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GOVERNMENT STATISTICIAN

GOVERNMENT OF SAMOA

File Ref: IAS 10/2026

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS OCTOBER 2026

MONTHLY HIGHLIGHTS:

In October 2026 compared with October 2025:

- *Total arrivals of 21,117 increased by 12.8% (2,389)*
- *Total visitors of 14,580 increased by 2.1% (302)*
- *Total Visitors:*
  - ✓*AUST: 19.7% (up by 649 visitors)*
  - ✓*USA: 9.7% (up by 109 visitors)*
  - ✓*AM. SAM: 9.1% (up by 49 visitors)*
  - ✓*NZ: -11.7% (down by 857 visitors)*

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October 2026	All Arrivals	All Visitors
Number	21,117	14,580
% change from previous month	-2.3	-7.7
% change with same month in 2025	12.8	2.1

27TH NOVEMBER 2026

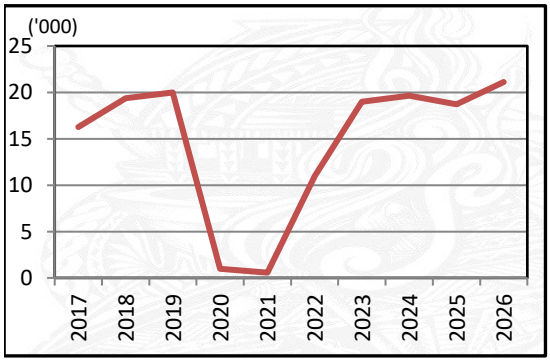
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of ***October 2026*** totaling 21,117 arrivals, revealed a decrease of 2.3 percent over the previous month of September 2026 and an increase of 12.8 percent over the corresponding month of October 2025.

Those who travelled to Samoa by Air represented 93.6% while 6.4% was represented by those who travelled by Sea.

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

Fig. 1: October Total Arrivals, 2017 – 2026

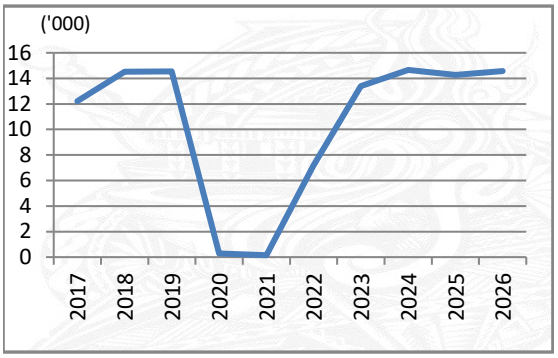


2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 14,580 revealing a decrease of 7.7 percent over the previous month of September 2026 and an increase of 2.1 percent over the corresponding month of October 2025.

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

Fig. 2: October Total Visitors, 2017 – 2026



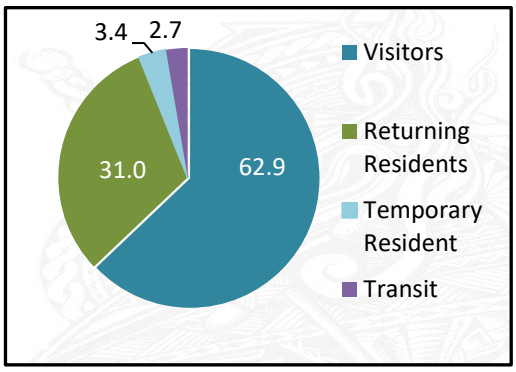
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors (Table 2), made up the largest component of all arrivals with 62.9 percent (13,279), represented by 32.5 percent females (6,856) and 30.4 percent males (6,423).

Male returning residents made up 17.7 percent (3,728) of total arrivals while their female counterpart made up 13.3 percent (2,809). (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, October 2026

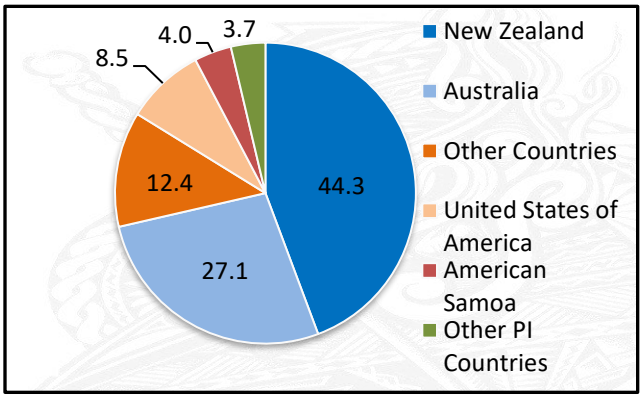


4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 44.3 percent of total visitors or 6,459 visitors. Australia followed next with a distant 27.1 percent share (3,949).

United States of America reported 8.5 percent (1,234 visitors) while American Samoa reported 4.0 percent (589) of total visitors. (Refer Fig. 4)

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

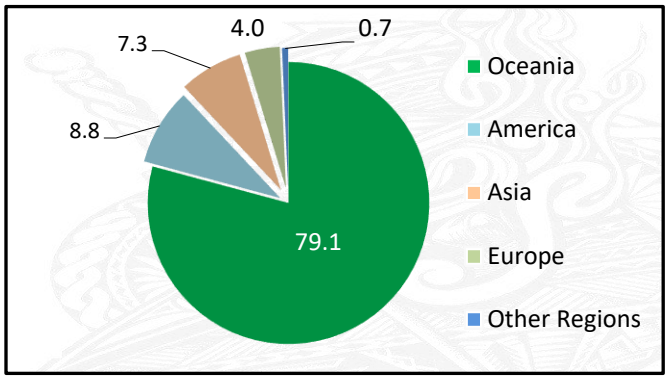


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 79.1 percent, followed by America with 8.8 percent.

Asia reported a share of 7.3 percent while Europe reported the least share of 4.0 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, October 2026



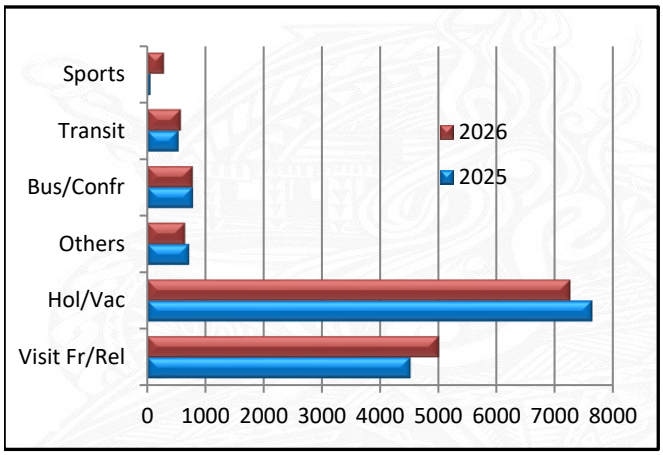
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 83.9 percent of all visitors visiting Samoa in October 2026.

The majority of visitors (7,262) entered our shores for holiday and vacation while 5,009 entered our shores to visit friends and relatives.

Those who were here on Business/Conference recorded 786 visitors, while those for Sports purposes reported only 292 visitors. Fig.6 depicts total visitors by purpose of visit for October 2025 and October 2026.

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

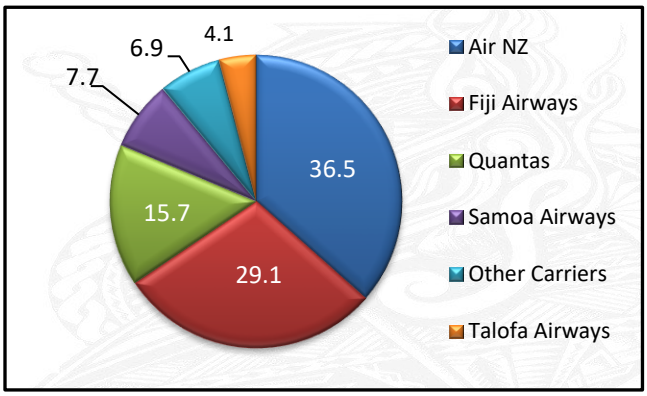


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with 36.5 percent (7,715 passengers) followed by Fiji Airways with 29.1 percent (6,144 passengers).

Quantas brought in 15.7 percent (3,307 passengers) of total arrivals while Samoa Airways and Talofa Airways recorded shares of 7.7 percent (1,616) and 4.1 percent (872) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

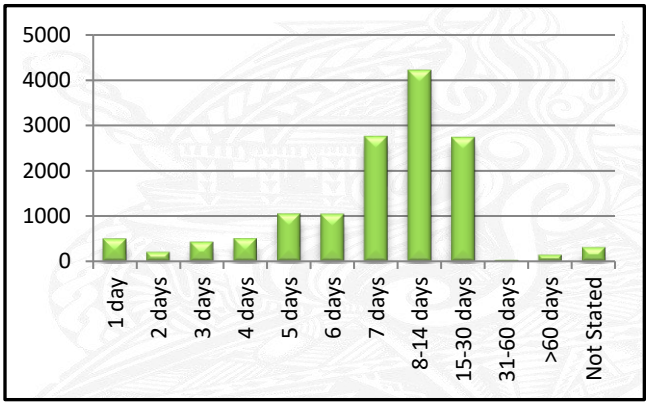
Fig. 7: Total Arrivals by Carrier, October 2026



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, October 2026



On the other hand, the majority of visitors (47.9 percent or 6,701 visitors) reported staying in private accommodations or with families/ relatives while 46.2 percent (6,474) stayed in hotel/ motel. (Refer Fig. 9).

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

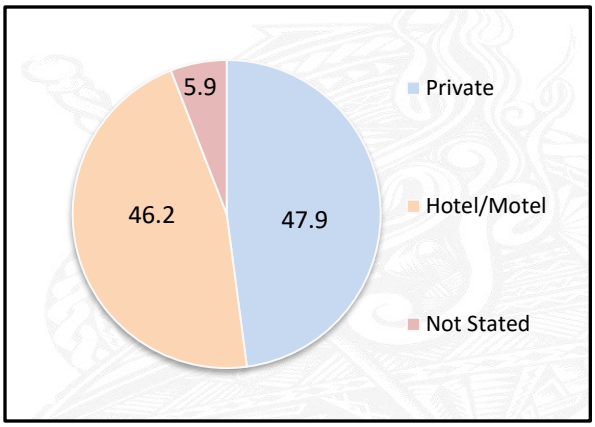
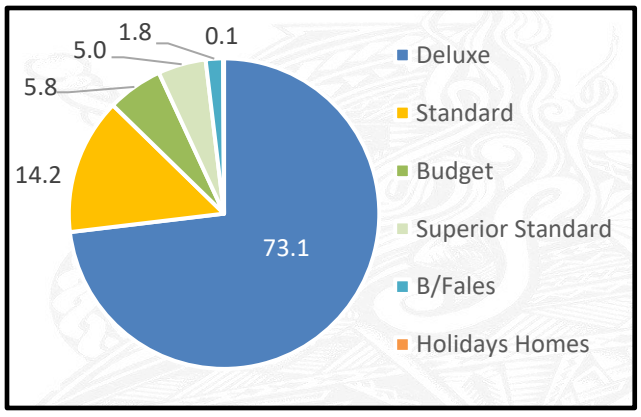


Fig. 10 portrays the number of visitors who stayed in hotel/ motel (6,474) by type of accommodation (hotel/ motel), within the reference month.

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

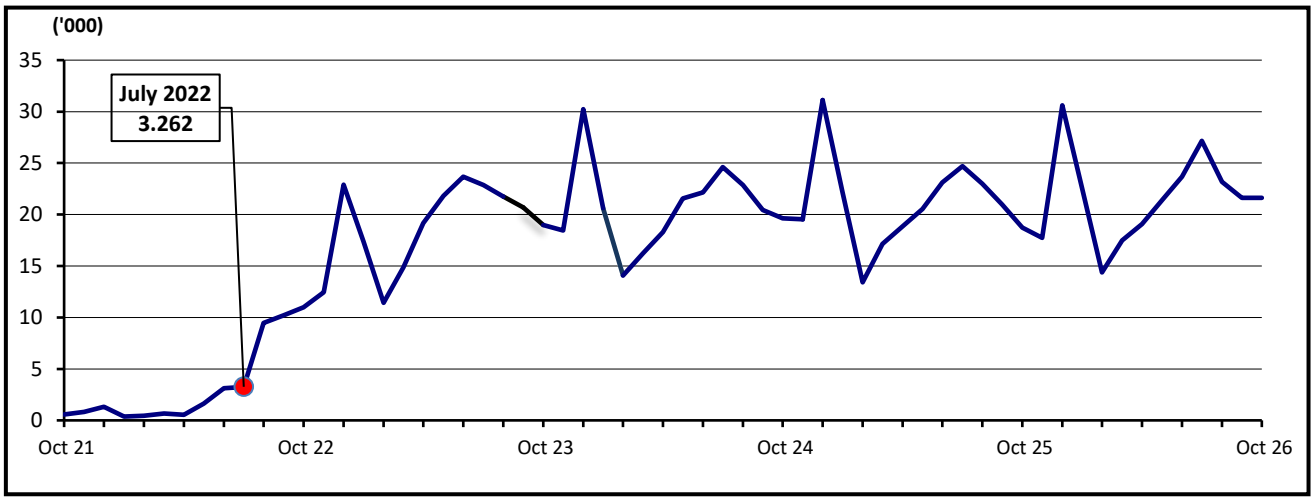
(1) Faleolo International Airport
(2) Apia Wharf (Matautu Port)
(3) Fagalii International Airport

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

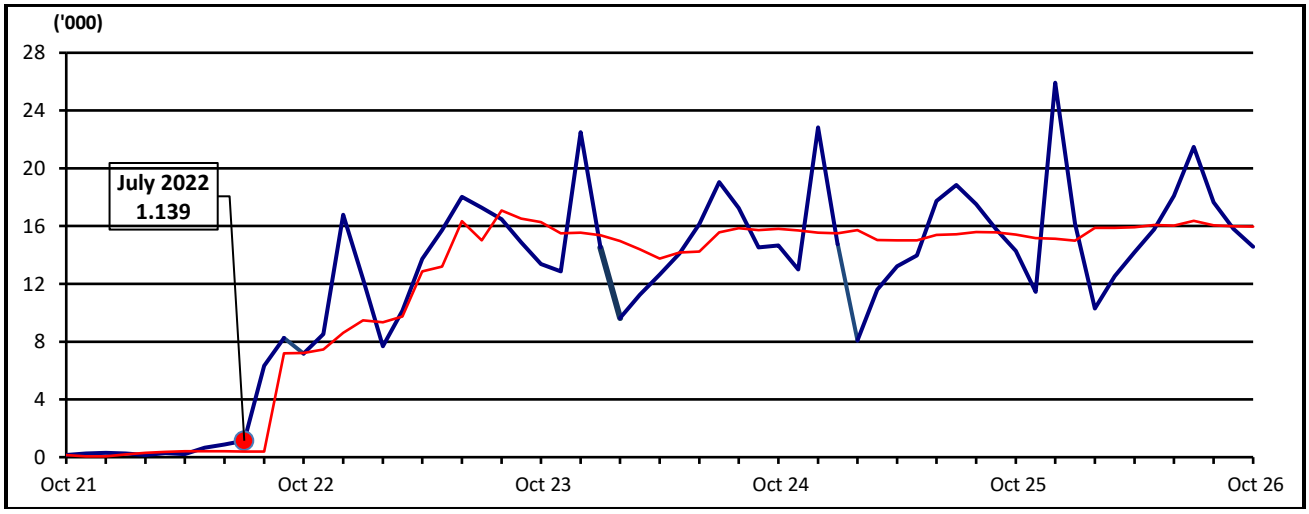
APPENDIX

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



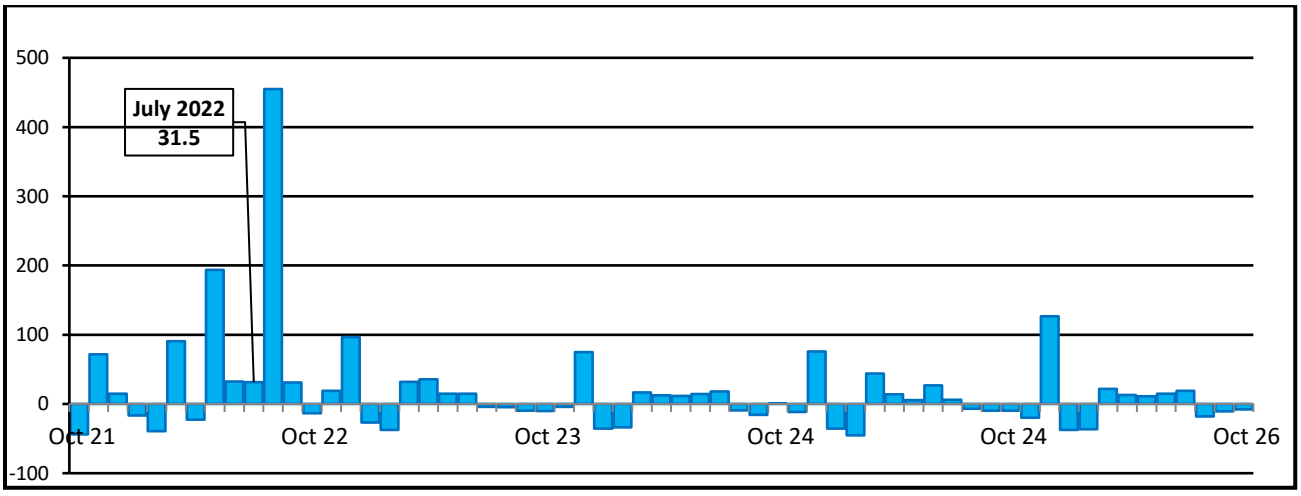
Note: Covid-19 travel restriction period from 20th March 2020 to 31st July 2022

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



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

Graph 3: Visitors Percentage Change over Previous month, October 2021 – October 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 - 2026[1]

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	Migration
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										
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**
August	17,025	635	17,660	21,623	1,538	23,161	22,106	1,300	23,406	**-245**
September	15,686	116	15,802	20,847	771	21,618	20,646	1,228	21,874	**-256**
October	**14,089**	**491**	**14,580**	**19,769**	**1,348**	**21,117**	**21,457**	**1,340**	**22,797**	**-1,680**

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, October 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	**21,117**	**10,946**	**10,171**	**13,279**	**6,423**	**6,856**	**6,537**	**3,728**	**2,809**	**579**	**362**	**217**	**722**	**433**	**289**
0 - 4	714	373	341	557	297	260	130	62	68	10	5	5	17	9	8
5 - 9	732	379	353	546	275	271	165	95	70	8	2	6	13	7	6
10 - 14	782	357	425	580	262	318	176	84	92	10	4	6	16	7	9
15 - 19	967	513	454	634	306	328	282	173	109	19	13	6	32	21	11
20 - 24	1,293	667	626	796	363	433	419	251	168	36	30	6	42	23	19
25 - 29	1,865	996	869	1,139	496	643	598	399	199	41	32	9	87	69	18
30 - 34	1,880	1,006	874	1,121	544	577	648	400	248	59	35	24	52	27	25
35 - 39	1,788	974	814	1,110	545	565	552	340	212	68	47	21	58	42	16
40 - 44	1,678	876	802	1,034	526	508	527	276	251	51	33	18	66	41	25
45 - 49	1,751	942	809	1,056	533	523	561	326	235	73	45	28	61	38	23
50 - 54	1,739	875	864	1,049	495	554	567	302	265	61	39	22	62	39	23
55 - 59	1,711	862	849	1,020	475	545	599	334	265	38	24	14	54	29	25
60 - 64	1,535	759	776	930	432	498	512	277	235	42	23	19	51	27	24
65 - 69	1,214	643	571	756	397	359	381	207	174	23	13	10	54	26	28
70 - 74	795	390	405	497	255	242	244	113	131	21	9	12	33	13	20
75 +	673	334	339	454	222	232	176	89	87	19	8	11	24	15	9
% DISTRIBUTION [2]	**100**	**51.8**	**48.2**	**62.9**	**30.4**	**32.5**	**31.0**	**17.7**	**13.3**	**2.7**	**1.7**	**1.0**	**3.4**	**2.1**	**1.4**

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, October 2026 [1]

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	**11,355**	**181**	**11,536**	**79.1**
American Samoa	536	53	589	**4.0**
Fiji	328	14	342	**2.3**
Cook Island	2	0	2	**0.0**
Other Pacific Is	176	19	195	**1.3**
New Zealand	6,373	86	6,459	**44.3**
Australia	3,940	9	3,949	**27.1**
EUROPE	**559**	**29**	**588**	**4.0**
United Kingdom	159	2	161	**1.1**
Scandinavia	30	15	45	**0.3**
Benelux	28	0	28	**0.2**
Germany	87	6	93	**0.6**
Other Europe	255	6	261	**1.8**
AMERICA	**1,243**	**43**	**1,286**	**8.8**
U.S.A	1,195	39	1,234	**8.5**
Canada	48	4	52	**0.4**
ASIA	**845**	**221**	**1,066**	**7.3**
Japan	74	0	74	**0.5**
China	337	46	383	**2.6**
Korea	46	4	50	**0.3**
Other Asia	388	171	559	**3.8**
OTHER COUNTRIES	**87**	**17**	**104**	**0.7**
TOTAL	**14,089**	**491**	**14,580**	**100%**
PERCENTAGE DISTRIBUTION	**96.6**	**3.4**	**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 Pupose of Visit, October 2026 [1]

Country of Usual Residence	Purpose of Visit							
	Total	Percentage [2]	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	**11,536**	**79.1**	**5,437**	**560**	**4,658**	**257**	**289**	**335**
American Samoa	589	**4.0**	155	14	260	11	137	12
Fiji	342	**2.3**	78	75	34	19	27	109
Cook Island	2	**0.0**	0	0	0	2	0	0
Other Pacific Is	195	**1.3**	34	46	14	1	39	61
New Zealand	6,459	**44.3**	3,022	299	2,851	130	70	87
Australia	3,949	**27.1**	2,148	126	1,499	94	16	66
EUROPE	**588**	**4.0**	**501**	**23**	**13**	**7**	**12**	**32**
United Kingdom	161	**1.1**	141	7	6	0	1	6
Scandinavia	45	**0.3**	36	7	1	0	0	1
Benelux	28	**0.2**	21	5	1	0	0	1
Germany	93	**0.6**	85	0	2	0	4	2
Other Europe	261	**1.8**	218	4	3	7	7	22
AMERICA	**1,286**	**8.8**	**687**	**74**	**270**	**4**	**101**	**150**
U.S.A.	1,234	**8.5**	648	68	270	4	97	147
Canada	52	**0.4**	39	6	0	0	4	3
ASIA	**1,066**	**7.3**	**575**	**111**	**63**	**24**	**165**	**128**
Japan	74	**0.5**	31	28	3	0	0	12
China	383	**2.6**	227	34	42	0	33	47
Korea	50	**0.3**	31	1	4	0	10	4
Other Asia	559	**3.8**	286	48	14	24	122	65
OTHER COUNTRIES	**104**	**0.7**	**62**	**18**	**5**	**0**	**12**	**7**
TOTAL	**14,580**	**100.0**	**7,262**	**786**	**5,009**	**292**	**579**	**652**
Percentage Distribution [2]	**100.0**		**49.8**	**5.4**	**34.4**	**2.0**	**4.0**	**4.5**

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, October 2026 [1]

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage [2]	Total Visitors	Percentage [2]
Total	**21,117**	**100%**	**6,537**	**31.0**	**14,580**	**69.0**
AIR						
Quantas	**3,307**	**15.7**	860	4.1	2,447	11.6
Talofa Airways	**872**	**4.1**	303	1.4	569	2.7
Samoa Airways	**1,616**	**7.7**	952	4.5	664	3.1
Air New Zealand	**7,715**	**36.5**	2,083	9.9	5,632	26.7
Fiji Airways	**6,144**	**29.1**	1,480	7.0	4,664	22.1
Other Air Carrier	**115**	**0.5**	2	0.0	113	0.5
SEA						
Lady Samoa IV	**881**	**4.2**	809	3.8	72	0.3
Yacht	**22**	**0.1**	0	0.0	22	0.1
Other Sea Carrier	**445**	**2.1**	48	0.2	397	1.9

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, October 2026 [1]

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	**14,001**	**6,474**	**6,701**	**826**
1day	504	162	273	69
2days	212	135	76	1
3days	433	279	147	7
4days	510	341	169	0
5days	1,060	712	342	6
6days	1,048	791	252	5
7days	2,767	1,427	1,184	156
8-14days	4,226	1,944	2,094	188
15-30days	2,749	614	1,862	273
31-60days	30	0	20	10
61-90days	33	0	29	4
91-180days	27	0	10	17
181-365days	34	0	13	21
> Year	50	0	24	26
Not Stated	318	69	206	43
Percentage Distribution [2]	**100**	**46.2**	**47.9**	**5.9**

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