

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS APRIL 2026

MONTHLY HIGHLIGHTS:

In April 2026 compared with April 2025:

- ❖ Total arrivals of 19,086 increased by 1.2% (217)
- ❖ Total visitors of 14,188 increased by 7.4% (978)
- ❖ Total Visitors:
 - ✓ NZ: 5.2% (up by 321 visitors)
 - ✓ USA: 22.0% (up by 263 visitors)
 - ✓ AM. SAM: 16.8% (up by 78 visitors)
 - ✓ AUST: -13.4% (down by 505 visitors)

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April 2026	All Arrivals	All Visitors
Number	19,086	14,188
% change from previous month	9.1	13.2
% change with same month in 2025	1.2	7.4

25TH MAY 2026

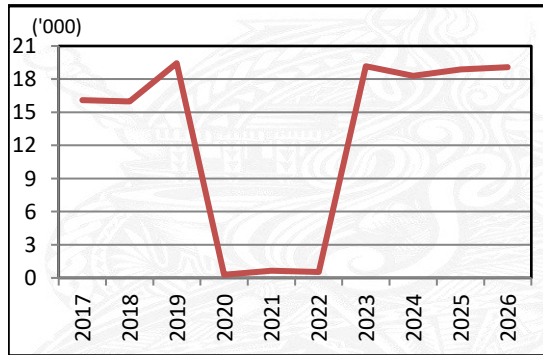
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **April 2026** totaling 19,086 arrivals, revealed an increase of 9.1 percent over the previous month of March 2026 and an increase of 13.2 percent over the corresponding month of April 2025.

Those who travelled to Samoa by Air represented 92.6% while 7.4% was represented by those who travelled by Sea.

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

Fig. 1: April Total Arrivals, 2017 – 2026

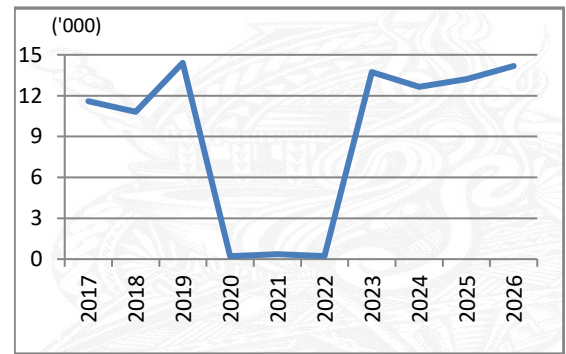


2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 14,188 revealing an increase of 13.2 percent over the previous month of March 2026 and an increase of 7.4 percent over the corresponding month of April 2025.

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

Fig. 2: April Total Visitors, 2017 – 2026



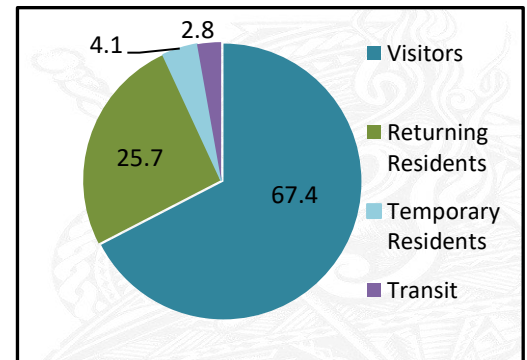
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors (Table 2), made up the largest component of all arrivals with 67.4 percent (12,867), represented by 34.9 percent females (6,662) and 32.5 percent males (6,205).

Male returning residents made up 14.9 percent (2,841) of total arrivals while their female counterpart made up 10.8 percent (2,057). (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, April 2026

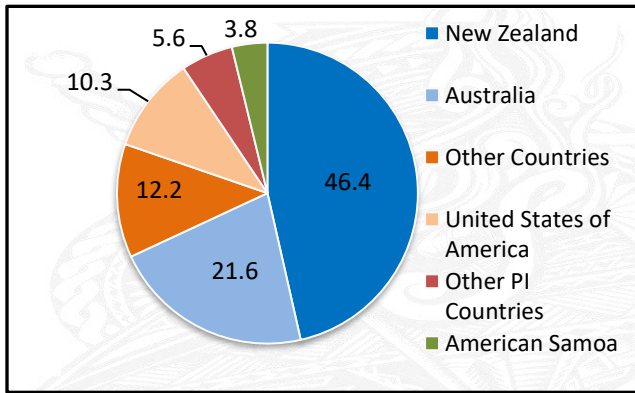


4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 46.4 percent of total visitors or 6,585 visitors. Australia followed next with a distant 21.6 percent share (3,070).

United States of America reported 10.3 percent (1,456 visitors) while American Samoa reported 3.8 percent (542) of total visitors. (Refer Fig. 4)

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

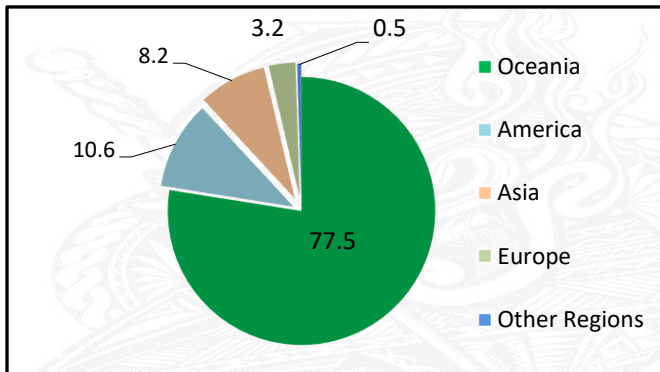


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 77.5 percent, followed by America with 10.6 percent.

Asia reported a share of 8.2 percent while Europe reported the least share of 3.2 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, April 2026



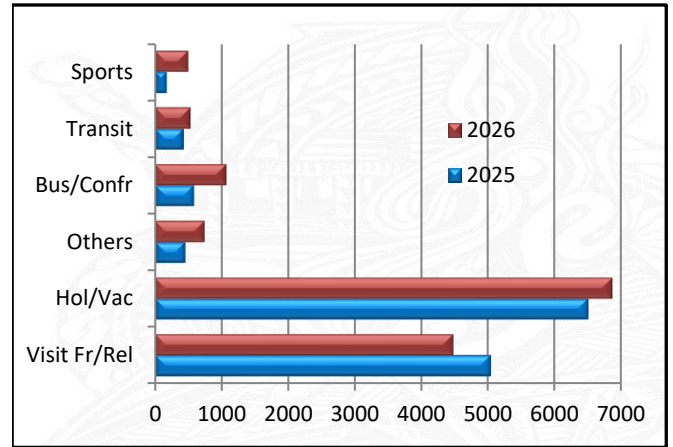
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 82.1 percent of all visitors visiting Samoa in April 2026.

The majority of visitors (6,865) entered our shores for holiday and vacation while 4,477 entered our shores to visit friends and relatives.

Those who were here on Business/Conference recorded 1,070 visitors, while those for Sports purposes reported only 498 visitors. Fig.6 depicts total visitors by purpose of visit for April 2025 and April 2026.

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

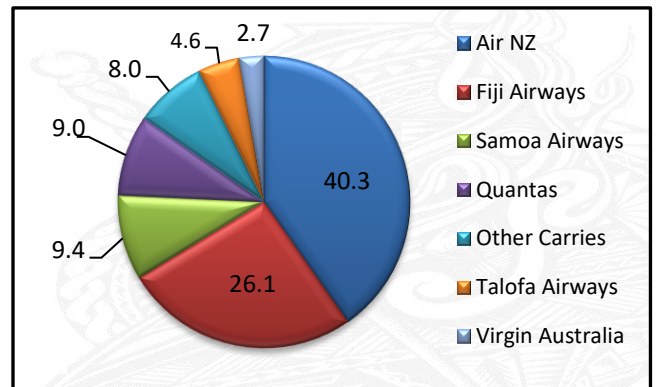


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 40.3 percent share, (7,693 passengers) followed by Fiji Airways with a 26.1 percent share (4,978 passengers).

Samoa Airways brought in 9.4 percent (1,787 passengers) of total arrivals while Quantas and Talofa Airways recorded shares of 9.0 percent (1,722) and 4.6 percent (870) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

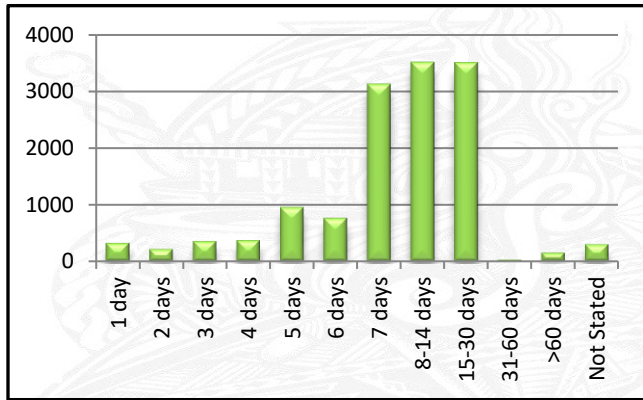
Fig. 7: Total Arrivals by Carrier, April 2026



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, April 2026



On the other hand, the majority of visitors (54.4 percent or 7,433 visitors) reported staying in private accommodations or with families/ relatives while 39.3 percent (5,370) stayed in hotel/ motel. (Refer Fig. 9).

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

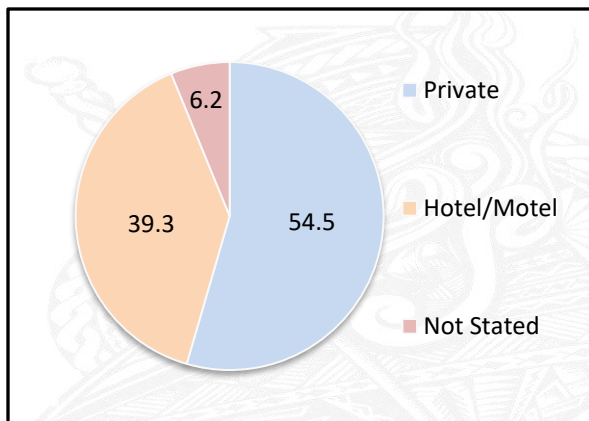
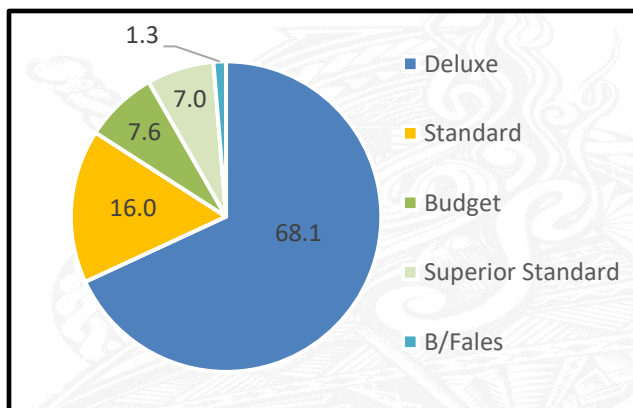


Fig. 10 portrays the number of visitors who stayed in hotel/ motel (5,370) by type of accommodation (hotel/ motel), within the reference month.

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

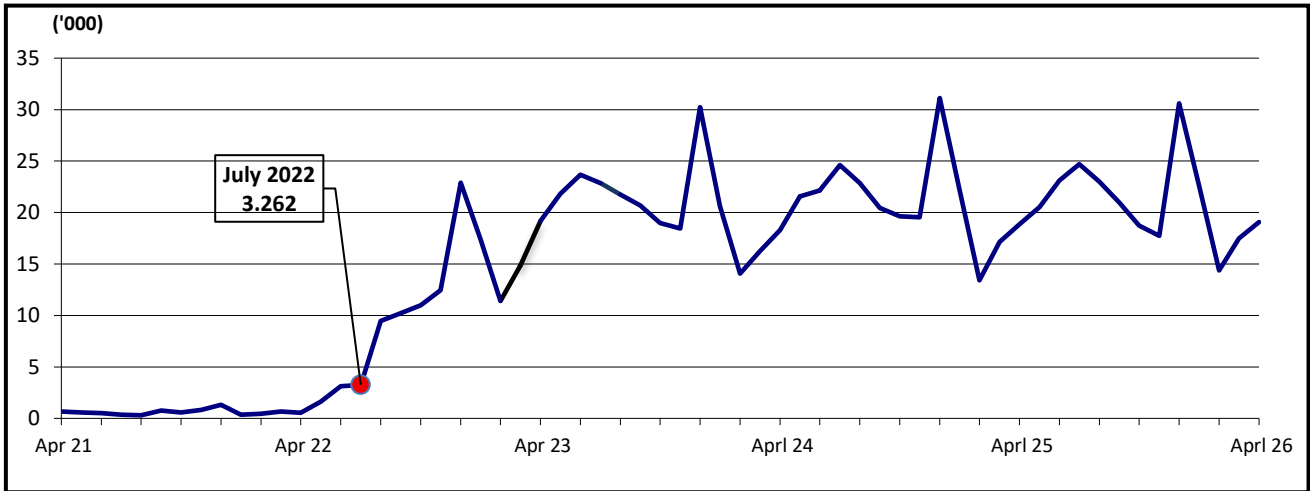
- (1) Faleolo International Airport
- (2) Apia Wharf (Matautu Port)
- (3) Fagalii International Airport

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

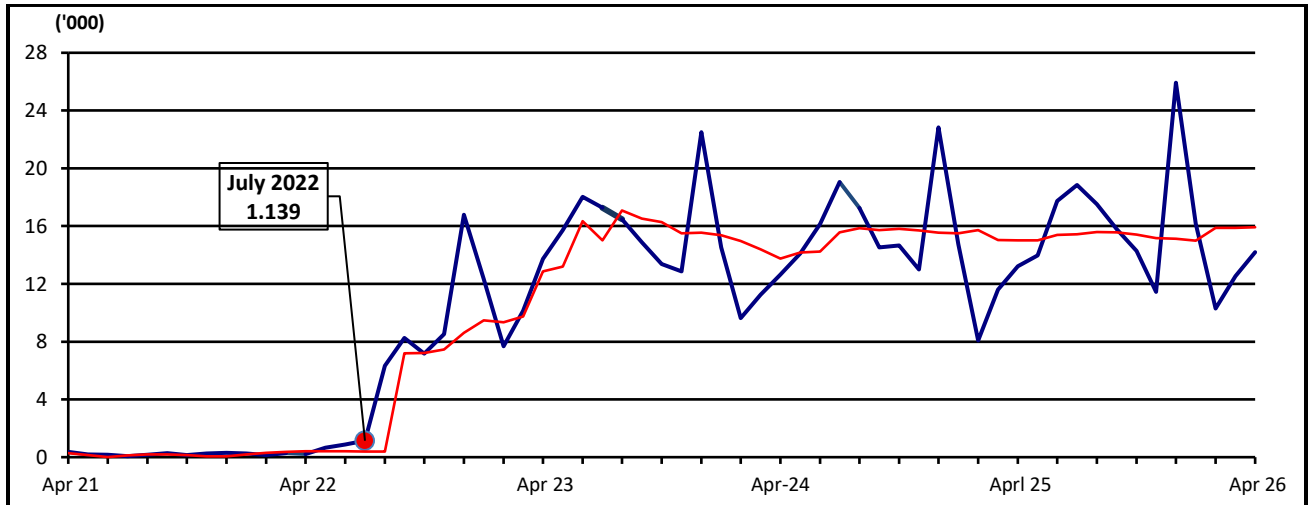
APPENDIX

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



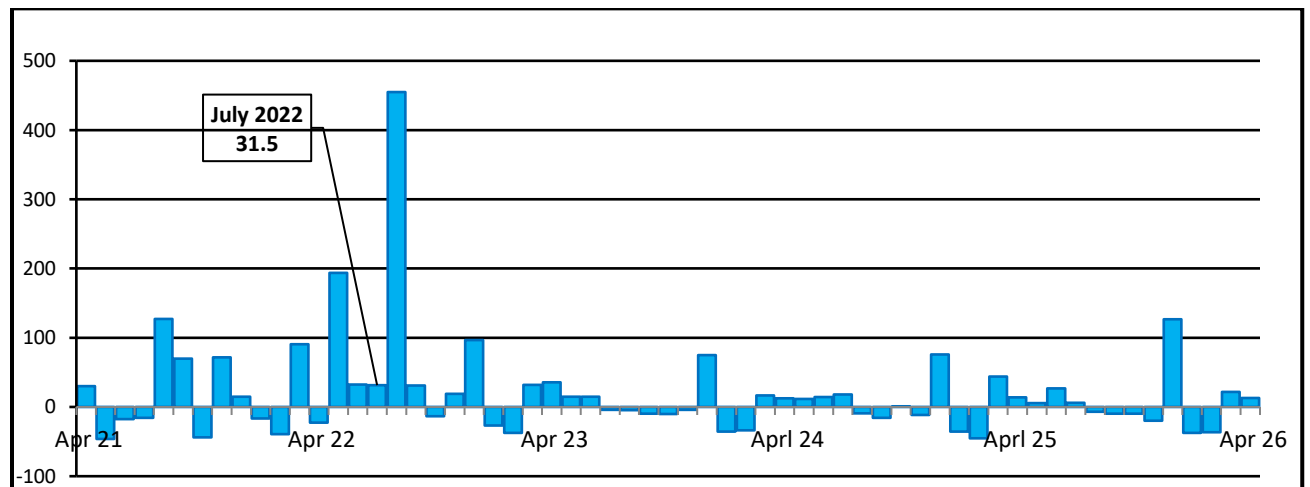
Note: Covid-19 travel restriction period from 20th March 2020 to 31st July 2022

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



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

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

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, April 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	19,086	9,852	9,234	12,867	6,205	6,662	4,898	2,841	2,057	532	334	198	789	472	317
0 - 4	650	314	336	504	244	260	111	55	56	17	9	8	18	6	12
5 - 9	664	328	336	519	268	251	113	43	70	10	7	3	22	10	12
10 - 14	750	350	400	541	256	285	157	78	79	26	5	21	26	11	15
15 - 19	1,043	486	557	725	314	411	233	113	120	47	36	11	38	23	15
20 - 24	1,363	697	666	860	361	499	410	274	136	34	21	13	59	41	18
25 - 29	1,688	910	778	1,082	486	596	477	330	147	46	30	16	83	64	19
30 - 34	1,790	1,007	783	1,160	562	598	506	363	143	53	40	13	71	42	29
35 - 39	1,586	865	721	1,056	524	532	408	261	147	47	28	19	75	52	23
40 - 44	1,518	809	709	950	468	482	422	256	166	67	40	27	79	45	34
45 - 49	1,558	791	767	1,024	492	532	418	227	191	46	31	15	70	41	29
50 - 54	1,560	799	761	1,060	535	525	393	203	190	46	30	16	61	31	30
55 - 59	1,497	745	752	984	473	511	405	210	195	49	35	14	59	27	32
60 - 64	1,255	640	615	850	420	430	335	177	158	17	7	10	53	36	17
65 - 69	975	533	442	662	362	300	261	139	122	15	11	4	37	21	16
70 - 74	613	292	321	440	216	224	140	58	82	9	3	6	24	15	9
75 +	576	286	290	450	224	226	109	54	55	3	1	2	14	7	7
% DISTRIBUTION ²	100	51.6	48.4	67.4	32.5	34.9	25.7	14.9	10.8	2.8	1.7	1.0	4.1	2.5	1.7

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, April 2026 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	10,837	157	10,994	77.5
American Samoa	504	38	542	3.8
Fiji	394	18	412	2.9
Cook Island	0	0	0	0.0
Other Pacific Is	372	13	385	2.7
New Zealand	6,508	77	6,585	46.4
Australia	3,059	11	3,070	21.6
EUROPE	438	17	455	3.2
United Kingdom	131	7	138	1.0
Scandinavia	46	0	46	0.3
Benelux	26	1	27	0.2
Germany	68	0	68	0.5
Other Europe	167	9	176	1.2
AMERICA	1,469	35	1,504	10.6
U.S.A	1,421	35	1,456	10.3
Canada	48	0	48	0.3
ASIA	807	352	1,159	8.2
Japan	56	0	56	0.4
China	303	101	404	2.8
Korea	29	0	29	0.2
Other Asia	419	251	670	4.7
OTHER COUNTRIES	73	3	76	0.5
TOTAL	13,624	564	14,188	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, April 2026 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	10,994	77.5	4,997	781	4,118	338	224	536
American Samoa	542	3.8	205	20	214	15	70	18
Fiji	412	2.9	144	87	41	48	24	68
Cook Island	0	0.0	0	0	0	0	0	0
Other Pacific Is	385	2.7	86	133	25	57	38	46
New Zealand	6,585	46.4	3,134	394	2,668	114	70	205
Australia	3,070	21.6	1,428	147	1,170	104	22	199
EUROPE	455	3.2	401	18	10	11	5	10
United Kingdom	138	1.0	119	5	2	6	2	4
Scandinavia	46	0.3	43	1	1	0	0	1
Benelux	27	0.2	24	0	1	0	1	1
Germany	68	0.5	64	3	0	0	1	0
Other Europe	176	1.2	151	9	6	5	1	4
AMERICA	1,504	10.6	823	130	279	45	116	111
U.S.A.	1,456	10.3	792	129	279	29	116	111
Canada	48	0.3	31	1	0	16	0	0
ASIA	1,159	8.2	600	135	70	97	177	80
Japan	56	0.4	40	13	0	2	0	1
China	404	2.8	242	19	54	13	31	45
Korea	29	0.2	13	0	0	1	14	1
Other Asia	670	4.7	305	103	16	81	132	33
OTHER COUNTRIES	76	0.5	44	6	0	7	10	9
TOTAL	14,188	100.0	6,865	1,070	4,477	498	532	746
Percentage Distribution ²		100.0	48.4	7.5	31.6	3.5	3.7	5.3

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, April 2026 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	19,086	100%	4,898	25.7	14,188	74.3
<u>AIR</u>						
Quantas	1,722	9.0	157	0.8	1,565	8.2
Virgin Australia	514	2.7	38	0.2	476	2.5
Talofa Airways	870	4.6	278	1.5	592	3.1
Samoa Airways	1,787	9.4	914	4.8	873	4.6
Air New Zealand	7,693	40.3	1,691	8.9	6,002	31.4
Fiji Airways	4,978	26.1	967	5.1	4,011	21.0
Other Air Carrier	105	0.6	0	0.0	105	0.6
<u>SEA</u>						
Lady Samoa IV	970	5.1	834	4.4	136	0.7
Yacht	27	0.1	0	0.0	27	0.1
Other Sea Carrier	420	2.2	19	0.1	401	2.1

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, April 2026 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	13,656	5,370	7,433	853
1day	324	223	95	6
2days	220	147	68	5
3days	359	246	110	3
4days	378	227	145	6
5days	961	648	297	16
6days	766	489	268	9
7days	3,132	1,450	1,285	397
8-14days	3,514	1,723	1,705	86
15-30days	3,510	155	3,081	274
31-60days	30	0	21	9
61-90days	70	0	55	15
91-180days	15	0	14	1
181-365days	30	0	29	1
> Year	42	0	41	1
Not Stated	305	62	219	24
Percentage Distribution ²	100	39.3	54.4	6.2

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