

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS JUNE 2026

MONTHLY HIGHLIGHTS:

In June 2026 compared with June 2025:

- ❖ Total arrivals of 23,676 increased by 2.4% (564)
- ❖ Total visitors of 18,085 increased by 1.9% (344)
- ❖ Total Visitors:
 - ✓AM. SAM: 32.5% (up by 245 visitors)
 - ✓AUST: 7.9% (up by 289 visitors)
 - ✓USA: -2.3% (down by 46 visitors)
 - ✓NZ: -6.0% (down by 546 visitors)

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June 2026	All Arrivals	All Visitors
Number	23,676	18,085
% change from previous month	10.5	14.7
% change with same month in 2025	2.4	1.9

17TH JULY 2026

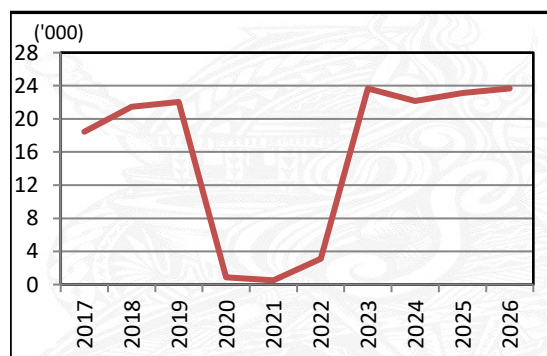
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **June 2026** totaling 23,676 arrivals, revealed an increase of 10.5 percent over the previous month of May 2026 and an increase of 2.4 percent over the corresponding month of June 2025.

Those who travelled to Samoa by Air represented 94.8% while 5.2% was represented by those who travelled by Sea.

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

Fig. 1: June Total Arrivals, 2017 – 2026

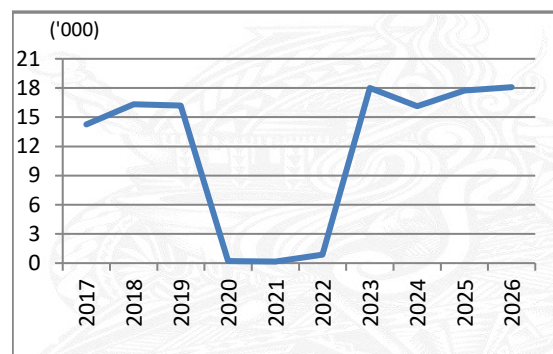


2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 18,085 revealing an increase of 14.7 percent over the previous month of May 2026 and an increase of 1.9 percent over the corresponding month of June 2025.

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

Fig. 2: June Total Visitors, 2017 – 2026



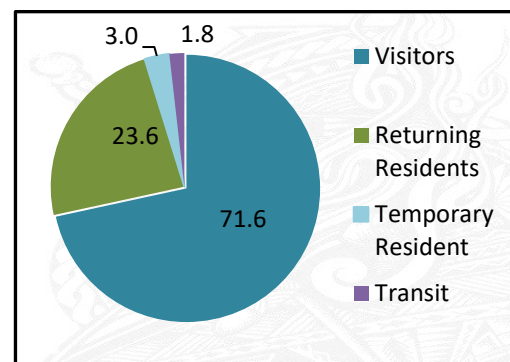
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors (Table 2), made up the largest component of all arrivals with 71.6 percent (16,955), represented by 36.9 percent females (8,739) and 34.7 percent males (8,216).

Male returning residents made up 12.6 percent (2,972) of total arrivals while their female counterpart made up 11.1 percent (2,619). (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, June 2026

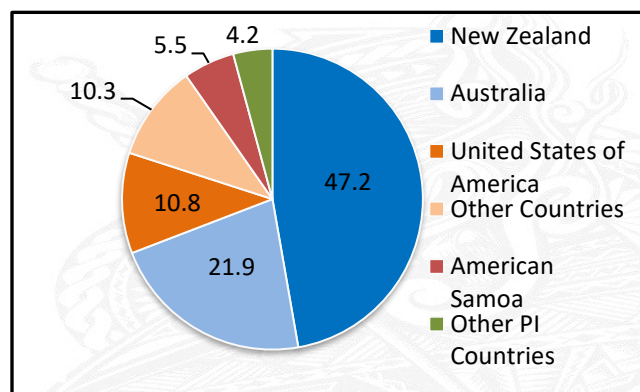


4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 47.2 percent of total visitors or 8,532 visitors. Australia followed next with a distant 21.9 percent share (3,964).

United States of America reported 10.8 percent (1,958 visitors) while American Samoa reported 5.5 percent (998) of total visitors. (Refer Fig. 4)

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

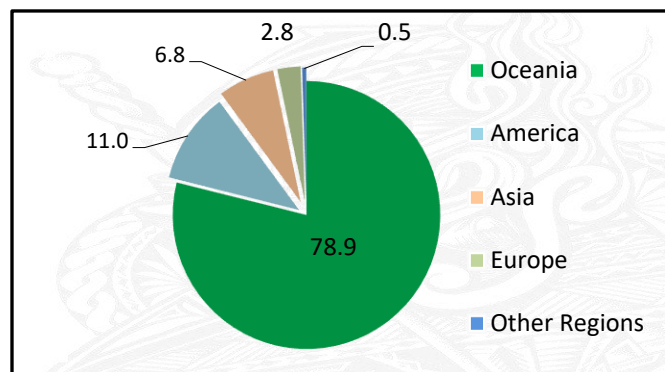


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 78.9 percent, followed by America with 11.0 percent.

Asia reported a share of 6.8 percent while Europe reported the least share of 2.8 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, June 2026



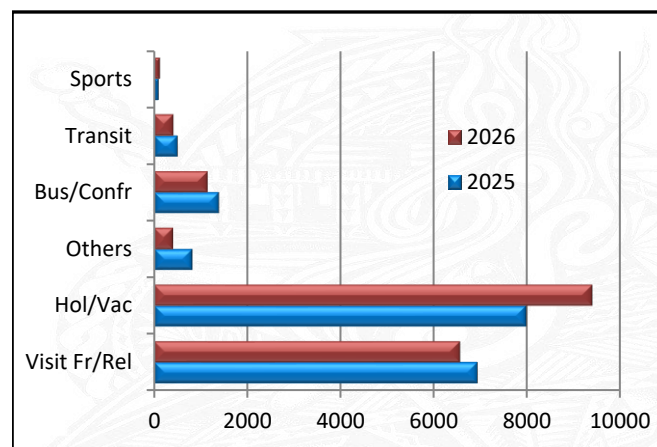
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 85.4 percent of all visitors visiting Samoa in June 2026.

The majority of visitors (9,411) entered our shores for holiday and vacation while 6,570 entered our shores to visit friends and relatives.

Those who were here on Business/Conference recorded 1,151 visitors, while those for Sports purposes reported only 127 visitors. Fig.6 depicts total visitors by purpose of visit for June 2025 and June 2026.

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

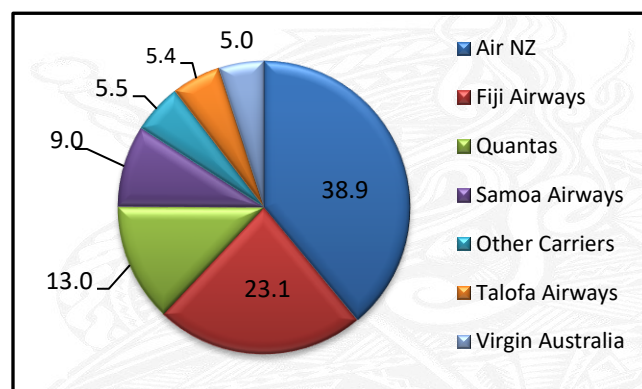


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with 38.9 percent (9,221 passengers) followed by Fiji Airways with 23.1 percent (5,460 passengers).

Quantas brought in 13.0 percent (3,080 passengers) of total arrivals while Samoa Airways and Talofa Airways recorded shares of 9.0 percent (2,142) and 5.4 percent (1,285) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

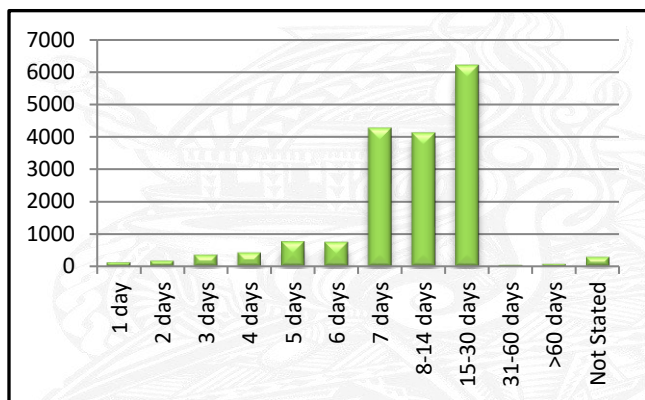
Fig. 7: Total Arrivals by Carrier, June 2026



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, June 2026



On the other hand, the majority of visitors (47.5 percent or 8,389 visitors) reported staying in private accommodations or with families/ relatives while 41.6 percent (7,358) stayed in hotel/ motel. (Refer Fig. 9).

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

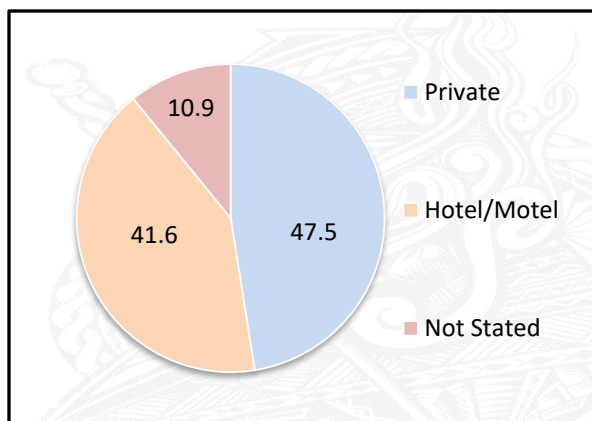
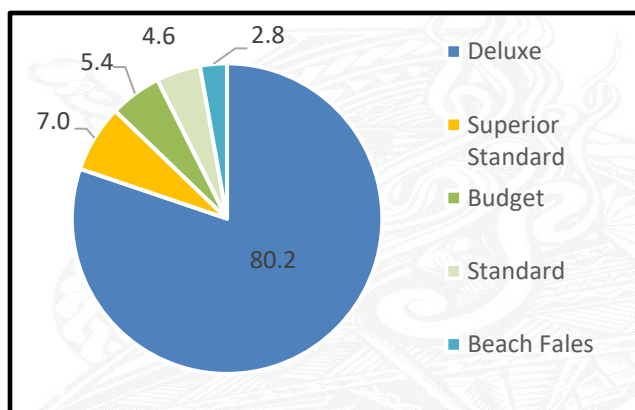


Fig. 10 portrays the number of visitors who stayed in hotel/ motel (7,358) by type of accommodation (hotel/ motel), within the reference month.

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

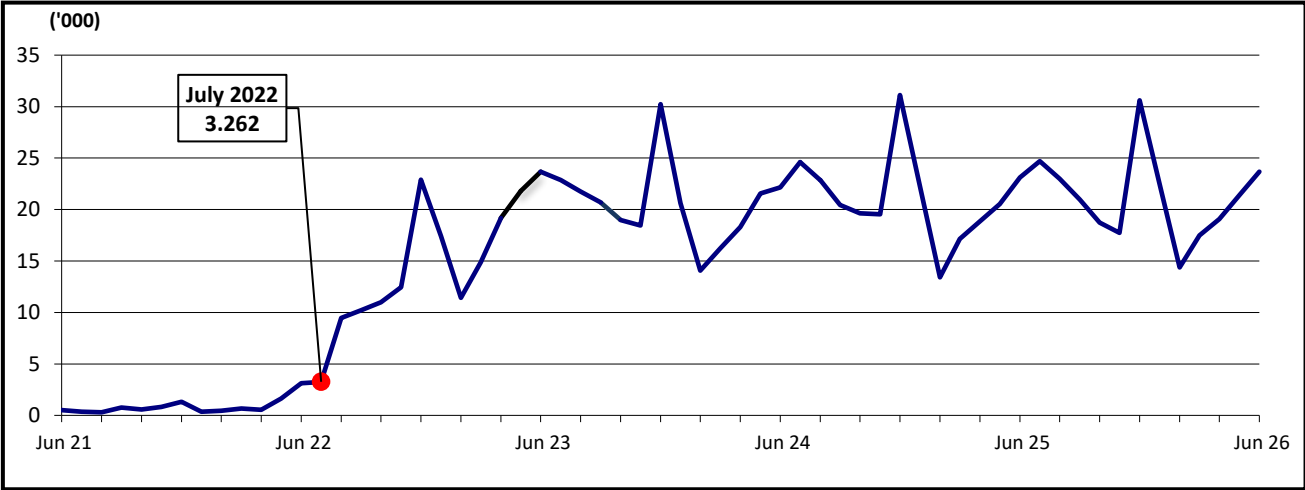
- (1) Faleolo International Airport
- (2) Apia Wharf (Matautu Port)
- (3) Fagalii International Airport

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

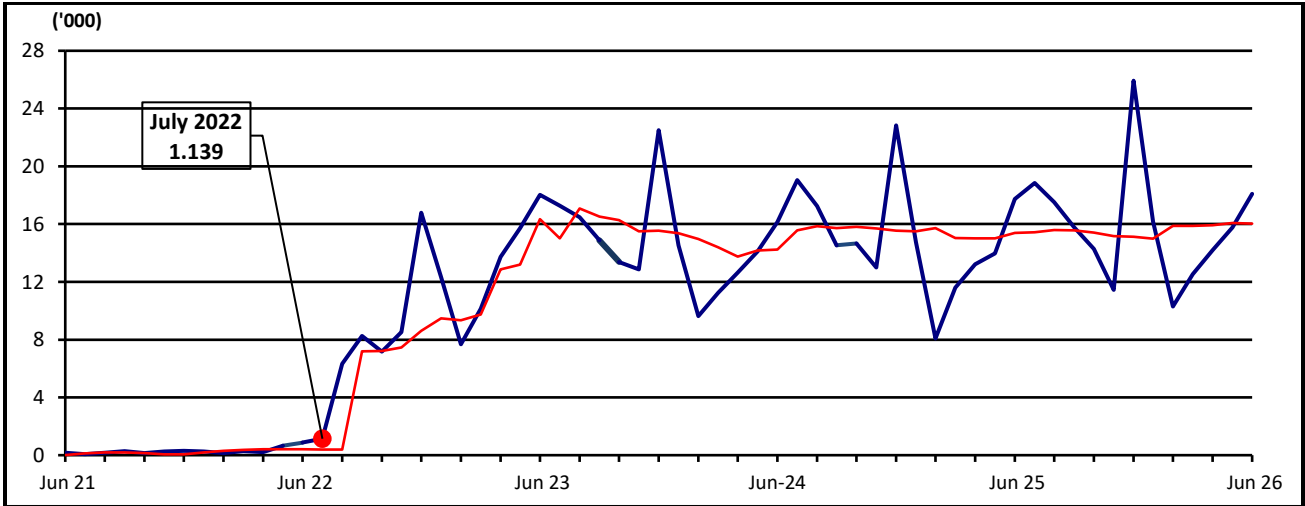
APPENDIX

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



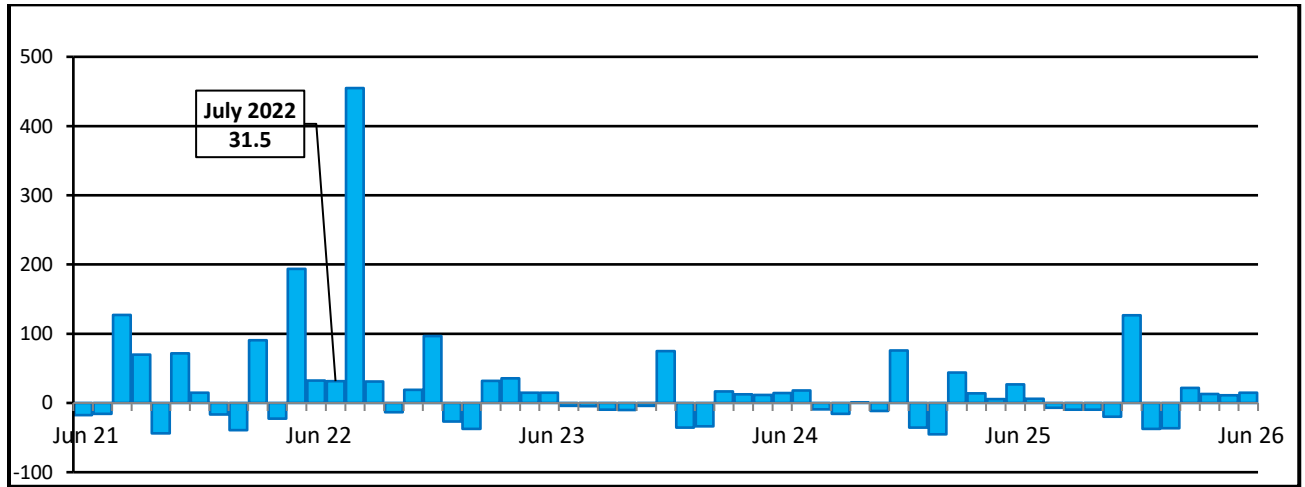
Note: Covid-19 travel restriction period from 20th March 2020 to 31st July 2022

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



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

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

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, June 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	23,676	11,835	11,841	16,955	8,216	8,739	5,591	2,972	2,619	417	241	176	713	406	307
0 - 4	802	397	405	649	318	331	122	65	57	12	7	5	19	7	12
5 - 9	907	481	426	719	383	336	151	82	69	7	5	2	30	11	19
10 - 14	1,003	482	521	805	378	427	163	83	80	7	3	4	28	18	10
15 - 19	1,314	583	731	1,023	453	570	242	102	140	19	9	10	30	19	11
20 - 24	1,667	802	865	1,130	493	637	446	259	187	25	15	10	66	35	31
25 - 29	1,786	921	865	1,225	583	642	475	286	189	32	19	13	54	33	21
30 - 34	1,837	976	861	1,274	630	644	471	290	181	35	19	16	57	37	20
35 - 39	1,876	992	884	1,318	653	665	452	271	181	55	36	19	51	32	19
40 - 44	1,824	986	838	1,314	681	633	398	229	169	44	35	9	68	41	27
45 - 49	1,929	984	945	1,361	677	684	457	241	216	46	22	24	65	44	21
50 - 54	2,003	942	1,061	1,444	670	774	484	230	254	25	13	12	50	29	21
55 - 59	1,899	951	948	1,299	641	658	501	259	242	42	26	16	57	25	32
60 - 64	1,700	822	878	1,202	580	622	418	199	219	34	17	17	46	26	20
65 - 69	1,363	692	671	959	488	471	349	174	175	12	7	5	43	23	20
70 - 74	941	446	495	639	312	327	259	115	144	15	5	10	28	14	14
75 +	825	378	447	594	276	318	203	87	116	7	3	4	21	12	9
% DISTRIBUTION ²	100	50.0	50.0	71.6	34.7	36.9	23.6	12.6	11.1	1.8	1.0	0.7	3.0	1.7	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, June 2026 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	13,989	274	14,263	78.9
American Samoa	860	138	998	5.5
Fiji	445	10	455	2.5
Cook Island	1	0	1	0.0
Other Pacific Is	297	16	313	1.7
New Zealand	8,435	97	8,532	47.2
Australia	3,951	13	3,964	21.9
EUROPE	471	38	509	2.8
United Kingdom	174	5	179	1.0
Scandinavia	14	14	28	0.2
Benelux	7	0	7	0.0
Germany	55	4	59	0.3
Other Europe	221	15	236	1.3
AMERICA	1,918	77	1,995	11.0
U.S.A	1,881	77	1,958	10.8
Canada	37	0	37	0.2
ASIA	994	235	1,229	6.8
Japan	80	0	80	0.4
China	373	43	416	2.3
Korea	42	0	42	0.2
Other Asia	499	192	691	3.8
OTHER COUNTRIES	88	1	89	0.5
TOTAL	17,460	625	18,085	100%
PERCENTAGE DISTRIBUTION	96.5	3.5	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, June 2026 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	14,263	78.9	7,319	897	5,645	114	194	94
American Samoa	998	5.5	352	53	526	7	60	0
Fiji	455	2.5	190	86	42	32	40	65
Cook Island	1	0.0	0	0	1	0	0	0
Other Pacific Is	313	1.7	139	85	17	4	39	29
New Zealand	8,532	47.2	4,313	484	3,651	41	43	0
Australia	3,964	21.9	2,325	189	1,408	30	12	0
EUROPE	509	2.8	407	40	23	1	4	34
United Kingdom	179	1.0	145	6	8	0	3	17
Scandinavia	28	0.2	17	10	1	0	0	0
Benelux	7	0.0	6	0	0	0	0	1
Germany	59	0.3	55	1	1	0	0	2
Other Europe	236	1.3	184	23	13	1	1	14
AMERICA	1,995	11.0	948	103	844	9	89	2
U.S.A.	1,958	10.8	920	102	838	9	89	0
Canada	37	0.2	28	1	6	0	0	2
ASIA	1,229	6.8	673	105	56	2	122	271
Japan	80	0.4	57	11	2	0	0	10
China	416	2.3	254	34	29	0	37	62
Korea	42	0.2	25	0	1	0	15	1
Other Asia	691	3.8	337	60	24	2	70	198
OTHER COUNTRIES	89	0.5	64	6	2	1	8	8
TOTAL	18,085	100.0	9,411	1,151	6,570	127	417	409
Percentage Distribution ²	100.0		52.0	6.4	36.3	0.7	2.3	2.3

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, June 2026 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	23,676	100%	5,591	23.6	18,085	76.4
<u>AIR</u>						
Quantas	3,080	13.0	567	2.4	2,513	10.6
Virgin Australia	1,193	5.0	215	0.9	978	4.1
Talofa Airways	1,285	5.4	249	1.1	1,036	4.4
Samoa Airways	2,142	9.0	886	3.7	1,256	5.3
Air New Zealand	9,221	38.9	2,002	8.5	7,219	30.5
Fiji Airways	5,460	23.1	1,064	4.5	4,396	18.6
Other Air Carrier	62	0.3	0	0.0	62	0.3
<u>SEA</u>						
Lady Samoa IV	818	3.5	590	2.5	228	1.0
Yacht	50	0.2	0	0.0	50	0.2
Other Sea Carrier	365	1.5	18	0.1	347	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, June 2026 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	17,668	7,358	8,389	1,921
1day	122	62	54	6
2days	170	99	66	5
3days	358	214	132	12
4days	428	246	172	10
5days	780	461	302	17
6days	758	499	246	13
7days	4,285	1,293	2,418	574
8-14days	4,135	1,960	2,073	102
15-30days	6,225	2,441	2,657	1,127
31-60days	42	0	39	3
61-90days	57	0	26	31
91-180days	9	0	6	3
181-365days	2	0	2	0
> Year	3	0	2	1
Not Stated	294	83	194	17
Percentage Distribution ²	100	41.6	47.5	10.9

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