

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS DECEMBER 2024

MONTHLY HIGHLIGHTS:

In December 2024 compared with December 2023:

- ❖ Total arrivals of 31,119 increased by 3.0% (895)
- ❖ Total visitors of 22,828 increased by 1.4% (316)
- ❖ Total Visitors:
 - ✓ NZ: increased by 1.8% (up by 191 visitors)
 - ✓ USA: decreased by 4.4% (down by 77 visitors)
 - ✓ AUST: decreased by 3.9% (down by 272 visitors)
 - ✓ AM. SAM: decreased by 7.0% (down by 92 visitors)

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December 2024	All Arrivals	All Visitors
Number	31,119	22,828
% change from previous month	59.4	75.7
% change with same month in 2023	3.0	1.4

29TH JANUARY 2025

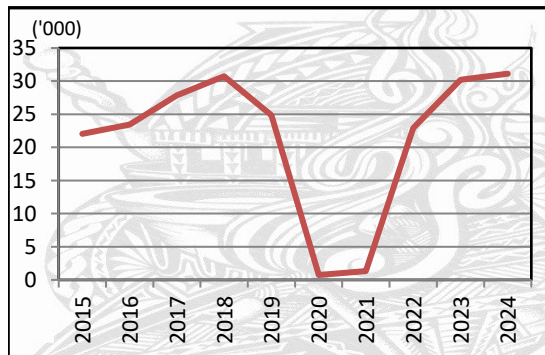
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **December 2024** totaling 31,119 arrivals, revealed an increase of 59.4 percent over the previous month of November 2024 and an increase of 3.0 percent over the corresponding month of December 2023.

Those who travelled to Samoa by Air represented 95.0% while 5.0% was represented by those who travelled by Sea.

Fig. 1 below graphically depicts the arrival numbers from December 2015 to December 2024, clearly showing the impact of Covid 19 on arrival numbers for December in 2020 and 2021.

Fig. 1: December Total Arrivals, 2015 – 2024

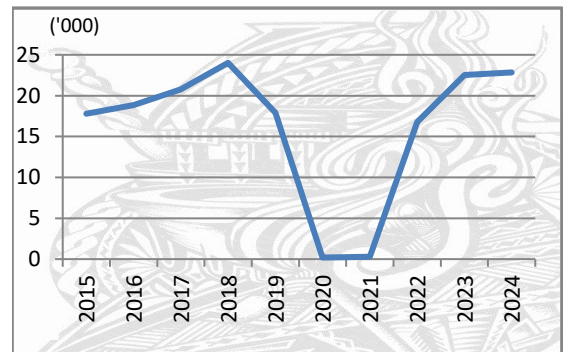


2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 22,828 revealing an increase of 75.7 percent over the previous month of November 2024 and an increase of 1.4 percent over the corresponding month of December 2023.

Fig. 2 illustrates the total number of visitors for December between 2015 and 2024, also indicating the impact of Covid 19 on visitor's numbers for December in 2020 and 2021.

Fig. 2: December Total Visitors, 2015 – 2024



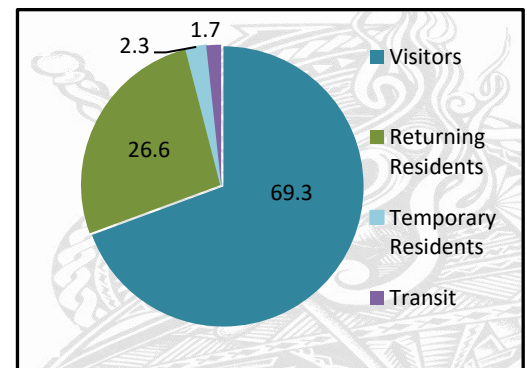
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors (Table 2), made up the largest component of all arrivals with 69.3 percent (21,581), represented by 36.5 percent females (11,363) and 32.8 percent males (10,218).

Male returning residents made up 15.1 percent (4,706) of total arrivals while their female counterpart made up 11.5 percent (3,585). (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, December 2024

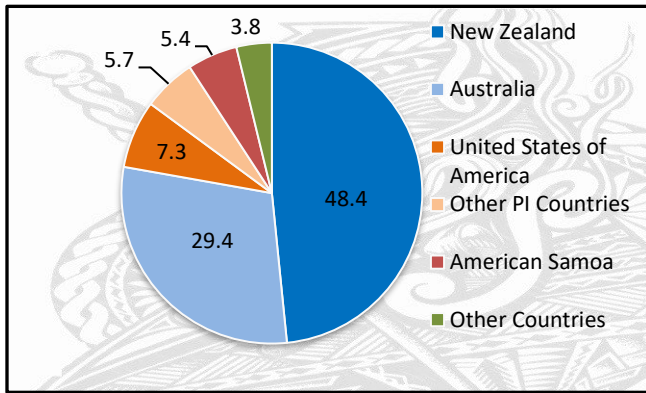


4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 48.4 percent of total visitors or 11,039 visitors. Australia followed next with a distant 29.4 percent share (6,721).

United States of America reported 7.3 percent (1,675 visitors) while American Samoa reported 5.4 percent (1,224) of total visitors. (Refer Fig. 4)

Fig. 4: Total Visitors, by Country of Usual Residence, December 2024

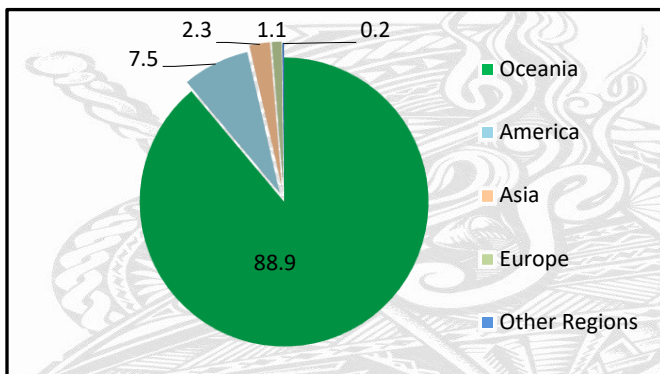


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 88.9 percent, followed by America with 7.5 percent.

Asia reported a share of 2.3 percent while Europe reported the least share of 1.1 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, December 2024



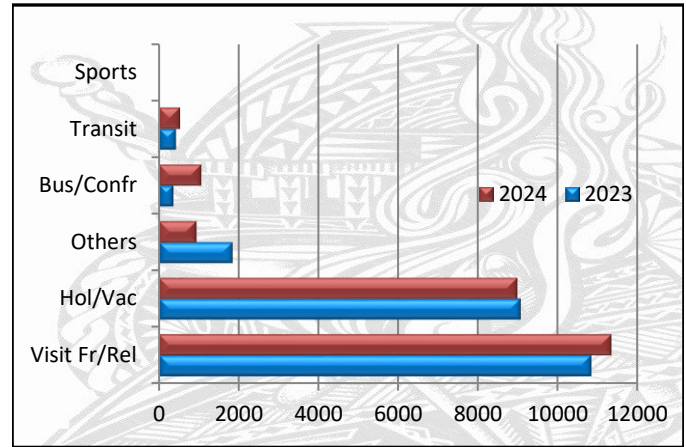
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 90.5 percent of all visitors visiting Samoa in December 2024.

The majority of visitors (11,331) entered our shores to visit friends and relatives while 8,959 entered our shores for holiday and vacation.

Those who were here on Business/Conference recorded 1,061 visitors, while those for Sports purposes reported only 12 visitors. Fig.6 depicts total visitors by purpose of visit for December 2023 and December 2024.

Fig. 6: Total Visitors, by Purpose of Visit, December 2023 & December 2024

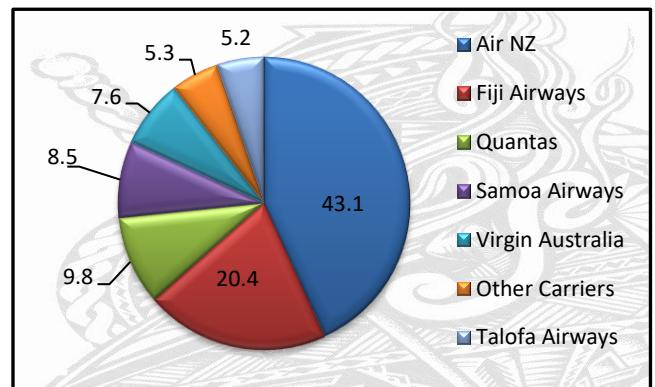


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 43.1 percent share, (13,412 passengers) followed by Fiji Airways with a 20.4 percent share (6,334 passengers).

Quantas brought in 9.8 percent (3,060 passengers) of total arrivals while Samoa Airways and Virgin Australia recorded shares of 8.5 percent (2,653) and 7.6 percent (2,374) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

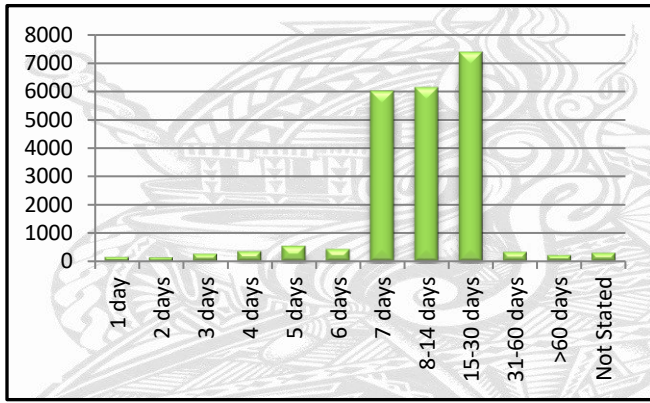
Fig. 7: Total Arrivals by Carrier, December 2024



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, December 2024



On the other hand, the majority of visitors (71.8 percent or 16,020 visitors) reported staying in private accommodations or with families/ relatives while 17.0 percent (3,790) stayed in hotel/ motel. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay, December 2024

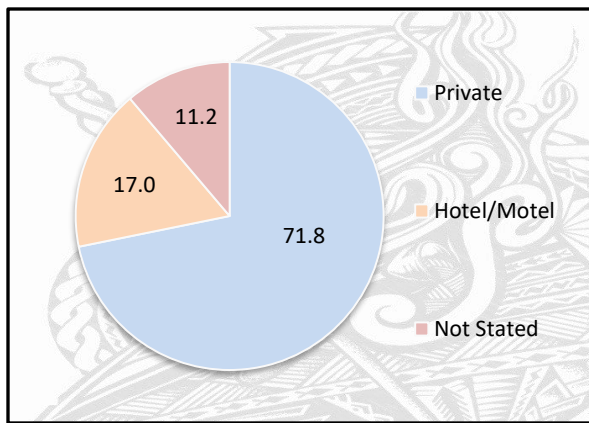
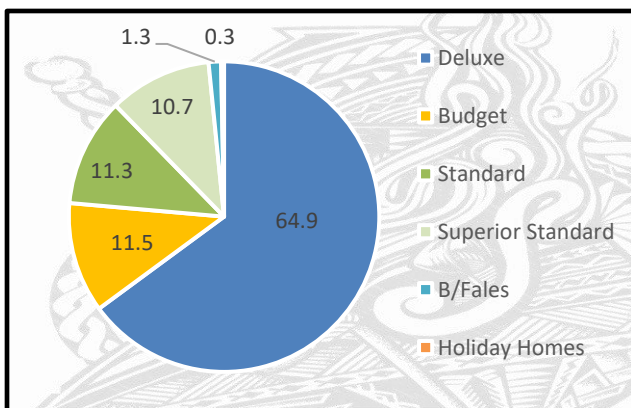


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (3,790) by type of accommodation (hotel/ motel), within the reference month.

Fig. 10: Visitors Staying in Hotels/ Motels by Type of Accommodation, December 2024



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

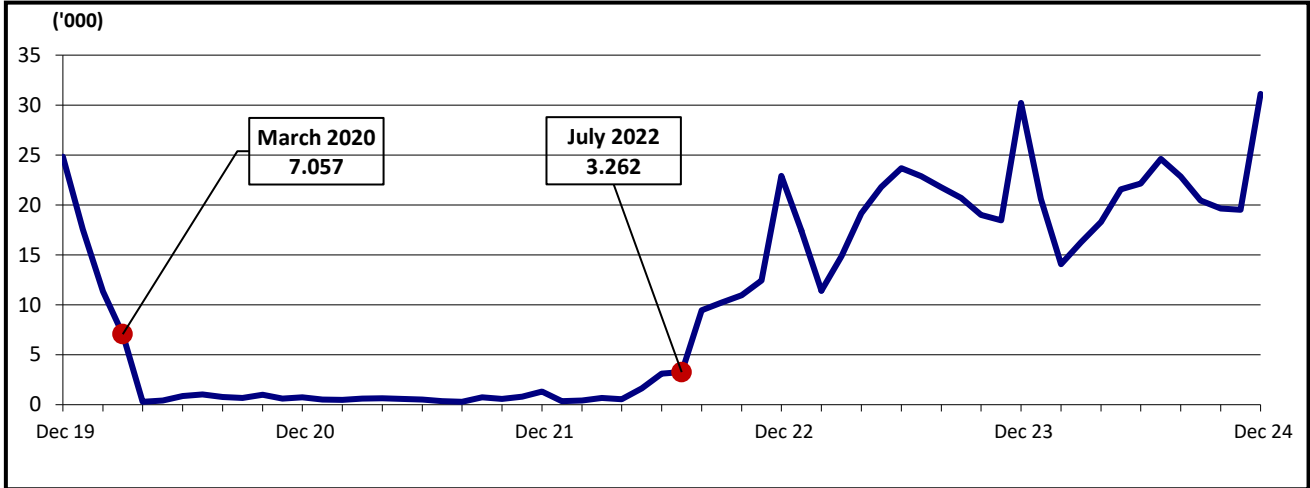
Futhermore, the BMS (Border Management Sytem) was also used for the compilation of such statistics.

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

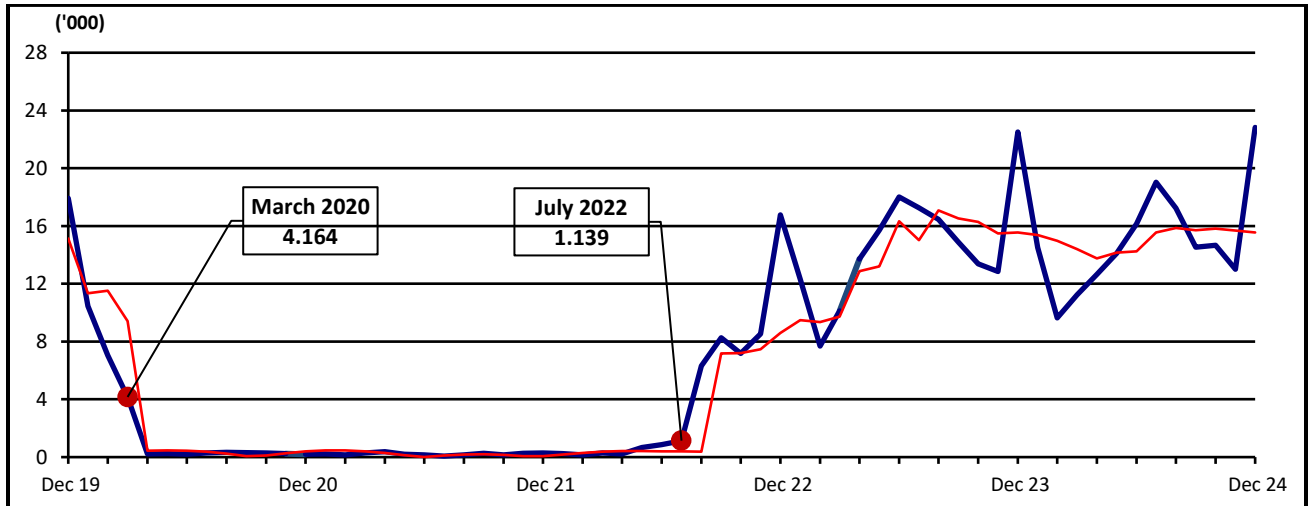
APPENDIX

Graph 1: Monthly Total Arrivals, December 2019 – December 2024



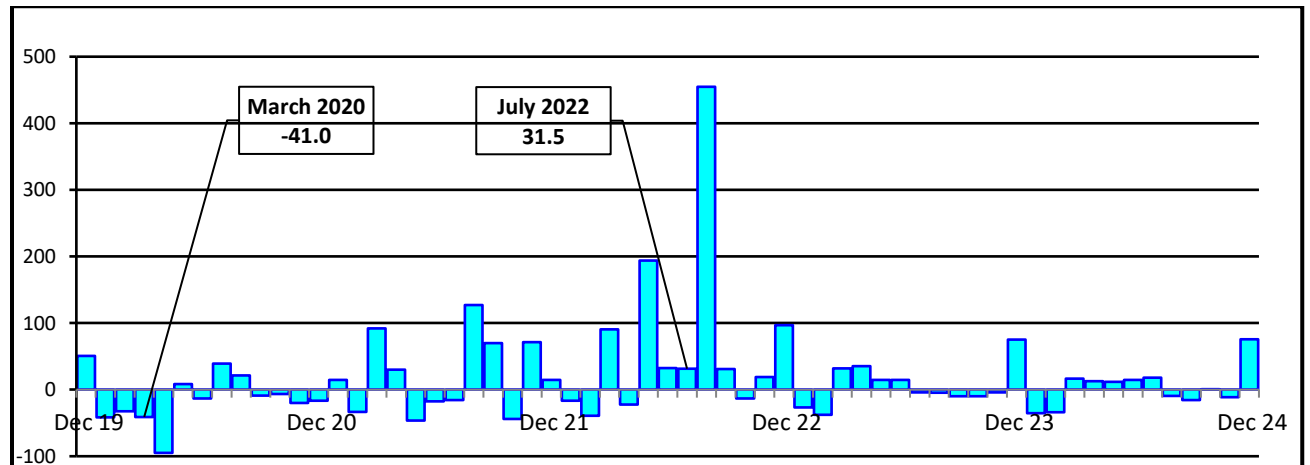
Note: Covid-19 travel restriction period from 20th March 2020 to 31st July 2022

Graph 2: Monthly Total Visitors, December 2019 – December 2024



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

Graph 3: Visitors Percentage Change over Previous month, December 2019 – December 2024



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, 2012 - 2024¹

Period	Visitors Arrivals			Total Arrivals			Total Departures			Net Migration
	Air	Sea	Total	Air	Sea	Total	Air	Sea	Total	
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
2023	167,661	6,892	174,967	223,547	17,729	241,276	224,712	17,586	242,298	-1,022
2024	172,397	6,661	179,590	234,902	16,245	251,147	237,942	16,379	254,321	-3,174
2021										
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
December	21,757	755	22,512	27,960	2,264	30,224	18,767	1,099	19,866	10,358
2024										
January	13,988	532	14,520	19,550	1,069	20,619	28,431	1,387	29,818	-9,199
February	9,251	379	9,630	12,948	1,133	14,081	16,674	1,292	17,966	-3,885
March	10,704	538	11,242	15,213	1,044	16,257	15,320	1,197	16,517	-260
April	12,134	510	12,644	16,883	1,412	18,295	17,650	1,522	19,172	-877
May	13,634	472	14,106	20,060	1,505	21,565	17,673	1,441	19,114	2,451
June	15,596	547	16,143	20,755	1,391	22,146	19,047	1,108	20,155	1,991
July	18,276	763	19,039	22,955	1,641	24,596	22,823	1,501	24,324	272
August	16,441	807	17,248	21,314	1,547	22,861	22,295	1,949	24,244	-1,383
September	14,041	495	14,536	19,308	1,137	20,445	19,316	1,084	20,400	45
October	13,516	1,142	14,658	18,099	1,540	19,639	20,138	1,848	21,986	-2,347
November	12,460	536	12,996	18,265	1,259	19,524	17,816	1,078	18,894	630
December	22,356	472	22,828	29,552	1,567	31,119	20,759	972	21,731	9,388

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, December 2024 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	31,119	15,614	15,505	21,581	10,218	11,363	8,291	4,706	3,585	529	305	224	718	385	333
0 - 4	1,435	740	695	1261	659	602	136	63	73	13	8	5	25	10	15
5 - 9	1,731	857	874	1494	739	755	186	94	92	16	5	11	35	19	16
10 - 14	1,895	955	940	1624	823	801	210	101	109	25	11	14	36	20	16
15 - 19	2,526	1204	1322	2045	961	1084	393	197	196	35	19	16	53	27	26
20 - 24	2,843	1361	1482	1964	829	1135	804	486	318	23	13	10	52	33	19
25 - 29	3,050	1534	1516	1943	842	1101	1001	630	371	46	27	19	60	35	25
30 - 34	2,530	1267	1263	1670	725	945	762	489	273	58	34	24	40	19	21
35 - 39	2,190	1215	975	1441	730	711	674	434	240	38	25	13	37	26	11
40 - 44	2,128	1053	1075	1348	634	714	652	352	300	67	36	31	61	31	30
45 - 49	2,067	1033	1034	1290	594	696	674	384	290	47	27	20	56	28	28
50 - 54	2,290	1171	1119	1433	683	750	761	437	324	37	19	18	59	32	27
55 - 59	2,203	1109	1094	1391	668	723	693	374	319	60	37	23	59	30	29
60 - 64	1,759	883	876	1084	544	540	594	299	295	31	17	14	50	23	27
65 - 69	1,253	651	602	794	396	398	395	212	183	19	17	2	45	26	19
70 - 74	676	328	348	450	225	225	187	79	108	9	7	2	30	17	13
75 +	543	253	290	349	166	183	169	75	94	5	3	2	20	9	11
% DISTRIBUTION ²	100	50.2	49.8	69.3	32.8	36.5	26.6	15.1	11.5	1.7	1.0	0.7	2.3	1.2	1.1

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, December 2024 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	19,939	357	20,296	88.9
American Samoa	1,046	178	1,224	5.4
Fiji	475	32	507	2.2
Cook Island	2	0	2	0
Other Pacific Is	757	46	803	3.5
New Zealand	10,952	87	11,039	48.4
Australia	6,707	14	6,721	29.4
EUROPE	253	2	255	1.1
United Kingdom	85	0	85	0.4
Scandinavia	24	0	24	0.1
Benelux	15	0	15	0.1
Germany	40	0	40	0.2
Other Europe	89	2	91	0.4
AMERICA	1,693	24	1,717	7.5
U.S.A	1,651	24	1,675	7.3
Canada	42	0	42	0.2
ASIA	431	88	519	2.3
Japan	43	0	43	0.2
China	154	19	173	0.8
Korea	10	0	10	0.0
Other Asia	224	69	293	1.3
OTHERS	40	1	41	0.2
TOTAL	22,356	472	22,828	100%
PERCENTAGE DISTRIBUTION	97.9	2.1	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, December 2024 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	20,296	88.9	7,418	981	10,792	11	309	785
American Samoa	1,224	5.4	533	20	517	1	91	62
Fiji	507	2.2	197	135	60	4	81	30
Cook Island	2	0.0	0	1	1	0	0	0
Other Pacific Is	803	3.5	186	477	60	1	56	23
New Zealand	11,039	48.4	3,574	255	6,704	3	56	447
Australia	6,721	29.4	2,928	93	3,450	2	25	223
EUROPE	255	1.1	210	10	23	0	2	10
United Kingdom	85	0.4	71	3	8	0	0	3
Scandinavia	24	0.1	16	0	7	0	0	1
Benelux	15	0.1	11	0	1	0	0	3
Germany	40	0.2	36	1	0	0	1	2
Other Europe	91	0.4	76	6	7	0	1	1
AMERICA	1,717	7.5	1,050	30	478	1	83	75
U.S.A.	1,675	7.3	1,023	29	466	1	82	74
Canada	42	0.2	27	1	12	0	1	1
ASIA	519	2.3	256	31	38	0	129	65
Japan	43	0.2	25	4	6	0	0	8
China	173	0.8	99	11	17	0	21	25
Korea	10	0.0	9	0	0	0	1	0
Other Asia	293	1.3	123	16	15	0	107	32
OTHER COUNTRIES	41	0.2	25	9	0	0	6	1
TOTAL	22,828	100.0	8,959	1,061	11,331	12	529	936
Percentage Distribution ²	100.0		39.2	4.6	49.6	0.1	2.3	4.1

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, December 2024 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	31,119	100%	8,291	26.6	22,828	73.4
AIR	29,552	95.0	7,196	23.1	22,356	71.8
Quantas	3,060	9.8	466	1.5	2,594	8.3
Virgin Australia	2,374	7.6	226	0.7	2,148	6.9
Samoa Airways	2,653	8.5	1,391	4.5	1,262	4.1
Talofa Airways	1,627	5.2	731	2.3	896	2.9
Air New Zealand	13,412	43.1	3,020	9.7	10,392	33.4
Fiji Airways	6,334	20.4	1,355	4.4	4,979	16.0
Other Air Carrier	92	0.3	7	0.0	85	0.3
SEA	1,567	5.0	1,095	3.5	472	1.5
Lady Samoa IV ³	1,184	3.8	966	3.1	218	0.7
Yacht	0	0.0	0	0	0	0.0
Other Sea Carrier	383	1.2	129	0.4	254	0.8

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
- 3: Lady Naomi being replaced by Lady Samoa IV

Table 6: Visitors by Duration of Stay and Place of Stay, December 2024 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	22,299	3,790	16,020	2,489
1day	151	123	25	3
2days	146	82	62	2
3days	271	165	104	2
4days	353	177	172	4
5days	551	268	272	11
6days	434	194	223	17
7days	6,010	1,211	2,855	1944
8-14days	6,137	1,257	4,602	278
15-30days	7,386	313	6,888	185
31-60days	332	0	327	5
61-90days	98	0	81	17
91-180days	26	0	25	1
181-365days	41	0	29	12
> Year	59	0	58	1
Not Stated	304	0	297	7
Percentage Distribution ²	100	17.0	71.8	11.2

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