

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS AUGUST 2026

MONTHLY HIGHLIGHTS:

In August 2026 compared with August 2025:

- ❖ Total arrivals of 23,161 increased by 0.8% (184)
- ❖ Total visitors of 17,660 increased by 0.9% (150)
- ❖ Total Visitors:
 - ✓ AM. SAM: 94.4% (up by 619 visitors)
 - ✓ USA: 2.7% (up by 40 visitors)
 - ✓ NZ: -9.3% (down by 831 visitors)
 - ✓ AUST: -4.2% (down by 168 visitors)

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August 2026	All Arrivals	All Visitors
Number	23,161	17,660
% change from previous month	-14.7	-17.8
% change with same month in 2025	0.8	0.9

21ST SEPTEMBER 2026

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **August 2026** totaling 23,161 arrivals, revealed a decrease of 14.7 percent over the previous month of July 2026 and an increase of 0.8 percent over the corresponding month of August 2025.

Those who travelled to Samoa by Air represented 93.4% while 6.6% was represented by those who travelled by Sea.

Fig. 1 below graphically depicts the arrival numbers from August 2017 to August 2026, clearly showing the impact of Covid 19 on arrival numbers for August in 2020 and 2021.

Fig. 1: August Total Arrivals, 2017 – 2026

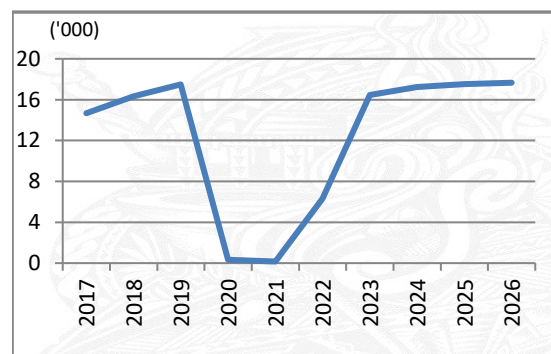


2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 17,660 revealing a decrease of 17.8 percent over the previous month of July 2026 and an increase of 0.9 percent over the corresponding month of August 2025.

Fig. 2 illustrates the total number of visitors for August between 2017 and 2026, also indicating the impact of Covid 19 on visitor's numbers for August in 2020 and 2021.

Fig. 2: August Total Visitors, 2017 – 2026



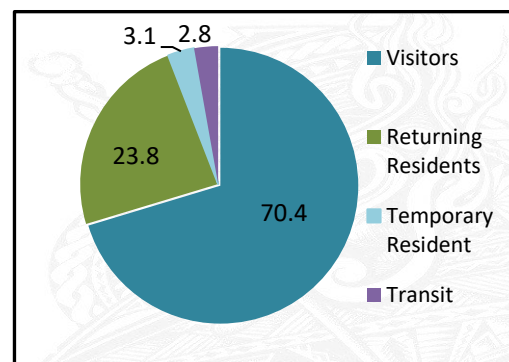
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors (Table 2), made up the largest component of all arrivals with 70.4 percent (16,300), represented by 35.9 percent females (8,324) and 34.4 percent males (7,976).

Male returning residents made up 14.3 percent (3,321) of total arrivals while their female counterpart made up 9.4 percent (2,180). (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, August 2026

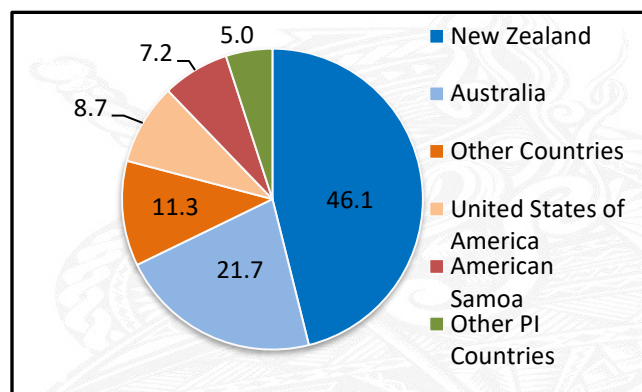


4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 46.1 percent of total visitors or 8,143 visitors. Australia followed next with a distant 21.7 percent share (3,837).

United States of America reported 8.7 percent (1,528 visitors) while American Samoa reported 7.2 percent (1,275) of total visitors. (Refer Fig. 4)

Fig. 4: Total Visitors, by Country of Usual Residence, August 2026

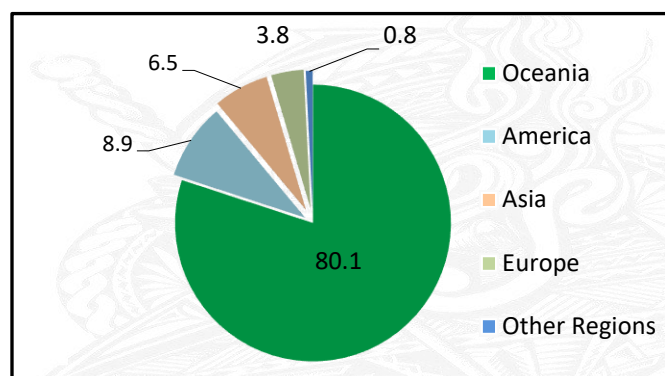


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 80.1 percent, followed by America with 8.9 percent.

Asia reported a share of 6.5 percent while Europe reported the least share of 3.8 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, August 2026



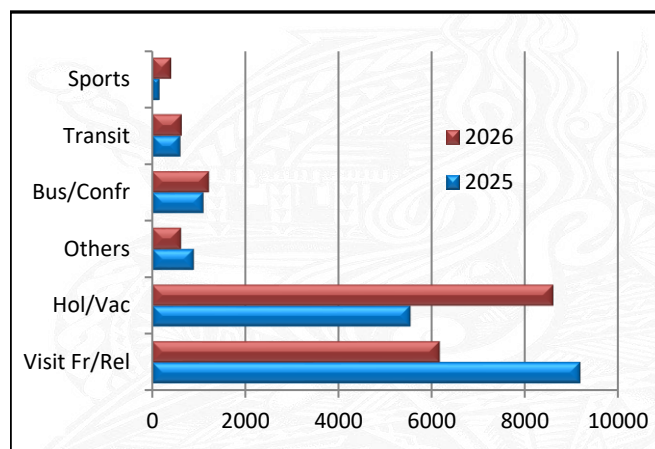
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 83.7 percent of all visitors visiting Samoa in August 2026.

The majority of visitors (8,597) entered our shores for holiday and vacation while 6,167 entered our shores to visit friends and relatives.

Those who were here on Business/Conference recorded 1,223 visitors, while those for Sports purposes reported only 411 visitors. Fig.6 depicts total visitors by purpose of visit for August 2025 and August 2026.

Fig. 6: Total Visitors, by Purpose of Visit, August 2025 & August 2026.

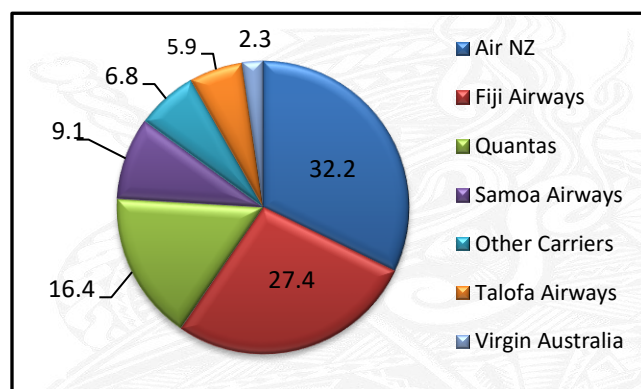


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with 32.2 percent (7,449 passengers) followed by Fiji Airways with 27.4 percent (6,346 passengers).

Quantas brought in 16.4 percent (3,795 passengers) of total arrivals while Samoa Airways and Talofa Airways recorded shares of 9.1 percent (2,119) and 5.9 percent (1,362) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

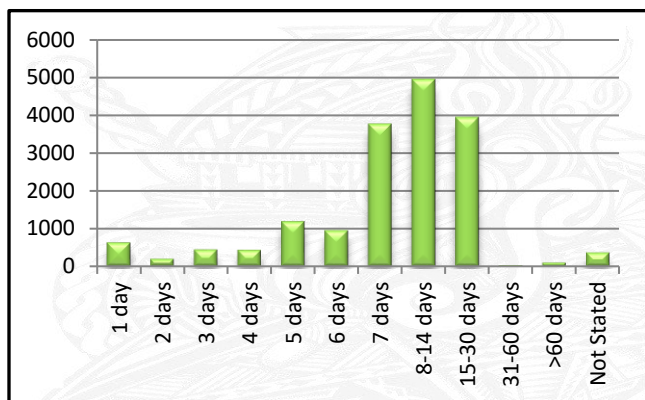
Fig. 7: Total Arrivals by Carrier, August 2026



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, August 2026



On the other hand, the majority of visitors (49.1 percent or 8,361 visitors) reported staying in private accommodations or with families/ relatives while 43.8 percent (7,453) stayed in hotel/ motel. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay, August 2026

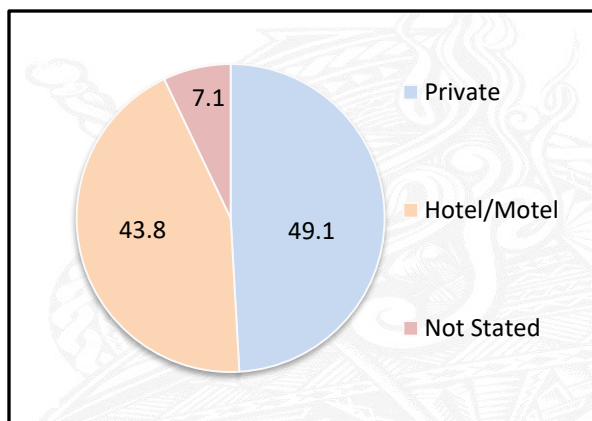
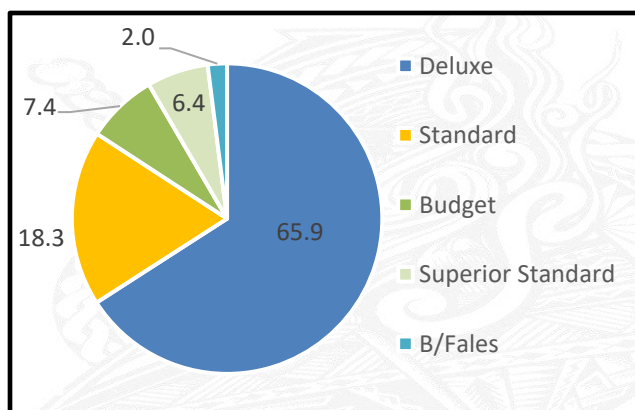


Fig. 10 portrays the number of visitors who stayed in hotel/ motel (7,453) by type of accommodation (hotel/ motel), within the reference month.

Fig. 10: Visitors Staying in Hotels/ Motels by Type of Accommodation, August 2026



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:

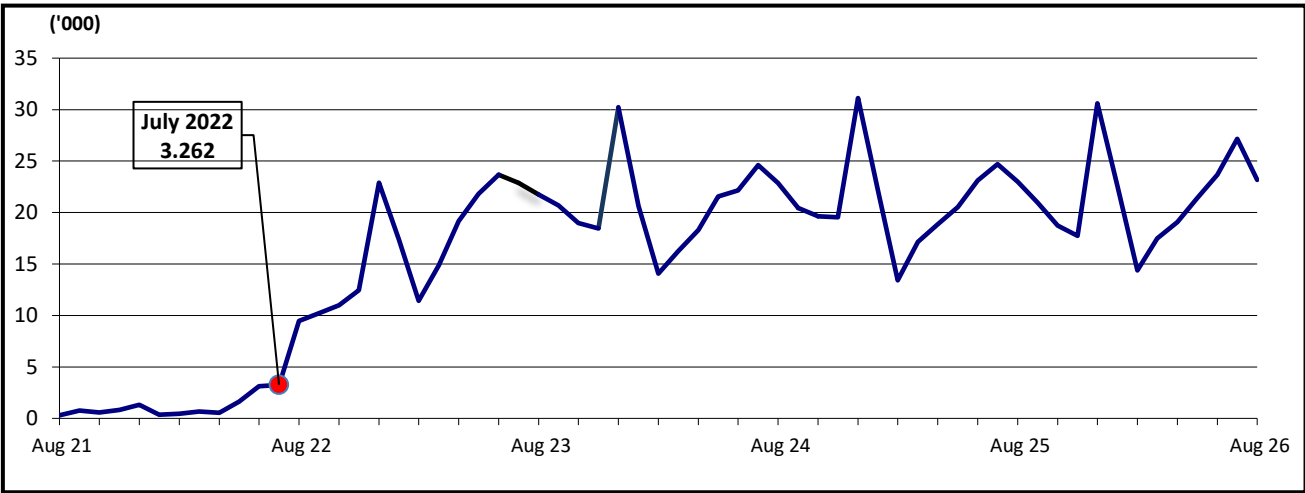
- (1) Faleolo International Airport
- (2) Apia Wharf (Matautu Port)
- (3) Fagalii International Airport

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

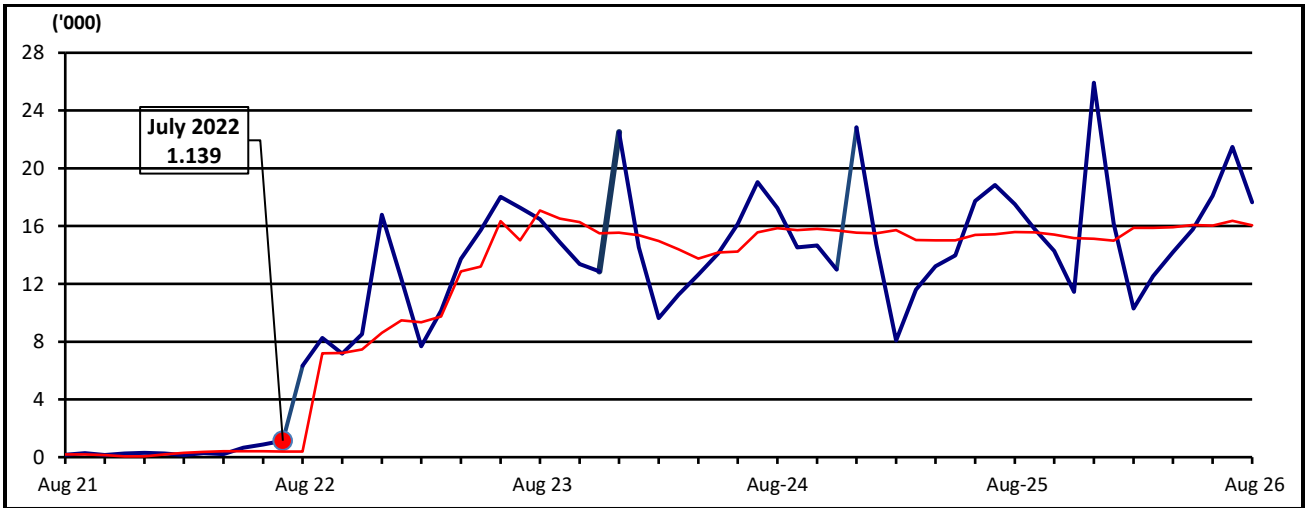
APPENDIX

Graph 1: Monthly Total Arrivals, August 2021 – August 2026



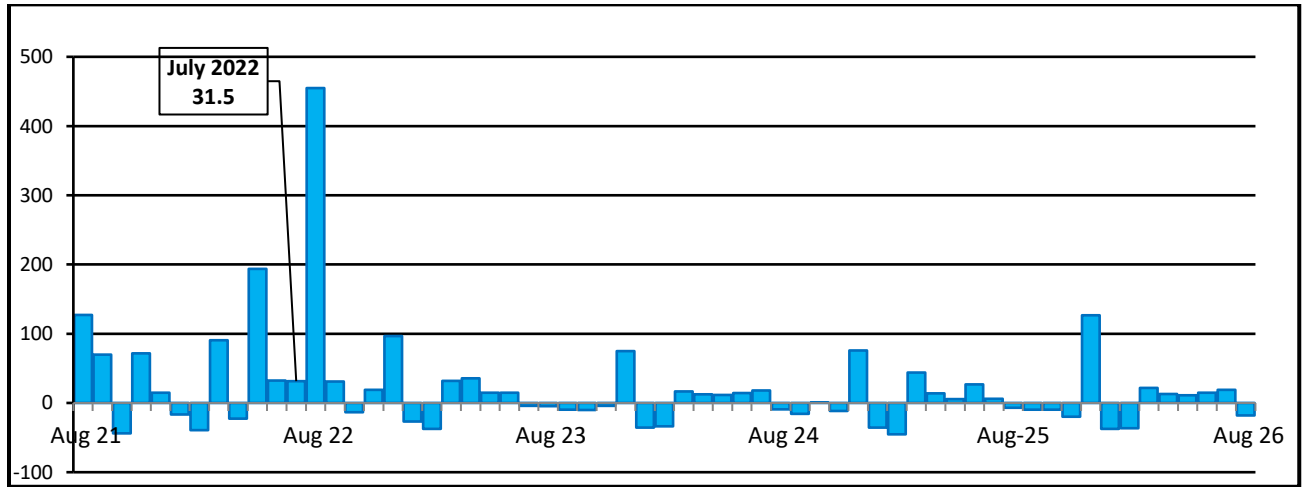
Note: Covid-19 travel restriction period from 20th March 2020 to 31st July 2022

Graph 2: Monthly Total Visitors, August 2021 – August 2026



Note: Covid-19 travel restriction period from 20th March 2020 to 31st July 2022

Graph 3: Visitors Percentage Change over Previous month, August 2021 – August 2026



Note: Covid-19 travel restriction period from 20th March 2020 to 31st July 2022

Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2006 - 2026¹

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
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
2025	177,276	5,871	183,147	236,837	14,147	250,984	243,191	14,202	257,393	-6,409
2024										
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
December	25,040	888	25,928	29,044	1,558	30,602	21,920	1,001	22,921	7,681
2026										
January	15,947	220	16,167	21,746	776	22,522	28,762	1,320	30,082	-7,560
February	9,882	413	10,295	13,407	965	14,372	16,123	944	17,067	-2,695
March	12,185	354	12,539	16,479	1,012	17,491	16,120	1,041	17,161	330
April	13,624	564	14,188	17,669	1,417	19,086	18,268	1,664	19,932	-846
May	15,275	497	15,772	20,079	1,340	21,419	17,385	1,200	18,585	2,834
June	17,460	625	18,085	22,443	1,233	23,676	20,372	1,470	21,842	1,834
July	20,808	674	21,482	25,690	1,459	27,149	26,619	1,416	28,035	-886
August	17,025	635	17,660	21,623	1,538	23,161	22,106	1,300	23,406	-245

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, August 2026 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	23,161	12,073	11,088	16,300	7,976	8,324	5,501	3,321	2,180	639	356	283	721	420	301
0 - 4	909	479	430	760	391	369	115	68	47	21	13	8	13	7	6
5 - 9	824	404	420	666	328	338	109	53	56	26	13	13	23	10	13
10 - 14	866	427	439	713	352	361	114	58	56	27	11	16	12	6	6
15 - 19	1,214	700	514	901	516	385	219	134	85	39	21	18	55	29	26
20 - 24	1,509	759	750	962	394	568	452	300	152	29	16	13	66	49	17
25 - 29	1,849	994	855	1,136	504	632	586	412	174	54	35	19	73	43	30
30 - 34	1,918	1,044	874	1,237	595	642	581	390	191	58	33	25	42	26	16
35 - 39	2,061	1,158	903	1,394	722	672	515	345	170	91	50	41	61	41	20
40 - 44	1,875	965	910	1,272	604	668	476	296	180	63	32	31	64	33	31
45 - 49	1,897	1,019	878	1,213	614	599	551	316	235	67	48	19	66	41	25
50 - 54	1,937	987	950	1,315	633	682	508	291	217	58	33	25	56	30	26
55 - 59	1,872	937	935	1,350	664	686	421	224	197	40	21	19	61	28	33
60 - 64	1,663	837	826	1,224	605	619	364	188	176	26	13	13	49	31	18
65 - 69	1,318	666	652	978	484	494	280	147	133	13	6	7	47	29	18
70 - 74	798	398	400	623	314	309	135	64	71	17	8	9	23	12	11
75 +	651	299	352	556	256	300	75	35	40	10	3	7	10	5	5
% DISTRIBUTION ²	100	52.1	47.9	70.4	34.4	35.9	23.8	14.3	9.4	2.8	1.5	1.2	3.1	1.8	1.3

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, August 2026 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	13,840	301	14,141	80.1
American Samoa	1,107	168	1,275	7.2
Fiji	419	14	433	2.5
Cook Island	1	0	1	0.0
Other Pacific Is	375	77	452	2.6
New Zealand	8,111	32	8,143	46.1
Australia	3,827	10	3,837	21.7
EUROPE	647	22	669	3.8
United Kingdom	127	0	127	0.7
Scandinavia	21	2	23	0.1
Benelux	39	0	39	0.2
Germany	81	2	83	0.5
Other Europe	379	18	397	2.2
AMERICA	1,520	44	1,564	8.9
U.S.A	1,484	44	1,528	8.7
Canada	36	0	36	0.2
ASIA	894	257	1,151	6.5
Japan	89	0	89	0.5
China	384	54	438	2.5
Korea	27	0	27	0.2
Other Asia	394	203	597	3.4
OTHER COUNTRIES	124	11	135	0.8
TOTAL	17,025	635	17,660	100%
PERCENTAGE DISTRIBUTION	96.4	3.6	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, August 2026 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	14,141	80.1	6,846	922	5,416	342	324	291
American Samoa	1,275	7.2	354	83	646	25	147	20
Fiji	433	2.5	107	94	38	53	57	84
Cook Island	1	0.0	0	0	0	0	0	1
Other Pacific Is	452	2.6	146	106	31	73	43	53
New Zealand	8,143	46.1	4,200	436	3,207	157	57	86
Australia	3,837	21.7	2,039	203	1,494	34	20	47
EUROPE	669	3.8	509	49	20	55	10	26
United Kingdom	127	0.7	106	8	5	2	0	6
Scandinavia	23	0.1	18	2	1	0	0	2
Benelux	39	0.2	36	0	0	0	2	1
Germany	83	0.5	68	6	6	0	1	2
Other Europe	397	2.2	281	33	8	53	7	15
AMERICA	1,564	8.9	624	73	663	8	112	84
U.S.A.	1,528	8.7	612	72	655	7	107	75
Canada	36	0.2	12	1	8	1	5	9
ASIA	1,151	6.5	537	160	66	6	188	194
Japan	89	0.5	48	24	10	0	1	6
China	438	2.5	261	34	36	0	60	47
Korea	27	0.2	9	7	0	0	9	2
Other Asia	597	3.4	219	95	20	6	118	139
OTHER COUNTRIES	135	0.8	81	19	2	0	5	28
TOTAL	17,660	100.0	8,597	1,223	6,167	411	639	623
Percentage Distribution ²	100.0		48.7	6.9	34.9	2.3	3.6	3.5

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, August 2026 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	23,161	100%	5,501	23.8	17,660	76.2
<u>AIR</u>						
Quantas	3,795	16.4	647	2.8	3,148	13.6
Virgin Australia	523	2.3	56	0.2	467	2.0
Talofa Airways	1,362	5.9	550	2.4	812	3.5
Samoa Airways	2,119	9.1	940	4.1	1,179	5.1
Air New Zealand	7,449	32.2	1,278	5.5	6,171	26.6
Fiji Airways	6,346	27.4	1,127	4.9	5,219	22.5
Other Air Carrier	29	0.1	0	0.0	29	0.1
<u>SEA</u>						
Lady Samoa IV	993	4.3	792	3.4	201	0.9
Yacht	35	0.2	0	0.0	35	0.2
Other Sea Carrier	510	2.2	111	0.5	399	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, August 2026 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	17,021	7,453	8,361	1,207
1day	631	259	108	264
2days	204	140	57	7
3days	442	290	143	9
4days	437	275	144	18
5days	1,191	816	340	35
6days	959	664	272	23
7days	3,767	1,619	1,870	278
8-14days	4,941	2,529	2,274	138
15-30days	3,943	766	2,827	350
31-60days	33	0	5	28
61-90days	27	0	19	8
91-180days	32	0	19	13
181-365days	21	0	18	3
> Year	21	0	21	0
Not Stated	372	95	244	33
Percentage Distribution ²	100	43.8	49.1	7.1

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