



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS FOURTH QUARTER 2025

1. ARRIVALS

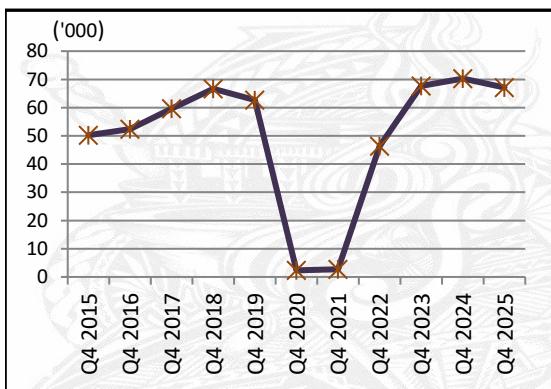
1. TOTAL ARRIVALS

The total International Arrival Statistics documented for the reference period (table 1), revealed a decrease of 2.3 percent over the previous quarter (Jul-Sept 2025) and a decrease of 4.6 percent over the corresponding quarter of 2024.

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 illustrates the impact of Covid - 19 on the number of 4th quarterly arrivals for 2020 and 2021.

Fig. 1.1: 4th Quarter Total Arrivals, 2015 – 2025

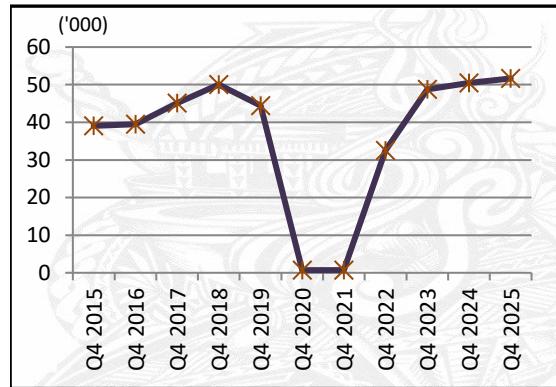


1.2. TOTAL VISITORS

Total Visitors of 51,654 for the quarter under review revealed a decrease of 0.9 percent over the previous quarter and an increase of 2.3 percent when compared to the corresponding quarter of 2024.

Fig.1.2 also reveals the impact of Covid - 19 on the number of 4th quarterly visitor numbers recorded for 2020 and 2021.

Fig. 1.2: 4th Quarter Total Visitors, 2015 – 2025

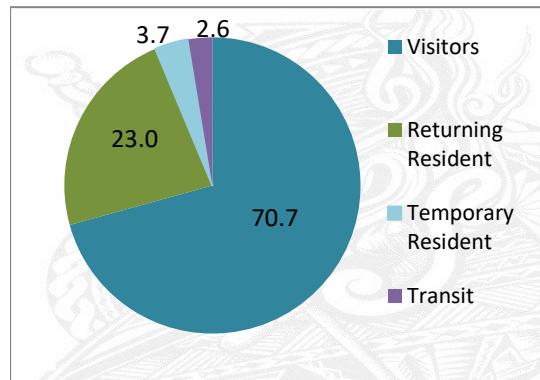


1.3 TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit, made up the largest component of all arrivals with 37.1 percent (24,865) recorded for females and 36.3 percent (24,340) for males.

Male and female returning residents made up 12.9 percent (8,679) and 10.0 percent (6,736) respectively of total arrivals while Temporary residents made up 2.0 percent (1,368) for males and 1.6 percent (1,081) for females. (Refer Fig. 1.3).

Fig. 1.3: Percentage distribution of Total Arrivals by Purpose of Visit, 4th Quarter 2025



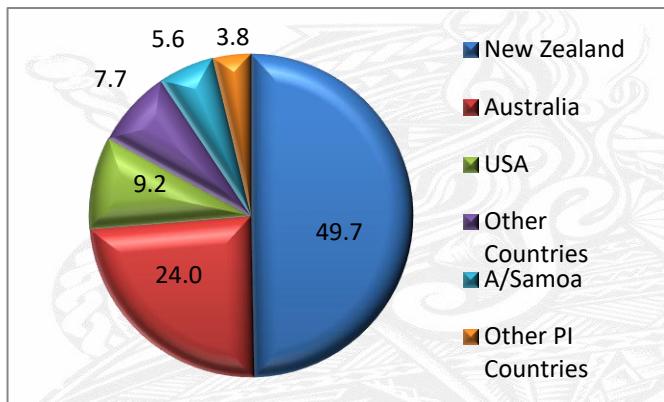
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Q4 2025	All Arrivals	All Visitors
Total	67,069	51,654
% change from previous quarter	-2.3	-0.9
% change from 4 th quarter 2024	-4.6	2.3

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 49.7 percent or 25,655 of total visitors. Australia followed next with a distant 24.0 percent share (12,392). U.S.A recorded a share of 9.2 percent (4,743) then by American Samoa with a share of 5.6 percent (2,888). (Refer Fig. 1.4)

Fig. 1.4: Percentage distribution of Total Visitors by Country of Usual Residence, 4th Quarter 2025

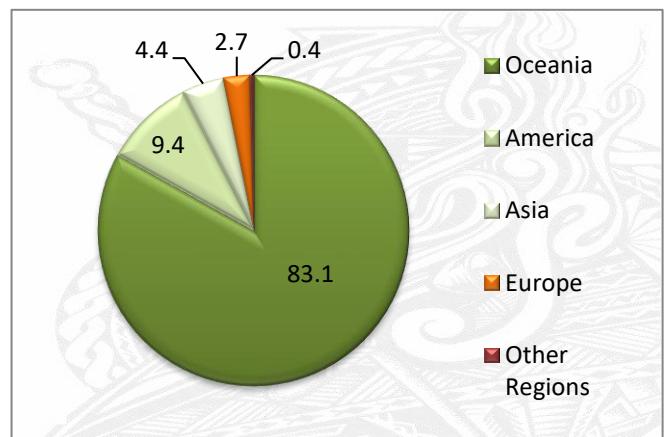


1.5 VISITORS BY REGION

As usual, the Oceania Region had the highest share of total visitors with 83.1 percent, followed by America with 9.4 percent.

Asia reported a share of 4.4 percent while Europe reported the least share with 2.7 percent. (Refer Fig. 1.5).

Fig. 1.5: Percentage distribution of Total Visitors by Region, 4th Quarter 2025



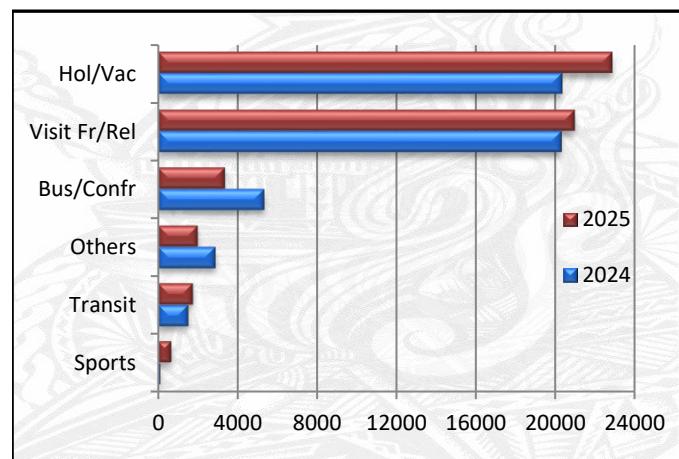
1.6 VISITORS BY PURPOSE OF VISIT

As depicted in Table 4, New Zealand, Australia, American Samoa, and the United States of America constituted 88.4 percent of all visitors visiting Samoa while other countries round up the remaining 11.6 percent during the reference period.

Visitors that entered our shores for holiday/vacations accounted for 44.3 percent of all visitors. Those who were here to visit friends and relatives accounted for 40.6 percent while those that travelled for Business and Conference made up 6.5 percent of total visitors.

Visiting for other purposes accounted for 3.9 percent while transients bound for other destinations and sports registered 3.4 and 1.3 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, 4th Quarter 2024 & 4th Quarter 2025

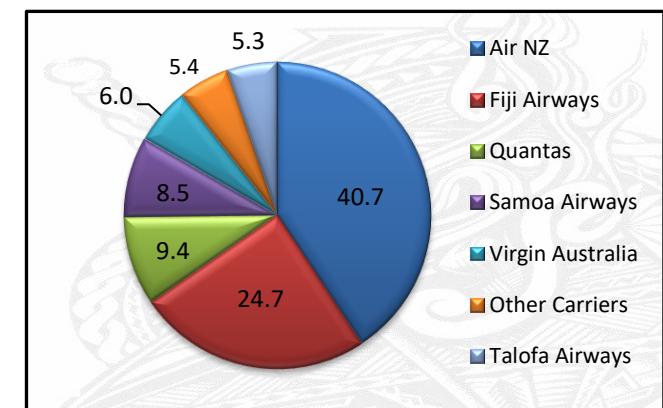


1.7 TOTAL ARRIVALS BY CARRIER

As tabulated in Table 5, Air New Zealand leads the way for arrivals by carrier during the reference period with a 40.7 percent share (27,319 passengers) followed by Fiji Airways with a share of 24.7 percent (16,540 passengers).

Quantas recorded a 9.4 percent share (6,301), Samoa Airways had a share of 8.5 percent (5,732) while Virgin Australia and Talofa Airways recorded shares of 6.0 percent (4,028) and 5.3 percent (3,545) respectively. Fig. 1.7 illustrates total arrivals by carrier during the reference period.

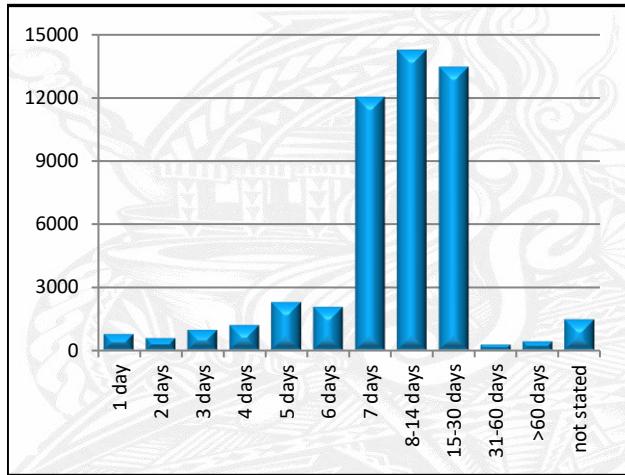
Fig. 1.7: Percentage distribution of Total Arrivals by Carrier, 4th Quarter 2025



1.8 VISITORS DURATION AND PLACE OF STAY

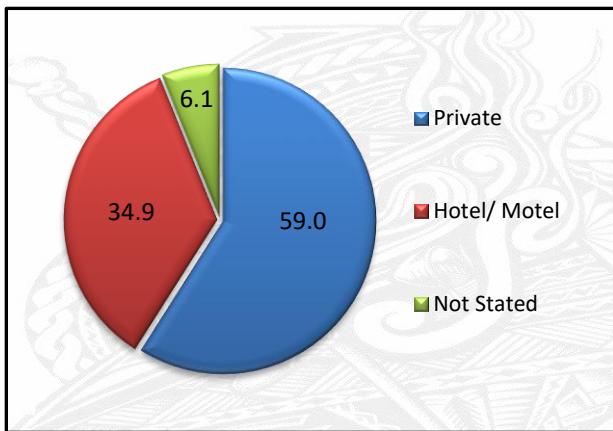
The usual trend of visitor's duration of stay in Samoa (Table 6) is between 7 and 30 days, as revealed in Fig 1.8 below.

Fig. 1.8: Visitors Duration of Stay, 4th Quarter 2025



On the other hand, 59.0 percent (29,438) stayed in private accommodations or with families/ relatives while 34.9 percent (17,397) of total visitors reported staying in hotel/ motels. (Refer Fig. 1.9).

Fig. 1.9: Percentage distribution of Total Visitors by Place of Stay, 4th 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:

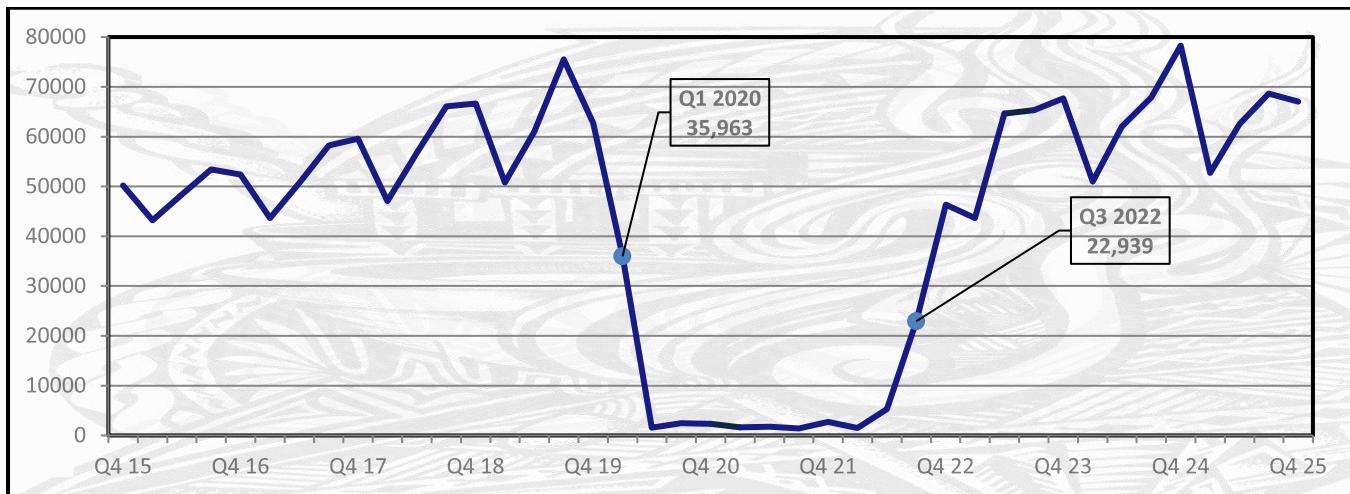
- (1) Faleolo International Airport
- (2) Fagali'i International Airport
- (3) Apia Wharf (Matautu Port)

Furthermore, 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

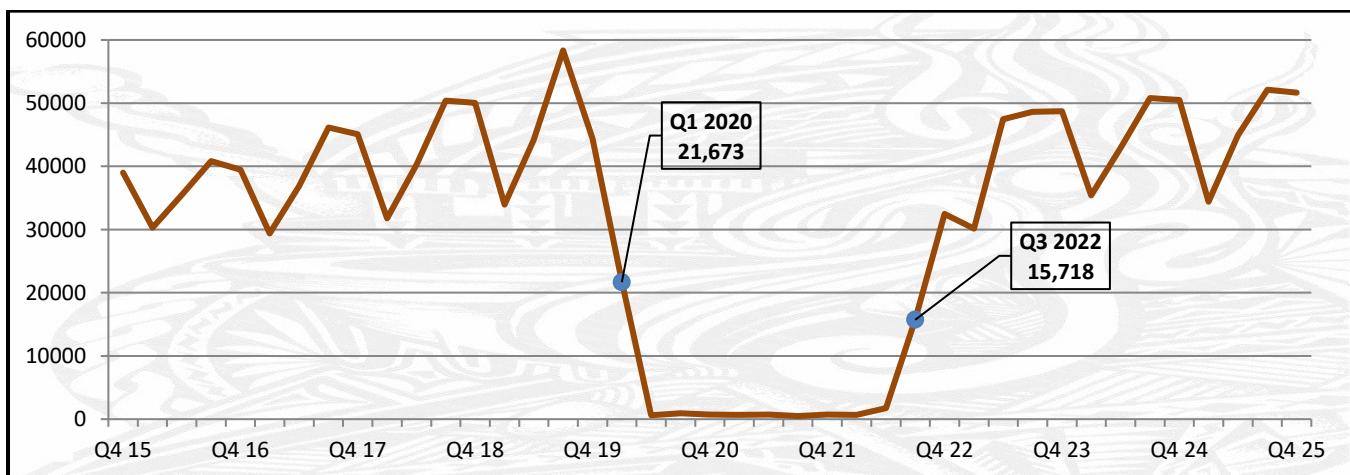
APPENDIX

Graph 1: Quarterly Total Arrivals, 4th Quarter 2015 – 4th Quarter 2025



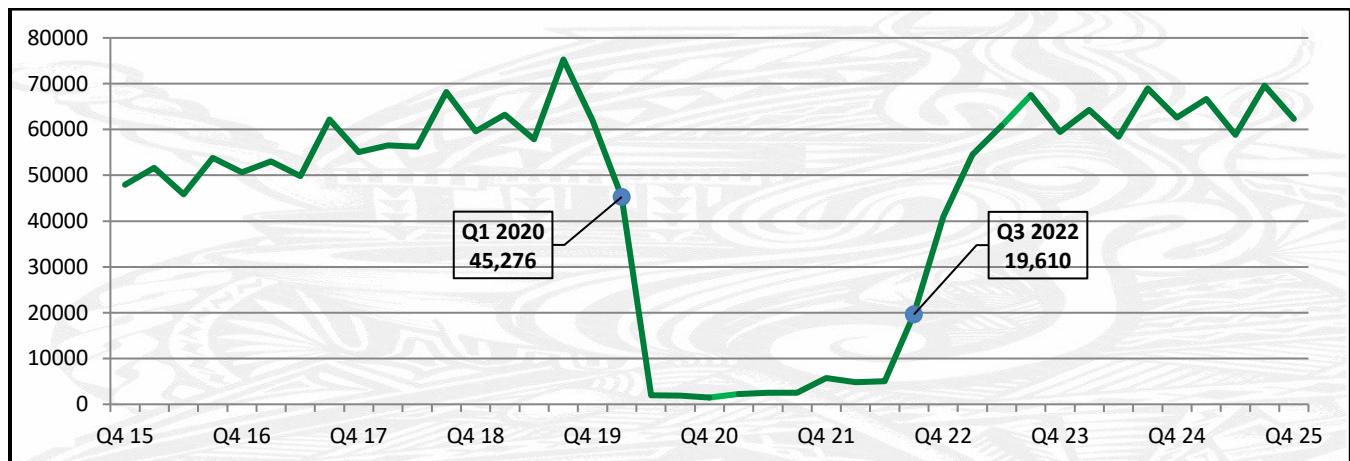
Note: Covid-19 travel restriction period from 20th March 2020 (Quarter 1) to 31st July 2022 (Quarter 3)

Graph 2: Quarterly Total Visitors, 4th Quarter 2015 – 4th 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, 4th Quarter 2015 – 4th 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 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	117,987	4,523	122,510	167,477	7,002	174,479	176,062	6,985	183,047	-8,568
2020	20,520	3,463	23,983	38,086	4,287	42,373	46,645	3,937	50,582	-8,209
2021	1,096	2,986	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
2025	177,276	5,871	183,147	236,837	14,147	250,984	243,191	14,202	257,393	-6,409
2019										
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
4th Quarter	50,071	1,583	51,654	63,607	3,462	67,069	59,301	3,042	62,343	4,726

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, Fourth 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	67,069	34,387	32,682	47,439	23,314	24,125	15,415	8,679	6,736	1,766	1,026	740	2,449	1,368	1,081
0 - 4	2,479	1,304	1,175	2,022	1,076	946	320	157	163	65	34	31	72	37	35
5 - 9	2,675	1,345	1,330	2,214	1,118	1,096	319	149	170	48	23	25	94	55	39
10 - 14	3,089	1,555	1,534	2,573	1,297	1,276	353	165	188	69	39	30	94	54	40
15 - 19	3,963	1,904	2,059	3,149	1,479	1,670	605	313	292	84	35	49	125	77	48
20 - 24	5,112	2,583	2,529	3,483	1,582	1,901	1,289	779	510	96	54	42	244	168	76
25 - 29	6,001	3,059	2,942	4,015	1,853	2,162	1,622	1,022	600	162	95	67	202	89	113
30 - 34	5,870	3,171	2,699	4,025	2,009	2,016	1,500	947	553	155	98	57	190	117	73
35 - 39	5,081	2,774	2,307	3,474	1,817	1,657	1,240	746	494	176	101	75	191	110	81
40 - 44	5,019	2,704	2,315	3,371	1,720	1,651	1,279	769	510	181	111	70	188	104	84
45 - 49	5,236	2,670	2,566	3,513	1,691	1,822	1,359	752	607	162	112	50	202	115	87
50 - 54	5,554	2,822	2,732	3,780	1,832	1,948	1,402	787	615	153	94	59	219	109	110
55 - 59	5,274	2,670	2,604	3,588	1,764	1,824	1,305	695	610	167	103	64	214	108	106
60 - 64	4,393	2,204	2,189	3,080	1,541	1,539	1,063	534	529	89	50	39	161	79	82
65 - 69	3,392	1,722	1,670	2,319	1,176	1,143	869	431	438	76	39	37	128	76	52
70 - 74	2,124	1,052	1,072	1,515	744	771	487	241	246	59	28	31	63	39	24
75 +	1,807	848	959	1,318	615	703	403	192	211	24	10	14	62	31	31
% Distribution ²	100.0	51.3	48.7	70.7	34.8	36.0	23.0	12.9	10.0	2.6	1.5	1.1	3.7	2.0	1.6

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, Fourth Quarter 2025 ¹

Country of Usual Residence	Mode of Travel		TOTAL	Percentage ²
	Air	Sea		
OCEANIA	41,907	1,001	42,908	83.1
American Samoa	2,448	440	2,888	5.6
Fiji	1,053	48	1,101	2.1
Cook Island	4	0	4	0.0
Other Pacific Is	760	108	868	1.7
New Zealand	25,365	290	25,655	49.7
Australia	12,277	115	12,392	24.0
EUROPE	1,393	17	1,410	2.7
United Kingdom	394	5	399	0.8
Scandinavia	67	0	67	0.1
Benelux	49	0	49	0.1
Germany	250	1	251	0.5
Other Europe	633	11	644	1.2
AMERICA	4,715	150	4,865	9.4
U.S.A	4,597	146	4,743	9.2
Canada	118	4	122	0.2
ASIA	1,877	407	2,284	4.4
Japan	152	2	154	0.3
China	778	100	878	1.7
Korea	149	16	165	0.3
Other Asia	798	289	1,087	2.1
OTHERS	179	8	187	0.4
TOTAL	50,071	1,583	51,654	100%
PERCENTAGE DISTRIBUTION	96.9	3.1	100.0%	

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, Fourth Quarter 2025 ¹

Usual Residence	Purpose of Visit							
	TOTAL	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others	
		% ²						
TOTAL	51,654		22,869	3,375	20,978	664	1,766	2,002
American Samoa	2,888	5.6	1,049	169	1,254	36	301	79
Fiji	1,101	2.1	395	232	188	70	105	111
Cook Island	4	0.0	2	0	0	0	1	1
Other Pacific Is	868	1.7	330	160	145	17	101	115
New Zealand	25,655	49.7	10,648	1,307	12,546	285	416	453
Australia	12,392	24.0	5,675	655	5,349	152	138	423
United Kingdom	399	0.8	289	33	47	1	9	20
Scandinavia	67	0.1	62	2	3	0	0	0
Benelux	49	0.1	43	2	3	1	0	0
Germany	251	0.5	211	15	11	2	7	5
Other Europe	644	1.2	465	62	45	4	23	45
U.S.A.	4,743	9.2	2,481	350	1,136	82	296	398
Canada	122	0.2	80	20	11	1	4	6
Japan	154	0.3	67	49	13	1	0	24
China	878	1.7	396	131	132	5	66	148
Korea	165	0.3	73	14	7	0	56	15
Other Asia	1,087	2.1	506	138	71	7	233	132
OTHER COUNTRIES	187	0.4	97	36	17	0	10	27
Percentage Distribution ²		100.0	44.3	6.5	40.6	1.3	3.4	3.9

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, Fourth Quarter 2025 ¹

Carrier	Purpose of Entry					
	TOTAL	Returning		Total		
		Residents	% ²	Visitors	% ²	
TOTAL	67,069	100%	15,415	23.0	51,654	77.0
AIR	63,607	94.8	13,536	20.2	50,071	74.7
Quantas	6,301	9.4	751	1.1	5,550	8.3
Virgin Australia	4,028	6.0	346	0.5	3,682	5.5
Samoa Airways	5,732	8.5	2,366	3.5	3,366	5.0
Talofa Airways	3,545	5.3	1,104	1.6	2,441	3.6
Air New Zealand	27,319	40.7	5,459	8.1	21,860	32.6
Fiji Airways	16,540	24.7	3,510	5.2	13,030	19.4
Other Air Carrier	142	0.2	0	0.0	142	0.2
SEA	3,462	5.2	1,879	2.8	1,583	2.4
Lady Samoa IV ³	2,363	3.5	1,619	2.4	744	1.1
Yacht	31	0.0	0	0.0	31	0.0
Other Sea Carrier	1,068	1.6	260	0.4	808	1.2

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, Fourth Quarter 2025 ¹

Duration of Stay	Place of Stay			
	TOTAL	Hotel/Motel	Private	Not Stated
TOTAL	49,888	17,397	29,438	3,053
1day	776	398	188	190
2days	581	342	221	18
3days	979	593	354	32
4days	1,209	707	461	41
5days	2,294	1,359	868	67
6days	2,074	1,090	914	70
7days	12,043	4,061	7,063	919
8-14days	14,270	5,262	8,375	633
15-30days	13,474	3,209	9,390	875
31-60days	278	0	262	16
61-90days	149	0	97	52
91-180days	18	0	18	-
181-365days	55	0	51	4
> Year	212	0	204	8
Not Stated	1,476	376	972	128
Percentage Distribution	100.0	34.9	59.0	6.1

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

Note: Total visitors exclude transit.

1: Provisional figures

2: Figures are subject to rounding errors