

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS SEPTEMBER 2025

MONTHLY HIGHLIGHTS:

In September 2025 compared with September 2024:

- ❖ Total arrivals of 20,974 increased by 2.6% (529)
- ❖ Total visitors of 15,791 increased by 8.6% (1,225)
- ❖ Total Visitors:
 - ✓ NZ: 17.7% (up by 1,209 visitors)
 - ✓ USA: 11.3% (up by 123 visitors)
 - ✓ AUST: 4.8% (up by 184 visitors)
 - ✓ AM. SAM: -19.4% (down by 131 visitors)

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September 2025	All Arrivals	All Visitors
Number	20,974	15,791
% change from previous month	-8.7	-9.8
% change with same month in 2024	2.6	8.6

28TH OCTOBER 2025

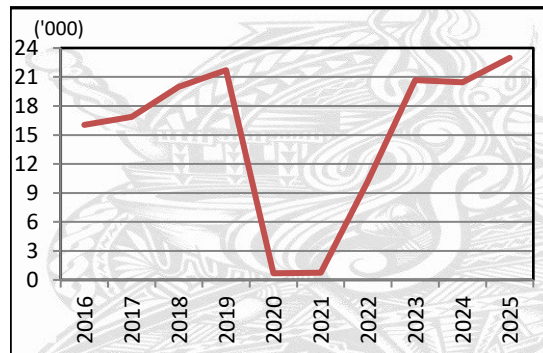
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **September 2025** totaling 20,974 arrivals, revealed a decrease of 8.7 percent over the previous month of August 2025 and an increase of 2.6 percent over the corresponding month of September 2024.

Those who travelled to Samoa by Air represented 94.7% while 5.3% was represented by those who travelled by Sea.

Fig. 1 below graphically depicts the arrival numbers from September 2016 to September 2025, clearly showing the impact of Covid 19 on arrival numbers for September in 2020 and 2021.

Fig. 1: September Total Arrivals, 2016 – 2025

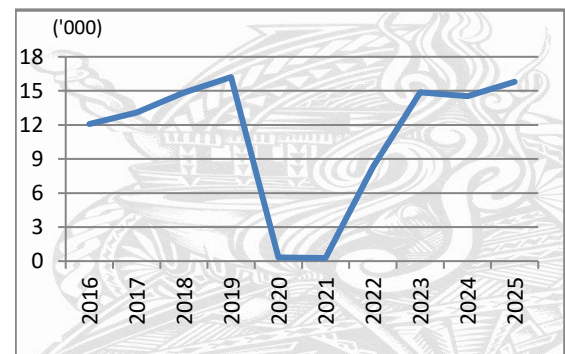


2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 15,791 revealing a decrease of 9.8 percent over the previous month of August 2025 and an increase of 8.6 percent over the corresponding month of September 2024.

Fig. 2 illustrates the total number of visitors for September between 2016 and 2025, also indicating the impact of Covid 19 on visitor's numbers for September in 2020 and 2021.

Fig. 2: September Total Visitors, 2016 – 2025



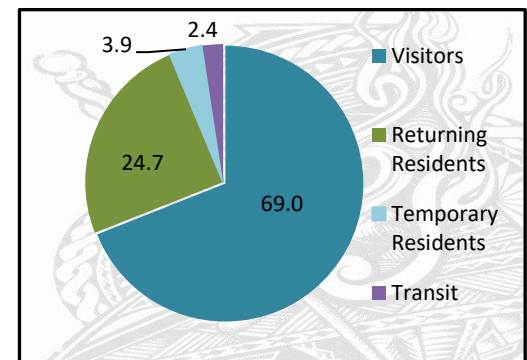
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors (Table 2), made up the largest component of all arrivals with 69.0 percent (14,471), represented by 35.9 percent females (7,536) and 33.1 percent males (6,935).

Male returning residents made up 16.0 percent (3,353) of total arrivals while their female counterpart made up 8.7 percent (1,830). (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 2025

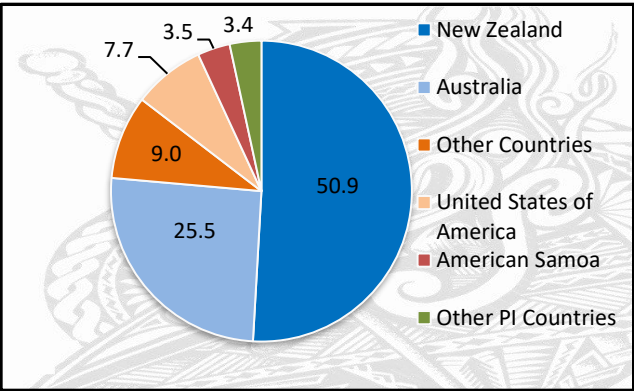


4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 50.9 percent of total visitors or 8,037 visitors. Australia followed next with a distant 25.5 percent share (4,022).

United States of America reported 7.7 percent (1,209 visitors) while American Samoa reported 3.5 percent (546) of total visitors. (Refer Fig. 4)

Fig. 4: Total Visitors, by Country of Usual Residence, September 2025

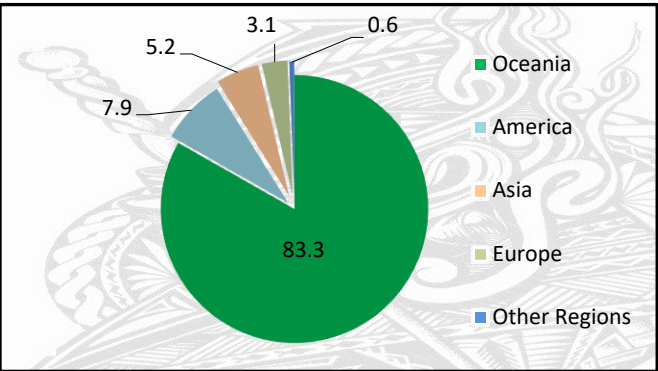


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 83.3 percent, followed by America with 7.9 percent.

Asia reported a share of 5.2 percent while Europe reported the least share of 3.1 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, September 2025



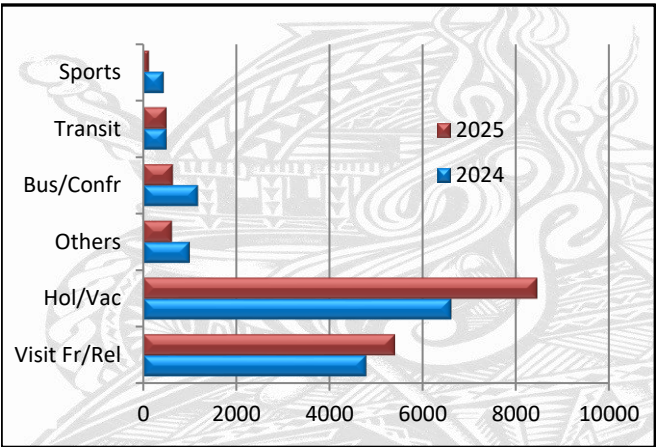
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 87.5 percent of all visitors visiting Samoa in September 2025.

The majority of visitors (8,469) entered our shores for holiday and vacation while 5,412 entered our shores to visit friends and relatives.

Those who were here on Business/Conference recorded 645 visitors, while those for Sports purposes reported only 132 visitors. Fig.6 depicts total visitors by purpose of visit for September 2024 and September 2025.

Fig. 6: Total Visitors, by Purpose of Visit, September 2024 & September 2025

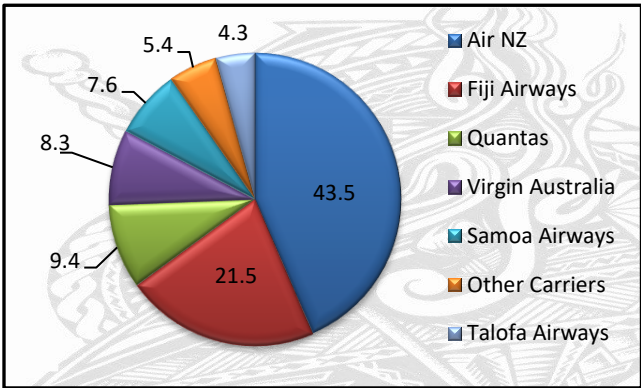


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 43.5 percent share, (9,120 passengers) followed by Fiji Airways with a 21.5 percent share (4,502 passengers).

Quantas brought in 9.4 percent (1,967 passengers) of total arrivals while Virgin Australia and Samoa Airways recorded shares of 8.3 percent (1,747) and 7.6 percent (1,585) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

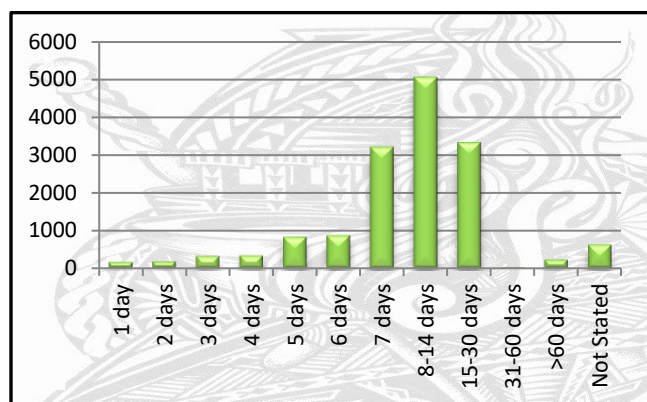
Fig. 7: Total Arrivals by Carrier, September 2025



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 2025



On the other hand, the majority of visitors (46.8 percent or 7,158 visitors) reported staying in private accommodations or with families/ relatives while 43.9 percent (6,709) stayed in hotel/ motel. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay, September 2025

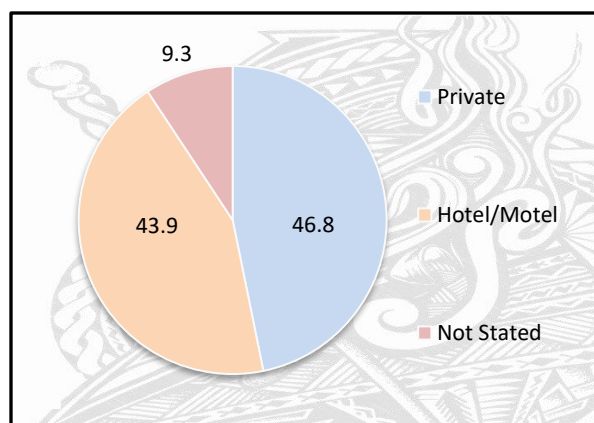
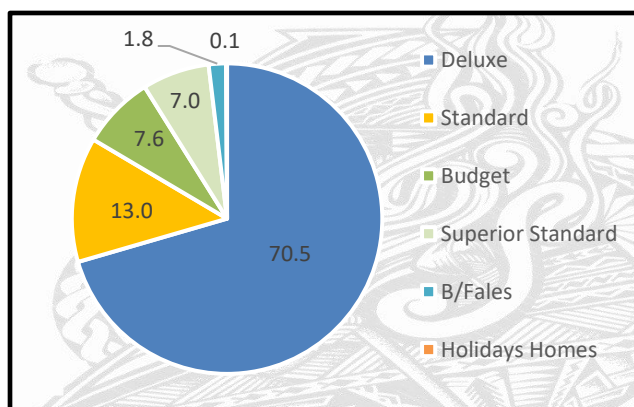


Fig. 10 portrays the number of visitors who stayed in hotel/ motel (6,709) by type of accommodation (hotel/ motel), within the reference month.

Fig. 10: Visitors Staying in Hotels/ Motels by Type of Accommodation, September 2025



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:

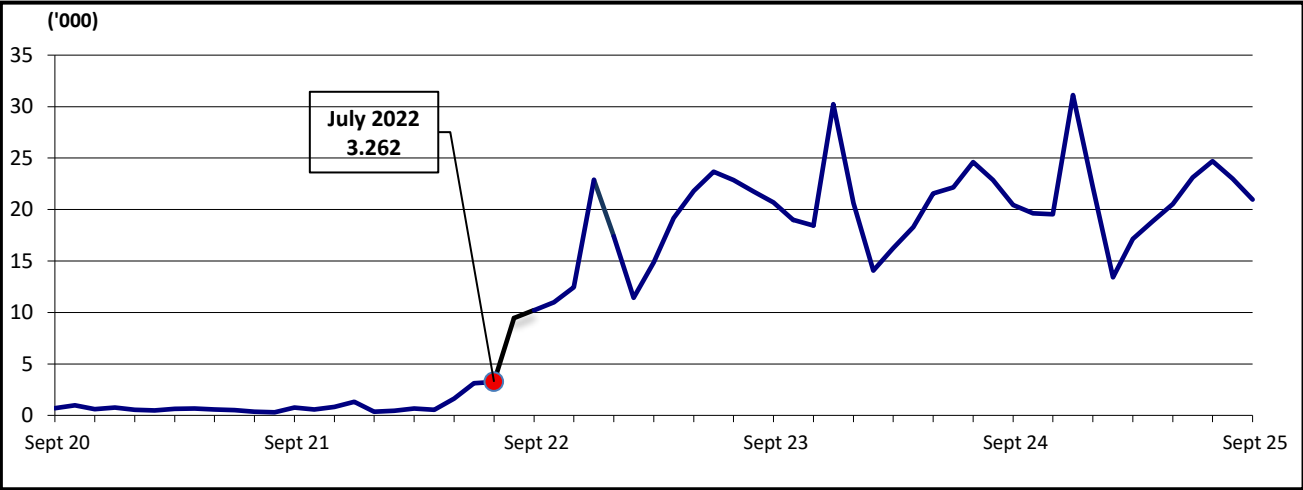
- (1) Faleolo International Airport
- (2) Apia Wharf (Matautu Port)
- (3) Fagalii International Airport

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

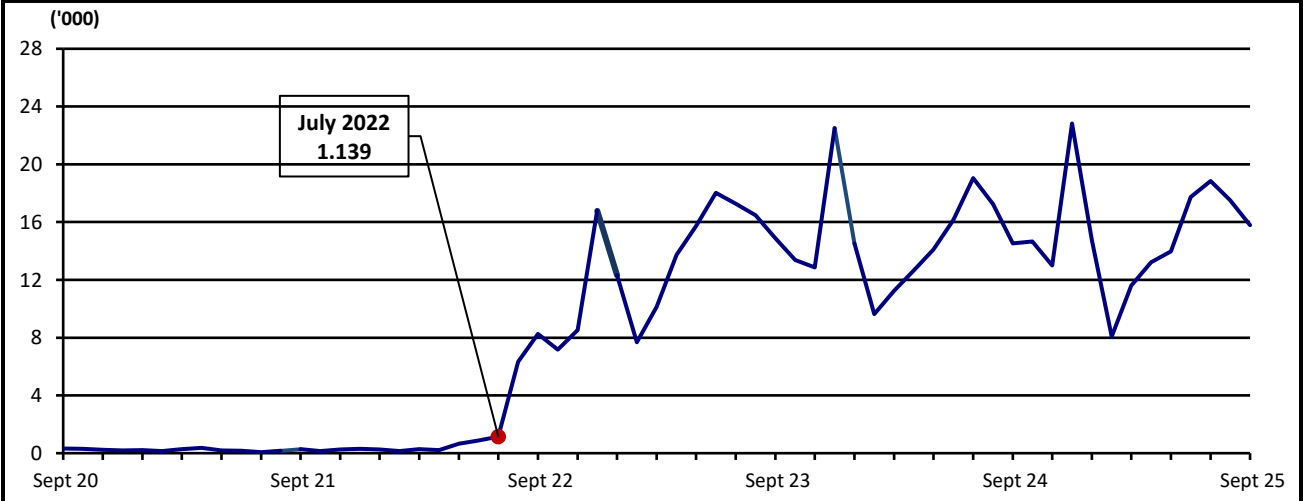
APPENDIX

Graph 1: Monthly Total Arrivals, September 2020 – September 2025



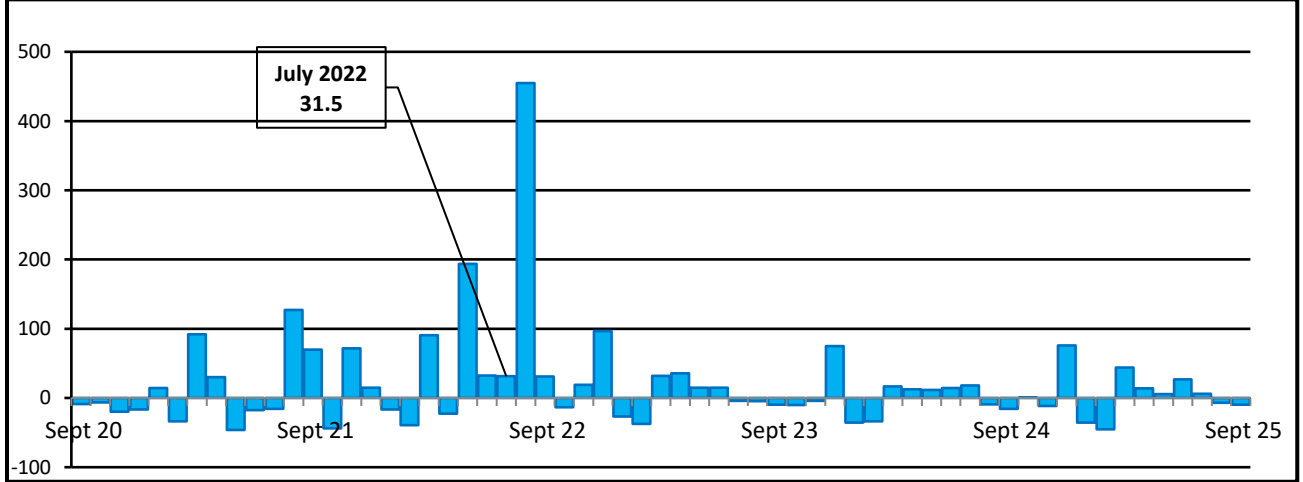
Note: Covid-19 travel restriction period from 20th March 2020 to 31st July 2022

Graph 2: Monthly Total Visitors, September 2020 – September 2025



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

Graph 3: Visitors Percentage Change over Previous month, September 2020 – September 2025



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, 2005 - 2025¹

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
2005	98,544	3,263	101,807	132,200	10,557	142,757	134,775	10,936	145,711	-2,954
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
2023										
September	14,351	528	14,879	19,185	1,507	20,692	18,846	1331	20,177	515
October	12,729	654	13,383	17,626	1,363	18,989	19,205	1198	20,403	-1,414
November	12,352	504	12,856	17,262	1,181	18,443	17,738	1486	19,224	-781
December	21,757	755	22,512	27,960	2,264	30,224	18,767	1099	19,866	10,358
2024										
January	13988	532	14,520	19,550	1,069	20,619	28,431	1387	29,818	-9,199
February	9,251	379	9,630	12,948	1,133	14,081	16,674	1292	17,966	-3,885
March	10,704	538	11,242	15,213	1,044	16,257	15,320	1197	16,517	-260
April	12,134	510	12,644	16,883	1,412	18,295	17,650	1522	19,172	-877
May	13,634	472	14,106	20,060	1,505	21,565	17,673	1441	19,114	2,451
June	15,596	547	16,143	20,755	1,391	22,146	19,047	1108	20,155	1,991
July	18,276	763	19,039	22,955	1,641	24,596	22,823	1501	24,324	272
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

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 2025 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	20,974	11,081	9,893	14,471	6,935	7,536	5,183	3,353	1,830	506	292	214	814	501	313
0 - 4	582	290	292	510	251	259	51	26	25	5	4	1	16	9	7
5 - 9	752	384	368	648	329	319	74	42	32	6	2	4	24	11	13
10 - 14	1,024	469	555	912	412	500	74	40	34	18	9	9	20	8	12
15 - 19	1,167	561	606	936	417	519	149	94	55	21	5	16	61	45	16
20 - 24	1,524	869	655	893	399	494	510	382	128	35	20	15	86	68	18
25 - 29	1,824	1,034	790	998	439	559	681	514	167	58	28	30	87	53	34
30 - 34	1,869	1,107	762	1,109	548	561	647	481	166	57	40	17	56	38	18
35 - 39	1,745	962	783	1,142	544	598	484	346	138	45	27	18	74	45	29
40 - 44	1,688	947	741	1,120	575	545	460	304	156	46	24	22	62	44	18
45 - 49	1,758	906	852	1,161	558	603	460	259	201	61	43	18	76	46	30
50 - 54	1,778	896	882	1,215	567	648	459	273	186	51	28	23	53	28	25
55 - 59	1,621	832	789	1,136	569	567	379	201	178	43	27	16	63	35	28
60 - 64	1,342	654	688	959	453	506	302	163	139	25	12	13	56	26	30
65 - 69	1,077	549	528	794	396	398	221	119	102	17	11	6	45	23	22
70 - 74	657	344	313	487	259	228	137	64	73	14	9	5	19	12	7
75 +	566	277	289	451	219	232	95	45	50	4	3	1	16	10	6
% DISTRIBUTION ²	100	52.8	47.2	69.0	33.1	35.9	24.7	16.0	8.7	2.4	1.4	1.0	3.9	2.4	1.5

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 2025 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	13,047	111	13,158	83.3
American Samoa	517	29	546	3.5
Fiji	321	8	329	2.1
Cook Island	0	0	0	0.0
Other Pacific Is	208	16	224	1.4
New Zealand	7,989	48	8,037	50.9
Australia	4,012	10	4,022	25.5
EUROPE	405	81	486	3.1
United Kingdom	110	28	138	0.9
Scandinavia	14	15	29	0.2
Benelux	17	4	21	0.1
Germany	72	14	86	0.5
Other Europe	192	20	212	1.3
AMERICA	1,196	49	1,245	7.9
U.S.A	1,163	46	1,209	7.7
Canada	33	3	36	0.2
ASIA	520	294	814	5.2
Japan	66	4	70	0.4
China	226	71	297	1.9
Korea	7	4	11	0.1
Other Asia	221	215	436	2.8
OTHER COUNTRIES	78	10	88	0.6
TOTAL	15,246	545	15,791	100%
PERCENTAGE DISTRIBUTION	96.5	3.5	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 Purpose of Visit, September 2025 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	13,158	83.3	6,821	517	4,952	119	274	475
American Samoa	546	3.5	183	33	154	3	121	52
Fiji	329	2.1	120	78	38	4	45	44
Cook Island	0	0.0	0	0	0	0	0	0
Other Pacific Is	224	1.4	101	50	23	3	26	21
New Zealand	8,037	50.9	4,155	220	3,348	66	62	186
Australia	4,022	25.5	2,262	136	1,389	43	20	172
EUROPE	486	3.1	403	9	22	10	17	25
United Kingdom	138	0.9	111	3	14	0	2	8
Scandinavia	29	0.2	26	1	0	0	0	2
Benelux	21	0.1	19	0	1	0	0	1
Germany	86	0.5	80	0	3	1	1	1
Other Europe	212	1.3	167	5	4	9	14	13
AMERICA	1,245	7.9	619	66	393	1	92	74
U.S.A.	1,209	7.7	593	63	389	1	90	73
Canada	36	0.2	26	3	4	0	2	1
ASIA	814	5.2	562	41	42	2	122	45
Japan	70	0.4	39	10	8	0	3	10
China	297	1.9	209	11	23	0	37	17
Korea	11	0.1	9	1	0	0	0	1
Other Asia	436	2.8	305	19	11	2	82	17
OTHER COUNTRIES	88	0.6	64	12	3	0	1	8
TOTAL	15,791	100.0	8,469	645	5,412	132	506	627
Percentage Distribution ²	100.0		53.6	4.1	34.3	0.8	3.2	4.0

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 2025 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	20,974	100%	5,183	24.7	15,791	75.3
<u>AIR</u>						
Quantas	1,967	9.4	197	0.9	1,770	8.4
Virgin Australia	1,747	8.3	186	0.9	1,561	7.4
Talofa Airways	911	4.3	355	1.7	556	2.7
Samoa Airways	1,585	7.6	824	3.9	761	3.6
Air New Zealand	9,120	43.5	2,036	9.7	7,084	33.8
Fiji Airways	4,502	21.5	1,013	4.8	3,489	16.6
Other Air Carrier	25	0.1	0	0.0	25	0.1
<u>SEA</u>						
Lady Samoa IV	667	3.2	557	2.7	110	0.5
Yacht	60	0.3	0	0.0	60	0.3
Other Sea Carrier	390	1.9	15	0.1	375	1.8

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 2025 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	15,285	6,709	7,158	1,418
1day	167	115	48	4
2days	180	125	53	2
3days	324	242	75	7
4days	342	241	97	4
5days	836	571	239	26
6days	882	664	210	8
7days	3,230	1,686	1,088	456
8-14days	5,076	2,499	2,439	138
15-30days	3,344	405	2,240	699
31-60days	33	0	29	4
61-90days	22	11	9	2
91-180days	66	0	56	10
181-365days	50	0	50	0
> Year	96	0	96	0
Not Stated	637	150	429	58
Percentage Distribution ²	100	43.9	46.8	9.3

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