

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS MAY 2024

MONTHLY HIGHLIGHTS:

In May 2024 compared with May 2023:

- ❖ Total arrivals of 21,565 decreased by 1.1% (-231)
- ❖ Total visitors of 14,106 decreased by 10.3% (-1,613)
- ❖ Total Visitors:
 - ✓ USA: -14.2% (down by 177 visitors)
 - ✓ AUST: -7.2% (down by 324 visitors)
 - ✓ NZ: -14.3% (down by 986 visitors)
 - ✓ AM. SAM: 9.4% (up by 77 visitors)

INSIDE THIS ISSUE

April 2024	All Arrivals	All Visitors
Number	21,565	14,106
% change from previous month	17.9	11.6
% change with same month in 2023	-1.1	-10.3

26TH JUNE 2024

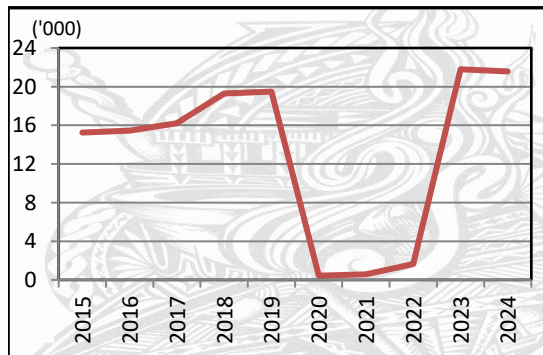
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **May 2024** totaling 21,565 arrivals, revealed an increase of 17.9 percent over the previous month of April 2024 and a marginal decrease of 1.1 percent over the corresponding month of May 2023.

Those who travelled to Samoa by Air represented 93.0% while 7.0% was represented by those who travelled by Sea.

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

Fig. 1: May Total Arrivals, 2015 – 2024

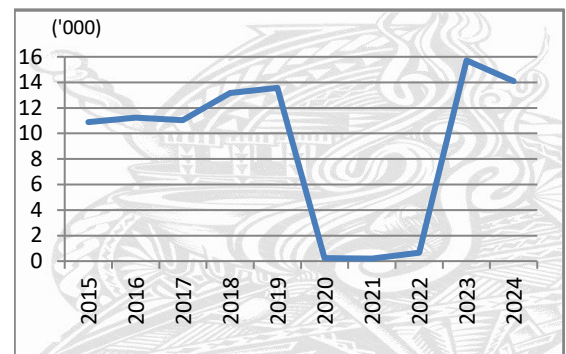


2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 14,106 revealing an increase of 11.6 percent over the previous month of April 2024 and a decrease of 10.3 percent over the corresponding month of May 2023.

Fig. 2 illustrates the total number of visitors for May between 2015 and 2024, also indicating the impact of Covid 19 on visitor's numbers for May in 2021 and 2022.

Fig. 2: May Total Visitors, 2015 – 2024



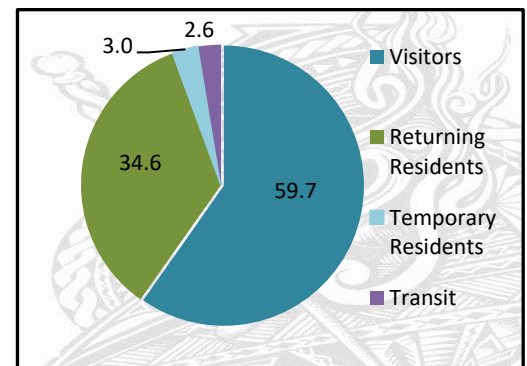
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (Table 2), made up the largest component of all arrivals with 59.7 percent (12,882), represented by 31.4 percent females (6,764) and 28.4 percent males (6,118).

Male returning residents made up 22.0 percent (4,736) of total arrivals while their female counterpart made up 12.6 percent (2,723). (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, May 2024

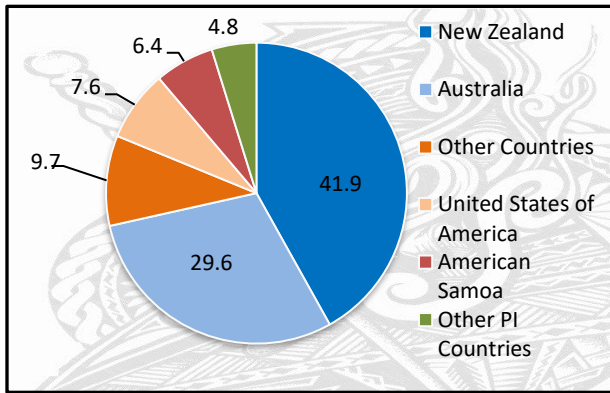


4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 41.9 percent of total visitors or 5,916 visitors. Australia followed next with a distant 29.6 percent share (4,171).

United States of America reported 7.6 percent (1,070 visitors) while American Samoa reported 6.4 percent (896) of total visitors. (Refer Fig. 4)

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

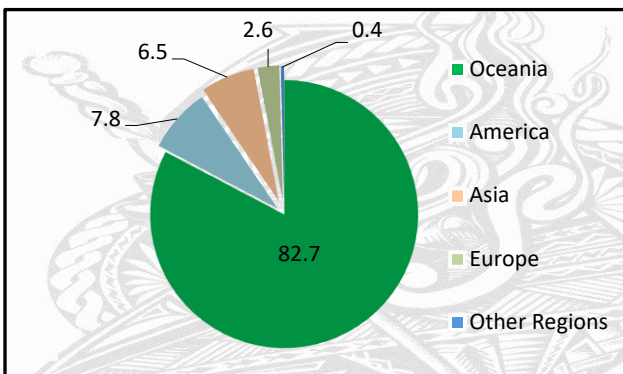


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 82.7 percent, followed by America with 7.8 percent.

Asia reported a share of 6.5 percent while Europe reported the least share of 2.6 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, May 2024



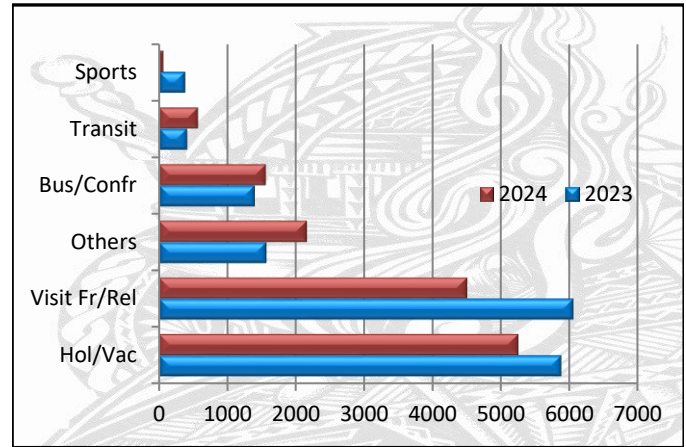
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 85.4 percent of all visitors visiting Samoa in May 2024.

The majority of visitors (5,252) entered our shores for holiday and vacation while 4,505 entered our shores to visit friends and relatives.

Those who were here on Business/Conference recorded 1,559 visitors while those for Sports purposes reported only 64 visitors. Fig.6 depicts total visitors by purpose of visit for May 2023 and May 2024.

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

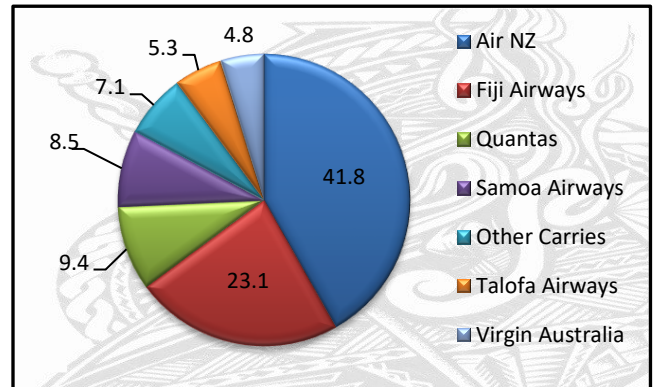


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand brought in the highest share of passengers to Samoa with a 41.8 percent share, (9,024 passengers) followed by Fiji Airways with a 23.1 percent share (4,978 passengers).

Quantas brought in 9.4 percent (2,036 passengers) of total arrivals while Samoa Airways and Talofa Airways recorded shares of 8.5 percent (1,835) and 5.3 percent (1,134) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

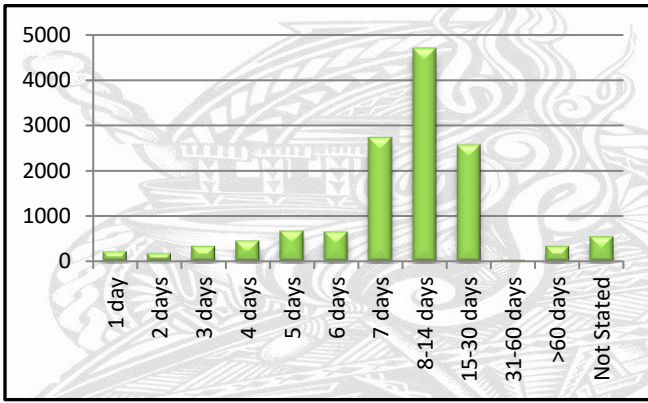
Fig. 7: Total Arrivals by Carrier, May 2024



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, May 2024



On the other hand, the majority of visitors (61.6 percent or 8,334 visitors) reported staying in private accommodations or with families/ relatives while 34.1 percent (4,617) stayed in hotel/ motel. (Refer Fig. 9).

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

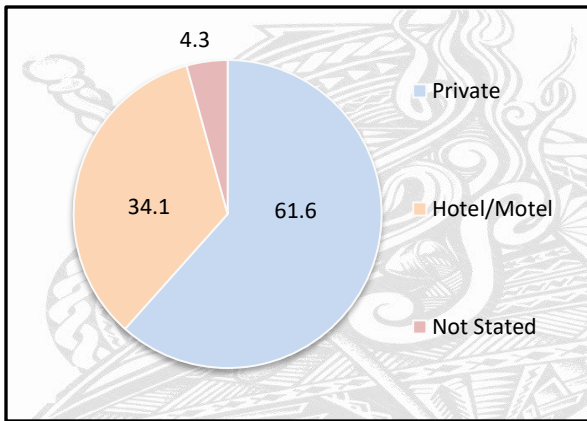
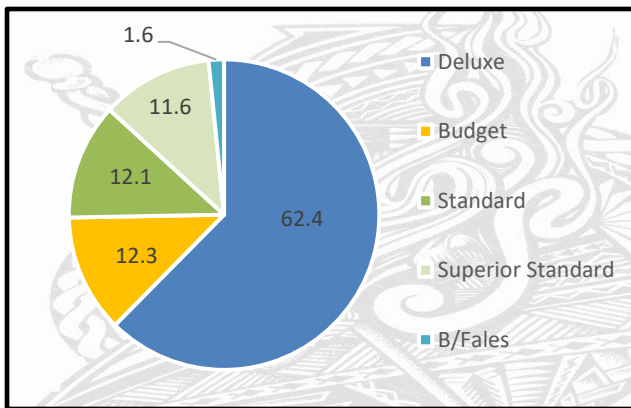


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (4,617) by type of accommodation (hotel/ motel), within the reference month.

Fig. 10: Visitors Staying in Hotels/ Motels by Type of Accommodation, May 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 two local points of entry namely:

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

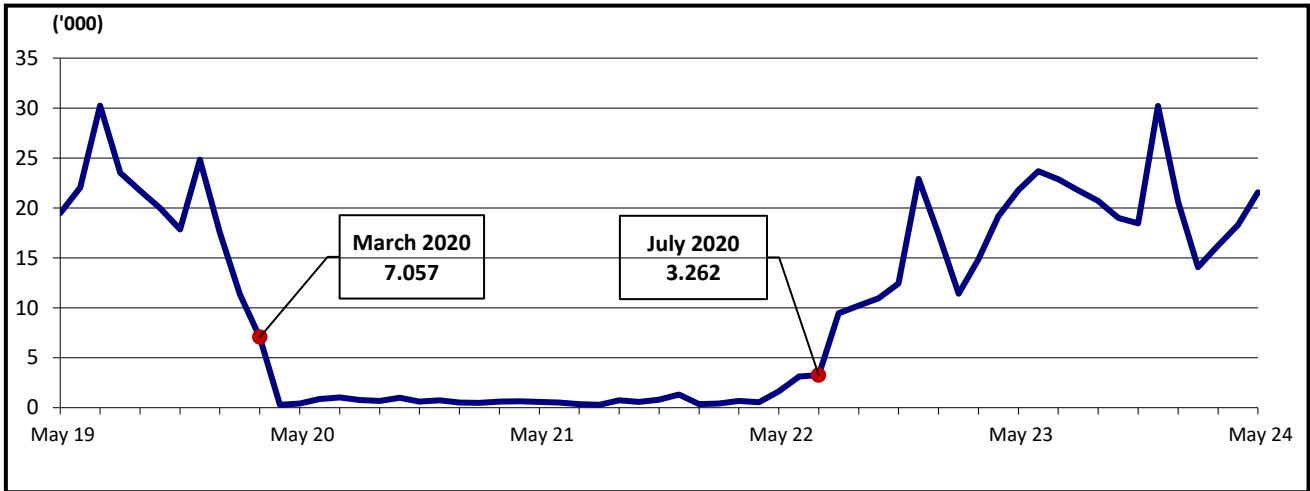
Futhermore, the BMS (Border Management Sytem) was also used for the compilation of such statistics.

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

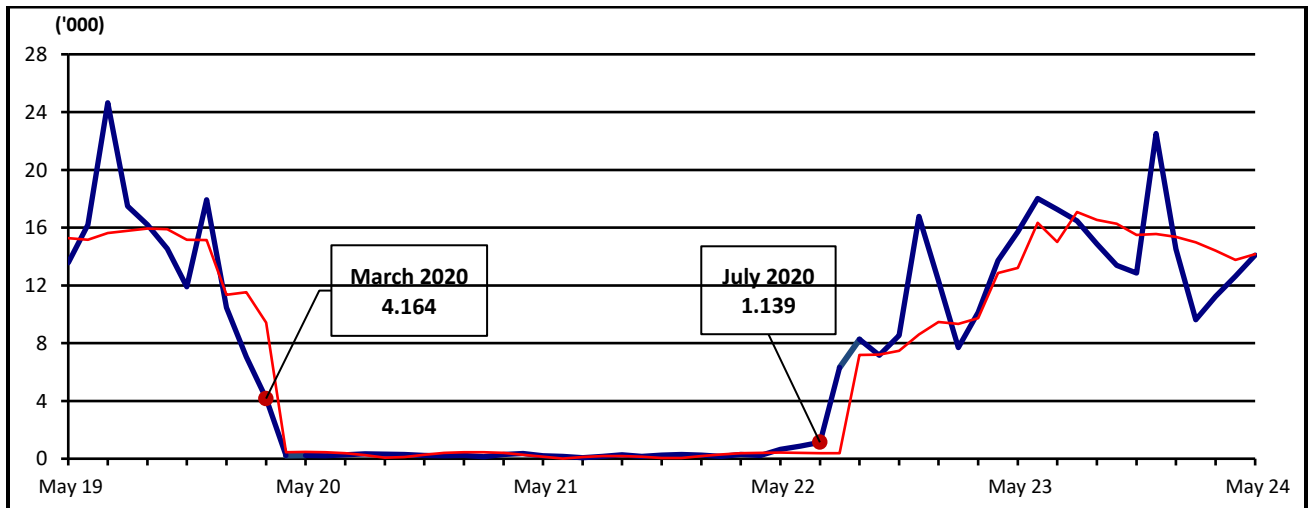
APPENDIX

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



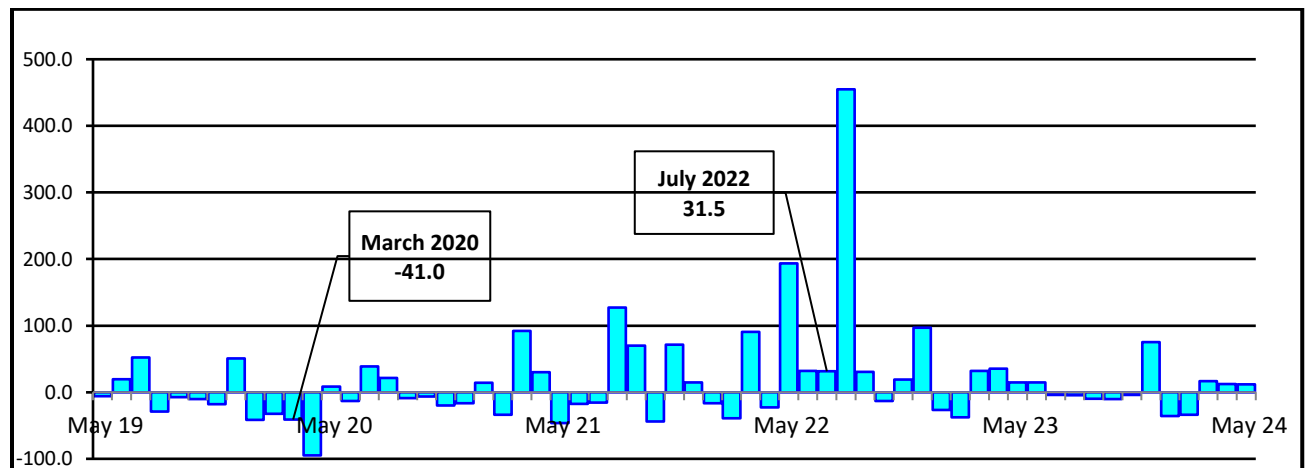
Note: Covid-19 travel restriction period from 20th March 2020 to 31st July 2022

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



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

Graph 3: Visitors Percentage Change over Previous month, May 2019 – May 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
2021										
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
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

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, May 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	21,565	11,541	10,024	12,882	6,118	6,764	7,459	4,736	2,723	570	332	238	654	355	299
0 - 4	739	382	357	592	295	297	113	67	46	12	6	6	22	14	8
5 - 9	732	363	369	546	262	284	150	88	62	13	4	9	23	9	14
10 - 14	608	292	316	470	231	239	115	53	62	6	2	4	17	6	11
15 - 19	854	437	417	550	252	298	270	169	101	13	9	4	21	7	14
20 - 24	1,688	971	717	827	341	486	795	596	199	29	15	14	37	19	18
25 - 29	2,043	1237	806	1020	449	571	890	691	199	63	39	24	70	58	12
30 - 34	1,989	1166	823	1072	485	587	817	632	185	62	35	27	38	14	24
35 - 39	1,792	1020	772	989	479	510	682	467	215	76	46	30	45	28	17
40 - 44	1,715	942	773	954	458	496	635	406	229	65	38	27	61	40	21
45 - 49	1,668	866	802	974	469	505	599	349	250	50	26	24	45	22	23
50 - 54	1,773	882	891	1085	511	574	568	300	268	59	42	17	61	29	32
55 - 59	1,827	927	900	1151	576	575	563	296	267	49	24	25	64	31	33
60 - 64	1,539	757	782	972	478	494	486	239	247	27	18	9	54	22	32
65 - 69	1,225	599	626	761	363	398	398	198	200	21	10	11	45	28	17
70 - 74	788	403	385	534	269	265	208	108	100	14	10	4	32	16	16
75 +	585	297	288	385	200	185	170	77	93	11	8	3	19	12	7
% DISTRIBUTION ²	100	53.5	46.5	59.7	28.4	31.4	34.6	22.0	12.6	2.6	1.5	1.1	3.0	1.6	1.4

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, May 2024 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	11,459	208	11,667	82.7
American Samoa	827	69	896	6.4
Fiji	357	24	381	2.7
Cook Island	0	0	0	0
Other Pacific Is	235	68	303	2.1
New Zealand	5,888	28	5,916	41.9
Australia	4,152	19	4,171	29.6
EUROPE	337	33	370	2.6
United Kingdom	87	18	105	0.7
Scandinavia	14	0	14	0.1
Benelux	17	1	18	0.1
Germany	72	0	72	0.5
Other Europe	147	14	161	1.1
AMERICA	1,077	22	1,099	7.8
U.S.A	1,050	20	1,070	7.6
Canada	27	2	29	0.2
ASIA	715	201	916	6.5
Japan	54	0	54	0.4
China	321	42	363	2.6
Korea	43	0	43	0.3
Other Asia	297	159	456	3.2
OTHERS	46	8	54	0.4
TOTAL	13,634	472	14,106	100%
PERCENTAGE DISTRIBUTION	96.7	3.3	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, May 2024 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	11,667	82.7	4,572	1,193	4,169	26	328	1,379
American Samoa	896	6.4	174	30	334	4	168	186
Fiji	381	2.7	53	102	98	0	40	88
Cook Island	0	0.0	0	0	0	0	0	0
Other Pacific Is	303	2.1	19	92	94	0	46	52
New Zealand	5,916	41.9	2,565	433	2,288	18	50	562
Australia	4,171	29.6	1,761	536	1,355	4	24	491
EUROPE	370	2.6	230	97	9	0	7	27
United Kingdom	105	0.7	54	30	5	0	3	13
Scandinavia	14	0.1	12	2	0	0	0	0
Benelux	18	0.1	8	6	0	0	1	3
Germany	72	0.5	53	15	1	0	1	2
Other Europe	161	1.1	103	44	3	0	2	9
AMERICA	1,099	7.8	279	172	275	36	68	269
U.S.A.	1,070	7.6	264	171	274	36	67	258
Canada	29	0.2	15	1	1	0	1	11
ASIA	916	6.5	146	88	51	2	166	463
Japan	54	0.4	26	14	1	0	0	13
China	363	2.6	68	35	32	2	49	177
Korea	43	0.3	18	2	4	0	2	17
Other Asia	456	3.2	34	37	14	0	115	256
OTHER COUNTRIES	54	0.4	25	9	1	0	1	18
TOTAL	14,106	100.0	5,252	1,559	4,505	64	570	2,156
Percentage Distribution ²	100.0		37.2	11.1	31.9	0.5	4.0	15.3

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, May 2024 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	21,565	100%	7,459	34.6	14,106	65.4
AIR	20,060	93.0	6,426	29.8	13,634	63.2
Quantas	2,036	9.4	413	1.9	1,623	7.5
Virgin Australia	1,027	4.8	121	0.6	906	4.2
Samoa Airways	1,835	8.5	982	4.6	853	4.0
Talofa Airways	1,134	5.3	492	2.3	642	3.0
Air New Zealand	9,024	41.8	3,300	15.3	5,724	26.5
Fiji Airways	4,978	23.1	1,114	5.2	3,864	17.9
Other Air Carrier	26	0.1	4	0.0	22	0.1
SEA	1,505	7.0	1,033	4.8	472	2.2
Lady Samoa IV ³	1,125	5.2	974	4.5	151	0.7
Yacht	25	0.1	0	0	25	0.1
Other Sea Carrier	355	1.6	59	0.3	296	1.4

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, May 2024 ¹

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	13,536	4,617	8,334	585
1day	225	184	33	8
2days	181	108	70	3
3days	346	209	130	7
4days	466	295	160	11
5days	683	413	260	10
6days	664	399	262	3
7days	2,744	1,295	1,196	253
8-14days	4,704	1,335	3,262	107
15-30days	2,581	273	2,265	43
31-60days	37	0	32	5
61-90days	61	0	51	10
91-180days	28	0	24	4
181-365days	74	0	53	21
> Year	184	0	100	84
Not Stated	558	106	436	16
Percentage Distribution ²	100	34.1	61.6	4.3

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