

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS SEPTEMBER 2026

MONTHLY HIGHLIGHTS:

In September 2026 compared with September 2025:

- ❖ Total arrivals of 21,618 increased by 3.1% (644)
- ❖ Total visitors of 15,802 increased by 0.1% (11)
- ❖ Total Visitors:
 - ✓ NZ: 4.8% (up by 383 visitors)
 - ✓ AM. SAM: 1.8% (up by 10 visitors)
 - ✓ USA: -18.3% (down by 221 visitors)
 - ✓ AUST: -12.8% (down by 515 visitors)

INSIDE THIS ISSUE

September 2026	All Arrivals	All Visitors
Number	21,618	15,802
% change from previous month	-6.7	-10.5
% change with same month in 2025	3.1	0.1

26TH OCTOBER 2026

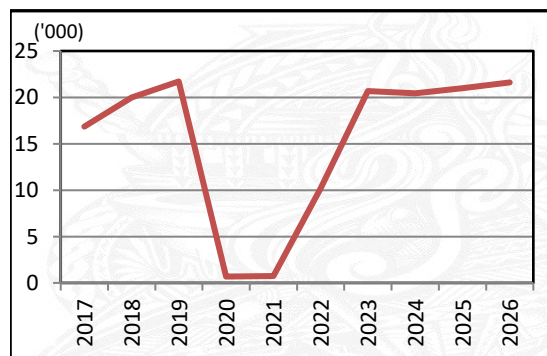
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **September 2026** totaling 21,618 arrivals, revealed a decrease of 6.7 percent over the previous month of August 2026 and an increase of 3.1 percent over the corresponding month of September 2025.

Those who travelled to Samoa by Air represented 96.4% while 3.6% was represented by those who travelled by Sea.

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

Fig. 1: September Total Arrivals, 2017 – 2026

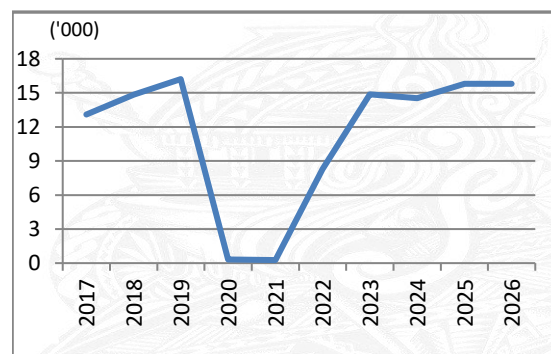


2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 15,802 revealing a decrease of 10.5 percent over the previous month of August 2026 and an increase of 0.1 percent over the corresponding month of September 2025.

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

Fig. 2: September Total Visitors, 2017 – 2026



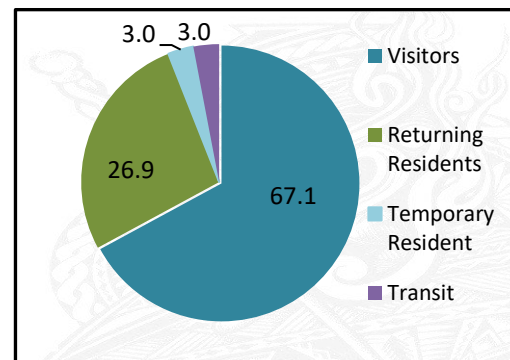
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors (Table 2), made up the largest component of all arrivals with 67.1 percent (14,507), represented by 35.6 percent females (7,690) and 31.5 percent males (6,817).

Male returning residents made up 16.4 percent (3,538) of total arrivals while their female counterpart made up 10.5 percent (2,278). (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, September 2026

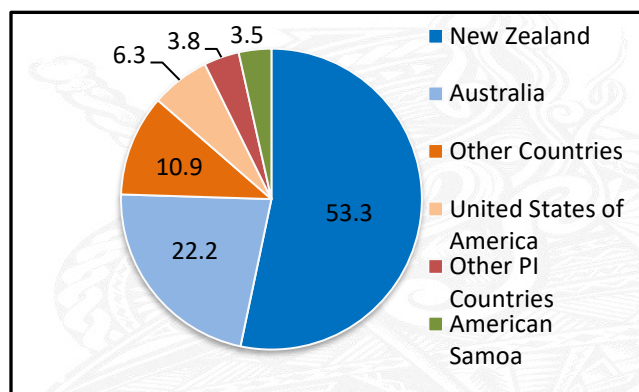


4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 53.3 percent of total visitors or 8,420 visitors. Australia followed next with a distant 22.2 percent share (3,507).

United States of America reported 6.3 percent (988 visitors) while American Samoa reported 3.5 percent (556) of total visitors. (Refer Fig. 4)

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

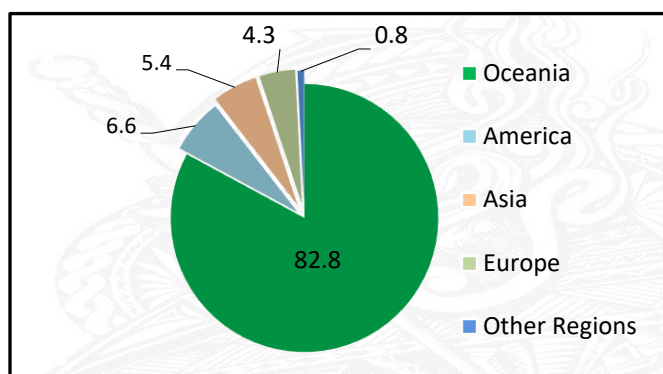


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 82.8 percent, followed by America with 6.6 percent.

Asia reported a share of 5.4 percent while Europe reported the least share of 4.3 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, September 2026



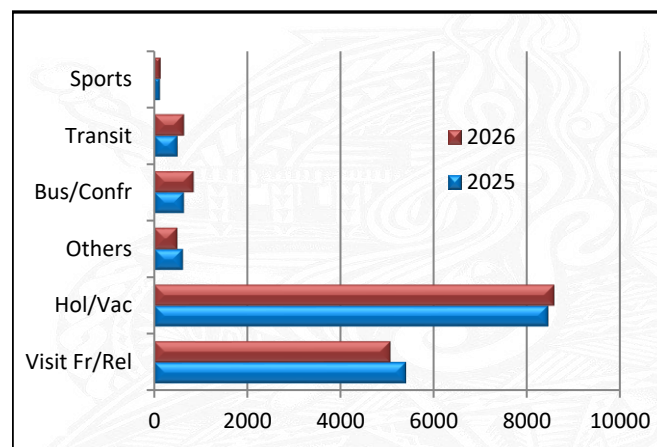
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 85.2 percent of all visitors visiting Samoa in September 2026.

The majority of visitors (8,582) entered our shores for holiday and vacation while 5,074 entered our shores to visit friends and relatives.

Those who were here on Business/Conference recorded 853 visitors, while those for Sports purposes reported only 145 visitors. Fig.6 depicts total visitors by purpose of visit for September 2025 and September 2026.

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

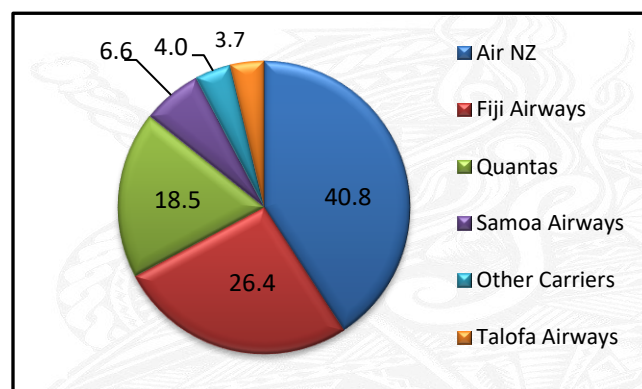


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with 40.8 percent (8,829 passengers) followed by Fiji Airways with 26.4 percent (5,699 passengers).

Quantas brought in 18.5 percent (3,990 passengers) of total arrivals while Samoa Airways and Talofa Airways recorded shares of 6.6 percent (1,420) and 3.7 percent (810) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

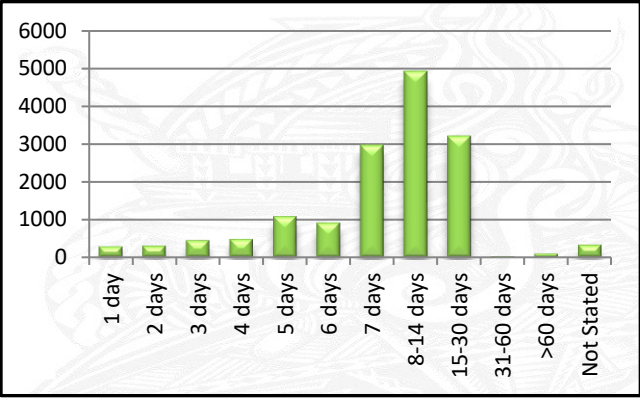
Fig. 7: Total Arrivals by Carrier, September 2026



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, September 2026



On the other hand, the majority of visitors (45.6 percent or 6,915 visitors) reported staying in private accommodations or with families/ relatives while 45.5 percent (6,894) stayed in hotel/ motel. (Refer Fig. 9).

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

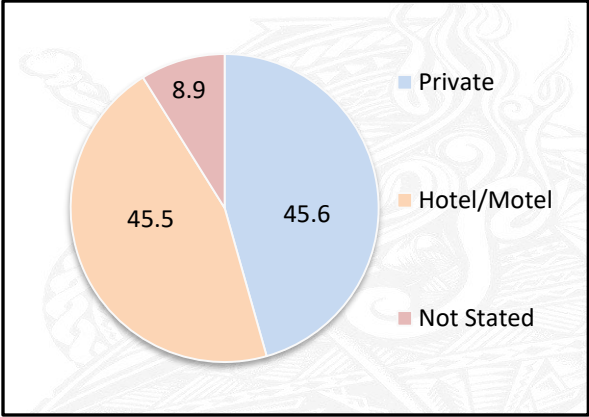
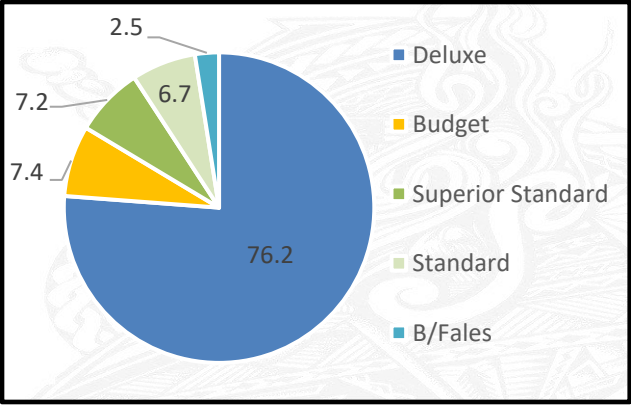


Fig. 10 portrays the number of visitors who stayed in hotel/ motel (6,894) by type of accommodation (hotel/ motel), within the reference month.

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

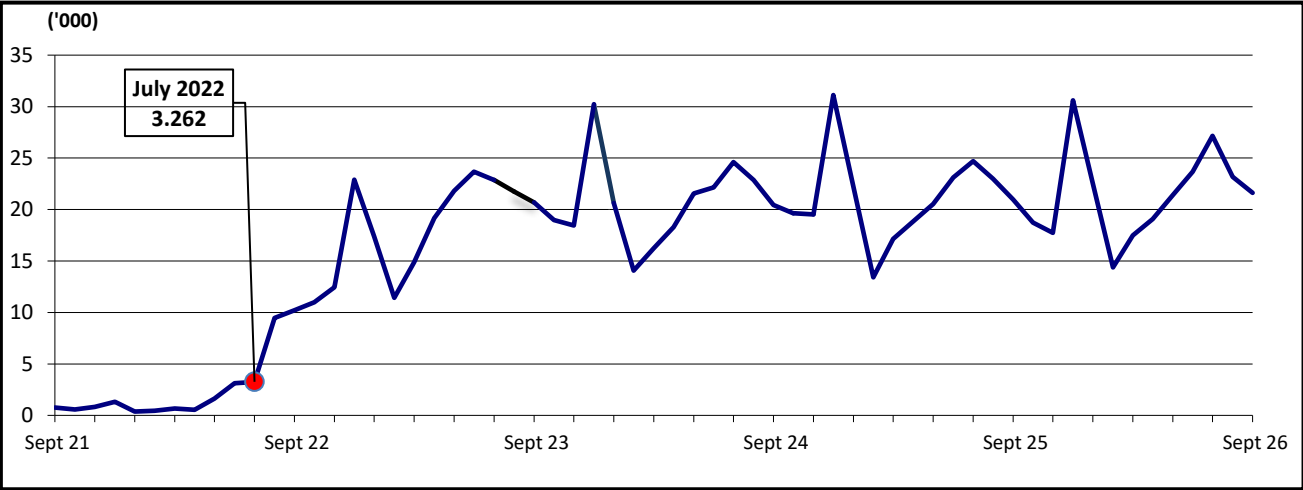
- (1) Faleolo International Airport
- (2) Apia Wharf (Matautu Port)
- (3) Fagalii International Airport

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

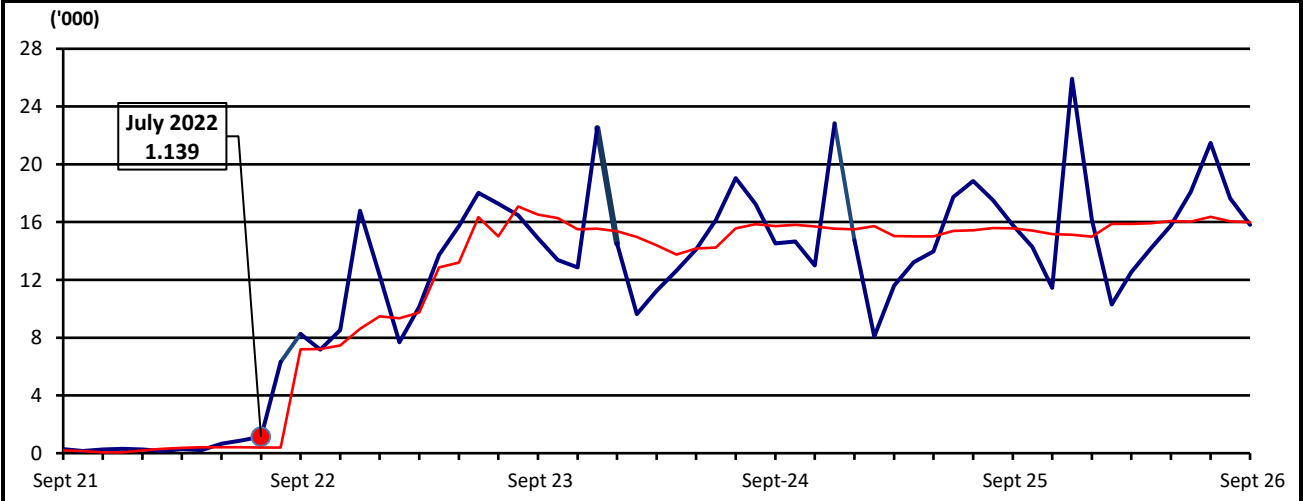
APPENDIX

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



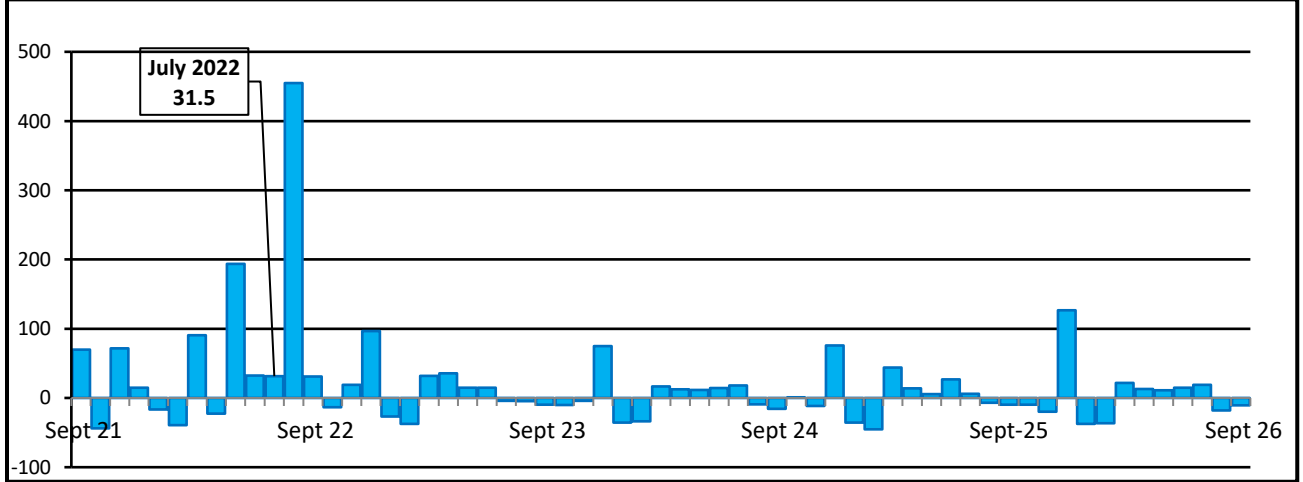
Note: Covid-19 travel restriction period from 20th March 2020 to 31st July 2022

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



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

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

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, September 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	21,618	11,099	10,519	14,507	6,817	7,690	5,816	3,538	2,278	646	375	271	649	369	280
0 - 4	695	334	361	557	261	296	99	52	47	19	12	7	20	9	11
5 - 9	798	416	382	664	358	306	112	46	66	11	6	5	11	6	5
10 - 14	873	409	464	744	344	400	99	45	54	18	11	7	12	9	3
15 - 19	1,137	583	554	893	430	463	204	128	76	21	16	5	19	9	10
20 - 24	1,455	808	647	799	354	445	582	415	167	28	20	8	46	19	27
25 - 29	1,846	1,020	826	1,125	485	640	620	476	144	55	36	19	46	23	23
30 - 34	1,894	1,014	880	1,127	500	627	645	446	199	72	35	37	50	33	17
35 - 39	1,799	983	816	1,089	525	564	587	387	200	62	34	28	61	37	24
40 - 44	1,673	864	809	1,068	489	579	485	306	179	53	32	21	67	37	30
45 - 49	1,784	884	900	1,138	514	624	497	271	226	83	51	32	66	48	18
50 - 54	1,779	895	884	1,195	573	622	453	241	212	71	41	30	60	40	20
55 - 59	1,683	817	866	1,125	532	593	447	230	217	50	28	22	61	27	34
60 - 64	1,547	757	790	1,070	511	559	386	198	188	45	22	23	46	26	20
65 - 69	1,227	609	618	845	407	438	310	163	147	31	16	15	41	23	18
70 - 74	820	418	402	603	313	290	174	81	93	18	12	6	25	12	13
75 +	608	288	320	465	221	244	116	53	63	9	3	6	18	11	7
% DISTRIBUTION ²	100	51.3	48.7	67.1	31.5	35.6	26.9	16.4	10.5	3.0	1.7	1.3	3.0	1.7	1.3

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, September 2026 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	13,029	62	13,091	82.8
American Samoa	510	46	556	3.5
Fiji	342	5	347	2.2
Cook Island	3	0	3	0.0
Other Pacific Is	256	2	258	1.6
New Zealand	8,412	8	8,420	53.3
Australia	3,506	1	3,507	22.2
EUROPE	682	0	682	4.3
United Kingdom	212	0	212	1.3
Scandinavia	34	0	34	0.2
Benelux	59	0	59	0.4
Germany	96	0	96	0.6
Other Europe	281	0	281	1.8
AMERICA	1,002	44	1,046	6.6
U.S.A	944	44	988	6.3
Canada	58	0	58	0.4
ASIA	851	8	859	5.4
Japan	67	0	67	0.4
China	375	3	378	2.4
Korea	40	0	40	0.3
Other Asia	369	5	374	2.4
OTHER COUNTRIES	122	2	124	0.8
TOTAL	15,686	116	15,802	100%
PERCENTAGE DISTRIBUTION	99.3	0.7	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, September 2026 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	13,091	82.8	7,151	702	4,479	135	289	335
American Samoa	556	3.5	216	25	194	1	97	23
Fiji	347	2.2	70	86	82	7	64	38
Cook Island	3	0.0	0	1	0	0	0	2
Other Pacific Is	258	1.6	47	65	62	29	38	17
New Zealand	8,420	53.3	4,552	364	3,190	57	69	188
Australia	3,507	22.2	2,266	161	951	41	21	67
EUROPE	682	4.3	586	24	43	4	19	6
United Kingdom	212	1.3	181	8	12	4	5	2
Scandinavia	34	0.2	33	0	1	0	0	0
Benelux	59	0.4	52	1	4	0	1	1
Germany	96	0.6	87	5	2	0	2	0
Other Europe	281	1.8	233	10	24	0	11	3
AMERICA	1,046	6.6	424	49	406	6	110	51
U.S.A.	988	6.3	379	47	400	5	110	47
Canada	58	0.4	45	2	6	1	0	4
ASIA	859	5.4	357	63	129	0	213	97
Japan	67	0.4	48	7	5	0	1	6
China	378	2.4	191	22	62	0	69	34
Korea	40	0.3	18	1	4	0	17	0
Other Asia	374	2.4	100	33	58	0	126	57
OTHER COUNTRIES	124	0.8	64	15	17	0	15	13
TOTAL	15,802	100.0	8,582	853	5,074	145	646	502
Percentage Distribution ²	100.0		54.3	5.4	32.1	0.9	4.1	3.2

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, September 2026 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	21,618	100%	5,816	26.9	15,802	73.1
<u>AIR</u>						
Qantas	3,990	18.5	736	3.4	3,254	15.1
Talofa Airways	810	3.7	288	1.3	522	2.4
Samoa Airways	1,420	6.6	753	3.5	667	3.1
Air New Zealand	8,829	40.8	2,115	9.8	6,714	31.1
Fiji Airways	5,699	26.4	1,262	5.8	4,437	20.5
Other Air Carrier	99	0.5	7	0.0	92	0.4
<u>SEA</u>						
Lady Samoa IV	732	3.4	627	2.9	105	0.5
Yacht	1	0.0	0	0.0	1	0.0
Other Sea Carrier	38	0.2	28	0.1	10	0.0

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, September 2026 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	15,156	6,894	6,915	1,347
1day	297	241	49	7
2days	310	225	65	20
3days	457	319	111	27
4days	485	293	164	28
5days	1,093	711	320	62
6days	924	639	257	28
7days	2,981	1,251	1,182	548
8-14days	4,931	2,459	2,191	281
15-30days	3,219	636	2,276	307
31-60days	29	0	22	7
61-90days	27	0	18	9
91-180days	23	0	23	0
181-365days	21	0	21	0
> Year	25	0	25	0
Not Stated	334	120	191	23
Percentage Distribution ²	100	45.5	45.6	8.9

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