>	<b>100%</b>
<b>PERCENTAGE DISTRIBUTION</b>	<b>97.5</b>	<b>2.5</b>	<b>100%</b>	

**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, May 2025 <sup>1</sup>

Country of Usual Residence	Purpose of Visit							
	Total	Percentage <sup>2</sup>	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
<b>OCEANIA</b>	<b>11,357</b>	<b>81.3</b>	<b>4,813</b>	<b>1,303</b>	<b>4,555</b>	<b>59</b>	<b>265</b>	<b>362</b>
American Samoa	716	5.1	200	62	247	14	98	95
Fiji	337	2.4	121	119	24	3	39	31
Cook Island	2	0.0	0	2	0	0	0	0
Other Pacific Is	339	2.4	111	137	21	0	33	37
New Zealand	6,688	47.9	3,002	579	2,897	29	74	107
Australia	3,275	23.4	1,379	404	1,366	13	21	92
<b>EUROPE</b>	<b>396</b>	<b>2.8</b>	<b>344</b>	<b>18</b>	<b>12</b>	<b>1</b>	<b>10</b>	<b>11</b>
United Kingdom	103	0.7	89	4	5	0	4	1
Scandinavia	23	0.2	22	1	0	0	0	0
Benelux	21	0.2	18	0	0	0	1	2
Germany	67	0.5	62	0	2	0	0	3
Other Europe	182	1.3	153	13	5	1	5	5
<b>AMERICA</b>	<b>1,241</b>	<b>8.9</b>	<b>448</b>	<b>108</b>	<b>466</b>	<b>5</b>	<b>122</b>	<b>92</b>
U.S.A.	1,214	8.7	427	108	464	5	119	91
Canada	27	0.2	21	0	2	0	3	1
<b>ASIA</b>	<b>911</b>	<b>6.5</b>	<b>572</b>	<b>61</b>	<b>51</b>	<b>1</b>	<b>147</b>	<b>79</b>
Japan	61	0.4	46	11	0	0	0	4
China	354	2.5	257	17	24	1	31	24
Korea	40	0.3	22	12	1	0	3	2
Other Asia	456	3.3	247	21	26	0	113	49
<b>OTHER COUNTRIES</b>	<b>72</b>	<b>0.5</b>	<b>48</b>	<b>8</b>	<b>3</b>	<b>0</b>	<b>12</b>	<b>1</b>
<b>TOTAL</b>	<b>13,977</b>	<b>100.0</b>	<b>6,225</b>	<b>1,498</b>	<b>5,087</b>	<b>66</b>	<b>556</b>	<b>545</b>
<b>Percentage Distribution <sup>2</sup></b>	<b>100.0</b>		<b>44.5</b>	<b>10.7</b>	<b>36.4</b>	<b>0.5</b>	<b>4.0</b>	<b>3.9</b>

**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, May 2025 <sup>1</sup>

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage <sup>2</sup>	Total Visitors	Percentage <sup>2</sup>
<b>Total</b>	<b>20,538</b>	<b>100%</b>	<b>6,561</b>	<b>31.9</b>	<b>13,977</b>	<b>68.1</b>
<b><u>AIR</u></b>						
Qantas	<b>1,947</b>	<b>9.5</b>	291	1.4	1,656	8.1
Virgin Australia	<b>715</b>	<b>3.5</b>	91	0.4	624	3.0
Talofa Airways	<b>989</b>	<b>4.8</b>	388	1.9	601	2.9
Samoa Airways	<b>1,742</b>	<b>8.5</b>	916	4.5	826	4.0
Air New Zealand	<b>8,190</b>	<b>39.9</b>	2,815	13.7	5,375	26.2
Fiji Airways	<b>5,774</b>	<b>28.1</b>	1,256	6.1	4,518	22.0
Other Air Carrier	<b>34</b>	<b>0.2</b>	3	0.0	31	0.2
<b><u>SEA</u></b>						
Lady Samoa IV	<b>803</b>	<b>3.9</b>	731	3.6	72	0.4
Yacht	<b>0</b>	<b>0.0</b>	0	0.0	0	0.0
Other Sea Carrier	<b>344</b>	<b>1.7</b>	70	0.3	274	1.3

**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, May 2025 <sup>1</sup>

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
<b>Total</b>	<b>13,421</b>	<b>5,374</b>	<b>6,563</b>	<b>1,484</b>
1day	282	164	114	4
2days	219	128	82	9
3days	345	239	100	6
4days	403	270	129	4
5days	613	416	190	7
6days	571	374	193	4
7days	2,879	1,978	676	225
8-14days	4,727	1,611	2,261	855
15-30days	2,928	146	2,483	299
31-60days	21	0	15	6
61-90days	58	0	49	9
91-180days	6	0	6	0
181-365days	8	0	6	2
> Year	29	0	27	2
Not Stated	332	48	232	52
<b>Percentage Distribution <sup>2</sup></b>	<b>100</b>	<b>40.0</b>	<b>48.9</b>	<b>11.1</b>

**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