

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS JULY 2026

MONTHLY HIGHLIGHTS:

In July 2026 compared with July 2025:

- ❖ Total arrivals of 27,149 increased by 9.9% (2,439)
- ❖ Total visitors of 21,482 increased by 14.0% (2,639)
- ❖ Total Visitors:
 - ✓ NZ: 43.6% (up by 3,412 visitors)
 - ✓ USA: 22.2% (up by 462 visitors)
 - ✓ AUST: -20.5% (down by 1,092 visitors)
 - ✓ AM. SAM: -38.1% (down by 486 visitors)

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July 2026	All Arrivals	All Visitors
Number	27,149	21,482
% change from previous month	14.7	18.8
% change with same month in 2025	9.9	14.0

19TH AUGUST 2026

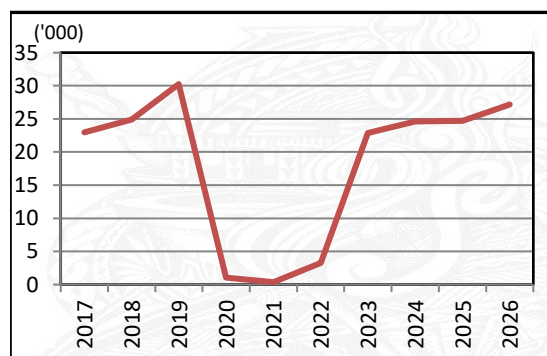
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **July 2026** totaling 27,149 arrivals, revealed an increase of 14.7 percent over the previous month of June 2026 and an increase of 9.9 percent over the corresponding month of July 2025.

Those who travelled to Samoa by Air represented 94.6% while 5.4% was represented by those who travelled by Sea.

Fig. 1 below graphically depicts the arrival numbers from July 2017 to July 2026, clearly showing the impact of Covid 19 on arrival numbers for July in 2020, 2021 and 2022.

Fig. 1: July Total Arrivals, 2017 – 2026

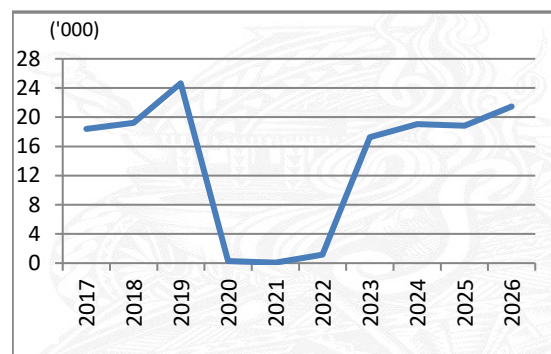


2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 21,482 revealing an increase of 18.8 percent over the previous month of June 2026 and an increase of 14.0 percent over the corresponding month of July 2025.

Fig. 2 illustrates the total number of visitors for July between 2017 and 2026, also indicating the impact of Covid 19 on visitor's numbers for July in 2020, 2021 and 2022.

Fig. 2: July Total Visitors, 2017 – 2026



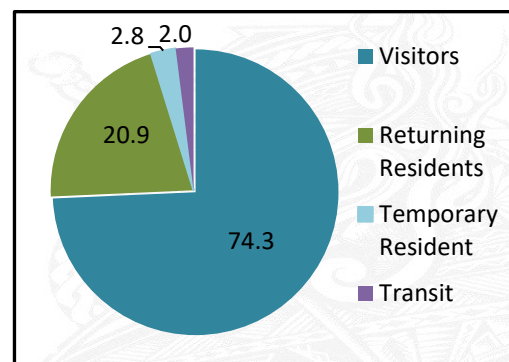
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors (Table 2), made up the largest component of all arrivals with 74.3 percent (20,172), represented by 39.5 percent females (10,716) and 34.8 percent males (9,456).

Male returning residents made up 11.6 percent (3,153) of total arrivals while their female counterpart made up 9.3 percent (2,514). (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, July 2026

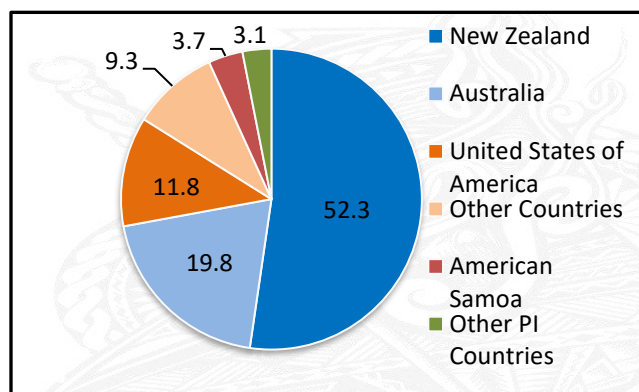


4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 52.3 percent of total visitors or 11,239 visitors. Australia followed next with a distant 19.8 percent share (4,247).

United States of America reported 11.8 percent (2,540 visitors) while American Samoa reported 3.7 percent (789) of total visitors. (Refer Fig. 4)

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

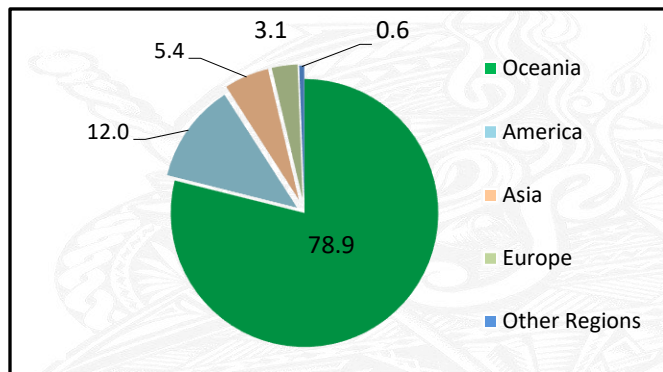


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 78.9 percent, followed by America with 12.0 percent.

Asia reported a share of 5.4 percent while Europe reported the least share of 3.1 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, July 2026



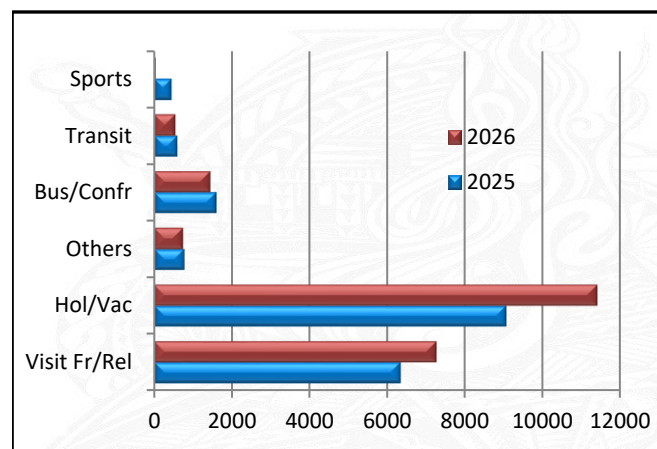
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 87.6 percent of all visitors visiting Samoa in July 2026.

The majority of visitors (11,415) entered our shores for holiday and vacation while 7,275 entered our shores to visit friends and relatives.

Those who were here on Business/Conference recorded 1,448 visitors, while those for Sports purposes reported only 40 visitors. Fig.6 depicts total visitors by purpose of visit for July 2025 and July 2026.

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

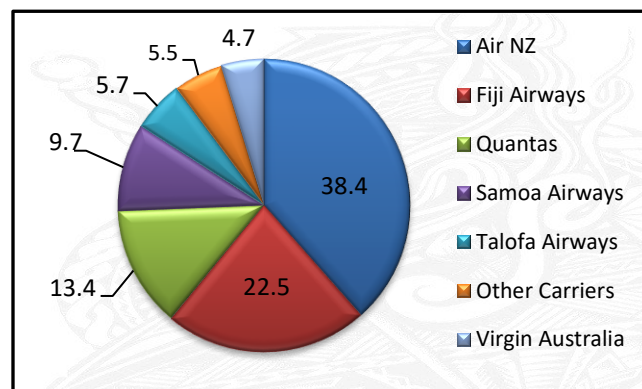


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with 38.4 percent (10,430 passengers) followed by Fiji Airways with 22.5 percent (6,115 passengers).

Quantas brought in 13.4 percent (3,640 passengers) of total arrivals while Samoa Airways and Talofa Airways recorded shares of 9.7 percent (2,637) and 5.7 percent (1,549) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

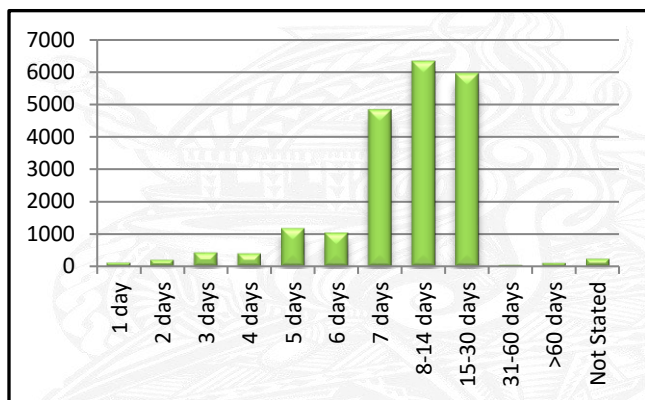
Fig. 7: Total Arrivals by Carrier, July 2026



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, July 2026



On the other hand, the majority of visitors (44.8 percent or 9,384 visitors) reported staying in private accommodations or with families/ relatives while 40.5 percent (8,468) stayed in hotel/ motel. (Refer Fig. 9).

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

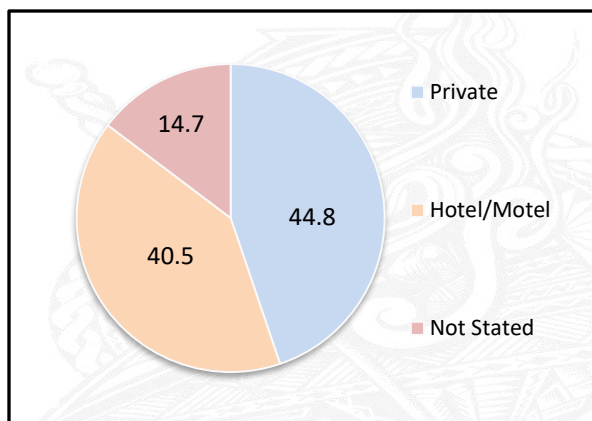
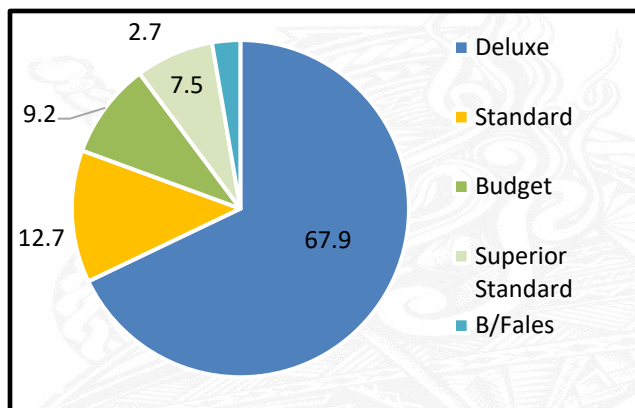


Fig. 10 portrays the number of visitors who stayed in hotel/ motel (8,468) by type of accommodation (hotel/ motel), within the reference month.

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

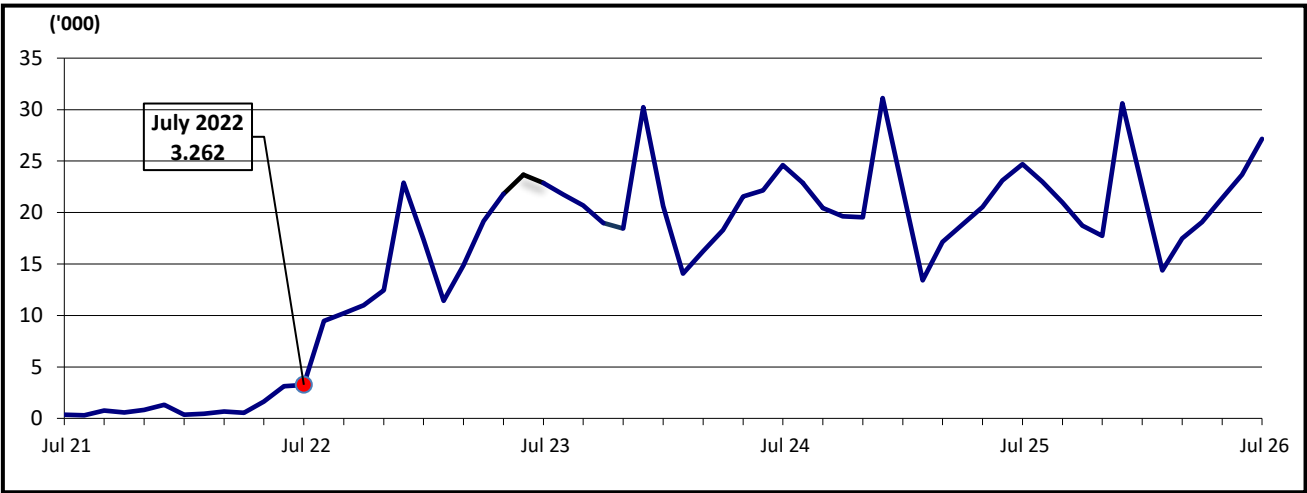
- (1) Faleolo International Airport
- (2) Apia Wharf (Matautu Port)
- (3) Fagalii International Airport

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

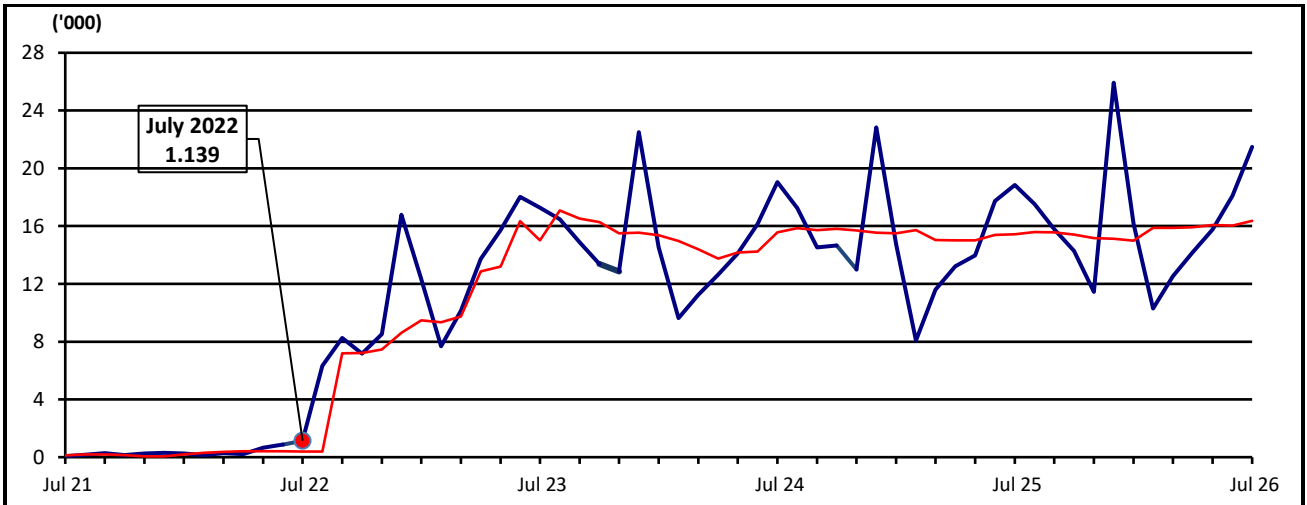
APPENDIX

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



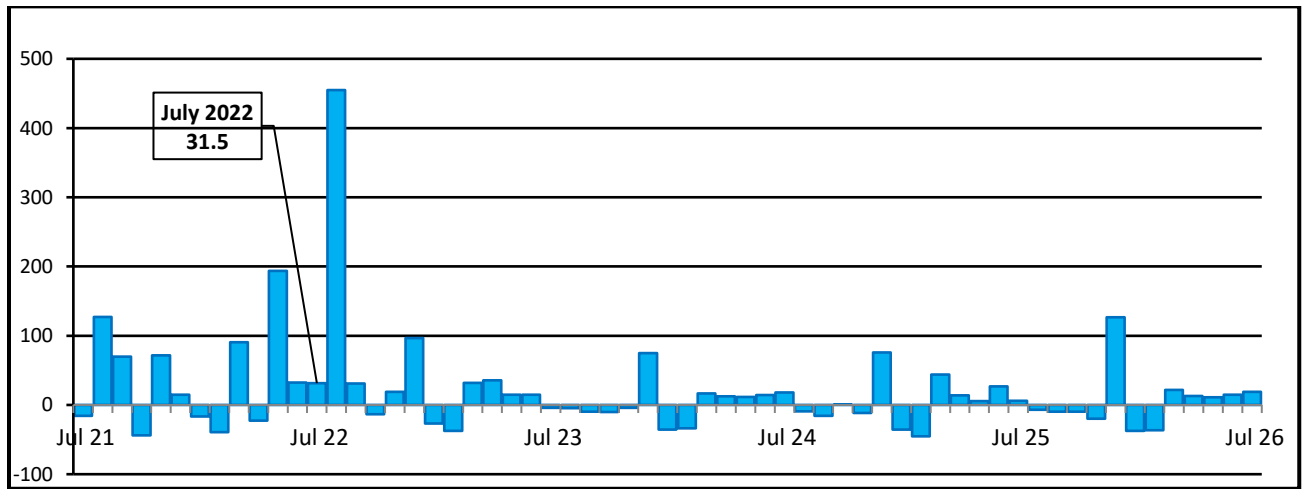
Note: Covid-19 travel restriction period from 20th March 2020 to 31st July 2022

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



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

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

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, July 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	27,149	13,394	13,755	20,172	9,456	10,716	5,667	3,153	2,514	553	324	229	757	461	296
0 - 4	839	425	414	720	365	355	90	43	47	7	5	2	22	12	10
5 - 9	1,192	570	622	1,016	483	533	131	63	68	17	11	6	28	13	15
10 - 14	1,508	757	751	1,297	649	648	149	79	70	36	17	19	26	12	14
15 - 19	1,878	830	1,048	1,527	669	858	257	113	144	48	17	31	46	31	15
20 - 24	1,695	795	900	1,118	459	659	463	262	201	24	17	7	90	57	33
25 - 29	2,057	1,048	1,009	1,371	588	783	574	379	195	43	28	15	69	53	16
30 - 34	2,075	1,054	1,021	1,406	621	785	562	366	196	48	30	18	59	37	22
35 - 39	2,032	1,062	970	1,409	691	718	499	296	203	59	31	28	65	44	21
40 - 44	2,138	1,065	1,073	1,534	722	812	479	272	207	59	31	28	66	40	26
45 - 49	2,316	1,171	1,145	1,715	827	888	491	277	214	45	26	19	65	41	24
50 - 54	2,228	1,072	1,156	1,641	754	887	490	259	231	53	34	19	44	25	19
55 - 59	2,148	1,054	1,094	1,557	741	816	498	260	238	44	30	14	49	23	26
60 - 64	1,835	897	938	1,367	657	710	402	200	202	30	22	8	36	18	18
65 - 69	1,496	763	733	1,146	572	574	294	155	139	16	11	5	40	25	15
70 - 74	928	467	461	721	369	352	171	75	96	8	6	2	28	17	11
75 +	784	364	420	627	289	338	117	54	63	16	8	8	24	13	11
% DISTRIBUTION ²	100	49.3	50.7	74.3	34.8	39.5	20.9	11.6	9.3	2.0	1.2	0.8	2.8	1.7	1.1

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, July 2026 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	16,669	285	16,954	78.9
American Samoa	653	136	789	3.7
Fiji	377	15	392	1.8
Cook Island	0	0	0	0.0
Other Pacific Is	238	49	287	1.3
New Zealand	11,167	72	11,239	52.3
Australia	4,234	13	4,247	19.8
EUROPE	634	24	658	3.1
United Kingdom	185	3	188	0.9
Scandinavia	53	0	53	0.2
Benelux	39	2	41	0.2
Germany	128	2	130	0.6
Other Europe	229	17	246	1.1
AMERICA	2,510	64	2,574	12.0
U.S.A	2,478	62	2,540	11.8
Canada	32	2	34	0.2
ASIA	877	292	1,169	5.4
Japan	75	2	77	0.4
China	426	74	500	2.3
Korea	47	0	47	0.2
Other Asia	329	216	545	2.5
OTHER COUNTRIES	118	9	127	0.6
TOTAL	20,808	674	21,482	100%
PERCENTAGE DISTRIBUTION	96.9	3.1	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, July 2026 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	16,955	78.9	8,671	1,210	6,438	26	266	344
American Samoa	789	3.7	209	44	458	1	66	11
Fiji	392	1.8	77	91	48	0	27	149
Cook Island	0	0.0	0	0	0	0	0	0
Other Pacific Is	287	1.3	59	46	28	0	31	123
New Zealand	11,239	52.3	5,952	733	4,408	8	81	57
Australia	4,248	19.8	2,374	296	1,496	17	61	4
EUROPE	657	3.1	580	18	35	0	4	20
United Kingdom	187	0.9	158	7	11	0	2	9
Scandinavia	53	0.2	50	2	1	0	0	0
Benelux	41	0.2	38	0	3	0	0	0
Germany	130	0.6	119	0	9	0	0	2
Other Europe	246	1.1	215	9	11	0	2	9
AMERICA	2,574	12.0	1,350	138	717	13	127	229
U.S.A.	2,540	11.8	1,330	131	710	13	127	229
Canada	34	0.2	20	7	7	0	0	0
ASIA	1,169	5.4	748	71	78	1	131	140
Japan	77	0.4	43	20	6	0	1	7
China	500	2.3	336	22	49	1	46	46
Korea	47	0.2	26	0	0	0	20	1
Other Asia	545	2.5	343	29	23	0	64	86
OTHER COUNTRIES	127	0.6	66	11	7	0	25	18
TOTAL	21,482	100.0	11,415	1,448	7,275	40	553	751
Percentage Distribution ²	100.0		53.1	6.7	33.9	0.2	2.6	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, July 2026 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	27,149	100%	5,667	20.9	21,482	79.1
<u>AIR</u>						
Quantas	3,640	13.4	437	1.6	3,203	11.8
Virgin Australia	1,288	4.7	121	0.4	1,167	4.3
Talofa Airways	1,549	5.7	471	1.7	1,078	4.0
Samoa Airways	2,637	9.7	1,185	4.4	1,452	5.3
Air New Zealand	10,430	38.4	1,602	5.9	8,828	32.5
Fiji Airways	6,115	22.5	1,064	3.9	5,051	18.6
Other Air Carrier	31	0.1	2	0.0	29	0.1
<u>SEA</u>						
Lady Samoa IV	915	3.4	687	2.5	228	0.8
Yacht	41	0.2	0	0.0	41	0.2
Other Sea Carrier	503	1.9	98	0.4	405	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

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

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	20,929	8,468	9,384	3,077
1day	115	81	25	9
2days	206	135	66	5
3days	434	314	109	11
4days	398	253	136	9
5days	1,182	812	361	9
6days	1,044	746	288	10
7days	4,856	2,448	1,735	673
8-14days	6,346	3,229	2,937	180
15-30days	5,976	420	3,430	2,126
31-60days	42	0	35	7
61-90days	59	0	48	11
91-180days	12	0	3	9
181-365days	14	0	5	9
> Year	15	0	15	0
Not Stated	230	30	191	9
Percentage Distribution ²	100	40.5	44.8	14.7

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