

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS NOVEMBER 2023

MONTHLY HIGHLIGHTS:
In November 2023:

- Total arrivals: 18,443
- Total visitors: 12,856
- Total Visitors:
 - NZ: 5,644 (43.9% of total visitors)
 - AUST: 3,471 (27.0% of total visitors)
 - AM. SAM: 720 (5.6% of total visitors)
 - USA: 976 (7.6% of total visitors)

INSIDE THIS ISSUE

November 2023	All Arrivals	All Visitors
Number	18,443	12,856
Holiday & Vacation		5,019
Vist Friends/Relatives		4,225
Business/Conference		1,218

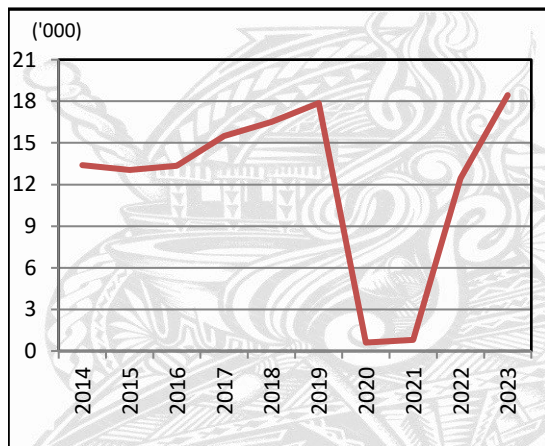
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **November 2023** totalling 18,443 arrivals, revealed a decrease of 2.9 percent over the previous month of October 2023.

Those who travelled to Samoa by Air represented 93.4% while 6.4% was represented by those who travelled by Sea.

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

Fig. 1: November Total Arrivals, 2014 – 2023

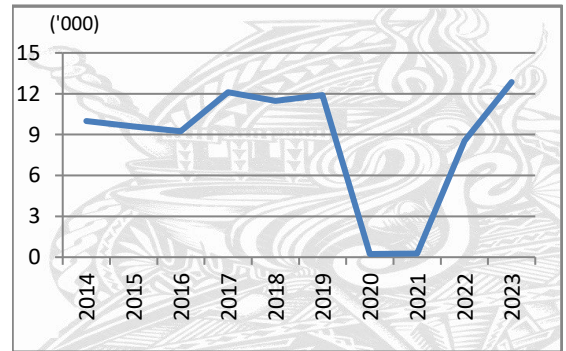


2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 12,856 revealing a decrease of 4.0 percent over the previous month of October 2023

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

Fig. 2: November Total Visitors, 2014 – 2023



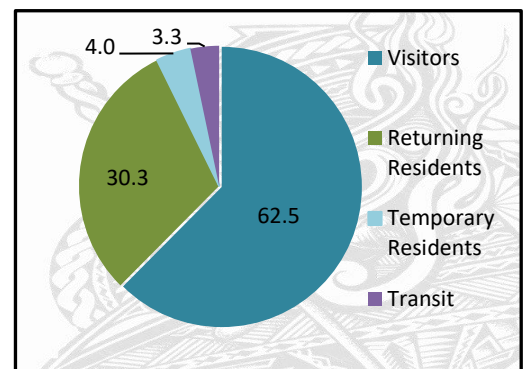
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (Table 2), made up the largest component of all arrivals with 62.5 percent (11,518), represented by 31.8 percent females (5,858) and 30.7 percent males (5,660).

Male returning residents made up 17.2 percent (3,165) of total arrivals while their female counterpart made up 13.1 percent (2,422). (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, November 2023

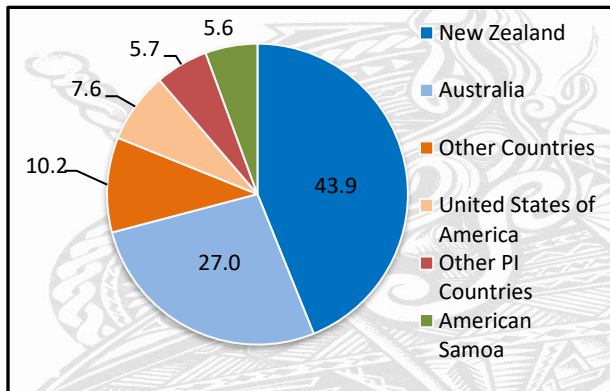


4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

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 5,644 visitors. Australia followed next with a distant 27.0 percent share (3,471).

United States of America reported 7.6 percent (976 visitors) while American Samoa reported 5.6 percent (720) of total visitors. (Refer Fig. 4)

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

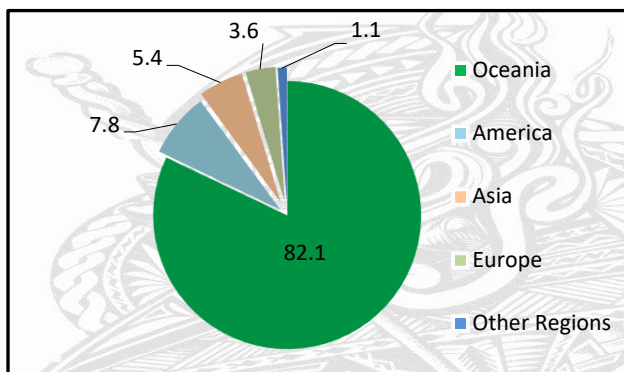


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 82.1 percent, followed by America with 7.8 percent.

Asia reported a share of 5.4 percent while Europe reported the least share of 3.6 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, November 2023



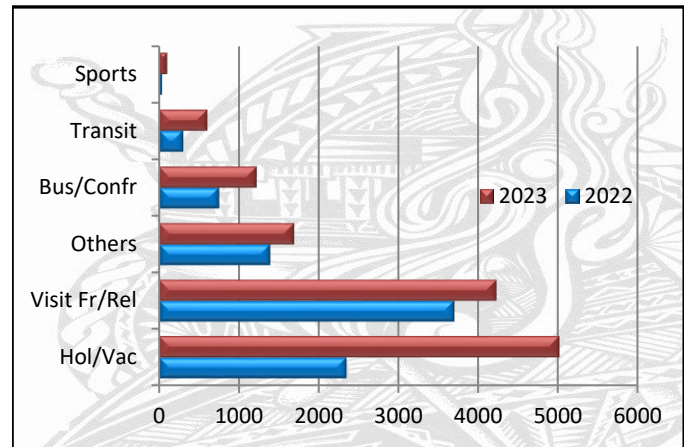
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 84.1 percent of all visitors visiting Samoa in November 2023.

The majority of visitors (5,019) entered our shores for holiday and vacation while 4,225 entered our shores to visits friends and relatives.

Those who were here on Business/Conference recorded 1,218 visitors while Sports reported 103 visitors. Fig.6 depicts total visitors by purpose of visit for November 2022 and November 2023.

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

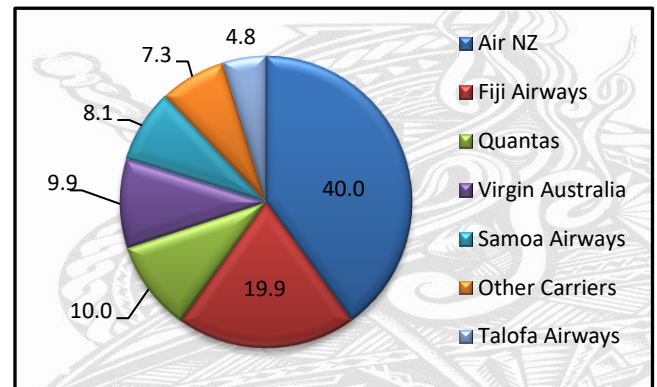


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 40.0 percent share, (7,380 passengers) followed by Fiji Airways with a 19.9 percent share (3,663 passengers).

Quantas brought in 10.0 percent (1,846 passengers) of total arrivals while Virgin Australia and Samoa Airways recorded shares of 9.9 percent (1,822) and 8.1 percent (1,490) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

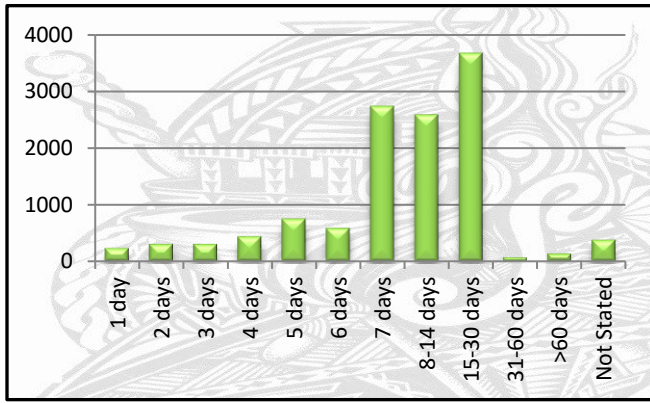
Fig. 7: Total Arrivals by Carrier, November 2023



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, November 2023



On the other hand, the majority of visitors (54.5 percent or 6,682 visitors) reported staying in private accommodations or with families/ relatives while 38.1 percent (4,670) stayed in hotel/ motel. (Refer Fig. 9).

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

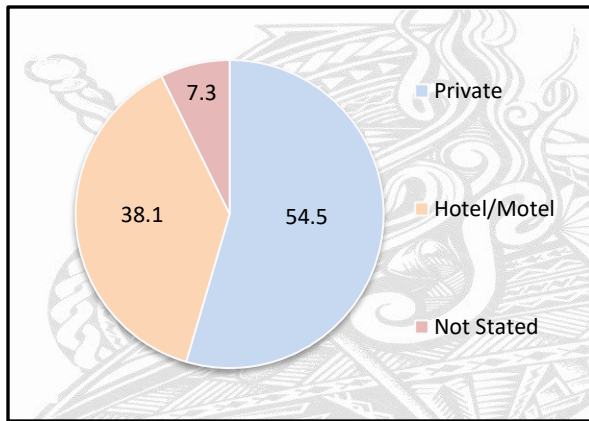
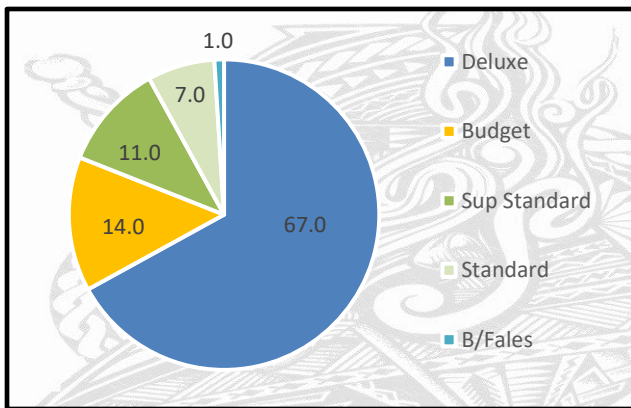


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (4,670) by type of accommodation (hotel/ motel), within the reference month.

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

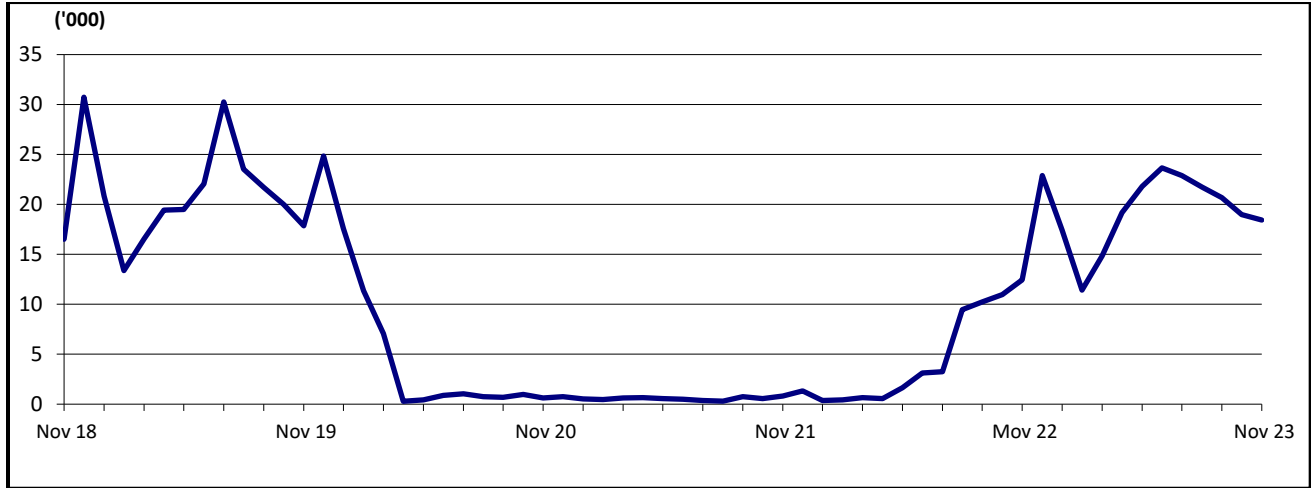
- (1) Faleolo International Airport
- (2) Apia Wharf (Matautu Port)
- (3) Fagalii International Airport

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

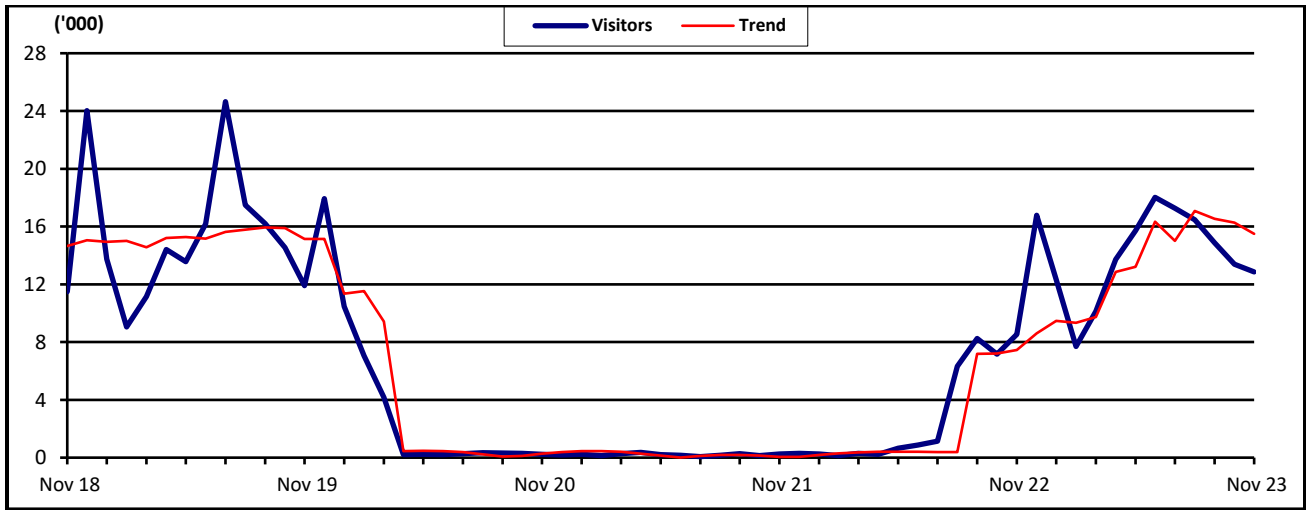
www.sbs.gov.ws

APPENDIX

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



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



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

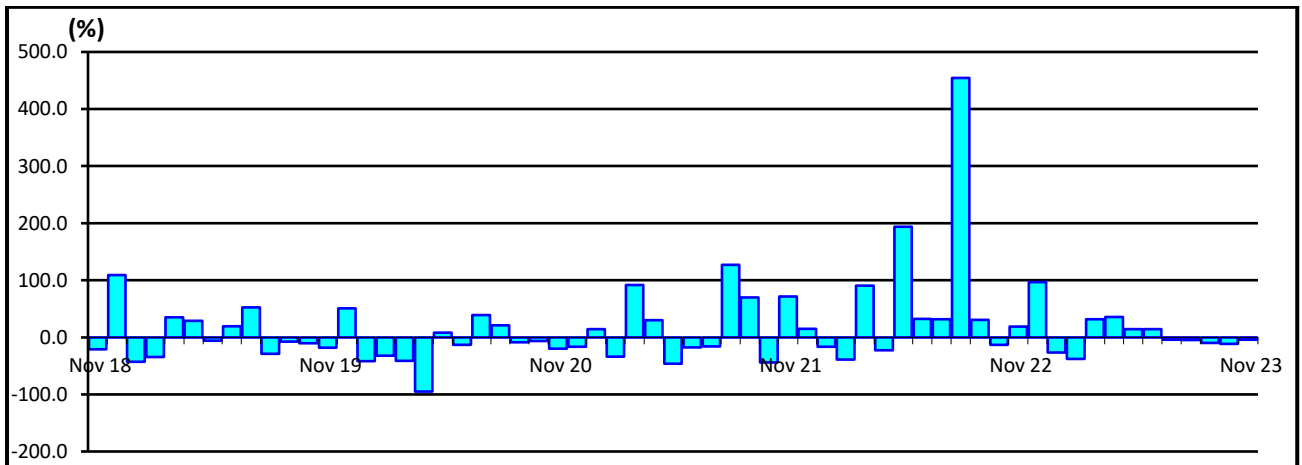


Table 1: Monthly Arrival and Departure by Mode of Travel and Net Migration, 2011 - 2023¹

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										
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
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
November	12,352	504	12,856	17,262	1,181	18,443	17,738	1,486	19,224	-781

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, November 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	18,443	9,579	8,864	11,518	5,660	5,858	5,587	3,165	2,422	604	331	273	734	423	311
0 - 4	664	331	333	499	253	246	128	62	66	10	3	7	27	13	14
5 - 9	549	297	252	421	225	196	92	50	42	8	3	5	28	19	9
10 - 14	591	275	316	478	222	256	88	38	50	11	6	5	14	9	5
15 - 19	1,073	451	622	690	275	415	281	139	142	59	11	48	43	26	17
20 - 24	1,538	769	769	875	364	511	581	363	218	43	24	19	39	18	21
25 - 29	1,650	860	790	979	440	539	567	354	213	66	39	27	38	27	11
30 - 34	1,530	837	693	920	446	474	501	317	184	67	49	18	42	25	17
35 - 39	1,371	731	640	859	437	422	398	223	175	56	35	21	58	36	22
40 - 44	1,435	791	644	878	456	422	436	261	175	39	22	17	82	52	30
45 - 49	1,477	765	712	916	452	464	458	259	199	58	29	29	45	25	20
50 - 54	1,692	895	797	1010	511	499	544	307	237	72	41	31	66	36	30
55 - 59	1,492	800	692	931	497	434	447	243	204	49	27	22	65	33	32
60 - 64	1,324	698	626	789	411	378	428	224	204	33	21	12	74	42	32
65 - 69	972	514	458	601	312	289	303	163	140	19	13	6	49	26	23
70 - 74	632	343	289	399	221	178	190	100	90	6	3	3	37	19	18
75 +	453	222	231	273	138	135	145	62	83	8	5	3	27	17	10
% DISTRIBUTION ²	100	51.9	48.1	62.5	30.7	31.8	30.3	17.2	13.1	3.3	1.8	1.5	4.0	2.3	1.7

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, November 2023 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	10,349	210	10,559	82.1
American Samoa	654	66	720	5.6
Fiji	422	10	432	3.4
Cook Island	2	0	2	0
Other Pacific Is	257	33	290	2.3
New Zealand	5,549	95	5,644	43.9
Australia	3,465	6	3,471	27.0
EUROPE	456	4	460	3.6
United Kingdom	81	2	83	0.6
Scandinavia	49	0	49	0.4
Benelux	49	0	49	0.4
Germany	71	0	71	0.6
Other Europe	206	2	208	1.6
AMERICA	963	45	1,008	7.8
U.S.A	931	45	976	7.6
Canada	32	0	32	0.2
ASIA	456	241	697	5.42
Japan	34	0	34	0.3
China	163	69	232	1.8
Korea	9	0	9	0.1
Other Asia	250	172	422	3.3
OTHERS	128	4	132	1.027
TOTAL	12,352	504	12,856	100%
PERCENTAGE DISTRIBUTION	96.1	3.9	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, November 2023 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	10,559	82.1	4,333	850	3,928	74	401	973
American Samoa	720	5.6	184	28	225	1	139	143
Fiji	432	3.4	163	151	38	0	33	47
Cook Island	2	0.0	1	0	1	0	0	0
Other Pacific Is	290	2.3	61	109	31	1	38	50
New Zealand	5,644	43.9	2,399	304	2,361	38	117	425
Australia	3,471	27.0	1,525	258	1,272	34	74	308
EUROPE	460	3.6	230	189	13	1	6	21
United Kingdom	83	0.6	46	23	7	0	1	6
Scandinavia	49	0.4	22	26	0	0	0	1
Benelux	49	0.4	24	20	1	0	0	4
Germany	71	0.6	36	31	1	0	0	3
Other Europe	208	1.6	102	89	4	1	5	7
AMERICA	1,008	7.8	317	65	255	7	75	289
U.S.A.	976	7.6	298	65	248	7	74	284
Canada	32	0.2	19	0	7	0	1	5
ASIA	697	5.4	112	69	29	21	97	369
Japan	34	0.3	8	6	5	0	2	13
China	232	1.8	54	11	9	20	20	118
Korea	9	0.1	1	3	2	1	0	2
Other Asia	422	3.3	49	49	13	0	75	236
OTHER COUNTRIES	132	1.0	27	45	0	0	25	35
TOTAL	12,856	100.0	5,019	1,218	4,225	103	604	1,687
Percentage Distribution ²	100.0		39.0	9.5	32.9	0.8	4.7	13.1

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, November 2023 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	18,443	100%	5,587	30.3	12,856	69.7
AIR	17,262	93.6	4,910	26.6	12,352	67.0
Quantas	1,846	10.0	352	1.9	1,494	8.1
Virgin Australia	1,822	9.9	277	1.5	1,545	8.4
Samoa Airways	1,490	8.1	764	4.1	726	3.9
Talofa Airways	888	4.8	287	1.6	601	3.3
Air New Zealand	7,380	40.0	2,084	11.3	5,296	28.7
Fiji Airways	3,663	19.9	1,146	6.2	2,517	13.6
Other Air Carrier	173	0.9	0	0.0	173	0.9
SEA	1,181	6.4	677	3.7	504	2.7
Lady Samoa IV ³	694	3.8	594	3.2	100	0.5
Yacht	3	0.0	0	0	3	0.0
Other Sea Carrier	484	2.6	83	0.5	401	2.2

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 been replaced by Lady Samoa IV

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

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	12,252	4,670	6,682	900
1day	234	179	48	7
2days	306	284	21	1
3days	308	175	106	27
4days	442	250	160	32
5days	754	446	254	54
6days	594	407	160	27
7days	2,746	1,617	694	435
8-14days	2,592	1,037	1,468	87
15-30days	3,681	223	3,264	194
31-60days	73	0	66	7
61-90days	53	0	48	5
91-180days	10	0	10	0
181-365days	25	0	20	5
> Year	52	0	45	7
Not Stated	382	52	318	12
Percentage Distribution ²	100	38.1	54.5	7.3

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