

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS THIRD QUARTER 2025

QUARTERLY HIGHLIGHTS:

This Quarter compared with 3rd Quarter 2024:

□ Total arrivals (68,661) increased by 1.1%

□ Total visitors (52,144) increased by 2.6%

• Visitors:

New Zealand (up by 2,199)

Australia (up by 976)

USA (down by 720)

Am Samoa (down by 843)

□ Total departures (69,579) increased by 0.9%

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Q3 2025	All Arrivals	All Visitors
Total	68,661	52,144
% change from previous quarter	9.8	16.1
% change from 3 rd quarter 2024	1.1	2.6

7TH NOVEMBER 2025

1. ARRIVALS

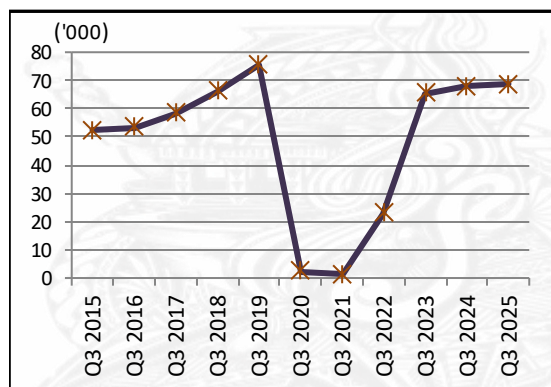
1. TOTAL ARRIVALS

The total International Arrival Statistics documented for the reference period (table 1), revealed an increase of 9.8 percent over the previous quarter (April-June 2025) and an increase of 1.1 percent over the corresponding quarter of 2024. Fig.1.1 reveals the impact of Covid 19 on arrival numbers in 2020, 2021 and 2022. (Refer Fig. 1.1).

As usual, air being the most preferred mode of travel to Samoa, representing 93.7 percent of total arrivals, while those that arrived by sea accounted for the remaining 6.3 percent.

Fig 1.1 illustrates the impact of Covid - 19 on the number of 2nd quarterly arrivals for 2020, 2021 and 2022.

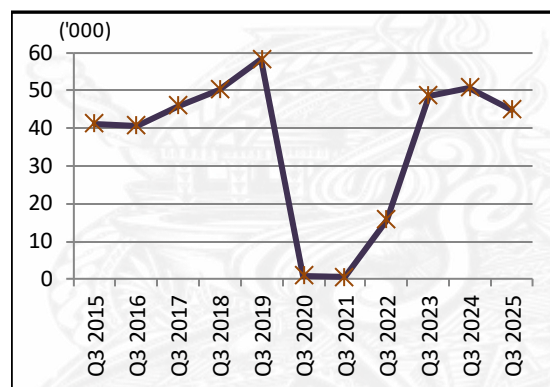
Fig. 1.1: 3rd Quarter Total Arrivals, 2015 – 2025



1.2. TOTAL VISITORS

Total Visitors of 52,144 for the quarter under review revealed an increase of 16.1 percent over the previous quarter and an increase of 2.6 percent when compared to the corresponding quarter of 2024. Fig.1.2 also reveals the impact of Covid - 19 on the number of 3rd quarterly visitor numbers recorded in 2020, 2021 and 2022.

Fig. 1.2: 3rd Quarter Total Visitors, 2015 – 2025

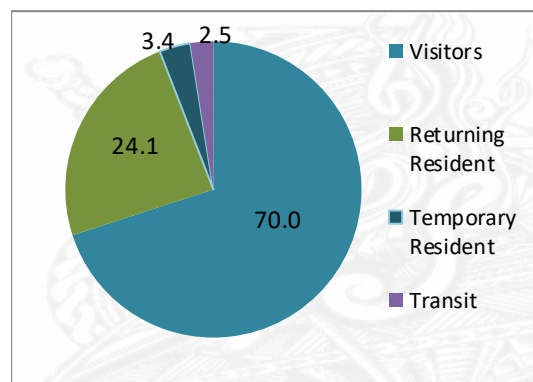


1.3 TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit, made up the largest component of all arrivals with 37.5 percent (25,776) recorded for females and 35.0 percent (24,014) for males.

Male and female returning residents made up 14.2 percent (9,734) and 9.9 percent (6,783) respectively of total arrivals while Temporary residents made up 2.0 percent (1,379) for males and 1.4 percent (975) for females. (Refer Fig. 1.3).

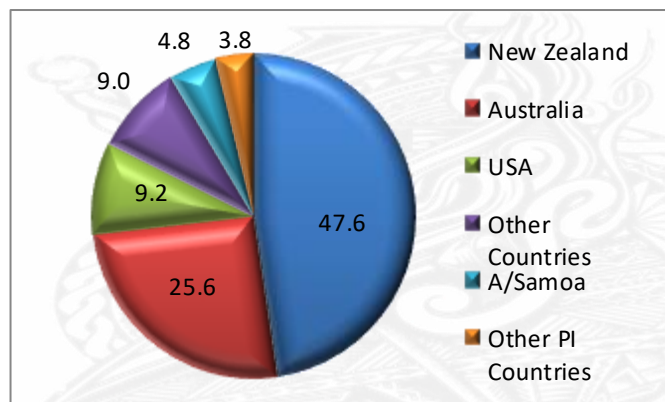
Fig. 1.3: Percentage distribution of Total Arrivals by Purpose of Visit, 3rd Quarter 2025



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 47.6 percent or 24,838 of total visitors. Australia followed next with a distant 25.6 percent share (13,366). U.S.A recorded a share of 9.2 percent (4,775) followed by American Samoa with a share of 4.8 percent (2,477). (Refer Fig. 1.4)

Fig. 1.4: Percentage distribution of Total Visitors by Country of Usual Residence, 3rd Quarter 2025

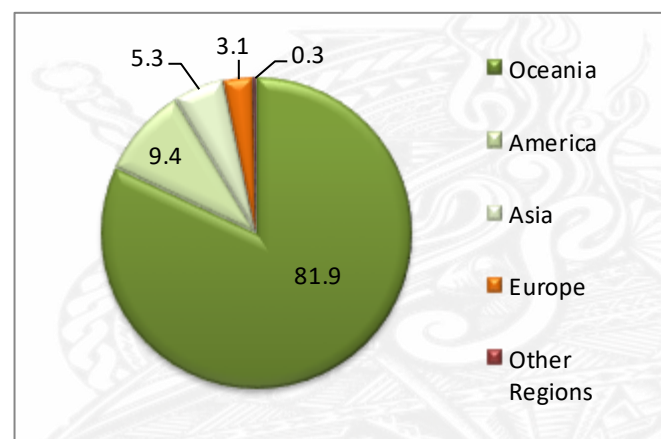


1.5 VISITORS BY REGION

As usual, the Oceania Region had the highest share of total visitors with 81.9 percent, followed by America with 9.4 percent

Asia reported a share of 5.3 percent while Europe reported the least share with 3.1 percent. (Refer Fig. 1.5).

Fig. 1.5: Percentage distribution of Total Visitors by Region, 3rd Quarter 2025



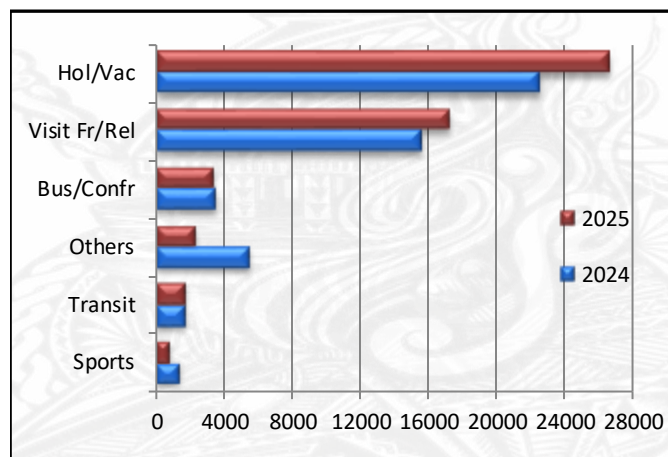
1.6 VISITORS BY PURPOSE OF VISIT

As depicted in Table 4, New Zealand, Australia, American Samoa, and the United States of America constituted 87.2 percent of all visitors visiting Samoa while other countries round up the remaining 12.8 percent during the reference period.

Visitors that entered our shores for holiday/vacations accounted for 51.2 percent of all visitors. Those who were here to visit friends and relatives accounted for 33.2 percent while those that travelled for Business and Conference made up 6.4 percent of total visitors.

Visiting for other purposes accounted for 4.4 percent while transients bound for other destinations and sports registered 3.3 and 1.4 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, 3rd Quarter 2024 & 3rd Quarter 2025

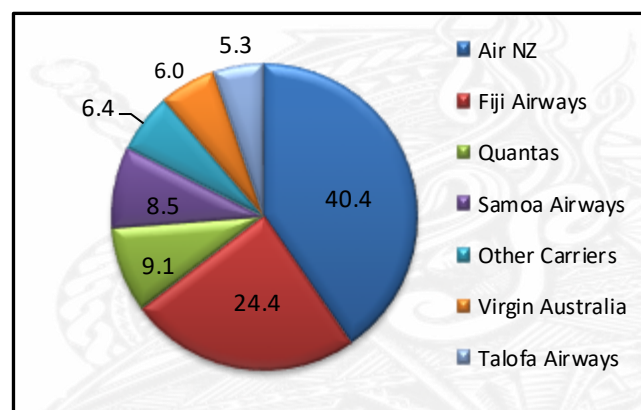


1.7 TOTAL ARRIVALS BY CARRIER

As tabulated in Table 5, Air New Zealand leads the way for arrivals by carriers during the reference period with a 40.4 percent share (27,725 passengers) followed by Fiji Airways with a share of 24.4 percent (16,727 passengers).

Quantas recorded a 9.1 percent share (6,238), Samoa Airways had a share of 8.5 percent (5,818) while Virgin Australia and Talofa Airways recorded shares of 6.0 percent (4,105) and 5.3 percent (3,609) respectively. Fig. 1.7 illustrates total arrivals by carrier during the reference period.

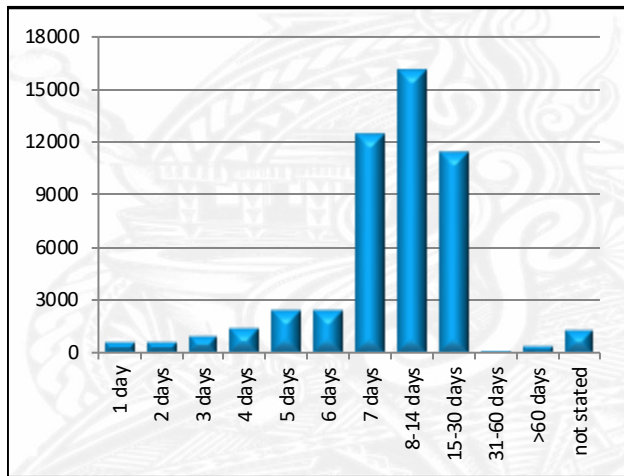
Fig. 1.7: Percentage distribution of Total Arrivals by Carrier, 3rd Quarter 2025



1.8 VISITORS DURATION AND PLACE OF STAY

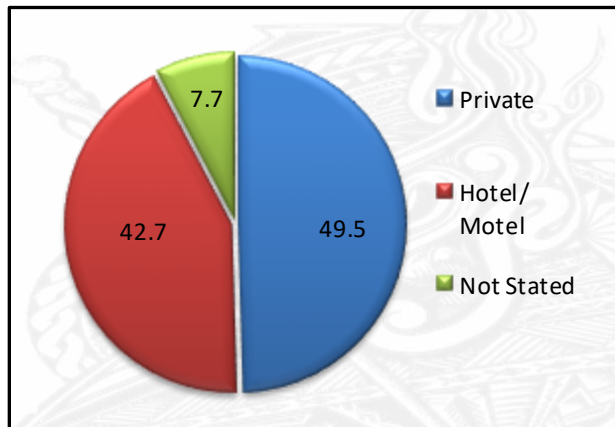
The usual trend of visitor's duration of stay in Samoa (Table 6) is between 7 days and 30 days, as revealed in Fig 1.8 below.

Fig. 1.8: Visitors Duration of Stay, 3rd Quarter 2025



On the other hand, 49.5 percent (24,987) stayed in private accommodations or with families/relatives while 42.7 percent (21,553) of total visitors reported staying in hotel/ motels. (Refer Fig. 1.9).

Fig. 1.9: Percentage distribution of Total Visitors by Place of Stay, 3rd 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:

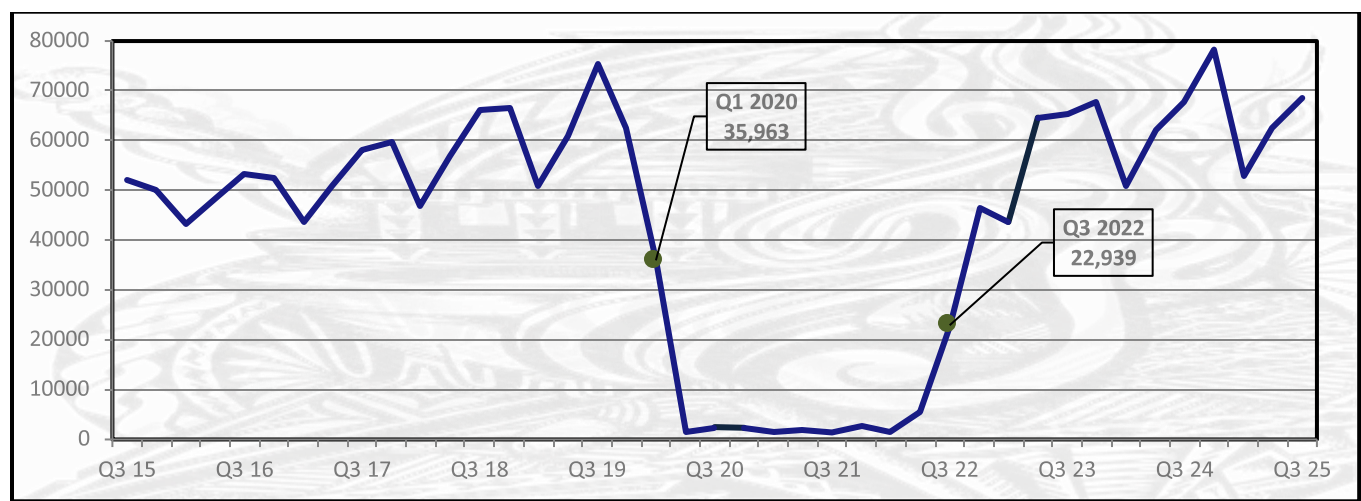
- (1) Faleolo International Airport*
- (2) Fagalii International Airport*
- (3) Apia Wharf (Matautu Port)*

Futhermore, the BMS (Border Management System) was aslo 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

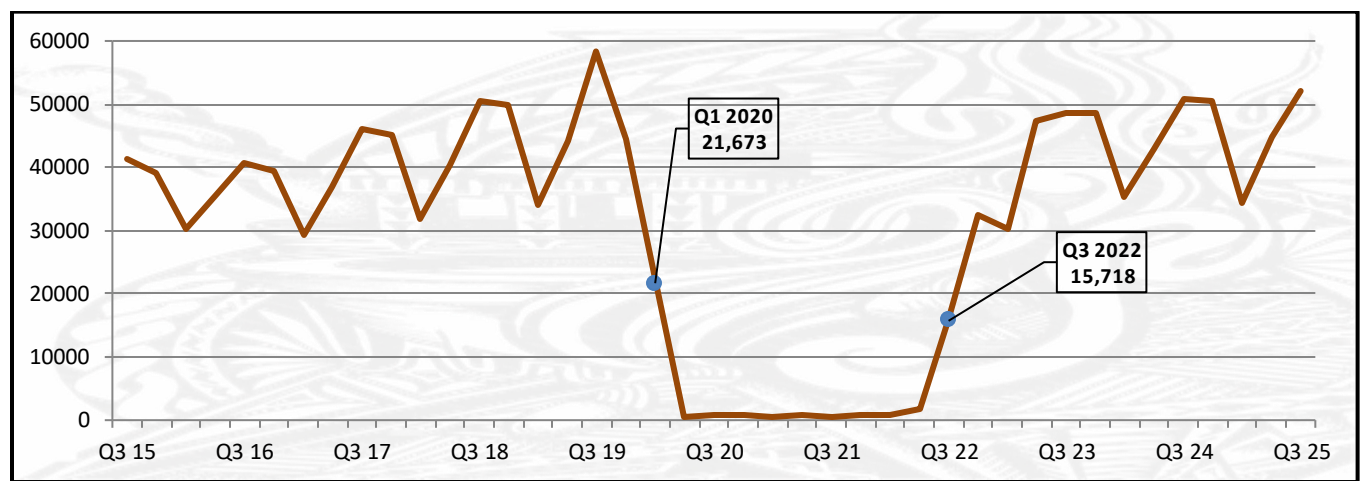
APPENDIX

Graph 1: Quarterly Total Arrivals, 3rd Quarter 2015 – 3rd Quarter 2025



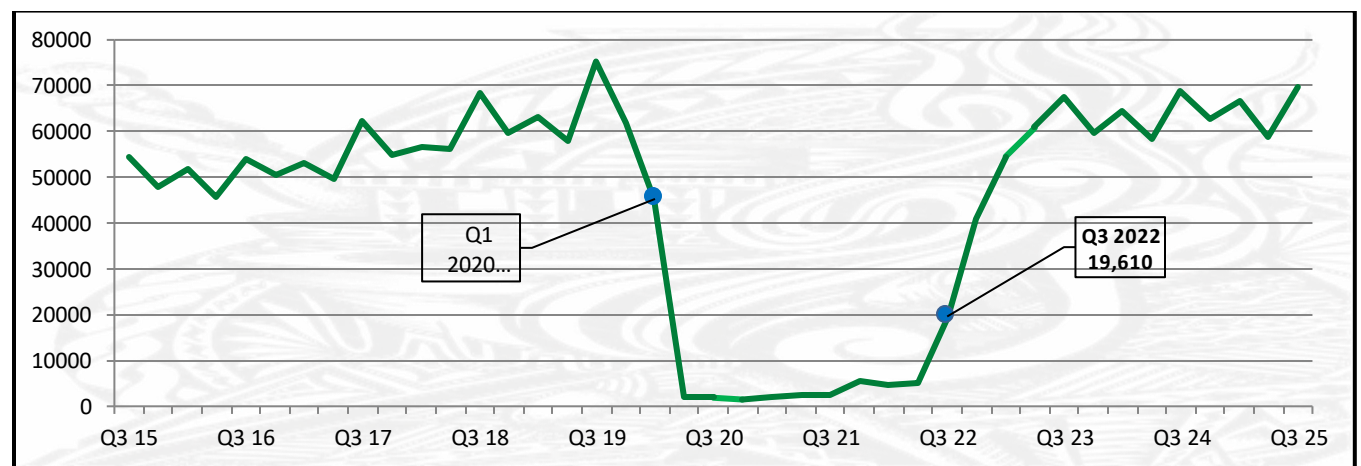
Note: Covid-19 travel restriction period from 20th March 2020 (Quarter 1) to 31st July 2022 (Quarter 3)

Graph 2: Quarterly Total Visitors, 3rd Quarter 2015 – 3rd Quarter 2025



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

Graph 3: Quarterly Total Departures, 3rd Quarter 2015 – 3rd Quarter 2025



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

Table 1: Quarterly Arrival and Departure by Mode of Tavel 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
2019										
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
2020										
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
2021										
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
2022										
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
2023										
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
2024										
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
2025										
1st Quarter	33,339	1,082	34,421	49,967	2,768	52,735	63,452	3,175	66,627	-13,892
2nd Quarter	43,612	1,316	44,928	58,949	3,570	62,519	55,222	3,622	58,844	3,675
3rd Quarter	50,254	1,890	52,144	64,314	4,347	68,661	65,216	4,363	69,579	-918

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, Third Quarter 2025 ¹

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
TOTAL	68,661	35,127	33,534	48,074	23,047	25,027	16,517	9,734	6,783	1,716	967	749	2,354	1,379	975
0 - 4	2,133	1,106	1,027	1,789	929	860	251	127	124	35	21	14	58	29	29
5 - 9	2,664	1,347	1,317	2,200	1,108	1,092	336	177	159	53	23	30	75	39	36
10 - 14	3,186	1,500	1,686	2,671	1,252	1,419	351	173	178	89	38	51	75	37	38
15 - 19	3,914	1,742	2,172	3,083	1,294	1,789	598	312	286	97	42	55	136	94	42
20 - 24	4,680	2,444	2,236	2,932	1,248	1,684	1,403	946	457	92	55	37	253	195	58
25 - 29	5,536	2,934	2,602	3,387	1,542	1,845	1,769	1,188	581	164	89	75	216	115	101
30 - 34	5,713	3,101	2,612	3,757	1,818	1,939	1,647	1,094	553	168	105	63	141	84	57
35 - 39	5,357	2,909	2,448	3,637	1,814	1,823	1,379	898	481	160	98	62	181	99	82
40 - 44	5,431	2,863	2,568	3,697	1,833	1,864	1,374	819	555	170	92	78	190	119	71
45 - 49	5,627	2,934	2,693	3,695	1,804	1,891	1,536	879	657	181	120	61	215	131	84
50 - 54	5,886	2,902	2,984	4,023	1,882	2,141	1,541	857	684	164	85	79	158	78	80
55 - 59	5,604	2,828	2,776	3,840	1,870	1,970	1,413	772	641	144	81	63	207	105	102
60 - 64	4,812	2,401	2,411	3,405	1,661	1,744	1,144	602	542	93	52	41	170	86	84
65 - 69	3,774	1,920	1,854	2,740	1,376	1,364	842	425	417	50	34	16	142	85	57
70 - 74	2,327	1,216	1,111	1,675	876	799	535	270	265	38	22	16	79	48	31
75 +	2,017	980	1,037	1,543	740	803	398	195	203	18	10	8	58	35	23
% Distribution ²	100.0	51.2	48.8	70.0	33.6	36.5	24.1	14.2	9.9	2.5	1.4	1.1	3.4	2.0	1.4

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, Third Quarter 2025 ¹

Country of Usual Residence	Mode of Travel		TOTAL	Percentage ²
	Air	Sea		
OCEANIA	41,950	743	42,693	81.9
American Samoa	2,230	247	2,477	4.8
Fiji	1,007	50	1,057	2.0
Cook Island	13	0	13	0.0
Other Pacific Is	811	131	942	1.8
New Zealand	24,600	238	24,838	47.6
Australia	13,289	77	13,366	25.6
EUROPE	1,449	165	1,614	3.1
United Kingdom	377	38	415	0.8
Scandinavia	76	26	102	0.2
Benelux	84	8	92	0.2
Germany	256	26	282	0.5
Other Europe	656	67	723	1.4
AMERICA	4,716	173	4,889	9.4
U.S.A	4,616	159	4,775	9.2
Canada	100	14	114	0.2
ASIA	1,976	796	2,772	5.3
Japan	209	4	213	0.4
China	817	171	988	1.9
Korea	45	25	70	0.1
Other Asia	905	596	1,501	2.9
OTHERS	163	13	176	0.3
TOTAL	50,254	1,890	52,144	
PERCENTAGE DISTRIBUTION	96.4	3.6	100.0%	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.
- (v) Exclude Cruise Liner Passengers.

Table 4: Total Visitors by Usual Residence and Purpose of Visit, Third Quarter 2025 ¹

Usual Residence	Purpose of Visit							
	TOTAL		Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
TOTAL	52,144	% ²	26,717	3,352	17,302	750	1,716	2,307
American Samoa	2,477	4.8	750	169	978	23	454	103
Fiji	1,057	2.0	357	251	116	80	123	130
Cook Island	13	0.0	3	1	3	0	1	5
Other Pacific Is	942	1.8	310	248	71	88	110	115
New Zealand	24,838	47.6	13,341	1,241	9,468	256	190	342
Australia	13,366	25.6	6,782	813	5,117	179	67	408
United Kingdom	415	0.8	338	25	22	1	8	21
Scandinavia	102	0.2	86	7	2	0	2	5
Benelux	92	0.2	83	0	2	1	2	4
Germany	282	0.5	253	6	10	2	1	10
Other Europe	723	1.4	564	25	28	34	30	42
U.S.A.	4,775	9.2	2,370	270	1,294	71	293	477
Canada	114	0.2	71	9	13	2	3	16
Japan	213	0.4	89	34	41	2	8	39
China	988	1.9	501	57	92	0	101	237
Korea	70	0.1	39	19	2	0	1	9
Other Asia	1,501	2.9	683	150	36	10	305	317
OTHER COUNTRIES	176	0.3	97	27	7	1	17	27
Percentage Distribution ²	100.0		51.2	6.4	33.2	1.4	3.3	4.4

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, Third Quarter 2025 ¹

Carrier	Purpose of Entry					
	TOTAL		Returning Residents	% ²	Total Visitors	% ²
TOTAL	68,661	100%	16,517	24.1	52,144	75.9
AIR	64,314	93.7	14,060	20.5	50,254	73.2
Quantas	6,238	9.1	915	1.3	5,323	7.8
Virgin Australia	4,105	6.0	590	0.9	3,515	5.1
Samoa Airways	5,818	8.5	2,760	4.0	3,058	4.5
Talofa Airways	3,609	5.3	1,370	2.0	2,239	3.3
Air New Zealand	27,725	40.4	5,374	7.8	22,351	32.6
Fiji Airways	16,727	24.4	3,049	4.4	13,678	19.9
Other Air Carrier	92	0.1	2	0.0	90	0.1
SEA	4,347	6.3	2,457	3.6	1,890	2.8
Lady Samoa IV ³	2,935	4.3	2,377	3.5	558	0.8
Yacht	204	0.3	0	0.0	204	0.3
Other Sea Carrier	1,208	1.8	80	0.1	1,128	1.6

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, Third Quarter 2025 ¹

Duration of Stay	Place of Stay			
	TOTAL	Hotel/Motel	Private	Not Stated
TOTAL	50,428	21,553	24,987	3,888
1day	660	483	160	17
2days	592	423	154	15
3days	977	665	287	25
4days	1,371	910	431	30
5days	2,486	1,850	586	50
6days	2,459	1,783	621	55
7days	12,500	4,898	5,901	1,701
8-14days	16,129	8,559	7,056	514
15-30days	11,424	1,667	8,530	1,227
31-60days	90	0	72	18
61-90days	103	11	50	42
91-180days	106	0	93	13
181-365days	72	0	70	2
> Year	144	0	139	5
Not Stated	1,315	304	837	174
Percentage Distribution	100.0	42.7	49.5	7.7

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