



# SAMOA BUREAU OF STATISTICS

## INTERNATIONAL ARRIVAL STATISTICS JULY 2023

**MONTHLY HIGHLIGHTS:**  
In July 2023:

- Total arrivals: 22,875  
Total visitors: 17,270
- Total Visitors:  
NZ: 7,827 (45.3% of total visitors)  
AUST: 4,229 (24.5% of total visitors)  
USA: 1,831 (10.6% of total visitors)  
AM. SAM: 1,007 (5.8% of total visitors)

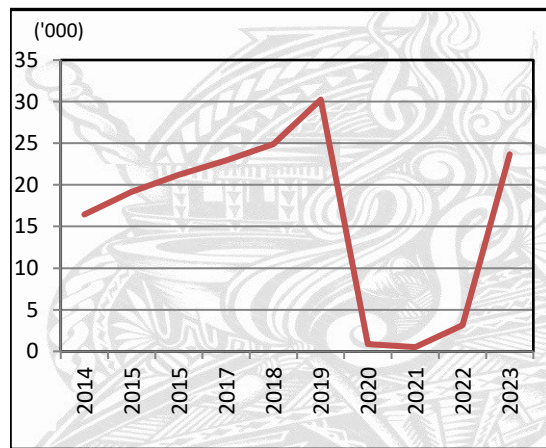
### 1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **July 2023** totalling 22,875 arrivals, revealed a decrease of 3.4 percent over the previous month of June 2023.

Those who travelled to Samoa by Air represented 89.7% while 10.3% was represented by those who travelled by Sea.

Fig. 1 below graphically depicts the arrival numbers from July 2014 to July 2023, indicating the impact of Covid 19 on arrival numbers between April 2020 and July 2022, with international borders reopening in August 2022.

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

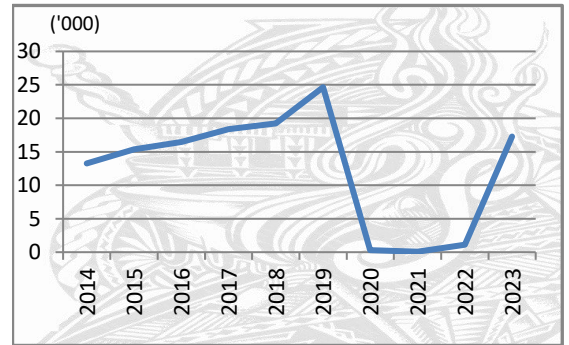


### 2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 17,270 revealing a decrease of -4.2 percent over the previous month of June 2023

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

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



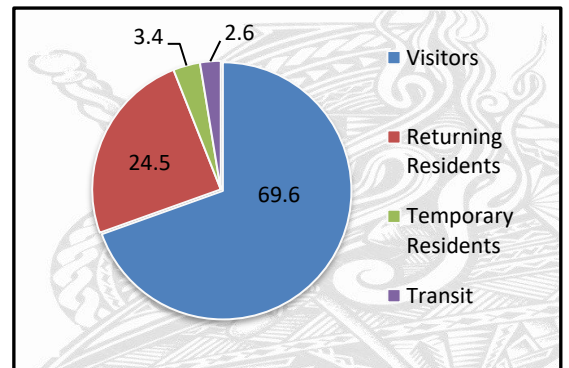
### 3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (Table 2), made up the largest component of all arrivals with 69.6 percent (15,911), represented by 35.0 percent males (7,998) and 34.6 percent females (7,913).

Male returning residents made up 13.5 percent (3,078) of total arrivals while their female counterpart made up 11.0 percent (2,527). (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, July 2023**



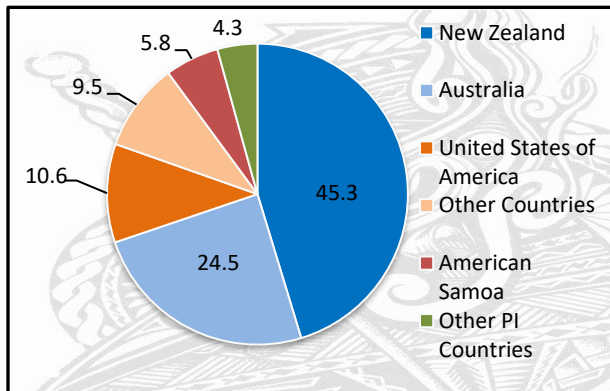
INSIDE THIS ISSUE		
July 2023	All Arrivals	All Visitors
Number	22,875	17,270
Vist Friends/ Relatives		5,107
Holiday & Vacation		8,098
Business/ Conference		1,290

#### 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 45.3 percent of total visitors or 7,827 visitors. Australia followed next with a distant 24.5 percent share (4,229).

United States of America reported 10.6 percent (1,831 visitors) while American Samoa reported 5.8 percent (1,007) of total visitors. (Refer Fig. 4)

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

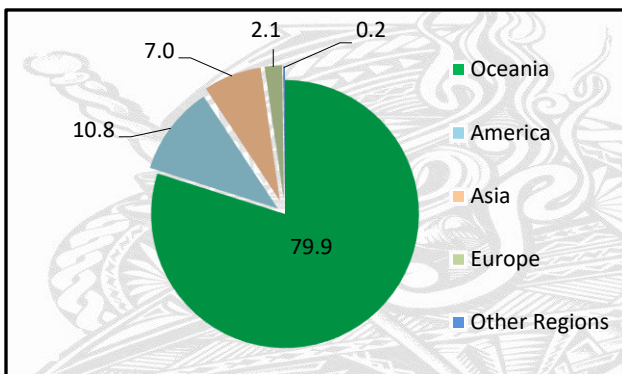


#### 5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 79.9 percent, followed by America with 10.8 percent.

Asia reported a share of 7.0 percent while Europe reported the least share of 2.1 percent. (Refer Fig. 5).

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



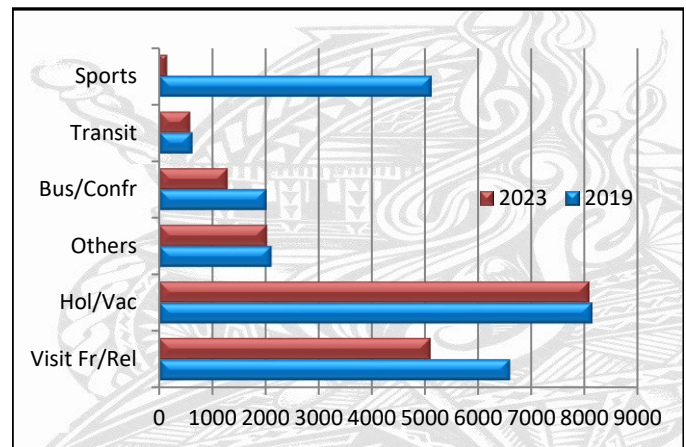
#### 6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constituted 86.2 percent of all visitors visiting Samoa in July 2023.

The majority of visitors (8,098 or 46.9 percent) entered our shores for holiday and vacation while 5,107 visitors (29.6 percent) entered our shores to visits friends and relatives.

Those who were here for Business/ Conference recorded 1,290 visitors (7.5 percent) while those on transit reported 590 visitors (3.4 percent). Fig.6 depicts total visitors by purpose of visit for July 2019 (pre Covid 19) and July 2023 (post Covid 19).

**Fig. 6: Total Visitors, by Purpose of Visit, July 2019 & July 2023**

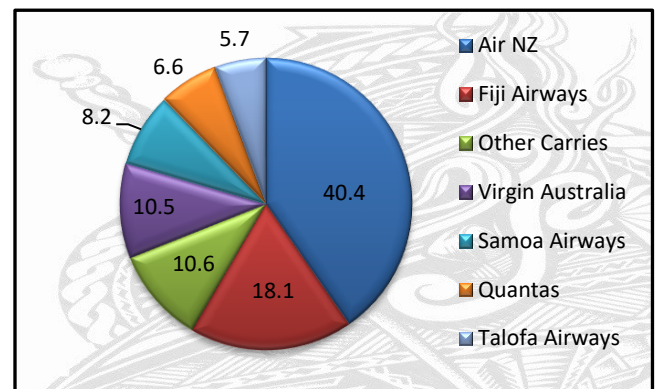


#### 7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 40.4 percent share, (9,234 passengers) followed by Fiji Airways with a 18.1 percent share (4,130 passengers).

Virgin Australia brought in 10.5 percent (2,391 passengers) of total arrivals while Samoa Airways and Qantas recorded shares of 8.2 percent (1,887) and 6.6 percent (1,514) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

**Fig. 7: Total Arrivals by Carrier, July 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) for the month of July is between seven and thirty days.

**BACKGROUND**

The sourced documents for the compilation of International Arrival Statistics are the immigration arrival and departure card forms.

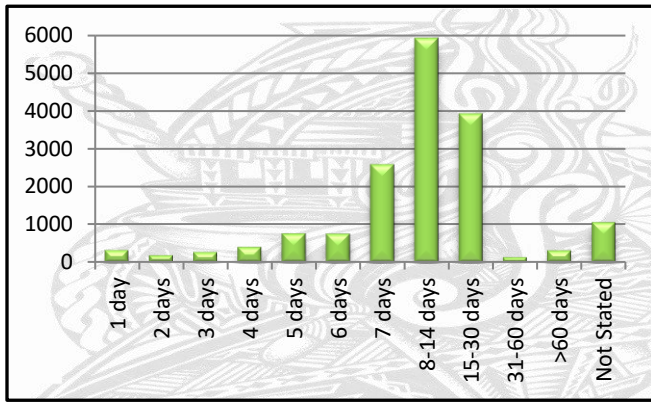
These forms are completed by all incoming and outgoing travelers at the two local points of entry namely:

- (1) Faleolo International Airport
- (2) Fagali'i International Airport
- (2) Apia Wharf (Matautu Port)

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)

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



On the other hand, the majority of visitors (47.5 percent or 7,921 visitors) reported staying in private accommodations or with families/ relatives while 42.5 percent (7,083) stayed in hotel/ motel. (Refer Fig. 9).

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

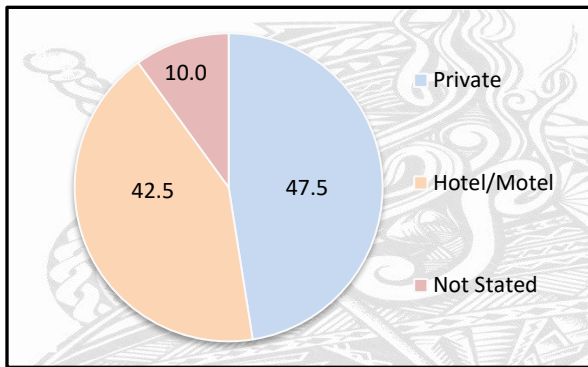
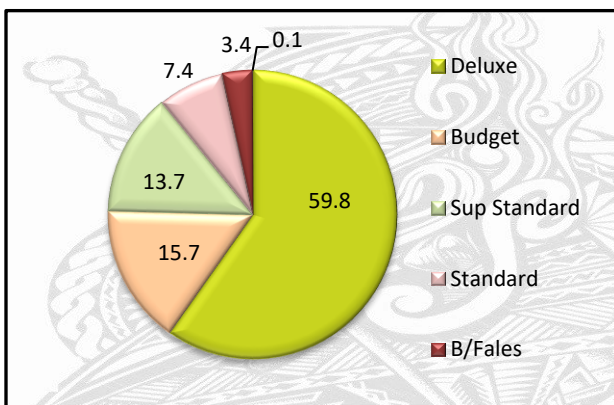


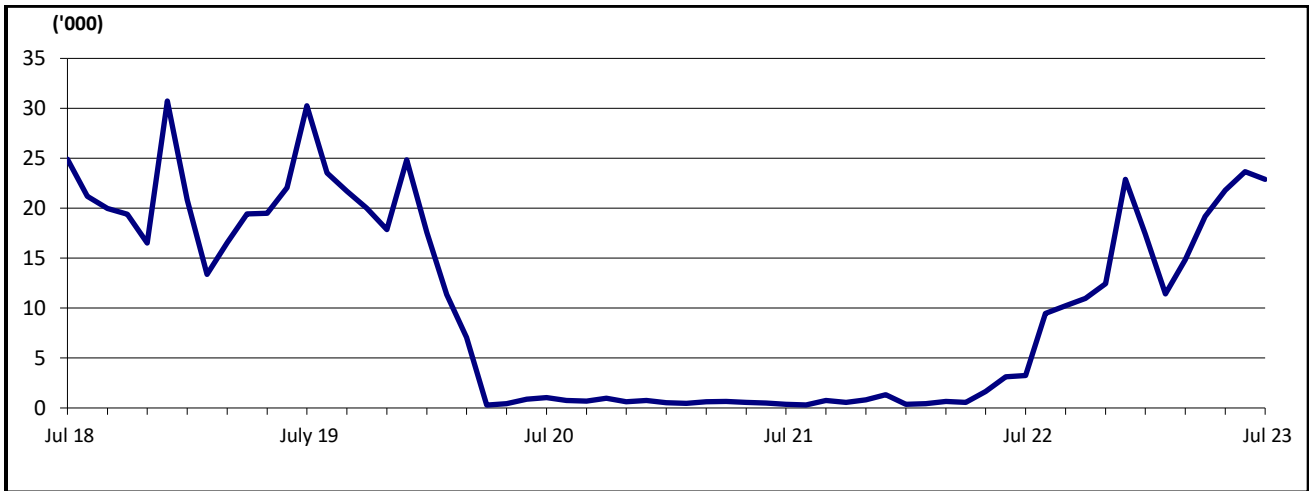
Fig. 10 portrays the number of visitors (7,083) who stayed in hotels/ motels by type of accommodation (hotel/ motel), within the reference month.

**Fig. 10: Visitors Staying in Hotels/ Motels by Type of Accommodation, July 2023**

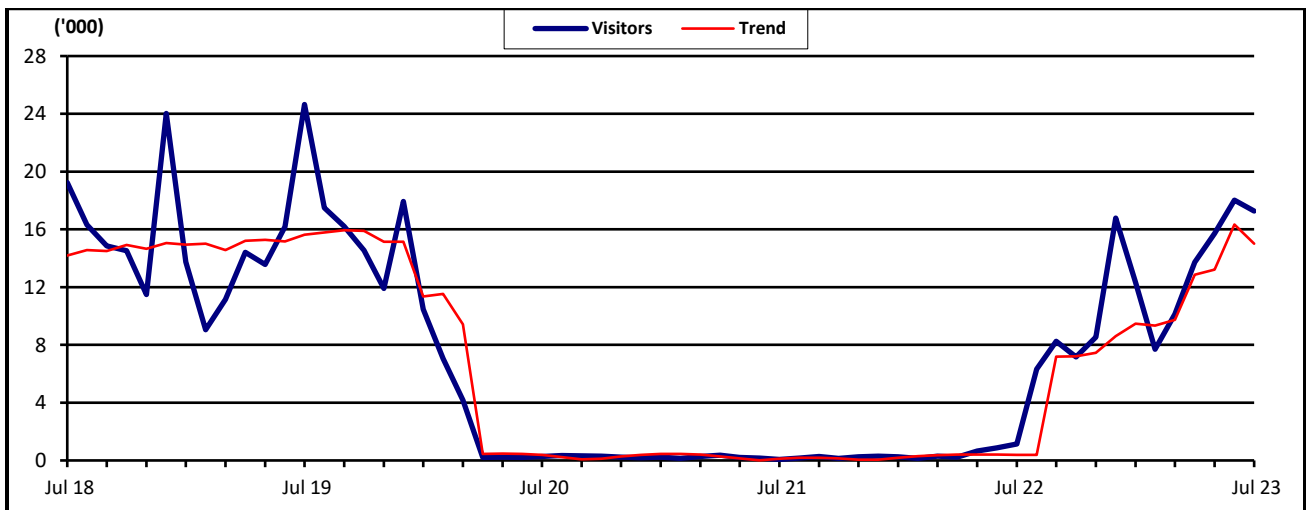


**APPENDIX**

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



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



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

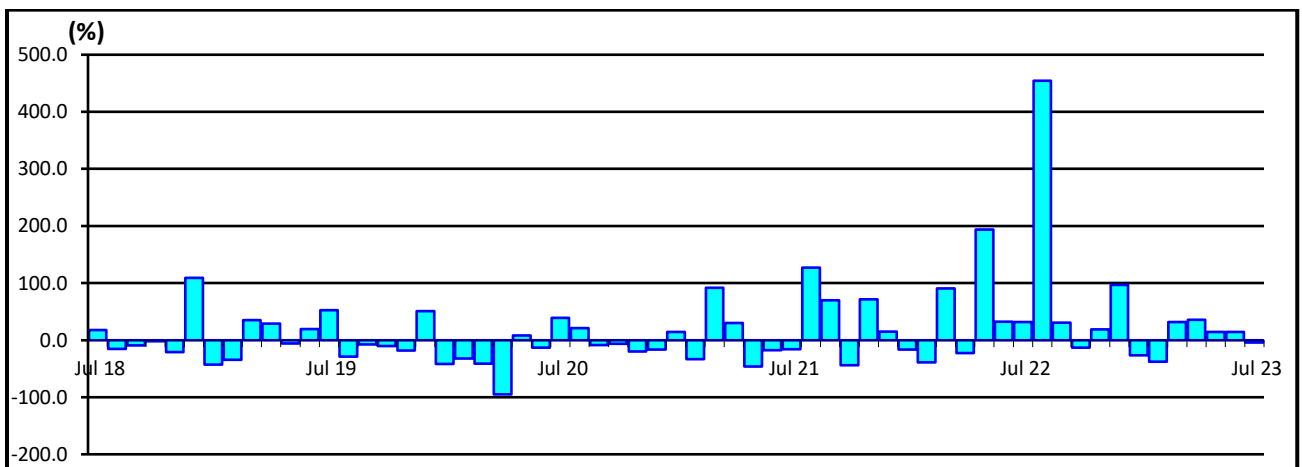


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2012 - 2023<sup>1</sup>

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>										
July	0	282	282	674	363	1,037	289	389	678	359
August	0	342	342	369	390	759	336	352	688	71
September	0	312	312	312	372	684	151	348	499	185
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

**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, July 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
<b>Total</b>	<b>22,875</b>	<b>11,831</b>	<b>11,044</b>	<b>15,911</b>	<b>7,998</b>	<b>7,913</b>	<b>5,605</b>	<b>3,078</b>	<b>2,527</b>	<b>590</b>	<b>336</b>	<b>254</b>	<b>769</b>	<b>419</b>	<b>350</b>
0 - 4	859	445	414	698	368	330	125	55	70	14	9	5	22	13	9
5 - 9	1,063	557	506	865	450	415	145	76	69	25	18	7	28	13	15
10 - 14	1,223	596	627	982	491	491	182	82	100	32	11	21	27	12	15
15 - 19	1,330	588	742	1041	449	592	224	104	120	32	17	15	33	18	15
20 - 24	1,536	806	730	1012	485	527	458	283	175	23	13	10	43	25	18
25 - 29	1,798	957	841	1185	591	594	532	320	212	42	24	18	39	22	17
30 - 34	1,848	975	873	1256	632	624	474	283	191	56	28	28	62	32	30
35 - 39	1,823	954	869	1310	669	641	408	232	176	53	28	25	52	25	27
40 - 44	1,946	1029	917	1286	661	625	526	287	239	65	36	29	69	45	24
45 - 49	1,931	1016	915	1263	650	613	527	288	239	77	48	29	64	30	34
50 - 54	1,970	1053	917	1291	671	620	567	321	246	55	30	25	57	31	26
55 - 59	1,701	879	822	1127	556	571	465	259	206	45	31	14	64	33	31
60 - 64	1,486	782	704	977	502	475	417	219	198	30	19	11	62	42	20
65 - 69	1,100	561	539	752	381	371	275	141	134	20	14	6	53	25	28
70 - 74	744	374	370	513	262	251	161	74	87	15	6	9	55	32	23
75 +	517	259	258	353	180	173	119	54	65	6	4	2	39	21	18
<b>% DISTRIBUTION <sup>2</sup></b>	<b>100</b>	<b>51.7</b>	<b>48.3</b>	<b>69.6</b>	<b>35.0</b>	<b>34.6</b>	<b>24.5</b>	<b>13.5</b>	<b>11.0</b>	<b>2.6</b>	<b>1.5</b>	<b>1.1</b>	<b>3.4</b>	<b>1.8</b>	<b>1.5</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, July 2023 <sup>1</sup>

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
<b>OCEANIA</b>	<b>13,310</b>	<b>483</b>	<b>13,793</b>	<b>79.9</b>
American Samoa	712	295	1,007	5.8
Fiji	407	17	424	2.5
Cook Island	3	0	3	0
Other Pacific Is	271	32	303	1.8
New Zealand	7,701	126	7,827	45.3
Australia	4,216	13	4,229	24.5
<b>EUROPE</b>	<b>350</b>	<b>21</b>	<b>371</b>	<b>2.1</b>
United Kingdom	114	1	115	0.7
Scandinavia	35	0	35	0.2
Benelux	11	0	11	0.1
Germany	41	1	42	0.2
Other Europe	149	19	168	1.0
<b>AMERICA</b>	<b>1,784</b>	<b>75</b>	<b>1,859</b>	<b>10.8</b>
U.S.A	1,757	74	1,831	10.6
Canada	27	1	28	0.2
<b>ASIA</b>	<b>664</b>	<b>546</b>	<b>1,210</b>	<b>7.0</b>
Japan	52	0	52	0.3
China	272	259	531	3.1
Korea	32	0	32	0.2
Other Asia	308	287	595	3.4
<b>OTHERS</b>	<b>37</b>	<b>0</b>	<b>37</b>	<b>0.2</b>
<b>TOTAL</b>	<b>16,145</b>	<b>1,125</b>	<b>17,270</b>	<b>100%</b>
<b>PERCENTAGE DISTRIBUTION</b>	<b>93.5</b>	<b>6.5</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, July 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>13,793</b>	<b>79.9</b>	<b>6,201</b>	<b>1,058</b>	<b>4,608</b>	<b>125</b>	<b>281</b>	<b>1,520</b>
American Samoa	1,007	5.8	238	49	407	4	126	183
Fiji	424	2.5	66	104	67	38	41	108
Cook Island	3	0.0	0	2	1	0	0	0
Other Pacific Is	303	1.8	34	68	72	9	49	71
New Zealand	7,827	45.3	4,097	415	2,545	51	50	669
Australia	4,229	24.5	1,766	420	1,516	23	15	489
<b>EUROPE</b>	<b>371</b>	<b>2.1</b>	<b>256</b>	<b>24</b>	<b>33</b>	<b>11</b>	<b>6</b>	<b>41</b>
United Kingdom	115	0.7	59	12	20	5	1	18
Scandinavia	35	0.2	30	2	0	0	0	3
Benelux	11	0.1	7	0	2	0	1	1
Germany	42	0.2	39	1	0	1	0	1
Other Europe	168	1.0	121	9	11	5	4	18
<b>AMERICA</b>	<b>1,859</b>	<b>10.8</b>	<b>873</b>	<b>113</b>	<b>424</b>	<b>11</b>	<b>140</b>	<b>298</b>
U.S.A.	1,831	10.6	859	112	413	10	140	297
Canada	28	0.2	14	1	11	1	0	1
<b>ASIA</b>	<b>1,210</b>	<b>7.0</b>	<b>747</b>	<b>91</b>	<b>42</b>	<b>7</b>	<b>162</b>	<b>161</b>
Japan	52	0.3	27	14	4	1	1	5
China	531	3.1	349	35	20	0	50	77
Korea	32	0.2	7	11	0	0	6	8
Other Asia	595	3.4	364	31	18	6	105	71
<b>OTHER COUNTRIES</b>	<b>37</b>	<b>0.2</b>	<b>21</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>11</b>
<b>TOTAL</b>	<b>17,270</b>	<b>100.0</b>	<b>8,098</b>	<b>1,290</b>	<b>5,107</b>	<b>154</b>	<b>590</b>	<b>2,031</b>
<b>Percentage Distribution <sup>2</sup></b>	<b>100.0</b>		<b>46.9</b>	<b>7.5</b>	<b>29.6</b>	<b>0.9</b>	<b>3.4</b>	<b>11.8</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.

: Sports was re-introduced again in the Purpose of Visit Category as of August 2008.

1: Provisional figures

2: Figures are subject to rounding errors



Table 5: Total Arrivals by Carrier and Purpose of Entry, July 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>22,875</b>	<b>100%</b>	<b>5,605</b>	<b>24.5</b>	<b>17,270</b>	<b>75.5</b>
<b>AIR</b>	<b>20,528</b>	<b>89.7</b>	<b>4,383</b>	<b>19.2</b>	<b>16,145</b>	<b>70.6</b>
Quantas	1,514	6.6	158	0.7	1,356	5.9
Virgin Australia	2,391	10.5	280	1.2	2,111	9.2
Samoa Airways	1,887	8.2	893	3.9	994	4.3
Talofa Airways	1,296	5.7	427	1.9	869	3.8
Air New Zealand	9,234	40.4	1,670	7.3	7,564	33.1
Fiji Airways	4,130	18.1	954	4.2	3,176	13.9
Other Air Carrier	76	0.3	1	0.0	75	0.3
<b>SEA</b>	<b>2,347</b>	<b>10.3</b>	<b>1,222</b>	<b>5.3</b>	<b>1,125</b>	<b>4.9</b>
Lady Samoa IV <sup>3</sup>	1,500	6.6	1,126	4.9	374	1.6
Yacht	48	0.2	0	0	48	0.2
Other Sea Carrier	799	3.5	96	0.4	703	3.1

**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, July 2023 <sup>1</sup>

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
<b>Total</b>	<b>16,680</b>	<b>7,083</b>	<b>7,921</b>	<b>1,676</b>
1day	323	282	24	17
2days	186	114	43	29
3days	274	182	78	14
4days	407	260	119	28
5days	769	489	234	46
6days	761	522	207	32
7days	2,591	1,574	678	339
8-14days	5,923	2,991	2,579	353
15-30days	3,930	508	3,055	367
31-60days	137	0	127	10
61-90days	112	0	100	12
91-180days	38	0	25	13
181-365days	19	0	9	10
> Year	150	0	37	113
Not Stated	1,060	161	606	293
<b>Percentage Distribution <sup>2</sup></b>	<b>100</b>	<b>42.5</b>	<b>47.5</b>	<b>10.0</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