

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS MARCH 2026

MONTHLY HIGHLIGHTS:

In March 2026 compared with March 2025:

- ❖ Total arrivals of 17,491 increased by 2.0% (338)
- ❖ Total visitors of 12,539 increased by 8.0% (934)
- ❖ Total Visitors:
 - ✓ USA: 4.7% (up by 55 visitors)
 - ✓ AUST: 22.7% (up by 505 visitors)
 - ✓ NZ: 3.7% (up by 212 visitors)
 - ✓ AM. SAM: -17.5% (down by 116 visitors)

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March 2026	All Arrivals	All Visitors
Number	17,491	12,539
% change from previous month	21.7	21.8
% change with same month in 2025	2.0	8.0

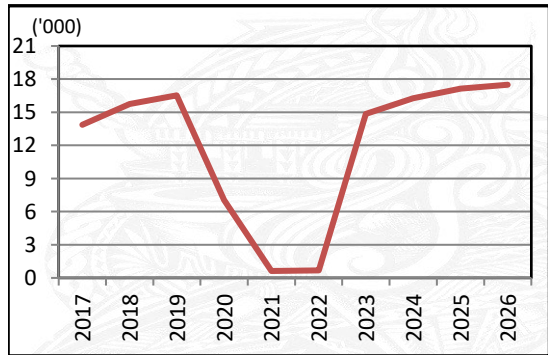
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **March 2026** totaling 17,491 arrivals, revealed an increase of 21.7 percent over the previous month of February 2026 and an increase of 2.0 percent over the corresponding month of March 2025.

Those who travelled to Samoa by Air represented 94.2% while 5.8% was represented by those who travelled by Sea.

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

Fig. 1: March Total Arrivals, 2017 – 2026

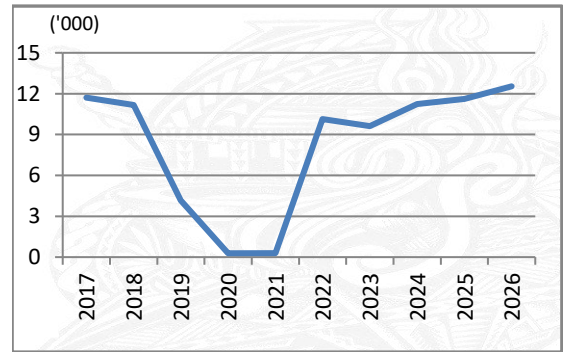


2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 12,539 revealing an increase of 21.8 percent over the previous month of February 2026 and an increase of 8.0 percent over the corresponding month of March 2025.

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

Fig. 2: March Total Visitors, 2017 – 2026



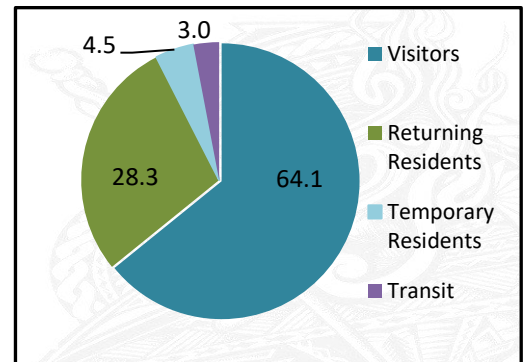
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors (Table 2), made up the largest component of all arrivals with 64.1 percent (11,220), represented by 32.5 percent females (5,677) and 31.7 percent males (5,543).

Male returning residents made up 14.9 percent (2,598) of total arrivals while their female counterpart made up 13.5 percent (2,354). (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, March 2026

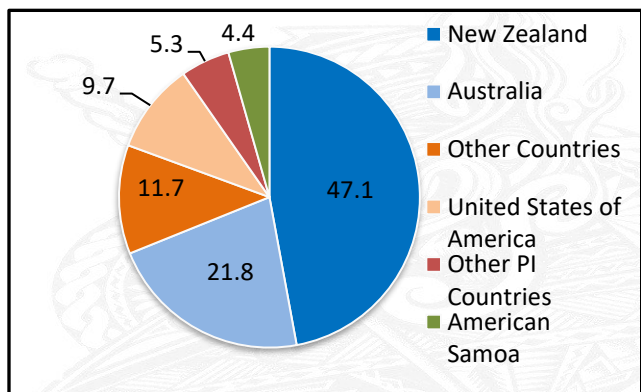


4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 47.1 percent of total visitors or 5,909 visitors. Australia followed next with a distant 21.8 percent share (2,730).

United States of America reported 9.7 percent (1,220 visitors) while American Samoa reported 4.4 percent (547) of total visitors. (Refer Fig. 4)

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

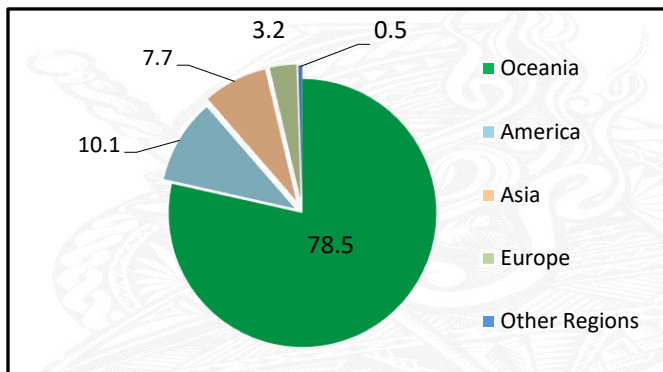


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 78.5 percent, followed by America with 10.1 percent.

Asia reported a share of 7.7 percent while Europe reported the least share of 3.2 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, March 2026



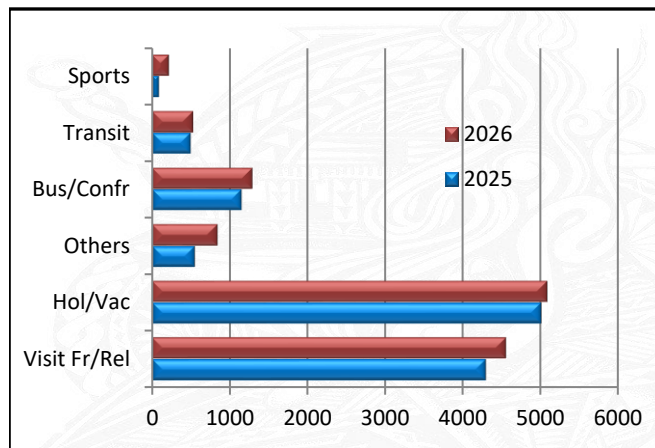
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 83.0 percent of all visitors visiting Samoa in March 2026.

The majority of visitors (5,093) entered our shores for holiday and vacation while 4,559 entered our shores to visit friends and relatives.

Those who were here on Business/Conference recorded 1,293 visitors, while those for Sports purposes reported only 217 visitors. Fig.6 depicts total visitors by purpose of visit for March 2025 and March 2026.

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

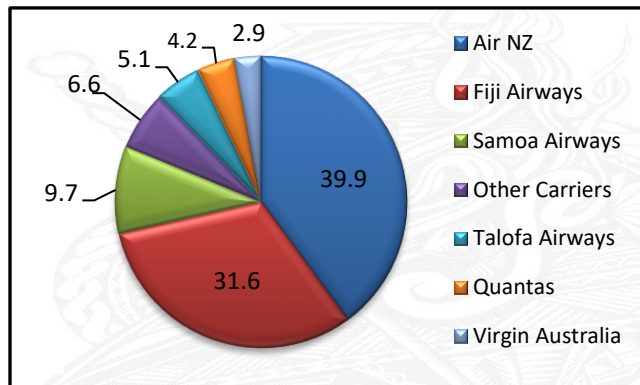


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 39.9 percent share, (6,976 passengers) followed by Fiji Airways with a 31.6 percent share (5,526 passengers).

Samoa Airways brought in 9.7 percent (1,695 passengers) of total arrivals while Talofa Airways and Qantas recorded shares of 5.1 percent (884) and 4.2 percent (738) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

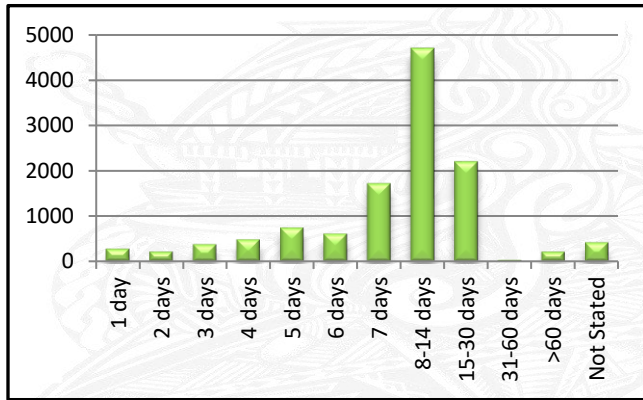
Fig. 7: Total Arrivals by Carrier, March 2026



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, March 2026



On the other hand, the majority of visitors (58.5 percent or 7,029 visitors) reported staying in private accommodations or with families/ relatives while 34.9 percent (4,187) stayed in hotel/ motel. (Refer Fig. 9).

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

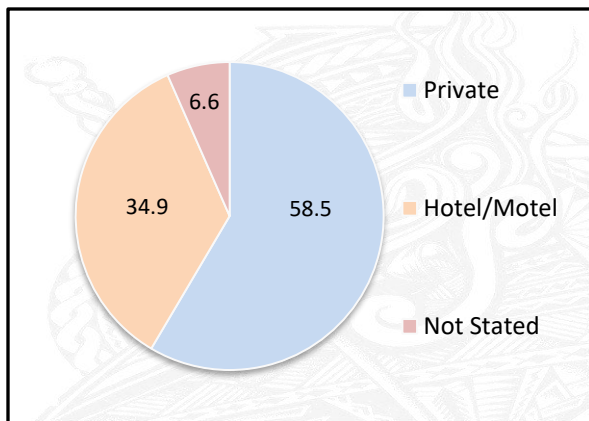
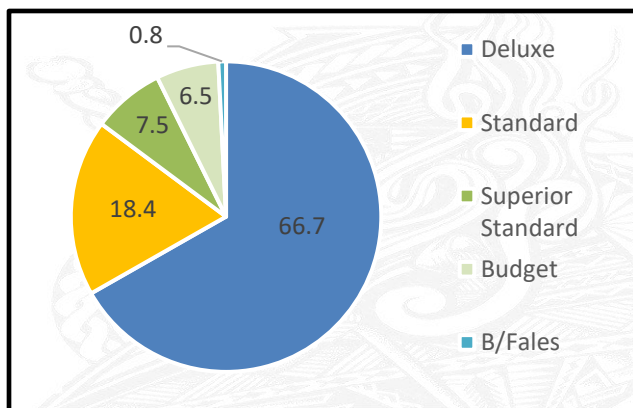


Fig. 10 portrays the number of visitors who stayed in hotel/ motel (4,187) by type of accommodation (hotel/ motel), within the reference month.

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

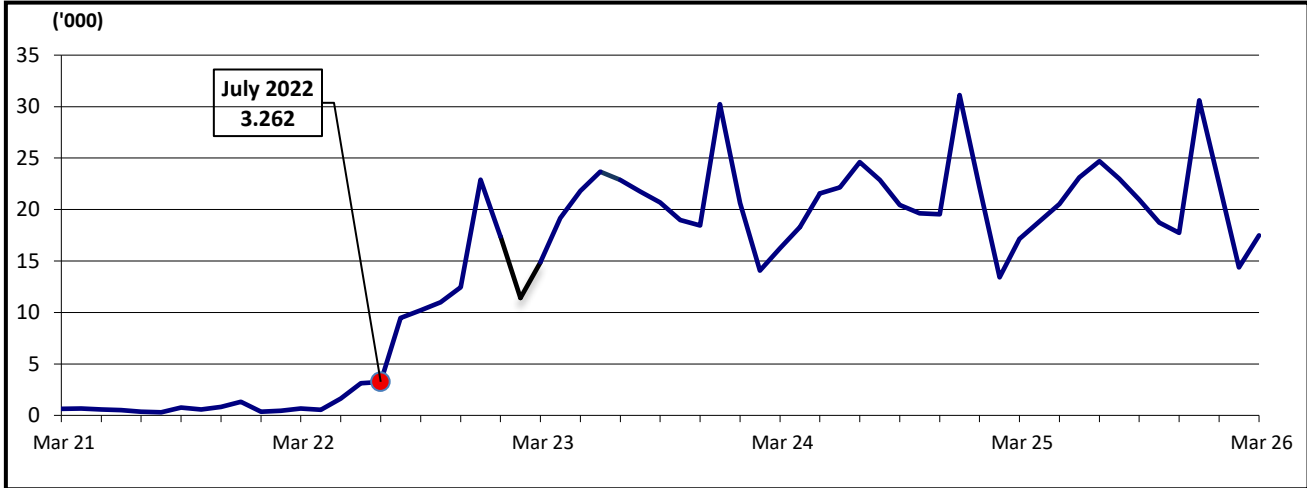
- (1) Faleolo International Airport
- (2) Apia Wharf (Matautu Port)
- (3) Fagalii International Airport

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

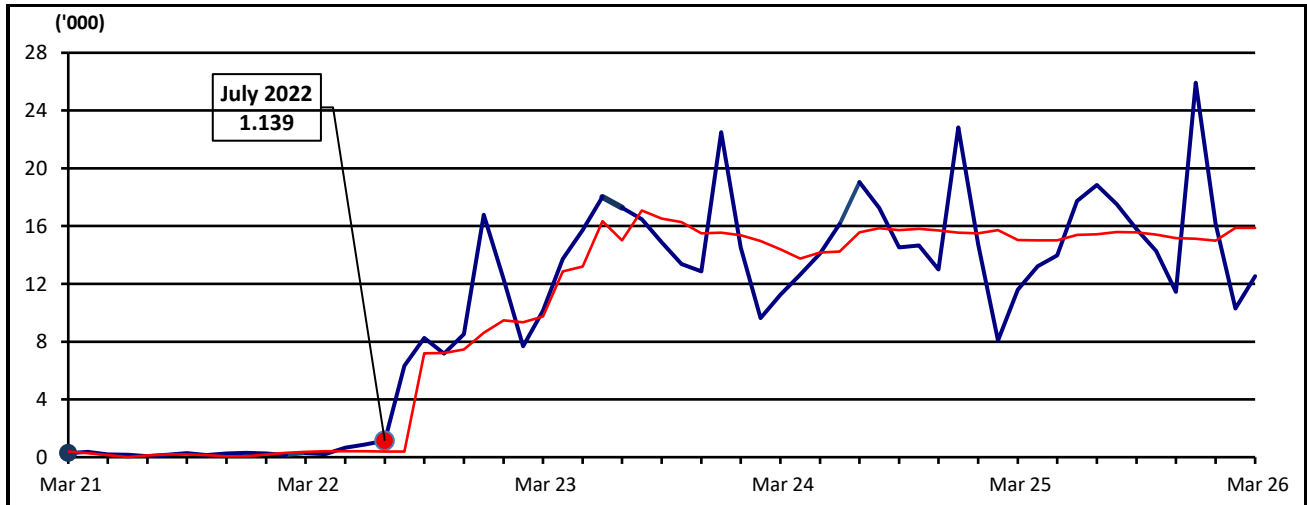
APPENDIX

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



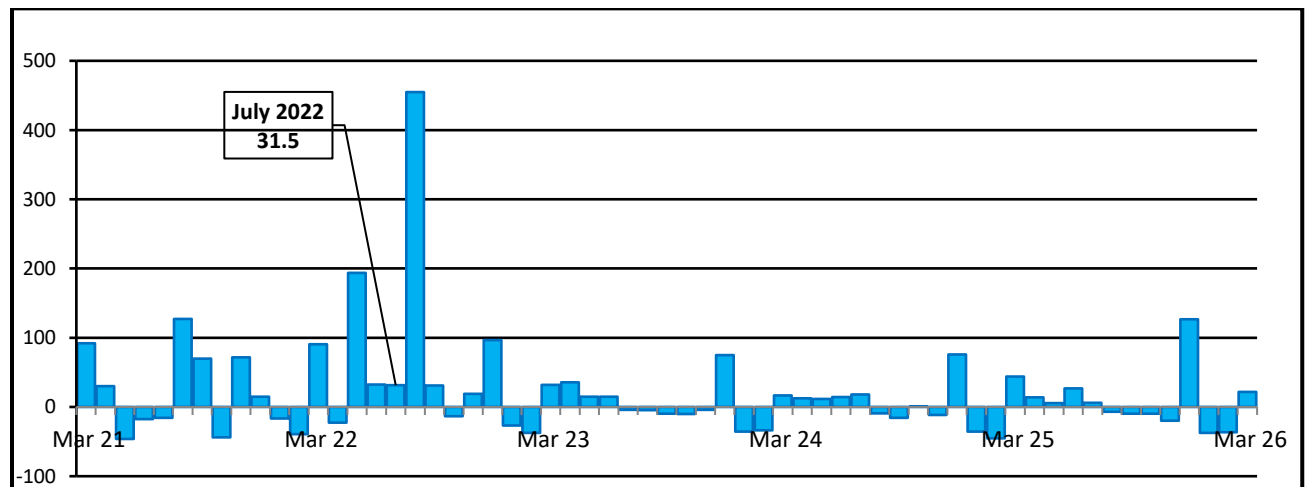
Note: Covid-19 travel restriction period from 20th March 2020 to 31st July 2022

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



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

Graph 3: Visitors Percentage Change over Previous month, March 2021 – March 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										
March	10,704	538	11,242	15,213	1,044	16,257	15,320	1,197	16,517	-260
April	12,134	510	12,644	16,883	1,412	18,295	17,650	1,522	19,172	-877
May	13,634	472	14,106	20,060	1,505	21,565	17,673	1,441	19,114	2,451
June	15,596	547	16,143	20,755	1,391	22,146	19,047	1,108	20,155	1,991
July	18,276	763	19,039	22,955	1,641	24,596	22,823	1,501	24,324	272
August	16,441	807	17,248	21,314	1,547	22,861	22,295	1,949	24,244	-1,383
September	14,041	495	14,536	19,308	1,137	20,445	19,316	1,084	20,400	45
October	13,516	1,142	14,658	18,099	1,540	19,639	20,138	1,848	21,986	-2,347
November	12,460	536	12,996	18,265	1,259	19,524	17,816	1,078	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	1,305	31,743	-9,560
February	7,778	292	8,070	12,625	774	13,399	16,045	1,008	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

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, March 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	17,491	8,951	8,540	11,220	5,543	5,677	4,952	2,598	2,354	531	340	191	788	470	318
0 - 4	590	297	293	434	225	209	125	56	69	12	8	4	19	8	11
5 - 9	596	285	311	428	206	222	145	65	80	7	4	3	16	10	6
10 - 14	536	255	281	413	194	219	106	55	51	8	3	5	9	3	6
15 - 19	754	395	359	541	276	265	169	90	79	15	9	6	29	20	9
20 - 24	981	477	504	569	245	324	319	168	151	16	8	8	77	56	21
25 - 29	1,314	687	627	809	382	427	396	228	168	36	25	11	73	52	21
30 - 34	1,477	796	681	885	445	440	462	277	185	67	46	21	63	28	35
35 - 39	1,487	788	699	962	469	493	398	223	175	54	41	13	73	55	18
40 - 44	1,476	754	722	930	467	463	399	202	197	68	42	26	79	43	36
45 - 49	1,476	800	676	927	479	448	436	249	187	48	32	16	65	40	25
50 - 54	1,552	770	782	987	474	513	462	230	232	45	32	13	58	34	24
55 - 59	1,532	741	791	934	445	489	465	234	231	61	30	31	72	32	40
60 - 64	1,391	718	673	883	460	423	408	194	214	48	33	15	52	31	21
65 - 69	1,096	560	536	672	344	328	351	175	176	27	15	12	46	26	20
70 - 74	681	350	331	458	239	219	183	87	96	10	8	2	30	16	14
75 +	552	278	274	388	193	195	128	65	63	9	4	5	27	16	11
% DISTRIBUTION ²	100	51.2	48.8	64.1	31.7	32.5	28.3	14.9	13.5	3.0	1.9	1.1	4.5	2.7	1.8

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, March 2026 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	9,671	176	9,847	78.5
American Samoa	516	31	547	4.4
Fiji	352	18	370	3.0
Cook Island	2	0	2	0.0
Other Pacific Is	265	24	289	2.3
New Zealand	5,818	91	5,909	47.1
Australia	2,718	12	2,730	21.8
EUROPE	393	12	405	3.2
United Kingdom	107	1	108	0.9
Scandinavia	21	0	21	0.2
Benelux	15	3	18	0.1
Germany	99	2	101	0.8
Other Europe	151	6	157	1.3
AMERICA	1,236	25	1,261	10.1
U.S.A	1,195	25	1,220	9.7
Canada	41	0	41	0.3
ASIA	824	140	964	7.7
Japan	74	1	75	0.6
China	398	19	417	3.3
Korea	30	5	35	0.3
Other Asia	322	115	437	3.5
OTHER COUNTRIES	61	1	62	0.5
TOTAL	12,185	354	12,539	
PERCENTAGE DISTRIBUTION	97.2	2.8	100%	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, March 2026 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	9,847	78.5	3,822	877	4,147	135	266	600
American Samoa	547	4.4	141	29	207	16	123	31
Fiji	370	3.0	114	144	40	2	30	40
Cook Island	2	0.0	1	0	1	0	0	0
Other Pacific Is	289	2.3	77	101	27	29	28	27
New Zealand	5,909	47.1	2,347	410	2,737	57	74	284
Australia	2,730	21.8	1,142	193	1,135	31	11	218
EUROPE	405	3.2	306	39	16	9	4	31
United Kingdom	108	0.9	82	8	6	2	1	9
Scandinavia	21	0.2	19	1	1	0	0	0
Benelux	18	0.1	12	5	0	0	0	1
Germany	101	0.8	83	6	3	2	1	6
Other Europe	157	1.3	110	19	6	5	2	15
AMERICA	1,261	10.1	566	142	314	44	85	110
U.S.A.	1,220	9.7	536	137	312	43	84	108
Canada	41	0.3	30	5	2	1	1	2
ASIA	964	7.7	372	219	82	27	171	93
Japan	75	0.6	43	21	2	3	0	6
China	417	3.3	174	83	63	3	48	46
Korea	35	0.3	13	1	0	1	19	1
Other Asia	437	3.5	142	114	17	20	104	40
OTHER COUNTRIES	62	0.5	27	16	0	2	5	12
TOTAL	12,539	100.0	5,093	1,293	4,559	217	531	846
Percentage Distribution ²		100.0	40.6	10.3	36.4	1.7	4.2	6.7

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, March 2026 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	17,491	100%	4,952	28.3	12,539	71.7
<u>AIR</u>						
Quantas	738	4.2	74	0.4	664	3.8
Virgin Australia	512	2.9	71	0.4	441	2.5
Talofa Airways	884	5.1	351	2.0	533	3.0
Samoa Airways	1,695	9.7	916	5.2	779	4.5
Air New Zealand	6,976	39.9	1,747	10.0	5,229	29.9
Fiji Airways	5,526	31.6	1,134	6.5	4,392	25.1
Other Air Carrier	148	0.8	1	0.0	147	0.8
<u>SEA</u>						
Lady Samoa IV	643	3.7	577	3.3	66	0.4
Yacht	12	0.1	0	0.0	12	0.1
Other Sea Carrier	357	2.0	81	0.5	276	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, March 2026 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	12,008	4,187	7,029	792
1day	280	207	71	2
2days	218	138	76	4
3days	380	273	99	8
4days	482	350	125	7
5days	747	463	267	17
6days	613	377	218	18
7days	1,719	632	865	222
8-14days	4,699	1,174	3,391	134
15-30days	2,200	482	1,467	251
31-60days	30	0	26	4
61-90days	129	0	96	33
91-180days	20	0	17	3
181-365days	26	0	21	5
> Year	44	0	20	24
Not Stated	421	91	270	60
Percentage Distribution ²	100	34.9	58.5	6.6

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