

SAMOA BUREAU OF STATISTICS

INTERNATIONAL ARRIVAL STATISTICS NOVEMBER 2024

MONTHLY HIGHLIGHTS:

In November 2024 compared with November 2023:

- ❖ Total arrivals of 19,524 increased by 5.9% (1,081)
- ❖ Total visitors of 12,996 increased by 1.1% (140)
- ❖ Total Visitors:
 - ✓ USA: 4.5% (increased by 44 visitors)
 - ✓ AUST: -0.4% (down by 14 visitors)
 - ✓ NZ: -2.3% (down by 127 visitors)
 - ✓ AM. SAM: -1.8% (down by 13 visitors)

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November 2024	All Arrivals	All Visitors
Number	19,524	12,996
% change from previous month	-0.6	-11.3
% change with same month in 2023	5.9	1.1

20TH DECEMBER 2024

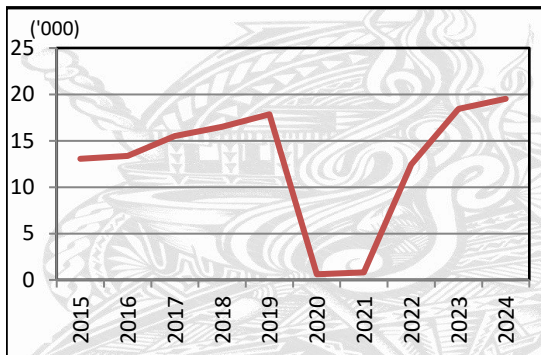
1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **November 2024** totaling 19,524 arrivals, revealed a decrease of 0.6 percent over the previous month of October 2024 and an increase of 5.9 percent over the corresponding month of November 2023.

Those who travelled to Samoa by Air represented 93.6% while 6.4% was represented by those who travelled by Sea.

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

Fig. 1: November Total Arrivals, 2015 – 2024

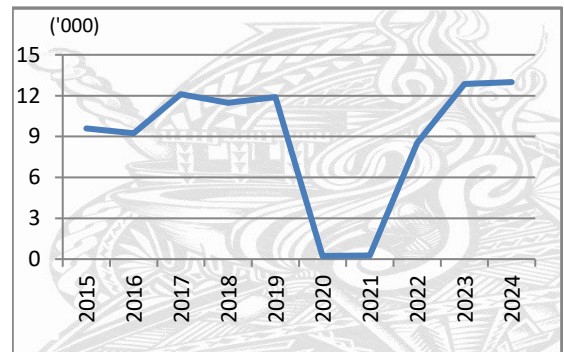


2. TOTAL VISITORS

Overall visitor numbers for the month under review stood at 12,996 revealing a decrease of 11.3 percent over the previous month of October 2024 and an increase of 1.1 percent over the corresponding month of November 2023.

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

Fig. 2: November Total Visitors, 2015 – 2024



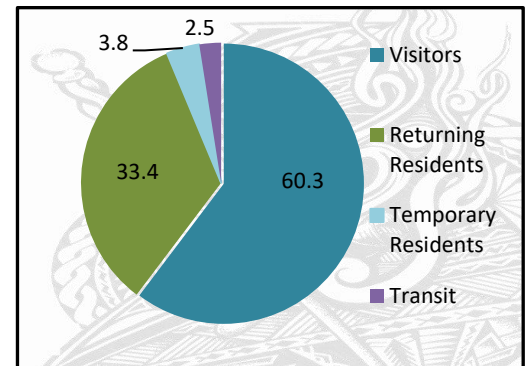
3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors (Table 2), made up the largest component of all arrivals with 60.3 percent (11,767), represented by 31.0 percent females (6,055) and 29.3 percent males (5,712).

Male returning residents made up 17.8 percent (3,478) of total arrivals while their female counterpart made up 15.6 percent (3,050). (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 2024

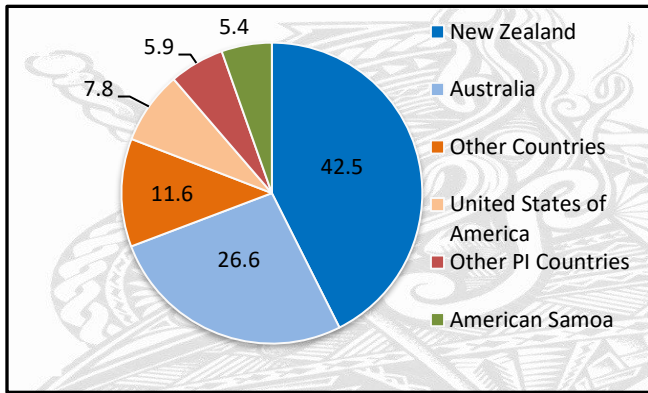


4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 42.5 percent of total visitors or 5,517 visitors. Australia followed next with a distant 26.6 percent share (3,457).

United States of America reported 7.8 percent (1,020 visitors) while American Samoa reported 5.4 percent (707) of total visitors. (Refer Fig. 4)

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

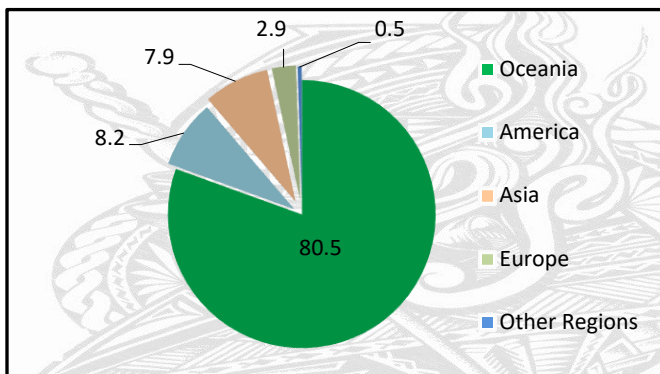


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 80.5 percent, followed by America with 8.2 percent.

Asia reported a share of 7.9 percent while Europe reported the least share of 2.9 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, November 2024



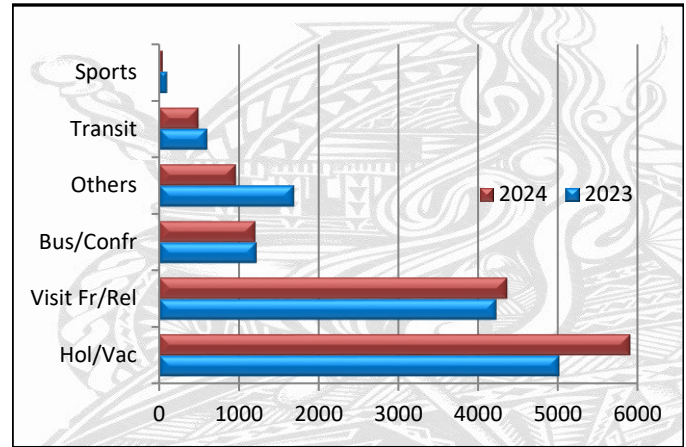
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constitute 82.3 percent of all visitors visiting Samoa in November 2024.

The majority of visitors (5,908) entered our shores for holiday and vacation while 4,371 entered our shores to visit friends and relatives.

Those who were here on Business/Conference recorded 1,209 visitors, while those for Sports purposes reported only 47 visitors. Fig.6 depicts total visitors by purpose of visit for November 2023 and November 2024.

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

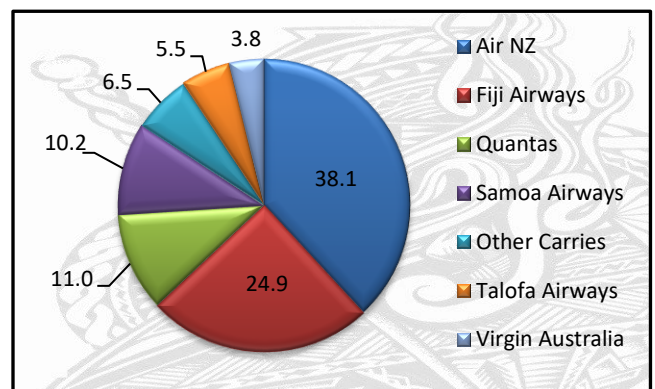


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Air New Zealand carried the highest share of passengers to Samoa with a 38.1 percent share, (7,431 passengers) followed by Fiji Airways with a 24.9 percent share (4,860 passengers).

Quantas brought in 11.0 percent (2,140 passengers) of total arrivals while Samoa Airways and Talofa Airways recorded shares of 10.2 percent (1,988) and 5.5 percent (1,075) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

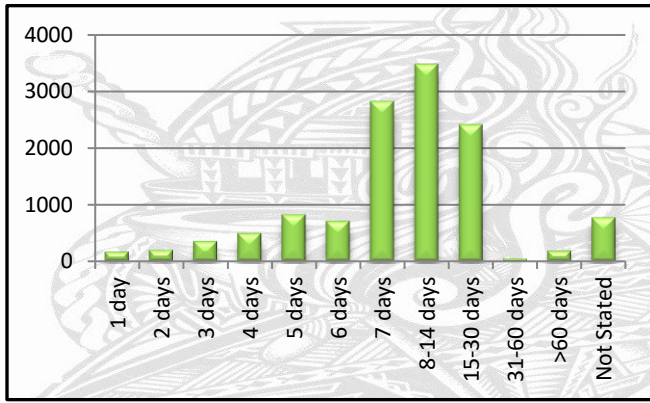
Fig. 7: Total Arrivals by Carrier, November 2024



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, November 2024



On the other hand, the majority of visitors (52.5 percent or 6,566 visitors) reported staying in private accommodations or with families/ relatives while 40.0 percent (5,003) stayed in hotel/ motel. (Refer Fig. 9).

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

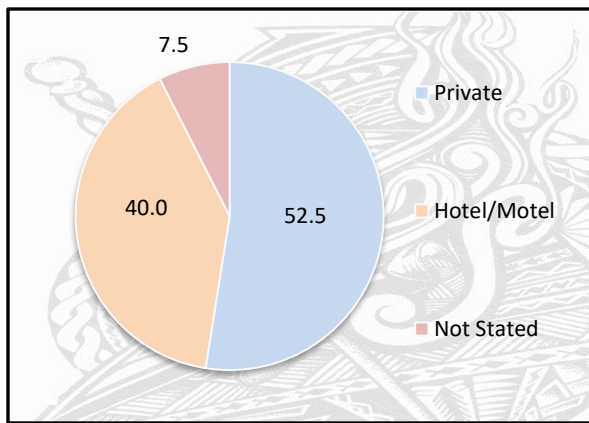
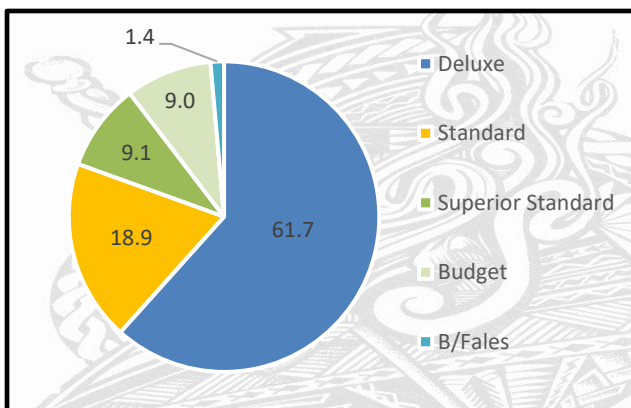


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (5,003) by type of accommodation (hotel/ motel), within the reference month.

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

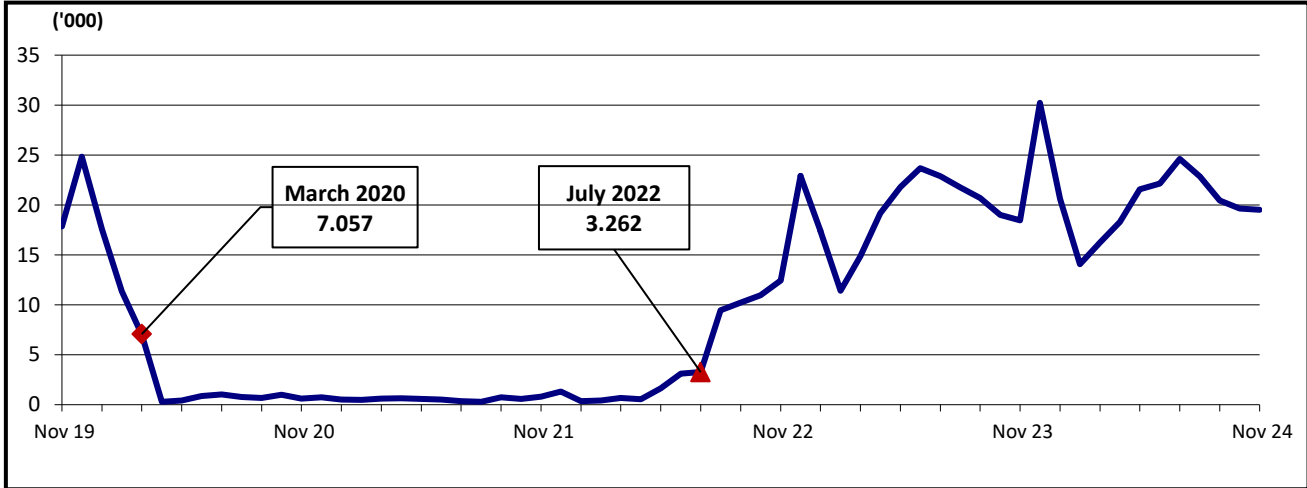
Futhermore, the BMS (Border Management Sytem) was also used for the compilation of such statistics.

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

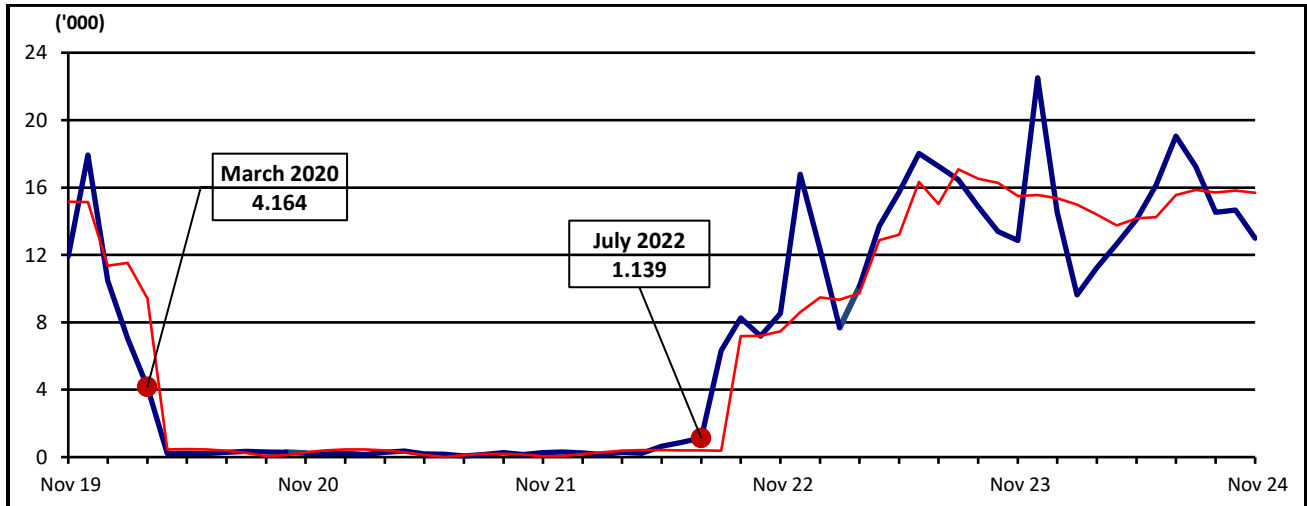
APPENDIX

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



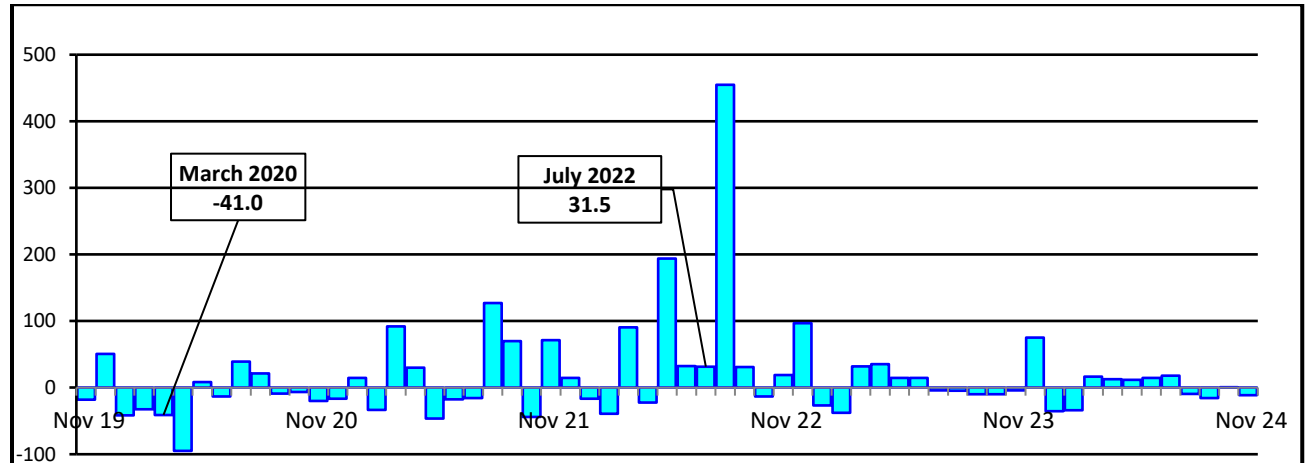
Note: Covid-19 travel restriction period from 20th March 2020 to 31st July 2022

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



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

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

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, November 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	19,524	9,893	9,631	11,767	5,712	6,055	6,528	3,478	3,050	494	301	193	735	402	333
0 - 4	702	358	344	521	272	249	153	71	82	5	3	2	23	12	11
5 - 9	638	331	307	446	220	226	151	85	66	9	5	4	32	21	11
10 - 14	623	302	321	468	230	238	118	53	65	14	9	5	23	10	13
15 - 19	1,134	528	606	791	347	444	282	146	136	24	15	9	37	20	17
20 - 24	1,515	734	781	852	395	457	585	301	284	23	8	15	55	30	25
25 - 29	1,703	857	846	962	421	541	614	354	260	59	38	21	68	44	24
30 - 34	1,592	849	743	945	469	476	534	314	220	72	46	26	41	20	21
35 - 39	1,484	778	706	894	445	449	485	273	212	42	26	16	63	34	29
40 - 44	1,495	795	700	884	452	432	487	263	224	56	32	24	68	48	20
45 - 49	1,574	787	787	887	415	472	579	300	279	45	34	11	63	38	25
50 - 54	1,701	877	824	991	501	490	617	327	290	37	23	14	56	26	30
55 - 59	1,686	834	852	969	453	516	619	333	286	42	21	21	56	27	29
60 - 64	1,431	703	728	833	400	433	509	255	254	26	16	10	63	32	31
65 - 69	1,041	548	493	587	315	272	390	202	188	23	14	9	41	17	24
70 - 74	670	361	309	419	224	195	213	118	95	12	9	3	26	10	16
75 +	535	251	284	318	153	165	192	83	109	5	2	3	20	13	7
% DISTRIBUTION ²	100	50.7	49.3	60.3	29.3	31.0	33.4	17.8	15.6	2.5	1.5	1.0	3.8	2.1	1.7

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, November 2024 ¹

Country of Usual Residence	Mode of Travel			Percentage %
	Air	Sea	Total	
OCEANIA	10,251	212	10,463	80.5
American Samoa	664	43	707	5.4
Fiji	346	19	365	2.8
Cook Island	8	0	8	0
Other Pacific Is	359	50	409	3.1
New Zealand	5,424	93	5,517	42.5
Australia	3,450	7	3,457	26.6
EUROPE	368	7	375	2.9
United Kingdom	73	2	75	0.6
Scandinavia	14	0	14	0.1
Benelux	27	1	28	0.2
Germany	73	1	74	0.6
Other Europe	181	3	184	1.4
AMERICA	1,033	31	1,064	8.2
U.S.A	990	30	1,020	7.8
Canada	43	1	44	0.3
ASIA	751	278	1,029	7.9
Japan	72	6	78	0.6
China	335	113	448	3.4
Korea	29	0	29	0.2
Other Asia	315	159	474	3.6
OTHERS	57	8	65	0.5
TOTAL	12,460	536	12,996	100%
PERCENTAGE DISTRIBUTION	95.9	4.1	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, November 2024 ¹

Country of Usual Residence	Purpose of Visit							
	Total	Percentage ²	Holiday/ Vacation	Business/ Conference	Visit Friends/ Relatives	Sports	Transit	Others
OCEANIA	10,463	80.5	4,635	942	3,918	42	265	661
American Samoa	707	5.4	203	36	368	3	95	2
Fiji	365	2.8	155	135	49	0	23	3
Cook Island	8	0.1	2	4	2	0	0	0
Other Pacific Is	409	3.1	192	129	45	0	36	7
New Zealand	5,517	42.5	2,615	369	2,171	16	90	256
Australia	3,457	26.6	1,468	269	1,283	23	21	393
EUROPE	375	2.9	290	25	19	0	3	38
United Kingdom	75	0.6	56	6	3	0	1	9
Scandinavia	14	0.1	12	1	0	0	0	1
Benelux	28	0.2	24	2	1	0	0	1
Germany	74	0.6	60	3	5	0	1	5
Other Europe	184	1.4	138	13	10	0	1	22
AMERICA	1,064	8.2	428	74	378	4	54	126
U.S.A.	1,020	7.8	394	71	373	4	54	124
Canada	44	0.3	34	3	5	0	0	2
ASIA	1,029	7.9	531	157	54	1	162	124
Japan	78	0.6	38	22	5	1	1	11
China	448	3.4	256	74	32	0	22	64
Korea	29	0.2	18	4	2	0	3	2
Other Asia	474	3.6	219	57	15	0	136	47
OTHER COUNTRIES	65	0.5	24	11	2	0	10	18
TOTAL	12,996	100.0	5,908	1,209	4,371	47	494	967
Percentage Distribution ²	100.0		45.5	9.3	33.6	0.4	3.8	7.4

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, November 2024 ¹

Carrier	Total		Purpose of Entry			
			Returning Residence	Percentage ²	Total Visitors	Percentage ²
Total	19,524	100%	6,528	33.4	12,996	66.6
AIR	18,265	93.6	5,805	29.7	12,460	63.8
Quantas	2,140	11.0	382	2.0	1,758	9.0
Virgin Australia	747	3.8	221	1.1	526	2.7
Samoa Airways	1,988	10.2	1,136	5.8	852	4.4
Talofa Airways	1,075	5.5	454	2.3	621	3.2
Air New Zealand	7,431	38.1	2,185	11.2	5,246	26.9
Fiji Airways	4,860	24.9	1,427	7.3	3,433	17.6
Other Air Carrier	24	0.1	0	0.0	24	0.1
SEA	1,259	6.4	723	3.7	536	2.7
Lady Samoa IV ³	737	3.8	664	3.4	73	0.4
Yacht	0	0.0	0	0	0	0.0
Other Sea Carrier	522	2.7	59	0.3	463	2.4

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

3: Lady Naomi being replaced by Lady Samoa IV

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

Duration of Stay	Place of Stay			
	Total	Hotel/Motel	Private	Not Stated
Total	12,502	5,003	6,566	933
1day	174	141	30	3
2days	204	132	60	12
3days	362	223	116	23
4days	500	321	159	20
5days	829	554	248	27
6days	717	465	233	19
7days	2,817	1,196	1,230	391
8-14days	3,470	1,452	1,859	159
15-30days	2,413	403	1,853	157
31-60days	49	0	45	4
61-90days	19	0	18	1
91-180days	47	0	34	13
181-365days	57	0	47	10
> Year	66	0	60	6
Not Stated	778	116	574	88
Percentage Distribution ²	100	40.0	52.5	7.5

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