

## SAMOA BUREAU OF STATISTICS

# INTERNATIONAL ARRIVAL STATISTICS FIRST QUARTER 2026

### QUARTERLY HIGHLIGHTS:

*This Quarter compared with 1<sup>st</sup> Quarter 2025:*

- Total arrivals (54,385) increased by 3.1%
- Total visitors (39,001) increased by 13.3%
  - Visitors:
    - New Zealand (up by 3,914)
    - Am Samoa (down by 137)
    - Australia (down by 806)
    - USA (up by 873)
- Total departures (64,310) decreased by 3.5%

### INSIDE THIS ISSUE

Q1 2026	All Arrivals	All Visitors
Total	54,385	39,001
% change from previous quarter	-18.9	-24.5
% change from 1 <sup>st</sup> quarter 2025	3.1	13.3

5<sup>TH</sup> MAY 2026

## 1. ARRIVALS

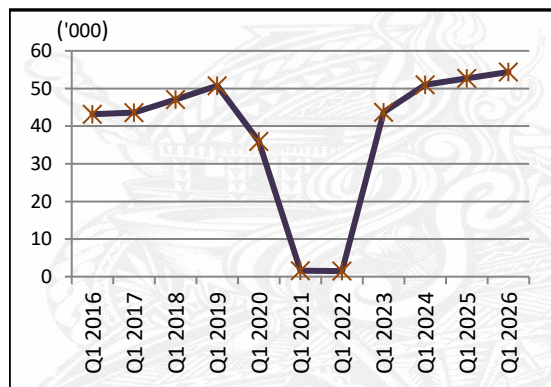
### 1.1. TOTAL ARRIVALS

The total International Arrival Statistics documented for the reference period (Table 1), revealed a decrease of 18.9 percent over the previous quarter (Oct-Dec 2025) and an increase of 3.1 percent over the corresponding quarter of 2025. Fig.1.1 reveals the impact of Covid-19 on arrival numbers in 2021 and 2022. (Refer Fig. 1.1).

As usual, air being the most preferred mode of travel to Samoa, representing 94.9 percent of total arrivals, while those that arrived by sea accounted for the remaining 5.1 percent.

Fig 1.1 illustrates the impact of Covid - 19 on the number of 1<sup>st</sup> quarterly arrivals 2021 and 2022.

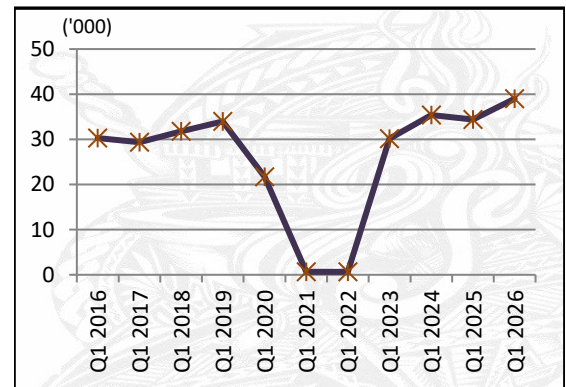
**Fig. 1.1: 1<sup>st</sup> Quarter Total Arrivals, 2016 – 2026**



### 1.2. TOTAL VISITORS

Total Visitors of 39,001 for the quarter under review revealed a decrease of 24.5 percent over the previous quarter and an increase of 13.3 percent when compared to the corresponding quarter of 2025. Fig.1.2 also reveals the impact of Covid - 19 on the number of 1<sup>st</sup> quarterly visitor numbers recorded in 2021 and 2022.

**Fig. 1.2: 1<sup>st</sup> Quarter Total Visitors, 2016 – 2026**

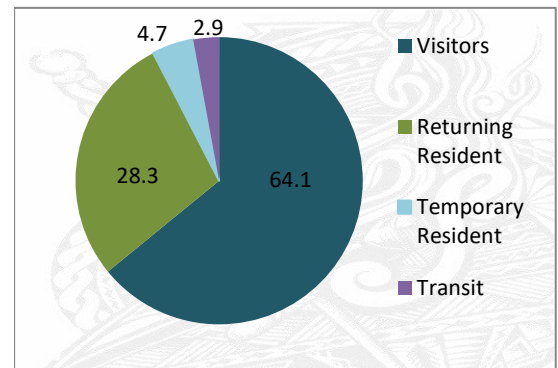


### 1.3 TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit, made up the largest component of all arrivals with 33.7 percent (18,346) recorded for females and 33.3 percent (18,095) for males.

Male and female Returning residents made up 14.4 percent (7,854) and 13.8 percent (7,530) respectively of total arrivals while Temporary residents made up 2.7 percent (1,468) for males and 2.0 percent (1,092) for females. (Refer Fig. 1.3).

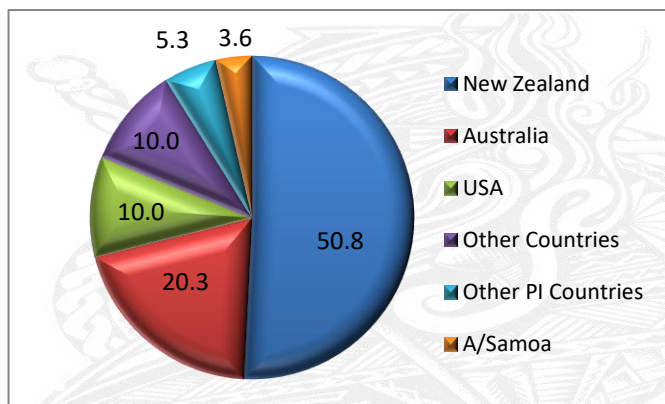
**Fig. 1.3: Percentage distribution of Total Arrivals by Purpose of Visit, 1<sup>st</sup> Quarter 2026**



### 1.4 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 50.8 percent or 19,797 of total visitors. Australia followed next with a distant 20.3 percent share (7,909). U.S.A recorded a share of 10.0 percent (3,891) followed by American Samoa with a share of 3.6 percent (1,415). (Refer Fig. 1.4)

**Fig. 1.4: Percentage distribution of Total Visitors by Country of Usual Residence, 1<sup>st</sup> Quarter 2026**

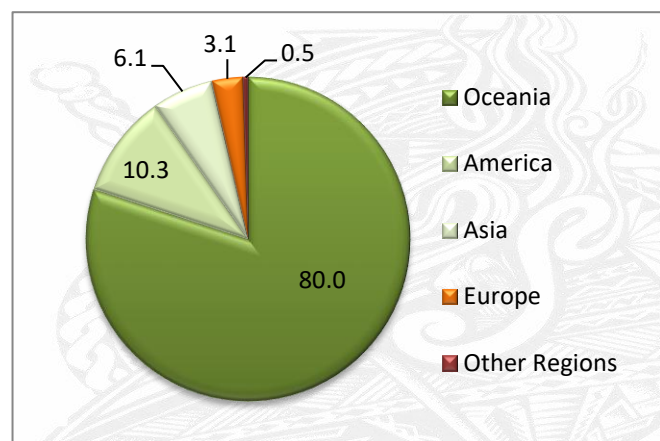


### 1.5 VISITORS BY REGION

As usual, the Oceania Region had the highest share of total visitors with 80.0 percent, followed by America with 10.3 percent.

Asia reported a share of 6.1 percent while Europe reported the least share with 3.1 percent. (Refer Fig. 1.5).

**Fig. 1.5: Percentage distribution of Total Visitors by Region, 1<sup>st</sup> Quarter 2026**



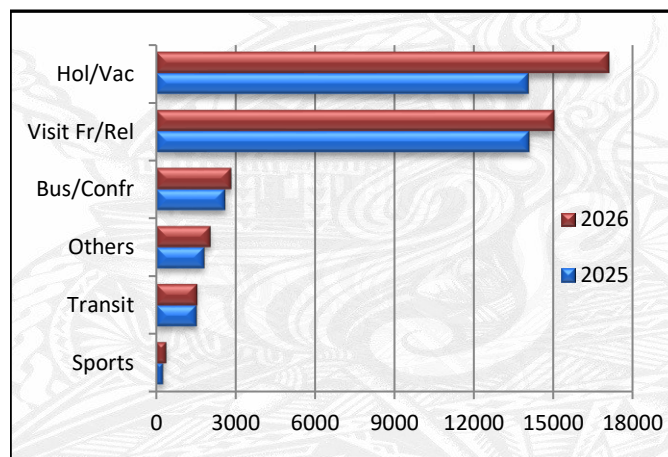
### 1.6 VISITORS BY PURPOSE OF VISIT

As depicted in Table 4, New Zealand, Australia, American Samoa, and the United States of America constituted 84.6 percent of all visitors visiting Samoa while other countries round up the remaining 15.4 percent during the reference period.

Visitors that entered our shores for holiday/vacations accounted for 43.9 percent of all visitors. Those who were here to visit friends and relatives accounted for 38.5 percent while those that travelled for Business and Conference made up 7.3 percent of

Visiting for other purposes accounted for 5.3 percent while transients bound for other destinations and sports registered 4.0 and 1.0 percent respectively. Fig. 1.6 depicts total visitors by purpose of visit during the reference period compared to the corresponding quarter of 2025.

**Fig. 1.6: Total Visitors by Purpose of Visit, 1<sup>st</sup> Quarter 2025 & 1<sup>st</sup> Quarter 2026**

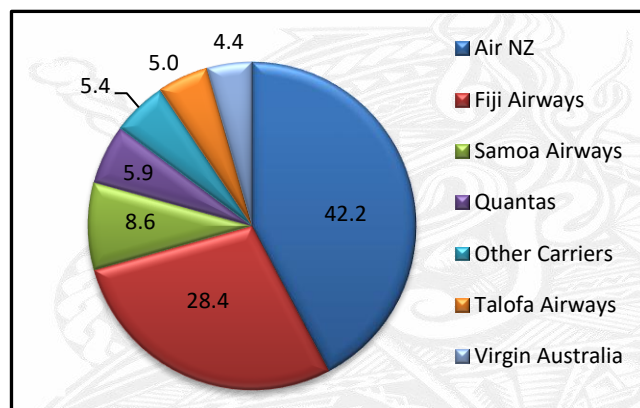


### 1.7 TOTAL ARRIVALS BY CARRIER

As tabulated in Table 5, Air New Zealand leads the way for arrivals by carriers during the reference period with a 42.2 percent share (22,970 passengers) followed by Fiji Airways with a share of 28.4 percent (15,444 passengers).

Samoa Airways recorded a 8.6 percent share (4,698), Quantas had a share of 5.9 percent (3,230) while Talofa Airways and Virgin Australia recorded shares of 5.0 percent (2,716) and 4.4 percent (2,371) respectively. Fig. 1.7 illustrates total arrivals by carrier during the reference period.

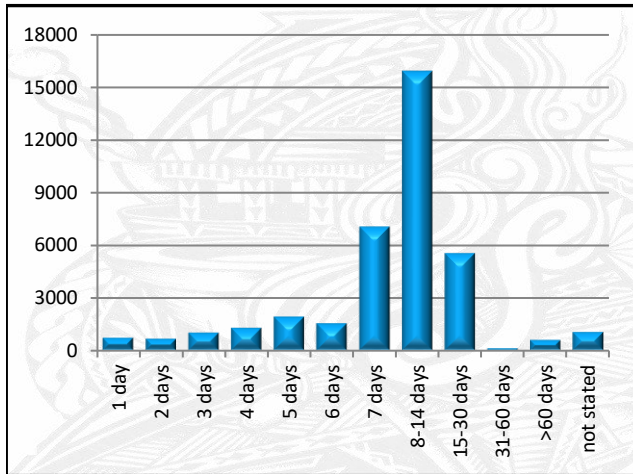
**Fig. 1.7: Percentage distribution of Total Arrivals by Carrier, 1<sup>st</sup> Quarter 2026**



## 1.8 VISITORS DURATION AND PLACE OF STAY

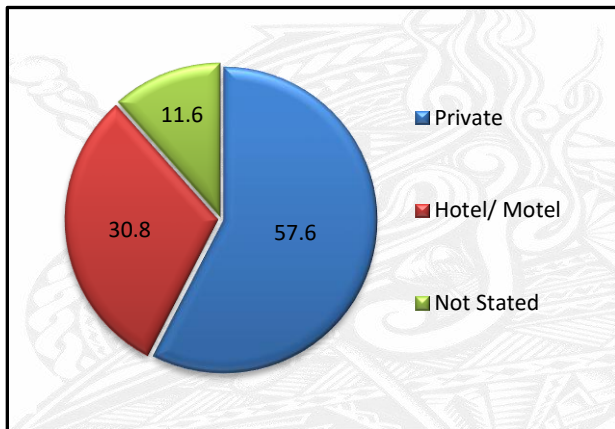
The usual trend of visitor's duration of stay in Samoa (Table 6) is between 7 days and 30 days, as revealed in Fig 1.8 below.

**Fig. 1.8: Visitors Duration of Stay, 1<sup>st</sup> Quarter 2026**



On the other hand, 57.6 percent (21,562) stayed in private accommodations or with families/ relatives while 30.8 percent (11,531) of total visitors reported staying in hotel/ motels. (Refer Fig. 1.9).

**Fig. 1.9: Percentage distribution of Total Visitors by Place of Stay, 1<sup>st</sup> Quarter 2026**



## 2. DEPARTURES

### 2.1 TOTAL DEPARTURES

Regret to inform all our stakeholders that we are unable to produce detailed departure statistics at this point in time for the quarter under review due to other competing official duties.

## 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:

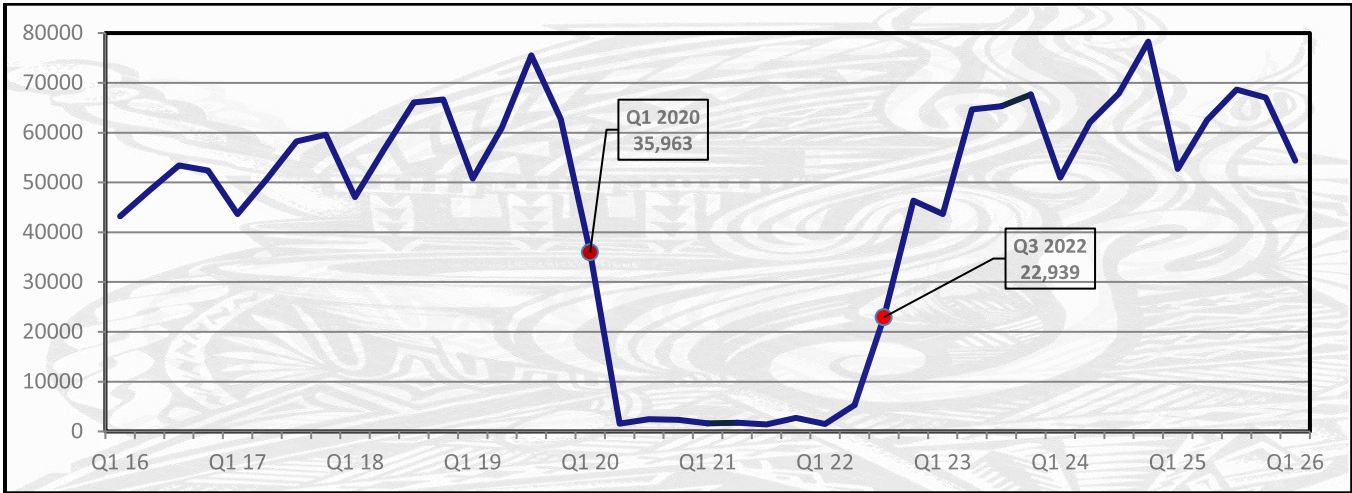
- (1) Faleolo International Airport
- (2) Fagalii International Airport
- (3) Apia Wharf (Matautu Port)

Futhermore, the BMS (Border Management System) 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 extracted from our website: [www.sbs.gov.ws](http://www.sbs.gov.ws)

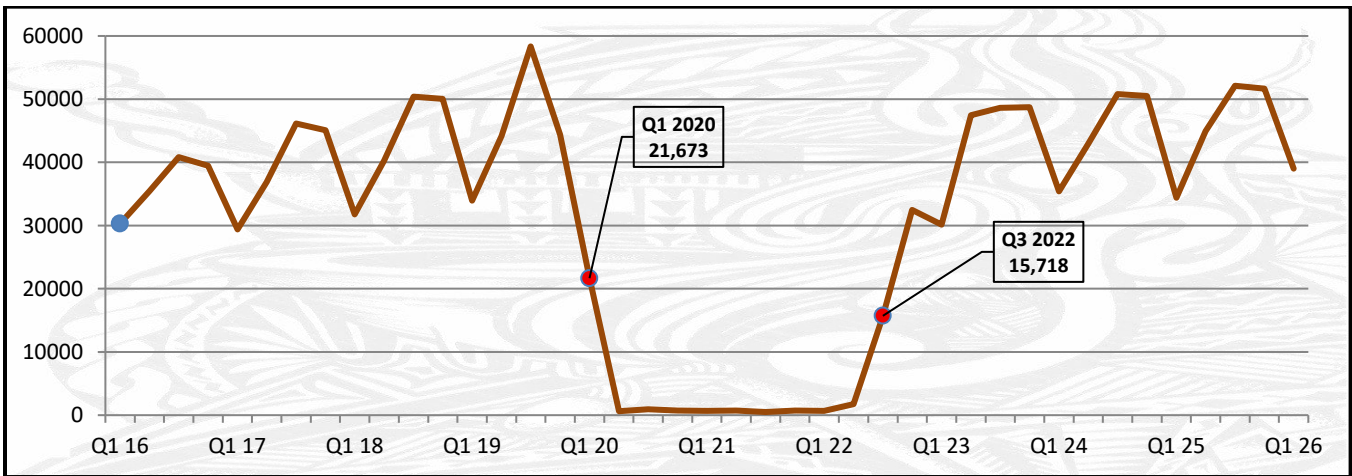
**APPENDIX**

**Graph 1: Quarterly Total Arrivals, 1<sup>st</sup> Quarter 2016 – 1<sup>st</sup> Quarter 2026**



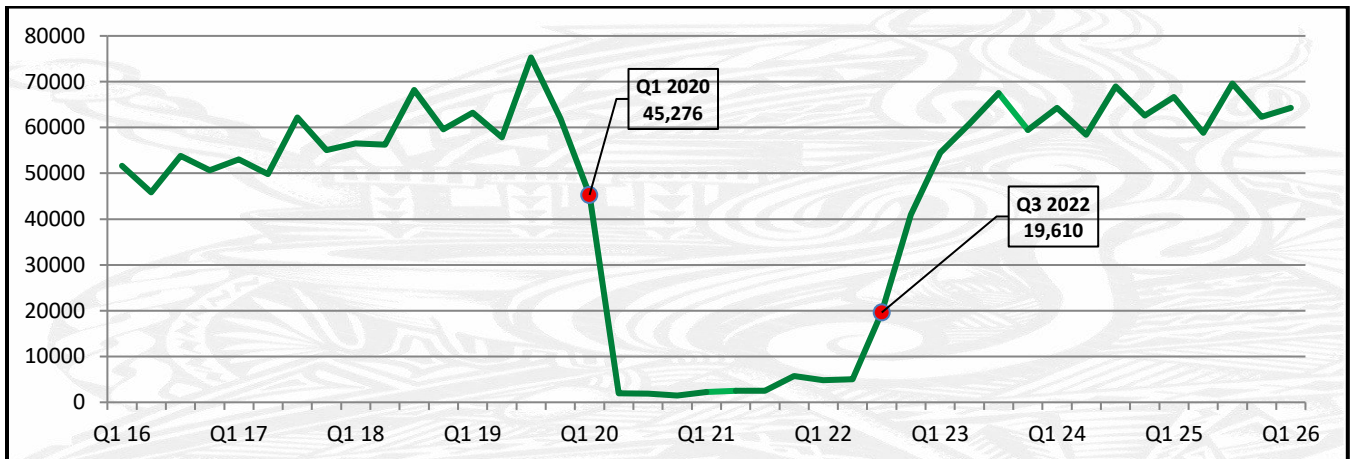
Note: Covid-19 travel restriction period from 20<sup>th</sup> March 2020 (Quarter 1) to 31<sup>st</sup> July 2022 (Quarter 3)

**Graph 2: Quarterly Total Visitors, 1<sup>st</sup> Quarter 2016 – 1<sup>st</sup> Quarter 2026**



Note: Covid-19 travel restriction period from 20<sup>th</sup> March 2020 (Quarter 1) to 31<sup>st</sup> July 2022 (Quarter 3)

**Graph 3: Quarterly Total Departures, 1<sup>st</sup> Quarter 2016 – 1<sup>st</sup> Quarter 2026**



Note: Covid-19 travel restriction period from 20<sup>th</sup> March 2020 (Quarter 1) to 31<sup>st</sup> July 2022 (Quarter 3)

Table 1: Quarterly Arrival and Departure by Mode of Travel and Net Migration, 2006 - 2026.

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	2,752	134,697	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	181,687	8,523	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	3,463	23,983	38,086	4,287	42,373	46,645	3,937	50,582	-8,209
2021	1,096	5,401	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
<b>2020</b>										
1st Quarter	20,485	1,188	21,673	34,548	1,415	35,963	44,139	1,137	45,276	-9,313
2nd Quarter	7	646	653	735	854	1,589	1,182	784	1,966	-377
3rd Quarter	0	936	936	1,355	1,125	2,480	776	1,089	1,865	615
4th Quarter	28	693	721	1,448	893	2,341	548	927	1,475	866
<b>2021</b>										
1st Quarter	174	481	655	926	701	1,627	1,595	653	2,248	-621
2nd Quarter	403	327	730	1,247	492	1,739	2,108	402	2,510	-771
3rd Quarter	178	321	499	811	593	1,404	2,102	429	2,531	-1,127
4th Quarter	341	366	707	2,027	666	2,693	5,074	631	5,705	-3,012
<b>2022</b>										
1st Quarter	296	391	687	945	532	1,477	4,338	513	4,851	-3,374
2nd Quarter	1,326	418	1,744	4,733	581	5,314	4,617	440	5,057	257
3rd Quarter	14,571	1,147	15,718	21,372	1,567	22,939	18,067	1,543	19,610	3,329
4th Quarter	31,011	1,469	32,480	42,716	3,607	46,323	38,044	2,923	40,967	5,356
<b>2023</b>										
1st Quarter	28,784	1,352	30,136	40,467	3,204	43,671	50,257	4,260	54,517	-10,846
2nd Quarter	45,714	1,746	47,460	60,343	4,287	64,630	56,372	4,421	60,793	3,837
3rd Quarter	46,325	2,295	48,620	59,889	5,430	65,319	62,373	5,122	67,495	-2,176
4th Quarter	46,838	1,913	48,751	62,848	4,808	67,656	55,710	3,783	59,493	8,163
<b>2024</b>										
1st Quarter	33,943	1,449	35,392	47,711	3,246	50,957	60,425	3,876	64,301	-13,344
2nd Quarter	41,364	1,529	42,893	57,698	4,308	62,006	54,370	4,071	58,441	3,565
3rd Quarter	48,758	2,065	50,823	63,577	4,325	67,902	64,434	4,534	68,968	-1,066
4th Quarter	48,332	2,150	50,482	65,916	4,366	70,282	58,713	3,898	62,611	7,671
<b>2025</b>										
1st Quarter	33,339	1,082	34,421	49,967	2,768	52,735	63,452	3,175	66,627	-13,892
2nd Quarter	43,612	1,316	44,928	58,949	3,570	62,519	55,222	3,622	58,844	3,675
3rd Quarter	50,254	1,890	52,144	64,314	4,347	68,661	65,216	4,363	69,579	-918
4th Quarter	50,071	1,583	51,654	63,607	3,462	67,069	59,301	3,042	62,343	4,726
<b>2026</b>										
1st Quarter	38,014	987	39,001	51,632	2,753	54,385	61,005	3,305	64,310	-9,925

Source : Ministry of the Prime Minister and Cabinet- Immigration Division and Samoa Bureau of Statistics.

1: Provisional figures

Table 2: Arrivals by Age, Purpose of Entry and Sex, First Quarter 2026 <sup>1</sup>

AGE	Purpose of Visit														
	TOTAL			Visitors			Returning Residents			Transit			Temporary Resident		
	TOTAL	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
<b>TOTAL</b>	<b>54,385</b>	<b>27,417</b>	<b>26,968</b>	<b>34,874</b>	<b>17,097</b>	<b>17,777</b>	<b>15,384</b>	<b>7,854</b>	<b>7,530</b>	<b>1,567</b>	<b>998</b>	<b>569</b>	<b>2,560</b>	<b>1,468</b>	<b>1,092</b>
<b>0 - 4</b>	1,965	1,015	950	1,404	739	665	455	216	239	34	23	11	72	37	35
<b>5 - 9</b>	2,313	1,162	1,151	1,519	758	761	671	327	344	31	19	12	92	58	34
<b>10 - 14</b>	2,474	1,204	1,270	1,623	808	815	664	304	360	89	43	46	98	49	49
<b>15 - 19</b>	3,058	1,462	1,596	2,054	964	1,090	829	389	440	53	33	20	122	76	46
<b>20 - 24</b>	3,574	1,714	1,860	2,213	984	1,229	1,063	550	513	80	48	32	218	132	86
<b>25 - 29</b>	4,311	2,160	2,151	2,699	1,206	1,493	1,270	714	556	108	79	29	234	161	73
<b>30 - 34</b>	4,421	2,219	2,202	2,731	1,284	1,447	1,341	745	596	163	98	65	186	92	94
<b>35 - 39</b>	4,221	2,202	2,019	2,777	1,360	1,417	1,068	585	483	146	101	45	230	156	74
<b>40 - 44</b>	4,298	2,192	2,106	2,778	1,382	1,396	1,126	579	547	167	110	57	227	121	106
<b>45 - 49</b>	4,366	2,286	2,080	2,719	1,370	1,349	1,266	672	594	167	118	49	214	126	88
<b>50 - 54</b>	4,513	2,270	2,243	2,829	1,393	1,436	1,373	692	681	124	86	38	187	99	88
<b>55 - 59</b>	4,410	2,192	2,218	2,722	1,339	1,383	1,319	667	652	168	97	71	201	89	112
<b>60 - 64</b>	3,879	2,001	1,878	2,469	1,293	1,176	1,122	533	589	122	79	43	166	96	70
<b>65 - 69</b>	3,108	1,614	1,494	1,951	1,023	928	940	467	473	66	36	30	151	88	63
<b>70 - 74</b>	1,877	949	928	1,226	637	589	534	247	287	29	19	10	88	46	42
<b>75 +</b>	1,597	775	822	1,160	557	603	343	167	176	20	9	11	74	42	32
<b>% Distribution <sup>2</sup></b>	<b>100.0</b>	<b>50.4</b>	<b>49.6</b>	<b>64.1</b>	<b>31.4</b>	<b>32.7</b>	<b>28.3</b>	<b>14.4</b>	<b>13.8</b>	<b>2.9</b>	<b>1.8</b>	<b>1.0</b>	<b>4.7</b>	<b>2.7</b>	<b>2.0</b>

**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: Visitors Arrivals by Country of Usual Residence and Mode of Travel, First Quarter 2026 <sup>1</sup>

Country of Usual Residence	Mode of Travel		TOTAL	Percentage <sup>2</sup>
	Air	Sea		
<b>OCEANIA</b>	<b>30,661</b>	<b>539</b>	<b>31,200</b>	<b>80.0</b>
American Samoa	1,333	82	1,415	3.6
Fiji	1,055	32	1,087	2.8
Cook Island	7	0	7	0.0
Other Pacific Is	869	116	985	2.5
New Zealand	19,537	260	19,797	50.8
Australia	7,860	49	7,909	20.3
<b>EUROPE</b>	<b>1,203</b>	<b>25</b>	<b>1,228</b>	<b>3.1</b>
United Kingdom	342	6	348	0.9
Scandinavia	69	0	69	0.2
Benelux	63	3	66	0.2
Germany	215	3	218	0.6
Other Europe	514	13	527	1.4
<b>AMERICA</b>	<b>3,923</b>	<b>88</b>	<b>4,011</b>	<b>10.3</b>
U.S.A	3,803	88	3,891	10.0
Canada	120	0	120	0.3
<b>ASIA</b>	<b>2,038</b>	<b>330</b>	<b>2,368</b>	<b>6.1</b>
Japan	218	1	219	0.6
China	871	66	937	2.4
Korea	141	5	146	0.4
Other Asia	808	258	1,066	2.7
<b>OTHERS</b>	<b>189</b>	<b>5</b>	<b>194</b>	<b>0.5</b>
<b>TOTAL</b>	<b>38,014</b>	<b>987</b>	<b>39,001</b>	
<b>PERCENTAGE DISTRIBUTION</b>	<b>97.5</b>	<b>2.5</b>	<b>100.0%</b>	<b>100%</b>

**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.
- (v) Exclude Cruise Liner Passengers.

Table 4: Total Visitors by Usual Residence and Purpose of Visit, First Quarter 2026 <sup>1</sup>

Usual Residence	Purpose of Visit							
	TOTAL	% <sup>2</sup>	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
<b>TOTAL</b>	<b>39,001</b>		<b>17,111</b>	<b>2,843</b>	<b>15,034</b>	<b>390</b>	<b>1,567</b>	<b>2,056</b>
American Samoa	1,415	3.6	431	76	501	21	295	91
Fiji	1,087	2.8	372	336	106	20	114	139
Cook Island	7	0.0	4	1	2	0	0	0
Other Pacific Is	985	2.5	361	238	111	55	131	89
New Zealand	19,797	50.8	7,808	861	10,106	98	213	711
Australia	7,910	20.3	3,886	513	2,997	60	31	423
United Kingdom	347	0.9	264	27	21	4	8	23
Scandinavia	69	0.2	58	2	7	0	0	2
Benelux	66	0.2	53	9	2	1	0	1
Germany	218	0.6	190	10	5	4	2	7
Other Europe	527	1.4	392	43	17	9	37	29
U.S.A.	3,891	10.0	2,056	296	954	86	247	252
Canada	120	0.3	94	10	9	1	3	3
Japan	219	0.6	134	50	11	4	4	16
China	937	2.4	440	125	118	3	124	127
Korea	146	0.4	47	3	6	1	81	8
Other Asia	1,066	2.7	427	214	52	20	253	100
<b>OTHER COUNTRIES</b>	<b>194</b>	<b>0.5</b>	<b>94</b>	<b>29</b>	<b>9</b>	<b>3</b>	<b>24</b>	<b>35</b>
<b>Percentage Distribution <sup>2</sup></b>	<b>100.0</b>		<b>43.9</b>	<b>7.3</b>	<b>38.5</b>	<b>1.0</b>	<b>4.0</b>	<b>5.3</b>

**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, First Quarter 2026 <sup>1</sup>

Carrier	Purpose of Entry					
	TOTAL		Returning Residents	% <sup>2</sup>	Total Visitors	% <sup>2</sup>
<b>TOTAL</b>	<b>54,385</b>	<b>100%</b>	<b>15,384</b>	<b>28.3</b>	<b>39,001</b>	<b>71.7</b>
<b>AIR</b>	<b>51,632</b>	<b>94.9</b>	<b>13,618</b>	<b>25.0</b>	<b>38,014</b>	<b>69.9</b>
Quantas	3,230	5.9	381	0.7	2,849	5.2
Virgin Australia	2,371	4.4	255	0.5	2,116	3.9
Samoa Airways	4,698	8.6	2,271	4.2	2,427	4.5
Talofa Airways	2,716	5.0	915	1.7	1,801	3.3
Air New Zealand	22,970	42.2	6,290	11.6	16,680	30.7
Fiji Airways	15,444	28.4	3,504	6.4	11,940	22.0
Other Air Carrier	203	0.4	2	0.0	201	0.4
<b>SEA</b>	<b>2,753</b>	<b>5.1</b>	<b>1,766</b>	<b>3.2</b>	<b>987</b>	<b>1.8</b>
Lady Samoa IV <sup>3</sup>	1,943	3.6	1,619	3.0	324	0.6
Yacht	18	0.0	0	0.0	18	0.0
Other Sea Carrier	792	1.5	147	0.3	645	1.2

**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
- 3: Lady Naomi being replaced by Lady Samoa IV

Table 6: Visitors by Duration of Stay and Place of Stay, First Quarter 2026 <sup>1</sup>

Duration of Stay	Place of Stay			
	TOTAL	Hotel/Motel	Private	Not Stated
<b>TOTAL</b>	<b>37,434</b>	<b>11,531</b>	<b>21,562</b>	<b>4,341</b>
1day	714	533	177	4
2days	671	469	187	15
3days	1,008	721	262	25
4days	1,288	870	389	29
5days	1,935	1,151	740	44
6days	1,540	944	558	38
7days	7,060	1,872	4,052	1,136
8-14days	15,912	3,437	10,143	2,332
15-30days	5,547	1,320	3,740	487
31-60days	117	0	107	10
61-90days	275	0	208	67
91-180days	71	0	61	10
181-365days	68	0	63	5
> Year	176	0	144	32
Not Stated	1,052	214	731	107
<b>Percentage Distribution</b>	<b>100.0</b>	<b>30.8</b>	<b>57.6</b>	<b>11.6</b>

**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