

## SAMOA BUREAU OF STATISTICS

# INTERNATIONAL ARRIVAL STATISTICS FIRST QUARTER 2025

### QUARTERLY HIGHLIGHTS:

This Quarter compared with 1<sup>st</sup> Quarter 2024:

- Total arrivals (52,735) increased by 3.5%
- Total visitors (34,421) decreased by 2.7%
  - New Zealand (up by 939)
  - USA (up by 75)
  - Am Samoa (down by 699)
  - Australia (down by 516)
- Total departures (66,627) increased by 3.6%

### INSIDE THIS ISSUE

Q1 2025	All Arrivals	All Visitors
Total	52,735	34,421
% change from previous quarter	-25.0	-31.8
% change from 1 <sup>st</sup> quarter 2024	3.5	-2.7

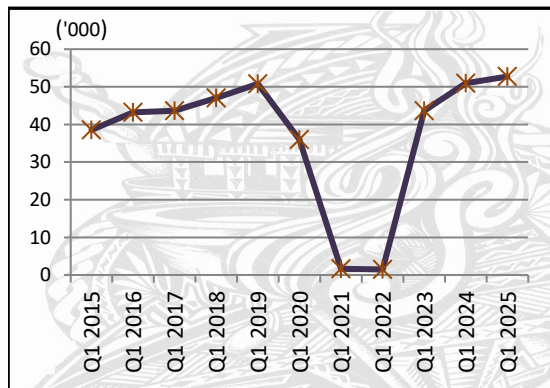
24<sup>TH</sup> APRIL 2025

### 1. TOTAL ARRIVALS

The total International Arrival Statistics documented for the reference period (table 1), revealed a decrease of 25.0 percent over the previous quarter (Oct-Dec 2024) and an increase of 3.5 percent over the corresponding quarter of 2024. Fig.1.1 reveals the impact of Covid 19 on quarter one arrival numbers for 2020, 2021 and 2022.

As usual, air being the most preferred mode of travel to Samoa, representing 94.8 percent of total arrivals, while those that arrived by sea accounted for the remaining 5.2 percent.

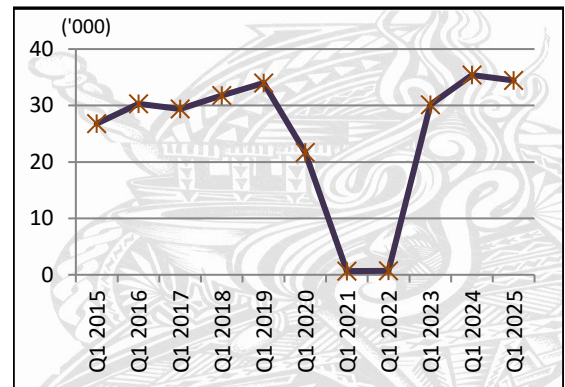
Fig. 1.1: 1<sup>st</sup> Quarter Total Arrivals, 2015 – 2025



### 1.2. TOTAL VISITORS

Total Visitors of 34,421 for the quarter under review revealed a decrease of 31.8 percent over the previous quarter and also a decrease of 2.7 percent when compared to the corresponding quarter of 2024. Fig.1.2 also reveals the impact of Covid - 19 on quarter one visitor numbers recorded for 2020,2021 and 2022.

Fig. 1.2: 1<sup>st</sup> Quarter Total Visitors, 2015 – 2025

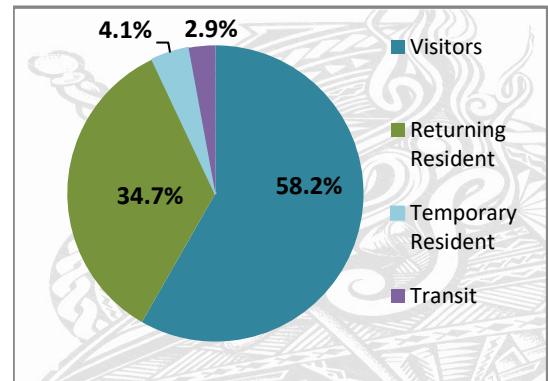


### 1.3 TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit, made up the largest component of all arrivals with 30.9 percent (16,281) recorded for females and 30.3 percent (15,957) for males.

Male and female returning residents made up 18.2 percent (9,615) and 16.5 percent (8,699) respectively of total arrivals while Temporary residents made up 2.3 percent (1,212) for males and 1.8 percent (971) for females. (Refer Fig. 1.3).

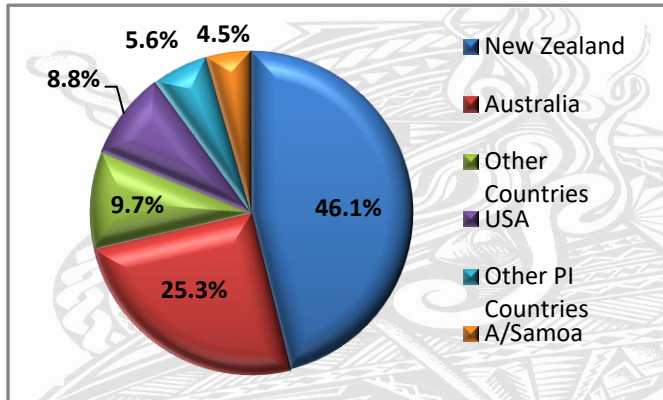
Fig. 1.3: Percentage distribution of Total Arrivals by Purpose of Visit, 1<sup>st</sup> Quarter 2025



### 1.4 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 46.1 percent or 15,883 of total visitors. Australia followed next with a distant 25.3 percent share (8,715). U.S.A recorded a share of 8.8 percent (3,018) followed by American Samoa with a share of 4.5 percent (1,552). (Refer Fig. 1.4)

**Fig. 1.4: Percentage distribution of Total Visitors by Country of Usual Residence, 1<sup>st</sup> Quarter 2025**

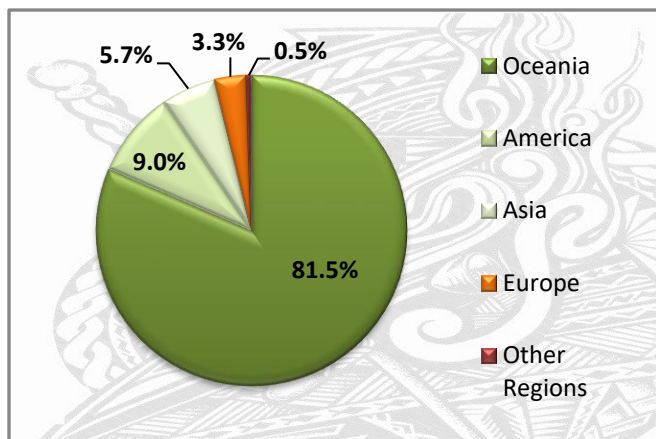


### 1.5 VISITORS BY REGION

As usual, the Oceania Region had the highest share of total visitors with 81.5 percent, followed by America with 9.0 percent.

Asia reported a share of 5.7 percent while Europe reported the least share with 3.3 percent as depicted in Fig. 1.5 below.

**Fig. 1.5: Percentage distribution of Total Visitors by Region, 1<sup>st</sup> Quarter 2025**



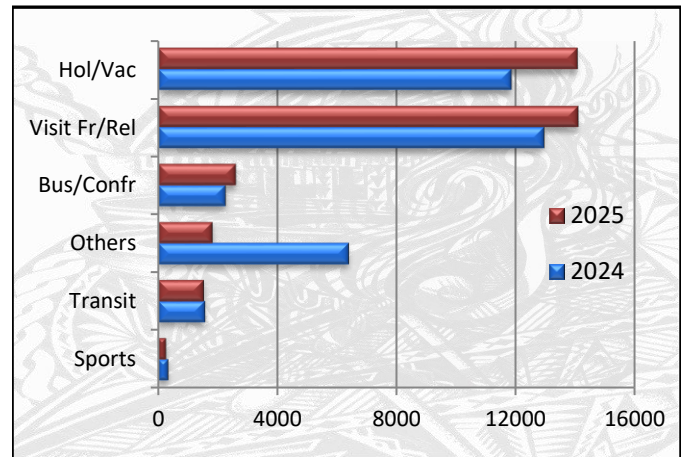
### 1.6 VISITORS BY PURPOSE OF VISIT

As depicted in Table 4, New Zealand, Australia, American Samoa, and the United States of America constituted 84.7 percent of all visitors visiting Samoa while other countries round up the remaining 15.3 percent during the reference period.

Visitors that entered our shores to visit friends and relatives accounted for 41.0 percent of all visitors. Those who were here for holiday/vacations accounted for 40.9 percent while those that travelled for Business and Conference made up 7.6 percent of total visitors.

Visiting for other purposes accounted for 5.3 percent while transients bound for other destinations and sports registered 4.5 and 0.8 percent respectively. Fig. 1.6 depicts total visitors by purpose of visit during the reference period compared to the corresponding quarter of 2024.

**Fig. 1.6: Total Visitors by Purpose of Visit, 1<sup>st</sup> Quarter 2024 & 1<sup>st</sup> Quarter 2025**

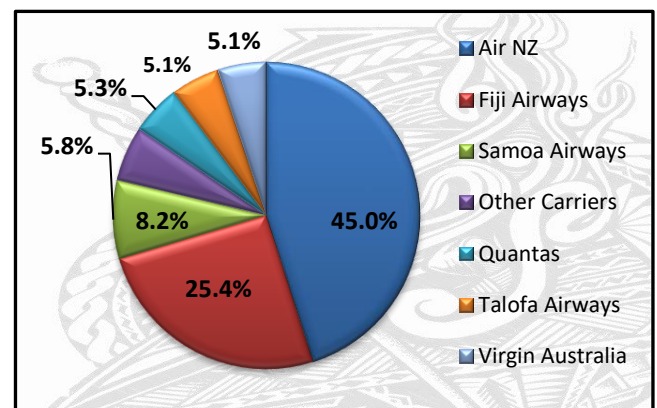


### 1.7 TOTAL ARRIVALS BY CARRIER

As tabulated in Table 5, Air New Zealand leads the way for arrivals by carriers during the reference period with a 45.0 percent share (23,753 passengers) followed by Fiji Airways with a share of 25.4 percent (13,411 passengers).

Samoa Airways recorded a 8.2 percent share (4,329), Quantas had a share of 5.3 percent (2,789) while Talofa Airways and Virgin Australia recorded shares of 5.1 percent (2,708) and 5.1 percent (2,699) respectively. Fig. 1.7 illustrates total arrivals by carrier during the reference period.

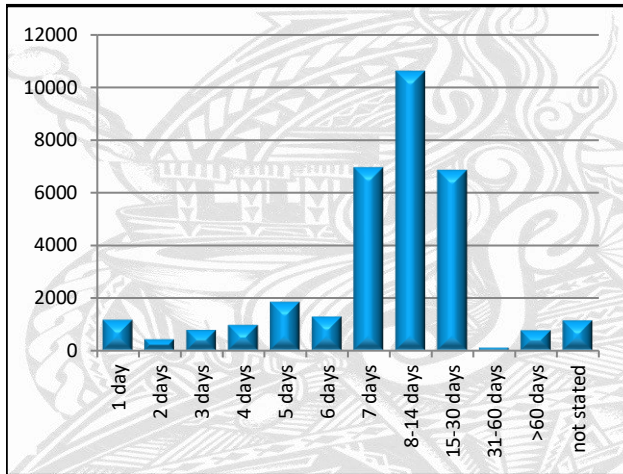
**Fig. 1.7: Percentage distribution of Total Arrivals by Carrier, 1<sup>st</sup> Quarter 2025**



### 1.8 VISITORS DURATION AND PLACE OF STAY

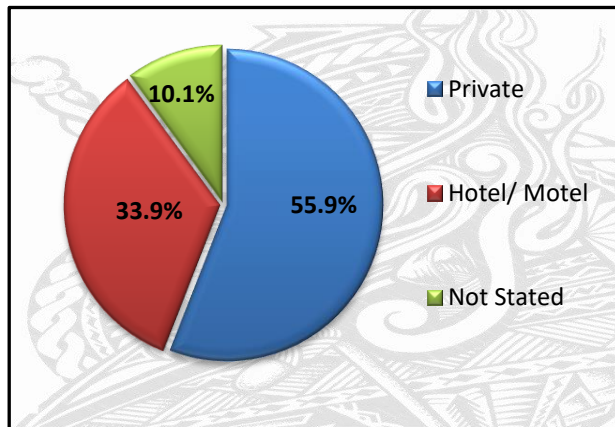
The usual trend of visitor's duration of stay in Samoa (Table 6) is between 7 days and 30 days, as revealed in Fig 1.8 below.

**Fig. 1.8: Visitors Duration of Stay, 1<sup>st</sup> Quarter 2025**



On the other hand, 55.9 percent (18,394) of visitors stayed in private accommodations or with families/ relatives while 33.9 percent (11,162) of total visitors reported staying in hotel/ motels. (Refer Fig. 1.9).

**Fig. 1.9: Percentage distribution of Total Visitors by Place of Stay, 1<sup>st</sup> Quarter 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) Fagalii International Airport*
- (3) Apia Wharf (Matautu Port)*

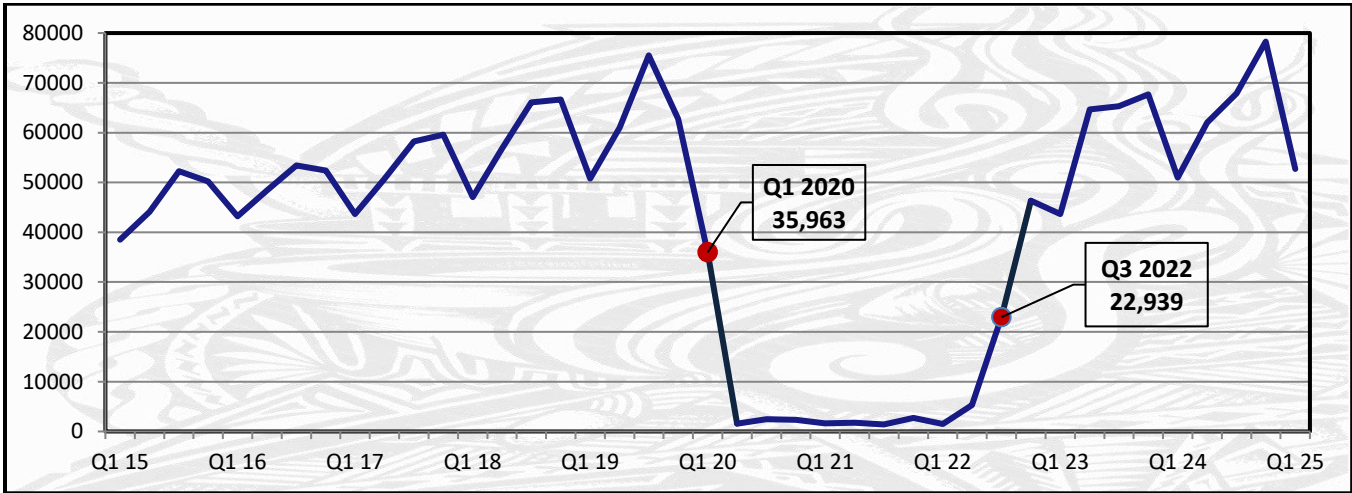
*Futhermore, the BMS (Border Management System) was also used for the compilation of such statistics.*

*International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website: [www.sbs.gov.ws](http://www.sbs.gov.ws)*



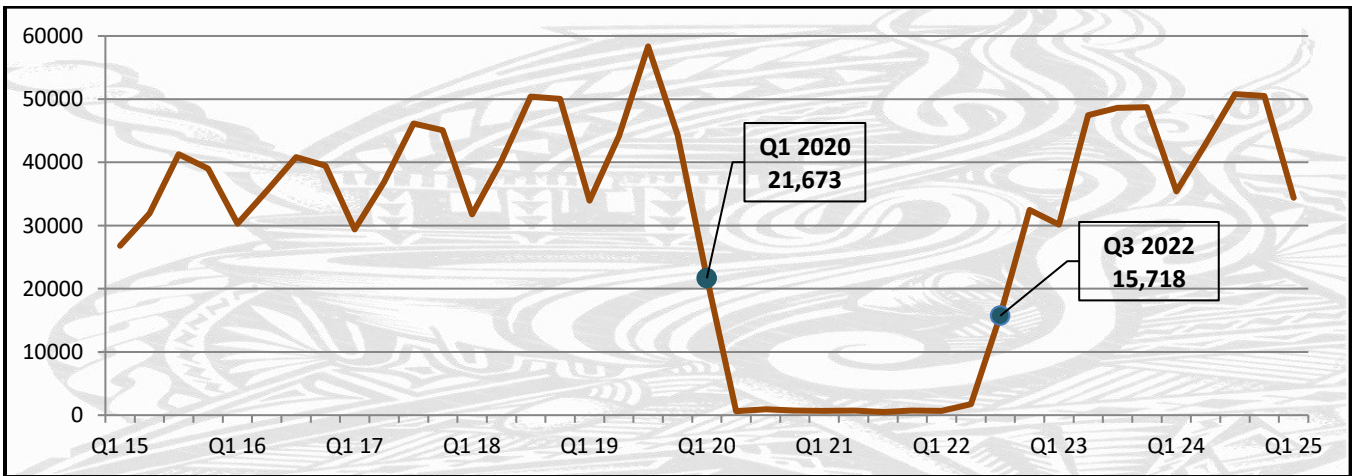
**APPENDIX**

**Graph 1: Quarterly Total Arrivals, 1<sup>st</sup> Quarter 2015 – 1<sup>st</sup> Quarter 2025**



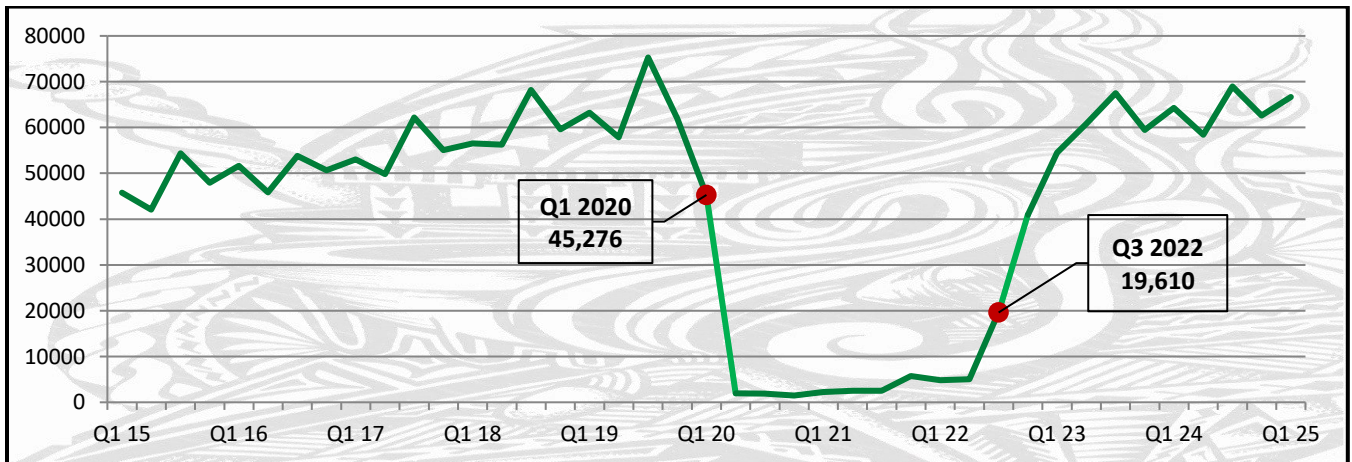
Note: Covid-19 travel restriction period from 20<sup>th</sup> March 2020 (Quarter 1) to 31<sup>st</sup> July 2022 (Quarter 3)

**Graph 2: Quarterly Total Visitors, 1<sup>st</sup> Quarter 2015 – 1<sup>st</sup> Quarter 2025**



Note: Covid-19 travel restriction period from 20<sup>th</sup> March 2020 (Quarter 1) to 31<sup>st</sup> July 2022 (Quarter 3)

**Graph 3: Quarterly Total Departures, 1<sup>st</sup> Quarter 2015 – 1<sup>st</sup> Quarter 2025**



Note: Covid-19 travel restriction period from 20<sup>th</sup> March 2020 (Quarter 1) to 31<sup>st</sup> July 2022 (Quarter 3)

Table 1: Quarterly Arrival and Departure by Mode of Travel and Net Migration, 2005 - 2025.

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	135,008	10,936	145,944	-3,187
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	2,752	134,697	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	181,687	8,523	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	3,463	23,983	38,086	4,287	42,373	46,645	3,937	50,582	-8,209
2021	1,096	5,401	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
<b>2019</b>										
1st Quarter	32,845	1,117	33,962	49,342	1,439	50,781	61,825	1,405	63,230	-12,449
2nd Quarter	42,562	1,608	44,170	58,359	2,626	60,985	55,139	2,682	57,821	3,164
3rd Quarter	55,933	2,415	58,348	71,960	3,532	75,492	72,437	2,850	75,287	205
4th Quarter	42,580	1,798	44,378	59,776	2,937	62,713	59,098	2,898	61,996	717
<b>2020</b>										
1st Quarter	20,485	1,188	21,673	34,548	1,415	35,963	44,139	1,137	45,276	-9,313
2nd Quarter	7	646	653	735	854	1,589	1,182	784	1,966	-377
3rd Quarter	0	936	936	1,355	1,125	2,480	776	1,089	1,865	615
4th Quarter	28	693	721	1,448	893	2,341	548	927	1,475	866
<b>2021</b>										
1st Quarter	174	481	655	926	701	1,627	1,595	653	2,248	-621
2nd Quarter	403	327	730	1,247	492	1,739	2,108	402	2,510	-771
3rd Quarter	178	321	499	811	593	1,404	2,102	429	2,531	-1,127
4th Quarter	341	366	707	2,027	666	2,693	5,074	631	5,705	-3,012
<b>2022</b>										
1st Quarter	296	391	687	945	532	1,477	4,338	513	4,851	-3,374
2nd Quarter	1,326	418	1,744	4,733	581	5,314	4,617	440	5,057	257
3rd Quarter	14,571	1,147	15,718	21,372	1,567	22,939	18,067	1,543	19,610	3,329
4th Quarter	31,011	1,469	32,480	42,716	3,607	46,323	38,044	2,923	40,967	5,356
<b>2023</b>										
1st Quarter	28,784	1,352	30,136	40,467	3,204	43,671	50,257	4,260	54,517	-10,846
2nd Quarter	45,714	1,746	47,460	60,343	4,287	64,630	56,372	4,421	60,793	3,837
3rd Quarter	46,325	2,295	48,620	59,889	5,430	65,319	62,373	5,122	67,495	-2,176
4th Quarter	46,838	1,913	48,751	62,848	4,808	67,656	55,710	3,783	59,493	8,163
<b>2024</b>										
1st Quarter	33,943	1,449	35,392	47,711	3,246	50,957	60,425	3,876	64,301	-13,344
2nd Quarter	41,364	1,529	42,893	57,698	4,308	62,006	54,370	4,071	58,441	3,565
3rd Quarter	48,758	2,065	50,823	63,577	4,325	67,902	64,434	4,534	68,968	-1,066
4th Quarter	48,332	2,150	50,482	65,916	4,366	70,282	58,713	3,898	62,611	7,671
<b>2025</b>										
1st Quarter	33,339	1,082	34,421	49,967	2,768	52,735	63,452	3,175	66,627	-13,892

Source : Ministry of the Prime Minister and Cabinet- Immigration Division and Samoa Bureau of Statistics.

1: Provisional figures

Table 2: Arrivals by Age, Purpose of Entry and Sex, First Quarter 2025 <sup>1</sup>

AGE	Purpose of Visit														
	TOTAL			Visitors			Returning Residents			Transit			Temporary Resident		
	TOTAL	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
<b>TOTAL</b>	<b>52,735</b>	<b>26,784</b>	<b>25,951</b>	<b>30,701</b>	<b>15,034</b>	<b>15,667</b>	<b>18,314</b>	<b>9,615</b>	<b>8,699</b>	<b>1,537</b>	<b>923</b>	<b>614</b>	<b>2,183</b>	<b>1,212</b>	<b>971</b>
<b>0 - 4</b>	2,077	1,031	1,046	1,495	747	748	500	241	259	25	14	11	57	29	28
<b>5 - 9</b>	2,192	1,119	1,073	1,480	757	723	584	292	292	38	16	22	90	54	36
<b>10 - 14</b>	2,467	1,217	1,250	1,617	792	825	683	340	343	70	37	33	97	48	49
<b>15 - 19</b>	3,037	1,470	1,567	1,840	866	974	1,004	495	509	76	43	33	117	66	51
<b>20 - 24</b>	3,633	1,758	1,875	2,043	887	1,156	1,316	695	621	77	47	30	197	129	68
<b>25 - 29</b>	4,399	2,257	2,142	2,398	1,114	1,284	1,689	951	738	143	83	60	169	109	60
<b>30 - 34</b>	4,411	2,318	2,093	2,655	1,266	1,389	1,510	918	592	147	89	58	99	45	54
<b>35 - 39</b>	3,980	2,089	1,891	2,394	1,185	1,209	1,264	706	558	173	107	66	149	91	58
<b>40 - 44</b>	4,080	2,060	2,020	2,345	1,118	1,227	1,340	711	629	158	106	52	237	125	112
<b>45 - 49</b>	4,147	2,111	2,036	2,369	1,154	1,215	1,439	750	689	155	99	56	184	108	76
<b>50 - 54</b>	4,432	2,233	2,199	2,499	1,238	1,261	1,636	835	801	129	86	43	168	74	94
<b>55 - 59</b>	4,387	2,261	2,126	2,381	1,201	1,180	1,675	887	788	128	76	52	203	97	106
<b>60 - 64</b>	3,614	1,811	1,803	1,972	1,010	962	1,395	665	730	97	53	44	150	83	67
<b>65 - 69</b>	2,857	1,507	1,350	1,549	813	736	1,115	590	525	62	35	27	131	69	62
<b>70 - 74</b>	1,713	885	828	935	504	431	672	317	355	36	22	14	70	42	28
<b>75 +</b>	1,309	657	652	729	382	347	492	222	270	23	10	13	65	43	22
<b>% Distribution <sup>2</sup></b>	<b>100.0</b>	<b>50.8</b>	<b>49.2</b>	<b>58.2</b>	<b>28.5</b>	<b>29.7</b>	<b>34.7</b>	<b>18.2</b>	<b>16.5</b>	<b>2.9</b>	<b>1.8</b>	<b>1.2</b>	<b>4.1</b>	<b>2.3</b>	<b>1.8</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: Visitors Arrivals by Country of Usual Residence and Mode of Travel, First Quarter 2025 <sup>1</sup>

Country of Usual Residence	Mode of Travel		TOTAL	Percentage <sup>2</sup>
	Air	Sea		
<b>OCEANIA</b>	<b>27,391</b>	<b>674</b>	<b>28,065</b>	<b>81.5</b>
American Samoa	1,427	125	1,552	4.5
Fiji	954	36	990	2.9
Cook Island	8	0	8	0.0
Other Pacific Is	783	134	917	2.7
New Zealand	15,568	315	15,883	46.1
Australia	8,651	64	8,715	25.3
<b>EUROPE</b>	<b>1,098</b>	<b>28</b>	<b>1,126</b>	<b>3.3</b>
United Kingdom	265	19	284	0.8
Scandinavia	78	0	78	0.2
Benelux	57	0	57	0.2
Germany	200	0	200	0.6
Other Europe	498	9	507	1.5
<b>AMERICA</b>	<b>3,049</b>	<b>56</b>	<b>3,105</b>	<b>9.0</b>
U.S.A	2,963	55	3,018	8.8
Canada	86	1	87	0.3
<b>ASIA</b>	<b>1,638</b>	<b>323</b>	<b>1,961</b>	<b>5.7</b>
Japan	136	4	140	0.4
China	753	94	847	2.5
Korea	40	2	42	0.1
Other Asia	709	223	932	2.7
<b>OTHERS</b>	<b>163</b>	<b>1</b>	<b>164</b>	<b>0.5</b>
<b>TOTAL</b>	<b>33,339</b>	<b>1,082</b>	<b>34,421</b>	
<b>PERCENTAGE DISTRIBUTION</b>	<b>96.9</b>	<b>3.1</b>	<b>100.0%</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.
- (v) Exclude Cruise Liner Passengers.

Table 4: Total Visitors by Usual Residence and Purpose of Visit, First Quarter 2025 <sup>1</sup>

Usual Residence	Purpose of Visit							
	TOTAL	% <sup>2</sup>	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
<b>TOTAL</b>	<b>34,421</b>		<b>14,074</b>	<b>2,616</b>	<b>14,096</b>	<b>273</b>	<b>1,537</b>	<b>1,825</b>
American Samoa	1,552	4.5	546	56	474	27	276	173
Fiji	990	2.9	382	260	89	9	150	100
Cook Island	8	0.0	0	1	7	0	0	0
Other Pacific Is	917	2.7	384	212	40	77	124	80
New Zealand	15,883	46.1	5,688	940	8,450	60	177	568
Australia	8,715	25.3	3,482	547	4,202	38	54	392
United Kingdom	284	0.8	205	25	8	0	17	29
Scandinavia	78	0.2	62	13	2	0	0	1
Benelux	57	0.2	48	5	2	1	0	1
Germany	200	0.6	175	14	6	0	3	2
Other Europe	507	1.5	400	44	15	10	20	18
U.S.A.	3,018	8.8	1,516	219	667	37	288	291
Canada	87	0.3	62	7	4	0	5	9
Japan	140	0.4	62	47	10	1	3	17
China	847	2.5	524	79	82	5	83	74
Korea	42	0.1	27	2	2	0	8	3
Other Asia	932	2.7	417	120	34	8	297	56
<b>OTHER COUNTRIES</b>	<b>164</b>	<b>0.5</b>	<b>94</b>	<b>25</b>	<b>2</b>	<b>0</b>	<b>32</b>	<b>11</b>
<b>Percentage Distribution <sup>2</sup></b>	<b>100.0</b>		<b>40.9</b>	<b>7.6</b>	<b>41.0</b>	<b>0.8</b>	<b>4.5</b>	<b>5.3</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, First Quarter 2025 <sup>1</sup>

Carrier	TOTAL		Purpose of Entry			
			Returning Residents	% <sup>2</sup>	Total Visitors	% <sup>2</sup>
<b>TOTAL</b>	<b>52,735</b>	<b>100%</b>	<b>18,314</b>	<b>34.7</b>	<b>34,421</b>	<b>65.3</b>
<b>AIR</b>	<b>49,967</b>	<b>94.8</b>	<b>16,628</b>	<b>31.5</b>	<b>33,339</b>	<b>63.2</b>
Quantas	2,789	5.3	583	1.1	2,206	4.2
Virgin Australia	2,699	5.1	530	1.0	2,169	4.1
Samoa Airways	4,329	8.2	2,291	4.3	2,038	3.9
Talofa Airways	2,708	5.1	1,112	2.1	1,596	3.0
Air New Zealand	23,753	45.0	7,994	15.2	15,759	29.9
Fiji Airways	13,411	25.4	4,116	7.8	9,295	17.6
Other Air Carrier	278	0.5	2	0.0	276	0.5
<b>SEA</b>	<b>2,768</b>	<b>5.2</b>	<b>1,686</b>	<b>3.2</b>	<b>1,082</b>	<b>2.1</b>
Lady Samoa IV <sup>3</sup>	1,845	3.5	1,533	2.9	312	0.6
Yacht	0	0.0	0	0.0	0	0.0
Other Sea Carrier	923	1.8	153	0.3	770	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, First Quarter 2025 <sup>1</sup>**

<b>Duration of Stay</b>	<b>Place of Stay</b>			
	<b>TOTAL</b>	<b>Hotel/Motel</b>	<b>Private</b>	<b>Not Stated</b>
<b>TOTAL</b>	<b>32,884</b>	<b>11,162</b>	<b>18,394</b>	<b>3,328</b>
1day	1,162	676	74	412
2days	424	255	159	10
3days	771	479	282	10
4days	971	552	403	16
5days	1,840	1,138	672	30
6days	1,288	787	474	27
7days	6,951	2,468	3,571	912
8-14days	10,609	3,188	6,514	907
15-30days	6,858	1,437	4,546	875
31-60days	108	0	99	9
61-90days	358	0	342	16
91-180days	65	0	56	9
181-365days	64	0	58	6
> Year	272	0	243	29
Not Stated	1,143	182	901	60
<b>Percentage Distribution</b>	<b>100.0</b>	<b>33.9</b>	<b>55.9</b>	<b>10.1</b>

**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