

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS FEBRUARY 2026

MONTHLY HIGHLIGHTS:

In February 2026 compared with February 2025:

- ❖ Total arrivals of 14,372 increased by 7.3% (973)
- ❖ Total visitors of 10,295 increased by 27.6% (2,225)
- ❖ Total Visitors:
 - ✓ NZ: 57.6% (up by 1,818 visitors)
 - ✓ USA: 25.9% (up by 214 visitors)
 - ✓ AM. SAM: 19.0% (up by 72 visitors)
 - ✓ AUST: 0% (same number of visitors in 2026 and 2025)

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February 2026	All Arrivals	All Visitors
Number	14,372	10,295
% change from previous month	-36.2	-36.3
% change with same month in 2025	7.3	27.6

19TH MARCH 2026

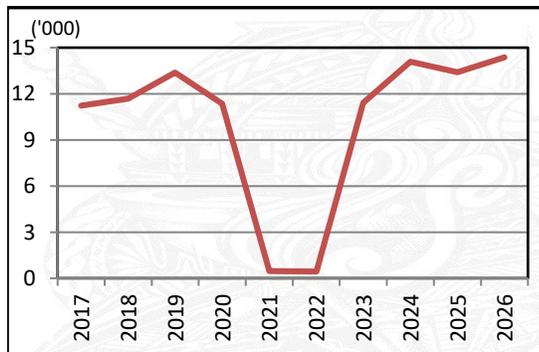
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **February 2026** totaling 14,372 arrivals, revealed a decrease of 36.2 percent over the previous month of January 2026 and an increase of 7.3 percent over the corresponding month of February 2025.

Those who travelled to Samoa by Air represented 93.3% while 6.7% was represented by those who travelled by Sea.

Fig. 1 below graphically depicts the arrival numbers from February 2017 to February 2026, clearly showing the impact of Covid 19 on arrival numbers for February in 2021 and 2022.

Fig. 1: February Total Arrivals, 2017 – 2026

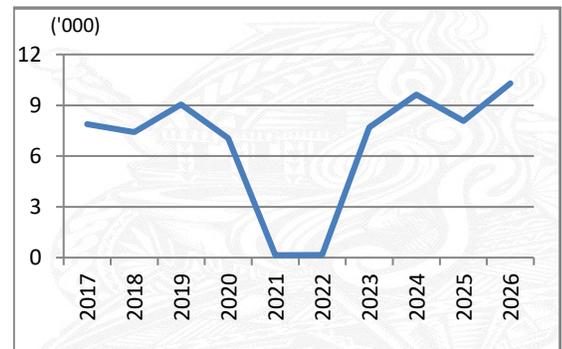


2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 10,295 revealing a decrease of 36.3 percent over the previous month of January 2026 and an increase of 27.6 percent over the corresponding month of February 2025.

Fig. 2 illustrates the total number of visitors for February between 2017 and 2026, also indicating the impact of Covid 19 on visitor's numbers for February in 2021 and 2022.

Fig. 2: February Total Visitors, 2017 – 2026



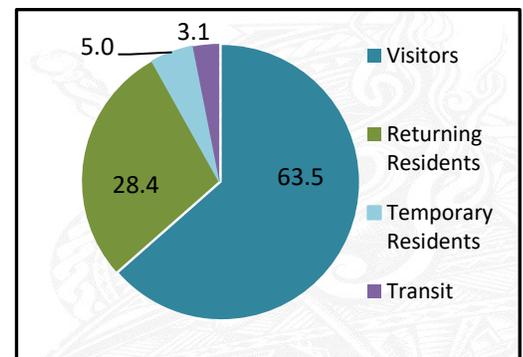
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors (Table 2), made up the largest component of all arrivals with 63.5 percent (9,128), represented by 32.0 percent males (4,594) and 31.5 percent females (4,534).

Male returning residents made up 14.4 percent (2,066) of total arrivals while their female counterpart made up 14.0 percent (2,011). (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, February 2026

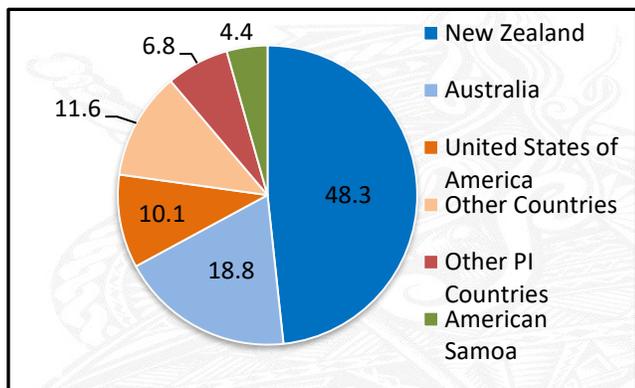


4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 48.3 percent of total visitors or 4,974 visitors. Australia followed next with a distant 18.8 percent share (1,936).

United States of America reported 10.1 percent (1,040 visitors) while American Samoa reported 4.4 percent (450) of total visitors. (Refer Fig. 4)

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

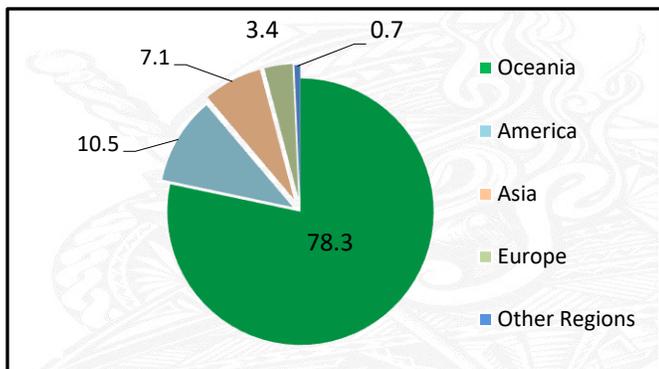


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 78.3 percent, followed by America with 10.5 percent.

Asia reported a share of 7.1 percent while Europe reported the least share of 3.4 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, February 2026



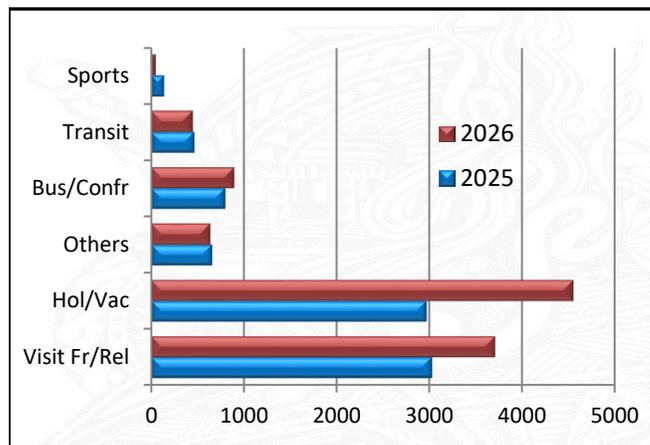
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 81.6 percent of all visitors visiting Samoa in February 2026.

The majority of visitors (4,550) entered our shores for holiday and vacation while 3,709 entered our shores to visit friends and relatives.

Those who were here on Business/Conference recorded 895 visitors, while those for Sports purposes reported only 50 visitors. Fig.6 depicts total visitors by purpose of visit for February 2025 and February 2026.

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

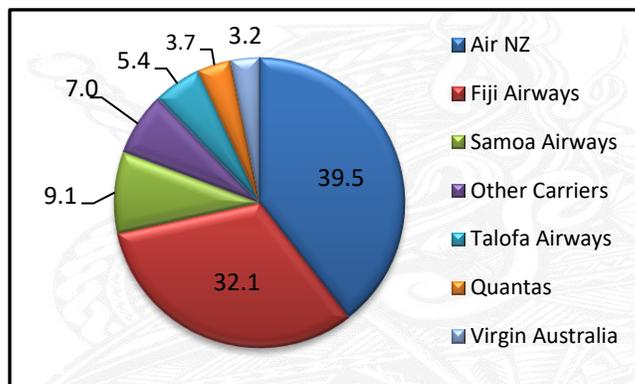


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 39.5 percent share, (5,677 passengers) followed by Fiji Airways with a 32.1 percent share (4,609 passengers).

Samoa Airways brought in 9.1 percent (1,313 passengers) of total arrivals while Talofa Airways and Qantas recorded shares of 5.4 percent (771) and 3.7 percent (533) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

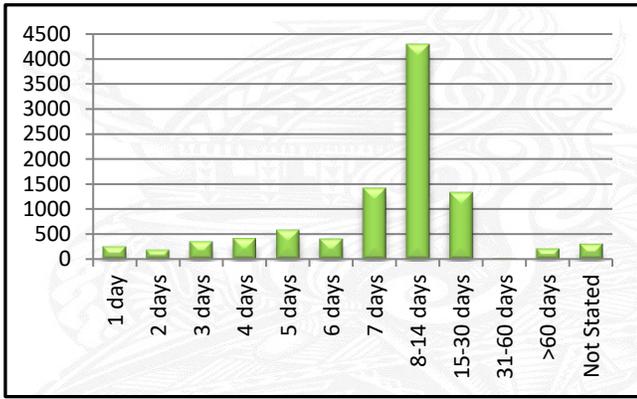
Fig. 7: Total Arrivals by Carrier, February 2026



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, February 2026



On the other hand, the majority of visitors (59.4 percent or 5,848 visitors) reported staying in private accommodations or with families/ relatives while 30.9 percent (3,045) stayed in hotel/ motel. (Refer Fig. 9).

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

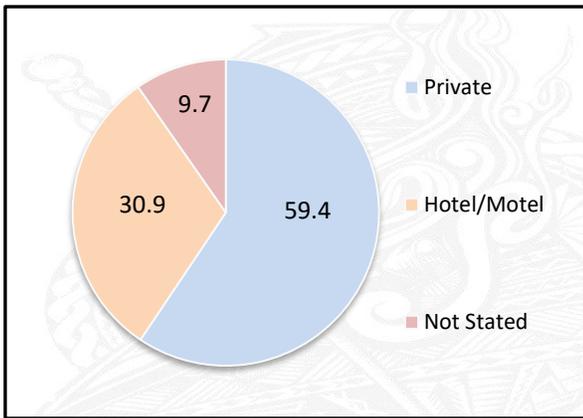
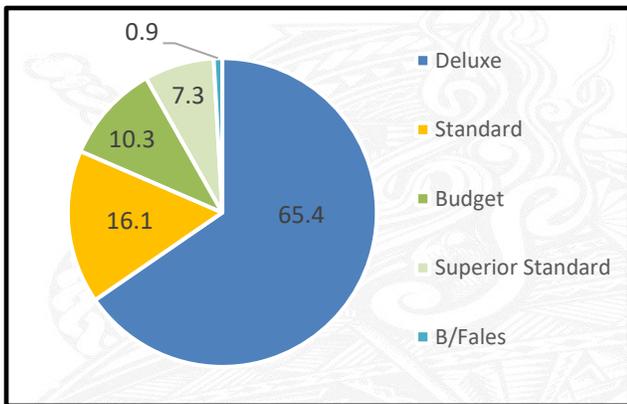


Fig. 10 portrays the number of visitors who stayed in hotel/ motel (3,045) by type of accommodation (hotel/ motel), within the reference month.

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

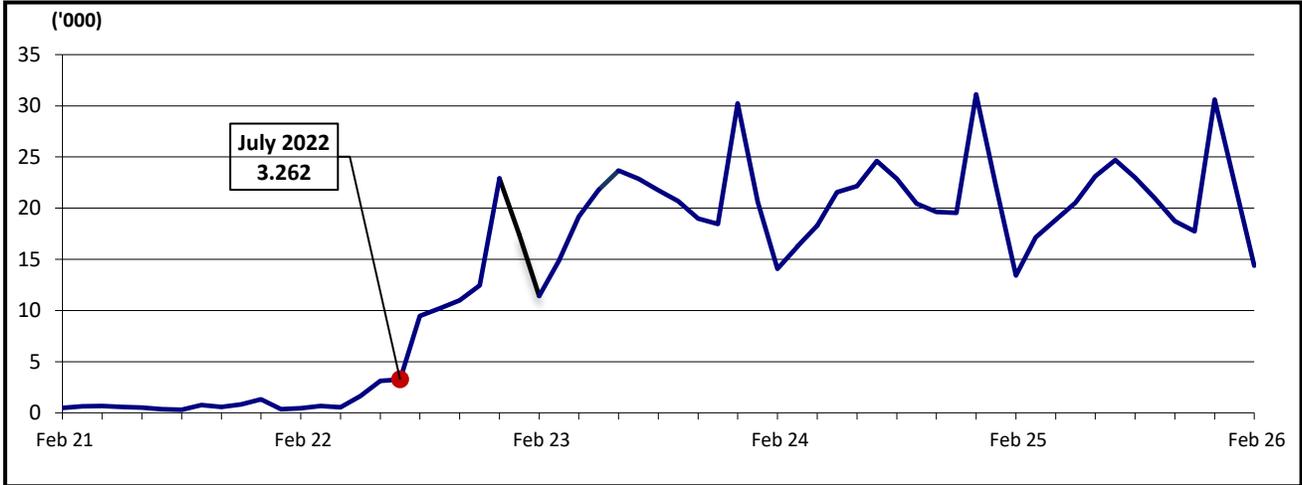
Futhermore, the BMS (Border Management Sytem) was also used for the compilation of such statistics.

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

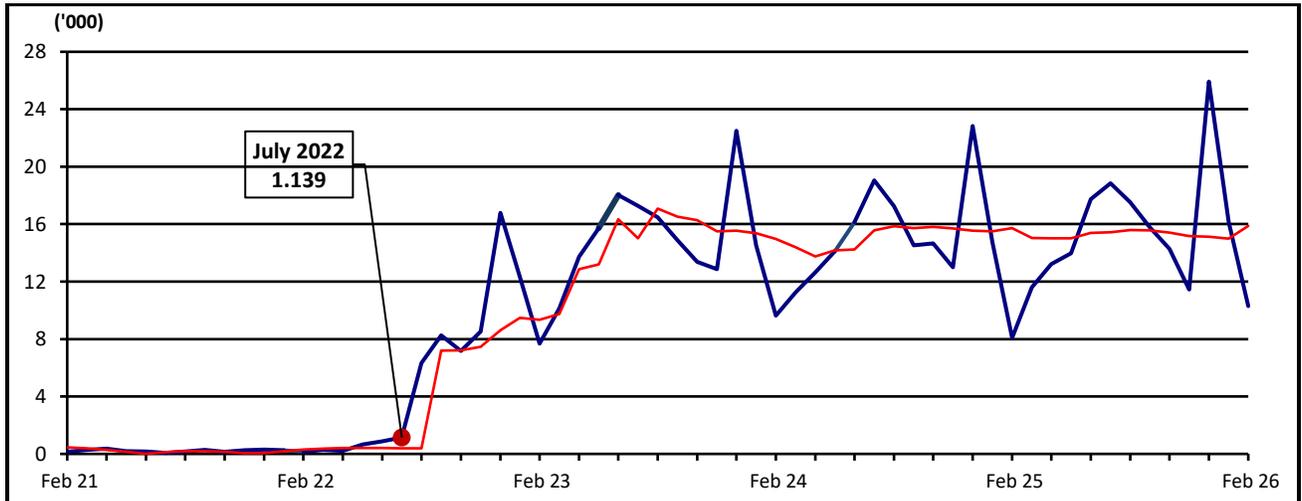
APPENDIX

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



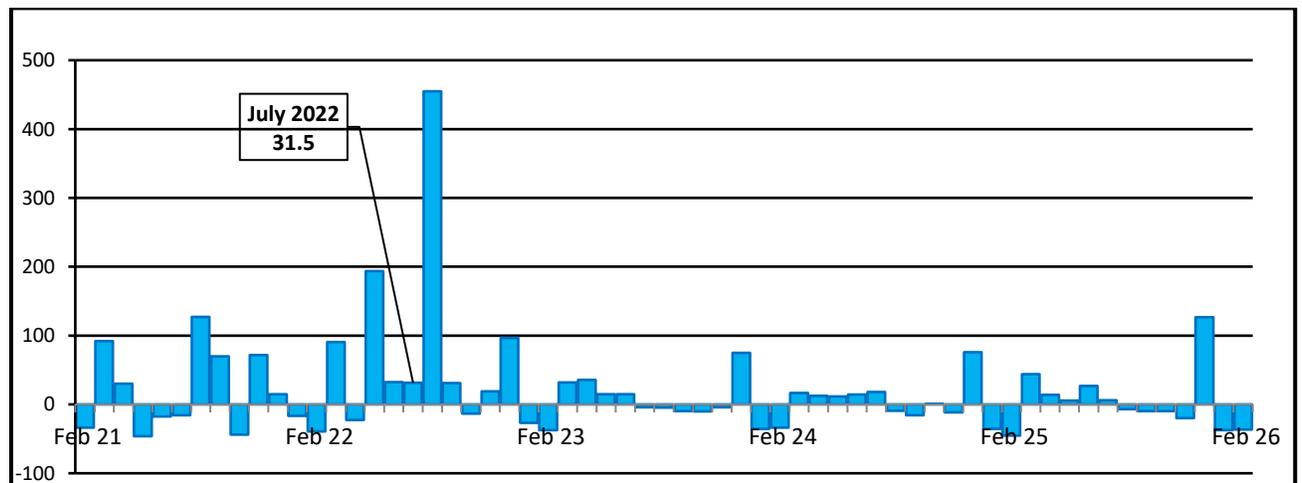
Note: Covid-19 travel restriction period from 20th March to 31st July 2022

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



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

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



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, 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										
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
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

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, February 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	14,372	7,372	7,000	9,128	4,594	4,534	4,077	2,066	2,011	451	283	168	716	429	287
0 - 4	492	243	249	362	184	178	113	51	62	4	2	2	13	6	7
5 - 9	484	236	248	314	144	170	140	70	70	6	5	1	24	17	7
10 - 14	569	283	286	312	163	149	195	84	111	36	20	16	26	16	10
15 - 19	706	332	374	420	189	231	234	108	126	17	11	6	35	24	11
20 - 24	975	468	507	603	268	335	266	143	123	27	15	12	79	42	37
25 - 29	1,152	595	557	710	330	380	347	193	154	28	19	9	67	53	14
30 - 34	1,166	573	593	745	347	398	329	177	152	40	22	18	52	27	25
35 - 39	1,107	604	503	747	385	362	250	141	109	46	30	16	64	48	16
40 - 44	1,121	613	508	718	387	331	303	162	141	48	34	14	52	30	22
45 - 49	1,194	625	569	711	361	350	366	188	178	50	36	14	67	40	27
50 - 54	1,252	658	594	755	392	363	392	201	191	44	31	13	61	34	27
55 - 59	1,212	611	601	752	389	363	358	175	183	43	22	21	59	25	34
60 - 64	1,085	580	505	723	396	327	291	137	154	32	25	7	39	22	17
65 - 69	891	466	425	576	311	265	265	128	137	21	8	13	29	19	10
70 - 74	517	269	248	344	190	154	140	64	76	5	1	4	28	14	14
75 +	449	216	233	336	158	178	88	44	44	4	2	2	21	12	9
% DISTRIBUTION ²	100	51.3	48.7	63.5	32.0	31.5	28.4	14.4	14.0	3.1	2.0	1.2	5.0	3.0	2.0

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

Table 3: Total Visitors Arrivals by Country of Usual Residence and Mode of Travel, February 2026 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	7,800	262	8,062	78.3
American Samoa	414	36	450	4.4
Fiji	282	8	290	2.8
Cook Island	0	0	0	0.0
Other Pacific Is	326	86	412	4.0
New Zealand	4,872	102	4,974	48.3
Australia	1,906	30	1,936	18.8
EUROPE	350	5	355	3.4
United Kingdom	100	3	103	1.0
Scandinavia	22	0	22	0.2
Benelux	21	0	21	0.2
Germany	54	0	54	0.5
Other Europe	153	2	155	1.5
AMERICA	1,068	13	1,081	10.5
U.S.A	1,027	13	1,040	10.1
Canada	41	0	41	0.4
ASIA	600	130	730	7.1
Japan	92	0	92	0.9
China	252	30	282	2.7
Korea	27	0	27	0.3
Other Asia	229	100	329	3.2
OTHER COUNTRIES	64	3	67	0.7
TOTAL	9,882	413	10,295	100%
PERCENTAGE DISTRIBUTION	96.0	4.0	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.

Table 4: Total Visitors by Usual Residence and Purpose of Visit, February 2026 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	8,062	78.3	3,250	657	3,431	42	222	460
American Samoa	450	4.4	172	17	177	0	66	18
Fiji	290	2.8	107	83	25	0	30	45
Cook Island	0	0.0	0	0	0	0	0	0
Other Pacific Is	412	4.0	193	70	42	6	57	44
New Zealand	4,974	48.3	1,940	370	2,343	15	60	246
Australia	1,936	18.8	838	117	844	21	9	107
EUROPE	355	3.4	273	25	14	2	22	19
United Kingdom	103	1.0	75	11	5	0	4	8
Scandinavia	22	0.2	18	1	1	0	0	2
Benelux	21	0.2	17	2	2	0	0	0
Germany	54	0.5	46	3	2	2	0	1
Other Europe	155	1.5	117	8	4	0	18	8
AMERICA	1,081	10.5	613	83	220	6	63	96
U.S.A.	1,040	10.1	582	79	215	6	63	95
Canada	41	0.4	31	4	5	0	0	1
ASIA	730	7.1	378	122	40	0	134	56
Japan	92	0.9	65	19	1	0	2	5
China	282	2.7	166	22	23	0	39	32
Korea	27	0.3	14	1	2	0	9	1
Other Asia	329	3.2	133	80	14	0	84	18
OTHER COUNTRIES	67	0.7	36	8	4	0	10	9
TOTAL	10,295	100.0	4,550	895	3,709	50	451	640
Percentage Distribution ²		100.0	44.2	8.7	36.0	0.5	4.4	6.2

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, February 2026 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	14,372	100%	4,077	28.4	10,295	71.6
<u>AIR</u>						
Quantas	533	3.7	60	0.4	473	3.3
Virgin Australia	467	3.2	30	0.2	437	3.0
Talofa Airways	771	5.4	244	1.7	527	3.7
Samoa Airways	1,313	9.1	574	4.0	739	5.1
Air New Zealand	5,677	39.5	1,625	11.3	4,052	28.2
Fiji Airways	4,609	32.1	991	6.9	3,618	25.2
Other Air Carrier	37	0.3	1	0.0	36	0.3
<u>SEA</u>						
Lady Samoa IV	709	4.9	519	3.6	190	1.3
Yacht	0	0.0	0	0.0	0	0.0
Other Sea Carrier	256	1.8	33	0.2	223	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

Table 6: Visitors by Duration of Stay and Place of Stay, February 2026 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	9,844	3,045	5,848	951
1day	258	184	73	1
2days	188	139	40	9
3days	363	267	86	10
4days	423	293	119	11
5days	588	310	262	16
6days	413	268	133	12
7days	1,432	464	725	243
8-14days	4,296	962	2,963	371
15-30days	1,343	95	1,044	204
31-60days	22	0	22	0
61-90days	70	0	45	25
91-180days	30	0	23	7
181-365days	23	0	23	0
> Year	89	0	82	7
Not Stated	306	63	208	35
Percentage Distribution ²	100	30.9	59.4	9.7

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