

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS JUNE 2023

MONTHLY HIGHLIGHTS:

In June 2023:

□ Total arrivals: 23,670

Total visitors: 18,021

□ Total Visitors:

NZ: 7,561 (42.0% of total visitors)

AUST: 4,893 (27.2% of total visitors)

AM. SAM: 1,714 (9.5% of total visitors)

USA: 1,563 (8.7% of total visitors)

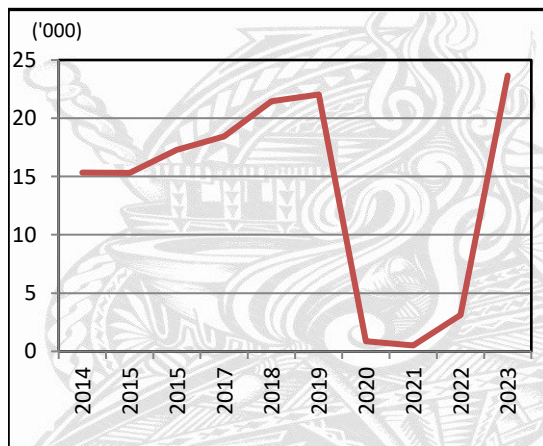
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **June 2023** totalling 23,670 arrivals, revealed an increase of 8.6 percent over the previous month of May 2023.

Those who travelled to Samoa by Air represented 92.9% while 7.1% was represented by those who travelled by Sea.

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

Fig. 1: June Total Arrivals, 2014 – 2023

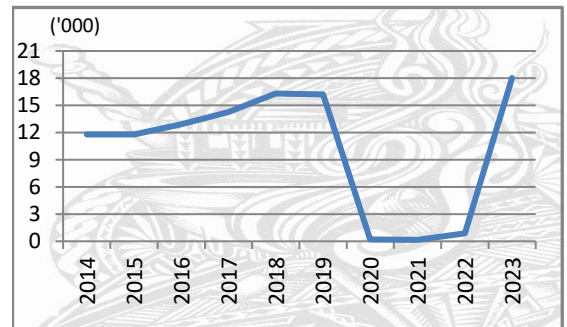


2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 18,021 revealing an increase of 14.6 percent over the previous month of May 2023

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

Fig. 2: June Total Visitors, 2014 – 2023



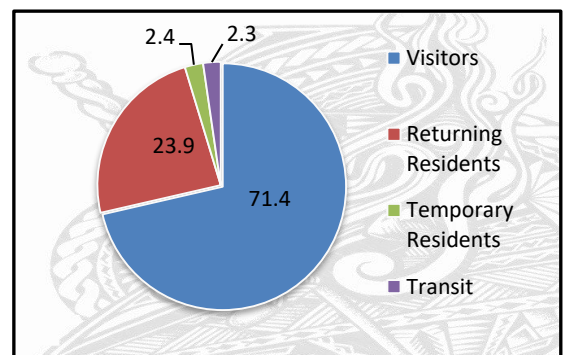
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (Table 2), made up the largest component of all arrivals with 71.4 percent (16,908), represented by 36.9 percent females (8,740) and 34.5 percent males (8,168).

Male returning residents made up 13.8 percent (3,258) of total arrivals while their female counterpart made up 10.1 percent (2,391). (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, June 2023



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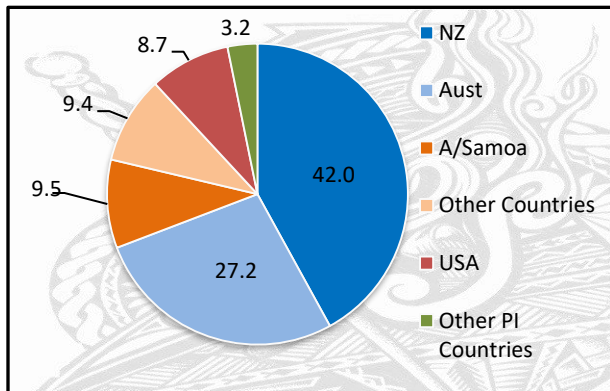
April 2023	All Arrivals	All Visitors
Number	23,670	18,021
Vist Friends/Relatives		6,996
Holiday & Vacation		7,722
Business/Conference		1,280

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 42.0 percent of total visitors or 7,561 visitors. Australia followed next with a distant 27.2 percent share (4,893).

American Samoa reported 9.5 percent (1,714 visitors) while United States of America reported 8.7 percent (1,563) of total visitors. (Refer Fig. 4)

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

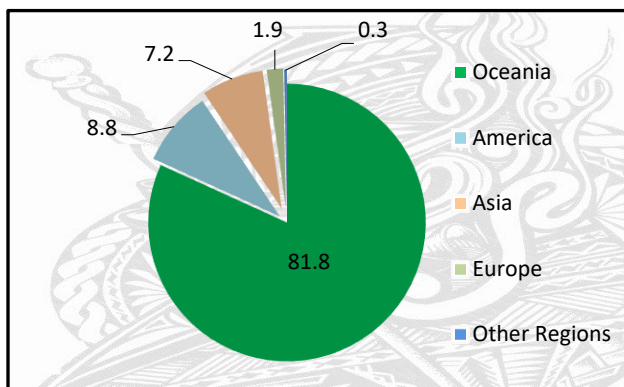


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 81.8 percent, followed by America with 8.8 percent.

Asia reported a share of 7.2 percent while Europe reported the least share of 1.9 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, June 2023



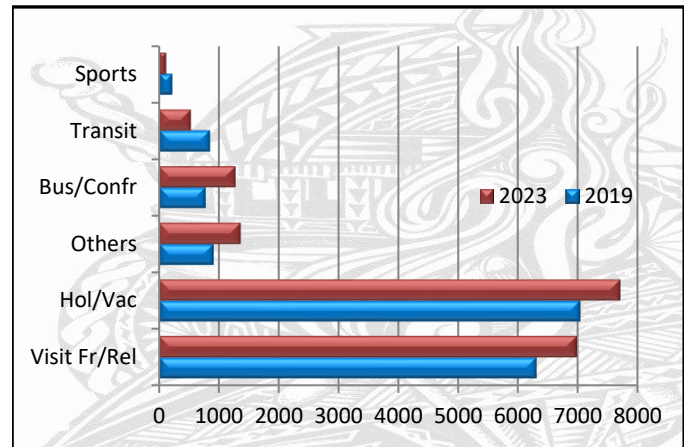
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constituted 87.3 percent of all visitors visiting Samoa in June 2023.

The majority of visitors (7,722) entered our shores for holiday and vacation while 6,996 entered our shores to visits friends and relatives.

Those who were here for Business/ Conference recorded 1,280 visitors while those on transit reported 535 visitors. Fig.6 depicts total visitors by purpose of visit for June 2019 (pre Covid 19) and June 2023 (post Covid 19).

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

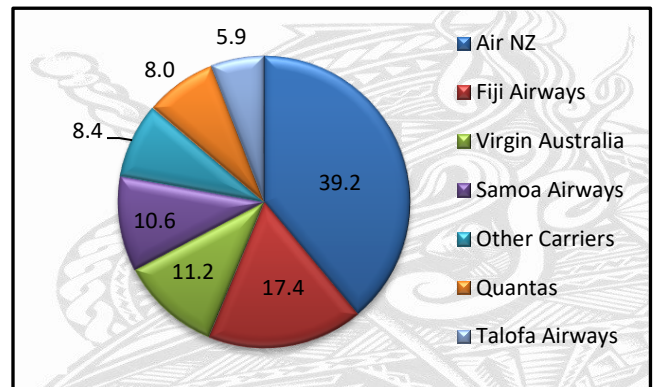


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 39.2 percent share, (9,283 passengers) followed by Fiji Airways with a 17.4 percent share (4,124 passengers).

Virgin Australia brought in 11.2 percent (2,461 passengers) of total arrivals while Samoa Airways and Qantas recorded shares of 10.6 percent (2,509) and 8.0 percent (1,887) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

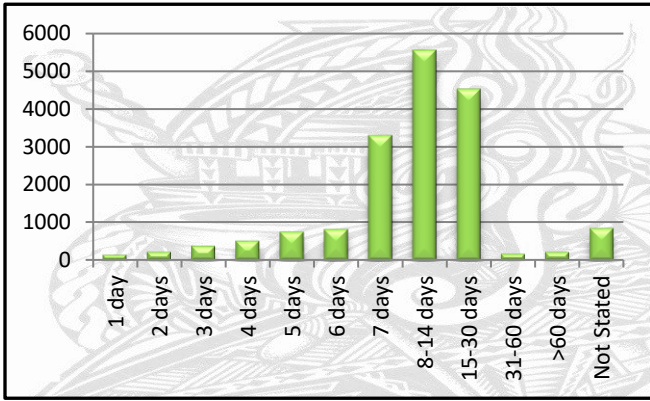
Fig. 7: Total Arrivals by Carrier, June 2023



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, June 2023



On the other hand, the majority of visitors (55.8 percent or 9,759 visitors) reported staying in private accommodations or with families/ relatives while 37.5 percent (6,555) stayed in hotel/ motel. (Refer Fig. 9).

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

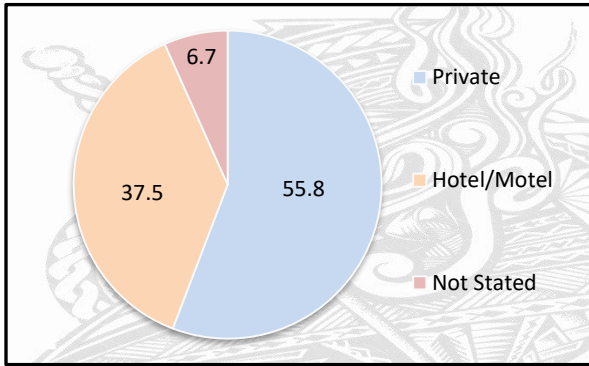
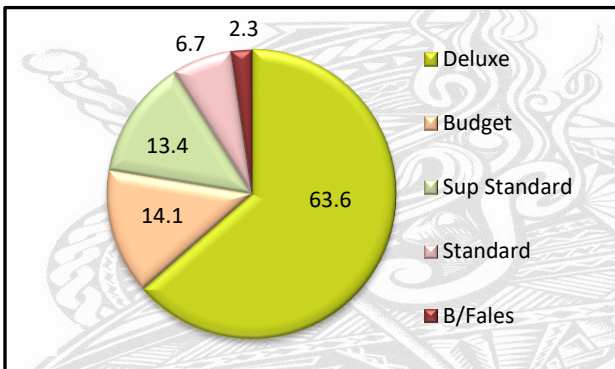


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (6,555) by type of accommodation (hotel/ motel), within the reference month.

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



BACKGROUND

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

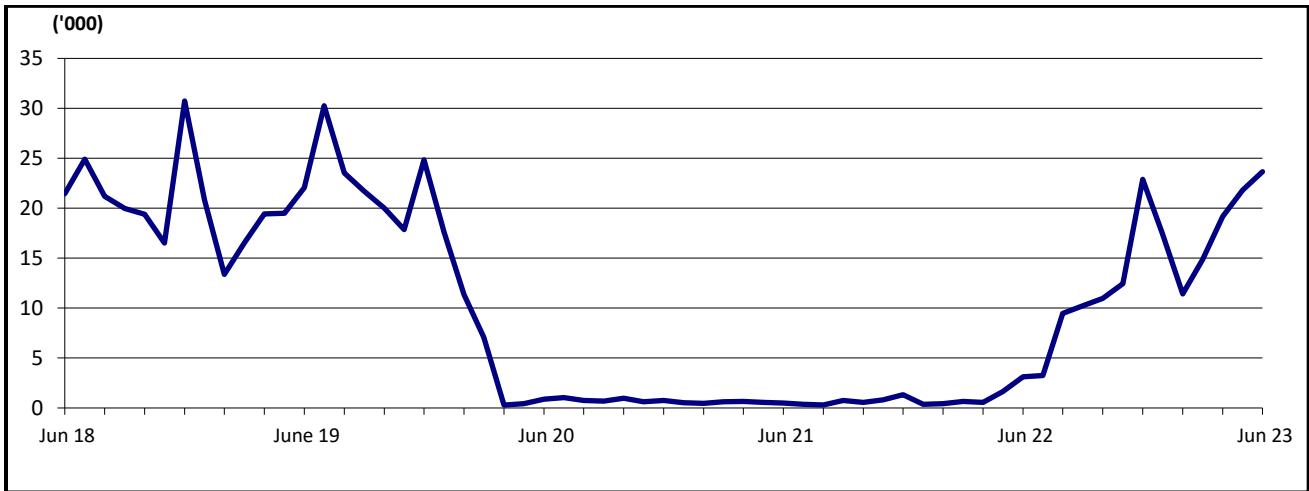
These forms are completed by all incoming and outgoing travelers at the two local points of entry namely:

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

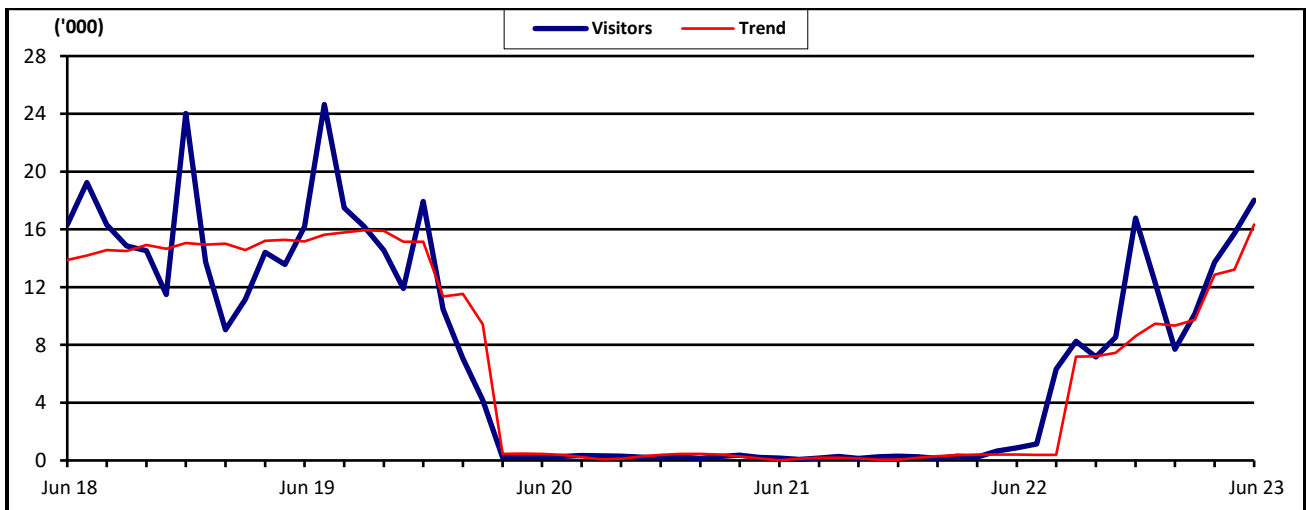
International Arrival Statistics are compiled on a monthly, quarterly and annual basis. These reports can also be downloaded from our website: www.sbs.gov.ws

APPENDIX

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



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



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

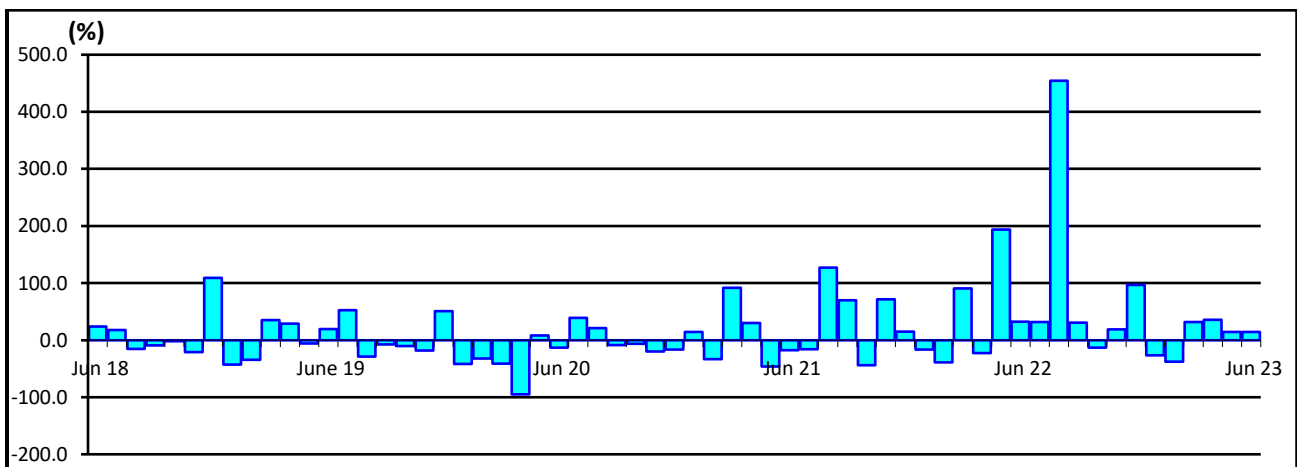


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2011 - 2023¹

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
2020										
June	0	203	203	565	300	865	302	227	529	336
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
2021										
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
2022										
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
2023										
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

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, June 2023 ¹

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	23,670	12,038	11,632	16,908	8,168	8,740	5,649	3,258	2,391	535	288	247	578	324	254
0 - 4	728	339	389	619	287	332	79	38	41	18	7	11	12	7	5
5 - 9	931	463	468	777	388	389	121	62	59	14	4	10	19	9	10
10 - 14	1,033	497	536	898	432	466	98	49	49	26	8	18	11	8	3
15 - 19	1,416	656	760	1189	543	646	180	94	86	29	11	18	18	8	10
20 - 24	1,829	881	948	1301	537	764	466	309	157	37	22	15	25	13	12
25 - 29	2,090	1124	966	1398	661	737	604	413	191	49	26	23	39	24	15
30 - 34	1,981	1060	921	1366	656	710	532	352	180	46	33	13	37	19	18
35 - 39	1,736	948	788	1199	612	587	437	281	156	61	36	25	39	19	20
40 - 44	1,758	936	822	1188	585	603	441	268	173	58	32	26	71	51	20
45 - 49	1,860	957	903	1251	610	641	512	296	216	52	28	24	45	23	22
50 - 54	2,151	1095	1056	1493	748	745	554	286	268	53	35	18	51	26	25
55 - 59	1,938	963	975	1304	639	665	528	270	258	41	25	16	65	29	36
60 - 64	1,569	775	794	1066	516	550	440	226	214	17	7	10	46	26	20
65 - 69	1,245	631	614	866	443	423	327	160	167	17	6	11	35	22	13
70 - 74	784	392	392	564	280	284	175	87	88	7	2	5	38	23	15
75 +	621	321	300	429	231	198	155	67	88	10	6	4	27	17	10
% DISTRIBUTION ²	100	50.9	49.1	71.4	34.5	36.9	23.9	13.8	10.1	2.3	1.2	1.0	2.4	1.4	1.1

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, June 2023 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	14,358	389	14,747	81.8
American Samoa	1,447	267	1,714	9.5
Fiji	316	10	326	1.8
Cook Island	1	0	1	0
Other Pacific Is	189	63	252	1.4
New Zealand	7,519	42	7,561	42.0
Australia	4,886	7	4,893	27.2
EUROPE	287	53	340	1.9
United Kingdom	89	6	95	0.5
Scandinavia	22	13	35	0.2
Benelux	7	3	10	0.1
Germany	67	3	70	0.4
Other Europe	102	28	130	0.7
AMERICA	1,558	29	1,587	8.8
U.S.A	1,536	27	1,563	8.7
Canada	22	2	24	0.1
ASIA	867	427	1,294	7.2
Japan	34	0	34	0.2
China	483	126	609	3.4
Korea	15	0	15	0.1
Other Asia	335	301	636	3.5
OTHERS	52	1	53	0.3
TOTAL	17,122	899	18,021	100%
PERCENTAGE DISTRIBUTION	95.0	5.0	100%	

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, June 2023 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	14,747	81.8	6,087	1,054	6,110	106	285	1,105
American Samoa	1,714	9.5	424	111	764	25	135	255
Fiji	326	1.8	151	64	32	17	33	29
Cook Island	1	0.0	0	0	1	0	0	0
Other Pacific Is	252	1.4	101	24	29	0	32	66
New Zealand	7,561	42.0	3,516	434	3,102	36	45	428
Australia	4,893	27.2	1,895	421	2,182	28	40	327
EUROPE	340	1.9	259	26	24	5	4	22
United Kingdom	95	0.5	66	9	12	3	2	3
Scandinavia	35	0.2	30	2	3	0	0	0
Benelux	10	0.1	8	0	1	0	0	1
Germany	70	0.4	65	2	1	0	0	2
Other Europe	130	0.7	90	13	7	2	2	16
AMERICA	1,587	8.8	486	79	792	8	74	148
U.S.A.	1,563	8.7	469	77	790	8	74	145
Canada	24	0.1	17	2	2	0	0	3
ASIA	1,294	7.2	853	120	68	1	163	89
Japan	34	0.2	11	11	2	1	1	8
China	609	3.4	387	75	39	0	46	62
Korea	15	0.1	11	1	3	0	0	0
Other Asia	636	3.5	444	33	24	0	116	19
OTHER COUNTRIES	53	0.3	37	1	2	0	9	4
TOTAL	18,021	100.0	7,722	1,280	6,996	120	535	1,368
Percentage Distribution ²	100.0		42.9	7.1	38.8	0.7	3.0	7.6

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, June 2023 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	23,670	100%	5,649	23.9	18,021	76.1
AIR	21,979	93.7	4,857	20.6	17,122	73.0
Quantas	1,887	8.0	200	0.8	1,687	7.1
Virgin Australia	2,461	11.2	300	1.4	2,161	9.8
Samoa Airways	2,509	10.6	1,135	4.8	1,374	5.8
Talofa Airways	1,397	5.9	497	2.1	900	3.8
Air New Zealand	9,283	39.2	1,852	7.8	7,431	31.4
Fiji Airways	4,124	17.4	873	3.7	3,251	13.7
Other Air Carrier	318	1.3	0	0.0	318	1.3
SEA	1,691	7.1	792	3.3	899	3.8
Lady Samoa IV ³	1,106	4.7	737	3.1	369	1.6
Yacht	55	0.2	0	0	55	0.2
Other Sea Carrier	530	2.2	55	0.2	475	2.0

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 has been replaced by Lady Samoa IV

Table 6: Visitors by Duration of Stay and Place of Stay, June 2023 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	17,486	6,555	9,759	1,172
1day	149	104	34	11
2days	224	114	102	8
3days	388	220	150	18
4days	517	277	212	28
5days	760	457	289	14
6days	826	561	227	38
7days	3,301	1,664	1,434	203
8-14days	5,550	2,313	3,087	150
15-30days	4,527	747	3,323	457
31-60days	172	0	143	29
61-90days	112	0	99	13
91-180days	64	0	41	23
181-365days	29	0	18	11
> Year	20	0	12	8
Not Stated	847	98	588	161
Percentage Distribution ²	100	37.5	55.8	6.7

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