

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS THIRD QUARTER 2026

QUARTERLY HIGHLIGHTS:

This Quarter compared with 3rd Quarter 2025:

- Total arrivals (71,928) increased by 4.8%
- Total visitors (54,944) increased by 5.4%
 - Visitors:
 - New Zealand (up by 2,964)
 - Am Samoa (up by 143)
 - USA (up by 281)
 - Australia (down by 1,775)
- Total departures (73,315) increased by 5.4%

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Q3 2026	All Arrivals	All Visitors
Total	71,928	54,944
% change from previous quarter	12.1	14.4
% change from 3 rd quarter 2025	4.8	5.4

28TH OCTOBER 2026

1. ARRIVALS

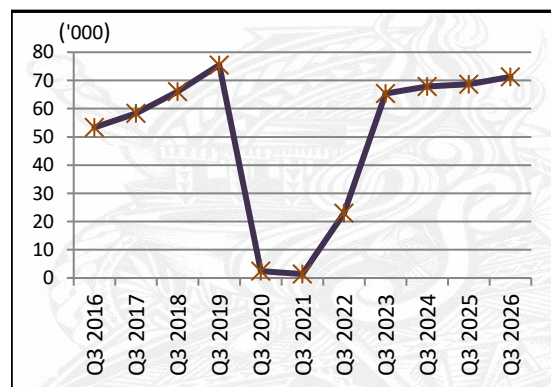
1.1. TOTAL ARRIVALS

The total International Arrival Statistics documented for the reference period (Table 1), revealed an increase of 12.1 percent over the previous quarter (April-Jun 2026) and an increase of 4.8 percent over the corresponding quarter of 2025. Fig.1.1 reveals the impact of Covid-19 on arrival numbers in 2020 and 2021. (Refer Fig. 1.1).

As usual, air being the most preferred mode of travel to Samoa, representing 94.8 percent of total arrivals, while those that arrived by sea accounted for the remaining 5.2 percent.

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

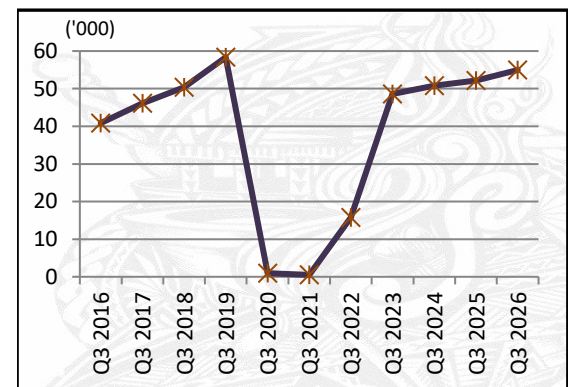
Fig. 1.1: 3rd Quarter Total Arrivals, 2016 – 2026



1.2. TOTAL VISITORS

Total Visitors of 54,944 for the quarter under review revealed an increase of 14.4 percent over the previous quarter and an increase of 5.4 percent when compared to the corresponding quarter of 2025. Fig.1.2 also reveals the impact of Covid - 19 on the number of 3rd quarterly visitor numbers recorded in 2020 and 2021.

Fig. 1.2: 3rd Quarter Total Visitors, 2016 – 2026

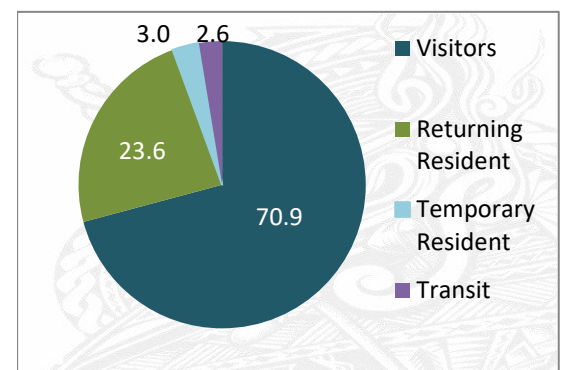


1.3 TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, including transit, made up the largest component of all arrivals with 38.3 percent (27,513) recorded for females and 35.2 percent (25,304) for males.

Male and female Returning residents made up 13.9 percent (10,012) and 9.7 percent (6,972) respectively of total arrivals while Temporary residents made up 1.7 percent (1,250) for males and 1.2 percent (877) for females. (Refer Fig. 1.3).

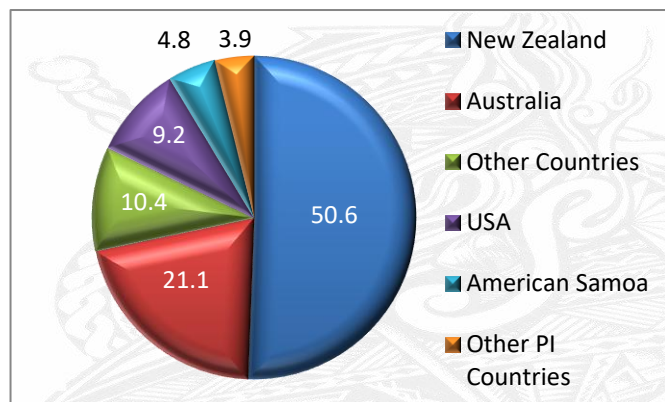
Fig. 1.3: Percentage distribution of Total Arrivals by Purpose of Visit, 3rd Quarter 2026



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 50.6 percent or 27,802 of total visitors. Australia followed next with a distant 21.1 percent share (11,591). U.S.A recorded a share of 9.2 percent (5,056) followed by American Samoa with a share of 4.8 percent (2,620). (Refer Fig. 1.4)

Fig. 1.4: Percentage distribution of Total Visitors by Country of Usual Residence, 3rd Quarter 2026

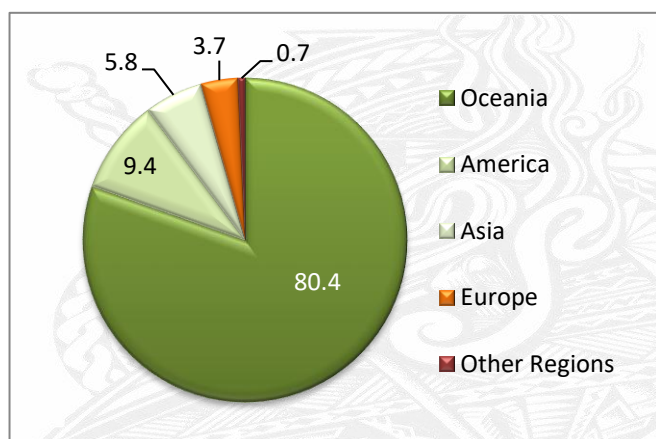


1.5 VISITORS BY REGION

As usual, the Oceania Region had the highest share of total visitors with 80.4 percent, followed by America with 9.4 percent.

Asia reported a share of 5.8 percent while Europe reported the least share with 3.7 percent. (Refer Fig. 1.5).

Fig. 1.5: Percentage distribution of Total Visitors by Region, 3rd Quarter 2026



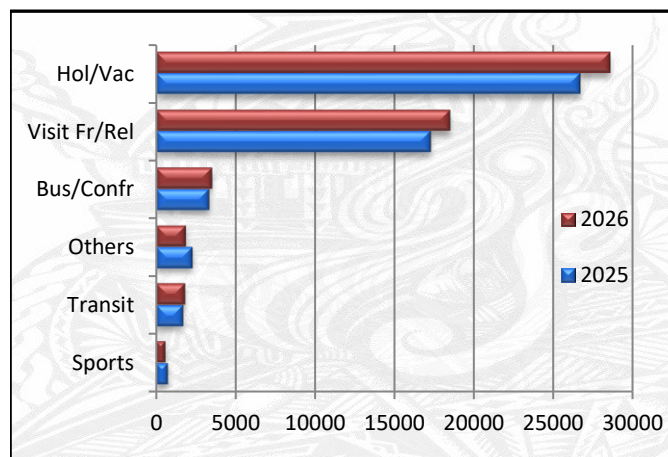
1.6 VISITORS BY PURPOSE OF VISIT

As depicted in Table 4, New Zealand, Australia, American Samoa, and the United States of America constituted 85.7 percent of all visitors visiting Samoa while other countries round up the remaining 14.3 percent during the reference period.

Visitors that entered our shores for holiday/vacations accounted for 52.0 percent of all visitors. Those who were here to visit friends and relatives accounted for 33.7 percent while those that travelled for Business and Conference made up 6.4 percent of total visitors.

Visiting for other purposes accounted for 3.4 percent while transients bound for other destinations and sports registered 3.3 and 1.1 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, 3rd Quarter 2025 & 3rd Quarter 2026

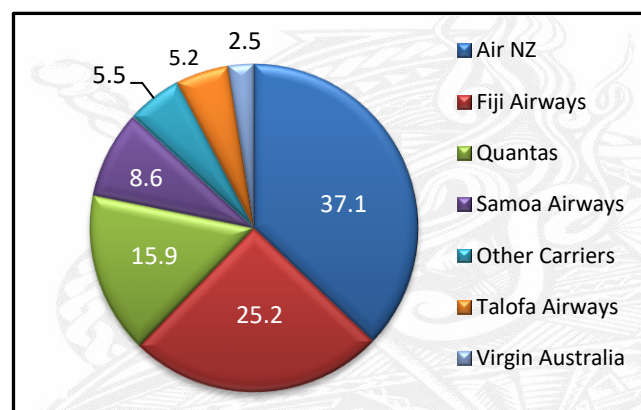


1.7 TOTAL ARRIVALS BY CARRIER

As tabulated in Table 5, Air New Zealand leads the way for arrivals by carriers during the reference period with a 37.1 percent share (26,708 passengers) followed by Fiji Airways with a share of 25.2 percent (18,160 passengers).

Quantas recorded a 15.9 percent share (11,425), Samoa Airways had a share of 8.6 percent (6,176) while Talofa Airways and Virgin Australia recorded shares of 5.2 percent (3,721) and 2.5 percent (1,811) respectively. Fig. 1.7 illustrates total arrivals by carrier during the reference period.

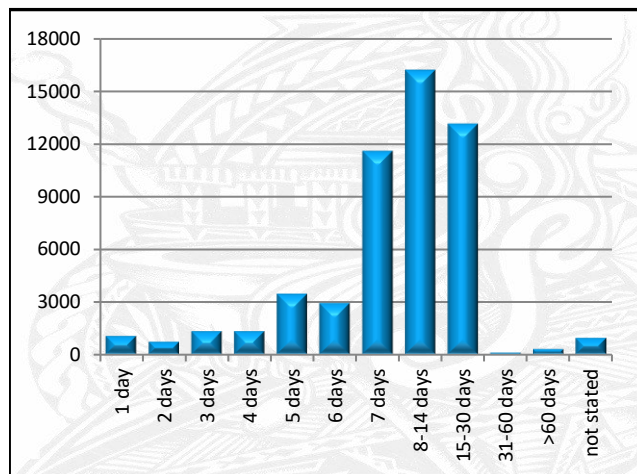
Fig. 1.7: Percentage distribution of Total Arrivals by Carrier, 3rd Quarter 2026



1.8 VISITORS DURATION AND PLACE OF STAY

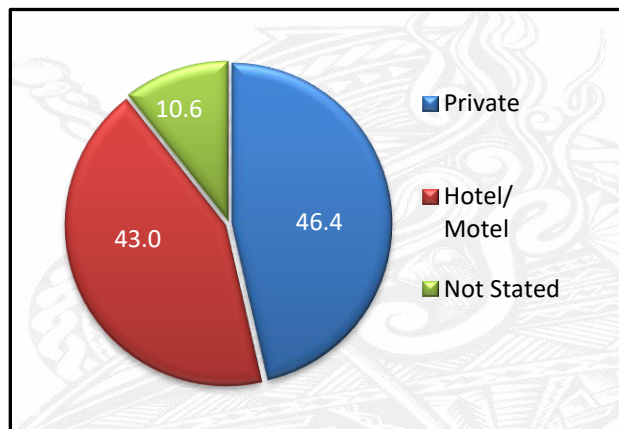
The usual trend of visitor's duration of stay in Samoa (Table 6) is between 7 days and 30 days, as revealed in Fig 1.8 below.

Fig. 1.8: Visitors Duration of Stay, 3rd Quarter 2026



On the other hand, 46.4 percent (24,660) stayed in private accommodations or with families/ relatives while 43.0 percent (22,815) of total visitors reported staying in hotel/ motels. (Refer Fig. 1.9).

Fig. 1.9: Percentage distribution of Total Visitors by Place of Stay, 3rd 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:

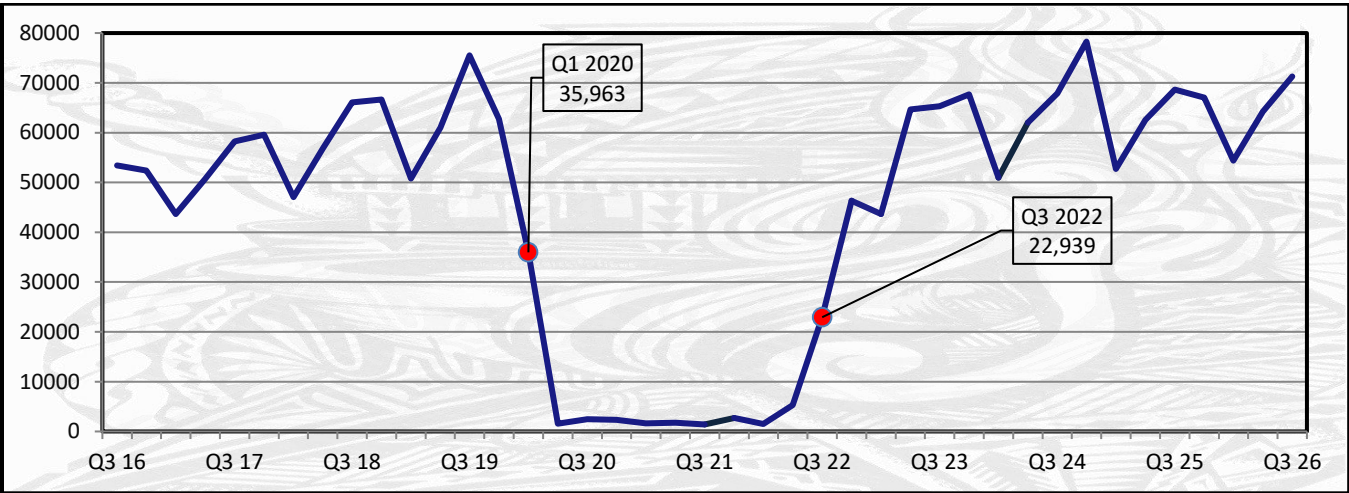
- (1) Faleolo International Airport
- (2) Fagalii International Airport
- (3) Apia Wharf (Matautu Port)

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

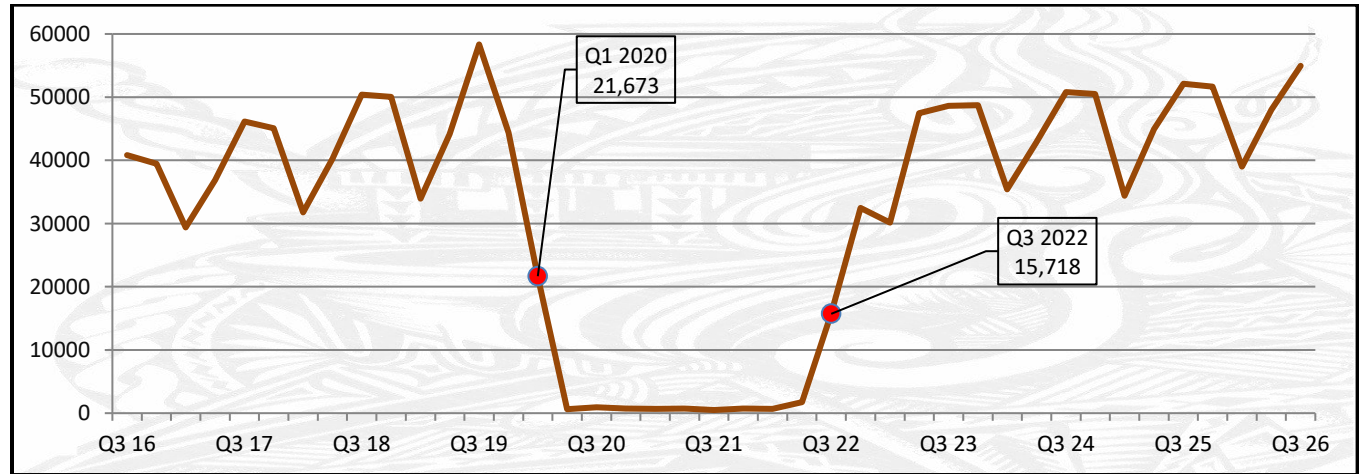
APPENDIX

Graph 1: Quarterly Total Arrivals, 3rd Quarter 2016 – 3rd Quarter 2026



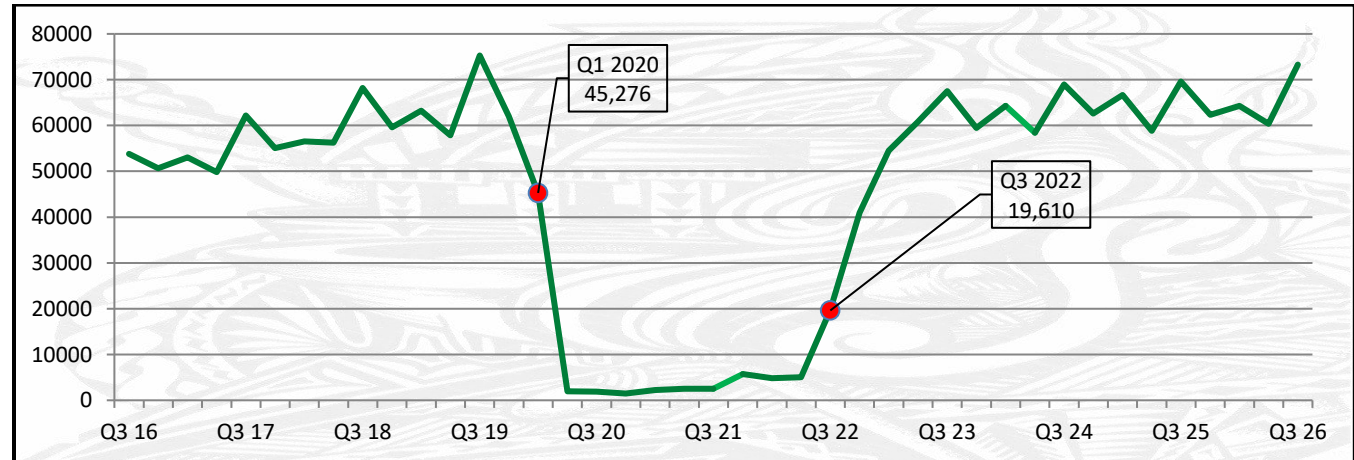
Note: Covid-19 travel restriction period from 20th March 2020 (Quarter 1) to 31st July 2022 (Quarter 3)

Graph 2: Quarterly Total Visitors, 3rd Quarter 2016 – 3rd 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, 3rd Quarter 2016 – 3rd Quarter 2026



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

Table 1: Quarterly Arrival and Departure by Mode of Tavel 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
2020										
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
2021										
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
2022										
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
2023										
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
2024										
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
2025										
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
2026										
1st Quarter	38,014	987	39,001	51,632	2,753	54,385	61,005	3,305	64,310	-9,925
2nd Quarter	46,359	1,686	48,045	60,191	3,990	64,181	56,025	4,334	60,359	3,822
3rd Quarter	53,519	1,425	54,944	68,160	3,768	71,928	69,371	3,944	73,315	-1,378

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, Third Quarter 2026 ¹

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
TOTAL	71,928	36,566	35,362	50,979	24,249	26,730	16,984	10,012	6,972	1,838	1,055	783	2,127	1,250	877
0 - 4	2,443	1,238	1,205	2,037	1,017	1,020	304	163	141	47	30	17	55	28	27
5 - 9	2,814	1,390	1,424	2,346	1,169	1,177	352	162	190	54	30	24	62	29	33
10 - 14	3,247	1,593	1,654	2,754	1,345	1,409	362	182	180	81	39	42	50	27	23
15 - 19	4,229	2,113	2,116	3,321	1,615	1,706	680	375	305	108	54	54	120	69	51
20 - 24	4,659	2,362	2,297	2,879	1,207	1,672	1,497	977	520	81	53	28	202	125	77
25 - 29	5,752	3,062	2,690	3,632	1,577	2,055	1,780	1,267	513	152	99	53	188	119	69
30 - 34	5,887	3,112	2,775	3,770	1,716	2,054	1,788	1,202	586	178	98	80	151	96	55
35 - 39	5,892	3,203	2,689	3,892	1,938	1,954	1,601	1,028	573	212	115	97	187	122	65
40 - 44	5,686	2,894	2,792	3,874	1,815	2,059	1,440	874	566	175	95	80	197	110	87
45 - 49	5,997	3,074	2,923	4,066	1,955	2,111	1,539	864	675	195	125	70	197	130	67
50 - 54	5,944	2,954	2,990	4,151	1,960	2,191	1,451	791	660	182	108	74	160	95	65
55 - 59	5,703	2,808	2,895	4,032	1,937	2,095	1,366	714	652	134	79	55	171	78	93
60 - 64	5,045	2,491	2,554	3,661	1,773	1,888	1,152	586	566	101	57	44	131	75	56
65 - 69	4,041	2,038	2,003	2,969	1,463	1,506	884	465	419	60	33	27	128	77	51
70 - 74	2,546	1,283	1,263	1,947	996	951	480	220	260	43	26	17	76	41	35
75 +	2,043	951	1,092	1,648	766	882	308	142	166	35	14	21	52	29	23
% Distribution ²	100.0	50.8	49.2	70.9	33.7	37.2	23.6	13.9	9.7	2.6	1.5	1.1	3.0	1.7	1.2

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, Third Quarter 2026 ¹

Country of Usual Residence	Mode of Travel		TOTAL	Percentage ²
	Air	Sea		
OCEANIA	43,538	648	44,186	80.4
American Samoa	2,270	350	2,620	4.8
Fiji	1,138	34	1,172	2.1
Cook Island	4	0	4	0.0
Other Pacific Is	869	128	997	1.8
New Zealand	27,690	112	27,802	50.6
Australia	11,567	24	11,591	21.1
EUROPE	1,963	46	2,009	3.7
United Kingdom	524	3	527	1.0
Scandinavia	108	2	110	0.2
Benelux	137	2	139	0.3
Germany	305	4	309	0.6
Other Europe	889	35	924	1.7
AMERICA	5,032	152	5,184	9.4
U.S.A	4,906	150	5,056	9.2
Canada	126	2	128	0.2
ASIA	2,622	557	3,179	5.8
Japan	231	2	233	0.4
China	1,185	131	1,316	2.4
Korea	114	0	114	0.2
Other Asia	1,092	424	1,516	2.8
OTHERS	364	22	386	0.7
TOTAL	53,519	1,425	54,944	
PERCENTAGE DISTRIBUTION	97.4	2.6	100.0%	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.
- (v) Exclude Cruise Liner Passengers.

Table 4: Total Visitors by Usual Residence and Purpose of Visit, Third Quarter 2026 ¹

Usual Residence	Purpose of Visit							
	TOTAL	% ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
TOTAL	54,944		28,594	3,524	18,516	596	1,838	1,876
American Samoa	2,620	4.8	779	152	1,298	27	310	54
Fiji	1,172	2.1	254	271	168	60	148	271
Cook Island	4	0.0	0	1	0	0	0	3
Other Pacific Is	997	1.8	252	217	121	102	112	193
New Zealand	27,802	50.6	14,704	1,533	10,805	222	207	331
Australia	11,592	21.1	6,679	660	3,941	92	102	118
United Kingdom	526	1.0	445	23	28	6	7	17
Scandinavia	110	0.2	101	4	3	0	0	2
Benelux	139	0.3	126	1	7	0	3	2
Germany	309	0.6	274	11	17	0	3	4
Other Europe	924	1.7	729	52	43	53	20	27
U.S.A.	5,056	9.2	2,321	250	1,765	25	344	351
Canada	128	0.2	77	10	21	2	5	13
Japan	233	0.4	139	51	21	0	3	19
China	1,316	2.4	788	78	147	1	175	127
Korea	114	0.2	53	8	4	0	46	3
Other Asia	1,516	2.8	662	157	101	6	308	282
OTHER COUNTRIES	386	0.7	211	45	26	0	45	59
Percentage Distribution ²	100.0		52.0	6.4	33.7	1.1	3.3	3.4

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, Third Quarter 2026 ¹

Carrier	Purpose of Entry					
	TOTAL		Returning Residents	% ²	Total Visitors	% ²
TOTAL	71,928	100%	16,984	23.6	54,944	76.4
AIR	68,160	94.8	14,641	20.4	53,519	74.4
Quantas	11,425	15.9	1,820	2.5	9,605	13.4
Virgin Australia	1,811	2.5	177	0.2	1,634	2.3
Samoa Airways	6,176	8.6	2,878	4.0	3,298	4.6
Talofa Airways	3,721	5.2	1,309	1.8	2,412	3.4
Air New Zealand	26,708	37.1	4,995	6.9	21,713	30.2
Fiji Airways	18,160	25.2	3,453	4.8	14,707	20.4
Other Air Carrier	159	0.2	9	0.0	150	0.2
SEA	3,768	5.2	2,343	3.3	1,425	2.0
Lady Samoa IV ³	2,640	3.7	2,106	2.9	534	0.7
Yacht	77	0.1	0	0.0	77	0.1
Other Sea Carrier	1,051	1.5	237	0.3	814	1.1

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
- 3: Lady Naomi being replaced by Lady Samoa IV

Table 6: Visitors by Duration of Stay and Place of Stay, Third Quarter 2026 ¹

Duration of Stay	Place of Stay			
	TOTAL	Hotel/Motel	Private	Not Stated
TOTAL	53,106	22,815	24,660	5,631
1day	1,043	581	182	280
2days	720	500	188	32
3days	1,333	923	363	47
4days	1,320	821	444	55
5days	3,466	2,339	1,021	106
6days	2,927	2,049	817	61
7days	11,604	5,318	4,787	1,499
8-14days	16,218	8,217	7,402	599
15-30days	13,138	1,822	8,533	2,783
31-60days	104	0	62	42
61-90days	113	0	85	28
91-180days	67	0	45	22
181-365days	56	0	44	12
> Year	61	0	61	0
Not Stated	936	245	626	65
Percentage Distribution	100.0	43.0	46.4	10.6

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