

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS SECOND QUARTER 2026

QUARTERLY HIGHLIGHTS:

This Quarter compared with 2nd Quarter 2025:

- Total arrivals (64,181) increased by 2.7%
- Total visitors (48,045) increased by 6.9%
 - Visitors:
 - New Zealand (up by 1,128)
 - Am Samoa (down by 157)
 - Australia (down by 102)
 - USA (up by 773)
- Total departures (60,359) increased by 2.6%

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Q2 2026	All Arrivals	All Visitors
Total	64,181	48,045
% change from previous quarter	18.0	23.2
% change from 2 nd quarter 2025	2.7	6.9

27TH JULY 2026

1. ARRIVALS

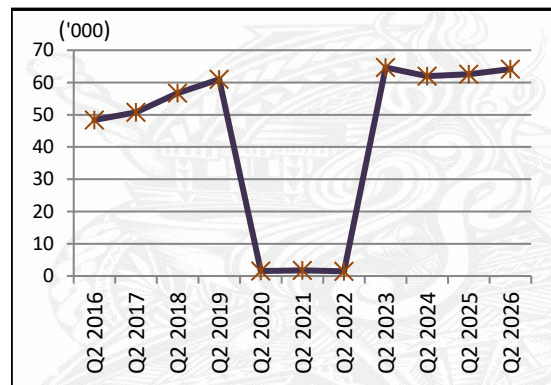
1.1. TOTAL ARRIVALS

The total International Arrival Statistics documented for the reference period (Table 1), revealed an increase of 18.0 percent over the previous quarter (Jan-Mar 2026) and an increase of 2.7 percent over the corresponding quarter of 2025. Fig.1.1 reveals the impact of Covid-19 on arrival numbers in 2020, 2021 and 2022. (Refer Fig. 1.1).

As usual, air being the most preferred mode of travel to Samoa, representing 93.8 percent of total arrivals, while those that arrived by sea accounted for the remaining 6.2 percent.

Fig 1.1 illustrates the impact of Covid - 19 on the number of 1st quarterly arrivals 2020, 2021 and 2022.

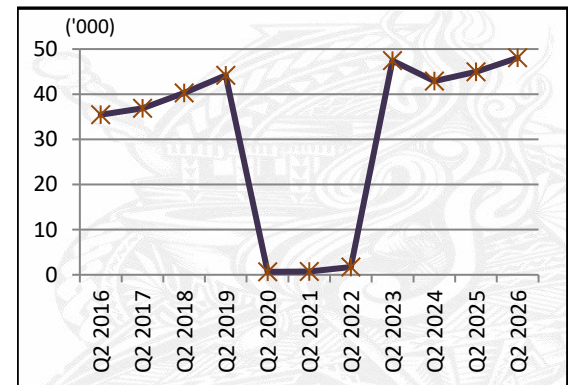
Fig. 1.1: 2nd Quarter Total Arrivals, 2016 – 2026



1.2. TOTAL VISITORS

Total Visitors of 48,045 for the quarter under review revealed an increase of 23.2 percent over the previous quarter and an increase of 6.9 percent when compared to the corresponding quarter of 2025. Fig.1.2 also reveals the impact of Covid - 19 on the number of 1st quarterly visitor numbers recorded in 2020, 2021 and 2022.

Fig. 1.2: 2nd Quarter Total Visitors, 2016 – 2026

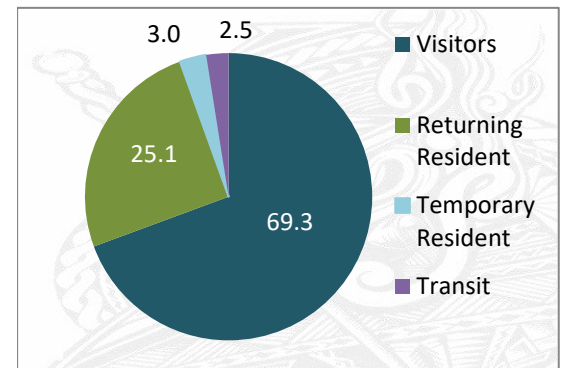


1.3 TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit, made up the largest component of all arrivals with 36.5 percent (23,437) recorded for females and 35.3 percent (22,677) for males.

Male and female Returning residents made up 14.8 percent (9,475) and 10.4 percent (6,661) respectively of total arrivals while Temporary residents made up 1.7 percent (1,106) for males and 1.3 percent (825) for females. (Refer Fig. 1.3).

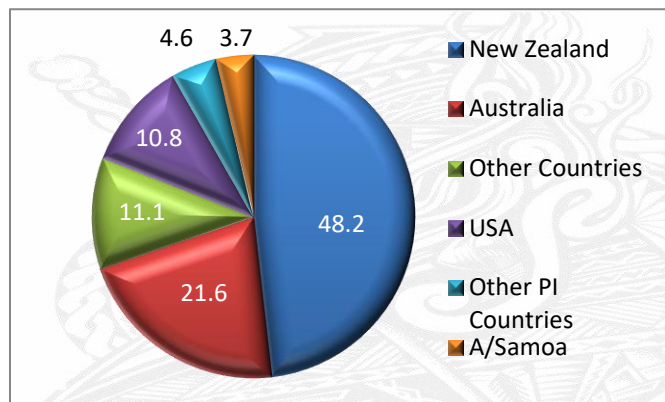
Fig. 1.3: Percentage distribution of Total Arrivals by Purpose of Visit, 2nd Quarter 2026



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 48.2 percent or 23,158 of total visitors. Australia followed next with a distant 21.6 percent share (10,392). U.S.A recorded a share of 10.8 percent (5,184) followed by American Samoa with a share of 3.7 percent (1,776). (Refer Fig. 1.4)

Fig. 1.4: Percentage distribution of Total Visitors by Country of Usual Residence, 2nd Quarter 2026

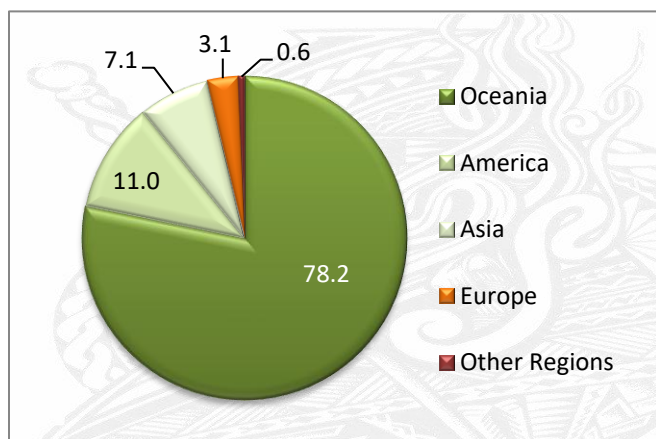


1.5 VISITORS BY REGION

As usual, the Oceania Region had the highest share of total visitors with 78.2 percent, followed by America with 11.0 percent.

Asia reported a share of 7.1 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, 2nd Quarter 2026



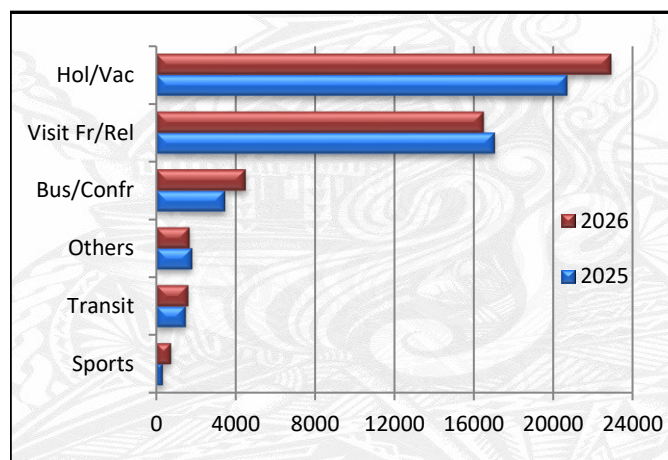
1.6 VISITORS BY PURPOSE OF VISIT

As depicted in Table 4, New Zealand, Australia, American Samoa, and the United States of America constituted 84.3 percent of all visitors visiting Samoa while other countries round up the remaining 15.7 percent during the reference period.

Visitors that entered our shores for holiday/vacations accounted for 47.7 percent of all visitors. Those who were here to visit friends and relatives accounted for 34.4 percent while those that travelled for Business and Conference made up 9.4 percent of total visitors.

Visiting for other purposes accounted for 3.5 percent while transients bound for other destinations and sports registered 3.4 and 1.6 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, 2nd Quarter 2025 & 2nd Quarter 2026

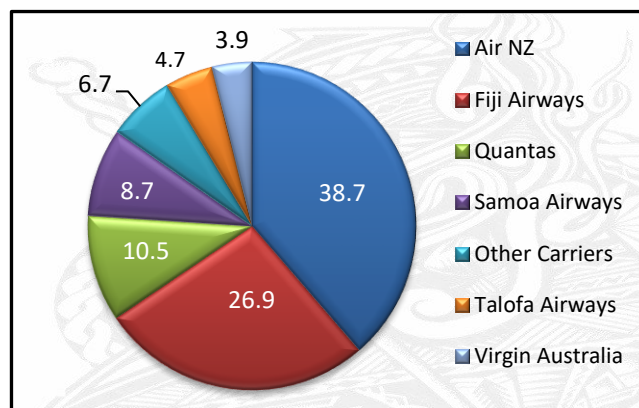


1.7 TOTAL ARRIVALS BY CARRIER

As tabulated in Table 5, Air New Zealand leads the way for arrivals by carriers during the reference period with a 38.7 percent share (24,853 passengers) followed by Fiji Airways with a share of 26.9 percent (17,233 passengers).

Qantas recorded a 10.5 percent share (6,732), Samoa Airways had a share of 8.7 percent (5,565) while Talofa Airways and Virgin Australia recorded shares of 4.7 percent (3,028) and 3.9 percent (2,496) respectively. Fig. 1.7 illustrates total arrivals by carrier during the reference period.

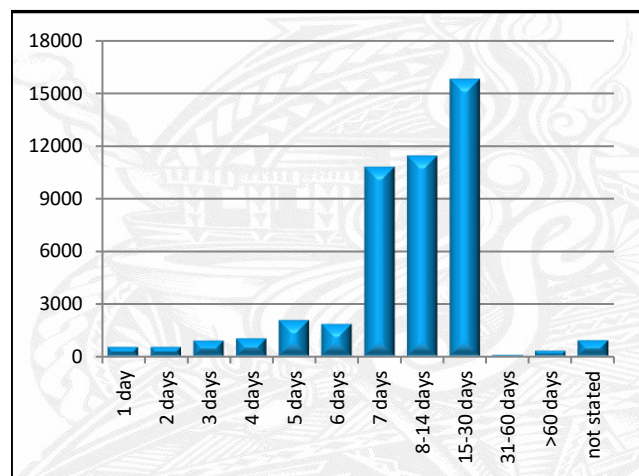
Fig. 1.7: Percentage distribution of Total Arrivals by Carrier, 2nd Quarter 2026



1.8 VISITORS DURATION AND PLACE OF STAY

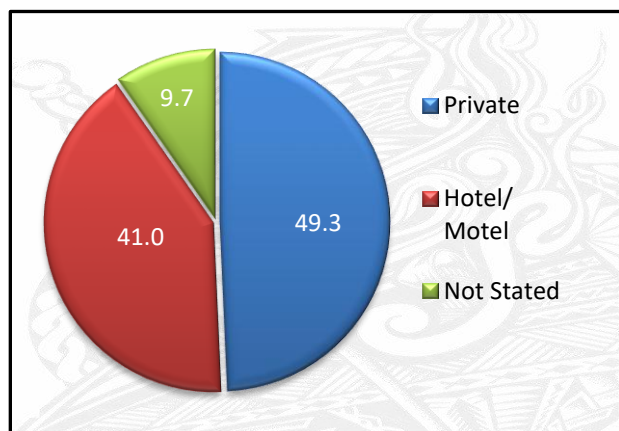
The usual trend of visitor's duration of stay in Samoa (Table 6) is between 7 days and 30 days, as revealed in Fig 1.8 below.

Fig. 1.8: Visitors Duration of Stay, 2nd Quarter 2026



On the other hand, 49.3 percent (22,863) stayed in private accommodations or with families/ relatives while 41.0 percent (19,039) of total visitors reported staying in hotel/ motels. (Refer Fig. 1.9).

Fig. 1.9: Percentage distribution of Total Visitors by Place of Stay, 2nd Quarter 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:

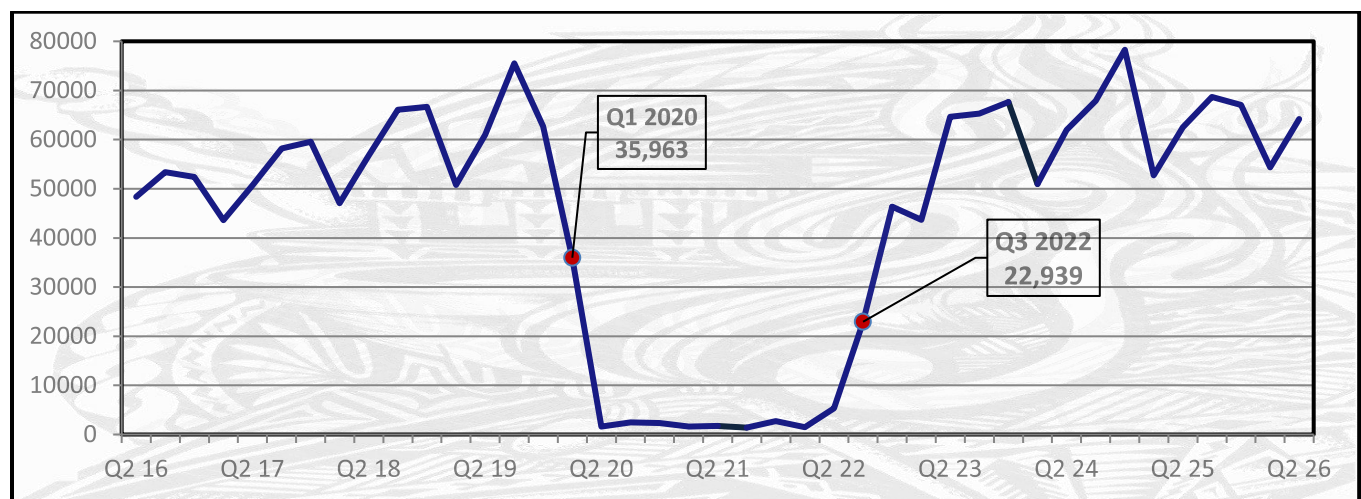
- (1) Faleolo International Airport
- (2) Fagalii International Airport
- (3) Apia Wharf (Matautu Port)

Futhermore, the BMS (Border Management System) was aslo 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

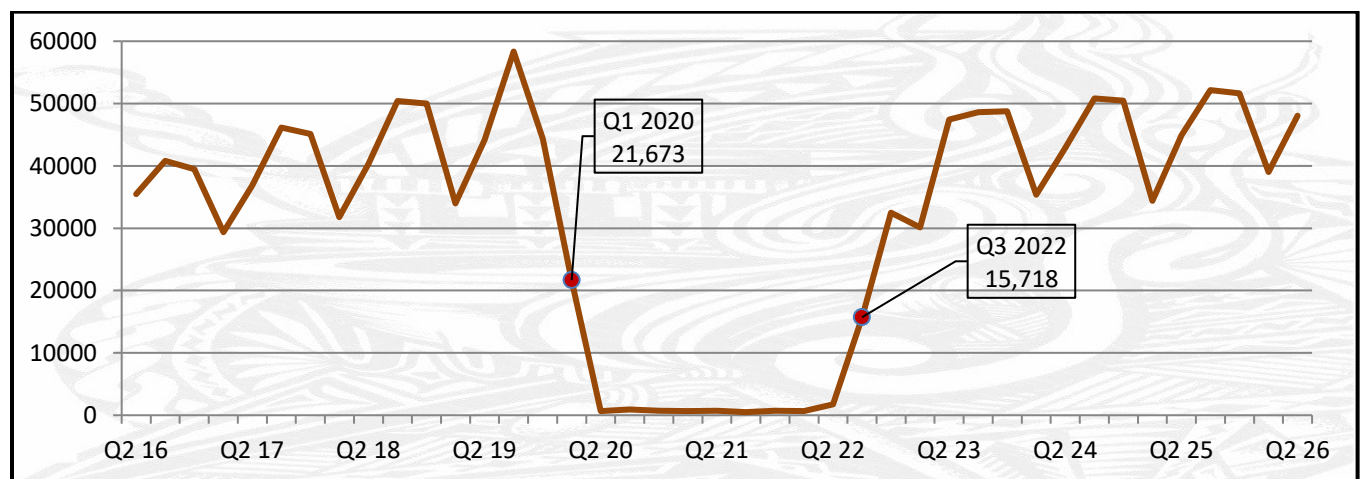
APPENDIX

Graph 1: Quarterly Total Arrivals, 2nd Quarter 2016 – 2nd Quarter 2026



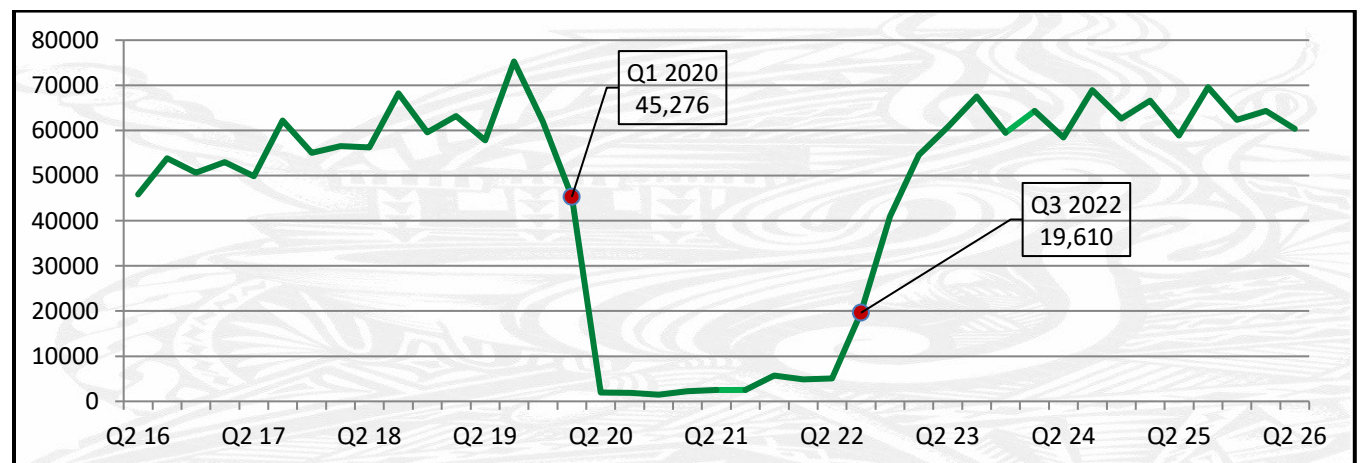
Note: Covid-19 travel restriction period from 20th March 2020 (Quarter 1) to 31st July 2022 (Quarter 3)

Graph 2: Quarterly Total Visitors, 2nd Quarter 2016 – 2nd Quarter 2026



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

Graph 3: Quarterly Total Departures, 2nd Quarter 2016 – 2nd Quarter 2026



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