

# SAMOA BUREAU OF STATISTICS

## INTERNATIONAL ARRIVAL STATISTICS OCTOBER 2023

### MONTHLY HIGHLIGHTS:

In October 2023:

□ Total arrivals: 18,989

Total visitors: 13,383

□ Total Visitors:

NZ: 5,873 (43.9% of total visitors)

AUST: 3,597 (26.9% of total visitors)

AM. SAM: 726 (5.4% of total visitors)

USA: 1,008 (7.5% of total visitors)

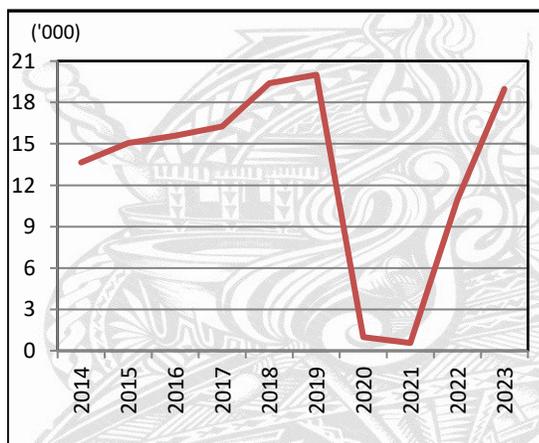
### 1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **October 2023** totalling 18,989 arrivals, revealed a decrease of 9.0 percent over the previous month of September 2023.

Those who travelled to Samoa by Air represented 92.8% while 7.2% was represented by those who travelled by Sea.

Fig. 1 below graphically depicts the arrival numbers from October 2014 to October 2023, clearly showing the impact of Covid 19 on arrival numbers between April 2020 and July 2022.

**Fig. 1: October Total Arrivals, 2014 – 2023**

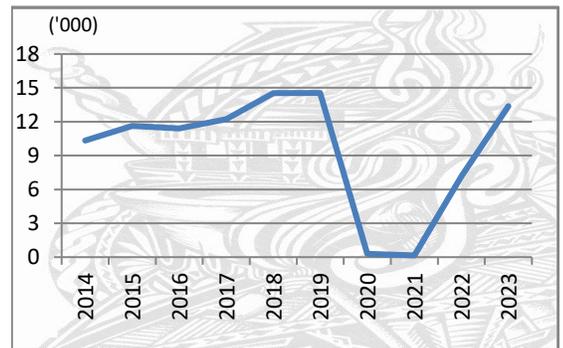


### 2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 13,383 revealing a decrease of 11.2 percent over the previous month of August 2023

Fig 2 shows visitor numbers from October 2014 to October 2023, further showing the impacts of Covid 19 on monthly visitors numbers between April 2020 and July 2022.

**Fig. 2: October Total Visitors, 2014 – 2023**



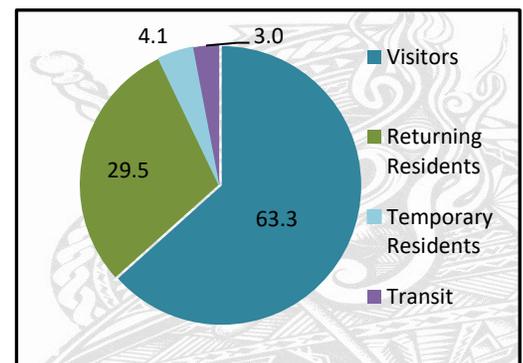
### 3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (Table 2), made up the largest component of all arrivals with 63.3 percent (12,027), represented by 32.6 percent females (6,187) and 30.8 percent males (5,840).

Male returning residents made up 17.1 percent (3,239) of total arrivals while their female counterpart made up 12.5 percent (2,367). (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, October 2023**



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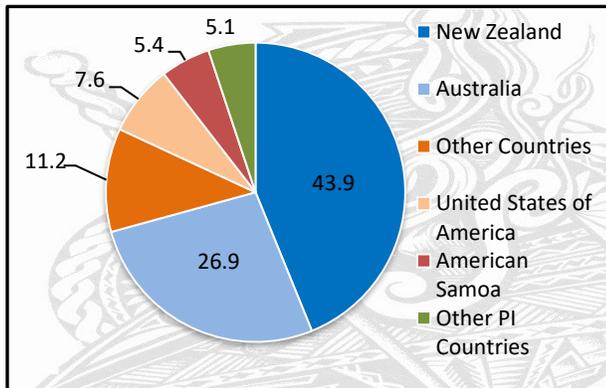
October 2023	All Arrivals	All Visitors
Number	18,989	13,383
Holiday & Vacation		5,859
Vist Friends/Relatives		3,932
Business/Conference		870

#### 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 43.9 percent of total visitors or 5,873 visitors. Australia followed next with a distant 26.9 percent share (3,597).

United States of America reported 7.5 percent (1,008 visitors) while American Samoa reported 5.4 percent (726) of total visitors. (Refer Fig. 4)

**Fig. 4: Total Visitors, by Country of Usual Residence, October 2023**

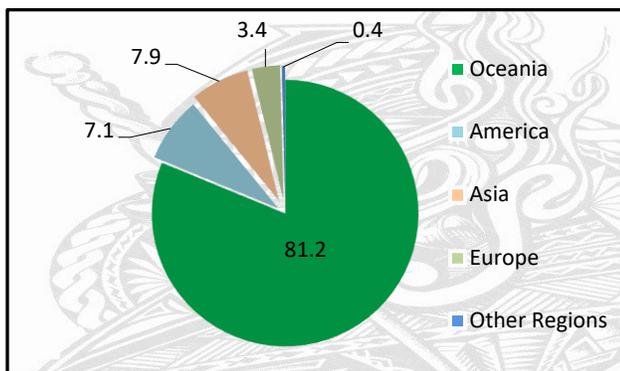


#### 5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 81.2 percent, followed by America with 7.9 percent.

Asia reported a share of 7.1 percent while Europe reported the least share of 3.4 percent. (Refer Fig. 5).

**Fig. 5: Total Visitors by Region, October 2023**



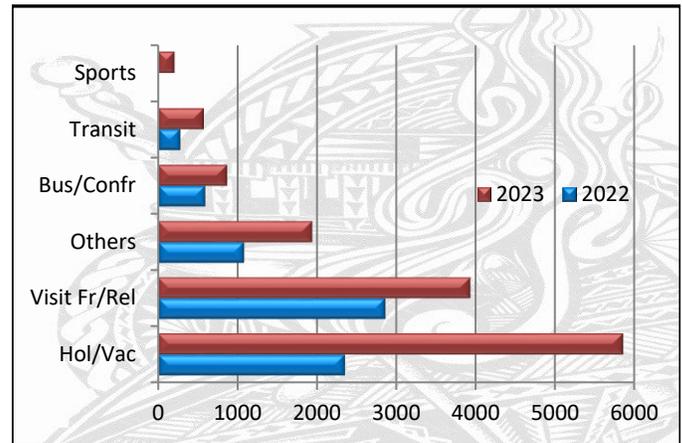
#### 6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 83.7 percent of all visitors visiting Samoa in October 2023.

The majority of visitors (5,859) entered our shores for holiday and vacation while 3,569 entered our shores to visits friends and relatives.

Those who were here on Business/Conference recorded 870 visitors while those for Sports purposes reported 205 visitors. Fig.6 depicts total visitors by purpose of visit for October 2022 and October 2023.

**Fig. 6: Total Visitors, by Purpose of Visit, September 2022 & September 2023**

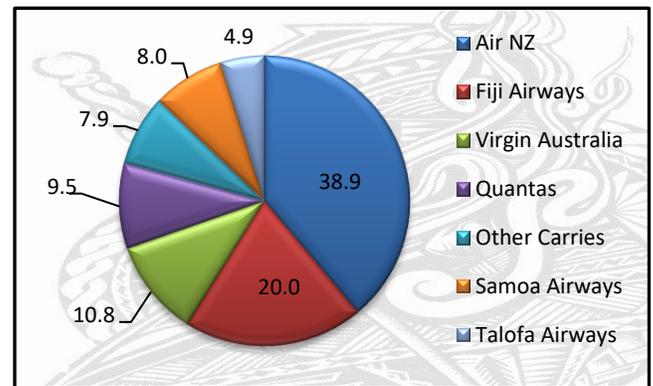


#### 7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 38.9 percent share, (7,390 passengers) followed by Fiji Airways with a 20.0 percent share (3,807 passengers).

Virgin Australia brought in 10.8 percent (2,049 passengers) of total arrivals while Quantas and Samoa Airways recorded shares of 9.5 percent (1,799) and 8.0 percent (1,517) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

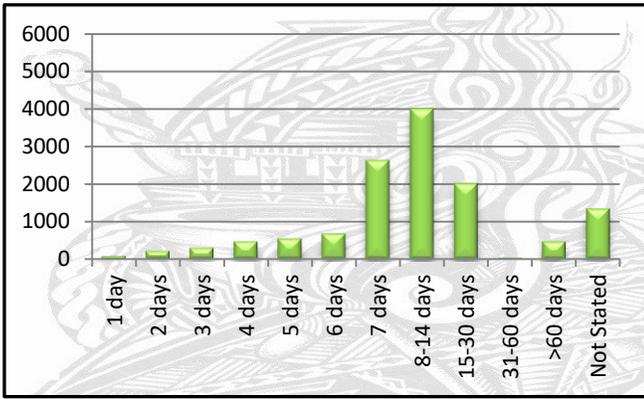
**Fig. 7: Total Arrivals by Carrier, October 2023**



#### 8. TOTAL VISITORS BY DURATION OF STAY AND PLACE OF STAY

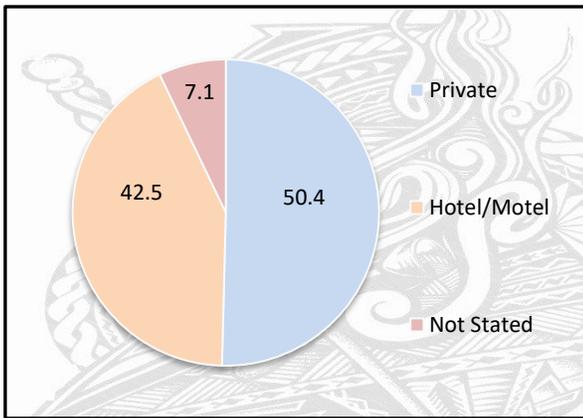
As shown in Fig. 8 below, visitor's duration of stay in Samoa (Table 6) is between seven and thirty days.

**Fig. 8: Total Visitors by Duration of Stay, October 2023**



On the other hand, the majority of visitors (50.4 percent or 6,455 visitors) reported staying in private accommodations or with families/ relatives while 42.5 percent (5,448) stayed in hotel/ motel. (Refer Fig. 9).

**Fig. 9: Total Visitors by Place of Stay, October 2023**



**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 two local points of entry namely:

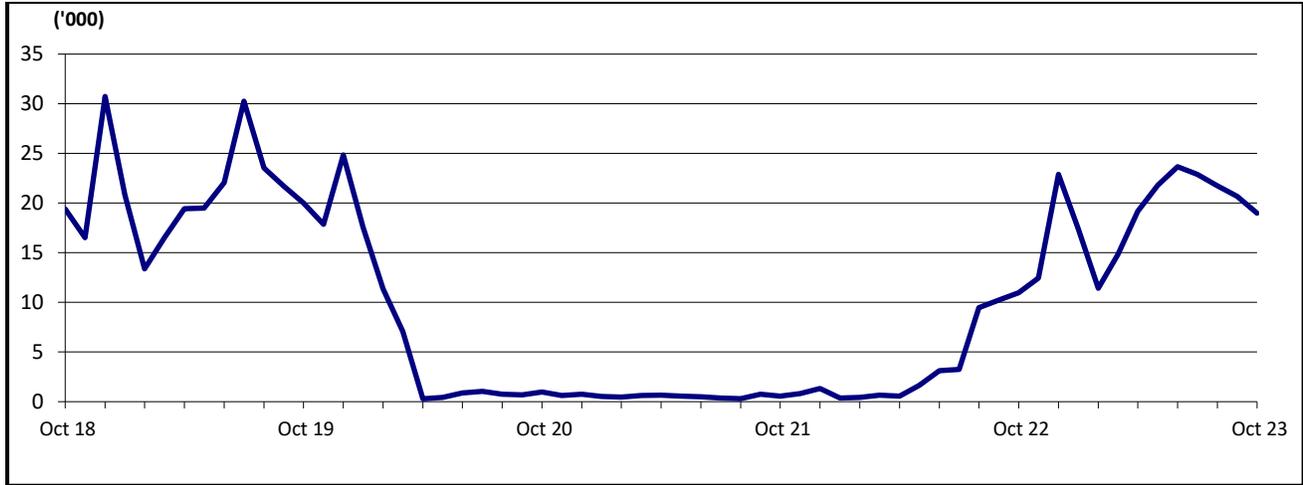
- (1) Faleolo International Airport
- (2) Apia Wharf (Matautu Port)
- (3) Fagalii International Airport

International Arrival Statistics are compiled on a monthly, quarterly and annual basis. These reports can also be downloaded from our website:

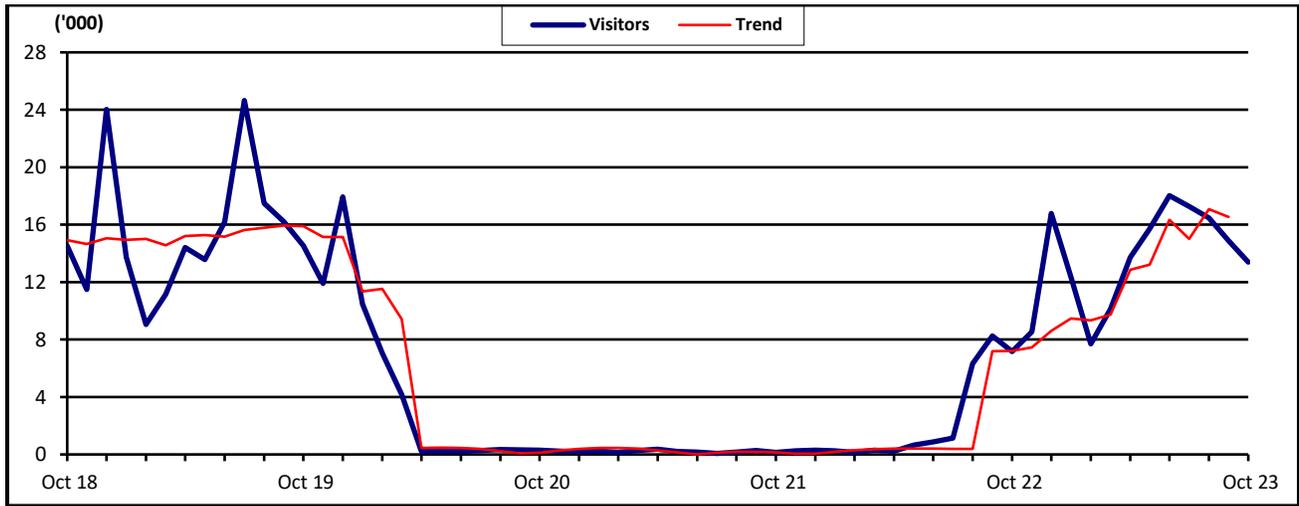
[www.sbs.gov.ws](http://www.sbs.gov.ws)

**APPENDIX**

Graph 1: Monthly Total Arrivals, October 2018 – October 2023



Graph 2: Monthly Total Visitors, October 2018 – October 2023



Graph 3: Visitors Percentage Change over Previous month, October 2018 – October 2023

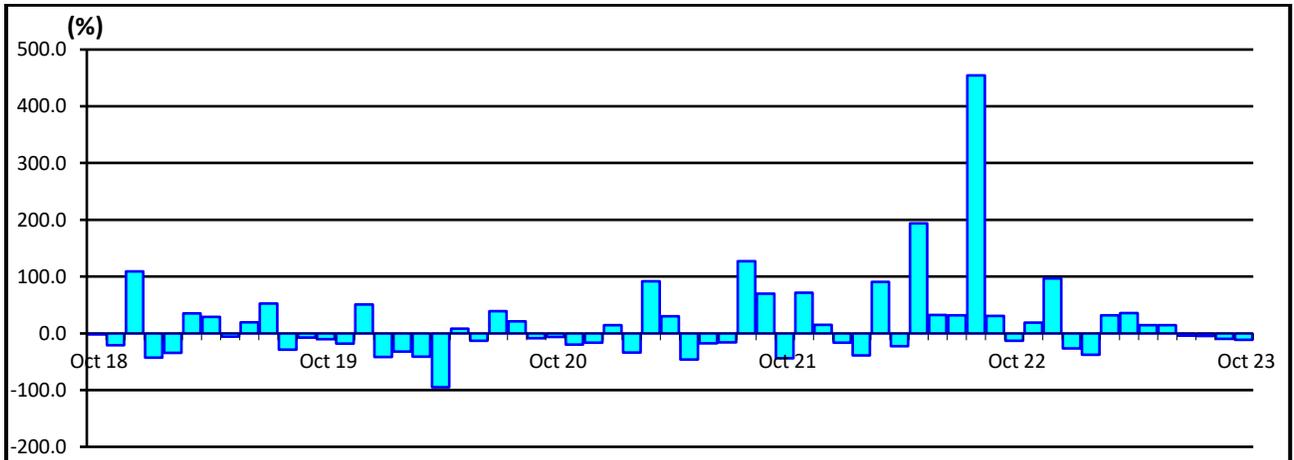


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2012 - 2023<sup>1</sup>

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
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	210,595	8,361	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	36,471	3,937	50,582	-8,209
2021	1,096	1,495	2,591	5,011	2,452	7,463	8,614	1,462	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
<b>2020</b>										
October	0	292	292	640	348	988	206	364	570	418
November	0	234	234	299	309	608	89	262	351	257
December	28	167	195	509	236	745	253	301	554	191
<b>2021</b>										
January	55	168	223	291	238	529	859	296	1155	-626
February	34	114	148	278	192	470	502	144	646	-176
March	85	199	284	357	271	628	234	213	447	181
April	239	130	369	486	174	660	670	173	843	-183
May	44	154	198	334	236	570	419	164	583	-13
June	120	43	163	427	82	509	1019	65	1084	-575
July	59	11	70	255	103	358	589	116	705	-347
August	74	85	159	179	121	300	715	13	728	-428
September	45	225	270	377	369	746	798	300	1098	-352
October	49	102	151	382	183	565	1037	247	1284	-719
November	98	161	259	567	244	811	1999	172	2171	-1360
December	194	103	297	1,078	239	1,317	2038	212	2250	-933
<b>2022</b>										
January	107	141	248	191	180	371	1,015	198	1,213	-842
February	47	104	151	295	141	436	1,105	153	1,258	-822
March	142	146	288	459	211	670	2,218	162	2,380	-1710
April	81	142	223	374	175	549	945	164	1,109	-560
May	530	125	655	1,466	178	1,644	1,446	126	1,572	72
June	715	151	866	2,893	228	3,121	2,226	150	2,376	745
July	975	164	1,139	2,948	314	3,262	2,700	242	2,942	320
August	5,967	351	6,318	8,910	546	9,456	6,688	373	7,061	2395
September	7,629	632	8,261	9,514	707	10,221	8,679	928	9,607	614
October	6,917	254	7,171	10,303	673	10,976	10,790	693	11,483	-507
November	8,085	445	8,530	11,493	949	12,442	13,020	984	14,004	-1562
December	16,009	770	16,779	20,920	1,985	22,905	14,234	1,246	15,480	7,425
<b>2023</b>										
January	11,868	453	12,321	16,376	1,023	17,399	21,704	1,490	23,194	-5,795
February	7,273	414	7,687	10,418	993	11,411	14,083	1,314	15,397	-3,986
March	9,643	485	10,128	13,673	1,188	14,861	14,470	1,456	15,926	-1,065
April	13,271	449	13,720	17,698	1,466	19,164	17,614	1,455	19,069	95
May	15,321	398	15,719	20,666	1,130	21,796	17,909	1,285	19,194	2,602
June	17,122	899	18,021	21,979	1,691	23,670	20,849	1,681	22,530	1,140
July	16,145	1,125	17,270	20,528	2,347	22,875	22,836	1,861	24,697	-1,822
August	15,829	642	16,471	20,176	1,576	21,752	20,691	1,930	22,621	-869
September	14,351	528	14,879	19,185	1,507	20,692	18,846	1,331	20,177	515
October	12,729	654	13,383	17,626	1,363	18,989	19,205	1,198	20,403	-1,414

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

1: Provisional figures

... Denote not yet available

Table 2: Total Arrivals by Age, Purpose of Entry and Sex, October 2023 <sup>1</sup>

Age	Purpose of Entry														
	Total			Visitors			Returning Residents			Transit			Temporary Residents		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	18,989	9,807	9,182	12,027	5,840	6,187	5,606	3,239	2,367	575	310	265	781	418	363
0 - 4	664	323	341	507	250	257	121	57	64	16	8	8	20	8	12
5 - 9	638	319	319	491	250	241	109	51	58	12	4	8	26	14	12
10 - 14	704	324	380	563	253	310	93	44	49	14	5	9	34	22	12
15 - 19	747	320	427	538	216	322	158	76	82	18	10	8	33	18	15
20 - 24	1,352	718	634	758	345	413	510	334	176	37	18	19	47	21	26
25 - 29	1,762	981	781	1078	513	565	590	407	183	50	33	17	44	28	16
30 - 34	1,777	1000	777	1109	557	552	539	371	168	67	43	24	62	29	33
35 - 39	1,550	858	692	944	492	452	500	311	189	60	30	30	46	25	21
40 - 44	1,519	819	700	868	440	428	501	286	215	59	32	27	91	61	30
45 - 49	1,500	763	737	929	464	465	454	240	214	49	26	23	68	33	35
50 - 54	1,702	854	848	1086	527	559	511	274	237	45	25	20	60	28	32
55 - 59	1,490	750	740	942	453	489	446	242	204	50	28	22	52	27	25
60 - 64	1,309	626	683	796	365	431	410	205	205	34	22	12	69	34	35
65 - 69	1,086	562	524	660	336	324	338	184	154	32	12	20	56	30	26
70 - 74	685	335	350	434	217	217	184	85	99	24	11	13	43	22	21
75 +	504	255	249	324	162	162	142	72	70	8	3	5	30	18	12
<b>% DISTRIBUTION <sup>2</sup></b>	<b>100</b>	<b>51.6</b>	<b>48.4</b>	<b>63.3</b>	<b>30.8</b>	<b>32.6</b>	<b>29.5</b>	<b>17.1</b>	<b>12.5</b>	<b>3.0</b>	<b>1.6</b>	<b>1.4</b>	<b>4.1</b>	<b>2.2</b>	<b>1.9</b>

**Source:** Ministry of the Prime Minister and Cabinet; Immigration Division, Ministry of Customs and Revenue, 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, October 2023 <sup>1</sup>

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
<b>OCEANIA</b>	<b>10,694</b>	<b>175</b>	<b>10,869</b>	<b>81.2</b>
American Samoa	678	48	726	5.4
Fiji	369	24	393	2.9
Cook Island	1	0	1	0
Other Pacific Is	250	29	279	2.1
New Zealand	5,808	65	5,873	43.9
Australia	3,588	9	3,597	26.9
<b>EUROPE</b>	<b>389</b>	<b>63</b>	<b>452</b>	<b>3.4</b>
United Kingdom	101	31	132	1.0
Scandinavia	27	4	31	0.2
Benelux	18	3	21	0.2
Germany	60	0	60	0.4
Other Europe	183	25	208	1.6
<b>AMERICA</b>	<b>1,025</b>	<b>27</b>	<b>1,052</b>	<b>7.9</b>
U.S.A	985	23	1,008	7.5
Canada	40	4	44	0.3
<b>ASIA</b>	<b>569</b>	<b>384</b>	<b>953</b>	<b>7.1</b>
Japan	44	1	45	0.3
China	201	61	262	2.0
Korea	11	0	11	0.1
Other Asia	313	322	635	4.7
<b>OTHERS</b>	<b>52</b>	<b>5</b>	<b>57</b>	<b>0.4</b>
<b>TOTAL</b>	<b>12,729</b>	<b>654</b>	<b>13,383</b>	<b>100%</b>
<b>PERCENTAGE DISTRIBUTION</b>	<b>95.1</b>	<b>4.9</b>	<b>100%</b>	

**Source:** Ministry of the Prime Minister and Cabinet; Immigration Division, Ministry of Customs and Revenue 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, October 2023 <sup>1</sup>

Country of Usual Residence	Purpose of Visit							
	Total	Percentage <sup>2</sup>	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
<b>OCEANIA</b>	<b>10,869</b>	<b>81.2</b>	<b>4,789</b>	<b>583</b>	<b>3,569</b>	<b>189</b>	<b>294</b>	<b>1,445</b>
American Samoa	726	5.4	179	68	197	3	154	125
Fiji	393	2.9	62	106	101	23	29	72
Cook Island	1	0.0	0	0	1	0	0	0
Other Pacific Is	279	2.1	24	73	47	24	46	65
New Zealand	5,873	43.9	2,842	207	2,046	70	45	663
Australia	3,597	26.9	1,682	129	1,177	69	20	520
<b>EUROPE</b>	<b>452</b>	<b>3.4</b>	<b>305</b>	<b>33</b>	<b>31</b>	<b>14</b>	<b>31</b>	<b>38</b>
United Kingdom	132	1.0	70	17	14	9	3	19
Scandinavia	31	0.2	27	1	3	0	0	0
Benelux	21	0.2	14	3	2	0	0	2
Germany	60	0.4	51	0	3	0	4	2
Other Europe	208	1.6	143	12	9	5	24	15
<b>AMERICA</b>	<b>1,052</b>	<b>7.9</b>	<b>490</b>	<b>44</b>	<b>298</b>	<b>1</b>	<b>59</b>	<b>160</b>
U.S.A.	1,008	7.5	453	43	297	1	58	156
Canada	44	0.3	37	1	1	0	1	4
<b>ASIA</b>	<b>953</b>	<b>7.1</b>	<b>253</b>	<b>193</b>	<b>33</b>	<b>1</b>	<b>185</b>	<b>288</b>
Japan	45	0.3	23	11	3	1	3	4
China	262	2.0	70	68	21	0	23	80
Korea	11	0.1	4	3	3	0	0	1
Other Asia	635	4.7	156	111	6	0	159	203
<b>OTHER COUNTRIES</b>	<b>57</b>	<b>0.4</b>	<b>22</b>	<b>17</b>	<b>1</b>	<b>0</b>	<b>6</b>	<b>11</b>
<b>TOTAL</b>	<b>13,383</b>	<b>100.0</b>	<b>5,859</b>	<b>870</b>	<b>3,932</b>	<b>205</b>	<b>575</b>	<b>1,942</b>
<b>Percentage Distribution <sup>2</sup></b>	<b>100.0</b>		<b>43.8</b>	<b>6.5</b>	<b>29.4</b>	<b>1.5</b>	<b>4.3</b>	<b>14.5</b>

**Source:** Ministry of the Prime Minister and Cabinet; Immigration Division, Ministry of Customs and Revenue 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, October 2023 <sup>1</sup>

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage <sup>2</sup>	Total Visitors	Percentage <sup>2</sup>
<b>Total</b>	<b>18,989</b>	<b>100%</b>	<b>5,606</b>	<b>29.5</b>	<b>13,383</b>	<b>70.5</b>
<b>AIR</b>	<b>17,626</b>	<b>92.8</b>	<b>4,897</b>	<b>25.8</b>	<b>12,729</b>	<b>67.0</b>
Quantas	1,799	9.5	339	1.8	1,460	7.7
Virgin Australia	2,049	10.8	251	1.3	1,798	9.5
Samoa Airways	1,517	8.0	755	4.0	762	4.0
Talofa Airways	930	4.9	386	2.0	544	2.9
Air New Zealand	7,390	38.9	2,088	11.0	5,302	27.9
Fiji Airways	3,807	20.0	1,077	5.7	2,730	14.4
Other Air Carrier	134	0.7	1	0.0	133	0.7
<b>SEA</b>	<b>1,363</b>	<b>7.2</b>	<b>709</b>	<b>3.7</b>	<b>654</b>	<b>3.4</b>
Lady Samoa IV <sup>3</sup>	730	3.8	658	3.5	72	0.4
Yacht	36	0.2	0	0	36	0.2
Other Sea Carrier	597	3.1	51	0.3	546	2.9

**Source:** Ministry of the Prime Minister and Cabinet; Immigration Division, Ministry of Customs and Revenue; and Samoa Bureau of Statistics.

**Note:** Total visitors include transit.

- 1: Provisional figures
- 2: Figures are subject to rounding errors
- 3: Lady Naomi is now replace by Lady Samoa IV

Table 6: Visitors by Duration of Stay and Place of Stay, October 2023 <sup>1</sup>

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
<b>Total</b>	<b>12,808</b>	<b>5,448</b>	<b>6,455</b>	<b>905</b>
1day	83	58	21	4
2days	217	173	19	25
3days	299	179	101	19
4days	468	292	157	19
5days	547	430	107	10
6days	687	463	164	60
7days	2,634	1,437	787	410
8-14days	3,998	2,072	1,824	102
15-30days	2,019	155	1,746	118
31-60days	36	0	34	2
61-90days	120	0	117	3
91-180days	30	0	29	1
181-365days	60	0	51	9
> Year	264	0	184	80
Not Stated	1,346	189	1114	43
<b>Percentage Distribution <sup>2</sup></b>	<b>100</b>	<b>42.5</b>	<b>50.4</b>	<b>7.1</b>

**Source:** Ministry of the Prime Minister and Cabinet; Immigration Division,  
Ministry of Customs and Revenue and Samoa Bureau of Statistics.

**Note:** Visitors here, exclude transit.

1: Provisional figures

2: Figures are subject to rounding errors