

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS OCTOBER 2025

MONTHLY HIGHLIGHTS:

In October 2025 compared with October 2024:

- ❖ Total arrivals of 18,728 decreased by 4.6% (-911)
- ❖ Total visitors of 14,278 decreased by 2.6% (-380)
- ❖ Total Visitors:
 - ✓ USA: 30.8% (up by 265 visitors)
 - ✓ AUST: 1.7% (up by 55 visitors)
 - ✓ NZ: 19.9% (up by 1,215 visitors)
 - ✓ AM. SAM: -2.2% (down by 12 visitors)

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October 2025	All Arrivals	All Visitors
Number	18,728	14,278
% change from previous month	-10.7	-9.6
% change with same month in 2024	-4.6	-2.6

20TH NOVEMBER 2025

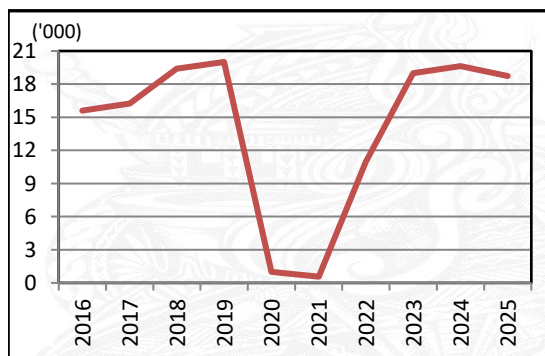
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **October 2025** totaling 18,728 arrivals, revealed a decrease of 10.7 percent over the previous month of September 2025 and a decrease of 4.6 percent over the corresponding month of October 2024.

Those who travelled to Samoa by Air represented 95.3% while 4.7% was represented by those who travelled by Sea.

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

Fig. 1: October Total Arrivals, 2016 – 2025

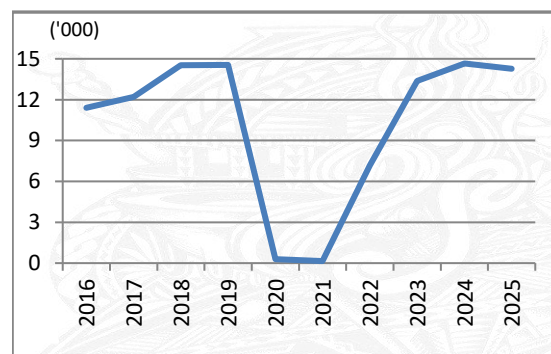


2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 14,278 revealing a decrease of 9.6 percent over the previous month of September 2025 and a decrease of 2.6 percent over the corresponding month of October 2024.

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

Fig. 2: October Total Visitors, 2016 – 2025



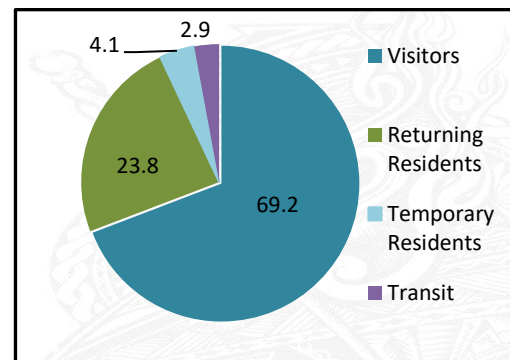
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors (Table 2), made up the largest component of all arrivals with 69.2 percent (12,960), represented by 35.7 percent females (6,688) and 33.5 percent males (6,272).

Male returning residents made up 14.0 percent (2,630) of total arrivals while their female counterpart made up 9.7 percent (1,820). (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, October 2025

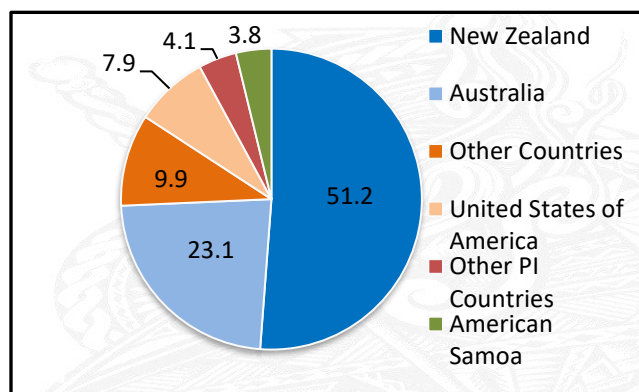


4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

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 7,316 visitors. Australia followed next with a distant 23.1 percent share (3,300).

United States of America reported 7.9 percent (1,125 visitors) while American Samoa reported 3.8 percent (540) of total visitors. (Refer Fig. 4)

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

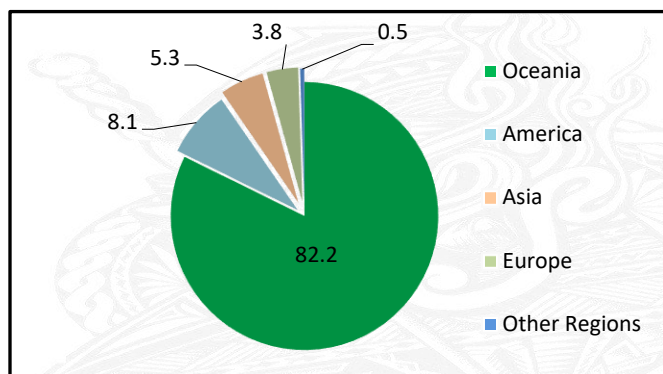


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 82.2 percent, followed by America with 8.1 percent.

Asia reported a share of 5.3 percent while Europe reported the least share of 3.8 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, October 2025



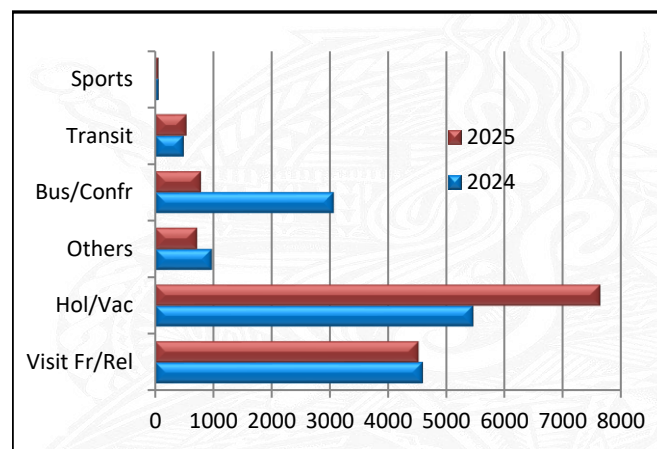
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 86.0 percent of all visitors visiting Samoa in October 2025.

The majority of visitors (7,640) entered our shores for holiday and vacation while 4,522 entered our shores to visit friends and relatives.

Those who were here on Business/Conference recorded 792 visitors, while those for Sports purposes reported only 58 visitors. Fig.6 depicts total visitors by purpose of visit for October 2024 and October 2025.

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

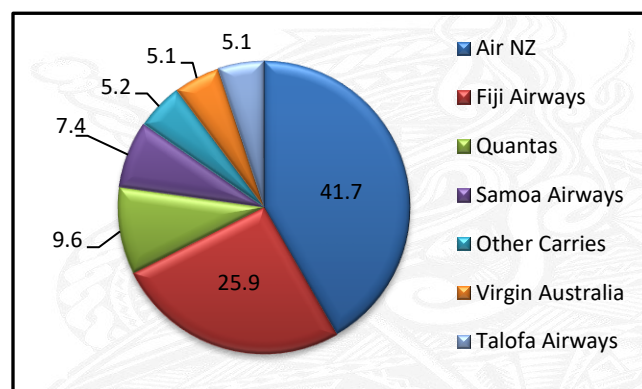


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 41.7 percent share, (7,802 passengers) followed by Fiji Airways with a 25.9 percent share (4,852 passengers).

Quantas brought in 9.6 percent (1,796 passengers) of total arrivals while Samoa Airways and Virgin Australia recorded shares of 7.4 percent (1,393) and 5.1 percent (954) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

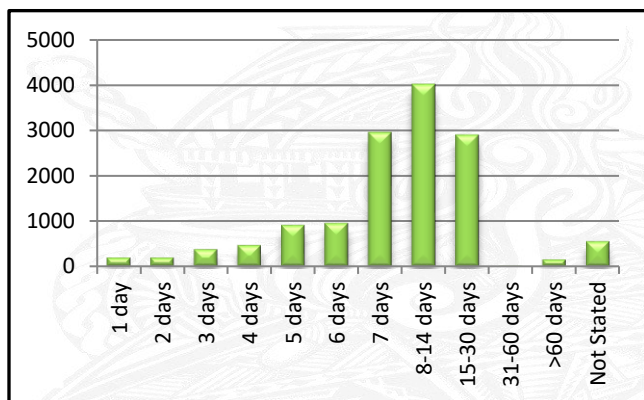
Fig. 7: Total Arrivals by Carrier, October 2025



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, October 2025



On the other hand, the majority of visitors (50.4 percent or 6,923 visitors) reported staying in private accommodations or with families/ relatives while 42.9 percent (5,890) stayed in hotel/ motel. (Refer Fig. 9).

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

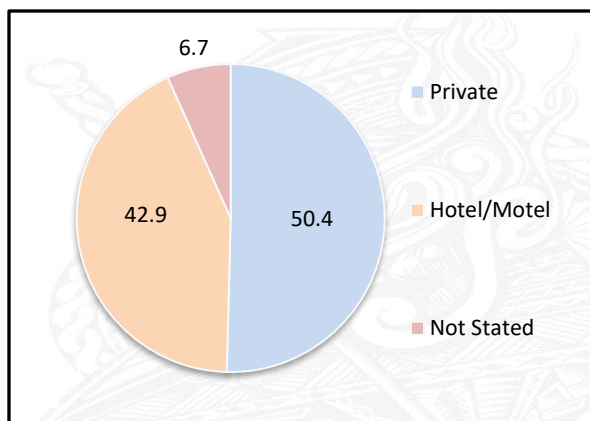
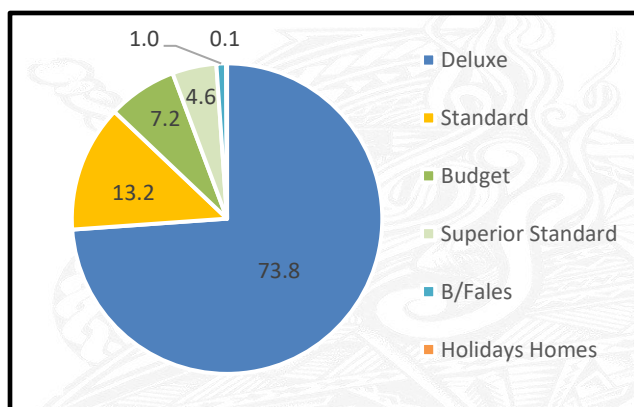


Fig. 10 portrays the number of visitors who stayed in hotel/ motel (5,890) by type of accommodation (hotel/ motel), within the reference month.

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

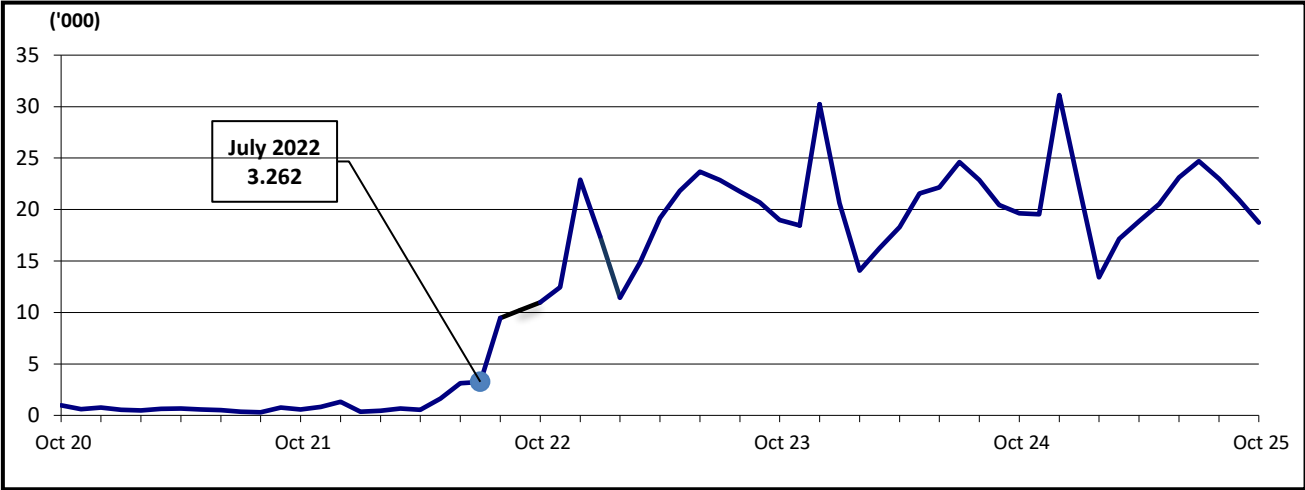
- (1) Faleolo International Airport
- (2) Apia Wharf (Matautu Port)
- (3) Fagalii International Airport

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

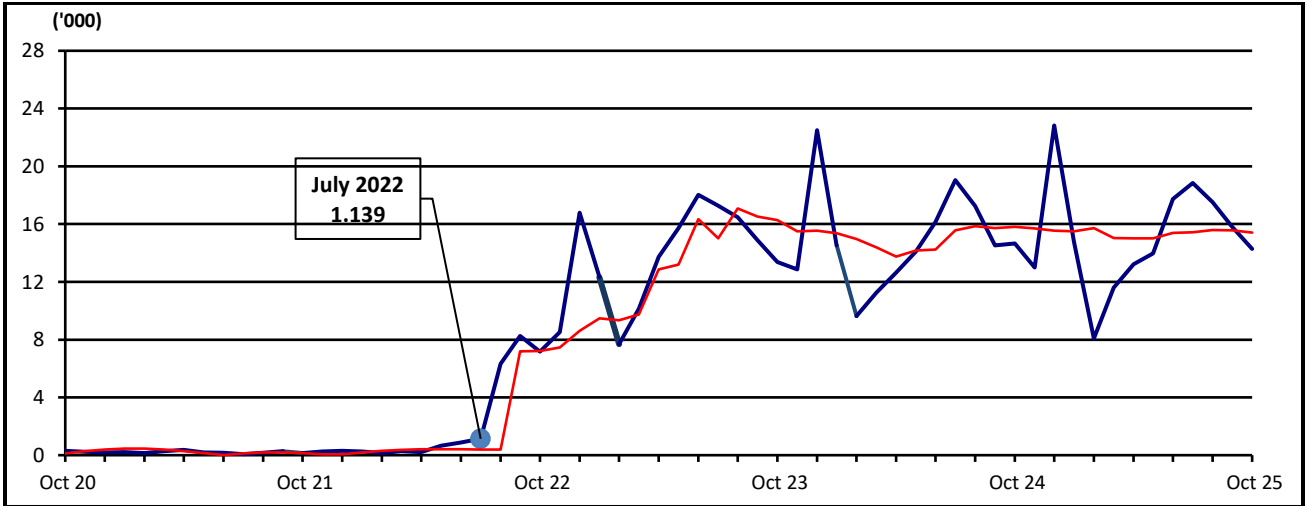
APPENDIX

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



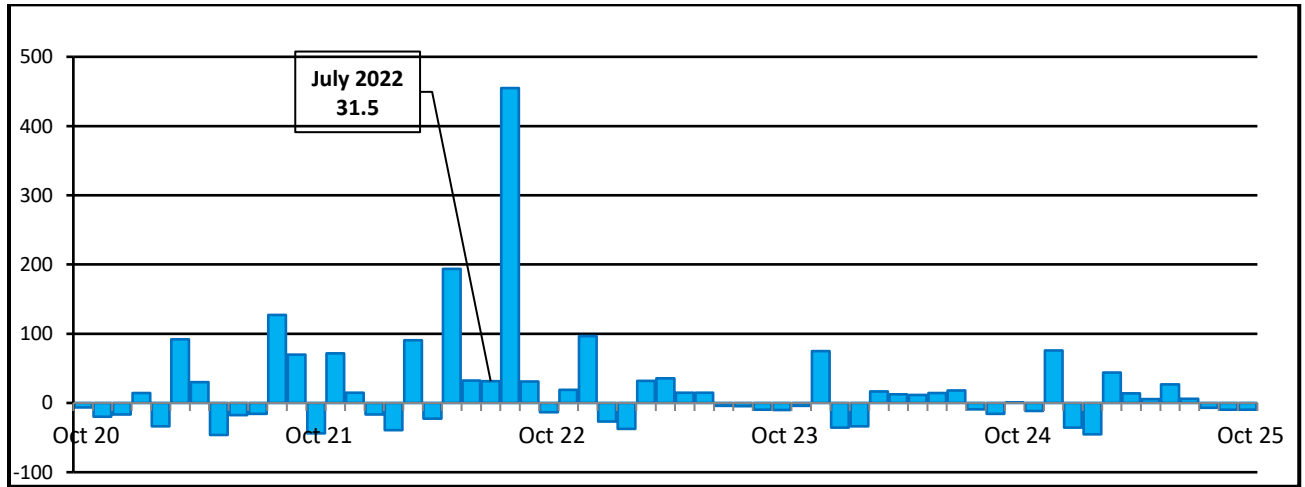
Note: Covid-19 travel restriction period from 20th March to 31st July 2022

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



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

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

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, October 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	18,728	9,658	9,070	12,960	6,272	6,688	4,450	2,630	1,820	544	320	224	774	436	338
0 - 4	667	336	331	532	271	261	88	42	46	28	16	12	19	7	12
5 - 9	630	307	323	519	252	267	77	30	47	14	6	8	20	19	1
10 - 14	664	320	344	566	266	300	63	29	34	18	12	6	17	13	4
15 - 19	653	334	319	513	246	267	93	58	35	24	14	10	23	16	7
20 - 24	1,191	642	549	752	339	413	353	239	114	16	10	6	70	54	16
25 - 29	1,692	893	799	1,072	496	576	498	337	161	49	27	22	73	33	40
30 - 34	1,700	940	760	1,132	559	573	458	315	143	56	35	21	54	31	23
35 - 39	1,463	788	675	951	480	471	384	243	141	63	34	29	65	31	34
40 - 44	1,501	806	695	958	481	477	402	252	150	68	37	31	73	36	37
45 - 49	1,579	796	783	1,027	472	555	415	238	177	56	37	19	81	49	32
50 - 54	1,731	868	863	1,177	562	615	448	247	201	44	29	15	62	30	32
55 - 59	1,567	799	768	1,067	530	537	380	206	174	44	29	15	76	34	42
60 - 64	1,359	696	663	984	493	491	300	162	138	21	13	8	54	28	26
65 - 69	1,073	534	539	744	368	376	263	124	139	20	11	9	46	31	15
70 - 74	693	337	356	526	254	272	131	62	69	17	8	9	19	13	6
75 +	565	262	303	440	203	237	97	46	51	6	2	4	22	11	11
% DISTRIBUTION ²	100	51.6	48.4	69.2	33.5	35.7	23.8	14.0	9.7	2.9	1.7	1.2	4.1	2.3	1.8

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, October 2025 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	11,566	176	11,742	82.2
American Samoa	510	30	540	3.8
Fiji	330	6	336	2.4
Cook Island	2	0	2	0.0
Other Pacific Is	199	49	248	1.7
New Zealand	7,243	73	7,316	51.2
Australia	3,282	18	3,300	23.1
EUROPE	538	11	549	3.8
United Kingdom	154	2	156	1.1
Scandinavia	26	0	26	0.2
Benelux	26	0	26	0.2
Germany	88	1	89	0.6
Other Europe	244	8	252	1.8
AMERICA	1,129	32	1,161	8.1
U.S.A	1,097	28	1,125	7.9
Canada	32	4	36	0.3
ASIA	634	126	760	5.3
Japan	42	2	44	0.3
China	311	32	343	2.4
Korea	19	5	24	0.2
Other Asia	262	87	349	2.4
OTHER COUNTRIES	63	3	66	0.5
TOTAL	13,930	348	14,278	100%
PERCENTAGE DISTRIBUTION	97.6	2.4	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 Pupose of Visit, October 2025 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	11,742	82.2	6,145	559	4,203	56	278	501
American Samoa	540	3.8	164	12	204	0	133	27
Fiji	336	2.4	109	97	49	20	31	30
Cook Island	2	0.0	1	0	0	0	1	0
Other Pacific Is	248	1.7	84	58	34	1	33	38
New Zealand	7,316	51.2	3,740	260	3,032	22	64	198
Australia	3,300	23.1	2,047	132	884	13	16	208
EUROPE	549	3.8	459	33	17	0	13	27
United Kingdom	156	1.1	131	8	7	0	2	8
Scandinavia	26	0.2	25	1	0	0	0	0
Benelux	26	0.2	24	1	1	0	0	0
Germany	89	0.6	79	6	2	0	2	0
Other Europe	252	1.8	200	17	7	0	9	19
AMERICA	1,161	8.1	615	77	245	2	116	106
U.S.A.	1,125	7.9	596	65	242	2	115	105
Canada	36	0.3	19	12	3	0	1	1
ASIA	760	5.3	386	106	53	0	135	80
Japan	44	0.3	20	14	3	0	0	7
China	343	2.4	180	50	39	0	33	41
Korea	24	0.2	16	1	0	0	5	2
Other Asia	349	2.4	170	41	11	0	97	30
OTHER COUNTRIES	66	0.5	35	17	4	0	2	8
TOTAL	14,278	100.0	7,640	792	4,522	58	544	722
Percentage Distribution ²	100.0		53.5	5.5	31.7	0.4	3.8	5.1

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, October 2025 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	18,728	100%	4,450	23.8	14,278	76.2
<u>AIR</u>						
Quantas	1,796	9.6	219	1.2	1,577	8.4
Virgin Australia	954	5.1	119	0.6	835	4.5
Talofa Airways	951	5.1	313	1.7	638	3.4
Samoa Airways	1,393	7.4	722	3.9	671	3.6
Air New Zealand	7,802	41.7	1,548	8.3	6,254	33.4
Fiji Airways	4,852	25.9	997	5.3	3,855	20.6
Other Air Carrier	100	0.5	0	0.0	100	0.5
<u>SEA</u>						
Lady Samoa IV	633	3.4	493	2.6	140	0.7
Yacht	21	0.1	0	0.0	21	0.1
Other Sea Carrier	226	1.2	39	0.2	187	1.0

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, October 2025 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	13,734	5,890	6,923	921
1day	197	134	60	3
2days	194	147	45	2
3days	380	265	106	9
4days	469	308	143	18
5days	917	646	248	23
6days	961	436	504	21
7days	2,964	1,445	1,089	430
8-14days	4,028	1,858	1,999	171
15-30days	2,907	497	2,212	198
31-60days	12	0	12	0
61-90days	23	0	21	2
91-180days	8	0	8	0
181-365days	22	0	20	2
> Year	98	0	95	3
Not Stated	554	154	361	39
Percentage Distribution ²	100	42.9	50.4	6.7

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