

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS NOVEMBER 2025

MONTHLY HIGHLIGHTS:

In November 2025 compared with November 2024:

- ❖ Total arrivals of 17,739 decreased by 9.1% (-1,785)
- ❖ Total visitors of 11,448 decreased by 11.9% (-1,548)
- ❖ Total Visitors:
 - ✓ AM. SAM: -34.7% (down by 245 visitors)
 - ✓ USA: 20.5% (up by 209 visitors)
 - ✓ NZ: -13.6% (down by 749 visitors)
 - ✓ AUST: -12.8% (down by 443 visitors)

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November 2025	All Arrivals	All Visitors
Number	17,739	11,448
% change from previous month	-5.3	-19.8
% change with same month in 2024	-9.1	-11.9

23RD DECEMBER 2025

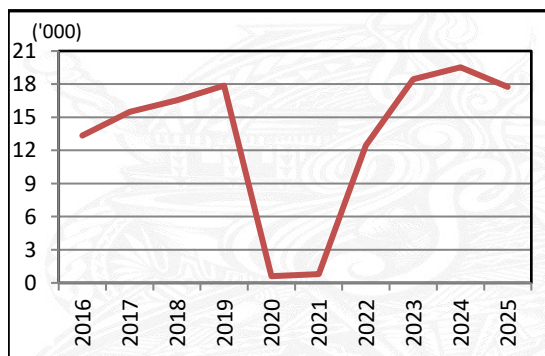
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **November 2025** totaling 17,739 arrivals, revealed a decrease of 5.3 percent over the previous month of October 2025 and a decrease of 9.1 percent over the corresponding month of November 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 November 2016 to November 2025, clearly showing the impact of Covid 19 on arrival numbers for November in 2020 and 2021.

Fig. 1: November Total Arrivals, 2016 – 2025

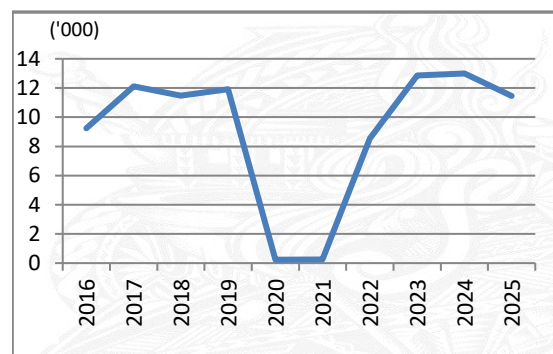


2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 11,448 revealing a decrease of 19.8 percent over the previous month of October 2025 and a decrease of 11.9 percent over the corresponding month of November 2024.

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

Fig. 2: November Total Visitors, 2016 – 2025



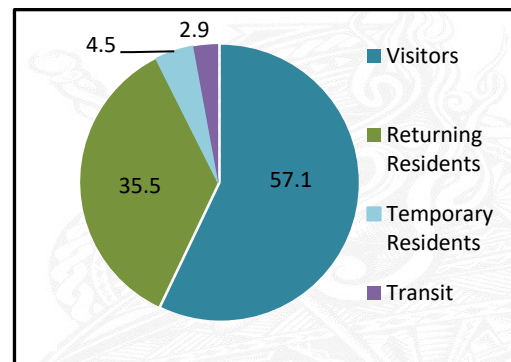
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors (Table 2), made up the largest component of all arrivals with 57.1 percent (10,135), represented by 28.7 percent females (5,086) and 28.5 percent males (5,049).

Male returning residents made up 19.0 percent (3,371) of total arrivals while their female counterpart made up 16.5 percent (2,920). (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, November 2025

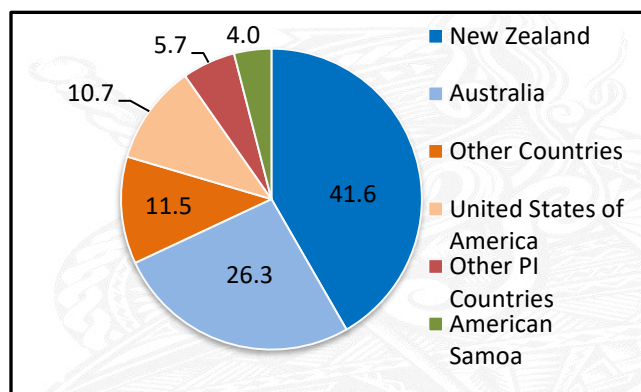


4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 41.6 percent of total visitors or 4,768 visitors. Australia followed next with a distant 26.3 percent share (3,014).

United States of America reported 10.7 percent (1,229 visitors) while American Samoa reported 4.0 percent (462) of total visitors. (Refer Fig. 4)

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

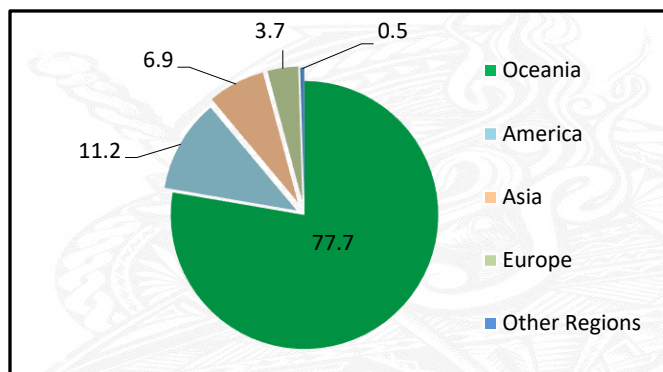


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 77.7 percent, followed by America with 11.2 percent.

Asia reported a share of 6.9 percent while Europe reported the least share of 3.7 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, November 2025



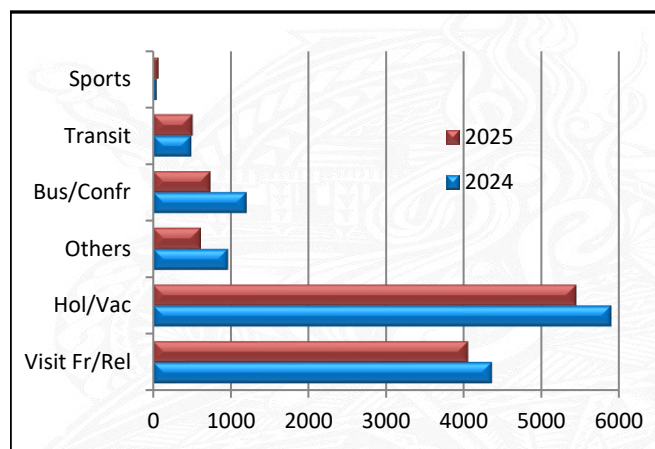
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 82.7 percent of all visitors visiting Samoa in November 2025.

The majority of visitors (5,450) entered our shores for holiday and vacation while 4,058 entered our shores to visit friends and relatives.

Those who were here on Business/Conference recorded 740 visitors, while those for Sports purposes reported only 73 visitors. Fig.6 depicts total visitors by purpose of visit for November 2024 and November 2025.

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

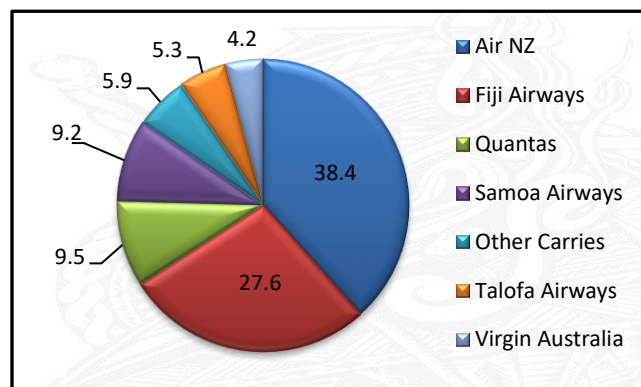


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 38.4 percent share, (6,812 passengers) followed by Fiji Airways with a 27.6 percent share (4,889 passengers).

Quantas brought in 9.5 percent (1,681 passengers) of total arrivals while Samoa Airways and Talofa Airways recorded shares of 9.2 percent (1,629) and 5.3 percent (934) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

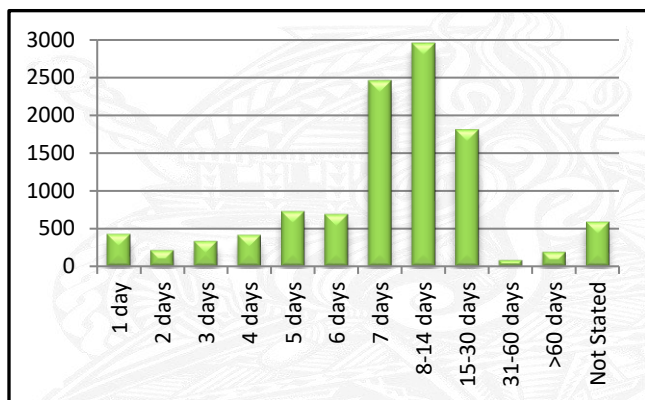
Fig. 7: Total Arrivals by Carrier, November 2025



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, November 2025



On the other hand, the majority of visitors (49.4 percent or 5,408 visitors) reported staying in private accommodations or with families/ relatives while 42.9 percent (4,698) stayed in hotel/ motel. (Refer Fig. 9).

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

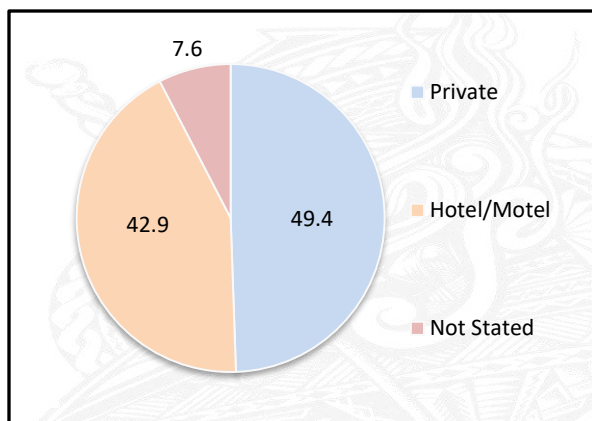
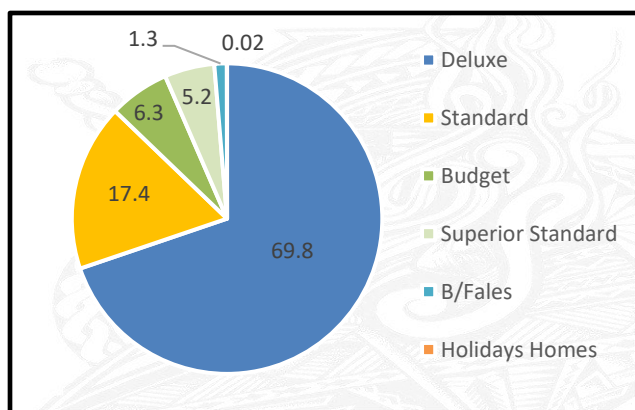


Fig. 10 portrays the number of visitors who stayed in hotel/ motel (4,698) by type of accommodation (hotel/ motel), within the reference month.

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

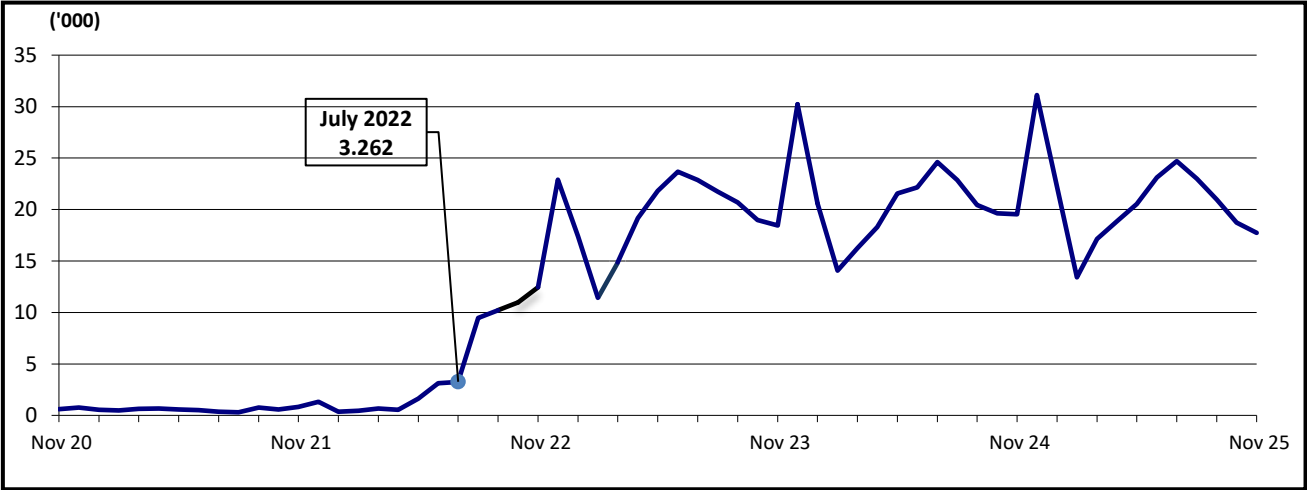
- (1) Faleolo International Airport
- (2) Apia Wharf (Matautu Port)
- (3) Fagalii International Airport

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

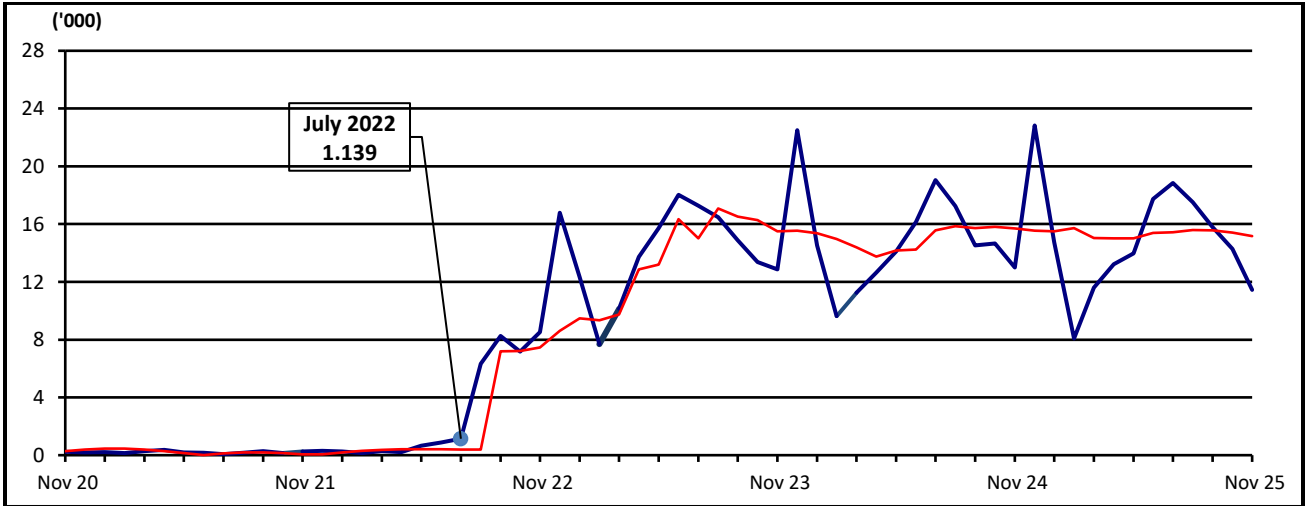
APPENDIX

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



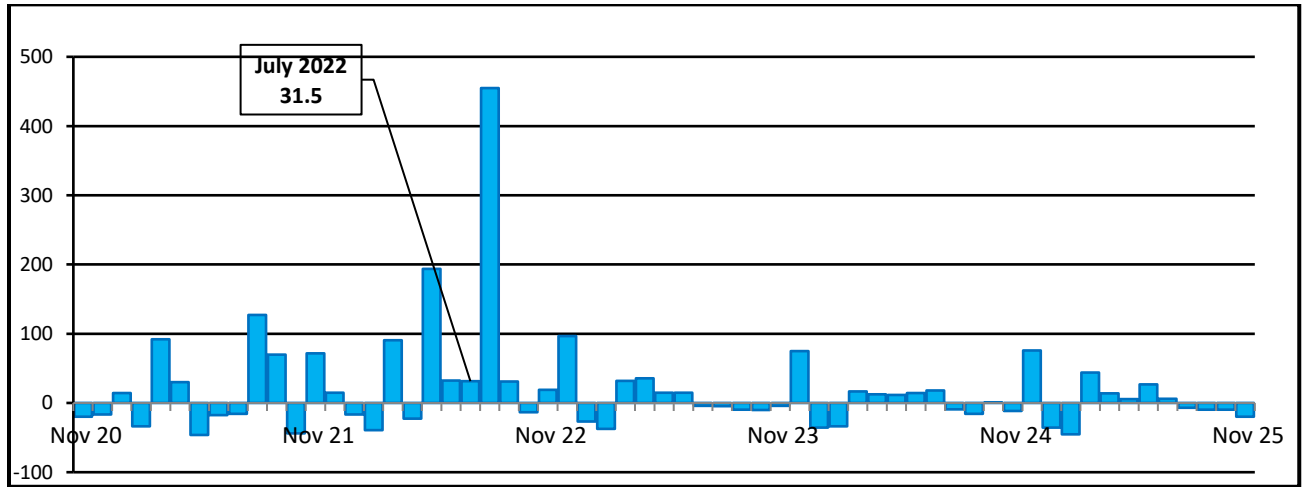
Note: Covid-19 travel restriction period from 20th March to 31st July 2022

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



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

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

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, November 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	17,739	9,201	8,538	10,135	5,049	5,086	6,291	3,371	2,920	509	317	192	804	464	340
0 - 4	570	313	257	414	232	182	129	65	64	12	7	5	15	9	6
5 - 9	505	264	241	356	193	163	115	51	64	10	5	5	24	15	9
10 - 14	568	287	281	424	222	202	117	53	64	13	5	8	14	7	7
15 - 19	901	422	479	553	236	317	280	140	140	18	6	12	50	40	10
20 - 24	1,327	673	654	697	304	393	510	284	226	23	13	10	97	72	25
25 - 29	1,613	821	792	906	408	498	595	351	244	52	35	17	60	27	33
30 - 34	1,529	813	716	895	434	461	530	307	223	35	25	10	69	47	22
35 - 39	1,365	753	612	790	421	369	460	250	210	51	38	13	64	44	20
40 - 44	1,428	767	661	808	410	398	502	287	215	53	34	19	65	36	29
45 - 49	1,421	747	674	753	382	371	555	293	262	51	37	14	62	35	27
50 - 54	1,572	827	745	847	433	414	595	325	270	66	41	25	64	28	36
55 - 59	1,499	758	741	807	388	419	565	305	260	49	28	21	78	37	41
60 - 64	1,252	637	615	701	365	336	470	236	234	25	14	11	56	22	34
65 - 69	1,026	531	495	555	294	261	401	200	201	23	13	10	47	24	23
70 - 74	637	336	301	351	191	160	251	121	130	17	11	6	18	13	5
75 +	526	252	274	278	136	142	216	103	113	11	5	6	21	8	13
% DISTRIBUTION ²	100	51.9	48.1	57.1	28.5	28.7	35.5	19.0	16.5	2.9	1.8	1.1	4.5	2.6	1.9

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, November 2025 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	8,766	133	8,899	77.7
American Samoa	439	23	462	4.0
Fiji	319	18	337	2.9
Cook Island	2	0	2	0.0
Other Pacific Is	291	25	316	2.8
New Zealand	4,705	63	4,768	41.6
Australia	3,010	4	3,014	26.3
EUROPE	417	2	419	3.7
United Kingdom	91	2	93	0.8
Scandinavia	24	0	24	0.2
Benelux	14	0	14	0.1
Germany	96	0	96	0.8
Other Europe	192	0	192	1.7
AMERICA	1,253	25	1,278	11.2
U.S.A	1,204	25	1,229	10.7
Canada	49	0	49	0.4
ASIA	604	187	791	6.9
Japan	74	0	74	0.6
China	229	43	272	2.4
Korea	52	9	61	0.5
Other Asia	249	135	384	3.4
OTHER COUNTRIES	61	0	61	0.5
TOTAL	11,101	347	11,448	100%
PERCENTAGE DISTRIBUTION	97.0	3.0	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, November 2025 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	8,899	77.7	4,244	495	3,641	59	245	215
American Samoa	462	4.0	186	12	165	4	86	9
Fiji	337	2.9	98	80	61	18	29	51
Cook Island	2	0.0	1	0	0	0	0	1
Other Pacific Is	316	2.8	97	57	51	9	42	60
New Zealand	4,768	41.6	2,350	209	2,061	17	65	66
Australia	3,014	26.3	1,512	137	1,303	11	23	28
EUROPE	419	3.7	341	35	13	0	14	16
United Kingdom	93	0.8	60	17	9	0	2	5
Scandinavia	24	0.2	22	1	1	0	0	0
Benelux	14	0.1	14	0	0	0	0	0
Germany	96	0.8	88	1	0	0	5	2
Other Europe	192	1.7	157	16	3	0	7	9
AMERICA	1,278	11.2	549	80	347	13	106	183
U.S.A.	1,229	10.7	512	77	342	13	103	182
Canada	49	0.4	37	3	5	0	3	1
ASIA	791	6.9	294	118	53	1	138	187
Japan	74	0.6	22	32	5	0	0	15
China	272	2.4	93	41	35	0	22	81
Korea	61	0.5	20	6	0	0	25	10
Other Asia	384	3.4	159	39	13	1	91	81
OTHER COUNTRIES	61	0.5	22	12	4	0	6	17
TOTAL	11,448	100.0	5,450	740	4,058	73	509	618
Percentage Distribution ²	100.0		47.6	6.5	35.4	0.6	4.4	5.4

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, November 2025 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	17,739	100%	6,291	35.5	11,448	64.5
<u>AIR</u>						
Quantas	1,681	9.5	322	1.8	1,359	7.7
Virgin Australia	752	4.2	115	0.6	637	3.6
Talofa Airways	934	5.3	411	2.3	523	2.9
Samoa Airways	1,629	9.2	915	5.2	714	4.0
Air New Zealand	6,812	38.4	2,228	12.6	4,584	25.8
Fiji Airways	4,889	27.6	1,623	9.1	3,266	18.4
Other Air Carrier	18	0.1	0	0.0	18	0.1
<u>SEA</u>						
Lady Samoa IV	577	3.3	539	3.0	38	0.2
Yacht	2	0.0	0	0.0	2	0.0
Other Sea Carrier	445	2.5	138	0.8	307	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

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

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	10,939	4,698	5,408	833
1day	429	192	56	181
2days	213	136	70	7
3days	339	238	92	9
4days	417	290	120	7
5days	734	502	223	9
6days	692	491	169	32
7days	2,467	906	1,440	121
8-14days	2,962	1,315	1,487	160
15-30days	1,816	501	1,096	219
31-60days	82	0	72	10
61-90days	66	0	56	10
91-180days	9	0	9	0
181-365days	28	0	26	2
> Year	91	0	89	2
Not Stated	594	127	403	64
Percentage Distribution ²	100	42.9	49.4	7.6

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